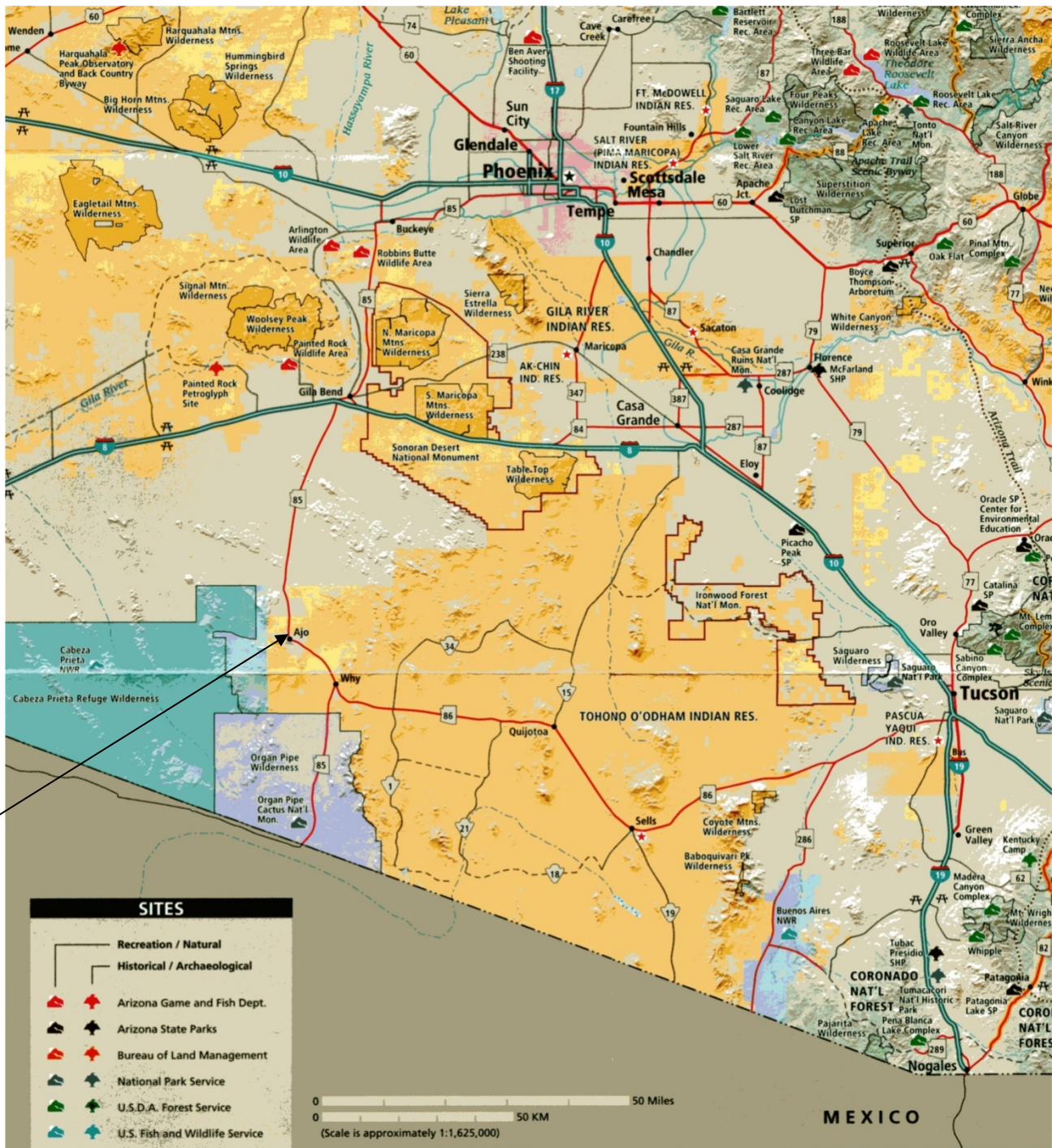


CREATIVE PLACEMAKING  
In RURAL AMERICA  
Ajo, Arizona



International Sonoran Desert Alliance



SITES	
	Recreation / Natural
	Historical / Archaeological
	Arizona Game and Fish Dept.
	Arizona State Parks
	Bureau of Land Management
	National Park Service
	U.S.D.A. Forest Service
	U.S. Fish and Wildlife Service

0 50 Miles  
 0 50 KM  
 (Scale is approximately 1:1,625,000)

MEXICO













# Attract Artists to Ajo

- Spacious, affordable long term live / work space
- Additional studio space
- Performance venues
- Shared “dirty” work space – clay studio, wood shop
- Access to tools – kilns, power tools, welding & sandblasting equipment











































2008











# ADD TO THE MIX

## AN INTERNATIONAL RETREAT CENTER

- Use to attract groups of artists for shorter term stays – also ecotourists and other groups
- Use for sponsored artist residency programs
- Use to “bring market” to Ajo





# Help Artists Create Businesses

- Business Planning Workshops
- Individual Development Accounts (IDAs) for Arts Businesses
- Access to Micro Loans
- Marketing Assistance – print services, gallery, gift shop, on line store, and future urban gallery (in Tucson)





# ADD TO THE MIX

- Affordable Commercial Space
- More Sales Venues for Artists
- More Performance Venues

Ajo's Historic Plaza





































THROUGHOUT THE  
PROCESS

**USE THE ARTS  
TO  
BUILD COMMUNITY**











































USE A MIX OF FOUNDATION  
AND GOVERNMENT FUNDING

EACH CAN LEVERAGE  
THE OTHER



## **ISDA'S CURRENT PROJECT:**

ArtPlace -- \$536,000

Ford Foundation SDAS -- \$600,000

Freeport McMoRan Foundation -- \$75,000

USDA Community Facilities -- \$80,000

USDA RBEG -- \$99,500

NEA Our Town -- \$100,000

HUD Rural Innovation Fund -- \$300,000

HUD CDBG -- \$75,000



# **GOVT SOURCES USED FOR RECENT RELATED PROJECTS**

USDA Community Food Projects--\$163,807

USDA Hunger Free Communities--\$63,000

USDA RBEG--\$85,000

HHS Community Economic Dev--\$765,000

HUD NSP1--\$750,000

CDBG--\$100,000

NAD Bank CAIP--\$100,000 (pending)



# RECENT CREATIVE COMBINATION

- Community Foundation of Southern AZ () – \$350,000 over 5 years for food systems partnership
- USDA Community Food Projects –\$163,807 to fund youth interns to build new farm gardens
- First People's Fund – \$20,000 to bring a Native American community artist to Ajo to create public art in the major gardens



**PLEASE COME VISIT!**



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