



#### Since 1980

\$14.7 billion

Invested

\$44 billion

Leveraged

330,000

Affordable homes & apartments

### 53 million sf

Of retail & community space

194 Early childhood centers

184 Schools

292 Playing fields

55 Health centers

**63** Grocery stores

## \$1.3 billion invested in 2015

# Creativity and culture inspire connection and a sense of place







- Creating spaces charged with shared and valued community meanings and which explicitly promote civic interaction and civic pride;
- Community cultural celebrations and recurring events that are expected to increase civic engagement;
- Arts-and-culture-centered practices that engage residents, including youth, and are explicitly intended to help solve civic problems and otherwise contribute to community life





Community cultural development is a uniquely powerful support to social capital formation. Unlike other forms of social capital, community cultural development is explicitly aimed at community improvement, and contributes to affirmation of shared community values, shared membership, and personal agency – the very stuff of collective efficacy



Physical transformation that is culturally-relevant embraces the signs and symbols of community cultural identity as integral elements of new and revitalized structures and public spaces.

- Public murals, public art
- Historic preservation
- Curation of community spaces through signage and interpretive materials and other types of physical change









Like other forms of physical transformation, culturally-relevant transformation signals to residents and outsiders that a place is well-ordered and safe. But it sends powerful messages of ownership, as well. To insiders, it says: we own this place. To outsiders it says emphatically: this place is owned.



Economic development strategies that cultivate a neighborhood's inherent cultural assets create businesses that build within the communities they serve

- Youth based employment in industrial based arts, workforce development
- Culturally based micro-enterprise investments
- Artisinal manufacturing, greenhouses, commercial kitchens







Public expressions of cultural identity and pride of place publicly stamp a commercial area as a site for the production of culturally-relevant goods and services.

Effective investments in arts and culture can lead to creation of an arts-based economic cluster — a geographic concentration of interconnected retailers, suppliers, service providers, and associated institutions.

## Core values of creative placemaking at

- Artists as leaders, catalysts and changemakers
- Racial equity
- Development without displacement
- Community driven, comprehensive, collaborative change
- Build capacity and cultivate agency

