



Creative Placemaking and Economic Impact NJTPA/TNJ Institute Workshop #3

Taking the Pulse on Creative Placemaking
in Northern New Jersey

September 15,
2017

Meet Your Workshop Leaders



President
Center for Creative
Placemaking



Vice President
Center for Creative
Placemaking



Executive Director
Policy and Planning
Innovation for Civil
Infrastructure and
Environment
NJIT/NJII

WHAT IS CREATIVE PLACEMAKING?

Creative Placemaking is a planning process in which artists, arts/cultural organizations, and community development practitioners deliberately integrate arts and culture into the environment: *placing arts and culture at the table with land-use, transportation, economic development, education, housing, infrastructure, and public safety strategies.*

CREATIVE PLACEMAKING IS:

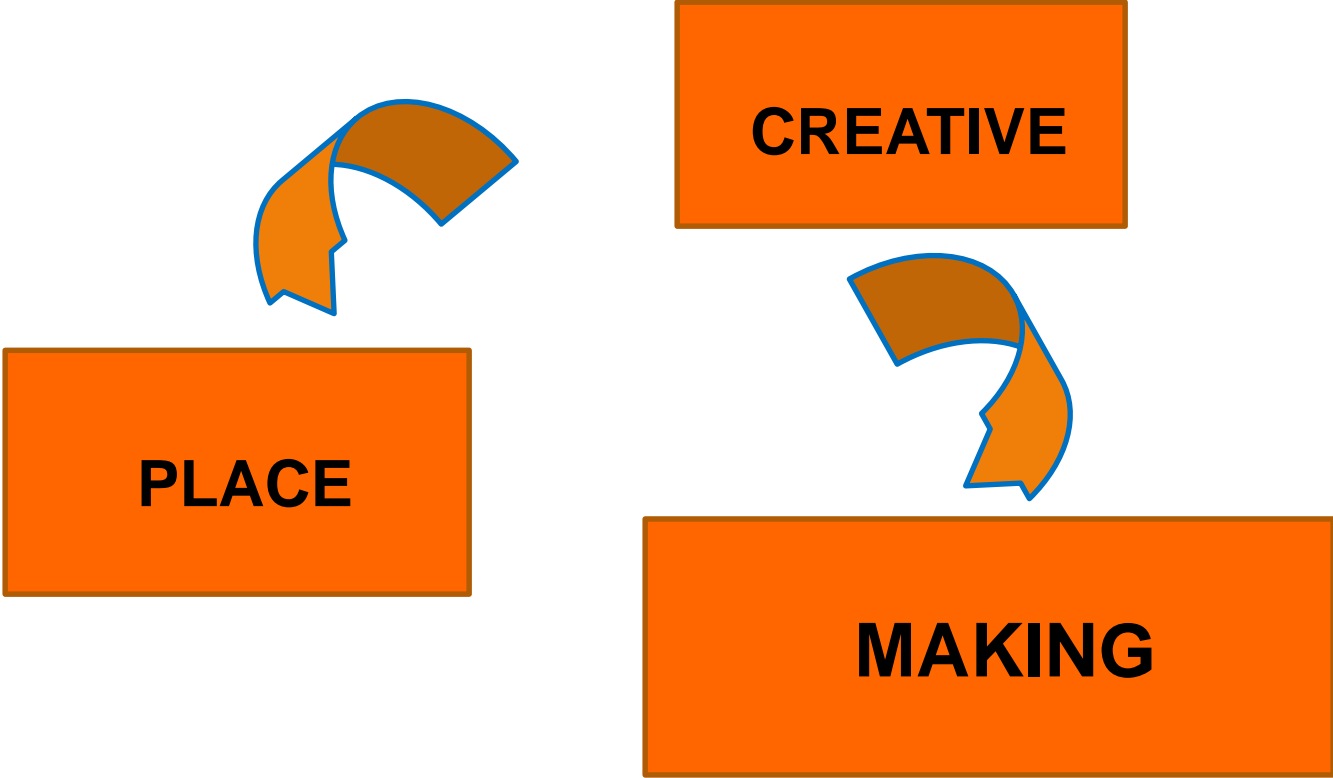
- Strategic action by cross-sector partners
 - with
 - A place-based orientation
 - and
 - A core of arts and cultural activities
 - Capitalizing on existing assets



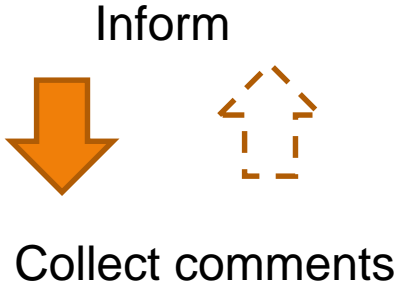
Creative Placemaking Is Not:

- ❖ *An Arts District*
- ❖ *A Performing Arts Center*
- ❖ *A Live/Work, Mixed-Use Conglomerate*
- ❖ *A Top-down Approach*
- ❖ *A Blanket Approach*
- ❖ *Static*
- ❖ *Exclusionary*

It's a process!



Old Model: DAD



“It is difficult to design a space that will not attract people; what is remarkable is how often this has been accomplished.” William H. (Holly) Whyte

- ❖ opportunities for citizens to connect with stakeholders
- ❖ opportunities for citizens to connect with other citizens
- ❖ opportunities for citizens to connect with the place
- ❖ diverse perspectives
- ❖ keep the conversation going – feedback and follow-through are critical!



WHAT IS THE VALUE OF CREATIVE PLACEMAKING?

The intention of Creative Placemaking is to foster a positive impact on a place, resulting in a variety of potential outcomes, including improved quality of life, reduction in crime, strengthened social cohesion, and increased economic activity.

The value of the Creative Placemaking process is derived from deeper personal engagement which advances social equilibrium and sustainability of a place.

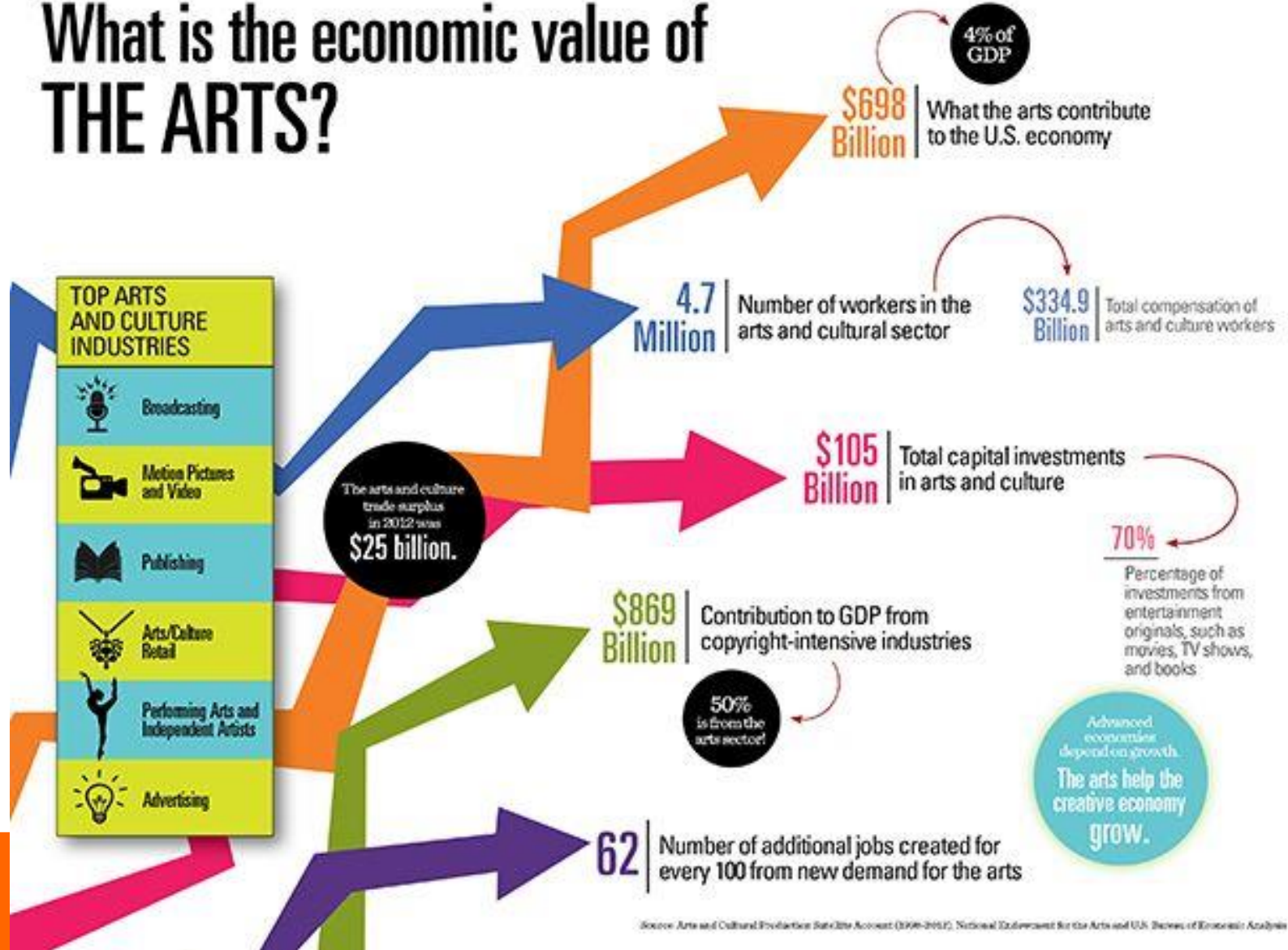
USED BY ARTS ORGANIZATIONS

The link below can be used to assess their economic impact including audience spending, tax revenue etc.

http://www.americansforthearts.org/information_services/research/services/economic_impact/default.asp



What is the economic value of THE ARTS?





TELLING OUR COMMUNITY STORY

Mission/Visioning

Branding Marketing

Ways to tell our story that create excitement and action

Creative ways to raise our public profile through cost-effective social media, etc.

The power of co-marketing

PLACE MARKETING

Place Marketing is the development and implementation of a managerial process that assists places in order to achieve their objectives by adopting a market-oriented philosophy

“Place marketing is about ensuring that the brand message and the story of an area are strategically and methodically delivered to the right audiences through the appropriate channels. ”

Manolis Psarros, in the Place Marketing & Branding Manifesto, 2015. Source: <http://bestplaceinstytut.org/RAPORT2015.pdf>

STRATEGIES

AUTHENTICITY IS KEY!

There is increasing interest in collaborative approaches to place brand strategy and umbrella approaches.

Beyond a focus on tourism, focus on attracting investment.

Engaging citizens and businesses in the development and implementation of place brand strategies.

Anticipate crisis management

Evaluate Success



Spotlight on Warren County



BREAD LOCK PARKFEST



ParkFest @ Bread Lock Park

- Jazz in the Park - bring a chair
- Meet the Authors
- Art Show
- Local History Displays
- Classic Cars
- Food Vendors



Free admission

Presented By:

Warren County Parks Foundation

and

Warren County Morris Canal Committee

Rain or Shine



Saturday, June 10, 2017 from 11 a.m. to 6 p.m.

Bread Lock Park, 2627 Route 57, Stewartville, NJ

For more information call 908-475-6539 or email morriscanal@co.warren.nj.us

Funding has been made possible, in part, by the
Warren County Cultural and Heritage Commission



Innovative Business Loans—5-4-5 Downtown Loan Fund

- **Warren County freeholders supporting downtown entrepreneurship**
- **Loans of up to \$25,000 at 5 percent interest for a term of five years**
- **New or existing business must create jobs and be located in a downtown**
- **Downtown must have an organization working to support, revitalize or enhance the area, and that organization must receive financial support from the municipality where the downtown is located**
- **TBAC conducts financial evaluations for loan applicants and also offers micro-loans up to \$35,000.**





Spotlight on Monmouth County

Monmouth County policies, incentives and procedures

Incentive façade program grant providing up to \$1800 to businesses to support things like set-back, painting, etc.

Open space program. Big tax savings for purpose of slowing development in order to keep farm industry viable

Enhanced economic development approach in all facets.

Shared Service partnerships allows saving in municipalities in order to keep taxes in hand and AAA bond rating in place





Spotlight on Somerset County

ARTS AND CULTURE ARE ALIVE AND WELL IN SOMERSET COUNTY!



FUNDING IS FOSTERING CREATIVE PLACEMAKING ACTIVITIES AND ECONOMIC IMPACT

- **TAP grant through NJTPA and NJDOT to enhance sidewalk connections and convert a historic bridge to pedestrian bridge leading to Duke Farms.**
- **160 acres around Somerville NJ Transit Rail Station designated a Brownfield Development Area making it eligible for NJDEP and NJTPA funded brownfield site remediation for the tract. Up to 5 Million dollar grant funding available for this.**
- **Redevelopment plan envision green space as well as commercial and residential land use.**
- **Estimated impact -- create 500 jobs and \$89 million a year in consumer spending.**
- **Creativity and the Placemaking process incorporated into all planning**

COLLABORATIVE DECISION-MAKING BY MULTIPLE STAKEHOLDERS AND COMMUNITIES

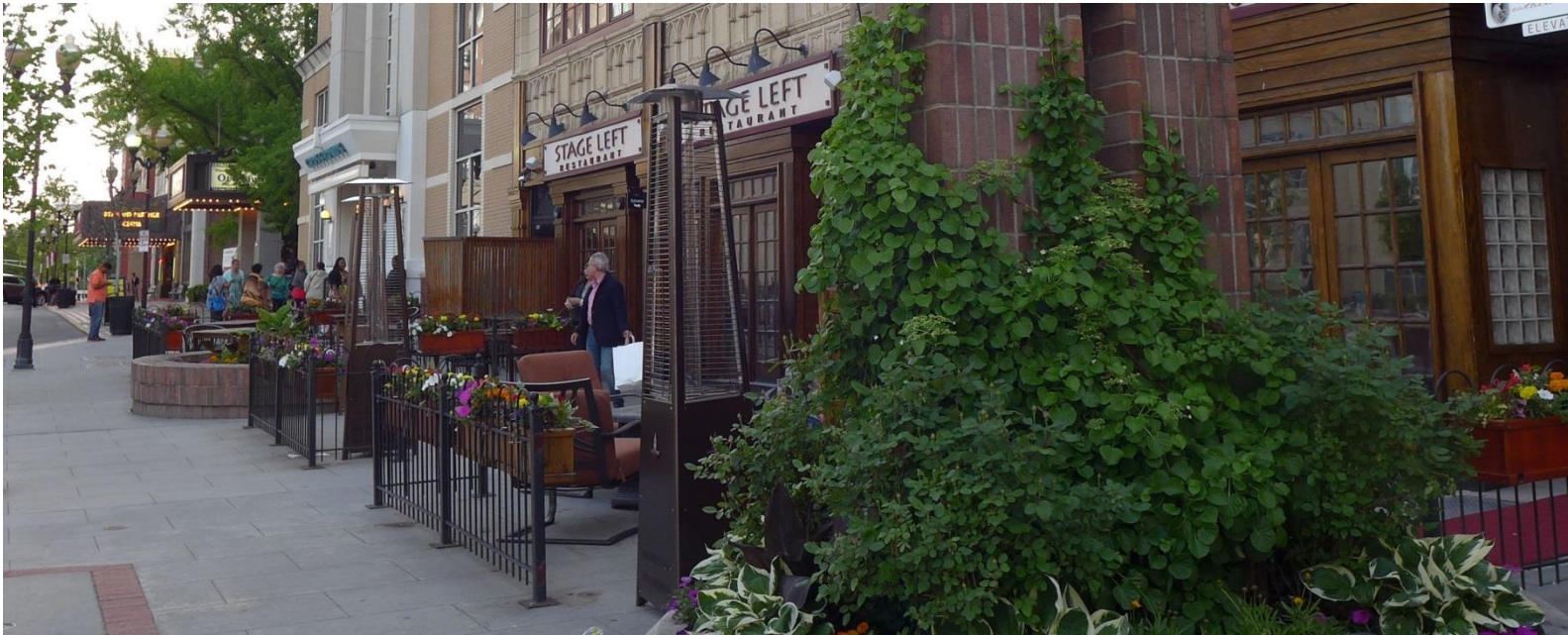
- **Township, county, state, education partners etc. working collaboratively on the project.**
 - **2 community workshops have been held by the team in order to engage community members in the planning effort.**
 - **Bringing disparate efforts together.**
 - **Consistent creative placemaking steps to educate, outreach and achieve buy-in**

Arts is the connector!.



Spotlight on New Brunswick Cultural Center/ Middlesex County

COLLABORATION IN ESTABLISHING “PLACE,” ASSETS BRANDING AND MARKETING ARE THE KEYS TO SUCCESS!



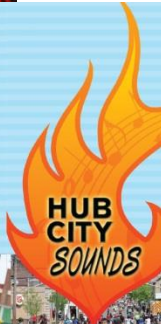


#seeyouthere



¡Hub City Sounds es un festival de artes escénicas, visuales y culinarias GRATUITO y acogedor para familias con eventos para todos los gustos!

¡Hub City Sounds es un festival de artes escénicas, visuales y culinarias GRATUITO y acogedor para familias con eventos para todos los gustos! Espectadores pueden traer cobijas y sillas para sentarse en el área del césped en los eventos que se presentarán en los parques o en las calles de la ciudad y habrán meriendas disponibles para la compra de la compañía, "Delectable Delights." Venga a disfrutar de las Zonas de Niños presentando: Castillos de Luna, pinturas ornamentales para la cara, zoológico de mascotas, pintar en lienzos, y más. Los tipos de las presentaciones, estilos y comidas variarán reflejando la población diversa de la comunidad de New Brunswick y de la región.



CICLOVIA

23 de julio - 1pm a 6pm

EN EL PARQUE, BOYD PARK, RUTA 18 NORTE

GUELAGUETZA

presentando la bella comida, música, bailes folklóricos, tradiciones sanadoras y herencia de Oaxaca, México

12 de agosto - 1pm a 6pm

EN EL PARQUE, BOYD PARK, RUTA 18 NORTE

2NDO FESTIVAL ANUAL INDO-AMERICANO

ofreciendo deliciosas golosinas, música y presentaciones de teatro inspirado por la rica cultura y tradiciones del norte y sur de la India

26 de agosto - 12pm a 6pm

EN EL PARQUE, BOYD PARK, RUTA 18 NORTE

2NDO FESTIVAL ANUAL DEL CARIBE

deléitese en las vibraciones de isla que destacan la cocina caribeña, la música y presentaciones de bailes típicos incluyendo el reggae, soca y calypso

Del 8 al 10 de septiembre - 12pm a 6pm

EN EL PARQUE, BOYD PARK, RUTA 18 NORTE

MÚSICA ROCK NEW BRUNSWICK

con festivales por toda la ciudad, culminando con una gran fiesta en Boyd Park el 10 de septiembre con afro-punk, indie, soul, ska y bandas pop, DIY Market, camiones de comida y más -recortado por Smugbug Productions y NJ music media consortium

16 de septiembre - 1pm a 6pm

LA CALLE GEORGE, ENTRE LA CALLE LIBERTY Y LA CALLE PATERSON

QUINTO FESTIVAL ANUAL DE JAZZ DEL AREA CENTRAL DE NEW JERSEY

Presentando una colaboración sin paralelo entre tres comunidades en tres condados diferentes consistiendo de Flemington, New Brunswick y Somerville

24 de septiembre - 11am a 5:30pm

EN EL PARQUE, BOYD PARK, RUTA 18 NORTE

FESTIVAL DEL RÍO RARITAN

Disfrute de música en vivo, vendedores, el mercado de agricultores comunitarios de New Brunswick, actividades para niños, carreras de canoa de cartón y mucho más. El día culminará con la carrera de pato anual de la Fundación Beez en el Río Raritan, con premios para los ganadores!

8 de octubre - 11am a 4pm

EN EL PARQUE, JOYCE KILMER PARK, #143 DE LA AVENIDA JOYCE KILMER

HUB CITY SOUNDS @CICLOVIA:

3ER FESTIVAL ANUAL DEL CORAZÓN LATINO

disfrute de la rica cultura Latina y Caribeña de New Brunswick, con bailes típicos tradicionales, música y mucho más



732.729.0320 x.203 • www.NewBrunswickArts.org

FOLLOW US AT [@NEWBRUNSWICKCULTURALCENTER](#) AND [@ARTSNEWBRUNSWICK](#)

Traiga sábanas o sillas para sentarse en el césped en los eventos del parque. Refrescos disponibles para la compra.

ESTACIONAMIENTO GRATIS

Exactamente a una cuadra de Boyd Park, en el Edificio de Seguridad Pública de Rutgers, ubicado en 55 Commercial Avenue. Busque los globos amarillos.

MIDDLESEX COUNTY, NJ



Positive information is contagious.
The key is having enough partners
spreading the good news.

-Tracey O'Reggio Clark
New Brunswick Cultural Center



Spotlight on Hudson County

HEALTH OUTCOMES

JCFamilies & CarePoint Health

Annual Cultural
Diversity
Festival 2017

August 26th / 10am - 2pm at Hamilton Park

supported by:

Brunswick School | JCR | VIBGYOR | THE HUB

Bridge arts festival
Sept 9
DENNIS P. COLLINS PARK
BAYONNE, NJ

Saturday
Sept. 9, 2017

**Dennis P. Collins Park,
Bayonne @ 1st Street**
Time: 11:00 am - 6:00 pm
FREE

**Premiere Arts, Music,
Dance and Cultural Event**

Son 3 y Mas feat. Ralph Irizarry

V Music feat. Dave Watson

Beninghove's Hangmen

Hosted by: Lynn Hazan - ChicPeaJC

Dance Performances
Dance With Me Dance Studio, Surati Dance Company,
Zawadi School of African Dance, Jersey City Ballroom Dancers
and Expressive Creative Soul featuring Heather Smith

**Food Truck Row | Beer Garden | Kids Craft Corner
Artist Vendor Market | Two Performance Stages**

RWJBarnabas HEALTH | BCB YOUR COMMUNITY BANK | PSEG | TARGET | Dance With Me Dance Studio | Crafty Fox Studio

www.bridgeartsfestival.com

f @BridgeArtsFestival | t @bridgeartsfest | i @bridgeartsfestival

COUNTY FOCUS ON DIVERSITY AND INCLUSION

- Happens organically in the schools
- Open public spaces generously and support every festival and local non-profits
- Implement and regulate a zero discrimination tolerancy policy
- Sensitivity to cultures' balancing act between assimilation and maintaining heritage
- Sensitivity to reluctance in cultural groups to displace their revered leaders.
- Be proactive in collaborating between county and municipality on branding and marketing
- Invite people to “Come Back Home” through promotions



Spotlight on Sussex County

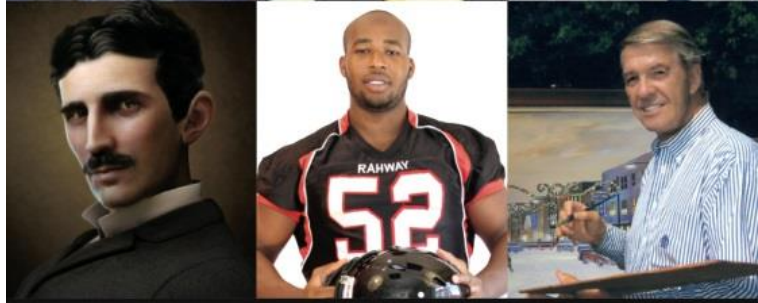




Spotlight on Woodbridge & Rahway/ Union County



Who Will Be the NEXT
Rahway's Own?
Your vote counts!



All nominees must be recognized in their field OR recognized as a 'Rising Star'.
Place your nominations at RahwaysOwn.com!

RAHWAY'S OWN
CELEBRATING OUR COMMUNITY, ART, EDUCATION, AND BUSINESS.
www.rahwaysown.com  

Pictured above, clockwise from top left: Daphne Lee, Antonio Garcia, Milton Rivellino, Shavina Williams, Carl Sopan, Gayatri Jindani, Mikola Tesko, Rie Ighinosian, Lloyd Garrison



**CREATIVE
NEW JERSEY**

WOODBRIIDGE



INNOVATIVE FUNDING

- County grant of \$6 million to build arts center
- Educational Grants and In-Kind Donations
- Innovative use of PILOT tax incentive program
resulting in:
 - Significant improvement of real estate prices
 - Enhancements in school facilities and programs
 - Improved transit access
 - Robust business attraction



Spotlight on Bergen County





Spotlight on Hunterdon County

The GUILD of CLINTON



SHOPPING • SERVICES • DINING • CULTURE





Hunterdon ED Funding

Hackathon—Public/Private
Sector support

Highlands Council
reimbursement for a tourism
study

Federal EDA-- incubator
feasibility study (50%)



Spotlight on Morris County

Wharton Boro Canal Day

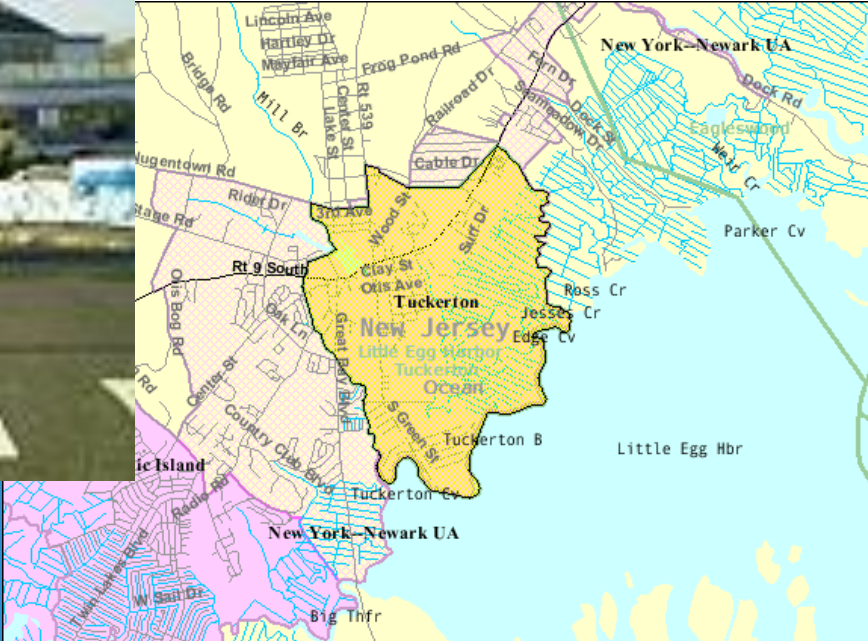




Spotlight on Tuckerton Seaport Ocean County

TUCKERTON SEAPORT

CREATIVE PLACEMAKING BEFORE THERE WAS A NAME FOR IT!





Spotlight on East Orange/ Essex County

EAST ORANGE—BUILDING UPON HISTORICAL AND CULTURAL ROOTS

- Utilize the transit areas as center of development.
- Focus on artists and entrepreneurs
- View downtown as an opportunity zone
- Diligent about community-centric planning
- Smart use of CDBG grants and CDHO collaboration to construct 102 SFHs
- Created an award-winning First Time Homebuyer's Program



IT WOULD BE STRETCHING IT TO THINK THAT ARTISTS ALONE CAN CHANGE DECADES OF UNDERINVESTMENT OR HUGE SOCIETAL ISSUES. BUT WE BELIEVE THAT THEY CAN MAKE A POWERFUL DIFFERENCE. ARTISTS' WORK SIGNALS THAT THINGS ARE CHANGING IN NEIGHBORHOODS. THEY CAN BRING PEOPLE TOGETHER FROM DIFFERENT BACKGROUNDS, ENCOURAGE PEOPLE TO THINK ABOUT OUR COMMUNITIES IN DIFFERENT WAYS, PROPOSE INTERESTING SOLUTIONS TO PROBLEMS ON A SMALL SCALE AND MAYBE MOST IMPORTANTLY ... ARTISTS CAN HELP PEOPLE BELIEVE AGAIN.

**SETH BEATTIE, PRINCIPAL
NESDC AND CPAC**

FOR FURTHER INFORMATION:

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