



Creative Placemaking



1. Creation of County Wide Arts Council

- ✓ Inventory organizations assets
- ✓ Working with the AMAC
- ✓ Convening the anchor organizations
- ✓ Determining roles

2. Artist Networks

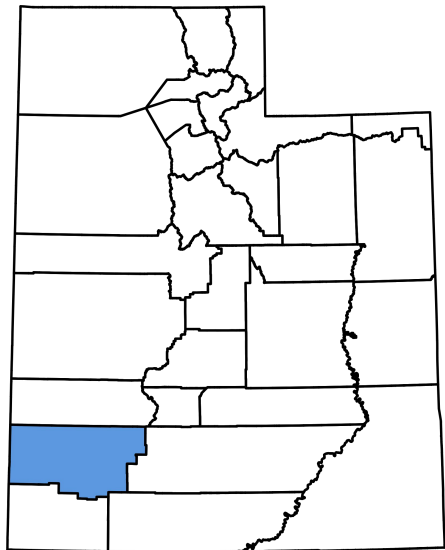
- ✓ Mingling Events
- ✓ Athens Arts Walk
- ✓ Formation of Coops
- ✓ Athens Maker Space
- ✓ Support for place-making events
- ✓ Creative placemaking week in March

3. Entrepreneurship Development for Creative Industries

- ✓ Creative placemaking via the community challenge
- ✓ Pop-up studios & retail in empty storefronts
- ✓ AIR Shift Facilitator Training



IRON COUNTY, UT



*Creating a Cultural Corridor to Connect
the Campus with Historic Downtown*





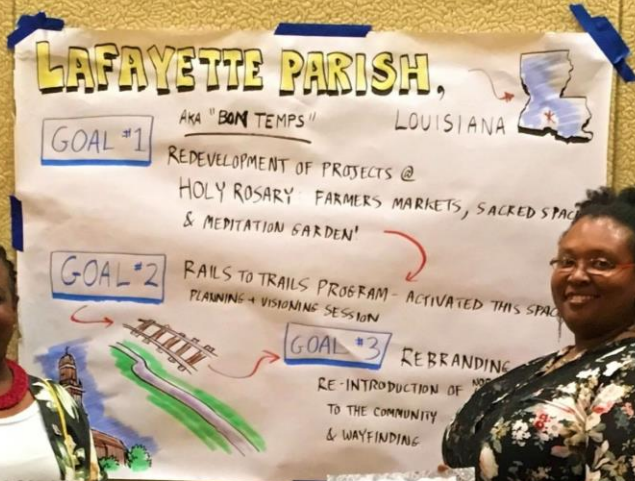
Team Updates and Next Steps:

What our team has focused on since the NACo Creative Placemaking Challenge:

- Met monthly to continue the conversation of what creative placemaking looks like in our community
- Increased our team to include more stakeholders:
 - CEO, Chamber of Commerce
 - VP, Community & Alumni Relations, SUU
 - ED, Tourism Bureau
- Integrated our work into Vision 2050:
 - Involved in their focus groups, surveys, and steering committee
 - Attended the Conservation Fund's "Balancing Nature & Commerce" conference

What we have identified as benchmark goals by addressing the following issues:

- Identify zoning laws or public policies that need to change now in order for us to accomplish our goals later [in progress]
- Work to better our streets with lighting, wider sidewalks, benches, landscaping, parking, etc.
- Form a city/county Public Art Committee to create long-term plan for public art [people have been identified]
- Expand the Cedar City Arts Council's Final Friday Art Walk from 4 months to 6 months [will begin in 2020]
- Create an Arts & Culture Master Plan for Iron County, beginning with Cedar City







RIGHT ANGLE'S DIMENSIONAL BRANDING® APPROACH





Pottawattamie County, Iowa

NACo Creative Counties Placemaking

Integrate the work of local artists
into the Frontier Iowa Trails

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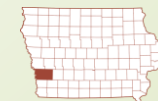
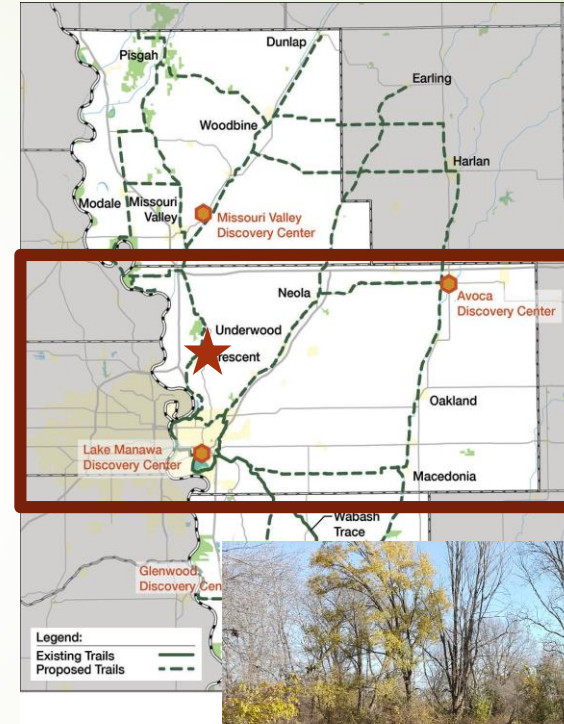


Integrate the work of local artists into the Frontier Iowa Trails

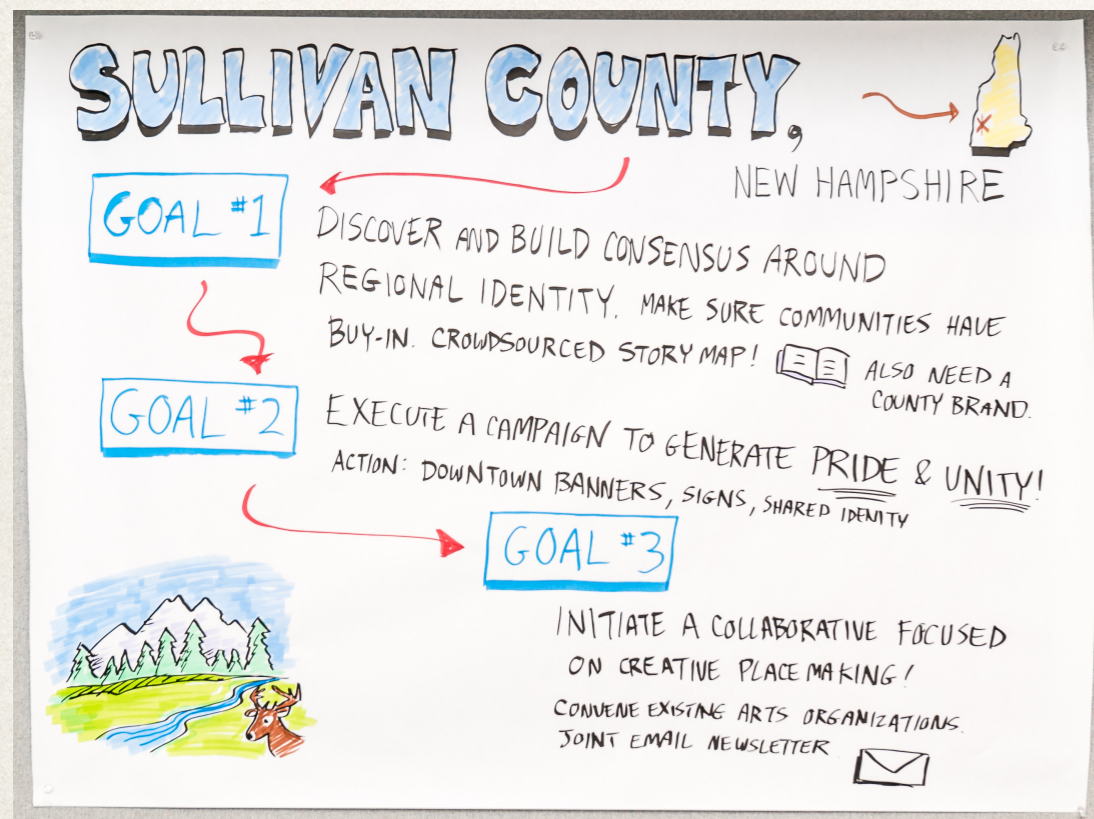


► Goals:

- Identifying opportunity sites along the trail route
 - ☑ Site selected, bridge
- Identifying funding opportunities
 - ☑ Budget created - \$25K
 - ☑ Grant submitted
- Creating a community stakeholder process to identify and select artists to participate.
 - ☑ RFP created and released
 - Committee selection (April 2019)
- Art installation Complete (July 2019)



Then/Now



- ❖ Next phase: Dive deeper into the cultural identity through **stakeholder input and asset mapping**, evaluate options for a **standing county arts committee & coordinator**, build on collaborative **relationships** (County and Sculptural Visions event)