Welcome!

Welcome to the Creative Counties Placemaking Challenge Workshop! The National Association of Counties (NACo) and Americans for the Arts are hosting this event to facilitate the creation of collaborative partnerships between county and community leaders that will catalyze the implementation of arts-based solutions that address unique local challenges while fostering economic growth and community building.

We have worked for the past several months to bring you together with a cadre of leaders in the field. Throughout the workshop, these experts will lead discussions on national trends and provide case studies that exemplify how counties, states and non-profits across the country are working together to leverage local place-based assets to promote more livable, dynamic, resilient places with the arts at their core. We look forward to the exchange of knowledge both between our experts and participants and peer-to-peer among our teams who represent creative rural and mid-sized communities across the country.

Please join us in providing social media updates during the peer exchange using #CreativeCounties! Follow along on Twitter with @NACoTweets.

We’d especially like to thank the National Endowment for the Arts for their generous support of this program, as well as our hosts in Polk County for their guidance throughout. We hope that the information presented and connections made during this convening will be beneficial to you and your community for years to come. Please be sure to complete the post-event online evaluation form to help us improve our offerings, and please do not hesitate to share your feedback with NACo or Americans for the Arts staff here at the event or after you return home. Thank you for taking the time to join us in Polk County, Des Moines, Iowa!

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MEETING LOCATION

The event hotel is the **Des Moines Marriott Downtown (700 Grand Avenue Des Moines, IA 50309)**.

**Day #1 of the workshop will be held off-site in the Levitt Auditorium at the Des Moines Art Center** (4700 Grand Avenue, Des Moines, Iowa 50312). The bus will leave the hotel for the Des Moines Art Center at 12:45pm on Wednesday; if you would like to catch this shuttle, please meet in the hotel lobby at 12:30pm.

**Days #2 and #3 will be held at the event hotel in Salon D on the Second Floor.** On Thursday afternoon, we will be traveling to the Clive, Iowa, and Mainframe Studios (900 Keosauqua Way Des Moines, IA 50309) before heading to the Des Moines Social Club (900 Mulberry St, Des Moines, IA 50309) for a reception.

TRAVEL LOGISTICS

**NACo will provide shuttle/bus transportation:**

- to and from the hotel and the Des Moines Art Center on Day #1;
- throughout the mobile tour; and
- to the Des Moines Social Club reception (which is only 5 blocks from the hotel).

Attendees are responsible for their own travel between the Des Moines International Airport and the event hotel, as well as to and from their dinner options. The Des Moines International Airport is about 10 minutes from the Des Moines Marriott Downtown. **The hotel offers a complimentary airport shuttle service, on request**, Monday through Sunday from 5:00 AM - 11:00 PM. To book the shuttle, call 515-245-5500 after you have landed and picked up your bags at baggage claim. The hotel shuttle, upon request, will also take you anywhere within a five-mile radius free of charge.

MEALS

NACo has arranged for a **breakfast** meal voucher to be provided for guests staying at the Des Moines Marriott Downtown. This will include breakfast on both Thursday and Friday mornings.

**Lunch** will be provided by NACo on Thursday afternoon.

**Receptions** with food and beverage will be held following the conclusion of programming on both Wednesday and Thursday evenings. **Thank you to Des Moines Art Center, Des Moines Social Club and McClure Engineering Company for their generosity in hosting and sponsoring these receptions!**

*A list of recommended restaurants can be found at the back of this program.*
# AGENDA

**Wednesday, March 28, 2017 – Des Moines Art Center**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Details</th>
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<tr>
<td>1:00 – 1:30 PM</td>
<td>Event Arrival and Registration</td>
<td>Participants arrive and check-in.</td>
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| 1:30 – 1:40 PM | Opening Remarks | NACo and AFTA staff offer welcome and overview of workshop content and structure.  
- Jay Dick, Senior Director of State & Local Government Affairs, Americans for the Arts  
- Linda Langston, Director of Strategic Relations and Past President, NACo |
| 1:40 – 1:45 PM | Welcoming Remarks | by Hon. Adam Gregg, Lieutenant Governor of Iowa |
| 1:45 – 3:00 PM | Team Presentations: Who’s in the Room? | Teams give introductory presentations on their goals and vision for creative placemaking in their county, followed by a facilitated discussion on creative placemaking and the value of arts and culture to quality of life. |
| 3:00 – 3:10 PM | Networking Break |                                                                 |
| 3:10 – 4:30 PM | Building and Sustaining Collaboratives | This session will help team members work together to broaden their perspectives, practice new collaborative skills and develop behaviors needed to foster cross organizational innovation and transformation. Using tools from the Center for Creative Leadership, we will discuss the concept of Boundary Spanning Leadership and how to gain commitment across boundaries in the service of a shared vision or goal. It will include a group exercise on identifying core values and building a shared vision.  
- Linda Langston, Director of Strategic Relations, and Past President, NACo  
- Tracy Tritle, Chief Executive Officer, Tritle Consulting Group |
| 4:30 – 4:45 PM | Bricker-Price Block Case Study: Spurring Economic Development and Building Community in Earlham, Iowa | The Bricker-Price Block is a social hub in Earlham, Iowa, that contains a restaurant, events center and more. This fireside chat will focus on the project’s development and strategies for successful community development.  
- Sharon Krause, President, Bricker-Price Block Board of Directors |
| 4:45 – 5:00 PM | Wrap-up of Day 1 & Preview of Day 2 |                                                                 |
5:00 – 6:30 PM  Networking Reception at the Des Moines Art Center
The reception will include a welcome will be given by the Polk County Board of Supervisors and an optional tour of Des Moines Art Center’s interior collection. Remarks will start at 5:15pm.
• Hon. Angela Connolly, Supervisor, Polk County, Iowa
• Jeff Fleming, Executive Director, Des Moines Art Center

Thursday, March 29, 2018 – Downtown Marriott, Salon D

7:00 – 8:30 AM  Breakfast Available

8:30 – 9:00 AM  Opening Keynote by Chuck Fluharty, President & CEO, Rural Policy Research Institute

9:00 – 10:00 AM  Creative Placemaking Strategies, Part I: Concurrent Sessions
Team members will split up to attend one of two concurrent sessions led by a topic area expert. Following brief comments, the expert will lead the group in a facilitated discussion. These concurrent sessions are opportunities for teams to ask questions of the expert and share their stories and lessons learned.

•  Data and tools. Facilitated by Randy Cohen, Vice President of Research and Policy, Americans for the Arts
•  Neighborhood revitalization. Facilitated by Ben Stone, Director of Arts & Culture, Smart Growth America

10:00 – 10:15 AM  Networking Break

10:15 – 11:15 AM  Creative Placemaking Strategies, Part II: Concurrent Sessions
Team members will split up to attend one of two concurrent sessions led by a topic area expert.

•  Funding strategies. Facilitated by Cheryal Hills, Executive Director, Region Five Development Commission
•  Mapping assets and social networks. Facilitated by Kim Didier, Executive Director, Des Moines Area Community College (DMACC) Business Resources
11:15 – 12:15 PM  Creative Placemaking Strategies, Part III: Concurrent Sessions
Team members will split up to attend one of two concurrent sessions led by a topic area expert.

- Community planning. Facilitated by Zach Mannheimer, Principal Community Planner, McClure Engineering Company
- Community engagement. Facilitated by Bill Menner, Founder, The Bill Menner Group

12:15 – 2:15 PM  Working Lunch: Team Strategy Session
During lunch, teams will meet to discuss strategies to build their project based on the morning’s discussion. NACo and AFTA staff, speakers and guests will be available as resources throughout this time.

2:15 – 3:15 PM  Mobile Tour of Clive, Iowa
Clive, Iowa, established its Public Art Program and Public Arts Advisory Commission in 2007. This tour will explore the City’s permanent art collection.

3:15 – 4:15 PM  Mobile Tour of Mainframe Studios
Mainframe Studios is a new model for providing permanent affordable workspace for artists with the vision of transforming the Central Iowa region’s art scene. This tour will focus on how the studios came to be and how Mainframe works to empower its artists.

4:15 – 4:55 PM  Facilitated Conversation led by Ruby Lopez Harper
Teams will discuss their key takeaways from the tour and how they might incorporate lessons learned and specific strategies into their work back home.

4:55 – 5:00 PM  Wrap-up of Day #2

5:30 – 6:30 PM  Reception at the Des Moines Social Club hosted by McClure Engineering Co.
Cocktails and Appetizers will be offered at the Des Moines Social Club, an innovative arts and entertainment venue located in downtown Des Moines that intends to use the arts as a catalyst to create unprecedented community engagement. Tours will be available by DMSC staff. McClure Engineering focuses on building strong communities. It believes in the process of Creative Placemaking to help rural communities achieve economic and population growth.
## Friday, March 30, 2018 – Downtown Marriott, Salon D

<table>
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<tr>
<th>Time</th>
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<tr>
<td>7:00 – 8:30 AM</td>
<td>Breakfast Available</td>
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<tr>
<td>8:30 – 9:30 AM</td>
<td><strong>Panel Discussion: Delta Regional Authority Creative Placemaking Initiative</strong></td>
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<td>In 2017, the Delta Regional Authority (DRA) launched the Delta Creative Placemaking Initiative to strengthen the Delta economy and improve the quality of life for the region’s 10 million residents. This panel will discuss the development of the initiative and lessons learned from inception to today.</td>
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<td>• Chuck Fluharty, President &amp; CEO, Rural Policy Research Institute</td>
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<td>• Alex Holland, Senior Advisor, Delta Regional Authority</td>
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<td>• Zack Mannheimer, Principal Community Planner, McClure Engineering Company</td>
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<tr>
<td>9:30 – 10:45 AM</td>
<td><strong>Team Strategy Session</strong></td>
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<td>Teams will meet to finalize their local implementation plans (using a provided template) for their upcoming report out. One team member will be assigned to present the team’s completed implementation plan to the larger group.</td>
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<tr>
<td>10:45 – 11:00 AM</td>
<td>Networking Break</td>
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<tr>
<td>11:00 – 12:30 AM</td>
<td><strong>Team Reports</strong></td>
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<td>All teams will overview their implementation plans followed by facilitated discussion of major themes and takeaways from all the plans.</td>
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<tr>
<td>12:45 - 1:00 PM</td>
<td><strong>Final Lessons and Next Steps</strong></td>
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<td>1:00 PM</td>
<td>Adjourn</td>
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</tbody>
</table>
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INTRODUCTION TO CREATIVE PLACEMAKING

The National Endowment for the Arts defines Creative Placemaking (CP) as the:

[Deliberate integration of] arts and culture into community revitalization work - placing arts at the table with land-use, transportation, economic development, education, housing, infrastructure, and public safety strategies.¹

ArtPlace America has identified five different types of stakeholders who engage in creative placemaking across ten different sectors and disciplines.²

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<tr>
<th>Sectors</th>
<th>Civic, Social &amp; Faith</th>
<th>Commercial</th>
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<th>Nonprofit</th>
<th>Philanthropy</th>
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They have also identified the four main functions of creative placemaking in community development and how communities are using creative placemaking to achieve those goals.³

What Communities Are Using CP to Do
- Strengthen Economic Development
- Seed Civic Engagement
- Build Resiliency
- Contribute to Quality of Life

How They Are Using CP to Do It
- Anchoring the community
- Activating public spaces
- “Fixing” community issues (i.e. vacancy or cultural rifts)
- Planning and community engagement

This workshop will help you understand what tools are out there to help you achieve arts-based community development in your community.

² https://www.artplaceamerica.org/about/introduction.
ABOUT NACo
The National Association of Counties (www.naco.org) unites America’s 3,069 county governments. Founded in 1935, NACo brings county officials together to advocate with a collective voice on national policy, exchange ideas and build new leadership skills, pursue transformational county solutions, enrich the public’s understanding of county government and exercise exemplary leadership in public service.

ABOUT AMERICANS FOR THE ARTS
Americans for the Arts (www.artsusa.org) works to serve, advance, and lead the network of organizations and individuals who cultivate, promote, sustain, and support the arts in America. Founded in 1996, its goal is to foster an environment in which the arts can thrive and contribute to the creation of more livable communities; generate public- and private-sector resources for the arts and arts education; and build individual appreciation of the value of the arts.

ABOUT THE NATIONAL ENDOWMENT FOR THE ARTS
The National Endowment for the Arts (www.art.gov) is an independent federal agency that funds, promotes, and strengthens the creative capacity of our communities by providing all Americans with diverse opportunities for arts participation.

ACKNOWLEDGEMENTS
This event was developed with the support of the National Endowment for the Arts (NEA) under Grant No. 17-4292-7060. Any opinions, findings and conclusions or recommendations expressed in this publication do not necessarily reflect the views of NACo, Americans for the Arts or the NEA.

UPCOMING NACo EVENTS
2018 Americans for the Arts Annual Convention
Denver, Colorado
June 14-17, 2018
Register here: http://convention.artsusa.org/

2018 NACo Annual Conference
Davidson County, Nashville, Tennessee
July 13-16, 2018
Register here: http://www.naco.org/annual