



## **2019-2021 Creative Placemaking Immersion Program: State Enabling Environment Framework & Analysis**

### *Vision*

NACEDA's vision is for arts & cultural strategies that advance equity to be thoroughly integrated into state-level community economic development systems and networks (public policy, financial resources, relationships, and capacity building) over the long term. To achieve this vision, systems change is necessary at the state level to produce a better enabling environment for creative placemaking. Systems change is: "a fundamental change in policies, processes, relationships, and power structures, as well as deeply held values and norms."<sup>1</sup>

Influencing the enabling public policy, funding, investment, and capacity building environments at the state level will compel, incentivize, and provide systems-level opportunities that:

*Ensure creative placemaking that advances racial equity is permanently part of the set of tools available to community developers and arts organizations with an interest in improving low- and moderate-income places and communities of color.*

### *Overall Strategy*

NACEDA understands creative placemaking to be an important avenue for community development to advance racial equity goals and is committed to improving the enabling environment for creative placemaking.

NACEDA's primary goal is for community development and arts stakeholders to understand and influence the public policy, funding, investment, and capacity building environments at the state level to support creative placemaking.

### *State-level Analysis*

NACEDA and its partners will support three state-level analyses that research and characterize the enabling environment for creative placemaking in that state. Building relationships and institutional knowledge among the state-level partnerships performing the analysis will be an important initial step. The three state partnerships will then research state government policies and funding, and the broader policy environment for creative placemaking; activity of local and state philanthropy; the investment environment, with a particular focus on banks and CDFIs; available training and capacity building for nonprofit organizations and municipal governments; and other important state institutions and relationships critical to advancing creative placemaking strategies.

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<sup>1</sup>Srik Gopal & John Kania, "Fostering Systems Change," [https://ssir.org/articles/entry/fostering\\_systems\\_change](https://ssir.org/articles/entry/fostering_systems_change). (November 20, 2015 )

NACEDA will support these analyses by identifying common themes, engaging policy and practice experts and funders, building NACEDA member capacity in these states, and facilitating peer support among the three states. NACEDA and its partners will also identify opportunities for the state-level partners to test their ideas and findings to broader audiences at conferences, webinars and other venues in which knowledge is shared.

Throughout 2020, partnerships led by a NACEDA member will conduct an analysis into the state-level systems that support creative placemaking strategies into community development, with a concentration on state policy; funding; community development investors, CDFIs, and banks; and capacity building. The final deliverable will be a report entitled “State Analysis of Enabling Environment for Creative Placemaking,” or similar, that analyzes and answers three key questions:

1. How can state government support creative placemaking practice and outcomes? How does it already?
2. Do traditional community development investors, such as financial institutions, CDFIs, and local philanthropy support creative placemaking practice that advances racial equity? Why/why not?
3. What other statewide levers, including important relationships and institutions funders, and capacity building opportunities, are utilized to build a successful statewide system that supports creative placemaking?

Appendix A outlines a more detailed set of objectives and research questions for the state-level partnerships.

NACEDA and AFTA envision the partnerships’ projects may include (but not be limited to): policy research, a scan of training support structures for artists and community developers, relationship mapping, facilitating introductions, site visits, focus groups, and convenings with stakeholders from the community development, arts, banking, and/or governmental sectors.

NACEDA and the state partners will heavily utilize the concepts, ideas, and articles in the Federal Reserve Bank of San Francisco’s Community Development Innovation Review 2019 that focuses on creative placemaking. The articles related to banks, CDFIs, and CRA activity as well as NACEDA/NASAA’s state policy article will be particularly useful.

## Appendix A: State and National Objectives

Three overarching questions at the state and national level:

1. How can state government support creative placemaking practice and outcomes? How does it already?
2. Do traditional community development investors, such as financial institutions, CDFIs, and local philanthropy support creative placemaking practice that advances racial equity? Why/why not?
3. What other statewide levers, including important relationships and institutions funders, and capacity building opportunities, are utilized to build a successful statewide system that supports creative placemaking?

### Objectives for each state partnership's "State Systems Framework for Creative Placemaking" report

- Identify the extent to which current state governmental community development and affordable housing *programs* support arts and cultural strategies and engagement (or 'creative placemaking'), either as a stand-alone strategy for improving low- and moderate-income places, or as a component of a different named strategy.
- Identify the extent to which current state government community development and affordable housing *agencies* support creative placemaking practice and/or relationship building across the traditional community development and arts sectors.
- Identify the extent to which current state arts *agencies* support creative placemaking practice and/or relationship building across the traditional community development and arts sectors. Characterize the role and priorities of the arts agency's 'community development officer.'
- Identify the extent to which current state government arts *programs* support creative placemaking practice and/or relationship building across the traditional community development and arts sectors.
- Identify the extent to which financial institutions make CRA eligible investments in creative placemaking strategies, either as a stand-alone strategy or as part of a different named strategy.
  - o Identify successful examples of banks making such investments.
  - o Identify barriers to banks making those investments.
- Identify other funding sources within a state that fund creative placemaking practice that focuses on place-based outcomes for LMI communities, including foundations, corporations, CDFIs, state/regional government sources, etc.
- Identify any local/state research entities attempting to measure or account for creative placemaking practice.

- Characterize and catalog the landscape for training and technical assistance available within a state for creative placemaking practice.
- Look forward
  - Identify state agencies and their activities, programs, and policies that could potentially be ripe for improvement/enhancement.
  - Outline key relationships developed by SAAN and NACEDA members before or during the project (with banks, government agencies, funders, researchers, etc.).
  - Identify any financial institutions or other funders that have demonstrated an (renewed) interest in creative placemaking.

National-level focus: We anticipate the development of the reports to serve several purposes:

- Short-term
  - Test and apply the themes and policy ideas put forward in *State Policy Innovations to Support Creative Placemaking*.
  - Identify financial institutions successfully utilizing CRA-related resources toward creative placemaking-like activity.
  - Identify barriers (real or perceived) financial institutions face when attempting to make CRA-related investments in creative placemaking activity.
  - Identify gaps in policy, practice, training, funding and other systemic levers at the state level hindering the advancement of creative placemaking themes and goals among arts and community development organizations.
  - Present the reports in partnership with AFTA and NASAA virtually and at their (and NACEDA's) upcoming 2020 conventions.
  - Pilot this model of state-level research, exploring how to resource, drive and encourage the research in other states.
  - Consider utilizing a consultant to summarize the results from these three state-level analysis reports, and perform interviews with other states. Our goal is to define and propose preliminary mechanisms for disseminating the framework into new states.
- Long term
  - Lay the groundwork for longer-term policy change at the state level that drives more arts and cultural resources toward community development goals related to racial equity and the improvement of LMI places and communities of color.

- Lay the groundwork for longer-term policy change at the state level that will support arts agencies' inclusion of community developers as partners for the agencies' goals.
- Lay the groundwork for longer-term policy change at the state level that encourages state housing and community development agencies to view arts organizations and agencies as critical partners in accomplishing their agencies' housing and community development-related missions.
- Grow and challenge the ability of statewide community development and arts networks to partner with each other toward systemic policy change, broadly defined.
- Institutionalize relationships at the state level among government agencies, advocacy partners, funders, and financial institutions.
- Increase the willingness and ability of financial institutions to view creative placemaking both as a CRA-eligible activity *and* as a critical strategy for the improvement of LMI people and places.