

Spring Leadership Forum

BOOST

BUILDING ON OUR STRENGTHS TOGETHER

2.0

From **VISION** to **VITALITY**

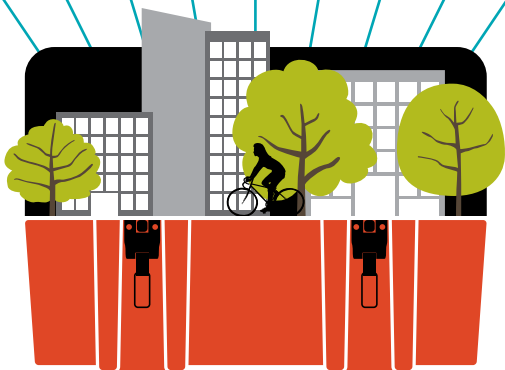
Tuesday, April 22

BOOST 2.0: FROM VISION TO VITALITY

Building on Our Strengths Together

April 22, 2014: A conversation with Jim Walker, executive director of Big Car Collaborative and Jeremy Efroymson, president of Efroymson Family Fund. Their talk and this toolkit highlight examples and key principles for creative work with proven economic and cultural impact.

The 2014 Spring Leadership Forum, Boost 2.0 and this deck — designed by Big Car creative director Andy Fry — are presented by the IU East Center for Leadership Development.



CREATIVE COMMUNITY BUILDING TOOLKIT

WELCOME TO THE CREATIVE COMMUNITY BUILDING TOOLKIT

Big Car designed this deck to help people improve their communities using the practices we've developed and the resources we've found in our ongoing research.

ABOUT BIG CAR COLLABORATIVE

www.bigcar.org | [@bigcar](https://twitter.com/bigcar)

Big Car Collaborative is an artist-led nonprofit organization based in Indianapolis, Indiana that brings art to people and people to art. Big Car uses socially engaged art, design, and public programming to help encourage creativity, invigorate public places, and strengthen communities.

#CreativeCommunityToolkit



WHO ARE YOU AND WHAT DO YOU WANT?

These two sets of questions in the deck will help you get to know the person you are working with and generate ideas and goals. For the first part, you can write down the answers or simply talk with each other. But keep this conversation in mind as you move to the second set of questions. These are particular to your community. Keep notes and share ideas and outcomes on Twitter with hashtag **#CreativeCommunityToolkit**.

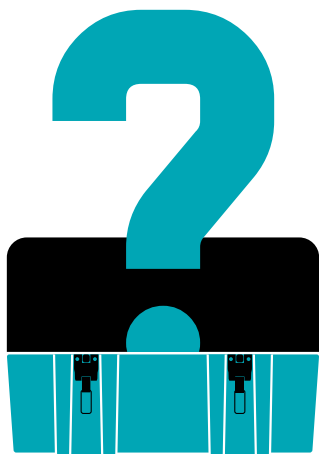
What's something
you like about me?

What's the best gift
you've given?

What's the best risk
you've taken?

What do you want
to learn?

How do you spend
social time with
people?



If you were a
teenager where
would you hang out
in Richmond on
a Saturday night
or Wednesday
afternoon?

What's a big idea for
Richmond you can't
let go?

What's a big idea for
Richmond you can't
let go?

Who really wants it
to happen? How can
you involve them?

What's a big idea for
Richmond you can't
let go?

How could you
demonstrate this
idea in a tangible way
next week?

What's a big idea for
Richmond you can't
let go?

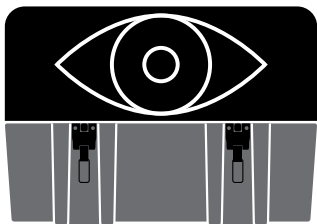
What are you willing
to risk to get it done?

What's a big idea for
Richmond you can't
let go?

How will you share
and celebrate it?

IDENTIFY & HONOR ASSETS

TOOLKIT **STEP 1**



FIND & FRAME THE GOOD

STEP 1

IDENTIFY AND HONOR ASSETS

FIND AND FRAME THE GOOD

(while making note of opportunities)

- **Walk your city**
Guided and organized group walks
- **Gather narratives**
www.storycorps.org
- **Create maps and guides**
- **Document and share pictures
and videos online**
www.flickr.com/bigcar
- **Eat and drink together** (restaurant
and bar tours)
- **Crowd source the online
marketing buzz**



JANE JACOBS WALK

www.janejacobswalk.org

This national program celebrates Jacobs, a much-loved advocate for cities, with an annual May walk. Great tool for mapping assets and opportunities and building social connections.



MUNDANE JOURNEYS

www.mundanejourneys.com

Mundane Journeys was a public art hotline established in 2001 by the artist Kate Pocrass to call attention to easily overlooked, everyday details. The project developed into books, various posters, self-navigating audio tours, and guided bus expeditions.

Nearby

Search

Filter

Restaurants Richmond, IN

Map

1. Little Sheba's \$

42 Reviews
 175 Fort Wayne Ave, Richmond
 American (Traditional)

2. Thai Thara \$\$

21 Reviews
 1000 Chester Blvd, Richmond
 Thai

3. Ghyslain \$\$

37 Reviews
 416 N 10th St, Richmond
 French, Cafes, Sandwiches

4. The Old Richmond Inn Restaurant \$\$

24 Reviews
 138 S 5th St, Richmond
 American

Nearby

Search

About Me

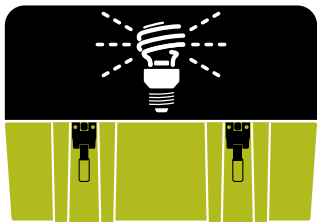
More

THE POWER OF YELP!

Real people write reviews of mostly independent businesses, and also form community with special events. And this is something out-of-town visitors use as a guide to cities.

CULTIVATE & REWARD GOOD IDEAS

TOOLKIT **STEP 2**



CULTIVATE & REWARD GOOD IDEAS

STEP 2

CULTIVATE AND REWARD GOOD IDEAS

- Ideas competitions (5x5)
- Idea sharing events (TEDx, Pecha Kucha)
- Funds for creative innovation
- Support time for research and travel



TEDx

www.ted.com/tedx

Day-long local conference about “big ideas worth sharing” affiliated with the national organization, TED.

#CreativeCommunityToolkit



PECHA KUCHA

www.pechakucha.org

This means “chit chat” in Japanese. PK events invite people to present 20 slides for 20 seconds each on various topics while attendees socialize.



SPROUT FUND IN PITTSBURGH

www.sproutfund.org

Sprout provides critical financial support for projects and programs in the early stages of development—when just a small amount of investment has the potential to yield big results in the community.



EFROYMSON CONTEMPORARY ARTS FELLOWSHIP

[www.cicf.org/
efroymson-contemporary-arts-fellowships](http://www.cicf.org/efroymson-contemporary-arts-fellowships)

Established in 2004 to reward creativity, and to encourage emerging and established individual artists by supporting their artistic development in order to increase awareness of contemporary art in the Midwest. The Fellowship program currently awards \$25,000 to five selected artists living in Indiana, Illinois, Michigan, Minnesota, or Wisconsin.

#CreativeCommunityToolkit

NEVER STOP LEARNING

Connect with national organizations and publications focused on cities and placemaking; sign up for their e-newsletters, follow them on Twitter, and (if possible) attend conferences they might offer:

CEOs for Cities

www.ceosforcities.org | [@CeosForCities](https://twitter.com/CeosForCities)

Project for Public Spaces

www.pps.org | [@pps_placemaking](https://twitter.com/pps_placemaking)

New Cities Foundation

www.newcitiesfoundation.org
[@NewCitiesFound](https://twitter.com/NewCitiesFound)

ArtPlace America

www.artplaceamerica.org | [@ArtPlaceAmerica](https://twitter.com/ArtPlaceAmerica)

The Atlantic Cities

www.theatlanticcities.com | [@AtlanticCities](https://twitter.com/AtlanticCities)

NURTURE COLLABORATIONS

TOOLKIT **STEP 3**



NURTURE COLLABORATIONS

STEP 3

NURTURE COLLABORATIONS

- Build social capital for all involved
- Consider the collective impact approach
- Share space and resources
- Work with service clubs
- Team up on marketing campaigns



RECONNECTING TO OUR WATERWAYS

the science of a better city

RECONNECTING TO OUR WATERWAYS

www.ourwaterways.org

A coalition effort in Indianapolis that uses the collective impact approach. Recently received \$1.5 million in grant funding to improve areas near waterways.

#CreativeCommunityToolkit



OPEN BOOK IN MINNEAPOLIS

www.openbookmn.org

A destination for everybody interested in or inspired by the literary and book arts. A large, repurposed building that is now home to multiple literary organizations — all sharing space such as a theater, store, reception area, and coffee shop.

#CreativeCommunityToolkit



INDY DO DAY AND ROTARY

www.indydoday.org

Indianapolis Downtown Rotary leads this citywide volunteer effort that uses a structure launched in Indianapolis in 2013. Mobilizing volunteers from multiple companies and organizations on the same days has proven powerful in multiple ways.

#CreativeCommunityToolkit



INDIANAPOLIS ANIMAL WELFARE ALLIANCE

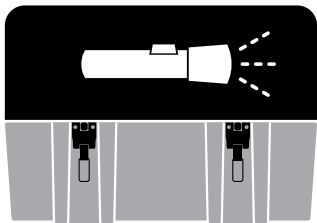
www.indyanimalalliance.org

Thanks to support from the Efroymsen Family Fund, Indianapolis-area animal welfare groups teamed up to develop a 10-year plan for animal welfare in Indianapolis. The coalition also collaborated on a marketing campaign, helping their shared mission gain visibility and helping the organizations grow stronger.

#CreativeCommunityToolkit

DEMONSTRATION & INTERVENTION

TOOLKIT **STEP 4**



DEMONSTRATION & INTERVENTION

STEP 4

DEMONSTRATION AND INTERVENTION

Experiment in cheap, temporary, and flexible ways.

Key points:

- Desire lines can lead the way
- Think lighter, quicker, cheaper
- Try tactical urbanism techniques:
www.streetplans.org
- Engage in artist-led creative placemaking:



CREATIVE PLACEMAKING

www.artplaceamerica.org/articles/principles-of-creative-placemaking/

This approach encourages artists and residents to team up as leaders in developing stronger communities through people-centered creative approaches. The Kresge Foundation, one of the leading supporters of this kind of work, defines creative placemaking as “the deliberate integration of arts and culture in revitalization work.”



BETTER BLOCK

www.betterblock.org

A community-led demonstration tool that allows people to reimagine urban commercial corridors while connecting with each other. Neighbors make hands-on temporary changes that offer instant feedback and learning opportunities informing future, long-term work.



PARKING DAY/ PARKLETS

www.pavementtoparks.org

www.parkingday.org

Small pop-up parks that happen in parking spaces to make streetscapes friendlier for people. Parking Day celebrates this approach on a single day in spots around the world.



CHAIR BOMBING

www.sitonitdetroit.com

Instead of waiting on the city government to put chairs where people want them in public spaces, people just build their own (usually out of reclaimed materials) and place them there.

#CreativeCommunityToolkit



INTERSECTION REPAIR

www.cityrepair.org

Like murals for the road, this work uses painting on pavement to encourage traffic calming, boost walkability, and beautify neighborhoods. Community volunteers collaborate with artists to create these iconic intersections.



HACK YOUR CITY

Florian Rivière (urban hacker):

www.florianriviere.fr

Roadsworth (street painter):

www.roadsworth.com

Minneapolis Art on Wheels (projection):

www.themaw.org

Adapt the urban environment in creative and surprising ways using cheap materials, projection, paint or other techniques as interventions and demonstrations of what could be.



SOCIAL PRACTICE ART

www.harrellfletcher.com

www.conflictkitchen.org

Social practice artists bring people together (artists and non-artists alike) with engaging creative experiences. Ultimately, the art in social practice is found in work that is collaborative and interactive and may have a positive impact for people. Projects often start with identifying topics, issues, concerns or problems. And then artists connect with the public on creative approaches to helping address these things.

#CreativeCommunityToolkit

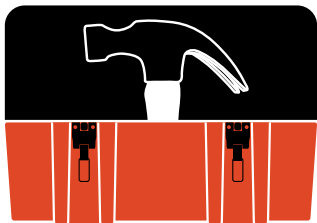


GO MOBILE

Encourage food trucks and other mobile units like bookmobiles and art museums on wheels, portable retail, and pop-up programs like little lending libraries in unexpected places.

ADAPT & BUILD

TOOLKIT **STEP 5**



ADAPT & BUILD

STEP 5

ADAPT AND BUILD

- Reuse or use existing assets differently
- Embed artists as leaders
- Make projects site specific, reacting to and building from where they happen
- Build flexible platforms that the community can program
- Develop neighborhood identities



CITYWIDE FESTIVAL IN EXISTING SPACES/PLACES

- Spirit & Place (grassroots events in various locations, cross promoted)

www.spiritandplace.org

- Indianapolis International Film Festival

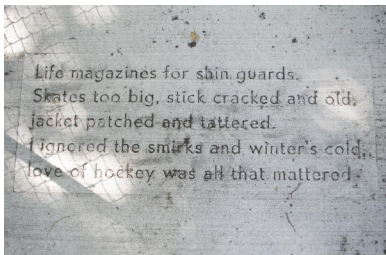
www.indyfilmfest.org/



OPEN FIELD AT WALKER ART CENTER

www.walkerart.org/openfield

Space provided for engagement-based cultural events, often created by artists and community members who submit ideas.



THE EMBEDDED ARTIST/CITY ARTIST IN RESIDENCE

www.embeddedartistproject.com

www.publicartstpaul.org/air.html

Include artists interested in helping the community at the table with other city leaders as ideas take shape.



BRYANT PARK IN NEW YORK CITY

www.bryantpark.org

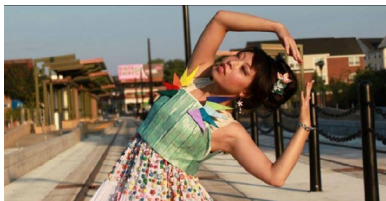
Movable bistro tables and chairs outside allow people to create their own environment and enjoy entertainment, food and drink, and socializing at this large lawn outside of a library.



MILLENNIUM PARK CONCERT GROUND

www.millenniumpark.org

Grassy area under network of speakers doubles as picnic and gathering area when concerts aren't taking place.



IRRIGATE IN THE TWIN CITIES

[www.springboardforthearts.org/
community-development/irrigate](http://www.springboardforthearts.org/community-development/irrigate)

Coalition effort to bring arts programming to stops along a new public transit corridor with funding, promotion, and coordination.



MACHINE PROJECT

www.machineproject.com

Art space in Los Angeles. This storefront space in Echo Park changes into different things depending on the ideas of the artist. Could be a haunted dollar store, a play area for toddlers, or a theater.

#CreativeCommunityToolkit



ABOVE AND BEYOND CHILDREN'S MUSEUM

www.abkids.org

This Sheboygan, Wisconsin museum is located in a repurposed building and offers simple experiences that kids love, like a grocery store, doctor's office, puppet theater, tree house, and musical instruments. Exhibits and lessons there link to the community's past and address the need for safe places for small children to play when it's cold or rainy.

#CreativeCommunityToolkit



TRADE SCHOOL

www.tradeschool.coop

Classes or gatherings that can happen anywhere. Trade School offers classes with teachers rewarded with objects in trade for teaching. Skill Shares are an exchange of skills in a barter system.



SERVICE CENTER FOR CULTURE AND COMMUNITY

www.bigcar.org

Flexible pop-up platform for
community gatherings indoors
— with an urban garden on the
front parking lot creating a
public space outdoors.



HARRISON CENTER FOR THE ARTS

www.harrisoncenter.org

Former church and school rescued by Jeremy Efroymsen and adapted into a popular art space with multiple galleries, gathering places, and studios for working artists.



LOW POWER FM RADIO STATIONS

Community-generated radio station, focused on cultural programming.

- KCHUNG station in Los Angeles, eclectic station programmed by artists
www.kchungradio.org
- Big Car station in Fountain Square area of Indianapolis



NEIGHBORHOOD SOCCER LEAGUE

[http://placemaking.mml.org/
detroit-city-futbol-league](http://placemaking.mml.org/detroit-city-futbol-league)

www.indycityfutbol.com

Teams from historic neighborhoods play each other in a central location, building neighborhood identity and growing community. Leagues in Detroit and Indianapolis.

#CreativeCommunityToolkit



FARM YOUR CITY

www.growingpower.org

www.growingplacesindy.org

www.naptownchickens.org

Front yards, vacant lots, parking lots, rooftops, walls, parks, schools, and even truck beds— these are all places to grow gardens that can help beautify areas and build community. And chickens offer both fresh eggs and learning opportunities in the city.



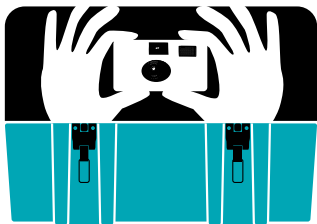
GUERRILLA WAYFINDING

www.walkyourcity.org

The Walk [Your City] website offers an easy way to make wayfinding signs to post on city streets, encouraging walking and biking. Once people know how little time it takes to reach places and how to get there, they are more likely to try. This intervention technique can be an official partnership with City governments to avoid ordinance violation issues.

DOCUMENT • ENJOY

TOOLKIT **STEP 6**



MAINTAIN AND REVISE



STEP 6

DOCUMENT, ENJOY, MAINTAIN & REVISE

- Document and broadcast the work along the way
- Keep up existing projects while seeking innovation
- Expect challenges and failures and learn from them
- Don't get stuck in "that's just the way we do it"
- Celebrate successes with the community