

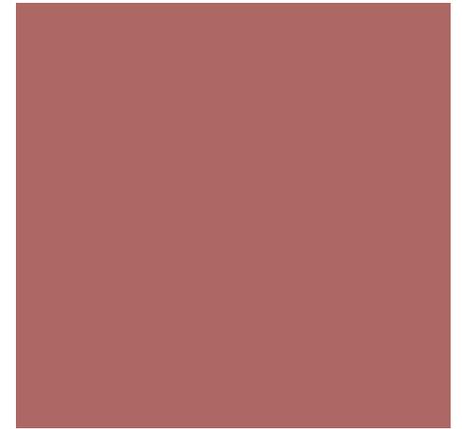


Making A Place For
Creativity & Culture

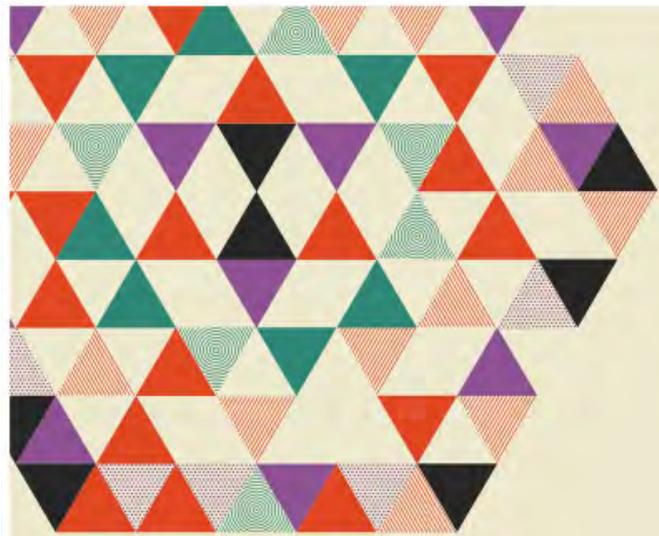
© MARK ANDERSON, WWW.ANDERTOONS.COM



"What's that boy?! A paradigm shift?!"



Creative Placemaking



Creative PLACEMAKING

Ann Markusen *Markusen Economic Research Services*
Anne Gadwa *Metris Arts Consulting*

EXECUTIVE SUMMARY



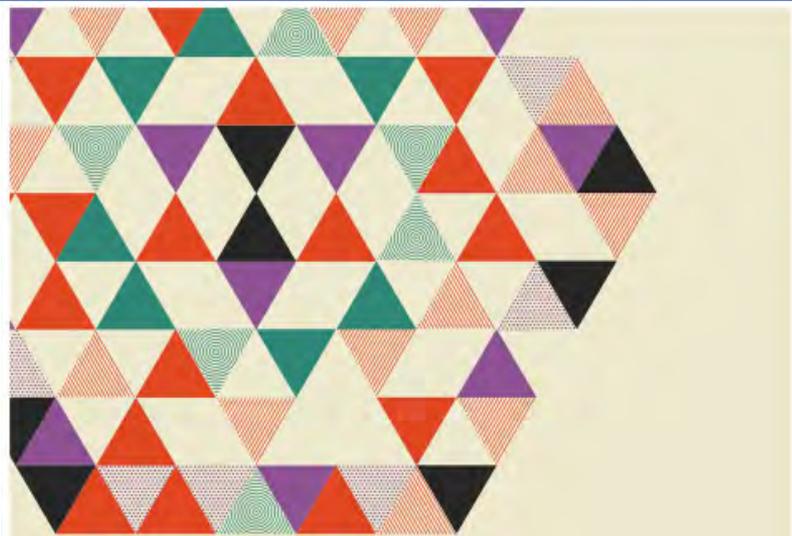
A White Paper for The Mayores' Institute on
City Design, a leadership initiative of the
National Endowment for the Arts in partnership
with the United States Conference of Mayors
and American Architectural Foundation.

Promoting
Economic
Development
by
Leveraging
Cultural Assets

Partner across
sectors:
Civic, Non-
Profits,
Grassroots,
Private, Business,
Government

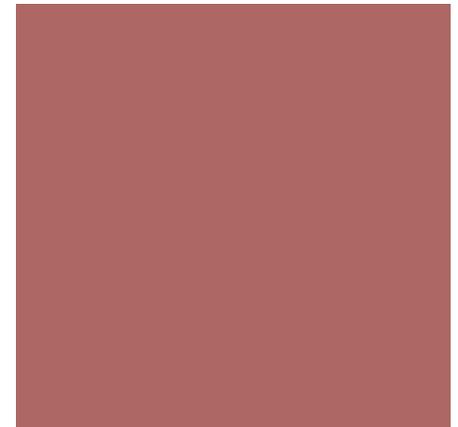
Transformation
of
underutilized
properties

Community
Organizing
and
Revitalization



Creative PLACEMAKING

Promoting
Economic
Development
by
Leveraging
Cultural Assets

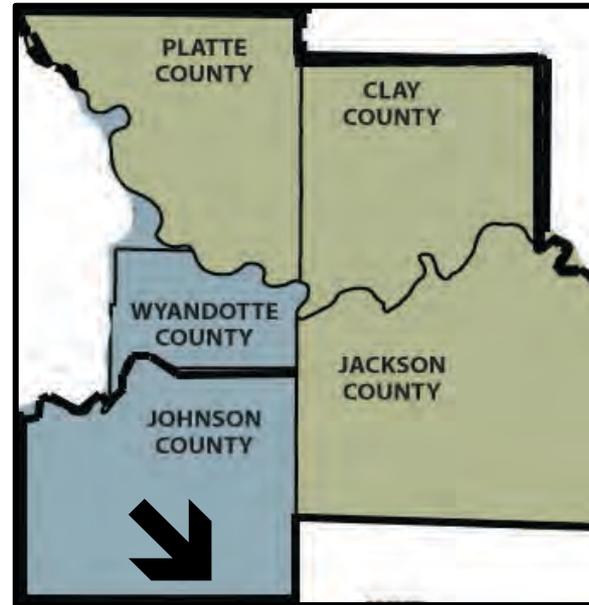




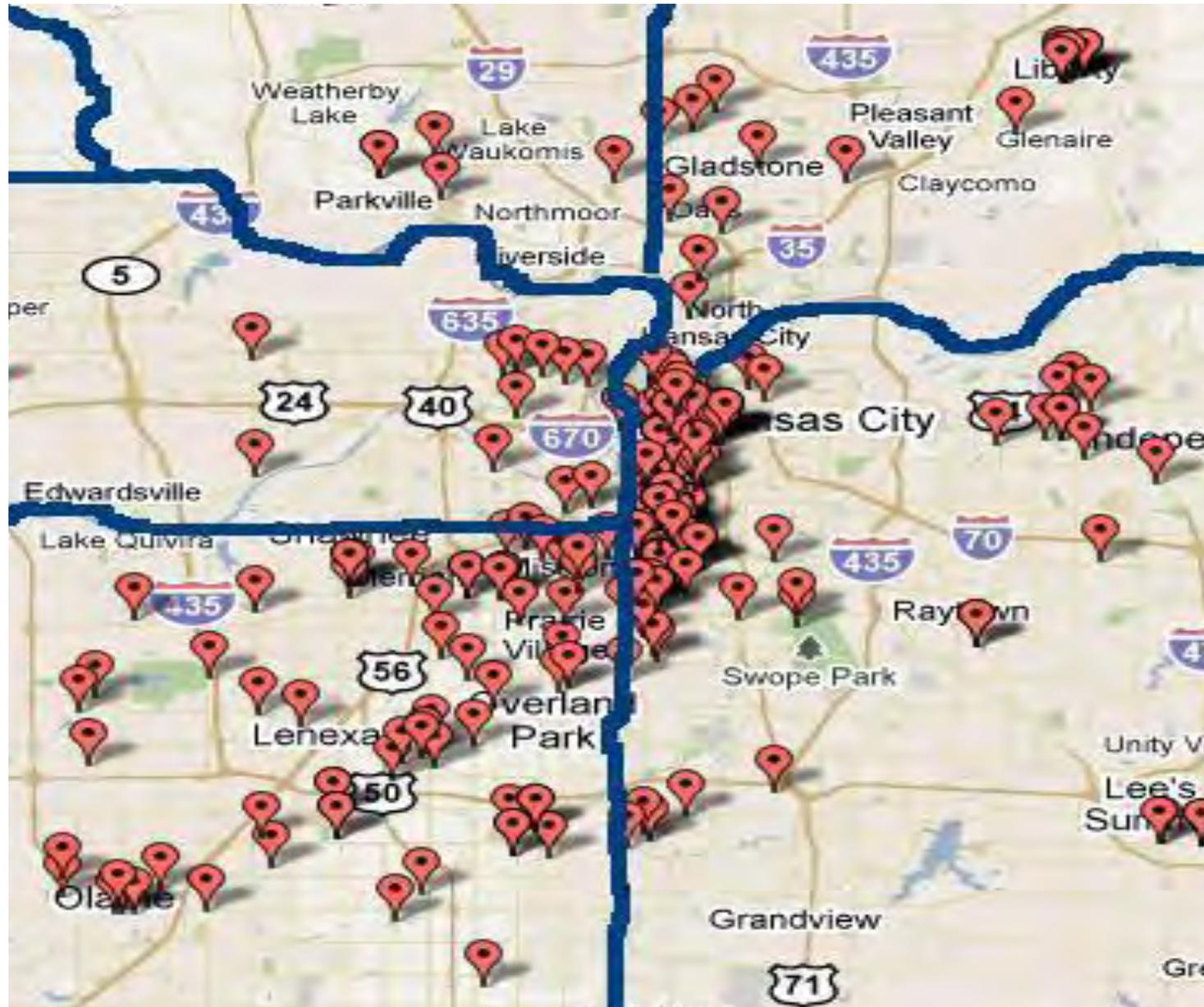
\$135.2 Billion in Economic Activity



\$273,136,286 in
Direct Expenditure
in KC Metro



MAPPING THE ARTS IN KC METRO



IMPACT OF THE ARTS



ARTS COUNCIL
OF METROPOLITAN KANSAS CITY

IN THE KANSAS CITY METROPOLITAN REGION

DATA FROM THE AMERICANS FOR THE ARTS LOCAL ARTS INDEX AND ARTS AND ECONOMIC PROSPERITY IV REPORT

KANSAS CITY NON-PROFIT ARTS AND CULTURE ORGANIZATIONS + THEIR AUDIENCES ACCOUNT FOR

\$273,136,286

IN ANNUAL DIRECT EXPENDITURES

8,346
FTE JOBS



\$237m

HOUSEHOLD
INCOME



ARTS SPENDING PER CAPITA

\$335.19
KC METRO
AVERAGE

\$272.66
NATIONAL
AVERAGE

\$354.93

\$321.15

8
PLATTE

22
CLAY

\$217.89

10
WYANDOTTE

\$282.88

253

ARTS & CULTURE
NON-PROFIT
ORGANIZATIONS
IN KC METRO AREA

70
JOHNSON

143
JACKSON

\$406.83

Solo Artists in Johnson County

272.3
JoCo

1,482 artists

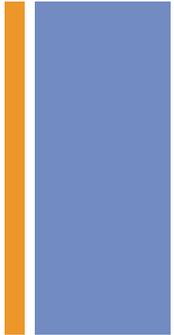
Local Arts Index measure of the number of “solo artists” per 100,000 population. This figure excludes those who identified another activity as a primary occupation.

114.1
State avg

147.6
Nat'l avg

How do we compare?

- Key findings from *The Status of Artists in Kansas City (2008)*
 - From 1995 to 2000, more artists moved to Kansas City than moved away
 - From 1990 to 2000, artists moved to Johnson County at an increasing rate
 - Kansas City artists are more likely to be married and have families



JOHNSON COUNTY, KANSAS



IS HOME TO

OVER 1,400

SOLO ARTISTS

MORE THAN

1,900

ARTS-BASED BUSINESSES

THAT SUPPORT

7,414 JOBS

IN CREATIVE INDUSTRIES



ART · ENTERPRISE · EDUCATION · COMMUNITY

WWW.INTERURBANARTHOUSE.ORG

Arts-based Businesses & Creative Industries

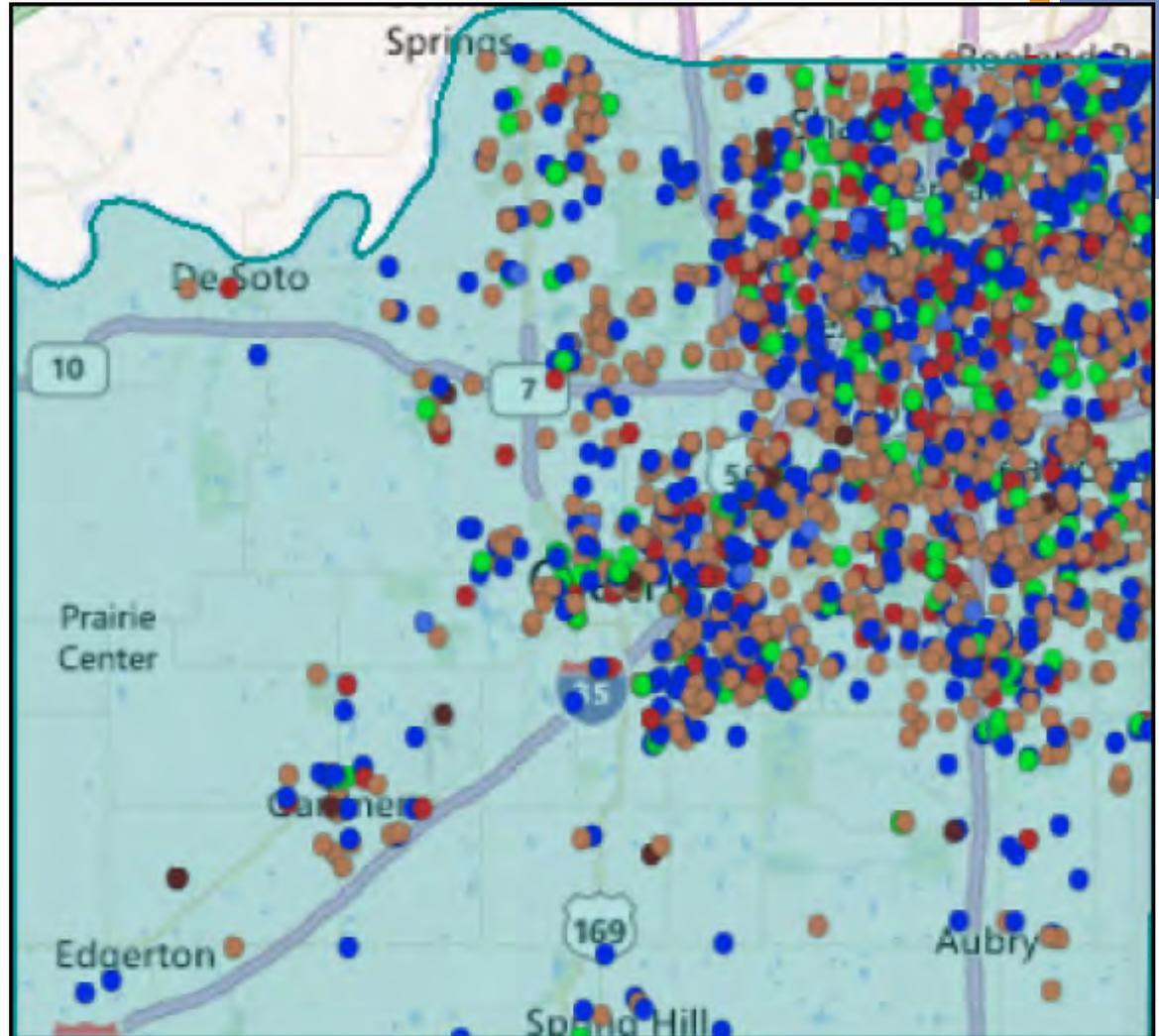
1,936
arts-based businesses

**Clustered around the Urban
Core, Northeast Johnson
County**

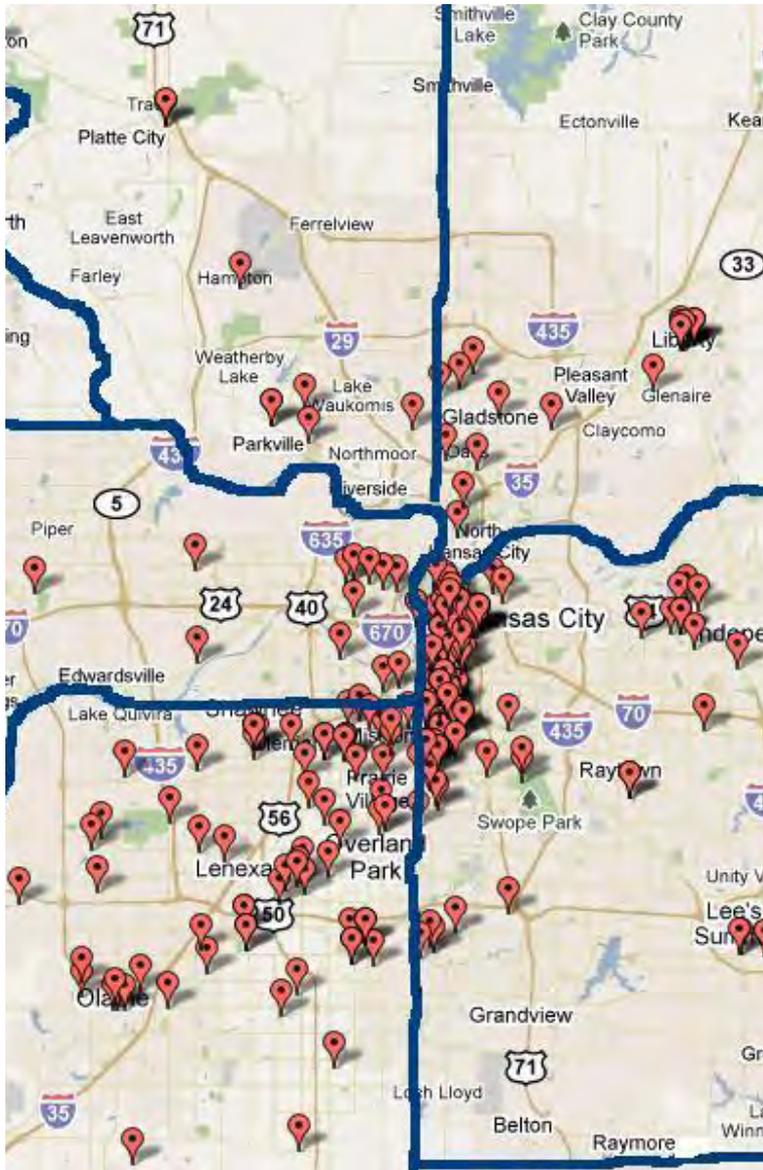
Visual arts and photography,
graphic designers, publishers,
theatre and performing arts,
film, radio and television,
museums, galleries,
architects, arts educators.

4.82%
of all businesses

2.52%
Nat'l Avg



REGIONAL INTERURBAN



In the early 1900s, William Strang built the Interurban electric train to bring citizens from downtown Kansas City to Overland Park. Strang's Interurban brought 20,000-25,000 people every weekend to see the air shows at the Strang Aviation Park, near the intersection of Sante Fe Drive and Newton Streets... hence the location, name and Bi-Plane landmark atop the roof.



William Strang



Aviation Park Pavilion Building 1913 in Overland Park.

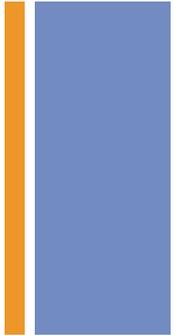


20-25,000 weekend visitors came to Aviation Park Pavilion.



Two-Seat Biplane Barstomer

+ Research



[Local Arts Index](#) – (launched in 2012)
Americans for the Arts & ArtsKC

[Arts & Economic Prosperity IV](#) – (every 5 years)
Americans for the Arts & ArtsKC

[Creative Industries Report 2012](#) – (annual)
Americans for the Arts

[Status of Artists in Kansas City](#) – (2008)
ArtsKC, Charlotte Street, KCArtist LINC

[Suburban Arts Business Plan 2005-2015](#) (2003)
Arts Council of Johnson County

[InterUrban ArtHouse Research](#) (2011/12)

+ CREATIVES SAY THEY NEED:

AN AFFORDABLE, INCLUSIVE, STABLE, CODE-COMPLIANT

Art**PLACE**

ARTS EDUCATION & TEACHING

Art**SMART**
EDUCATIONAL PROGRAMS

SMALL BUSINESS TRAINING

Art**WORKS**
PROFESSIONAL DEVELOPMENT PROGRAMMING

STUDIO PRACTICE EXCELLENCE

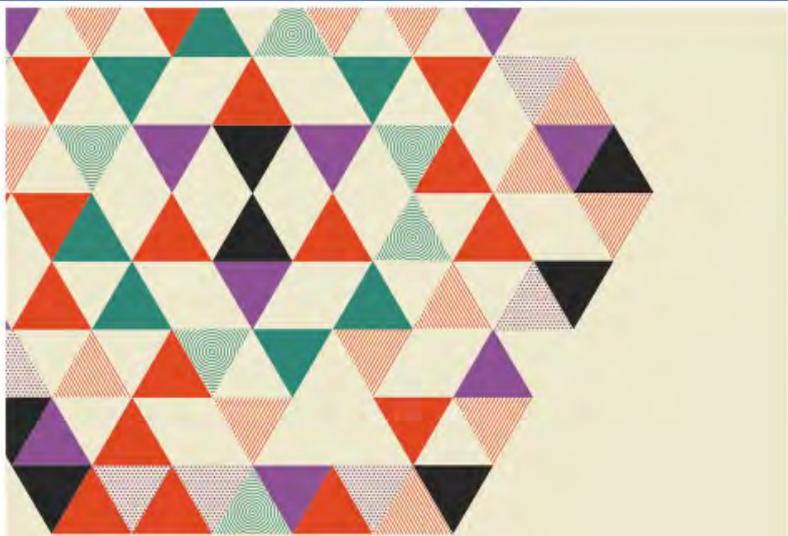
Art**MATTERS**
ADVANCING ARTISTIC EXCELLENCE

CULTURAL COMMUNITY ORGANIZING

Arts**CONNECT**
NETWORKING & COMMUNITY PROGRAMS

THERAPEUTIC CREATIVITY

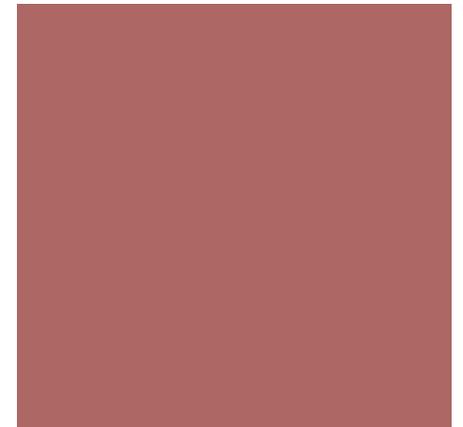
a program of the InterUrban ArtHouse
Art**HEALS**
HEALING THROUGH THE ARTS



Creative PLACEMAKING

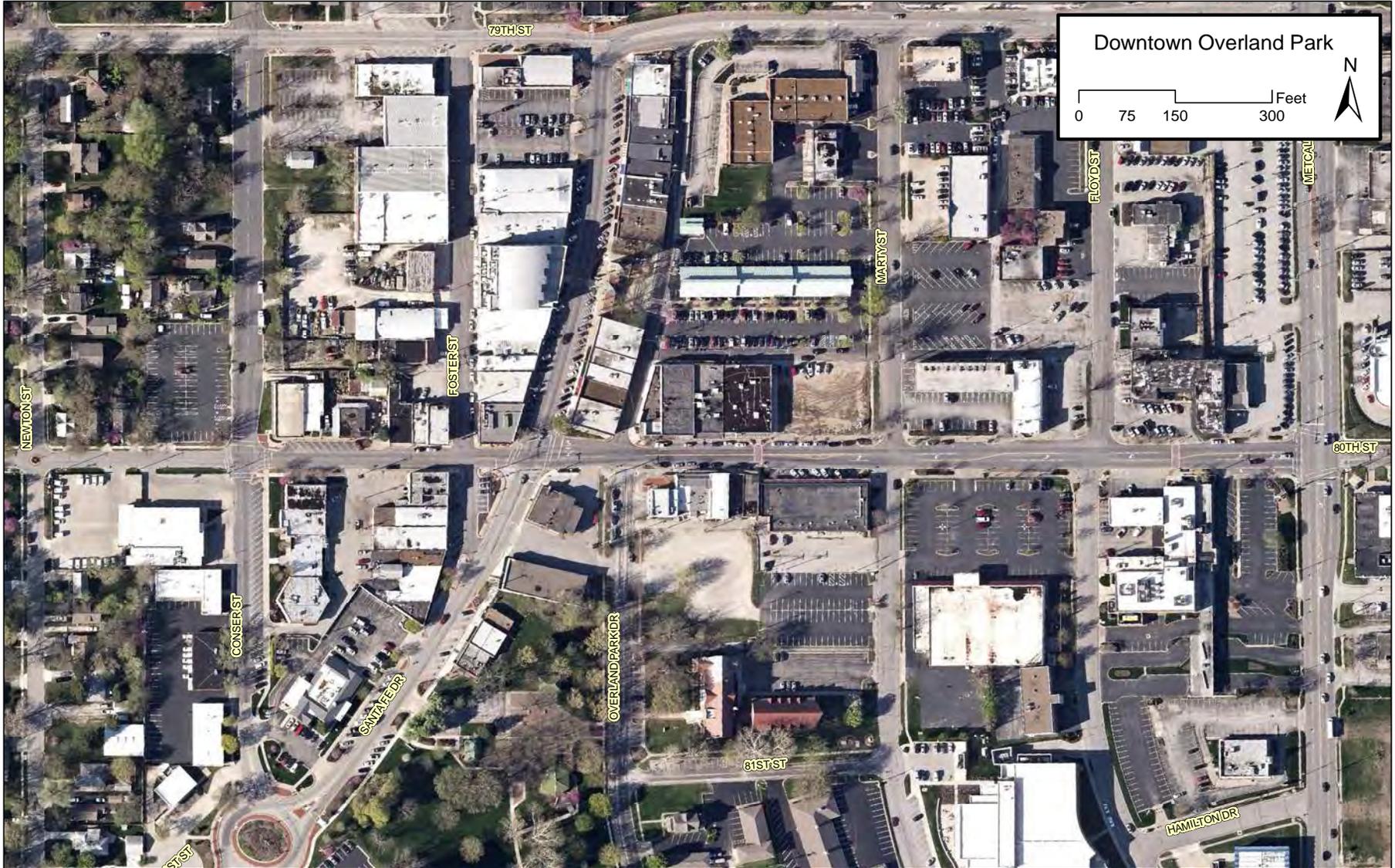


Transformation
of
underutilized
properties





NEED FOR PLACE







+ A Creative Place



+ Design/Construction Team



Rick has collaborated with The Nelson-Atkins Museum of Art since 1987 on the design, implementation, and management of the Kansas City Sculpture Park.



The Kansas City Sculpture Park
The Nelson-Atkins Museum of Art
Kansas City, Missouri



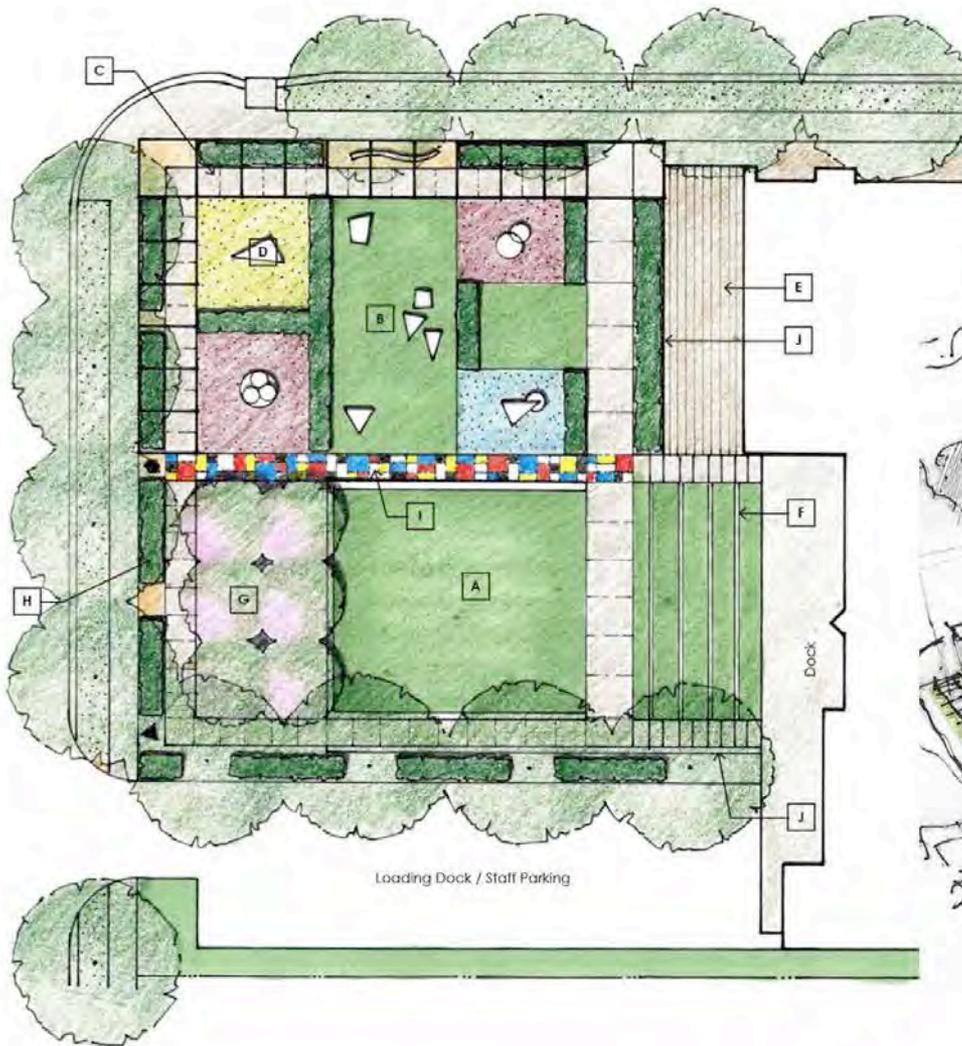
ZAHNER
Imagination, Inspiration, Innovation



+ Community Culture Hub

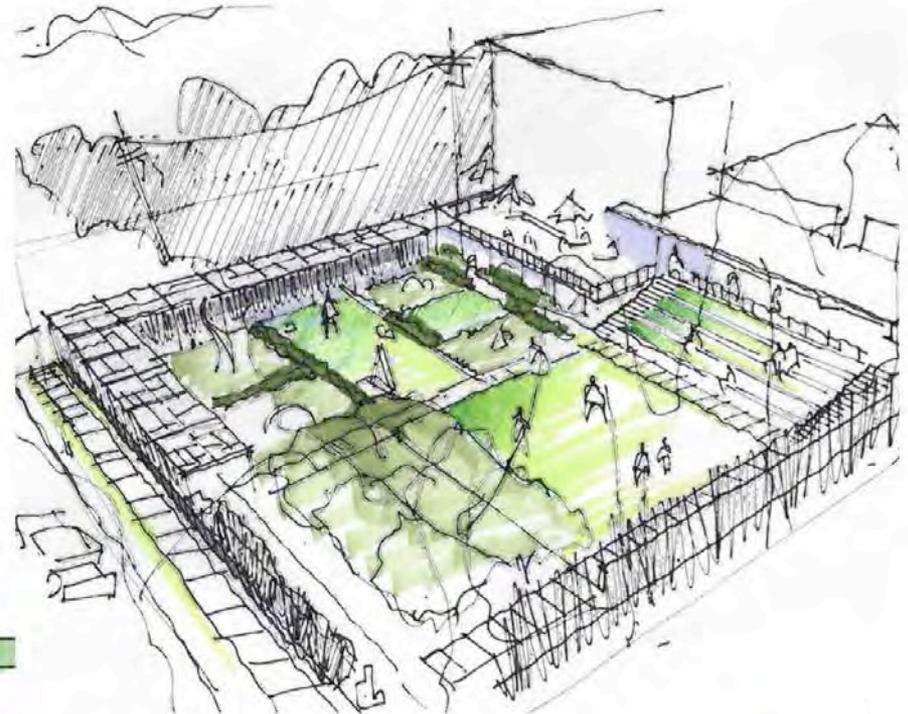


+ Community Sculpture Garden

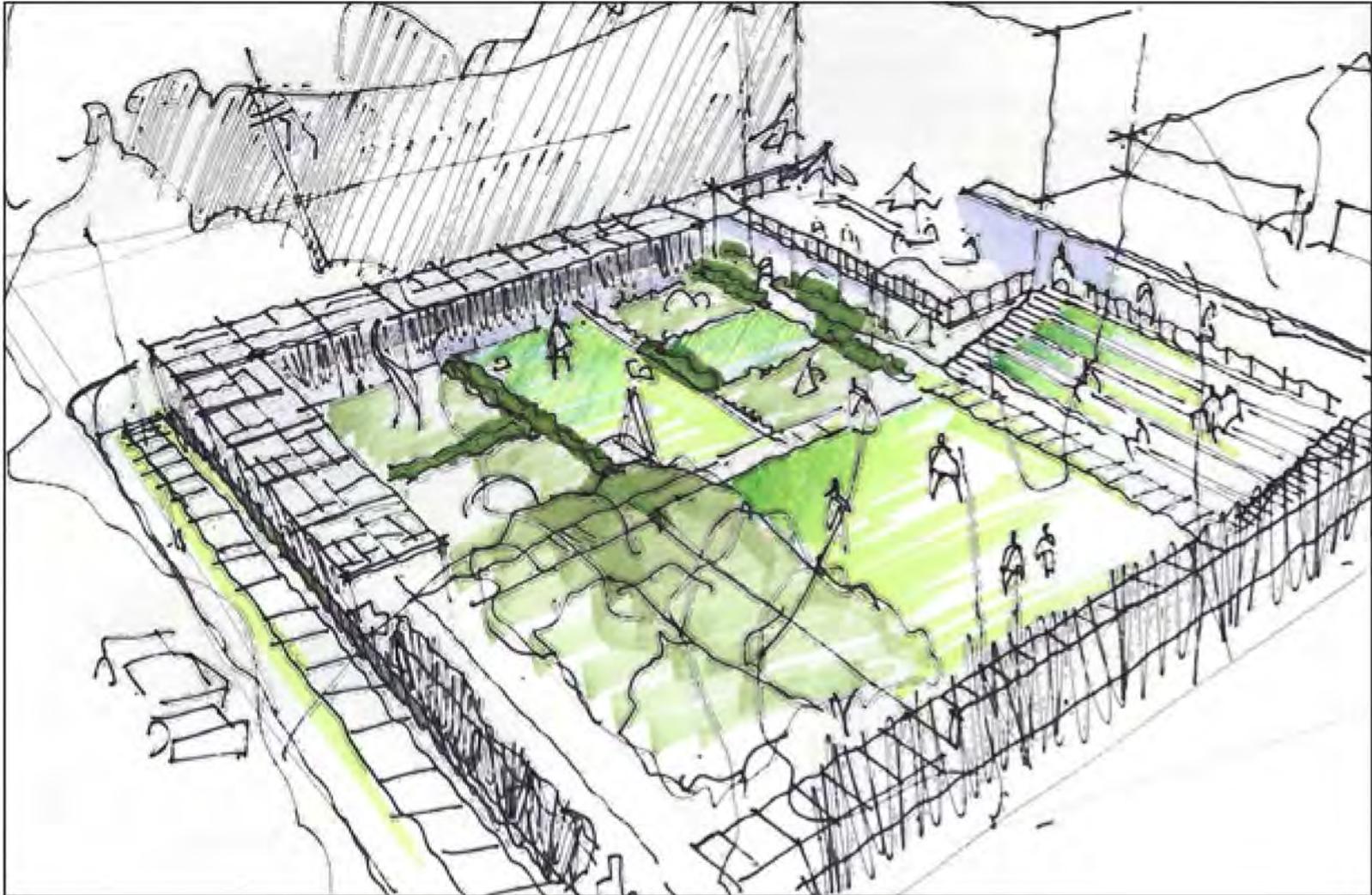


KEY:

- | | |
|-------------------------------|--------------------------------------|
| A The Exhibition Green | F Amphitheater Steps |
| B The Canvas Green | G Tree Bosque |
| C Pergola | H Green Baffle / Biodetention |
| D Art Installation | I Art Walk |
| E Deck | J Art Wall |



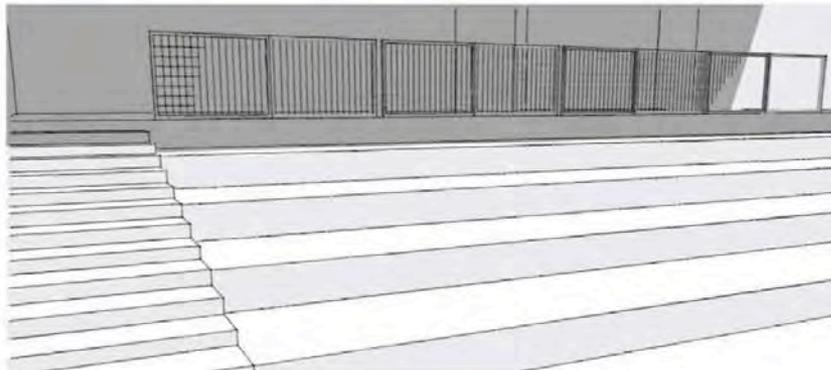
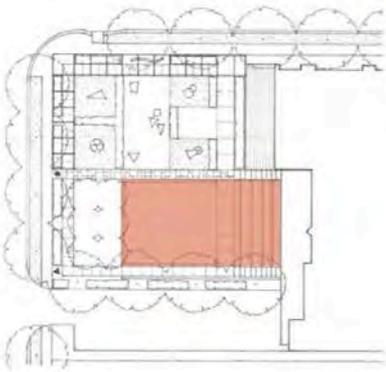
+ Transforming a Parking Lot



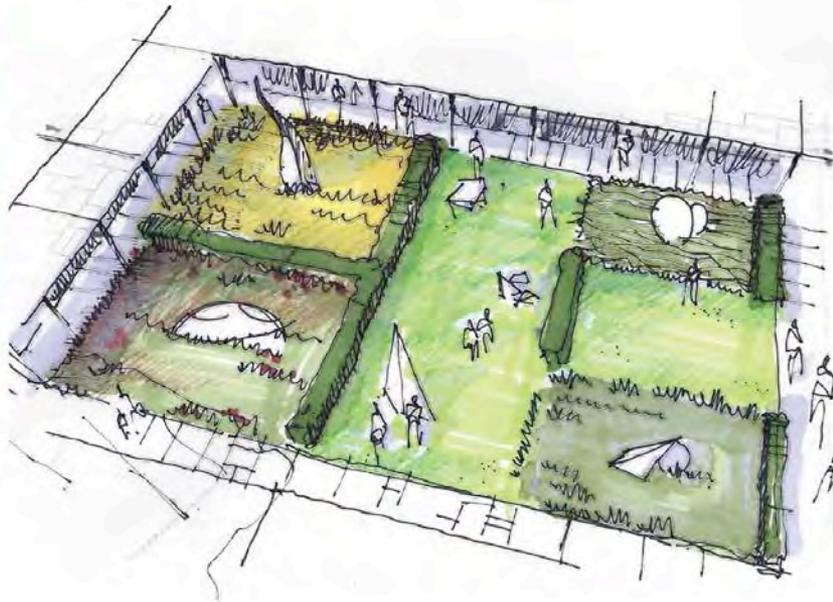
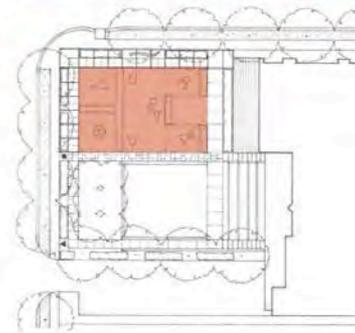
+ Public Cultural Gathering Space



- 40' x 75' overall dimensions.
- Pedestrian access from primary walkway.
- Low site walls on three edges provide a level turfgrass surface.
- Visually and physically linked to the building patio via terraced seating and steps.
- Features an 'art walk' on the north, an 'art wall' on the south, and an intimate ornamental tree bosque to the west.
- Will serve as the primary outdoor space and accommodate a range of activities.



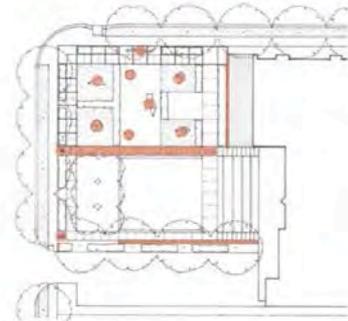
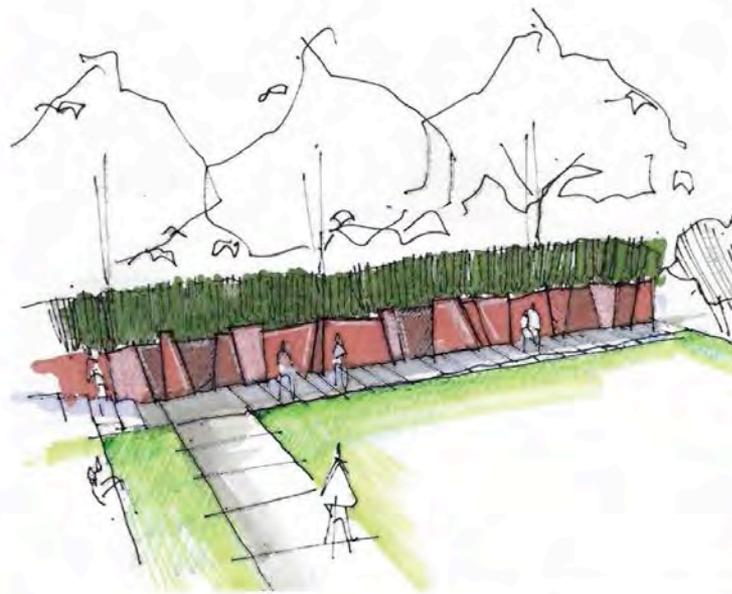
+ Sculpture and Exploration Space

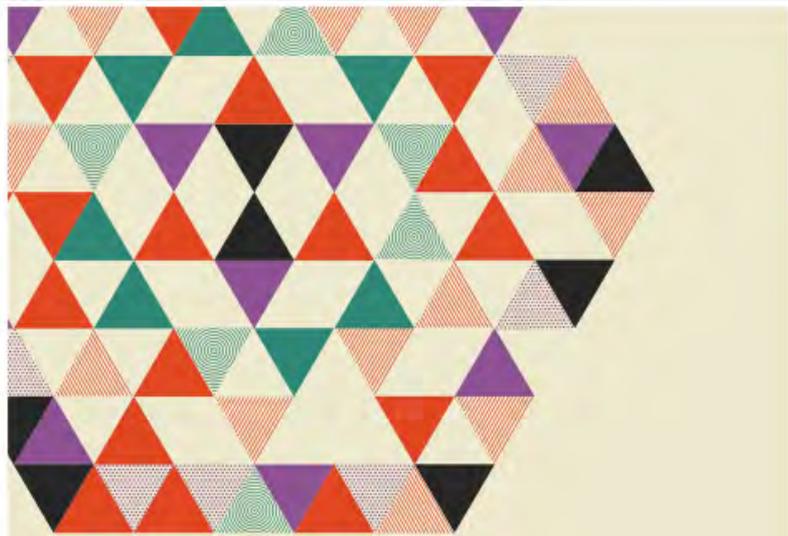


- 45' x 80" overall dimensions.
- Pedestrian access from all sides. North and west edge walkways feature a shade pergola.
- Green baffle/bioretenlion zones along north and west edges.
- Subdivided into smaller spaces of varying sizes by evergreen hedges and contrasting ground plane materials.
- Ideal for temporary and permanent sculpture exhibition.

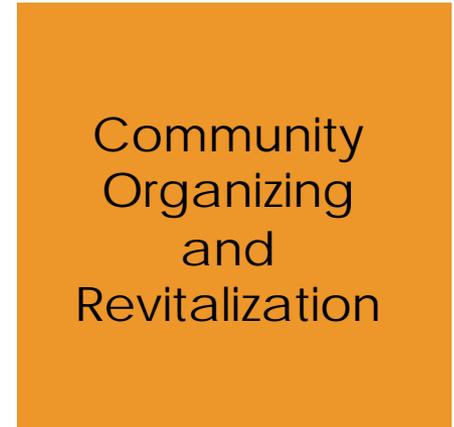


+ Artisan Elements incorporated in Design





Creative PLACEMAKING



+ Anchor Tenants



Nicole Emanuel



Heartland Art Therapy

Rita Blitt



1st
FL.



SN&W
CO.
ARTFUL FROZEN COCKTAILS

The
CULINARY CENTER
of
KANSAS CITY

INTERURBAN
ARTHOUSE
ART • ENTERPRISE • EDUCATION • COMMUNITY



RITA BLITT:
Dancing Hands

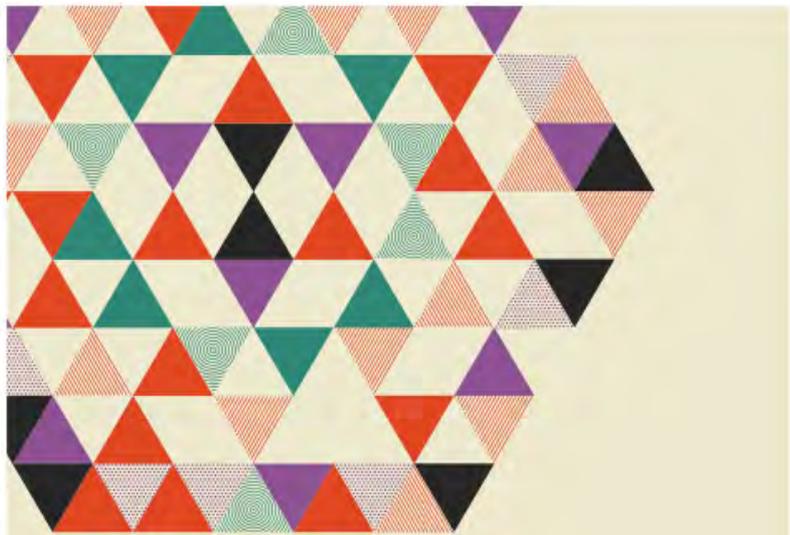
KANSAS CITY ART INSTITUTE
A four-year college of art and design

PUBLIC
GlassWorks

UNITED STATES
POSTAL SERVICE.

2nd FL.





Creative PLACEMAKING

Ann Markusen Markusen Economic Research Services
Anne Gadwa Metris Arts Consulting



Partner across
sectors:
Civic, Non-
Profits,
Grassroots,
Private, Business,
Government

PARTNERS ACROSS SECTORS



+

A Regional Creative Placemaking Model



■ National Model

- 2012 NEA “Our Town” grant recipient
 - Only 1-of-4 maximum grants given
 - \$150,000

■ State Model

- Department of Commerce
 - Creative Arts Industries Commission “Creative Economy Grant”
 - \$50,000 & \$21,000
- Kansas Department of Health and Environment
 - Kansas Brownfields Program
 - \$5,000 Phase I; \$15,000 Abatement

+

Creative Placemaking = InterUrban ArtHouse =

Cultural Vibrancy = more:

- Character, Music & Dance
- Public Engagement & Tourism
- Learning & Education

Economic Vibrancy = more:

- Creative Entrepreneurs & Arts-Based Businesses
- Employment & Economic vitality
- Government Revenue



+ Next Steps

- Continued programming at our temporary rental location.
- Signing the Purchase Agreement
- Capital Campaign to buy and transform the US Post Office!



www.interurbanarthouse.org