

GEORGIA

economic placemaking

COLLABORATIVE





What is PLACEMAKING?

Placemaking is strengthening the connection between people and the places they share and care about.

1.Placemaking Starts with PLACES

- You have to start by being in the place
- “walkshop” is better than a workshop
- observing and talking to people





2. Placemaking is about people!

- PEOPLE + Places
- Equitable – everyone can participate!
- All ages have ideas and needs
- Ask the kids (they still know how to play)



**Cities have the capability
of providing something for everybody,
only because, and only when,
they are created by everybody.**

Jane Jacobs



D A D

vs.

P O P

D E C I D E
A N N O U N C E
D E F E N D

P E O P L E
O W N E R S
P R O C E S S



3. Placemaking is an Iterative Process

- Create – test – revise
- Trial & Error
- Experiments (temporary, LQC)



**“Start where you are. Use
what you have.
Do what you can.”**

- ARTHUR ASHE





<https://www.pps.org/gps/lqc>

<https://communityprogress.org/resources/creative-placemaking/projects/>



4. Placemaking is “feel good” work

- Joy-filled
- It’s fun!!!
- Flips the typical process to make it OF/FOR the community





Restaurant Week Rethink...





Placemaking...

1. Starts with places.
2. Is about people.
3. Is iterative.
4. Is joyful.

Placemaking
inspires people to
collectively
reimagine and
reinvent public
spaces as the
heart of every
community.



What is NOT placemaking?

"It is difficult to design a space that will not attract people. What is remarkable is how often this has been accomplished."

- William H. Whyte



Parc de la Villette, Paris, France (years ago)
had seats that force people to sit in
unsociable ways, and signs that ask
them *not* to climb on the sculpture

Placebaking? or Place-faking?

- Designer-led

Placebaking? or Place-faking?



Placebaking? or Place-faking?

- Designer-led
- Copy + paste (without contextualization)



Guilch
ontagueArt



#WhatLiftsYou

Placebaking? or Place-faking?

- Designer-led
- Copy + paste (without contextualization)
- Telling your story or plagiarizing?



Economic Impact of Placemaking

- Leasable space

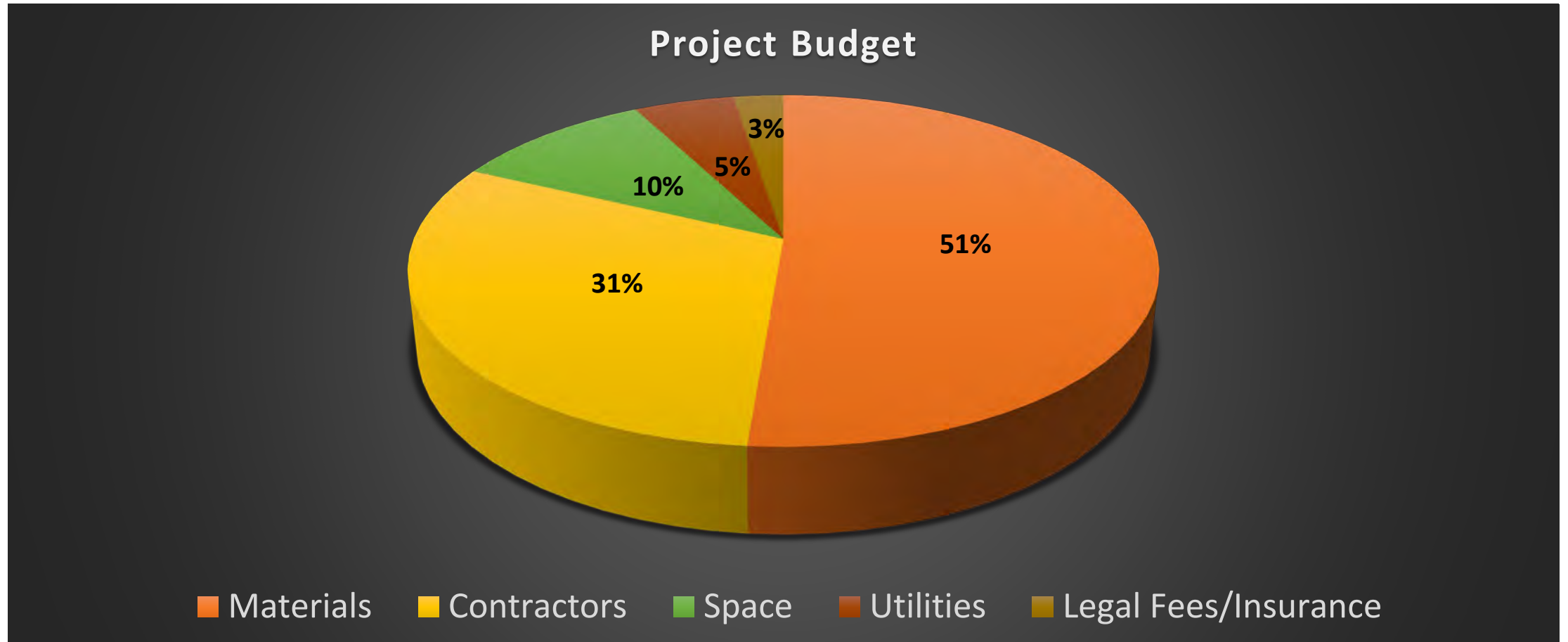


Economic Impact of Placemaking

- Leasable space
- Increase in property value
- Foot Traffic
- Social connections → economic mobility & mental health
- Health benefits
- Elevates community values



Lots of ways to fund an idea...



More than money...

- Partner contributions
- Volunteers
- In-kind donations
- Waive fees
- Get city departments involved



Ok, but we need money too...

- **Crowdfunding** (The Local Crowd, Patronicity, Ioby)

Ok, but we need money too...




Ok, but we need money too...



Downtown Monroe
March 19 2016 · 🌐

Places to Play Campaign Update: The Monroe Kiwanis Club has donated \$3000 to purchase these musical instruments for our Activity Alley! Thank you Monroe Kiwanis Club! We have 8 days left to help fund these awesome projects in Downtown Monroe. Visit www.fundmonroe.com to learn more and donate today.



Leigh Ann Aldridge, Bonnie Hawkins Manning and 42 others
12 shares

Like Comment Share

Write a comment...







Ok, but we need money too...

- Crowdfunding (The Local Crowd, Patronicity, Ioby)
- Local funds
 - Foundations
 - Civic clubs
 - Utility Company
 - Healthcare Providers
 - Board of REALTORS (Level 1 - \$3,000, Level 2 - \$7,500, Level 3 - \$15,000)
 - Local Businesses



STATEWIDE GRANTS



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[GRANTS](#) ▾

[PROGRAMS](#) ▾

[ARTS EDUCATION](#) ▾

[ABOUT US](#) ▾

[RESOURCES](#) ▾



[HOME](#) » [GRANTS OVERVIEW](#) » VIBRANT COMMUNITIES GRANT

VIBRANT COMMUNITIES GRANT

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- **Description:** FY24 Vibrant Communities Grants support single art projects such as an art exhibit, a theatre production, a series of workshops for children, or an artist residency.
- **Grant Request:** Between \$1,000 and \$5,000
- **Match Requirement:** 50% match of request amount
- **Projects Must Take Place:** October 15, 2023-June 1, 2024
- **Eligible Applicants:** Non-profit organizations, government entities, public libraries, schools and colleges/universities in counties in which no organization receives a Project, Partner or Arts Education Program Grant.

STATEWIDE GRANTS



[Guidelines](#)

[Manage Your Grant](#)

These funds support projects engaging a traditional artist/ensemble for multi-day residencies in Southern communities with awards of up to \$5,000.



NATIONWIDE GRANTS

[ARTPLACE AMERICA](#)

[KNIGHT FOUNDATION](#)

[LEVITT FOUNDATION](#)

[NATIONAL ENDOWMENT FOR THE ARTS](#)

[AARP COMMUNITY CHALLENGE GRANTS](#)

[PPS.ORG](#)

[PARTNERS FOR PLACES](#)

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Great public spaces strengthen communities.



We bring public spaces to life by planning and designing them with the people who use them every day. Our knowledge, skills, and strategies equip people to fuel lasting change. Together, we create community-powered public spaces around the world.

pps.org



The 2024 AARP Community Challenge Is On!

Click on the image to learn about this year's opportunities and how to apply!

A 2024 AARP COMMUNITY CHALLENGE

[Click here to learn more and apply today!](#)

Application Deadline:
Wednesday, March 6, 2024, 5 PM (ET)



Grants to make communities livable for people of all ages
aarp.org/CommunityChallenge



The Pop-Up Placemaking Tool Kit

Projects that inspire change — and improve communities for people of all ages



PROTECTED BIKE LANES



OUTDOOR SEATING



POP-UP SHOPS



PUBLIC ART... AND MORE!



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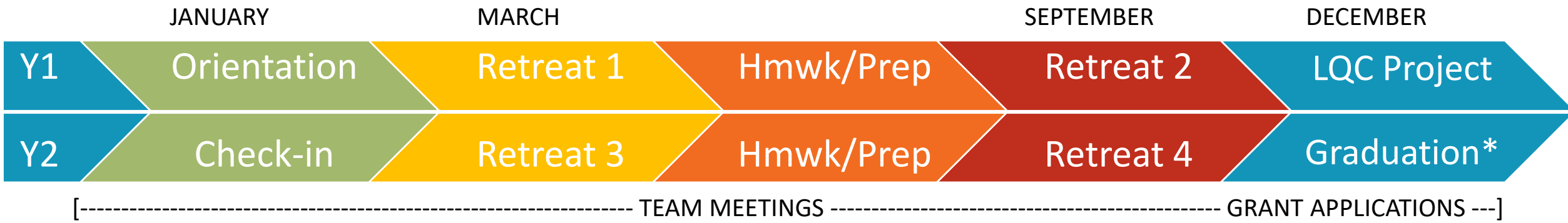
PROGRAM CURRICULUM

Year 1: Education, Visioning, and Planning

Year 2: Project Development, Funding, and Implementation

Alumni: Tracking and Impact Analysis

GEPC Program Flow



- Spring retreat locations vary year to year.
- Fall retreats are held at the GMA offices in Atlanta.

*Cities recognized at Cities United Summit in January following graduation

Program Objectives

PHILOSOPHY:

Developing a Team
Seeing places
Listening to the community

PROCESS:

Discovering what a community wants
through community-led:

VISIONING, PLANNING, & IMPLEMENTATION

PRODUCT:

Projects & Placemaking plans for
achieving what a community wants.






QUESTIONS



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