“CREATIVE PLACEMAKING”
Ann Markusen and Anne Gadwa | 2010

In this 2010 white paper for the NEA’s Mayors’ Institute on City Design, the authors developed an initial definition of creative placemaking:

In creative placemaking, partners from public, private, nonprofit, and community sectors strategically shape the physical and social character of a neighborhood, town, tribe, city, or region around arts and cultural activities. Creative placemaking animates public and private spaces, rejuvenates structures and streetscapes, improves local business viability and public safety, and brings diverse people together to celebrate, inspire, and be inspired.

The report remains a key resource for mayors, arts organizations, the philanthropic sector, and others interested in understanding strategies for leveraging the arts to help shape and revitalize the physical, social, and economic character of place.

“The VALIDATING ARTS AND LIVABILITY INDICATORS (VALI) STUDY: RESULTS AND RECOMMENDATIONS”
Elaine Morley, Mary K. Winkler, and The Urban Institute | 2014

This report presents findings and recommendations from a study conducted to validate a set of candidate indicators identified by the National Endowment for the Arts to reflect possible effects of creative placemaking initiatives. These initiatives seek to improve community livability through the arts. UI researchers obtained feedback from participants engaged in creative placemaking in a variety of communities to assess the appropriateness and limitations of the indicators under different circumstances. The indicators and guidance on their use are intended to serve as a resource to help communities better understand and communicate outcomes of their creative placemaking efforts.

“ART-MAKING OR PLACE-MAKING? THE RELATIONSHIP BETWEEN OPEN-AIR PERFORMANCE VENUES AND NEIGHBORHOOD CHANGE”
Joanna Woronkowicz, Ph.D. | 2015

This study assesses the impact of a particular type of arts planning investment—an open-air performance venue—on a set of indicators measuring neighborhood change. Using data from the 1990 and 2000 Decennial Censuses and the 2008–2012 American Community Survey, the study analyzes relationships between the presence of an open-air performance venue and indicators of neighborhood change through a propensity score matching and a difference-in-differences model. The results show that, overall, neighborhoods with open-air performance venues are associated with expansion or growth, and less so with changes in resident composition.