

9:00 – 10:00 a.m.

Virtual Breakfast (Networking) and Welcome

10:00 - 11:20 a.m.

S1 - Featured Session: Community Creating Re-Creating Museum Spaces (Peer Exchange) (South Track)

A1 - **CANCELED** -Featured Session: Artrepreneurship (Training) (Appalachian Track)

11:20 - 11:35 a.m.

Break

11:35 a.m. - 12:55 p.m.

S2 - Addressing Systemic Racism Through Virtual Placemaking (Research Roundtable) (South Track)

S3 - Equitable and Inclusive Place-Based Development (South Track)

S4 - Beyond the Numbers: Inadequacies of Creative Placemaking Criteria (Research Roundtable) (South Track)

A2 - Cultural Bearers: Curating Your Programming (Training) (Appalachian Track)

12:55 - 1:40 p.m.

Lunch Break (Networking)

1:40 - 3:00 p.m.

S5 - Artists and Business: Pandemic Shifts for Shared Good (Training) (South Track)

S6 - Helping Veterans Find Their Voice (Training) (South Track)

A3 - Artists as Agents for Social Change (Training) (Appalachian Track)

A4 - The Catalytic Power of Art (Peer Exchange) (Appalachian Track)

3:00 - 4:00 p.m.

Online Reception (Networking)

4:00 p.m.

End of Day 1

9:00 - 10:00 a.m.

Virtual Breakfast (Networking) and Welcome

10:00 - 11:20 a.m.

S7 - Featured Session - Expanding and Diversifying Community Engagement in Public Murals (Training) (South Track)

A5 - Featured Session - Let's Have a Talk: A Model to Catalyze Community (Training) (Appalachian Track)

11:20 - 11:35 a.m.

Break

11:35 a.m. - 12:55 p.m.

S8 - Site-Specific Events: A Guide for Any Community (Training) (South Track)

S9 - TINYisPOWERFUL: Mobile App Journey (Training) (South Track)

S10 - Addressing Bias In Creative Placemaking (Peer Exchange) (South Track)

A6 - Design Thinking to Radically Imagine Our Futures (Training) (Appalachian Track)

A7 - Artful Community Engagement (Peer Exchange) (Appalachian Track)

12:55 - 1:30 p.m.

Lunch Break (Networking)

1:30 - 3:00 p.m.

S11 - Redefining Rural: Building Strategic Partnerships that Transform Communities (Training) (South Track)

A8 - Financing Creative Placemaking (Training) (Appalachian Track)

A9 - Making Arts Business Training Work: A Session for Arts Leaders Developing Creative Entrepreneurship Curriculum (Training) (Appalachian Track)

3:00 - 4:00 p.m.

Online Reception (Networking)

4:00 p.m.

End of Summit

Thursday, February 25 (optional extension)

9:00 a.m. – 3:00 p.m.

Freeform Networking in the Social Lounge + Check out the Exhibitors in the Arena)

9:00 - 10 a.m.

Virtual Breakfast (Networking) and Welcome

Bring your coffee and a bite to eat as you connect with other attendees

10:00 - 11:20 a.m.

**S1 - Featured Session: Community Creating Re-Creating Museum Spaces
(Peer Exchange) (South Track)**

Provide an authentic look at how a historically White institution partnered with Black community leaders to create an influential program that addressed community needs as identified by this audience, and expanded the institution's mission for, and relationship with, this community. The session will facilitate ways to leverage the power of the arts to serve a community's interests, and provide an applicable model for developing responsive, culturally specific initiatives in other communities through examples and lessons learned.

Session Leader: Adera Causey, Hunter Museum of American Art, Chattanooga, TN. Adera Causey is Curator of Education at the Hunter Museum with a focus on adult programs and equity and social justice initiatives. Previously a museum educator at the Duke University of Museum of Art, she holds an M.A. from GWU, and did Ph.D. work at UNC-CH in American Art and African-American History.

Topics Covered: Surfacing and empowering creativity in communities, Supporting artists and other creative professionals, Promoting and patronizing Black owned businesses, Facilitating Black professional networking, Fostering community connections and economic empowerment

CANCELED - 10:00 - 11:20 a.m.

**A1 - Featured Session: Artrepreneurship
(Training) (Appalachian Track)**

This class challenges artists to understand the nature of the business side of creativity. Participants will receive an overview of "artrepreneurship" as well as be given examples of how McClary Consulting, through partnership with the municipal and county government, hosted quarterly training and mentoring at Town Hall which resulted in artists in Georgetown County, South Carolina, gaining access to government markets and stages that they would otherwise not had access to.

Session Leaders:

Danisha L. McClary, McClary Consulting Inc., Andrews, SC. Danisha McClary, is a retired government contract and fiscal law attorney, certified grant writer, author, speaker, and entrepreneur. Mrs. McClary's professional training includes a bachelor of science (BS) degree in business administration; a master of science (MS) degree in management; a juris doctorate degree; and a masters of the laws (LLM) in government contracts and fiscal law.

Jason Stone, Stone Brush and Blade, LLC, Andrews, SC. Jason Stone is an artisan and founder of Stone Blush and Blade, LLC

Topics Covered: Cooperative work models/ creative support networks, Equitable procurement practices, Issues in embedding artists in public agencies, Promoting the economic value of artists, designers and makers

11:20 - 11:35 a.m.

Break

Stretch your legs, take a breather.

11:35 a.m. - 12:55 p.m.

**S2 - Addressing Systemic Racism Through Virtual Placemaking
(Research Roundtable) (South Track)**

This case study will profile a project entitled "Real Richmond" that engaged local youth and educators in the creation of a mixed-reality Placemaking project about the roots of systemic racism in their community and our nation. The project deconstructs the infamous "Lost Cause" narrative along Monument Mile in Richmond, VA. Session participants will learn how on-location, mobile phone-based augmented reality can foster, enhance and propel traditional Creative Placemaking efforts, while also providing needed technical education in under-served communities through arts and humanities.

Session Leaders:

Julia Beabout, Novaby, Seattle, WA. Julia is CEO and Creative Director of Novaby, an award-winning creative technologies company specializing in Augmented Reality (AR) Placemaking, space activations and tours. With a deep background in and affinity for the real and "imagined" environment, she and her team of artists, designers and engineers love transforming spaces into Places people love through AR, the arts, humanities and social science. As an expert and industry leader in AR Placemaking, she has spoken at the MIT Media Lab, the U.S. State Department, the Architects Institute of America, the University of Washington and the VRAR Association on the subject.

Julia is also Co-founder of Tech in the Tenderloin, a non-profit connecting low-opportunity youth and families with high-opportunity tech through fun events and educational activities in the Tenderloin neighborhood of San Francisco and beyond.

Julia has 25+ years experience guiding customers, teams and organizations through complex creative projects and strategic initiatives up to \$200 million, from concept through implementation, in the virtual and real worlds. She has a BS in Architectural Engineering and an MA in Asian Studies. Her academic research focused on public works of commemoration and Collective Memory Theory. She is a registered Professional Engineer (PE) and LEED Accredited Professional.

Grady Hart, Richmond Public Schools, Richmond, VA. Grady is a native of Richmond, Virginia, and alumni of both James Madison University (B.A., 2012 and M.P.A, 2013) and Virginia Commonwealth University (M.B.A., 2017). As head of the RPS Community Partnerships team, Grady helps serve as a doorway for community partners, donors, and volunteers to support the needs of students and families. As such, he works closely with internal and external stakeholders to align support services offered by community partners with family-identified needs, and builds the necessary infrastructure to sustain this effort over the long term. Most recently, Grady led the creation and launch of a Community Partnerships Database and Asset Map, which empower RPS staff and families alike to activate and leverage community assets at the divisional, regional, and school levels. In addition to his role with RPS, he also serves as an Adjunct Faculty Member with VCU's Honors College, where his courses focus on Richmond history and community engagement best practices and pedagogy. In his spare time, he enjoys traveling, camping, hiking, biking, and kayaking

Fionnuala Bradley, Virginia Museum of Fine Arts, Richmond, VA. Fionnuala (a.k.a Fin) is the Teen Programs Coordinator at Virginia Museum of Fine Arts. As part of this role, Fin leads a program called Museum Leaders in Training: a free 12-week career and leadership program held at the museum for teens. Over the duration of the program, Fin works closely with teens in the design process of a project, program, or resource. This year's cohort focused on a video project related to Kehinde Wiley's Rumors of War.

Fionnuala is an alumni of Virginia Commonwealth University (B.F.A., 2012 and M.S.W., 2019) and has spent 12+ years working to empower young people in a variety of settings including summer camps, after school programs, elective classes, and arts & culture organizations. Fin has guided young people in Virginia, California, and Japan to discover their passions and potential. In her free time, Fin enjoys crafting, taking weekend trips, engaging in volunteer work, and spending quality time with loved ones (including her rescue pup named Spaghetti).

Topics Covered: Addressing systemic or personal racism, Surfacing and empowering creativity in communities, Augmented reality and enhanced placemaking, Remote community engagement in the age of COVID

11:35 a.m. - 12:55 p.m.

S3 - Equitable and Inclusive Place-Based Development
(South Track)

This session will introduce participants to the practice of utilizing Creative Placemaking as an economic development strategy and will include a workshop on equitable and inclusive decisionmaking practices relative to the Placemaking process.

Session Leader: Stephanie Russell, Georgia Municipal Association, Atlanta, GA. Stephanie Russell is the Downtown Development Manager for the Georgia Municipal Association, a member of the GMA staff support team for the Georgia Cities Foundation, and Program Manager for the Georgia Placemaking Collaborative. She has tenure working in municipal downtown, economic and community development. She has an M.A. in Public History, with an emphasis on downtown development from the University of West Georgia and is a certified Georgia Downtown Professional.

Topics Covered: Access and support for rural and under-resourced communities, Addressing systemic or personal racism, Equitable procurement practices for artists and arts organizations, Surfacing and empowering creativity in communities, Place-based economic development

11:35 a.m. - 12:55 p.m.

S4 - Beyond the Numbers: Inadequacies of Creative Placemaking Criteria
(Research Roundtable) (South Track)

Cultural community development is not a fad; it can be utilized to develop holistic, sustainable and thriving communities. As the concept of cultural community development, now termed Creative Placemaking, has become commercialized, the markers and methods of measuring success are still based on old paradigms. Current methods of measurement to determine success employed by most funders are based on a list of pre-determined assets that can be measured numerically. This does not take into consideration the value of relationships between those assets, which is much more difficult to measure, but often what provides a clearer picture of a thriving community.

Session Leader: Amy C. Trieger, Cecilia + Cozette, Miami, FL. Amy Cozette holds an M.A. in Arts Administration and a B.F.A. in Dance. She is a founding member of the dance company WholeProject and co-founder of Buskerfest Miami, dedicated to improving civic life. She serves on the Allapattah Neighborhood Association and strives to strengthen the connection between art and community.

11:35 a.m.- 12:55 p.m.

**A2 - Cultural Bearers: Curating Your Programming
(Training) (Appalachian Track)**

This session will address ways to promote cultural events featuring important tradition bearers who may not have name recognition in your community. By placing an emphasis on genre or tradition and broadening delivery strategies, organizations can increase audience attendance and engagement. Attendees of this session will come away with strategies for curating cultural events for their organizations.

Session Leaders:

Seth Young, Augusta Heritage Center of Davis & Elkins College, Elkins, WV. Ko Cha' Ta "Seth" Young is the Executive Director of the Augusta Heritage Center. He is known for creating vibrant after school music programs and immersive traditional art curricula. A lifelong musician and performer, Young has toured extensively in the US, Europe, South America, and Asia.

Emily Miller, The Augusta Heritage Center of Davis & Elkins College, Valley Bend, WV. Emily Miller is the artistic director of the Augusta Heritage Center. She is also the string band director of the college's Appalachian Ensemble and a professional singer and fiddle player. She teaches workshops in country singing and has toured extensively with her band, the Sweetback Sisters.

Topics Covered: Promoting and protecting the 'culture bearers' in Appalachia

12:55 - 1:40 p.m.

**Lunch Break
(Networking)**

Connect with your fellow attendees before the afternoon sessions resume at 1:40 p.m.

1:40 - 3:00 p.m.

**S5 - Artists and Business: Pandemic Shifts for Shared Good
(Training) (South Track)**

On-camera communication skills are not just for actors anymore. Join professional actor and performance coach Shannon Ivey and InterPlay Leader and career coach Christine Gautreaux for a workshop full of professional tips and tricks to show you as your best self while having fun on virtual platforms. Participants will receive a reusable checklist to help improve their virtual set-up, performance and group satisfaction in this new working world. Do you facilitate meetings online? Leading meetings virtually takes a performance skillset that can be learned! Want to know best practices and how to tap in to your artistic community to do so? This workshop is for you.

Session Leaders:

Shannon Ivey, #whatsheaidproject, Columbia, SC. Shannon Ivey MFA, AEA, is the founder of the #whatsheaidproject. Shannon is a professional actor, educator, Tedx speaker, and performance artist who taught theater to children of all ages for more than 15 years, and uses her storytelling training in a variety of community building and engagement ways. Her specialties are first-person storytelling (essays and story slams), Theatre of the Oppressed facilitation, 36 Question events, and solo shows.

Christine Gautreaux, Interplay Atlanta/Wisdom on Wings Coaching, Duluth, GA. Christine is dedicated to the pursuit of play, joy, art and social justice. Christine's superpowers include connecting people, helping folks manifest their dreams, standing up against injustice and using art to make a difference in the world. She currently uses performance art, movement, poetry, storytelling and Interplay to address issues of oppression

Day 1: Tuesday, February 23, 2021

with women who are incarcerated and people living with severe and persistent mental illness and homelessness. She also works with activists and artists to maintain balance and self-care during these intense times. Pivoting with the times, Christine has been called an expert on Zoom and utilizes this online platform to facilitate connection and ease in an online, interactive learning environment. She holds a Bachelor's and Master's Degree in Social Work and has professional experience with successful grant writing, community organizing and social media marketing. Christine is a life coach for caregivers who are burnt out and ready to take back their own lives and make them delightful. She is the co-author of Stillpoint: A Caregivers Playbook, which helps readers find ease and take a deep breath and reclaim joy.

Topics Covered: Addressing systemic or personal racism, Funding/Financial Sustainability of Creative Placemaking Initiatives, Helping communities recover economically, Improving mental or physical health in communities, Surfacing and empowering creativity in communities, Supporting artists and other creative professionals

1:40 - 3:00 p.m.

**S6 - Helping Veterans Find Their Voice
(Training) (South Track)**

Our Veterans Music Project is a straightforward program that can be scaled at a reasonable cost per veteran. We plan to outline our program and best practices to help other partners facilitate similar programs in Georgia. We will have activities that demonstrate how we create lyrics and musical ideas using our VMP workbook.

Session Leader: Jaye Budd, Alchemy Sky Foundation, Atlanta, GA. Jaye Budd is the founder of the Alchemy Sky Foundation. Its partners include the Veterans Administration, Wounded Warrior Project and Veterans Empowerment Organization. Jaye's mission is to leverage business leaders, health professionals, local artists and music educators to unleash the power of music in order to connect and heal people.

Topics Covered: Addressing systemic or personal racism, Improving mental or physical health in communities, Surfacing and empowering creativity in communities, Supporting artists and other creative professionals

1:40 - 3:00 p.m.

**A3 - Artists as Agents for Social Change
(Training) (Appalachian Track)**

The goal of this training is to understand how artists and arts based projects can act as change agents to drive community transformation. We will begin with a brief overview of socially engaged art to give participants an understanding of the changing role of art in society followed by examples. Attendees will participate in hands-on activities to explore how to benefit and nurture the artistic leadership, find collaborative partners, build platforms for communication, and develop those emotional intelligence skills so important to relationship building.

Session Leader: Maureen McGuigan, Scranton, PA. Maureen is the Lackawanna County Director of Arts and Culture. She sits on the National Association of Counties Arts Commission and Citizens for the Arts in Pennsylvania board. She holds a B.A. in history from the University of Pittsburgh and M.F.A. in creative writing from St. Mary's College, California.

Topics Covered: Artists as leaders and social change agents, Cooperative work models/ creative support networks

1:40 - 3:00 p.m.

**A4 - The Catalytic Power of Art
(Peer Exchange) (Appalachian Track)**

Participants should be prepared to discuss agritourism, and its role in building sustainable businesses in small and rural communities. Models from Germany, England, and other communities will be discussed. New models of transition for sunset coalmines will be discussed.

Session Leader: Penny Peavler, Somewhere Appalachia, Louisville, KY. Penny Peavler is the Principal of Cultural Tourism Consultants. A veteran arts administrator with 30 years of experience in all aspects of arts & culture operations and development she most recently served as President and CEO of the Frazier History Museum, the largest exhibiting history museum in Kentucky, and the Official Start of the Kentucky Bourbon Trail.

Robert Gipe, Higher Ground, Harlan KY. Robert Gipe has been doing community-based cultural work in the Appalachian coalfields since 1989. He is a founding producer of the Higher Ground community performance series in Harlan County, Kentucky. He is the author of three novels about coalfield life published by Ohio University Press. He is the former director of Southeast Kentucky Community & Technical College Appalachian Program (1997-2018) and Educational Services Director (1989-1995) at Appalshop, a media arts center in Whitesburg, Kentucky.

Topics Covered: Artists as leaders and social change agents

3:00 - 4:00 p.m.

Online Reception (Networking)

Connect with your fellow attendees

4:00 p.m.

End of Day 1

We look forward to seeing you on Day 2!

9:00 - 10:00 a.m.

Virtual Breakfast (Networking) and Welcome

Bring your coffee and a bite to eat as you connect with other attendees

10:00 - 11:20 a.m.

S7 - Featured Session - Expanding and Diversifying Community Engagement in Public Murals (Training) (South Track)

How do we actually do meaningful community engagement in public art? We will provide hands-on instruction in several techniques to collect community input that muralists can use to guide or grow their design process. We will share ways to structure professional mural projects and RFPs to promote and ensure that local communities are meaningfully involved. We will provide an overview of skills that can be taught to local artists interested in becoming community muralists. This workshop is ideal for those interested in immediate applicable tools for broadening perspectives and voices that inform and define public art, and those looking for teachable skills to prepare local artists and emerging muralists to meet the growing demand for community-engaged art.

Session Leaders:

Britt Ruhe, Common Wealth Murals, Springfield, MA. Britt Ruhe is the Director of Common Wealth Murals, managing a mural festival, individual mural installations and the Community Mural Institute. For more than 30 years, Britt has led nonprofit organizations, applying her skills in community organizing, project management, fiscal management, and public relations to create transformative opportunities for people to work together to improve their own communities.

Greta McLain, GoodSpace Murals, Minneapolis, MN. Greta McLain is the Founder and Artistic Director of GoodSpace Murals. Over the last 15 years, she has created more than 60 community-engaged murals in the United States and Europe and taught workshops and residencies in community muralism. She earned her B.A. from the University of California Davis and her M.F.A from Minneapolis College of Art and Design.

Topics Covered: Access and support for rural and under-resourced communities, Equitable procurement practices for artists and arts organizations, Improving mental or physical health in communities, Surfacing and empowering creativity in communities, Supporting artists and other creative professionals, Expanding community input and diverse voices in public art

10:00 - 11:20 a.m.

A5 - Featured Session - Let's Have a Talk: A Model to Catalyze Community (Training) (Appalachian Track)

Engaging in authentic dialogue and creating connections with the people we serve while we are required to socially distance has become an essential activity that is difficult to achieve. Learn from community development and performing arts leaders about a simple, online discussion model you can use to host a virtual event that will enable you to foster dynamic collaboration, bring forward new ideas, build consensus, and engage in rich dialogue. This model was created and tested with rural, Appalachian audiences in 2020 and is uniquely impactful for the challenges and opportunities facing our communities today. The model is designed to work best using Zoom, but the principles shared can be applied to any virtual meeting space. Expect to take away tools and templates that will support you in promoting, facilitating and hosting, and following up with the people attending your event.

Session Leaders:

Emma Pepper, West Virginia Community Development Hub, Charleston, WV. Emma Pepper, a native of Charleston, WV, is the Director of Strategic Network Communications for the West Virginia Community Development Hub. Emma's career spans 15 years with a focus on marketing, communications, and public relations in the nonprofit sector. She specializes in planning + troubleshooting strategic branding and communications initiatives for organizations working with restricted budgets. In her role with The Hub, Emma oversees a training and technical assistance program to support communications capacity-building for nonprofit and community groups across the state. Emma is a graduate of West Virginia University, serves on the marketing committee for Charleston Main Streets, and is a published writer and essayist. She returned to West Virginia in 2013 after building her career in Washington, DC and Berkeley, CA.

Jason A. Young, Vintage Theatre Company, Bridgeport, WV. After working as a freelance theatre artist and educator in and around West Virginia for almost ten years, Jason A. Young founded his own theatre company in 2012. Based in Clarksburg, VTC offers entertainment and education through improvisational and sketch comedy with The Fearless Fools, Shakespeare productions and workshops with The Rustic Mechanicals, operatic and a capella performances with Montani Cantanti, fundraising opportunities with Comedy for a Cause murder mysteries, and performance training and college preparation with The VTC Academy.

Topics Covered: Artists as leaders and social change agents

11:20 - 11:35 a.m.

Break

Stretch your legs, take a breather.

11:35 a.m. - 12:55 p.m.

**S8 - Site-Specific Events: A Guide for Any Community
(Training) (South Track)**

After learning more about OTTC's mission of merging art and economic vitality, participants will design a site-specific cultural event. Dividing the participants into three to four groups, they will draw parameters out of a hat, such as the type of organization, community makeup and specific location of the event. They will then create an event using those parameters and the assistance of prompts, such as budget limitations, seating capacity and needs of a specific community. Following their planning period, the groups will present their site-specific event proposal.

Session Leaders:

Jessica Edwards, Old Town Theatre Company, Rock Hill, SC. Jessica Edwards is a South Carolina native with a 16-year background in the performing arts. A Converse College graduate, she recently moved to Rock Hill from Charleston. She is the Associate Artistic Director of Old Town Theatre Company.

Evan Goetz, Old Town Theatre Company/ City of Rock Hill, Rock Hill, SC. Evan Goetz is the Artistic Director for OTTC as well as Marketing Coordinator for the City of Rock Hill. He creates and plans more than 100 cultural events that attract over 150,000 people and generate about \$8 million in direct spending per year.

Topics Covered: Equitable procurement practices for artists and arts organizations, Helping communities recover economically, Surfacing and empowering creativity in communities, Supporting artists and other creative professionals

11:35 a.m. - 12:55 p.m.

**S9 - TINYisPOWERFUL: Mobile App Journey
(Training) (South Track)**

How can technology and tiny business encourage interracial, inter-generational relationships and address systemic and personal racism? Instructors from conNECKtedTOO→TINYisPOWERFUL will guide participants through developing online creative places with short and long-term uses, navigating the relationship between inclusiveness and anti-racism. (No technical expertise required!) This will be an exploration and implementation of the organization's value-centered highly collaborative process and how it impacts outcomes (products, conversations, uses of technologies, activism, etc. ...).

Participants will break into groups, beginning to imagine mobile applications that would serve the needs of their own communities. A short film on collaboration will be shown.

Session Leader: Victoria Moore, coNECKtedTOO→TINYisPOWERFUL, North Charleston, SC. Victoria Rae Moore, writer, producer and business owner, leads conNECKtedTOO →TINYisPOWERFUL, an artist collaboration with the community in support of tiny, smaller-than-small businesses. An advocate of self-expression and creative education, Victoria is a native of Charleston, where she studied dance at Charleston County School of the Arts before earning a B.A. in Journalism and Mass Communications from the University of South Carolina.

Topics Covered: Addressing systemic or personal racism, Surfacing and empowering creativity in communities

11:35 A.M. - 12:55 p.m.

**S10 - Addressing Bias In Creative Placemaking
(Peer Exchange) (South Track)**

In 2018, the GAR Foundation and the John S. and James L. Knight Foundation funded the Akron Cultural Plan as a follow-up to the cultural landscape study completed in 2016. The original intention of the plan was to understand arts and culture resources available in the community and determine what barriers existed to participating in arts and cultural activities. As the planning team began the process, what was intended to be a straightforward study on access and a vision for enhancing cultural assets quickly became a conversation on equity and representation. The community spelled out these priorities: Equity, Access, Education, Talent, Engagement, Resources, Connections, Placemaking, Economic Impact and Public Art.

Review the plan here: https://issuu.com/designing_local/docs/acp-mother-final

Artist Charvis Harrell will take a look at rare and little known aspects of Black history in America that will help people gain a better perspective of Black life in America to tell a more complete and honest history.

Session Leaders:

Charvis Harrell, independent artist, Macon, GA. A third-generation mason, he had only enough time for art as a hobby until June 2004. He made the most of his time by paying tribute to people and things that impact his life through his work.

Amanda Golden, Designing Local, Columbus, OH. Amanda is a Certified Creative Placemaker and former Board Member of the Central Ohio Chapter of the American Planning Association. She has managed more than 25 arts and culture-related planning efforts across the country. Amanda is co-founder of Designing Local and sits on the Columbus Development Commission and is Treasurer of the Ohio Art Corridor.

Josh Lapp, Designing Local, Columbus, OH. As a city planner who has extensive professional experience in real estate development, Josh knows what it takes to get something built. From a prominent role in leading a transit advocacy organization to working in neighborhoods as an urban planner, his strongest skill set is in public involvement and community action. Josh has managed over 30 public art plans and has worked extensively in the creation of cultural plans, state and federal historic tax credit projects, and historic preservation plans.

Topics Covered: Access and support for rural and under-resourced communities, Addressing systemic or personal racism, Equitable procurement practices for artists and arts organizations, Funding/Financial Sustainability of Creative Placemaking Initiatives, Helping communities recover economically

11:35 a.m. - 12:55 p.m.

**A6 - Design Thinking to Radically Imagine Our Futures
(Training) (Appalachian Track)**

Ready to design & build & dream? Our world has changed, so it is our challenge to critically think through new possibilities. In this interactive workshop you will learn how to work through a design thinking process to generate ideas, creative-problem solve, & radically imagine, to rethink the world as we know it. This workshop is designed to build ideation & creative problem solving skills, creative confidence, vision authorship, & positive vibes all around. Finish the workshop with a TON of ideas on how to build on strengths to tackle the challenges, because challenges are just opportunities in disguise. We'll provide all the tools for you to bring this design-thinking process back home to your organization, or to facilitate with folks in your communities. This workshop was born at the creative placemaking project, Makeshop Design Lab in Appalachia, and has empowered many Appalachians to reimagine their communities and futures. We hope it will empower your community, too.

Session Leaders:

Jayla Morgan, Makeshop Design Lab, Charleston, WV. Jayla Morgan, a Makeshop Design Lab Youth teacher & advisor in Charleston, West Virginia, is an artist, painter, budding designer, singer, & aspiring chef. She's a New Community Builders Fellow, facilitating a Young Black Artists community. A rising High School Senior, she aspires to go to college to study art.

Elizabeth Turner, Makeshop Design Lab, Charleston, WV. Elizabeth Turner is an artist, organizer, designer, Operations Manager at Studio MESH, and the cofounder of Makeshop Design Lab in Charleston, West Virginia. She's taught design thinking to youth in West Virginia, and at venues like Creative Placemaking Leadership Summit: Appalachia, ArtPlace Summits, and Cooper Hewitt Design Museum.

Topics Covered: Artists as leaders and social change agents, Authorship, storytelling and its relationship to agency, identity or place, The intersection of racial, economic and social justice in Appalachian creative placemaking, Promoting and protecting the 'culture bearers' in Appalachia

11:35 a.m. - 12:55 p.m.

**A7 - Artful Community Engagement
(Peer Exchange) (Appalachian Track)**

The Urban Conga - Play is universal, and it can be applied as a powerful tool for disrupting social barriers within cities and communities. And yet, the term "play" is often absent from major discussions surrounding urban development or city change. This session explores how implementing open-ended play in everyday spaces can positively impact the built environment, public policy, and everyday life. We will be looking at various scaled

inclusive projects demonstrating the power, value, and impact of open-ended play upon the development of our cities and communities.

TD Projects - A dialogue around current artistic practices that engage the local community, and how artists' as entrepreneurs can develop projects and programs that fit the needs of their community on an artist's budget. As a practicing artist that has lived across the country and developed numerous community based art projects, we can speak about our lived experiences, what we have learned from past projects on how best to maneuver through diverse communities, new environments, and how to create new partnerships. We believe by sharing our stories we can assist others in their ventures.

Session Leaders:

Tina Dillman, TD Projects, Pittsburgh, PA. Tina Dillman, originally from rural Central New York, is an artist, curator, educator, writer, and arts consultant who is currently based in Pittsburgh, PA. She earned her master's degree (MFA) from the San Francisco Art Institute ('14), and her bachelor of fine arts from the University of Iowa ('03), and has since founded multiple socially engaged projects (The Bloomfield Garden Club, Cass Project, Project Grant), been an arts writer for various publications, a faculty member at a major research university, and a traveling artist through residences, performances, and exhibitions.

Ryan Swanson, The Urban Conga, Brooklyn, NY. Ryan is the founder and creative director of The Urban Conga, an award-winning multidisciplinary design studio focused on sparking community activity and social interaction through open-ended play. Through this work, Ryan has collaborated with organizations, governments, and universities around the world delivering workshops, lectures, playable interventions, and development plans.

Topics Covered: Artists as leaders and social change agents, Authorship, storytelling and its relationship to agency, identity or place, The intersection of racial, economic and social justice in Appalachian creative placemaking, Promoting the economic value of artists, designers and makers, Public art and equity, Placemaking through Playmaking

12:55 - 1:30 p.m.

Lunch Break

(Networking)

Connect with your fellow attendees before the afternoon sessions resume at 1:30 p.m.

1:30 - 3:00 p.m.

S11 - Redefining Rural: Building Strategic Partnerships that Transform Communities (Training) (South Track)

Resources are always scarce, especially in rural communities. The key to success, no matter the project, is relationships. We will share the story of Cherokee Village to provide insight into our collaborative, multi-faceted work. This session will help participants strengthen ideas through public-private partnerships in their local communities, regions and states. This includes creative partnerships with artists, business leaders, nonprofit executives and government officials. This session will also help participants craft their message in a way that is inclusive, engaging and garners collaboration. Finally, it will also help participants in Placemaking and community development efforts through strategic planning.

Session Leaders:

Graycen Colbert Bigger, Northeast Arkansas Regional Intermodal Authority, Pocahontas, AR. As Executive Director of the Northeast Arkansas Regional Intermodal Authority, Graycen Colbert Bigger leverages arts and

culture to spur economic growth and improve quality of life. Graycen holds an M.A. in Art Business from Sotheby's Institute of Art in New York and a B.A. in Art History and Photojournalism from Arkansas State University.

Jonathan Rhodes, American Land Company, Cherokee Village, AR. As President of American Land Company, Jonathan Rhodes brings new development to Cherokee Village. Prior to returning to his hometown, he enjoyed a 15-year career in the public sector in the U.S. Senate as an aide to Senator Blanche Lincoln and the United Nations World Food Program (WFP) in Rome and Sudan, Africa. As President of the American Land Company, Jonathan brings new development to Cherokee Village.

Topics Covered: Access and support for rural and under-resourced communities, Funding/Financial Sustainability of Creative Placemaking Initiatives, Helping communities recover economically, Surfacing and empowering creativity in communities, Supporting artists and other creative professionals

1:30 - 3:00 p.m.

**A8 - Financing Creative Placemaking
(Training) (Appalachian Track)**

There's a lot of money available for creative placemaking. Unfortunately, it's in a lot of different places, and can be hard to get. This session, designed for people who are new to fundraising, or seasoned fundraisers who are new to creative placemaking, explores different types of funding available for your types of projects and programs. You will get tips to develop your fundraising strategy.

Session Leader: Leo Vazquez, Montclair, NJ. Founding Director for The National Consortium of Creative Placemaking is a national award-winning planner who is a leader in two emerging fields in urban planning: creative placemaking and cultural competency. He has two decades of experience in community development, community engagement, small group facilitation, local economic development, leadership development and strategic communications. He has worked with a wide variety of communities in New Jersey, California, Connecticut, Louisiana, New York and Pennsylvania. With a strong focus on implementation and sustainability, he specializes in building leadership teams to oversee plans and raising funds to support planning and implementation efforts. In addition to his affiliation with The National Consortium for Creative Placemaking, Leonardo Vazquez is Director of Creative Placemaking at New Hampshire Institute of Art. He is the author of *Leading from the Middle: Strategic Thinking for Urban Planning and Community Development Professionals* and co-editor of *Dialogos: Placemaking in Latino Communities*. He has written for several professional and general interest publications, including *Planetizen*, *Planning*, *Progressive Planning* and *The Star-Ledger*. He is the recipient of the 2012 American Planning Association National Leadership Award for Advancing Diversity and Social Justice in Honor of Paul Davidoff. It is the highest award given in the urban planning field on issues of social equity. He received a B.S. from Northwestern University and a M.P.A. and M.P., both from the University of Southern California.

Topics Covered: Funding/Financial Sustainability of Creative Placemaking Initiatives, Surfacing and empowering creativity in communities, Supporting artists and other creative professionals

1:30 - 3:00 p.m.

A9 - Making Arts Business Training Work: A Session for Arts Leaders Developing Creative Entrepreneurship Curriculum (Training) (Appalachian Track)

This session would cover best practices and delivery methodology for entrepreneurship education for artists and makers. The interactive session is grounded in the facilitator's experience delivering creative entrepreneurship education in Central Appalachia through face to face, blended, and virtual delivery, for nearly a decade. Topics and exercises to be covered are curriculum sequence, mentoring, course management, entrepreneurship exercises that work for creatives, assessment tools, and adult learning principles associated with creative entrepreneurship education. Participants will leave with an action plan and tools to create and deliver an entrepreneurship training program for creatives.

Session Leader: Jennifer A. Reis, University of North Carolina - Greensboro, Greensboro, NC. Jennifer A. Reis is a creative entrepreneur, artist, educator and gallery director who has over 25 years of experience in arts business, administration, and higher education. Currently Assistant Professor of Arts Administration at UNC-Greensboro, her research and practice empowers creative entrepreneurs with the mindsets and skills to survive and thrive.

Topics Covered: Promoting the economic value of artists, designers and makers

3:00 - 4:00 p.m.

Online Reception (Networking)

Connect with your fellow attendees

4:00 p.m.

End of Summit

Thank you for joining us!

Thursday, February 25 (optional extension)

Freeform Networking in the Social Lounge + Check out the Exhibitors in the Arena

9:00 a.m. – 3:00 p.m.

- Charleston Creativity Connections
 - Macon Arts Alliance
 - Partners for Sacred Spaces
 - South Arts
 - Georgia Council for the Arts
 - Alabama State Council on the Arts
 - Florida Division of Cultural Affairs
 - Kentucky Arts Council
 - Louisiana Office of Cultural Development
 - Mississippi Arts Commission
 - Tennessee Arts Commission
 - West Virginia Department of Arts, Culture & History
 - Certificate in Creative Placemaking
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