

THE CLARK HULINGS FUND

 For Visual Artists

Objective:

Leverage the arts and creative intelligence
To build quality and functionality of place.

CHF Executive Briefing: Creative Placemaking

Succeeding Well Brings Challenges

Improving opportunities for artists and creative professionals while advancing the quality of life in a specific place. It sounds good, doesn't it? Transformation always does. But revitalizing some center of commerce economically and aesthetically can go wrong two ways: it stalls at execution, or it gets executed but the end result doesn't reflect the actual needs of artists or the support of the people living in that space. The good news is that *placemaking is a process*; it's not 'made' and then everyone's finished. So, no matter what stage the process is in, it can be placed back on track.

"Placemaking is an iterative process..."

—Multi-Use Destinations working group, Detroit Placemaking Leadership Council

The Stakes Are High

Investors in the cause need to see traction, and don't want their involvement met by an ambivalent community.

Measurable impact requires more than a tally of dollars spent or numbers served—it needs interactive data across multiple cohorts.

Promoting the locality necessitates engagement by people (developers, designers, artists, community leaders) who don't speak the same language, yet can't do it alone.

The committee isn't where the value lies. It's not who is at the table, but the potentially powerful interactions created there.

The Outcomes Are Crucial

A creative environment spurs artists and makers to do more interesting projects.

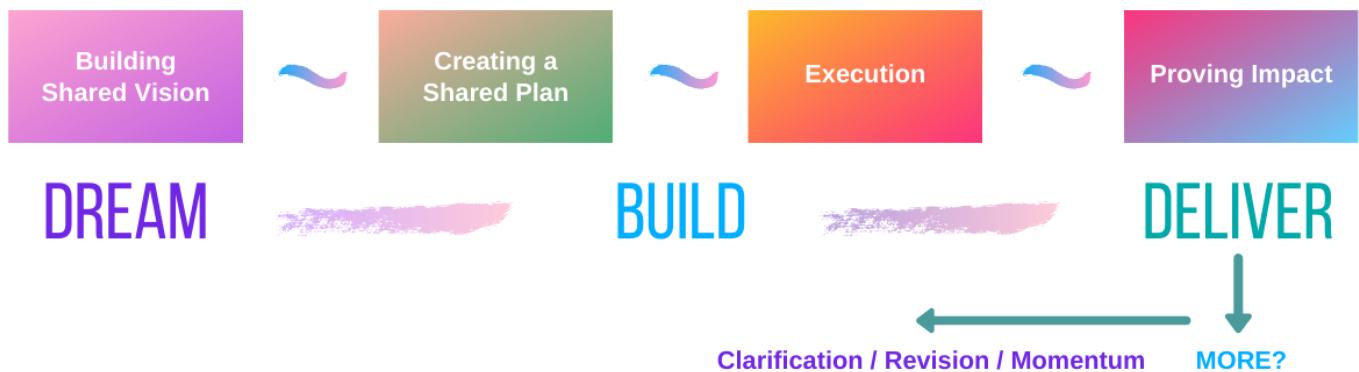
The efficacy of creative placemaking can attract all kinds of momentum for expansion.

Given the right tools (it's not just space) the results can last long past the current PR cycle.

An activated community that continually indicates alignment with their values and goals creates demand for replication of the results.

Attitudes & Adoption Drive Efficacy

The process for starting is clear: 1) decide there's a need, 2) recruit stakeholders, 3) involve and understand the community. Challenging as those may be, they're just the starting place to be ready to *Dream, Build, and Deliver*. Too often, those three moments are where the momentum stalls or goes astray. The creative placemaking process is an ecological one:



"Serendipity is not an accident." —Neil McInroy, Center for Local Economic Strategies (CLES)

Most of us are fine in a few overlapping ecosystems. But successful placemaking takes us out of our comfort zones and thrusts us into very broad ecologies that overlap only loosely and are used to functioning without consulting one another. The powerful tools of a healthy multi-stakeholder ecosystem can make all the difference in dreaming a shared dream, building a thing people love and need, and delivering in a way all other eyes understand as impactful.

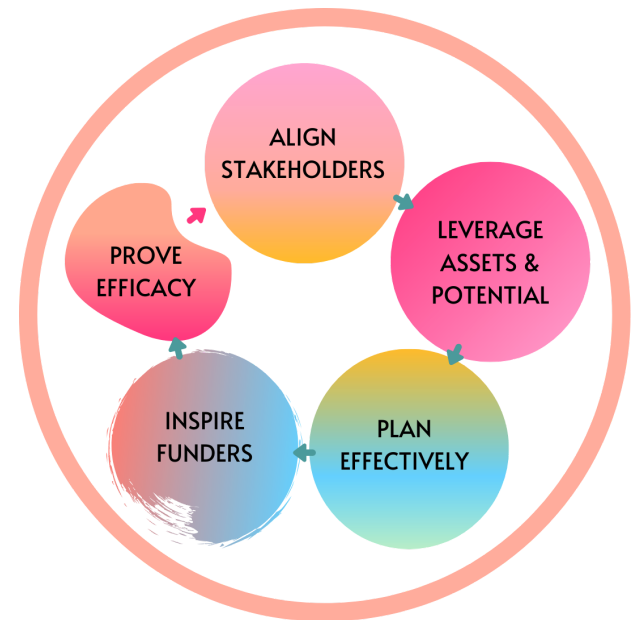
Transformative Placemaking is Driven By Transformative Conversations

CHF continually drives collaborative planning for change initiatives. At the level of shared vision, we plug in with processes that create alignment. At the planning and execution stage, we help stakeholders reverse engineer their highest and best understanding of project success. Demonstrable impact is baked-in from the beginning, so it's substantive when measured; impact isn't a stage so much as synonymous with the driving outcome. This is where we shine—partnering with organizations that want their Creative Placemaking initiatives to succeed with more support and less frustration, and do so in a way that rings the bell for all to hear.

CHF Partnerships Create Placemaking Outcomes

- ❑ **Collaborative planning and project guidance** designed to ensure what you Dream, Build, Deliver is what everyone wanted in the first place.
- ❑ **Facilitation** of change initiative dialogues, so the discussions you're having are the ones that result in effective action rather than just more meetings.
- ❑ **Collaborative product development** for sustainability, repeatability, and extensibility, because 'one and done' won't achieve your powerful goals.
- ❑ **Programming** in the form of entrepreneurial and business education for artists and creative professionals to ensure they succeed. Because creative placemaking succeeds when creative professionals prosper in the context of creative places.
- ❑ **Messaging support** for grant writing and investor funding, because together we make a better case.
- ❑ **Data science** for ensuring credible impact reporting because, it only 'happened' if it was measured.

Your Goals Drive Everything



"Placemaking requires a marathon mindset." —*Jessica Goldman Srebnick, Goldman Properties*

CHF's Vision Has a Recognized Name

The Clark Hulings Fund for Visual Artists (CHF) is a 501(c)(3) nonprofit organization that promotes the legacy of American painter *Clark Hulings* (1922 - 2011) by equipping working visual artists to be self-sustaining entrepreneurs.

Founded in 2013, CHF showcases Hulings' life and work as an example to today's artists, and offers them a comprehensive art-business education so that they can thrive as he did and lead the way. We deliver a suite of integrated learning services continually, both virtually and in-person—via live events, digital channels, and portable media formats—and build professional networks of opportunity.

Mentoring Centers of Innovation



Elizabeth Hulings, Executive Director of CHF, earned her stripes working on Fortune-500 mergers at the predecessors of Citigroup, Cendant, and Verizon, and creating seismic change in cooperation with municipal and community leaders at organizations like the International Development Exchange and Human Rights Watch.

Creative Placemaking Examples

[Optional extra page](#)

How do you get diverse stakeholders and community leaders aligned on not only the initiative at hand, but sustainably, for all the future initiatives that first initiative allows?

We'd like to talk with you about that.

A Proven Track Record of Success

Fredericksburg: City of Fredericksburg, Spotsylvania County Department of Economic Development & Tourism, Stafford County Virginia Department of Economic Development and Tourism, University of Mary Washington, Central Rappahannock Regional Library

[Here we can say whatever is our strongest outcome for Fredericksburg \(if any\) or omit if none we can call out. They have engaged a community of enthusiastic artists around the idea of career growth... etc.](#)

Santa Fe: Santa Fe Convention Center, Santa Fe Community College, TOURISM Santa Fe, Downtown Albuquerque Arts & Cultural District, Institute of American Indian Arts, Santa Fe Arts Commission, Wells Fargo, Office Depot, AV Systems Santa Fe, Santa Fe Community College, Santa Fe County, Small Business Development Center of New Mexico, Tourism Santa Fe, Santa Fe Business Incubator, Santa Fe Community College Foundation, Hotel Santa Fe, Startup Santa Fe

[Strongest outcome \(if any\) or omit if none we can call out.](#)

Rockville: Maryland State Arts Council, Rockville Economic Development, Inc., Arts Council of Anne Arundel County, Giant Food, Cambria Hotel, The Art League of Alexandria, Maryland Federation of Art, Artists & Makers Studios

[Strongest outcome \(if any\) or omit if none we can call out.](#)

Ft. Lauderdale: Broward County Office of Economic and Small Business Development, Broward County Cultural Division, Broward County Board of County Commissioners, Broward Cultural Council, ArtServe, Wells Fargo

[Strongest outcome \(if any\) or omit if none we can call out.](#)

Dallas: City of Dallas Public Arts Department, The Dallas Women's Forum, East Dallas Chamber of Commerce, Brookhaven College (Dallas Community College District), Creative Arts Center of Dallas, Oak Cliff Society for Fine Arts.

[Strongest outcome \(if any\) or omit if none we can call out.](#)