

Planning for Equitable Development by Artistic and Cultural Advocates

Victor Rubin, PolicyLink

For Performing Our Future gathering, Milwaukee, December 2018



Part One: Cultural Equity Plan Resource Tool

Axel Santana and Kalima Rose, principal authors of the tool



The CAP Report

30 Ideas for the Creation, Activation & Preservation of Cultural Space

A PROGRAM FOR SUPPORTING CULTURAL SPACE DEVELOPMENT
May 2017

CREATE NYC
A CULTURAL PLAN FOR ALL NEW YORKERS

METRO ARTS
Crafting a CREATIVE City
Metro Arts' 5 Year Plan for Nashville

CULTURAL
NEXUS:
AN ACTION
PLAN FOR
THE CULTURAL
SECTOR IN

PASADENA
THINK EXPLORE CREATE

Boston Creates
Executive Summary

Opportunities for policies in the arts and culture sector to deliver on equitable development include:

- Investing in artists of color and cultural organizations serving communities of color and realigning public arts and culture investments for racial equity
- Creating strong alignment between investments by public arts and culture agencies and demographic shares of populations
- Creating collaborations between arts and culture agencies/commissions and other key sectors to co-design, invest, and deliver on equitable development



Collective Vision

- Establish a collective vision for an equitable arts and culture sector and economy in general
- Vision for community growth, preservation, identity, development, and change
- **Equity** should be explicitly called out in this vision



Source: <https://www.cinemablend.com/news/2384771/why-wakanda-is-an-important-location-in-avengers-infinity-war>

Historical Context of the city/region

- Look back and understand why things are the way they currently are
- How to address and alleviate historical trauma and injustices
- Highlight racial/economic disparities, social movements and displacement forces that have shaped neighborhoods

Cultural Asset Mapping

- A process for physically mapping assets that are most important to cultural life in a community
- Allows you to visibly identify where there are gaps and disparities between neighborhoods; where investments in physical spaces are being made or lacking
- Helpful to have community/resident led mapping processes

Our Platform

answer questions like....

How walkable is my neighborhood?

What issues do people care about in my community?

How well is it served by public transit?

Who provides child care I can trust?

How safe is this street?

Where do I go if there's an emergency?

Where can I buy affordable healthy food?

A good doctor?



Landscape Analysis

- Analysis of where your region/city is in terms of cultural equity
- Current policies and practices (equitable or not)
- Arts and culture's role in the economy/society—Are investments being properly leveraged or underutilized?



ISSUE AREA

SOCIAL AND ECONOMIC IMPACT

The cultural sector in New York City brings communities together and makes them more resilient, promotes public health and safety, improves educational outcomes, creates a platform for civic participation, employs hundreds of thousands of workers, attracts tens of millions of tourists, and generates billions of dollars in economic activity each year.

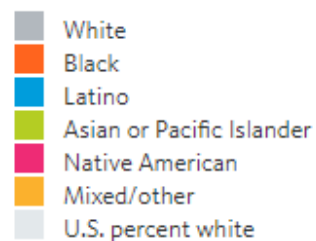
A thriving and sustainable cultural sector fundamentally underpins the economic and social fabric of New York City.

According to the Center for an Urban Future's 2015 report *Creative New York*, New York City is home to 8.6% of all creative sector jobs in the nation. And the city's cultural sector is growing faster than traditional employment sectors in New York City like law and finance. The diverse employment opportunities in culture—union and non-union; high- and low-skilled; and hourly, contract, and full-time—are accessible to New Yorkers from all education

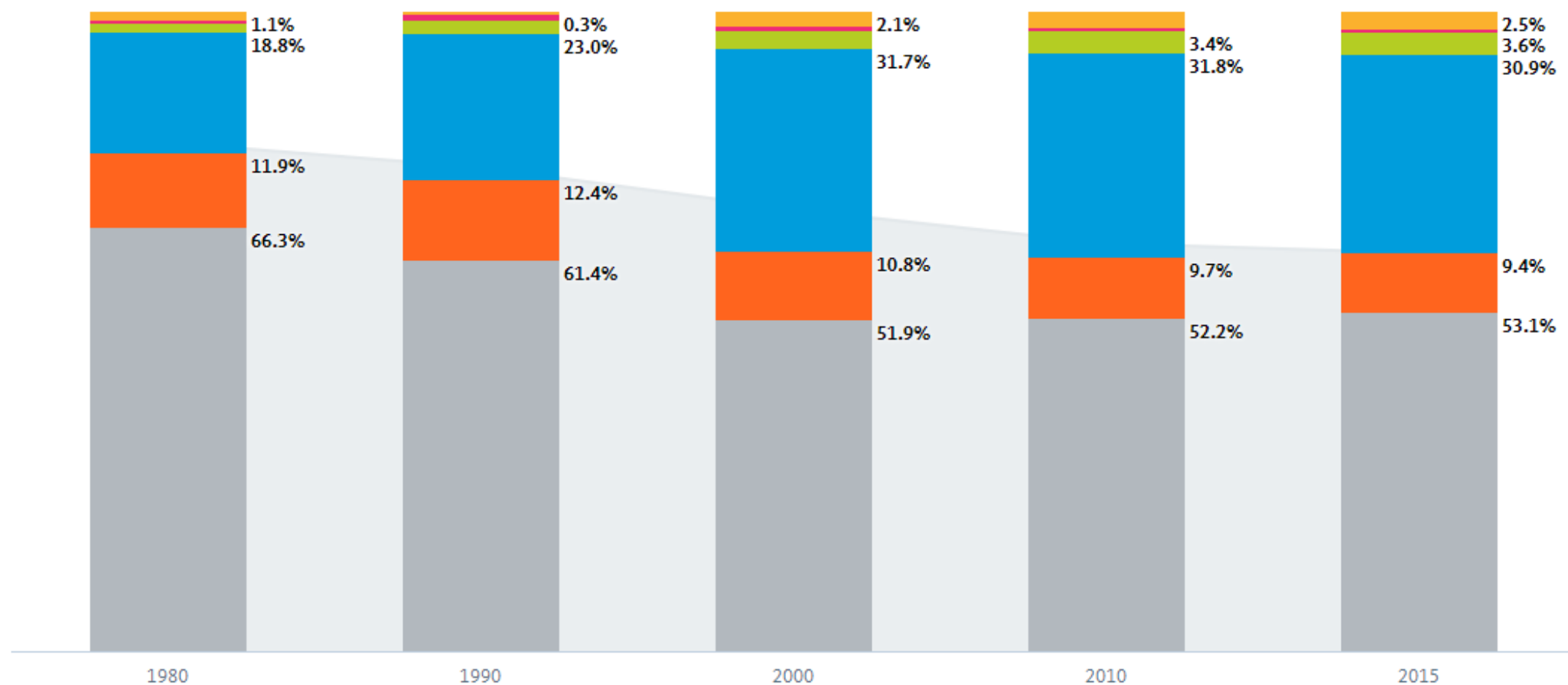
Race/ethnicity [?](#) Denver City, CO

Breakdown:

Racial/ethnic composition: Denver City, CO, 1980-2015



Incorporating Disaggregated Data



Partnerships

- How to ensure buy in and collaboration from various sectors and agencies to commit to and implement equitable policies and practices.
- How can transportation, health, and housing agencies work effectively together towards an equitable society
- One of our main focuses of our Policy & Practice Primer from 2017

Creating Change through Arts, Culture, and Equitable Development: A Policy and Practice Primer

PolicyLink



Policy Chart: Housing

Equity Goal:

Prevent displacement, secure housing choice, and provide support within development for low-income communities and communities of color

Equity Policy

Arts and Culture Strategies

Prevent displacement of artists and communities of color

- Include affordable artist housing and workspaces for artists of color, culture bearers, and tenured community artists in strategies to expand affordable housing supply.

Create and retain affordable housing for low-income communities and communities of color

- Establish provisions for historic residents of color and low-income residents to be prioritized in affordable housing and workspaces.
- Include affordable artist housing, work, retail, and performance space in transit-oriented development and downtown and urban village plans.
- Use artists to help win political support for renter protection laws.
- Target low-income housing and historic tax credits, rental subsidies, etc., to create affordable spaces for artists of color and cultural organizations serving underserved communities.

Ensure housing developments reflect and support low-income communities and communities of color

- Include arts and culture providers who are representative of the local community when planning for on-site services and retail in mixed-use developments.
- Use arts and culture to express equity values represented by housing development through visible design features that reflect community culture.
- Create artist-in-residence and cultural programming in affordable housing developments.

Cultural Equity Goals & Five Year plan

- Identify resources, policies, partnerships, outreach strategies to achieve short/long term goals.
- Should be informed by landscape analysis, and tie into the five year plan
- Five year plan: think about timelines, internal infrastructure, policies that need to be amended or added to be able to achieve goals in a timely manner.

Please share the palm cards, view the tool and the report on the PolicyLink website, and read the examples cited

PolicyLink staff most involved in this effort: Axel Santana asantana@policylink.org and Kalima Rose krose@policylink.org

Part Two: Planning with and learning from Cultural Activists



Community of Practice of groups seeking to expand equity policy impacts utilizing arts and culture strategies

- Art 180 and Performing Statistics, Richmond , VA
- Kelly Strayhorn Theatre, Pittsburgh
- Oakland Creative Neighborhood Coalition
- Mission Economic Development Association and Galleria de la Raza, San Francisco
- Village of Arts and Humanities, Philadelphia
- Letcher County Culture Hub

- [Village of Arts and Humanities](#) in Philadelphia. Working to anchor 100 families, with 100 homes & 100 jobs for 100 years in a disinvested community threatened by gentrification.
- [Kelly Strayhorn Theater](#) in Pittsburgh. Providing a platform for artists and cultural production in an African American corridor facing tech expansion.
- [Galeria de la Raza](#) & Mission Economic Development Agency in San Francisco. Acquiring 2000 properties to keep Latino culture bearers and spaces rooted.
- [Oakland Creative Neighborhoods Coalition](#) in Oakland. Advocating for cultural plan, cultural spaces, greater investment in communities of color, cultural commission that can guide continuity for creative communities.
- [Art 180](#) & [Performing Statistics](#) in Richmond, VA. Working to end police in schools, reduce police-youth interactions, end school to prison pipeline.
- [Letcher County Culture Hub](#) in Kentucky. Working to restore a vibrant economy based on cultural assets rather than extractive industries.

Questions for work with the Culture Hub

- How can LCCH take the next step toward **seeding, organizing, and raising support for new enterprises** that reflect its core values and priorities?
- Are there opportunities for **public policy ideas and campaigns** to create the conditions or resources for economic transformation?
- What are the right kinds of **research and evaluation** that would serve the needs and embody the values of the LCCH?
- How can LCCH and Appalshop design a **communications strategy** that supports their goals and strategies?

Are these four categories relevant for your next period of development?

- Seeding, organizing, and raising support for new enterprises that reflect your core values and priorities
- Public policy ideas and campaigns to create the conditions or resources for economic transformation
- Research and evaluation that would serve the needs and embody the values of your group
- Designing a communications strategy that supports your goals and strategies

Thank you!

PolicyLink staff involved with Letcher County Culture Hub included

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Alexis Stephens

Jeremy Liu

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For discussion: Are these four categories relevant for your next period of development?

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- Public policy ideas and campaigns to create the conditions or resources for economic transformation
- Research and evaluation that would serve the needs and embody the values of your group
- Designing a communications strategy that supports your goals and strategies