



Kansas Creative Placemaking Roundtable The Arts and 21st Century Economies

Nov 14-15, 2017
Johnson County Arts & Heritage Center
8788 Metcalf Ave
Overland Park, KS 66212

Nov. 14

4:00 – 6:00 pm

Welcome, Keynote & Presentations

Welcomes: Peter Jasso, Director, Kansas Creative Arts Industries Commission
Larry Meeker, Chair, Kansas Creative Arts Industries Commission
Jonathan Katz, Roundtable Consultant and Moderator

Keynote: “Creative Placemaking,” Jamie Bennett, Executive Director, ArtPlace America
Theme: The role the arts and creative placemaking play in enhancing quality of life to attract and retain talent, develop and grow communities, and strengthen local culture and identity.

Followed by a Pecha Kucha-style presentation by Roundtable Advisers of innovative local and national arts programs, then discussion with Summit participants:

- Jay Salinas, Co-founder and Director of Special Projects, Wormfarm Institute
- Margaret Hunt, Director, Colorado Creative Industries Division and Space to Create
- Amy Horst, Deputy Director for Programming, John Michael Kohler Arts Center
- Laura Zabel, Executive Director, Springboard for the Arts
- Evonne Gallardo, NALAC
- Jonathan Katz, “The Angel of the North”

6:30 – 8:00pm

Introductions

Participants will provide a brief introduction to the group and continue the conversation from the opening session.

InterUrban ArtHouse
8001 Newton Street
Overland Park, KS 66204

Nov. 15

8:30 – 8:50

General Assembly – Welcome & Introduction

Goals of the Summit and a brief rundown of how the day will unfold.

8:50 – 9:00

Break

9: 00 – 10:15

Roundtable 1 – Revitalizing/Strengthening Your Community through the Arts

Presenters: Ina Anderson, Senior Program Officer, Greater Kansas City LISC (Local Initiatives Support Corporation) and Jay Salinas

Theme: An internal look at communities and regions examining topics such as: main street revitalization; neighborhood revitalization; arts integration as a resource to achieve economic and community goals in arenas from public safety to education, health and life-long learning.

Key questions for discussion with participants:

- What outcomes have you been trying to achieve through integrating your cultural, commercial and civic development?
- What strategies/programs/initiatives have you tried?
- What challenges have you faced?
- What successes have you achieved?
- What have you learned?
- What do you see as next steps?

10:15 – 10:25

Break

10:25 – 11:40

Roundtable 2 – Using the Arts to Attract Businesses, Talent and Tourists

Presenters: Margaret Hunt and Amy Horst

Theme: Marketing communities via the arts and their quality of life. What are practical ways to communicate how creative place making is working to make a community a better place to live, work, invest, make friends and build a family?

Key questions for discussion with participants:

- How is this topic relevant to your community and region?
- How have the arts been helpful in achieving your community's goals?
- In what operational and programmatic ways have you drawn upon the arts to connect with these goals?
- What challenges have you faced?
- What have you achieved?
- What do you see as next steps?

11:40 - 12:00

Grab lunch

12:00 – 1:15

Roundtable 3 – Building an Arts Profile; Cultivating Artists and the Creative

Industries

Presenters: Laura Zabel and Evonne Gallardo

Theme: What skills and knowledge help artists make a living and do excellent work? What professional development and support strategies will help arts organizations and creative industries succeed with great products, engaging experiences, effective marketing and a healthy balance sheet? How can public and private sector investors in the arts get the greatest return on investment?

Key questions for discussion with participants:

- How is this topic relevant for your community and region?
- What skills and knowledge help artists make a living and do excellent work?
- What professional development and support strategies will help arts organizations and creative industries succeed with great products, engaging experiences, effective marketing and a healthy balance sheet?
- How can public and private sector investors in the arts get the greatest return on investment?

1:15 – 1:30

Break

1:30 – 3:00

General Assembly - Closing Remarks and Next Steps

Review of the Summit. What networking and learning would be most valuable to stimulate collaborative support of participation in the arts and creative industries by cultural, commercial and civic leaders? What would be the most effective methods and formats for delivering this networking and learning? What should the next steps be?