



Scoping Workshop #2

ART IN PLACE

CONNECTING ARTISTS + REAL ESTATE

A ULI DISTRICT/NATIONAL COUNCIL COHORT PROGRAM



Welcome

William Herbig

ULI Building Healthy Places

ART IN PLACE

CONNECTING ARTISTS + REAL ESTATE

SCOPING WORKSHOP #2 AGENDA (ET)

2:00 | **Program Overview:**

Art in Place, a District/National Council Cohort Program
William Herbig, ULI Building Healthy Places

2:05 | **What We've Heard & Feedback**

Juanita Hardy, ULI Sr. Visiting Fellow, Creative Placemaking

2:20 | **AIP Cohort Program Elements**

Rachel MacCleery, ULI Building Healthy Places

2:25 | **Reflect on AIP Program Elements (3 groups)**

J. Hardy, W. Herbig, R. MacCleery, Breakout Facilitators

2:50 | **Group Report Outs**

2:58 | **What's Next & Adjourn**



Today will be recorded & posted:
uli.org/creativeplacemaking



Program Overview

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This program will support a cohort of **3 or 4 District & National Councils** to **foster partnerships between artists & real estate partners**, with the goal of infusing arts and culture, community voice, and artist perspectives into the real estate development cycle.

Prioritizing diversity, equity, and inclusion is foundational to the program.

This cohort program is supported by Michael Spies and is **GLOBAL**.

PROGRAM OUTCOMES

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Key Program Outcomes

- **New partnerships** between artists, placemakers, real estate developers, and community members, along with distillation of lessons learned from these partnerships.
- **Heightened awareness** within the real estate industry around arts and culture, leading to more inclusive and thriving places.
- **Greater capacity** among ULI members to engage in effective partnerships with artists to revitalize communities and foster improved real estate outcomes and more just, fair and inclusive places.

PROGRAM ELEMENTS

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Program Elements will include:

- **Cohort of 3-4 District/National Councils** to host convenings, hold TAPs, and identify potential art/RE collaborators
- **Facilitation of 4-6 partnerships** between real estate and arts leaders
- **Publications** synthesizing lessons learned and best practices

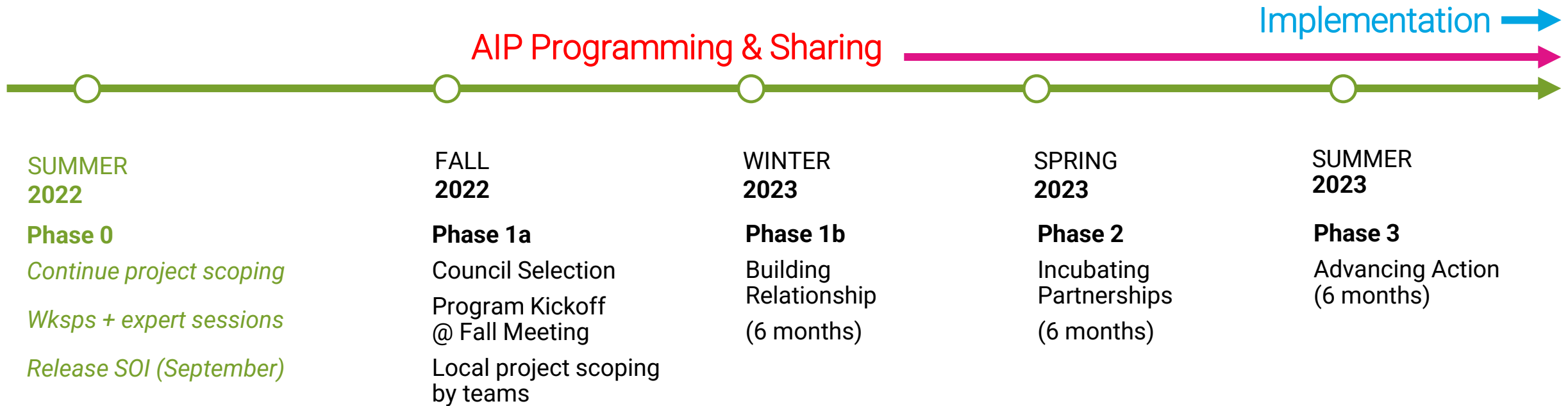
PROGRAM SUPPORT

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ULI Building Healthy Places will provide:

- Dedicated HQ staff support
- Training for district and national council leaders
- On-call creative placemaking advisor(s)
- Grant funding for local consultants/advisors, local partners, meeting expenses, TAPs, labor and other costs
- Overall program coordination and communications

PROGRAM TIMELINE



**THANK YOU
FOR SHARING
YOUR VIEWS!**

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All District and National Councils invited to submit a Statement of Interest to participate in the AIP Cohort launching this fall.



Today will be recorded & shared.
Check out for more information:
uli.org/creativeplacemaking



What We've Heard

Juanita Hardy

ULI Sr. Visiting Fellow for **Creative Placemaking**

WHAT WE'VE HEARD

Workshop #1 &
Expert Listening Sessions

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Key Questions

- What is your initial reaction to this program?
- What do you see as the most impactful activities that District/National Councils could undertake?
- What would be the most helpful kinds of support from ULI?
- What might overall success look like?

WHAT WE'VE HEARD

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Key Takeaways

1. Universal enthusiasm/support for the program
2. Participants identified exciting programs & potential case studies that build upon ULI's Creative Placemaking (CPM) work, including:
 - *ULI Arizona, ULI2D community mural project*
 - *ULI San Antonio, Art Everywhere Project*
 - *Park Central Mall, Phoenix AZ*
 - *Swayer Yards, Houston TX*
 - *Wilton Park, Dublin*
 - *Many, many, more...*
3. Widespread recognition that artist compensation is essential when connecting arts and real estate
4. "Most impactful activities" reinforced findings from ULI's Creative Placemaking Project (2016-2019)

WHAT WE'VE HEARD

Workshop #1 &
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Most Impactful Activities:

- Address artist and real estate communication barriers
- Engage intermediaries as bridge between artist and RE
- Build capacity/knowledge/skill needed to infuse CPM in real estate
- Focus on Placekeeping vs. Placemaking
 - ✓ *Anticipate gentrification and mitigate displacement*
 - ✓ *Promote equity and inclusiveness*
- Articulate/reiterate the business case for CPM in real estate
 - ✓ *short-term profits vs. long-term value creation*
- Provide information that enables access to artists and art resources
- Remove policies/barriers that constrain CPM in real estate

WHAT WE'VE HEARD

Workshop #1 &
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*What did we miss? Anything to add?
10 Minute Group Discussion*



Cohort Program Elements

Rachel MacCleery

ULI Building Healthy Places

Art in Place Cohort Program Elements

1 JOINT COHORT ACTIVITIES (organized by BHP)

Members of the AIP Cohort, composed of 4 District/National Councils, commit to participate in the following:

- **Joint Gatherings:** Assemble at Spring/Fall Meetings for shared learning/program coordination.
- **Learning Opportunities:** Participate in virtual convenings and online forums designed for mutual learning within the Council Cohort and across ULI.
- **Resource Development:** Support efforts to synthesize experiences and share across ULI, including the development of a **how-to guide** (inform developers working with artists and artists working developers).

2 LOCAL LEARNING & COLLABORATION (organized by participating councils w/ support from BHP)

Participating councils will work to build bridges of understanding and trust to foster artist/real estate collaboration amongst artists, RE leaders, and liaison organizations. Activities organized by participating councils could include:

- **Convenings:** Organize learning/relationship building activities for artists, RE leaders, and liaison organizations.
- **TAPs:** Host panel(s) regarding opportunities to infuse CPM within private RE developments and/or public spaces.
- **Artist/Developer Partnership Cultivation:** Identify/engage interested local artists, RE leaders, and liaison organizations, and help organize/execute exploratory meeting(s) around specific opportunities and projects. BHP will organize follow on programs to facilitate productive collaboration.

*** Goal: Council programing/activities should lead to/facilitate tangible developer/artist pilot project(s)**

DISCUSSION QUESTIONS

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What is your feedback on the proposed program overall?

What will you need to be successful (for the program generally and for specific activities like convenings, TAPs, etc.)?

- *What sorts of support (monetary, etc.) will be needed?*
- *What outside resources (non-ULI staff/consultants) are likely to be needed, such as intermediaries, etc.?*

At a high-level, what do you see as the program opportunities, challenges and risks?

What else should we consider in the program design?



25-Minute Discussion Groups
Report-outs at 2:50 pm ET

WHAT'S NEXT

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September Statement of Interest (SOI) Release

Early-October SOIs from Councils due

Mid-October AIP Cohort announced

Late-October AIP Cohort Kickoff @ Fall Meeting



Thank you!

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July 19, 2022