



ART IN PLACE

CONNECTING ARTS + REAL ESTATE

A ULI DISTRICT/NATIONAL COUNCIL COHORT PROGRAM



Welcome

Rachel MacCleery

ULI Building Healthy Places

ART IN PLACE

CONNECTING ARTS + REAL ESTATE

TODAY'S AGENDA

Welcome + Program Overview

Rachel MacCleery

Creative Placemaking + ULI

Juanita Hardy

Cohort Elements

William Zeh Herbig

Q&A



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



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Program Overview

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a global cohort of
ULI National + District Councils
working to connect artist, developer, and
community voices to drive more inclusive and
participatory real estate outcomes.

The program is committed to
diversity + inclusion and promotion of
local artists + creatives.

Art in Place is made possible with the
the support of ULI member **Michael Spies.**

PROGRAM GOALS

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***Art in Place* will leverage culture and creativity and ULI networks to:**

1. Foster stronger connections between artists and real estate, demonstrating how culture and creativity can advance social trust, community connection, and development success;
2. Demonstrate how to embed creative placemaking and community perspectives in real estate development, to achieve better outcomes; and
3. Distill lessons learned for wider sharing and adoption.

PROGRAM OUTCOMES

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- **New partnerships** between artists, creatives, real estate developers, and community members, along with distillation of lessons learned.
- **Heightened awareness** within the real estate industry around the arts and creativity, leading to more inclusive and participatory real estate outcomes and enhanced real estate development success.
- **Greater capacity** among ULI members to engage in effective partnerships with artists and other creatives to advance equitable outcomes.

PROGRAM ELEMENTS

**Close engagement amongst
selected cohort councils**

**Sharing across council and
ULI member networks**

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- **Cohort of national + district councils** to host convenings, TAPs, and document outcomes.
- **Mutual listening + learning opportunities** through joint cohort gatherings.
- **Cultivation of artist + developer partnerships through the Artist-Engagement Program** leading to possible pilot and/or demonstration projects.
- **Publication of “How To” guide + other program resources** synthesizing lessons learned and best practices.
- **Promotion + awareness building** around program findings and key deliverables.

PROGRAM SUPPORT

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ULI Building Healthy Places will provide:

- Dedicated HQ staff support
- Creative placemaking advisors
- Training/coaching for national/district council leaders and staff
- Grant funding for local convenings, technical assistance panels, and other program costs
- Overall program coordination and communications



Creative Placemaking

Juanita Hardy

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

CREATIVE PLACEMAKING + ULI



Art in Place is the next step in ULI's commitment to Creative Placemaking (CPM).

Milestone Reports + Activities

- *Creative Placemaking: Sparking Development with Arts and Culture*
- *Incorporating the Power of Creative Placemaking*

In Process (release at Fall Meeting, Dallas)

- *Advisory Services Panel Report: Impact of Creative Placemaking Panels*

Resources available at:

uli.org/creativeplacemaking + ULI Knowledge Finder



Cohort Program Elements

William Herbig

ULI Building Healthy Places

COHORT ELEMENTS + KEY ACTIVITIES

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Selected councils will design and execute local work plans focused on three key elements or cross-cohort activities.

COUNCIL ACTIVITIES

Organize/host local events and TAPs.

- + *Dialogue-Building Events*
- + *Technical Assistance Panels (TAPs)*

PARTNERSHIPS

Identify and cultivate artist + real estate partnerships through council activities.

- + *Facilitation of partnerships*
- + *Pilot/demonstration projects*

AWARENESS BUILDING

Participate in synthesis of council insights through publications.

- + *Contribute to "How To" Guide*
- + *Inform other program resources*

Dialogue-Building Events: Flexible event formats and organized/hosted locally (minimum of 2 events)

Examples: Member program(s) featuring artists and developers discussing how they've worked together; and/or a Project Analysis Session (1/2 of full-day)

Technical Assistance Panels (TAPs): 3-day panels focused on identifying how culture and creativity could support more inclusive, artistic and economically successful development outcomes.

PARTICIPATION + FUNDING

TWO LEVELS OF PARTICIPATION + FUNDING	
LEVEL 1: COHORT + LOCAL EVENTS <i>grants up to \$5k USD</i>	LEVEL 2: COHORT + LOCAL EVENTS + TAP <i>grants up to \$12k USD</i>
Supports participation in Cohort Convenings, executing a combination of Dialogue-Building Events and/or Project Analysis Sessions (a minimum of two total), involvement in Synthesis Activities, and promotion of outcomes (“How To” guide).	Supports participation in all Level 1 activities, plus organizing/executing a TAP. Minimum sponsor contribution of \$5k USD required.
<ul style="list-style-type: none">• <i>Local activities should advance creative placemaking or arts-related real estate development projects.</i>• <i>Councils must commit to embedding diversity + inclusion and promotion of local artists + creatives in all work.</i>	



Securing a TAP sponsor in advance not required for Level 2 participation/funding.

FOLLOW-ON: ARTIST-ENGAGEMENT PROGRAM

IN ADDITION TO BASE FUNDING

A subset of Councils may receive follow-on support to advance their most promising Artist + Real Estate Partnerships.

Drawing from council activities (Dialogue-Building Events and TAPs), Product Councils, and panel recommendations from past ASPs, BHP will identify Artist + Real Estate Partnerships for further exploration through the **AIP Artist-Engagement Program**.

Artist-Engagement Program participants will receive additional funding to advance:

- Partnership cultivation/facilitation activities
- Preparation of **Concept Design** and companion **Implementation Strategy**



Funding levels to support follow-on participation to be determined.

TIMELINE + WORK PLAN

	PHASE 1: COUNCIL ACTIVITIES Nov '22-Sep '23 (11-months)	PHASE 2: SYNTHESIS Oct '23-Mar '24 (6-months)	ROLLOUT Apr '24
BHP Team	Host Joint Cohort Gatherings and work with national product councils on AIP priorities	Lead synthesis + prepare “How To” guide	Prepare deliverables
Cohort Councils	Host combination of Dialogue-Building Events and/or Project Analysis Sessions. Participate in Cohort Gatherings <i>TAP Participants Only: Organize/execute TAPs</i>	Participate in Synthesis Activities/Workshop Artist-Engagement Activities	Organize promotion activities

WHAT'S NEXT

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June 21 **Scoping Workshop #1**

July 19 **Scoping Workshop #2**

September 1 **Release: Statement of Interest (SOI)**

September 13 **Attend: Info Webinar + Q&A**
at 2 pm ET via Zoom

October 1 **Due: Completed Council SOIs**

October 20 **Announce: Cohort selections**

October 27 **Hybrid Kickoff Lunch @ ULI Fall Meeting, Dallas**
In-person for those already attending meeting

www.uli.org/creativeplacemaking
health@uli.org



Discussion + Questions

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September 13, 2022