ART IN PLACE

CONNECTING ARTS + REAL ESTATE

A ULI DISTRICT/NATIONAL COUNCIL COHORT PROGRAM
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
ART IN PLACE
CONNECTING ARTS + REAL ESTATE

Program Overview
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.
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.
• **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.
Close engagement amongst selected cohort councils
Sharing across council and ULI member networks

- **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.
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
Juanita Hardy
ULI Sr. Visiting Fellow for Creative Placemaking
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 Elements + Key Activities**

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

<table>
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<tr>
<th>TWO LEVELS OF PARTICIPATION + FUNDING</th>
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<tr>
<td><strong>LEVEL 1: COHORT + LOCAL EVENTS</strong></td>
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<td><em>grants up to $5k USD</em></td>
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<td>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).</td>
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- *Local activities should advance creative placemaking or arts-related real estate development projects.*
- *Councils must commit to embedding diversity + inclusion and promotion of local artists + creatives in all work.*

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

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<tr>
<th>PHASE 1: COUNCIL ACTIVITIES</th>
<th>PHASE 2: SYNTHESIS</th>
<th>ROLLOUT</th>
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<td>Nov ‘22-Sep ’23 (11-months)</td>
<td>Oct ‘23-Mar ’24 (6-months)</td>
<td>Apr ’24</td>
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### 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
- Participate in Synthesis Activities/Workshop
- Organize promotion activities
- TAP Participants Only: Organize/execute TAPs
- Artist-Engagement 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