

THE KRESGE FOUNDATION

Kresge's Arts and Culture Program seeks to build strong, healthy cities by promoting the integration of arts and culture in community revitalization.

Our premise

We believe that arts and culture are critical to activities designed to re-energize neighborhoods in the metropolitan areas that most Americans call home.

Our grantmaking and investments encourage interdisciplinary approaches to the broad field of community revitalization. We seek to make arts and culture as central to discussions of rebuilding and reinvigorating metropolitan areas as land use, housing, transportation, economic development and other more traditional disciplines.

Our approach requires that all community members benefit from revitalization activity and from the integration of arts and culture into such efforts.

We partner with organizations committed to creating opportunity for low-income and underrepresented people,



entities including arts and culture organizations, community development corporations, and other public-sector and nonprofit agencies.

We support efforts to tap and honor the distinct identity, character and tradition of each community.

Creative placemaking

Cross-discipline, multi-sector work has taken firm root in community revitalization. But the strategic integration of arts and culture is relatively new. So is the concept of “creative placemaking.” We use “creative placemaking” to refer simply to the integration of arts and culture into revitalization work.

We strive to contribute to the evolving creative placemaking field through support for research, evaluation and other endeavors that advance field-wide and cross-sector understanding. We recognize that there is a great deal being learned. We are interested in building and contributing to this field.

We invest through these focus areas:

Pioneering New Approaches

We fund pilot projects that address challenges to the effectiveness of creative placemaking. These include activities that test the integration of arts and culture within other sectors. By supporting and documenting such efforts, we expect to gain a deeper understanding of key creative placemaking approaches that can be widely employed, and impacts of those approaches.

Harvesting Leading Practices

We support efforts that deepen, capture and share knowledge from established creative placemaking work in disinvested communities. We seek to gather knowledge about how and under what conditions creative placemaking contributes to strengthening neighborhoods and to revitalization. We are interested in the economic, social and

The Kresge Foundation

3215 W. Big Beaver Road, Troy, Mich. 48084
+1-248-643-9630

kresge.org



Alice L. Carle

Program Director

Regina R. Smith

Senior Program Officer

Helen Davis Johnson

Program Officer

Michelle D. Johnson

Program Associate

Maria Rosario Jackson

Senior Adviser

Carrie A. Hubert

Program Team Assistant

Stay Connected

Sign up to receive Kresge news in your email inbox:
kresge.org/subscribe

Follow us on Twitter

The Kresge Foundation:
[@kresgefdn](https://twitter.com/kresgefdn)

The Kresge Arts and Culture Program team:
[@kresgeart](https://twitter.com/kresgeart)

cultural changes associated with creative placemaking and in gathering data about its impact.

Advancing Proven Approaches

We seek to promote the adoption of tested creative placemaking practices and invest in work that advances that goal. Knowing that placemaking respects the uniqueness of communities, we expect the spread of successful practices will come through adaptation rather than replication. We partner with national nonprofit and public-sector networks involved in community revitalization to bring tested creative placemaking practice into wider use.

How we work

We award general operating and project support grants and make program-related investments. The latter may take the form of direct loans, guarantees that provide credit support to borrowers, or linked deposits.

Because one of our key goals is learning and advancing the field of creative placemaking, we are curating a limited portfolio of established creative placemaking practitioners working within disinvested communities. Support includes the creation of tools useful in supporting the dissemination and adoption of creative placemaking practices.

Through 2014, we are accepting proposals for activities in the Harvesting Leading Practices focus area:

- Public green and civic spaces
- Transit-oriented development projects

We expect to award a limited number of these grants. See kresge.org for details.

Our grants and investments are guided by a set of creative placemaking characteristics. We embrace efforts that:

- Embed arts and culture in larger community revitalization initiatives
- Engage in cross-discipline, cross-sector activities
- Exhibit strong leadership
- Advance a shared community vision
- Extend benefits to all stakeholders, especially low-income community members
- Demonstrate commitment to sustained engagement and participation of all residents
- Work to ensure current residents can remain in their community even where revitalization changes neighborhood economics
- Honor community distinctiveness

We are also a founding funder of ArtPlace America, a collaboration working to accelerate creative placemaking across the United States. Grant opportunities available through ArtPlace are another way to seek Kresge support.

The Kresge Foundation is a \$3 billion private, national foundation that works to expand opportunities in America's cities through grantmaking and investing in arts and culture, education, environment, health, human services and community development efforts in Detroit.