The animating principle of Kresge’s Arts & Culture Program is an explicit focus on equitable Creative Placemaking.

The magnitude of generational disinvestment in low-income communities requires creative solutions that challenge and transform systems of deliberate exclusion. Low-income residents and residents of color have too frequently been left out of decision-making processes that affect their lives and neighborhoods. They have been viewed as passive participants or recipients instead of key drivers, co-creators and community leaders.

Such communities are harmed by inequitable planning and development initiatives designed to improve the built environment as well as by the unintended consequences of unchecked economic development. The examples are as legion as they are painful: constructing highways through the middle of black and brown neighborhoods; pursuing urban renewal; embracing slum clearance; sanctioning red-lining, limiting the availability of financial credit and countless others.

Creative Placemaking—arts, culture and community-engaged design as central elements of community development and planning—can contribute to enhanced pathways for low-income people to lead self-determined, healthy lives and to contribute to more just systems. However, it must take aim—in an explicit, nuanced and multi-faceted way—at the structural inequalities of systems, policies, and practices that are embedded in all dimensions of community life.

**We invest through three focus areas:**

**Increase Creative Capacity to Shape Healthier Neighborhoods**
We work to advance creative approaches that empower residents to drive change and restore wellness in their neighborhoods.

**Catalyze Creative Change in Cities**
We work to promote creative solutions to community development and planning in targeted geographies to support change over time.

**Strengthen the Equitable Creative Placemaking Field**
We work to advance a field of Creative Placemaking leaders, practices and principles committed to equity and inclusion.
FUNDING PRIORITIES
As we evaluate proposals, we look for efforts that:

- Position arts, culture and community-engaged design as a central element of community development and planning.
- Adopt an explicit equity lens that seeks to dismantle structural inequities.
- Empower residents with low incomes to advocate for and lead change in their community.
- Take an asset-based approach when working in historically marginalized communities.
- Promote models of distributed leadership and wealth.
- Reinforce collaborations and equal partnerships across multiple sectors.
- Advance just practices and principles in the Creative Placemaking field.
- Create career pathways and learning opportunities for next gen Creative Placemaking leaders of color.

Our interest and goals: No displacement of current residents. Equitable access to employment. Quality of life in safe, vibrant communities.”

Photo courtesy of NuLawLab/Northeastern University

HOW WE FUND
We typically only accept request for funding that we solicit; however, we periodically accept unsolicited applications through our Increase Creative Capacity to Shape Healthier Neighborhoods focus area. Please visit kresge.org/programs/arts-culture to learn more.

We announce Kresge’s grant opportunities on our website and through our weekly newsletter. You may be notified of these opportunities by subscribing to our newsletter, or by following @kresgefdn and/or @kresgeart on Twitter.

We use a full array of funding and investment tools to foster change, including project grants, operating support and program-related investments. Program-related investments may take the form of loans and guarantees that provide credit support to borrowers or linked deposits.

Most of our grants span 1-3 years. We also use resources to convene partners to learn and lead. And, in certain situations, when project proposals offer opportunities to advance the goals of multiple teams, those teams will jointly fund the proposal.

Seeding change in urban housing and community development through arts and culture.

Photo courtesy of Broadway Housing Communities/Sugar Hill Children’s Museum of Art & Storytelling