Replacing a Regional Manufacturing Economy with Arts, Heritage & Culture

April 22, 2015

Innovation Challenge for Coal Reliant Communities

Past Industry Transitions Panel
What drives us...

Our Mission: To *grow economies through craft & creative placemaking*.

Our Belief: Art, heritage, and culture are key investments for personal, community and economic growth.

Our Focus Areas:
1. Helping rural communities in our region spark economic renewal through asset-based *creative placemaking*.
2. Training artists and women to develop the business skills they need to be successful, economic contributors.
What is Creative Placemaking?

In creative placemaking public, private, not-for-profit, and community sectors **partner** to strategically shape the physical and social character of a neighborhood, town, tribe, city, or region **around arts and cultural activities**.

**Why?...**

To create and recreate vibrant places to live, work and play!
Economic Development: Small Town Revitalization Program

- 25 Counties – 11,000 square miles
- 14 Small Towns
- Populations of 2,000 or less
Our Small Town Economic Development Model...

Start Here

Motivation & Commitment

Community Assessment

Plan for renewal

Key partnerships

Expanded resources

Sister communities

Early success fostered by completed projects

Credibility

Increased capacity for leadership, knowledge and skills

Trained leaders

More complex projects

New towns and partners

Catalyst

Increased civic movement

Common focus

HandMade Process for Revitalization

Mentoring through doing, teaching & reflection
Learning From One Another and Staying Connected

Town Gatherings:

• Annual Small Towns Summit
  • September 23, 2015
  • Keynote - Ed McMahon

• Two Regional Clusters:
  • Western
  • High Country

• Coffee & Conversations
  • Town-by-Town
Economic Development & Best Practices via Peer-to-Peer Mentoring

• Crafting Studio Tours
• Crafting a Community Parade
• Over the River and Through the Woods - Let’s Build Trails
• Building-Rehabilitation Basics
• Renovating Big Buildings in Small Towns
• Developing a Cultural Heritage Attraction
• Successful Grant Applications
Entrepreneurship Programs

Appalachian Women Entrepreneurs

AWE program was created to support all Western North Carolina women interested in creating or growing their small business.

CRAFT LABS

Two-hour classes on business subjects, industry-specific skills, creativity, and access-to-market courses that are tailored to meet the unique needs of our craft artists in today’s economy.
Key Components

• Partnerships are imperative
• Identify your assets and opportunities

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<thead>
<tr>
<th>Art</th>
<th>Music</th>
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<tbody>
<tr>
<td>Theater</td>
<td>Food/Brewing/Distilling</td>
</tr>
<tr>
<td>Recreation</td>
<td>Trails</td>
</tr>
<tr>
<td>Gateways</td>
<td>Public Spaces</td>
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<td>Dark Sky Designation</td>
<td>Historic/Cultural Sites</td>
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<td>Lodging</td>
<td>Restaurants</td>
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At HandMade we...

• use an asset-based approach with a focus on natural and cultural resources.
• believe in demand driven, community-based (grassroots) methods with a high expectation for collaborations and partnerships.
• provide technical support and entrepreneurship and leadership training.
• infuse arts/culture within projects and programs wherever & whenever possible.
How does this work for you?

• Are the arts & artisans growing?
• Is entrepreneurship rising?
• How have the needs of your town or community changed over the years?
• Would *Creative Placemaking* work for your town or community?
• Do you have or are there opportunities for unique lodging?
• Do you have or are there opportunities for locally-sourced, non-franchised restaurants?
3 questions that help define a town’s or community’s willingness and desire to change.

1. What do you hold sacred in your town?
2. What do you want to keep to yourself?
3. What do you want to share with the outside world?