



HANDMADE  
*in* AMERICA

# 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...*

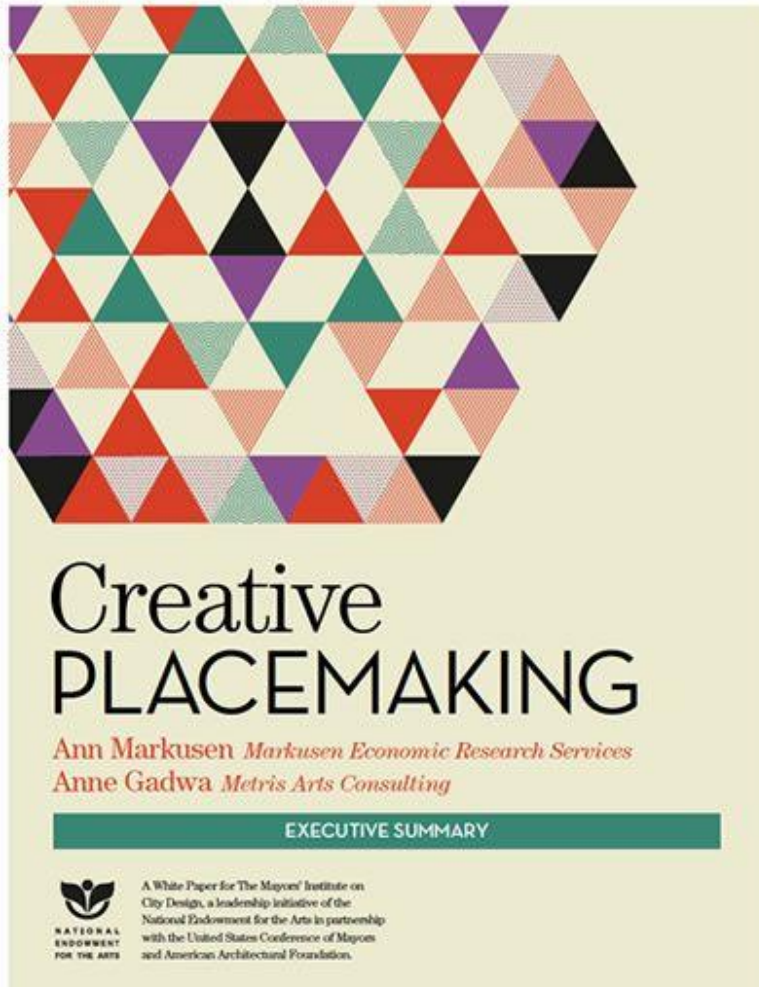
**Our Mission:** To *grow economies through craft & creative placemaking.*

**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?



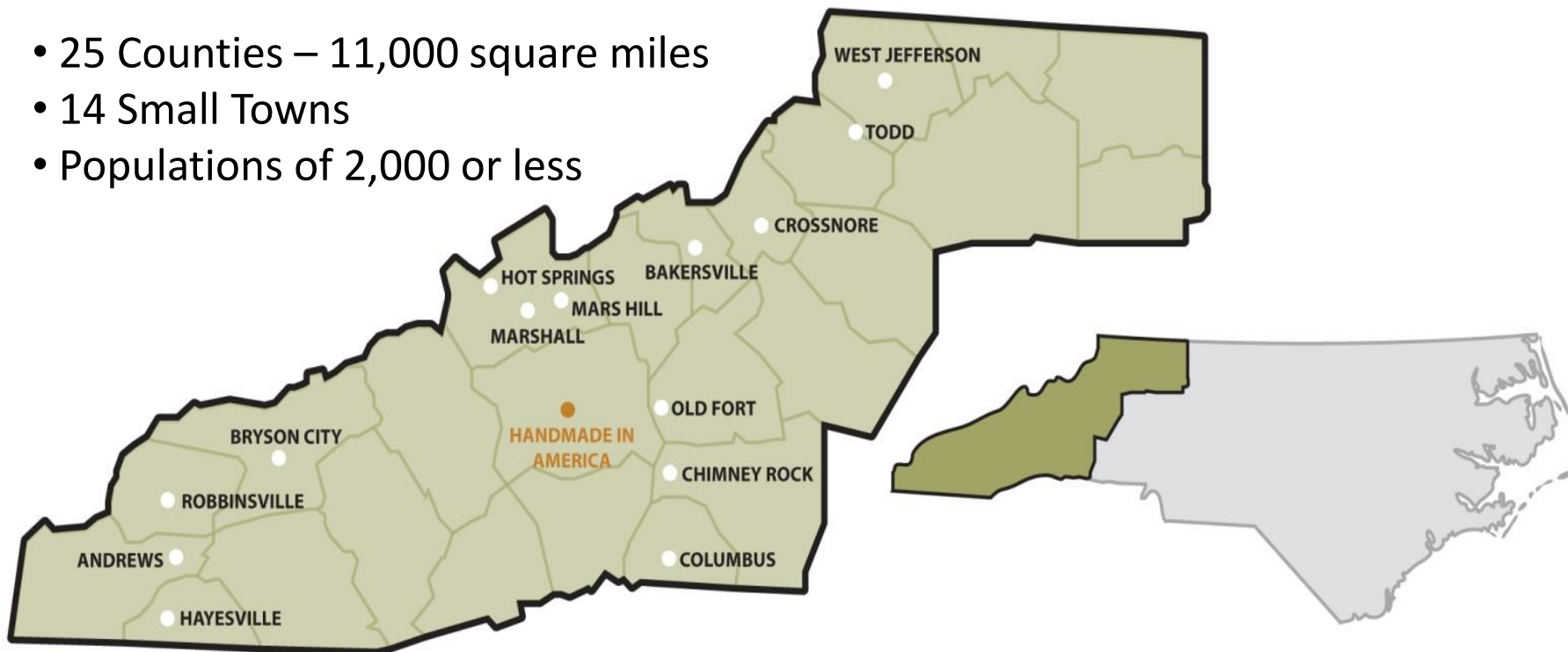
In creative placemaking public, private, not-for-profit, and community sectors partner to strategically shape the physical and social character of a neighborhood, town, tribe, city, or region around arts and cultural activities.

**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



Money



Volunteers



Expertise



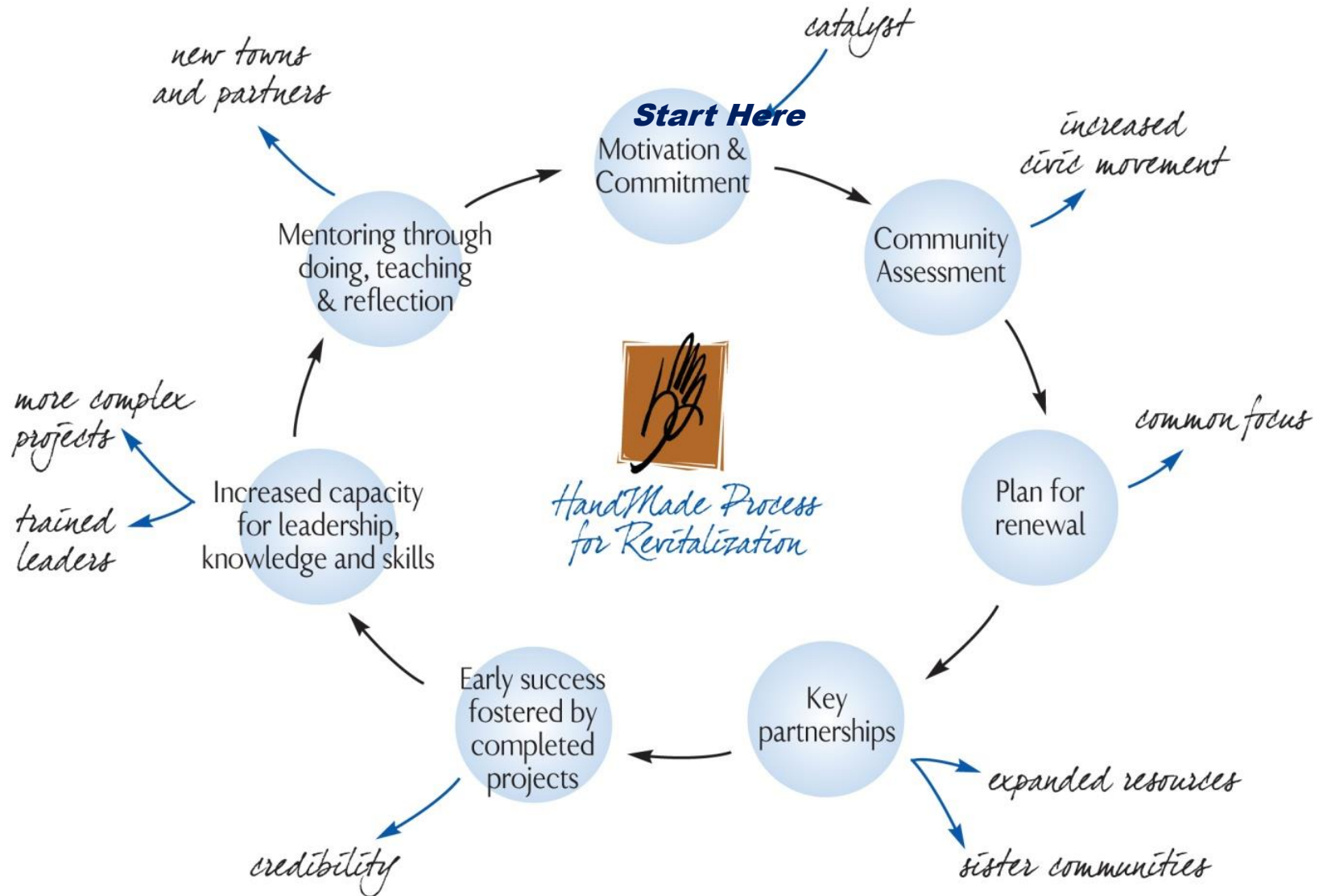
Events



Rehab



# Our Small Town Economic Development Model...





# Learning From One Another and Staying Connected

## Town Gatherings:

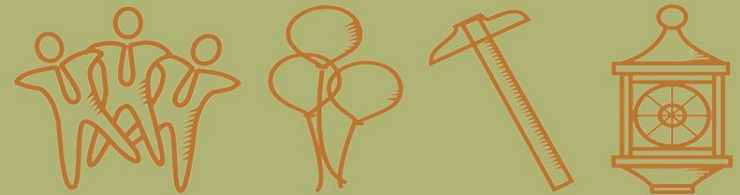
- Annual Small Towns Summit
  - September 23, 2015
  - Keynote - Ed McMahon
- Two Regional Clusters:
  - Western
  - High Country
- Coffee & Conversations
  - Town-by-Town



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Annual Small Towns  
Summit

*Save the Date!*  
*May 21, 2014*  
*Asheville, NC*



Networking • Collaborative Learning  
Peer Mentoring • Leadership Development

A day-long conference for those  
passionate about revitalizing  
small towns through creative  
placemaking.

For more information, please visit  
[handmadeinamerica.org](http://handmadeinamerica.org).



# 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



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Funded by National Endowment for the Arts



## CRAFTING A STUDIO TOUR



# 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

Art

Music

Theater

Food/Brewing/Distilling

Recreation

Trails

Gateways

Public Spaces

Dark Sky Designation

Historic/Cultural Sites

Lodging

Restaurants

# 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?**



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