





Placemaking: Creating Your Quality Place
August 3, 2022
1:30-3:00 p.m. Webinar

Organization Contact Person and Contact Information	Kathleen Heady, CEcD, Manager, Wisconsin Economic Development Academy, Wisconsin Economic Development Association
General Organization Information (i.e. website address, short description of organization, etc.)	The Wisconsin Economic Development Association (WEDA), founded in 1975, is a statewide non-profit organization dedicated to expanding Wisconsin's economy. Driven by the needs of our 450-plus members, we represent the economic development interests of both the private and public sectors through leadership on statewide initiatives to advance economic development in Wisconsin. Through the Wisconsin Economic Development Academy, WEDA provides educational programming to meet the needs of local officials, board or commission members, private sector businesses and professionals in the planning, community, and economic development fields.
Academy Course Model	Webinar Briefing (90 minutes)
Name of Academy Course:	Placemaking: Creating Your Quality Place
Technology Required (LCD projector, flip chart, etc.)	LCD projector, screen, laptop
Training Objectives	To provide an introduction to placemaking – where communities are building and revitalizing strong connections between people and the places where they live and work. After completing this course, participants will have a foundational understanding of placemaking, why it is important at this moment in time as a critical strategy for increasing economic well-being and quality of life, and how to get started or expand local efforts.
Description of Session or Course	<p>As the post-pandemic world takes shape, the arts, culture, and creativity are not separate from the overall priorities of the state—they are vital to the well-being and future of Wisconsin, its people, and its communities. Through placemaking strategies, communities collaboratively work to build strong connections between people and the places where they live and work. These efforts can provide a foundation for building vibrant communities with a strong quality of life, enhancing efforts to successfully attract and retain businesses, talent and residents.</p> <p>Through this course, participants will be introduced to the fundamentals of placemaking. A variety of approaches will be explored, with a focus on creative placemaking. Examples – including both urban and rural perspectives – will be presented. Concepts will be reinforced through a look at efforts undertaken in Rhinelander, WI. The course will provide important information on where to find resources to help your community get started or expand on existing initiatives.</p>

Training Deliverables	<p>Through this course, attendees will learn –</p> <ul style="list-style-type: none"> • What is placemaking and why it is important • Approaches to placemaking, with an emphasis on creative placemaking • Community examples, including both urban and rural perspectives • Resources to help your community get started or expand initiatives
Instructors' Names	<p>Anne Katz, Director, Create Wisconsin</p> <div data-bbox="656 499 1045 1083">  </div> <p>Anne Katz is Director of Create Wisconsin, Wisconsin's statewide community cultural development organization. She has worked in a variety of arts around the country, including the Madison Civic Center, Madison CitiArts Commission, Madison Repertory Theatre and Festival of the Lakes in Madison; Eugene O'Neill Theatre Center in Waterford, CT; and The Big Apple Circus; New Dramatists, Inc.; and The Feld Ballet in New York City. She was an arts administration fellow in the Locals Program of the National Endowment for the Arts in 1988; was selected as a member of Leadership Greater Madison, Wisconsin Rural Leadership Program, National Arts Strategies' Chief Executive Program, and the Shannon Institute for Nonprofit Leadership. She is a nationally-known speaker and consultant on the creative economy, creative placemaking, and civic engagement and access through the arts, and serves as a poll worker for the City of Madison.</p> <p>Create Wisconsin is Wisconsin's community cultural development organization, bringing people together through creative experiences, activating and strengthening Wisconsin's creative economy, workforce, and communities. Create Wisconsin's policies and programs:</p> <ul style="list-style-type: none"> • Advance local, regional, and statewide creative economies • Advocate for and support creative people, businesses, organizations, and places • Champion the arts, culture, and creativity as fundamental to community engagement and access • Engage policy-makers and the public by sharing information, generating ideas, growing partnerships, and taking action to improve quality of life, drive equity and inclusion, and engage and connect everyone, everywhere in the state.

Instructors' Names #2	<p>Melinda Childs, Community Cultural Development Director, ArtStart</p> <div data-bbox="656 220 1049 810">  </div> <p>Melinda Childs' calling is to build individual, community and financial relationships that promote ArtStart and the arts as vital to our area's creative and economic wellbeing. Childs has more than a decade's hands-on experience working in the arts-based community development field. She has organized neighborhood art festivals and guided artists and communities through the "how to" of creating public art projects. She takes particular pride in organizing the Art Shanty Project in which artists designed interactive fishing shacks on a frozen lake.</p> <p>While serving as Program Director and consultant for Forecast Public Art in Minneapolis, Childs designed professional and economic development training programs for artists and communities seeking to use art to activate their environments and economies. She participated in numerous grant committees, as well as the planning committee for the Great Places Initiative. Childs also worked on planning artist specific content for the Public Art Network's annual conference.</p> <p>About ArtStart: Between 2009 and 2011, a group of community-minded citizens proposed the City of Rhinelander purchase the original Post Office building from the Federal Government and lease it to the organization, as a creative place-making project; to be transformed into a destination arts and cultural center. The City of Rhinelander agreed and ArtStart was officially formed in 2011. ArtStart volunteers gathered and renovated the building into a modern space with two galleries, a children's art classroom or conference room, both an indoor and outdoor stage, and bar area. There are several office spaces in the ArtStart building which are leased to artists, music instructors, health coaches, foundations, and other nonprofit organizations.</p> <p>Since 2011, ArtStart has been a staple in the downtown community hosting over 100 events annually and bringing culture and creative community development to the forefront of citizen minds.</p>
Location (city, state) of each Instructor/Planning Committee	<p>Anne Katz, Madison, WI</p> <p>Melinda Childs, Rhinelander, WI</p>