

Cultural Planning Leadership Conference

“Building, Growing and Sustaining Creative Communities”

Explore new ideas and opportunities for building, growing and sustaining creative communities. Learn about best practices, creative financing and other resources. Build connections with experienced and successful peers.



Learn from success stories and get tips from experts in thriving creative communities in New Jersey

Discover resources available to support and sustain arts-based development initiatives

Learn how to succeed in one of the most competitive markets in the United States

Separate sessions for those just starting out and those who want to build on their successes

Participants also receive the **NJ Creative Communities Resource Guide** -- a guide to resources and solutions for building, growing or sustaining creative communities and economies

Who should attend? Elected officials, urban planners, cultural professionals, community and economic development professionals and artists



February 11, 2011 9am – 4pm

Edward J Bloustein School of Planning and Public Policy

33 Livingston Avenue, New Brunswick, NJ

Special Events Forum 1st floor

Cost: \$50 – Includes breakfast, lunch, Creative Resource Guide, Creative Vitality Index

5 AICP Certification Maintenance credits to be requested

Conference Agenda

2011 Cultural Leadership Conference Tracks

Register at:
<http://tinyurl.com/artsbuild>

Track 1	Building creative communities
Track 2	Growing creative communities
Track 3	Sustaining creative communities

FRIDAY, February 11, 2011

8:30 am - 9:30 am	Networking Breakfast and Registration		
9:30 am - 9:45 am	Welcome		
9:45 am - 10:30 am	Keynote Address by Gary P. Steuer, Chief Cultural Officer, City of Philadelphia Director of the Office of Arts, Culture and the Creative Economy		
10:30 am - 10:45 am	Break		
10:45 am - 12:00 pm Breakout Sessions Round 1	Session A Best practices for starting arts-based community and economic development		Session B Resources for sustaining and growing arts-based community and economic development
12:00 pm - 1:00 pm	Exhibits Open	Lunch Break	
1:00 pm - 1:30 pm		Presentation: From ideas to action - the ABC community coaching initiative	
1:30 pm - 2:45 pm Breakout Sessions Round 2 Workshops		Workshop A: <i>Planning for successful creative communities and economies</i>	Workshop B: <i>Tools for growing your community's arts market</i>
2:45 pm - 3:00 pm	Break		
3:00 pm - 4:00 pm	Takeaways and reports <i>Distribution of supplementary materials</i>		

Information: Deborah Schulze, 732-932-3822, x635 or schulze@eden.rutgers.edu

www.policy.rutgers.edu/abc

Conference Details

8:30 am – 9:30am	Registration, breakfast and networking	
9:30 am – 9:45 am	Welcome by Leonardo Vazquez, Director, Arts Build Communities	
9:45 am – 10:30 am	Keynote Address by Gary P. Steuer, Chief Cultural Officer, City of Philadelphia Director of the Office of Arts, Culture and the Creative Economy	
10:30am – 10:45am	Break	
10:45 am – 12:00pm Breakout Sessions	<p style="text-align: center;">Session A Best practices for starting arts-based community and economic development</p> <p><i>This session is for participants who want to learn more about or get started in building healthier, more prosperous and more sustainable communities through the arts. Participants will learn more about how arts benefit local economies and community quality of life, the importance of connecting arts-based strategies to existing plans, and the challenges to creative placemaking.</i></p> <p style="text-align: center;"><i>Speakers:</i> -Pat Hutchinson, Chair, Belmar Arts Council, Belmar -Gail Levinson, Chair, Valley Arts District and Executive Director, Arts Unbound, Orange -Taneshia Nash Laird, Executive Director, Trenton Downtown Association, Trenton</p> <p style="text-align: center;"><i>Moderator:</i> Suzanne Ishee, Founder/Producer, Broadway Center Stage</p>	<p style="text-align: center;">Session B Resources for sustaining and growing arts-based community and economic development</p> <p><i>This session is for participants who want to get ideas for building on and developing further arts-based strategies. Participants will get more information on resources for supporting arts activities, and strategies for creative financing and maintaining productive partnerships.</i></p> <p style="text-align: center;"><i>Speakers:</i> --Tom Gilmour , Director of Commerce, Asbury Park --Ben Goldman, Executive Director, City Without Walls, Newark --James Kennedy, Executive Director, Rahway Arts District and former Mayor, Rahway</p> <p style="text-align: center;"><i>Moderator:</i> Stuart Koperweis, MPPS and former President, Jersey City Economic Development Corporation</p>

Exhibits Open

Conference Details

12:00 pm – 1:00 pm	Lunch Break			
1:00pm – 1:30 pm	Presentation: From ideas to action - the ABC community coaching initiative by Leonardo Vazquez, Director Arts Build Communities			
<p>1:30 pm – 2:45 pm</p> <p>Peer-learning Workshops</p> <p><i>Learn about key steps or resources and share ideas with other public officials, planners, cultural professionals and artists.</i></p>	Exhibits Open	<p>Workshop A: Planning for successful creative communities and economies</p> <p><i>What can or should your community do now to engage in creative placemaking? How do you anticipate and address challenges?</i></p> <p>Facilitator: --Morris Bellamy Former Manager, Arts and Culture and Manager, Community Development, Melbourne, Australia</p>	<p>Workshop B: Tools for growing your community's arts market</p> <p><i>What are the most cost-effective ways to increase the amount of arts in cultural visitors to your community?</i></p> <p>Facilitator: --Leonardo Vazquez, Director, Arts Build Communities, Rutgers University</p>	<p>Workshop C: Regional strategies for sustaining creative communities and economies</p> <p><i>Who should your community partner with, and how? What are the obstacles to building productive partnerships, and how can you best address them?</i></p> <p>Facilitators: --Joseph Barris, Supervising Planner, Monmouth County Planning Board --Mary Eileen Fouratt, Executive Director, Monmouth County Arts Council</p>
2:45pm – 3:00pm	Break			
3:00pm – 4:00pm	Takeaways and reports Distribution of resource guide			

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