Culture and Neighborhood Revitalization

Delaware Valley Grantmakers

April 2008

Penn
University of Pennsylvania
Social Impact of the Arts Project

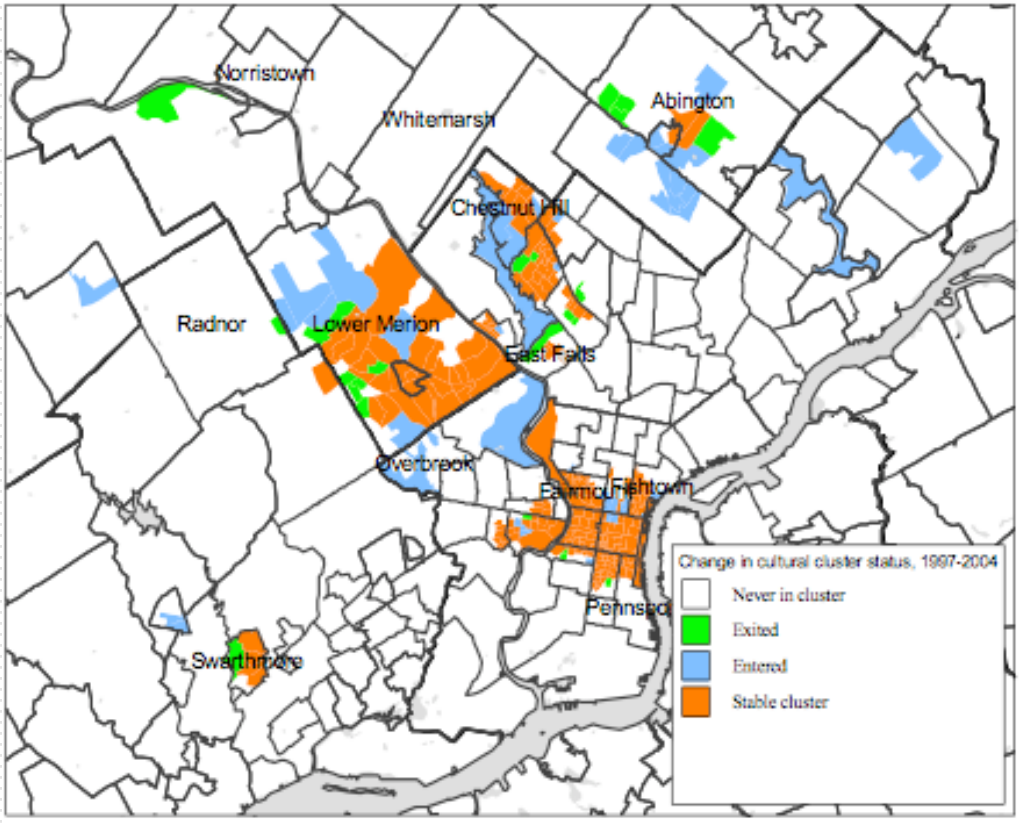
TRF
Capital at the point of impact.®

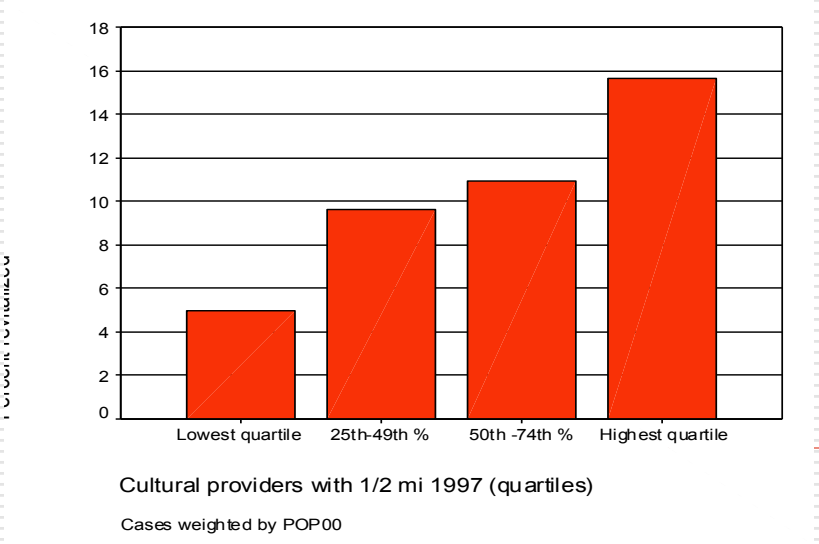
Social Impact of the Arts Project

- Uses geographic information systems to link original data on artists, cultural providers, and cultural participation to existing socio-economic data
- Develops "data partnerships" with regional organizations like GPCA and individual cultural organizations
- Conducts policy research on role of the arts and culture:
  - Dynamics of Culture—research on changes in the cultural sector and its impact on communities sponsored by the Rockefeller Foundation
  - Philadelphia and Camden Cultural Participation Benchmark Project—a study for the Community Partners Program of the John S. and James L. Knight Foundation
  - Culture Builds Community evaluation—an evaluation of a grant-making initiative of the William Penn Foundation
  - Arts Resources for Children and Youth in Philadelphia—a study with the Central Philadelphia Development Corporation for The Pew Charitable Trusts

Major findings

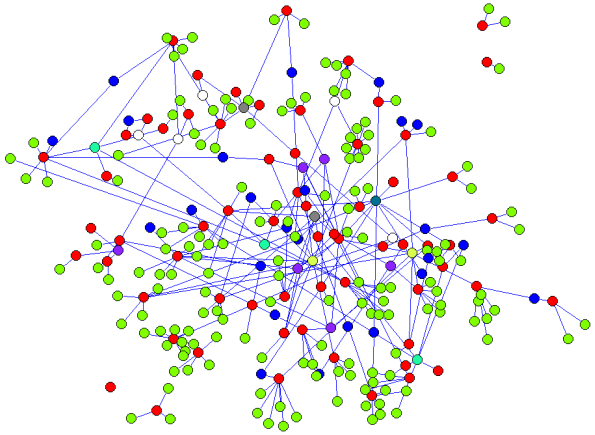
- The "cultural ecosystem" is a mix of *interdependent* non-profit, for-profit, and informal assets
- Since 1980, cultural assets have been a "leading" indicator of neighborhood revitalization
- "Natural" cultural districts are neighborhoods where the culture/ revitalization link is strongest



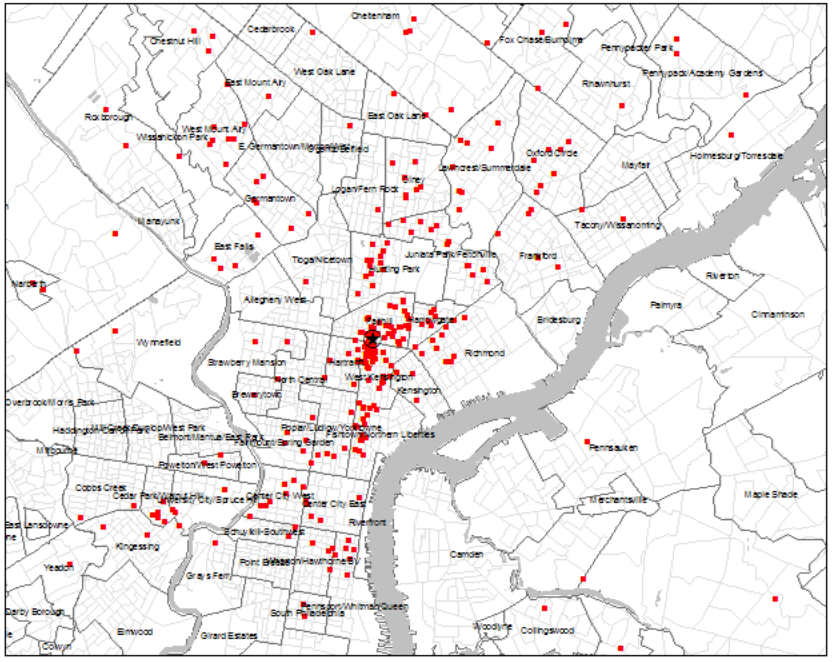


Explaining culture's impact

- Strengthen local civic engagement and "collective efficacy"
- Creates connection across barriers of geography, social class, and ethnicity

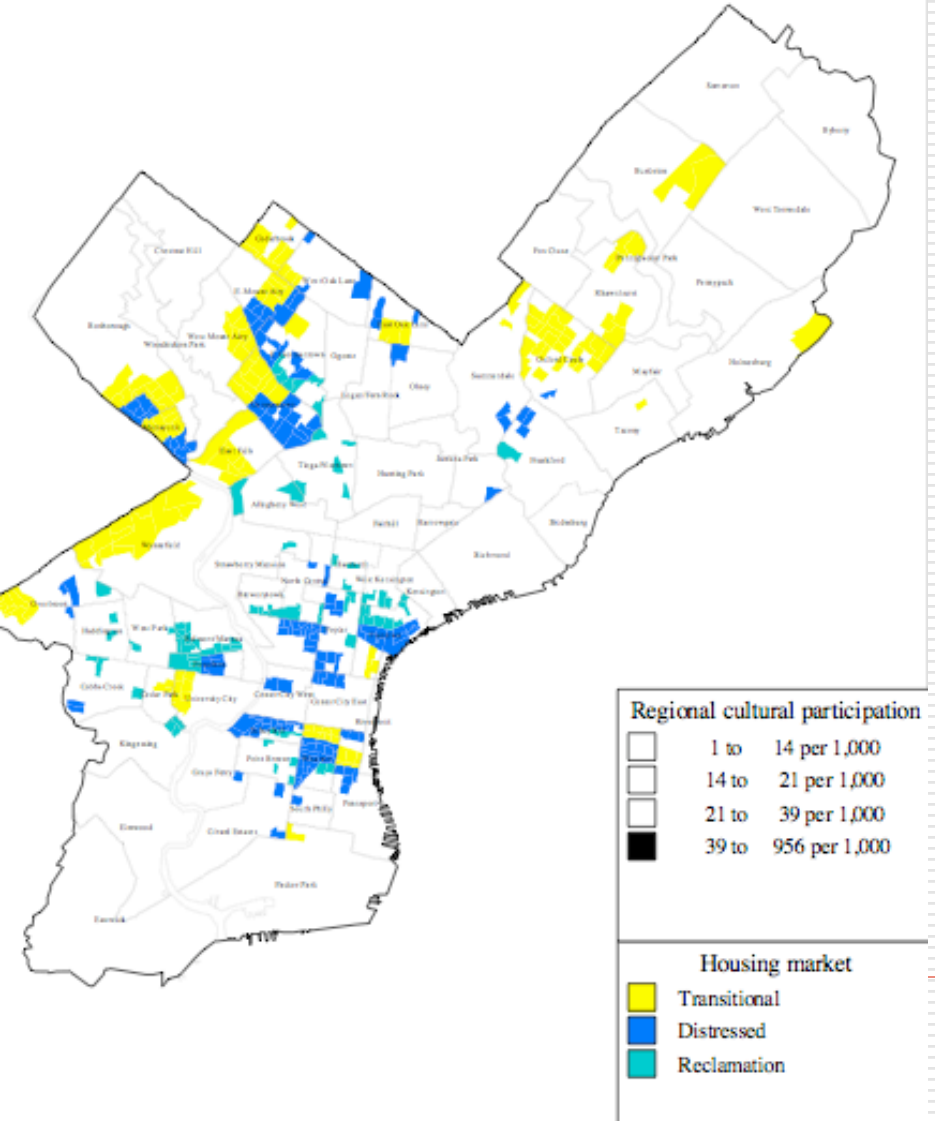


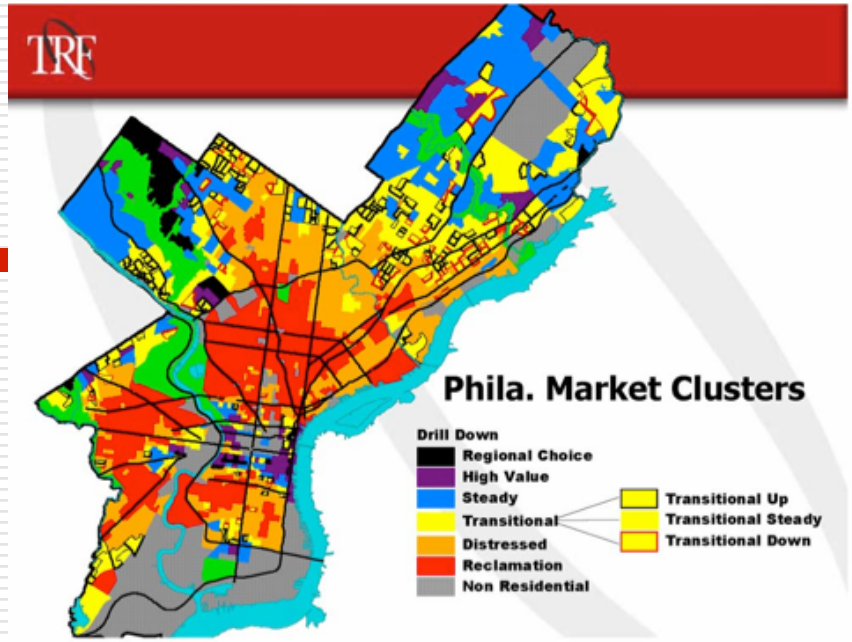
The social network of artists and cultural organizations



Eighty percent of community cultural participants cross neighborhood boundaries to attend events

The TRF/SIAP collaboration





- TRF's work on local housing markets for Neighborhood Transformation Initiative
- SIAP's 2001 paper argued that a more complete portrait of neighborhood vitality should include non-economic indicators
- Rockefeller Foundation approached SIAP about finding a partner to bring cultural indicator research to a wider audience.

Goals of Rockefeller-sponsored project

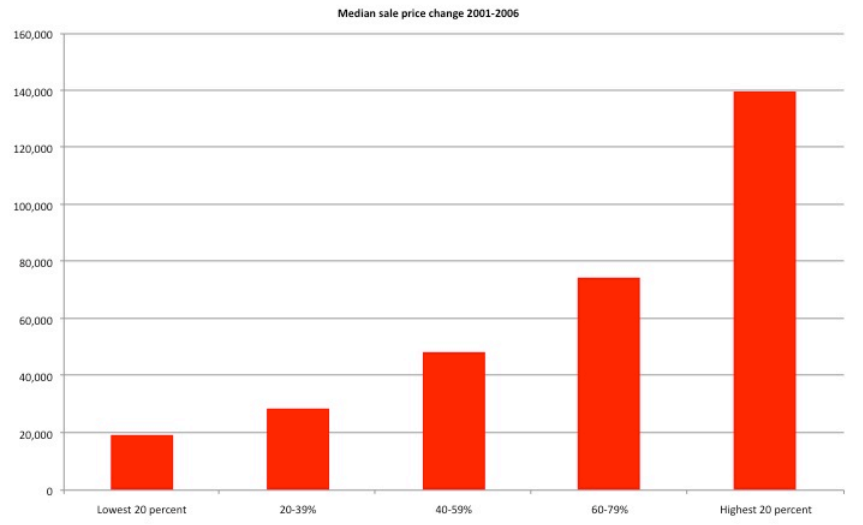
- Review and synthesize existing literature on the relationship of culture and revitalization
- Refine methods for linking TRF's housing market analysis with measures of non-economic vitality
- Develop an approach to bridge gap between cultural development and community development

A common perspective

Through the collaboration, TRF and SIAP arrived at a common perspective.

We agreed that:

- The cultural engagement/revitalization connection is a policy lever that demonstrates the value of "market value analysis.
- "Let practice lead policy": build on sector's initiative and strengths
- An ecological approach that focuses on how different elements of the cultural sector interact in the process of place-making is the most productive starting point for the emerging field of culture-based revitalization



Using TRF's "market value analysis" for 2001 and 2006, we found that, in Philadelphia's economically challenged neighborhoods, higher rates of cultural participation were a "leading indicator" of economic vitality.

Products

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- "Harvest Document" evaluates state-of-the-art research on culture and revitalization
- Policy briefs:
  - Cultivating "natural" cultural districts
  - From creative economy to creative society
  - Migrants, communities, and culture

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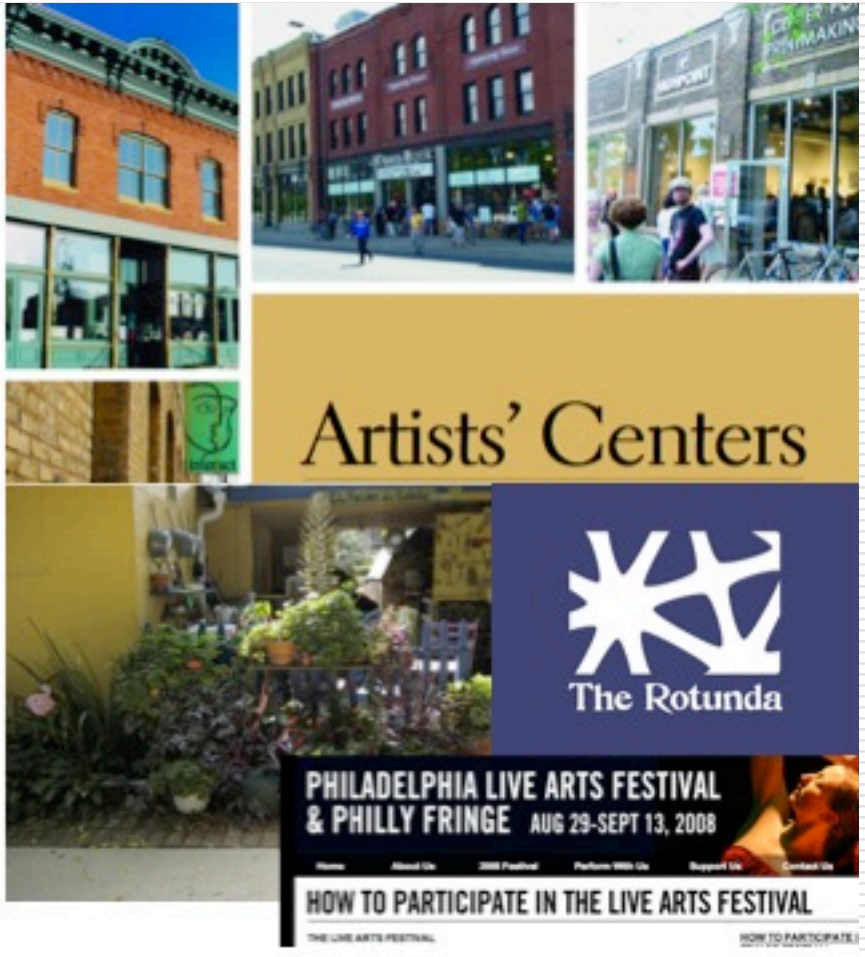
- "Creativity and Neighborhood Development: Strategies for Community Investment"
- Policy brief on the financing of the Crane Arts Building

The way forward: two complementary approaches

- A market-driven strategy focused on places where strategic investments could generate significant payoffs for investors and neighborhoods
- A philanthropic strategy focused on maximizing the social benefits of the arts and culture across the city and region
  - In most urban neighborhoods, the work of artists, for-profits, and nonprofits generates positive social benefits but rarely sustains a self-supporting market.
  - These neighborhoods need a hybrid approach that combines traditional philanthropy with a sensitivity to the new role that artists and for-profits play.

Philanthropy's emerging role

- Decline in traditional sources of support for community-based cultural providers has generated a variety of innovations
- Newer sources of social service funding (incarcerated youth, public schools) often divert artists and organizations from primary mission
- New institutional forms—like the artists' center—provide more nimble ways of spreading benefits of culture across urban neighborhoods



Ann Markusen and Amanda Johnson, "Artists' Centers: Evolution and Impact on Careers, Neighborhoods and Economies" (2006)

For more information

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The Social Impact of the Arts Project is a research center at the University of Pennsylvania School of Social Policy & Practice. SIAP conducts research on the role of arts and culture in American cities with a particular interest in strategies for arts-based revitalization. Since 1994, SIAP has focused on developing empirical methods to stud the links between cultural engagement and community well-being.

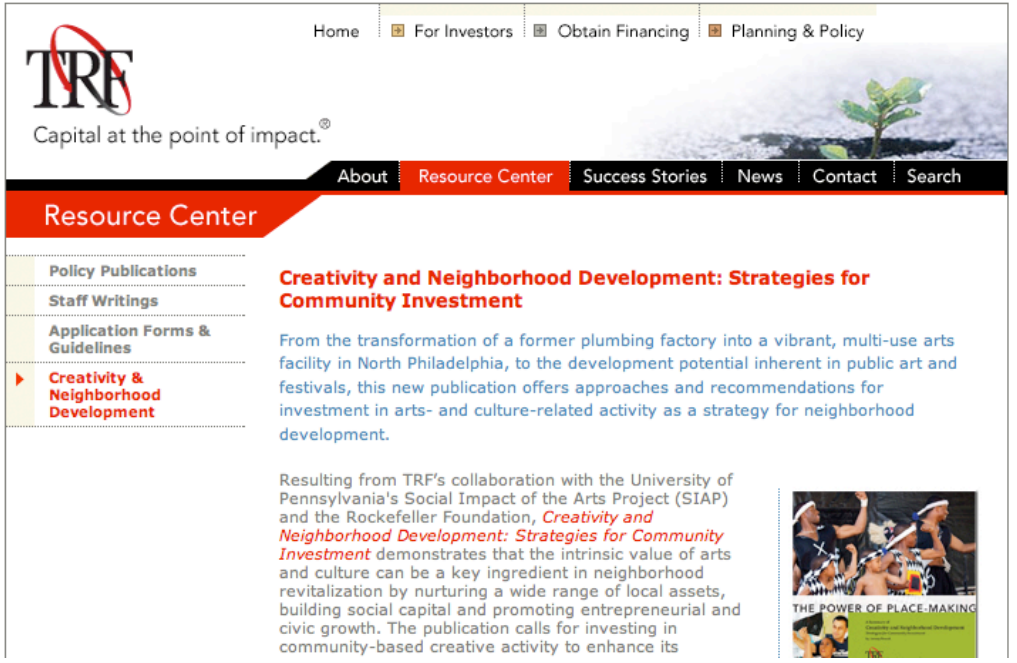
What's new?

Creativity and Neighborhood Revitalization

Over the past two years, with the support of the Rockefeller Foundation, SIAP has collaborated with The Reinvestment Fund in an exploration of the potential of arts-based regeneration strategies. For the collaboration, SIAP produced a critical review of the literature on culture and revitalization and three policy briefs.

From Creative Economy to Creative Society
This brief uses a social policy lens to look at the impact and potential of the creative economy for urban neighborhoods. While the growth of the creative sector is helping to regenerate regional economies, it is also exacerbating economic inequality and social exclusion among urban residents. The brief reviews current trends and proposes a new model—*a neighborhood-based*

www.sp2.upenn.edu/SIAP



http://www.trfund.com/resource/creativity.html