



GENTRIFICATION, DISPLACEMENT & CREATIVE PLACEMAKING: EVALUATION METHODS FOR NONPROFIT ARTS AND CULTURAL ORGANIZATIONS

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SUMMARY

Gentrification, Displacement & Creative Placemaking: Evaluation Methods for Nonprofit Arts and Cultural Organizations focuses on the cultural strategies of creative placemaking projects, the role of the nonprofit organization in combating gentrification and displacement, and the task of evaluation and measurement program impact of creative placemaking projects. The first section of this report contains a literature review that is divided into two main focuses: (1) History, context, and research of gentrification and displacement studies, and (2) Creative Placemaking and cultural strategies to support community development and resist the negative effects of gentrification and displacement for community members, neighbors, and key stakeholder groups. The second section of this report contains primary data collected in the form of three expert interviews with nonprofit arts and cultural organizations and one urban planning professional. The final component of this report consists of a set of recommendations for nonprofit arts and cultural organizations to take into consideration when carrying out various creative placemaking projects.

PURPOSE

1. Learn about creative placemaking from case studies and current research and literature
2. Learn about the historical context and implications of gentrification & displacement as it relates to the nonprofit arts and cultural sector
3. Gain insights from different experts in the field on cultural strategies and practices for combating gentrification and displacement, and different evaluation methodologies for measuring program impact
4. Build a working document and provide recommendations for creative placemaking projects seeking to measure, evaluate, and report on program success as it relates to combating gentrification and displacement

RESEARCH

- What role should nonprofit arts and cultural organizations play in combating gentrification and displacement?
- How can nonprofits use creative placemaking and cultural strategies to combat gentrification and displacement?
- What are the best practices for measuring and report program impact?

METHODS

Expert Interviews

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- Kristen Acosta** | Programs Coordinator | The Women's Building
 - Anna Cash** | Associate Director | Urban Displacement Project
 - Louise Carroll** | Nonprofit Executive, Board Member, and Teaching Associate | USF
 - Elena Serrano** | Program Director | EastSide Arts Alliance & Cultural Center

DATA AND ANALYSIS

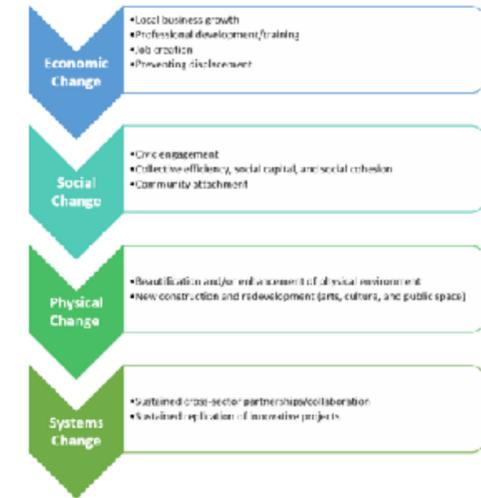
Shared Values	Practices, Strategies, and Topics
Importance placed on addressing the needs of the community	Surveys, personal communication, demographics, turn out rates, needs and experiences of stakeholders, sense of belonging and disbelonging, services that combat gentrification and displacement that are designed from the needs of the community
Intergenerational learning and exchanges	Mentorship, family, hands-on learning, cross sector partnerships, learning from mistakes, neighborhood learning, passing down skills, knowledge, education, history, cataloging arts, history, and preserves cultural vitality
Building safe community spaces that address the needs of the community	Safe spaces for creative expression, the resistance of community member isolation, combating gentrification, live art installations, services that provide legal aid and assistance, emotional and legal counsel,
Cross-sector partnerships and coalitions for effecting policy and systems change	The importance of knowledge sharing, mergers, government partnerships, business and enterprise partnerships, advocacy and policy influencing, funding, lack of resources, affordable housing, scholarships, grants, advocacy coalitions, tenants rights, performance arts

Creative Placemaking Logic Model



RESULTS

Creative Placemaking Certification Model



RECOMMENDATIONS

1. Consult UDP interactive gentrification & displacement mapping to identify areas of high risk, and meet the needs of the community and stakeholder groups
2. Work in cross-sector partnerships and coalitions
3. Conduct annual combination of surveys and personal communication for program evaluation
4. Have all staff, volunteers, board members, and executive team complete a cultural competency assessment annually
5. Design programs and activities with the guidance of the Creative Placemaking Logic Model and or CPM Certification criteria

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