

OUR TOWN: Logic Model

PROBLEM STATEMENT: American communities everywhere face a distinctive set of local economic, physical, and/or social challenges. Yet community leaders are often unaware of solutions that stem from the successful adoption and integration of arts, design, and cultural strategies.



OUR TOWN GOAL: Sustained support and recognition of arts, design, and cultural strategies as integral to every phase of community development across the United States.

NATIONAL ENDOWMENT for the ARTS
arts.gov



Project Community Contexts

Local Our Town projects respond to and are shaped by community type, existing social and human capital, existing policies, local assets, and other community development activities.

Project Inputs

Our Town projects require:



Leadership



Cross-sector Partnerships



Financial Resources



Community Engagement

Project Activities

Creative placemaking strategies strengthen local communities by:



Envisioning



Connecting



Illuminating



Energizing

Arts tactics advance creative placemaking strategies through:

- Artist residencies
- Arts festivals
- Community co-creation of art
- Performances
- Public art
- Cultural planning
- District planning
- Creative asset mapping
- Public art planning
- Artist/designer-facilitated community planning
- Design of artist space
- Design of cultural facilities
- Public space design
- Creative business development
- Professional artist development

**Innovation/
Systems
Change
Outcomes**

Project activities as well as local community change lead to:

- New or sustained partnerships**
- Sustaining or scaling of project activities**
- Replication or adaptation of project activities by other organizations**
- Capacity to implement creative placemaking**
- Institutionalization of arts, culture, and design**

**Local
Community
Change
Outcomes**

Increased integration of arts, design, and cultural strategies among local, cross-sector partners, leading to economic, physical, and social change.



Economic Change

- Local business and job growth
- Professional development/training



Physical Change

- Beautification
- New construction



Social Change

- Civic engagement
- Social cohesion

And more