



Learning Series 2025: State Arts Agency Cross-Sector Strategies
January 15, 2024
Closed Caption Transcript

[Mohja Rhoads] 15:01:13

All right, I'll go ahead and begin. Hello, welcome everyone. Thank you for joining us for this very special learning series. My name is Mosia Rhodes and I am on the NASA team.

[Mohja Rhoads] 15:01:26

Before I begin with the introduction, I'd like to go over some house cleaning. We encourage you to rename yourself and include the abbreviation of your state at the end of your name.

[Mohja Rhoads] 15:01:37

To do so, just hover over your name in the participants list, click more, and from that dropdown menu, click Rename.

[Mohja Rhoads] 15:01:46

We are offering closed captioning today to access the captions, just click on the CC button at the bottom of the window and select your preference on how to view the caption subtitles or transcript.

[Mohja Rhoads] 15:01:59

We will be using the chat field to field questions and comments, technical and otherwise.

[Mohja Rhoads] 15:02:06

We'd also like to encourage you to use the chat as a place to share your experiences and thoughts throughout.

[Mohja Rhoads] 15:02:14

And as you probably noticed when you came in, we are recording this session.

[Mohja Rhoads] 15:02:19

So once again, my name is Mosier Rhodes. I am currently speaking to you from Los Angeles, although I'm just visiting.

[Mohja Rhoads] 15:02:28

I lived here for 12 years and so I wanted to take a moment to recognize the devastating hardship and loss Southern California is going through right now.

[Mohja Rhoads] 15:02:39

So this is a very exciting learning series because it marks the culmination of a years-long effort between the NEA, NASA, and many SAAs on a variety of cross-sector collaboration strategy samplers.

[Mohja Rhoads] 15:02:53

Three new ones to be precise. This work is particularly exciting for me, and I am sure I speak on behalf of other NASA staff as well as it gave us a wonderful opportunity to learn about these tremendous on the ground programs.

[Mohja Rhoads] 15:03:07

Emphasizing that the work we are all doing touches individuals and communities in meaningful ways.

[Mohja Rhoads] 15:03:14

I personally work so much with numbers and generalized statistics that When I do these narrative pieces, I find this work so refreshing and inspiring and thrilled when I learn about these programs. And I find myself saying, yes, I am in the right job.

[Mohja Rhoads] 15:03:30

So enough about me and more about why we are here.

[Mohja Rhoads] 15:03:32

I'm going to share my screen and orient you to where the resources lie.

[Mohja Rhoads] 15:03:43

All right. So if you visit the NASA webpage at the top under the research tab.

[Mohja Rhoads] 15:03:52

We have a new webpage. Cross-sector collaborations. So you can click on that webpage And here we have the three new strategy samplers. Arts and transportation is a strategy sampler that was published a couple of years ago, but we're putting all of these together. And there's some other resources down below.

[Mohja Rhoads] 15:04:11

But the three samplers up at top, health and community well-being, civic infrastructure and community cohesion, and creative rural development.

[Mohja Rhoads] 15:04:20

So the thrust of these samplers is that together we are more powerful and together we can make the arts shine.

[Mohja Rhoads] 15:04:27

All three samplers document how state arts agencies collaborate with various sectors to enhance well-being.

[Mohja Rhoads] 15:04:33

Creative development and cohesion of communities across the United States. Each sampler provides insights into mechanisms for establishing such partnerships.

[Mohja Rhoads] 15:04:44

Lessons learned. And references to available resources.

[Mohja Rhoads] 15:04:49

The health and community well-being sampler underscores the transformative potential of the arts in improving individual and collective health.

[Mohja Rhoads] 15:04:57

While fostering sustainable partnerships between arts organizations and health systems. Civic infrastructure and community cohesion highlights the role of the arts in shaping quality of life by strengthening community bonds.

[Mohja Rhoads] 15:05:11

And creative rural development demonstrates that embedding the arts into rural development not only revitalizes economies, but also strengthens social fabric.

[Mohja Rhoads] 15:05:21

Preserves cultural heritage and improves quality of life for rural residents.

[Mohja Rhoads] 15:05:26

This last sampler was um email to everyone yesterday. There have been a few problems with accessing the links via Outlook.

[Mohja Rhoads] 15:05:37

So I encourage everyone, if you're having any issues, just please visit our website, research, cross-sector collaborations, and you can access all the samplers here.

[Mohja Rhoads] 15:05:47

So I will stop sharing, but I have a few more words.

[Mohja Rhoads] 15:05:52

I would like to extend a major thank you to all of the SAAs and RAOs featured in these samplers.

[Mohja Rhoads] 15:06:00

We know you are all busy. So thank you for giving us your time and help. And thank you so much for the work you do.

[Mohja Rhoads] 15:06:07

I also want to thank the NEA for all the helpful feedback and guidance. And lastly, I would like to thank NASA staff for all the hard work that went into putting these together.

[Mohja Rhoads] 15:06:16

The lay of the land for the next couple of hours.

[Mohja Rhoads] 15:06:20

In about 30 seconds, we will be hearing from the NEA, Michael Orlov and Lara Garatano.

[Mohja Rhoads] 15:06:26

We will be hearing from two examples, one from two states, examples from the rural sampler and the civic infrastructure sampler. We will first be hearing from Georgia and their More Than Murals program.

[Mohja Rhoads] 15:06:39

Tina Lilly will be presenting from the Georgia Council for the Arts and cindy Oh, gosh. Idson. Oh, I don't know if I pronounced that correctly. I hope so. From the Georgia Municipal League.

[Mohja Rhoads] 15:06:51

We will also be hearing from Pennsylvania. The Creative Business Loan Fund Program, Sarah Merritt.

[Mohja Rhoads] 15:06:59

Pennsylvania Council on the Arts and adam kenny or Kenny, Bridgeway Capital. Ryan will facilitate a conversation And we will also allow time for questions and answers from the audience.

[Mohja Rhoads] 15:07:16

So with that, I pass it on to the NEA.

[Michael Orlove] 15:07:22

I guess that's coming to me. Thank you, Moshe. It's great to be together. Happy New Year. I guess you could still say Happy New Year.

[Michael Orlove] 15:07:33

And we're wishing you all a happy, healthy, and productive 2020.

[Michael Orlove] 15:07:39

25. La County is very much on our mind as well so we're sending and thoughts to everyone in the affected areas and hope that there's an end in sight very soon.

[Michael Orlove] 15:07:55

A big thank you to our colleagues and friends at NASA for pulling this webinar together also.

[Michael Orlove] 15:08:02

The strategy samplers are really fantastic. We're grateful for the series that has been put together i know Another one, as Moja mentioned, was just announced focusing on um creative rural development for next month but today is focused on cross-sector strategies.

[Michael Orlove] 15:08:25

Thankful to our colleagues in Georgia and Pennsylvania for participating in In this particular session.

[Michael Orlove] 15:08:31

And, you know, in many ways, this is an extension from many of our conversations we have all had in the past couple of years I am reminded of the dialogue from our time in santa fe And of course.

[Michael Orlove] 15:08:49

It's kind of hard to believe that it was almost exactly a year ago that many of us got together at the NEA the day before the building bridging thriving events and nasa I believe Pam Bro led us in an informal conversation about

[Michael Orlove] 15:09:09

Cross-sector work and then The next day we all gathered here.

[Charles G. Baldwin MA (he/him/his)] 15:09:13

Hello, and welcome to a tutorial.

[Michael Orlove] 15:09:17

Whoop. Can you all still hear me? Yes.

[Michael Orlove] 15:09:21

Okay. Where was I? Yeah. And the next day we gathered here and in person or somewhere online for the building, bridging thriving summit where we learned so much about cross-sector partnerships at the federal level We heard from so many powerful speakers. I'm sure we all have

[Michael Orlove] 15:09:43

Our favorites, but for me, the greatest value was having the work validated over and over again.

[Michael Orlove] 15:09:52

Amplifying the arts being at the center of so much of this cross-sector work is is just imperative.

[Michael Orlove] 15:10:03

We made some announcements and shared some highlights, including the launch of a federal interagency working group focused on arts health and civic infrastructure.

[Michael Orlove] 15:10:15

We also talked about an artist in residence program that we launched in partnership with the U.S.

[Michael Orlove] 15:10:23

Environmental protection agency embedding artists within national estuaries or urban water locations for I think the next 18 months.

[Michael Orlove] 15:10:34

We also talked about our own agency's investment in arts and health work that had several components including funding for some demonstration projects and also work that we're going to be doing with the state arts agencies and I think That is a perfect segue to a segue

[Michael Orlove] 15:10:55

Move to the next slide and hand it over to my wonderful colleague, Lara Holman Garatano.

[Lara Garritano NEA] 15:11:02

Thanks, Michael. Yes, it was at that summit that our NEA chair, Dr. Maria Rosario Jackson.

[Lara Garritano NEA] 15:11:09

Announced the NEA's new arts health and well-being Pilot Initiative. And with that initiative, there's a total of 5 million in funding.

[Lara Garritano NEA] 15:11:18

That funding supports the integration of arts and culture into strategies that aim to strengthen belonging and social connection and strengthen them as a dimension of improved health and well-being of individuals and communities.

[Lara Garritano NEA] 15:11:33

Two elements of this initiative are already underway. First in December last year, 1.35 million in funding from the NEA was announced, and that is to support projects that demonstrate promising local arts and cultural approaches for addressing social connection.

[Lara Garritano NEA] 15:11:54

A total of nine projects across the country were supported. Each program and project was awarded \$150,000 grant.

[Lara Garritano NEA] 15:12:02

And that's a non-matching grant. We are referring to these as demonstration projects. Each demonstration project addresses the health and well-being of individuals and communities, including as just a few examples. One award will support artist-led virtual workshops for the National Native American Boarding School Healing Coalition.

[Lara Garritano NEA] 15:12:25

As another example, in Oregon, the organization OpenSignal will work with community youth to create a series of media production workshops that are focused on mental health issues for youth.

[Lara Garritano NEA] 15:12:37

And in Indiana, the Indy Arts Council will expand their arts for Awareness program, which supports local arts organizations in developing and implementing arts-based substance use disorder prevention education and recovery programs. And you can find more details about all nine of the demonstration projects on our website at arts.gov.

[Lara Garritano NEA] 15:12:57

Then the second element underway, which Michael mentioned, is specific to state arts agencies with partnership agreements, supplemental funding.

[Lara Garritano NEA] 15:13:05

It's available for projects that lead to increased social connection and belonging.

[Lara Garritano NEA] 15:13:12

And state and jurisdictional arts agencies were invited to apply for funds to either advance, deepen, or expand work at the state level in driving belonging and social connection.

[Lara Garritano NEA] 15:13:25

Or to initiate new exploratory work or a demonstration project. And funding for this element is available in two tiers.

[Lara Garritano NEA] 15:13:34

Either \$25,000 or \$75,000. And while requests for this element are still under review, we were really pleased to see the level of interest.

[Lara Garritano NEA] 15:13:45

From state arts agencies on this. We received 43 requests for this supplemental funding.

[Lara Garritano NEA] 15:13:51

Including 31 requests at the \$75,000 tier and 12 requests at the \$25,000 tier.

[Lara Garritano NEA] 15:13:58

And we are looking forward to continuing the review of these requests. Awards will be offered this spring after review and approval.

[Lara Garritano NEA] 15:14:06

At the March 2025 National Council on the Arts meeting. And then I will also note as we wrap up our NEA report that one additional element to all of this work is a suite of learning, networking, and documentation activities to ensure that the diverse approaches of grantees are documented and

[Lara Garritano NEA] 15:14:25

That we're able to identify promising practices and that Inspiring models are made accessible to the broader field.

[Lara Garritano NEA] 15:14:33

So with that, I am going to hand it over to our colleagues in Georgia. And Tina, I think that you are first up.

[Tina Lilly (she/her) Georgia Council for the Arts] 15:14:42

Thank you, Laura. Hi, everybody. I unfortunately have a terrible case of laryngitis today.

[Tina Lilly (she/her) Georgia Council for the Arts] 15:14:51

So a true example of partnership, I'm going to turn it over.

[Tina Lilly (she/her) Georgia Council for the Arts] 15:14:57

To my partner, Cindy Itson from the Georgia municipal association.

[Cindy Eidson GEORGIA] 15:15:06

Tina, you are so right. We are partners, but we're also family. So I think that's what's so huge about When you work with people that you get to know and then you start knowing the work that they're in.

[Cindy Eidson GEORGIA] 15:15:18

It starts building a relationship that turns into family. So I just have to give a hug out to Tina. I love her so much.

[Cindy Eidson GEORGIA] 15:15:27

I'm Cindy Itson. I am the Director of Community and Economic Development for the Georgia Municipal Association. As all of us, we all wear multiple hats. So I'm also director of the Georgia Cities Foundation. And

you're going to hear a little bit more about that. But what I wanted to say is that If you could just go ahead and click to the next slide, please.

[Cindy Eidson GEORGIA] 15:15:50

Our relationship started when I was with the Georgia Department of Economic Development.

[Cindy Eidson GEORGIA] 15:15:55

And we partnered on several projects where we're going out and working with the communities.

[Cindy Eidson GEORGIA] 15:16:00

To talk about where we brought in different partners. And Tina Lilly was one of those partners who was working at the Georgia Department of Community Affairs.

[Cindy Eidson GEORGIA] 15:16:11

What we found out, and that's when you start working together and we start moving in a direction and you're going to hear about why we're going to talk about the nuts and bolts of the more than murals workshop is where you start

[Cindy Eidson GEORGIA] 15:16:26

Who you meet and then where you go from there. And the one thing that we, when I was with the Georgia Department of Economic Development, I had that relationship with Tina Lilly.

[Cindy Eidson GEORGIA] 15:16:37

And others that we would go on these team visits to meet with communities. Like I said, we will look at the arts, we look at tourism, we would look at downtown development. And my background is in downtown development. You're going to see how that kind of

[Cindy Eidson GEORGIA] 15:16:52

Builds off of that and what we're doing with More Than Murals project as well.

[Cindy Eidson GEORGIA] 15:16:57

Let me go ahead and click to the next slide, please.

[Cindy Eidson GEORGIA] 15:17:03

Thank you. With the fact that we were working on doing tourism product development teams, we ended up, Tina and I did across the state of Georgia close to 75 75 teams across the state.

[Cindy Eidson GEORGIA] 15:17:17

Working with communities, trying to help them look at why arts is an economic development tool for their community. And like I said, I learned so much with Tina.

[Cindy Eidson GEORGIA] 15:17:27

And it stayed with me. And then after being with the Georgia Department of Economic Development for seven years, I moved over to the Georgia Vanessa Association. And I'm not sure if y'all are familiar with that. I'm going to go over just a little bit of details with what the Georgia Municipal Association does.

[Cindy Eidson GEORGIA] 15:17:45

But we represent legislated advocacy for cities, for state and federal level to make sure that they're getting the things that they need.

[Cindy Eidson GEORGIA] 15:17:56

We also provide training and education We also get into more boring stuff, municipal employment benefits, which those are great for us.

[Cindy Eidson GEORGIA] 15:18:04

But when you're getting out there getting to work with the communities, that's where I really want to be. We also provide services to cities where we provide technical assistance.

[Cindy Eidson GEORGIA] 15:18:13

We also help communities design effective plans for their downtown and their community.

[Cindy Eidson GEORGIA] 15:18:19

We also consult. We have a member services consultants that are all over the state.

[Cindy Eidson GEORGIA] 15:18:26

That assist us with getting the word out with what communities might need.

[Cindy Eidson GEORGIA] 15:18:31

We also provide data tools for up-to-date accessible data for cities so they have it at their fingertips of anything they might need to help make decision making better for their communities.

[Cindy Eidson GEORGIA] 15:18:45

Within my office. I oversee community and economic development.

[Cindy Eidson GEORGIA] 15:18:50

And we also work with of the like downtowns we work with housing initiatives that might be coming into their community. We have a housing program that we are a partner with that.

[Cindy Eidson GEORGIA] 15:19:06

And we do a lot of different things that municipalities need My background for 23 years, and it just keeps growing. I keep saying, I can't believe it's been 20 something years, but is working in the downtown development arena.

[Cindy Eidson GEORGIA] 15:19:21

And one thing with that is that I work with a foundation oversee that and that's houses our gorgeous economic placemaking collaborative Where that's pieces of what you'll hear from the More Than Murals is placemaking And so we house that. It's a two-year program and we bring in new cities every three years.

[Cindy Eidson GEORGIA] 15:19:45

But where our relationship continued, and you can um Where I feel like it became really clear is that you think cities Local officials know about the arts. You think they know about it.

[Cindy Eidson GEORGIA] 15:19:58

And what you find out is that they don't. And they're new leaders and we see this time and time again, especially with the political environment that newly elected officials, it's just a lot of turnover with that with the voters and who they pick.

[Cindy Eidson GEORGIA] 15:20:15

So during the time, and I hate to bring up this nasty word, but COVID was happening. And so we were doing these city connect calls With all of our local officials.

[Cindy Eidson GEORGIA] 15:20:28

Who would ever get on? And we were having up to 400 people that would be on these calls Because we're trying to help them with issues that were surrounding COVID, try to help them with best scenarios.

[Cindy Eidson GEORGIA] 15:20:38

But then as COVID started to kind of You know, everything, you know.

[Cindy Eidson GEORGIA] 15:20:45

Made it a little bit easier for our local officials, we started doing different sessions about different projects that are going on are things that we feel like they need to know. And so I said, Tina.

[Cindy Eidson GEORGIA] 15:20:59

Can you please come and talk to our Cities Connect call?

[Cindy Eidson GEORGIA] 15:21:02

And let them know about the arts because sometimes I think they don't know about it.

[Cindy Eidson GEORGIA] 15:21:06

And guess what? They didn't. And people that were in that meeting We're so thrilled to hear about what Tina, she had such great examples, was talking about what was happening, not just in Georgia.

[Cindy Eidson GEORGIA] 15:21:18

But nationwide in the arts. And we were flooded with a lot of questions afterwards.

[Cindy Eidson GEORGIA] 15:21:27

And then Tina and I started talking. I said, girlfriend, it's time to get, you know, we got to do something.

[Cindy Eidson GEORGIA] 15:21:31

We got to get out there in the state. She was a part of that discussion, of course, saying that we need to get out in the state.

[Cindy Eidson GEORGIA] 15:21:39

But we decided that we need to look at something that could answer a lot of these art-based ideas that are out there that local officials just are not, they just don't know about.

[Cindy Eidson GEORGIA] 15:21:49

So go ahead and click to the next slide, please.

[Cindy Eidson GEORGIA] 15:21:54

After Tina and I were talking about this and, you know, it's Tina's background and everything that she knows um We were just discussing how we can get out there and how art is such an economic and community development tool. It does so much for our communities. And we want to make sure that local officials get it and they understand that.

[Cindy Eidson GEORGIA] 15:22:16

So we started talking back and forth and brainstorm about a best way to get local officials and artists from their community into the same place.

[Cindy Eidson GEORGIA] 15:22:25

Local officials don't always think about that artists have the solutions to a lot of the issues that they might have in their community. And so we started thinking about what would be the best way to tackle this community problem and how do we work together on this?

[Cindy Eidson GEORGIA] 15:22:40

And so if you could click to the next slide.

[Cindy Eidson GEORGIA] 15:22:47

We decided that what we should do is invite these folks to a community Where the arts were used successfully to spur economic and community development. And where the city regularly partnered with local artists and art organization. Yes, there is a city in Georgia that did that. We were very excited that

[Cindy Eidson GEORGIA] 15:23:05

We were able to pull that group in and they were supportive of that. But an easy choice for that model city was the city of Thomasville. I don't know how many of y'all been there. It's a rural community in South Georgia, 18,000 people.

[Cindy Eidson GEORGIA] 15:23:18

But we hope that the city official business owners and artists in Thomasville could all share their experiences, which were incredible. We can't believe.

[Cindy Eidson GEORGIA] 15:23:27

What they had done, even when we got there, we couldn't believe how much had been done.

[Cindy Eidson GEORGIA] 15:23:31

To share their experiences and how they work together to come up with solutions.

[Cindy Eidson GEORGIA] 15:23:35

So we met with both the city officials in Thomasville and their leadership at the local art center.

[Cindy Eidson GEORGIA] 15:23:41

And ask them to co-host a two-day retreat with us to talk about how the arts in a community can be more than just murals.

[Cindy Eidson GEORGIA] 15:23:50

I don't know about y'all when you're working in communities, but they say, hey, let's do a mural and that solves their problems of saying, hey, we're working with the arts and that's not it.

[Cindy Eidson GEORGIA] 15:23:58

If you could click to the next slide.

[Cindy Eidson GEORGIA] 15:24:04

What we were looking at, we decided to limit participation to cities with a population below 50,000. In order for this workshop to be more effective, we needed three specific people at the table. Each community had to have someone from this area to attend. Had to be a local official.

[Cindy Eidson GEORGIA] 15:24:22

That is involved in making financial decisions for the community. Had second, someone involved in downtown development that are actually going to make some of this This work happened. And then our main street director, tourism director. But we also wanted an artist or a staff member from an arts organization. We invited rural communities

[Cindy Eidson GEORGIA] 15:24:41

Communities to apply to this workshop. Each city had to list the three attendees And describe what they hope to gain by attending this workshop.

[Cindy Eidson GEORGIA] 15:24:51

We also ask each city to describe an issue in their community that they wanted to address in this retreat.

[Cindy Eidson GEORGIA] 15:24:59

What was incredible. I mean, this thing got rolled out real quick. We ended up having 46 applicants write out just boom.

[Cindy Eidson GEORGIA] 15:25:06

And then after reading over the applications, we selected 12 cities to participate.

[Cindy Eidson GEORGIA] 15:25:12

If you can click to the next slide, please. Thank you.

[Cindy Eidson GEORGIA] 15:25:17

We decided that day one of the retreat would look at Thomasville success.

[Cindy Eidson GEORGIA] 15:25:22

So we started with an overview presentation about what Thomasville had done with the creative placemaking and cross-sector partnerships with all of the members that we talked about.

[Cindy Eidson GEORGIA] 15:25:33

Next, we had a Q&A with Thomasville's mayor And his dog. He always brings his dog everywhere. So he had his mascot with him, which we thought was wonderful.

[Cindy Eidson GEORGIA] 15:25:44

Tina and I, when we travel across the state, we always have some interaction with a dog. So we were really excited that the mayor brought his.

[Cindy Eidson GEORGIA] 15:25:52

We also had a city manager, tourism director, business owners. Director for the Arts Council and Artists. Attendees could then get answers to their questions from multiple points of view, which we thought was really important, and learn how this group of people work together. Yes.

[Cindy Eidson GEORGIA] 15:26:10

They work together to overcome roadblocks within their community. Next question. I mean, next slide, please.

[Cindy Eidson GEORGIA] 15:26:19

After the presentations and Q&A, we did a walking tour on the second day of downtown Thomasville to see their placemaking projects such as unvacant lot An empty lot that hosts changing public art displays this land is owned by the city but programmed by the Thomasville Arts Center.

[Cindy Eidson GEORGIA] 15:26:42

Isn't that a great idea? It's just a great idea how they partner together on that. Locals explain that the impact of these projects was beyond decorative.

[Cindy Eidson GEORGIA] 15:26:52

For instance, the unvacant lot attracted people to downtown side street and once was vacant but is now full of businesses Partially because of this popular art project.

[Cindy Eidson GEORGIA] 15:27:05

Of the unvacant lot and the number of people just attracted to this previously barren area of downtown based on the businesses that were there.

[Cindy Eidson GEORGIA] 15:27:15

Okay, if you could turn to slide. Next slide, please.

[Cindy Eidson GEORGIA] 15:27:18

And excuse me, but our day two, the theme of the second day was now you can do it.

[Cindy Eidson GEORGIA] 15:27:24

It had a series of guest speakers that addressed specific topics such as Getting community input and buy-in.

[Cindy Eidson GEORGIA] 15:27:34

Our legal impacts of public art. After each session, attendees were returned to a meeting room to address a task related to that presentation.

[Cindy Eidson GEORGIA] 15:27:44

The intention was to talk through All of the steps to planning a successful project that address the challenge they had identified in their application at the very beginning.

[Cindy Eidson GEORGIA] 15:27:56

Each community was also assigned a mentor person from our planning team, GCF, GMA, and Thomasville.

[Cindy Eidson GEORGIA] 15:28:03

Who could offer advice to answer those questions. If you can click on to the next slide, please.

[Cindy Eidson GEORGIA] 15:28:11

Gcf was able to support this program through an ARP grant. Thank you, Lord. We appreciate that.

[Cindy Eidson GEORGIA] 15:28:18

From the state and cities. Did not have to pay to attend.

[Cindy Eidson GEORGIA] 15:28:23

Each community received 500 travel stipend which covered most of their travel, not all of it, but it helped them get there to where we wanted them to be. So we wanted to make sure we could get all of those three individuals at the table.

[Cindy Eidson GEORGIA] 15:28:36

On the last day, we announced each participating community. And I tell you what, I almost, I cried out myself when Tina mentioned that. She told us that she was going to try to provide some money But we never knew what it was going to be. And this people were screaming

[Cindy Eidson GEORGIA] 15:28:51

Crying, hugging each other. I mean, Tina got a lot of kudos and I was like, wait a minute.

[Cindy Eidson GEORGIA] 15:28:56

You know, GMA, we didn't get nothing. I'm just kidding. But Tina, we were so excited that Georgia Council for the Arts help these communities with an \$8,000 grant to carry out the project that they just talked about and the steps of how to do that

[Cindy Eidson GEORGIA] 15:29:12

That was planned during the workshop. These are some photos from Doraville's project in which they use the public art as part of a plan to improve safety.

[Cindy Eidson GEORGIA] 15:29:22

In their local park. Doraville is a community with many immigrants, so they hired artists From each of the targeted communities to ensure that all people who wanted to participate could find an artist who spoke their language. I mean.

[Cindy Eidson GEORGIA] 15:29:37

How creative is that? And this came out of being a part of this process.

[Cindy Eidson GEORGIA] 15:29:44

They also wanted people, no matter where they came from, to claim ownership of this part and have buy-in of this part. Okay, if you can click to the slide number 11.

[Cindy Eidson GEORGIA] 15:29:55

Thank you. Another community called Cairo wanted to find a way to tell visitors about all that there is to do in their community. They did do a mural, but you're going to hear that something was a little different about this because I know it's more than murals.

[Cindy Eidson GEORGIA] 15:30:11

We're more than that. They painted a very attractive, as you can see, mural, which contained qr codes For local sites that they could visit throughout their community. During the project period, each of the community teams communicated with other teams

[Cindy Eidson GEORGIA] 15:30:30

Via Facebook groups, phone calls, Zoom calls, whatever they need to do.

[Cindy Eidson GEORGIA] 15:30:35

To get to ask questions and to share their successes with each of those 12 teams.

[Cindy Eidson GEORGIA] 15:30:41

Okay, if you can click to the next slide, please. We learned it quite a bit from this pilot program when we are currently trying to figure out the best way to move forward with this type of training. We will no longer have access to our

[Cindy Eidson GEORGIA] 15:30:58

The ARP funds after 2026. So we can't find it. Tina can't financially support the same type of program in the future.

[Cindy Eidson GEORGIA] 15:31:06

And we get that. I mean, you know, we have to come up with new ways of thinking You know, we're not always going to have funding there. So when we get people in there, we want to make sure they're going to have to have some buy-in to this project.

[Cindy Eidson GEORGIA] 15:31:20

While we felt that attendees have benefited from learning about Thomasville.

[Cindy Eidson GEORGIA] 15:31:25

We needed to provide more basic training on creative placemaking and public art before asking a community to jump into problem solving.

[Cindy Eidson GEORGIA] 15:31:34

But we are thrilled about the connections that we made between artists and government officials But both GCA and GMA are committed to working together on creating programs that demonstrate to cities how they can incorporate the arts in addressing economic and community development. And I'm going to tell you, after we finish this and we saw the impact of what has been happening in these communities.

[Cindy Eidson GEORGIA] 15:31:59

It makes you feel like, wow, we actually saw success with why we started where the more than murals workshop started and where it ended up. It ended up being more than what we expected.

[Cindy Eidson GEORGIA] 15:32:11

And it has provided us the opportunity of where we're going to go in the future.

[Cindy Eidson GEORGIA] 15:32:16

To, like we said. Working with local officials, working with the arts how do we look at that that list How do we make it happen and how they continue to make sure they can move the arts?

[Cindy Eidson GEORGIA] 15:32:29

And an understanding that arts is economic development in this arena and uh If we can, I would like to open it up to any questions.

[Cindy Eidson GEORGIA] 15:32:40

But I'm going to tell you, it has just been a real honor uh to you know to know what Thomasville has done, what these 12 communities have done in their cities.

[Cindy Eidson GEORGIA] 15:32:52

And get to continue to really keep learning myself. But like I mentioned to you voters get angry. They vote local officials out. So we want to make sure that we have a workshop, a training piece that can help those city officials get ready

[Cindy Eidson GEORGIA] 15:33:12

To keep learning more and understand why the arts and placemaking is so huge.

[Cindy Eidson GEORGIA] 15:33:18

For the overall plan that they need to develop for their downtown, for their city.

[Cindy Eidson GEORGIA] 15:33:24

And why the arts has to be a part of that. I'm a believer.

[Cindy Eidson GEORGIA] 15:33:28

But you want to make sure others Local officials get it every time because let me tell you something, sometimes they just don't.

[Cindy Eidson GEORGIA] 15:33:35

But when you have them all working together and then you have this great example of what came out of 12 cities Making these projects work.

[Cindy Eidson GEORGIA] 15:33:44

It is a huge success for the state of Georgia. And if you look at doing this in your own community, it will be successful.

[Cindy Eidson GEORGIA] 15:33:52

Across you know the united states so thank you so much.

[Cindy Eidson GEORGIA] 15:33:57

Tina is going to be typing in the chat to answer her questions.

[Cindy Eidson GEORGIA] 15:34:02

You know, be glad to ask or I can look at the chat and be able to read hers. That's what partners do. That's why we're here together.

[Cindy Eidson GEORGIA] 15:34:09

I just want to thank you for allowing us to be here. And if you have any questions, let us know.

[Mohja Rhoads] 15:34:19

Thank you so much. And there was a question about where they could learn more and you can visit the strategy sampler, but maybe Cindy and Tina could also provide where they can get more in-depth information.

[Mohja Rhoads] 15:34:33

On that program. And that was so great, really. It was like tears to my eyes. Some of those pictures are just so exciting.

[Mohja Rhoads] 15:34:42

So I will pass the baton to Pennsylvania.

[Sarah Merritt, PA Council on the Arts] 15:34:48

Hello, everyone. I'm Sarah Merritt. I am the director of Pennsylvania Creative Communities and the Creative Economy for the Pennsylvania Council on the arts And Cindy and Tina, that was a great presentation.

[Sarah Merritt, PA Council on the Arts] 15:35:02

So just to give a little context, the work I do in Pennsylvania supports arts-based community and economic development projects or creative placemaking projects.

[Sarah Merritt, PA Council on the Arts] 15:35:11

So it's always wonderful to see how other states are supporting this really vital work and to strengthening communities.

[Sarah Merritt, PA Council on the Arts] 15:35:19

So I am going to talk to you about our creative business loan fund. Next slide, please.

[Sarah Merritt, PA Council on the Arts] 15:35:28

So just to give a little context, I just like to give some credit here.

[Sarah Merritt, PA Council on the Arts] 15:35:35

This program was conceived by the Pennsylvania Council on the Arts Executive Director, Carl Blischka. I know many of you probably know Carl.

[Sarah Merritt, PA Council on the Arts] 15:35:44

He came to the Council on the Arts from his previous work in community and economic development for the state of Florida.

[Sarah Merritt, PA Council on the Arts] 15:35:51

So he has a lot of expertise in this area. So yeah, I just wanted to give a shout out to Carl but This program really came out of when we were gathering information for our current strategic plan.

[Sarah Merritt, PA Council on the Arts] 15:36:07

And during that time, we spent almost a year talking to Pennsylvanians across the Commonwealth.

[Sarah Merritt, PA Council on the Arts] 15:36:14

And people that weren't just in the art sector, we really were intentional about talking to people across all sectors doing work in communities in our state.

[Sarah Merritt, PA Council on the Arts] 15:36:24

And what they told us over and over again was that they wanted us to find ways to better support Pennsylvania community so they could um strengthen as they work through their revitalization and community and economic development work.

[Sarah Merritt, PA Council on the Arts] 15:36:39

And so we recognized right away that leveraging the creative sector and creative small businesses was an important part of this strengthening communities work And so as we thought about it, of course, as I said, Carl, you know.

[Sarah Merritt, PA Council on the Arts] 15:36:58

Put it out there. Why don't we think about creating a creative business loan fund?

[Sarah Merritt, PA Council on the Arts] 15:37:04

And so, yeah, so We rolled the program out in November of 2020. Of course, I think Cindy alluded to that awful word that we don't like to use, COVID.

[Sarah Merritt, PA Council on the Arts] 15:37:16

That gave us a little bit of a slow start, but it was probably a good thing. When Carl and I first started talking about this program.

[Sarah Merritt, PA Council on the Arts] 15:37:25

We spent some time traveling and pitching the idea to different community development finance institutions across Pennsylvania.

[Sarah Merritt, PA Council on the Arts] 15:37:34

Which I think Adam and I will refer to as CDFIs.

[Sarah Merritt, PA Council on the Arts] 15:37:38

And Adam can elaborate on this a little bit more, but I'll just give it to you in a nutshell. If you don't know what a CDFI is.

[Sarah Merritt, PA Council on the Arts] 15:37:45

It is a community development finance institution in other words it's a It's a finance institution that serves underinvested communities and people across the area that it serves. And as I said, Adam is the expert on this.

[Sarah Merritt, PA Council on the Arts] 15:38:00

So initially, after pitching it we had two partners that were really excited come to the table, of course, Bridgeway Capital and then Community First Fund.

[Sarah Merritt, PA Council on the Arts] 15:38:11

I will say Bridgeway Capital has been, they're both great partners I think one of the great things about forming a partnership with Bridgeway Capital at the very beginning was they were already working in this space of supporting creative small businesses

[Sarah Merritt, PA Council on the Arts] 15:38:26

And Adam, being an artist also understood the nature of creative small businesses and So that really helped us start off with a really solid partnership.

[Sarah Merritt, PA Council on the Arts] 15:38:39

But once we asked both of these CDFIs to do was to provide, we provided them with a \$250,000 grant.

[Sarah Merritt, PA Council on the Arts] 15:38:47

To use for administration loan loss reserves, and business loans. And in return, we required a match of a million dollars.

[Sarah Merritt, PA Council on the Arts] 15:38:58

This program prioritizes, we ask them to prioritize lending to businesses in low income rural communities and BIPOC-owned businesses, which they already do. That's a CDFI's mandate.

[Sarah Merritt, PA Council on the Arts] 15:39:12

And the loan fund has grown. I'll talk about that in just a minute um but In 2023, we added Rising Tide Community Loan Fund to our partnership for this program, and we're working to further expand it. One of the things we've recognized pretty quickly

[Sarah Merritt, PA Council on the Arts] 15:39:30

Was that there's a large swath and I put that little map of Pennsylvania on the slide just to give people some context.

[Sarah Merritt, PA Council on the Arts] 15:39:37

But the large swath of northern Pennsylvania like what we refer to as the northern tier is not always well represented.

[Sarah Merritt, PA Council on the Arts] 15:39:51

And served right now. So we're working to better serve those communities because supporting creative small businesses in rural communities is a key goal for us as we move forward. Next slide, please.

[Sarah Merritt, PA Council on the Arts] 15:40:11

So I guess I'll talk a little bit about how we define a creative small business and kind of where we are with that. So we thought long and hard about how we were going to define this Because we weren't sure how

[Sarah Merritt, PA Council on the Arts] 15:40:27

How much interest we would have in the program and we didn't want to kind of inundate everybody with with inquiries about it. So we defined it as a company having 25 or less employees and with an annual revenue under

[Sarah Merritt, PA Council on the Arts] 15:40:45

\$250,000. As you can see, business activities include things like marketing, design, film and media creation.

[Sarah Merritt, PA Council on the Arts] 15:40:56

So the typical things that people will see as the arts that we know of as the arts but then expanding it out to a more contemporary definition of a creative small business because we all know how important a really holistic um you know

[Sarah Merritt, PA Council on the Arts] 15:41:11

Look at what the sector is, is important to this work of supporting creative small businesses.

[Sarah Merritt, PA Council on the Arts] 15:41:18

So next slide, please.

[Sarah Merritt, PA Council on the Arts] 15:41:26

So, whoops, there we go. So typically the loans are between \$5,000 and \$250,000. We've had a couple of loans that have been more than 250.

[Sarah Merritt, PA Council on the Arts] 15:41:41

In the about four year or a little bit over four years since we rolled out the program. Again, I would say that this program prioritizes lending and underinvested communities and populations And loans can be used for a variety of things, including working capital, marketing, access to markets.

[Sarah Merritt, PA Council on the Arts] 15:42:02

Business and professional development, those sort of things. Just recently i kind of crunch the numbers for this program. And I think it's really telling that When we rolled out this program, we did include real estate acquisition as an allowable use of the loan funds.

[Sarah Merritt, PA Council on the Arts] 15:42:21

And we weren't really sure what that would mean. And really, it's been really great to see that about a third of these folks have used these funds for acquisition of real estate.

[Sarah Merritt, PA Council on the Arts] 15:42:31

And to me, that's really vital because that says that they're really invested in their community, in their place.

[Sarah Merritt, PA Council on the Arts] 15:42:39

And they want to stay in that place. And I think as in terms of wealth building and giving people autonomy or helping people have autonomy owning your physical space is really important.

[Sarah Merritt, PA Council on the Arts] 15:42:57

So I think that's been a great outcome that we didn't necessarily anticipate when we rolled it out.

[Sarah Merritt, PA Council on the Arts] 15:43:04

About now, we're about at about 37 loans that have closed. I think it's probably more like 42 loans.

[Sarah Merritt, PA Council on the Arts] 15:43:12

The average loan amount tends to be \$131,000, but again, we've had loans as low as \$5,000 and And then a couple over \$250,000.

[Sarah Merritt, PA Council on the Arts] 15:43:25

So yeah, this has been a really wonderful program. I think that, you know, I know that we intend to continue it.

[Sarah Merritt, PA Council on the Arts] 15:43:36

And we are looking, as I said earlier in my presentation.

[Sarah Merritt, PA Council on the Arts] 15:43:41

To grow it. I think when we think about at the Council on the Arts, we really think of we look at our arts and culture community in our state, and we refer to it as our creative sector because it does include nonprofit and for-profit

[Sarah Merritt, PA Council on the Arts] 15:43:58

Entities and individuals across the Commonwealth and you know it's important to remember in your own states what your creative sector contributes to your state's economy. And in Pennsylvania, that's \$30 billion.

[Sarah Merritt, PA Council on the Arts] 15:44:13

And I think employs about 175,000 people. And so it's important that we find ways to better serve our folks across our states.

[Sarah Merritt, PA Council on the Arts] 15:44:26

And this is just one example and i'm really happy that I get to work in this space with people like Adam Kenny from Bridgeway Capital, and I will turn it over to Adam.

[Adam Kenney (he/him) PA] 15:44:40

You did such a good job. I don't know what I'm going to say.

[Adam Kenney (he/him) PA] 15:44:45

Well, it actually is... That's sort of indicative of this partnership that we've had with the PCA. I mean, they truly are thought partners in this work, which we desperately needed. And here's what I mean by that.

[Adam Kenney (he/him) PA] 15:44:59

Sarah is accurate that when we met with Sarah and Carl to discuss the Creative Business Loan Fund, we at that point For about a year and a half, we're leveraging some philanthropic funds um to do loans to creative businesses, right? But it's one thing when your funder and thought partner is sort of a regional foundation, even a substantial one

[Adam Kenney (he/him) PA] 15:45:25

But when you start having these conversations with a state arts agency Right. About being part of a statewide movement, if you will.

[Adam Kenney (he/him) PA] 15:45:36

Around invigorating the for-profit side of the arts ecosystem arts economy and ecosystem that was really important for for Bridgeway, because to be honest with you, like we're not we're not an arts and cultural organization so um It added some much needed credibility that

[Adam Kenney (he/him) PA] 15:45:59

You know, we were our focus on creative businesses was aligned with larger efforts in state government.

[Adam Kenney (he/him) PA] 15:46:10

So we've been able to leverage that relationship with the pca to open up new doors uh for not only building up the Creative Business Loan Fund or our capacity to do that lending.

[Adam Kenney (he/him) PA] 15:46:24

But also, and this goes with what CDFIs do as well as lend, right? We do capacity building for the small businesses. That's essential.

[Adam Kenney (he/him) PA] 15:46:31

That's actually what I'm in charge of as the chief programs officer. I don't do lending per se.

[Adam Kenney (he/him) PA] 15:46:38

Everyone else at Bridgeway basically does, except for me and my team. But we make sure that the entrepreneurs we work with, creative or otherwise, have the skills and the network to be successful with their capital.

[Adam Kenney (he/him) PA] 15:46:50

Right. So that's why I think we're such a great partner for the PCAs. We're not just any old lender, right?

[Adam Kenney (he/him) PA] 15:46:57

We're a nonprofit social impact investor. So those same higher goals that the PCA wanted to accomplish, not just investing in artists, but Where are they? Who are they? As Sarah said, we align perfectly there.

[Adam Kenney (he/him) PA] 15:47:12

So as a CDFI, I'm going to go ahead and drop our URL in the chat as well if you want to learn more about Bridgeway Capital as a CDFI. There's thousands of us across the country, right? You probably have a number in your

[Adam Kenney (he/him) PA] 15:47:26

Backyard. So I encourage you to reach out to them and see what kind of collaborations are possible. It doesn't have to be a loan fund So, but Bridgeway Capital mostly serves Western PA. We do have a cohort running now in State College. So truly all of Western PA, which is the middle of the state.

[Adam Kenney (he/him) PA] 15:47:44

But we're also in Northern West Virginia and Eastern Ohio. We do about \$25 million a year in lending. So that seems like a big number, but actually it's like barely even a drop in the bucket compared to a normal financial institution.

[Adam Kenney (he/him) PA] 15:47:57

Our loans range anywhere from 5,000 to 5 million and that's because We serve both small businesses looking to do loans in equipment and working capital, but As Sarah said, we can also support larger transactions for commercial real estate.

[Adam Kenney (he/him) PA] 15:48:15

But we also complement that with a wide range of business assistance activities and we have a very diverse suite of business assistance programs specifically focused on the creative economy right on creative entrepreneurship.

[Adam Kenney (he/him) PA] 15:48:30

We actually own a building that is about 150,000 square feet and 25% of it is own and activate or is activated excuse me by creative businesses looking to grow.

[Adam Kenney (he/him) PA] 15:48:42

Yeah, so that's sort of us in a nutshell compared to other CDFIs.

[Adam Kenney (he/him) PA] 15:48:47

I would say that there's probably not too many that have the same level of focus on the creative economy that we do. But if you're interested in engaging with a CDFI in your area and want to leverage Bridgeway as evidence that CDFIs and arts Councils can collaborate and be really impactful. I mean, happy to provide you any literature that would be needed there.

[Adam Kenney (he/him) PA] 15:49:09

Yeah, so I think that I have one more slide that sort of sums up CDFIs because I just presented you with a lot of bullets that you may or may not.

[Adam Kenney (he/him) PA] 15:49:19

Remember, right? As Sarah said, we're all about equitable economic development. So all CDFIs We do a mission test whenever we do an investment and it has to be to empowering an underserved entrepreneur or supporting a disinvested area. So again, we were natural thought partners with arts councils or the PCA that shares those values.

[Mohja Rhoads] 15:49:47

Thank you so much, Adam and Sarah. That was um just a wealth of inspiration. What a wonderful program. Thank you very much for your time.

[Mohja Rhoads] 15:49:58

And Ryan will end the session with some conversation.

[Ryan Stubbs, NASAA] 15:50:04

Yeah, thanks, everyone. Thanks, Moja, Adam, Sarah, Cindy, and Tina for these great presentations and for your exemplary programs. Yeah, I just want to ask a few questions to help us discuss some of the challenges and benefits of cross-sector work and some of the lessons that you've learned. We've got a little bit of limited time here, so we'll probably just get a few questions and try to get something from the audience in.

[Ryan Stubbs, NASAA] 15:50:28

Yeah, to kick it off, I'll go ahead and start. So we know that a goal of cross-sector work is to build community cohesion and strengthen the connections between people living in a place, regardless of the backgrounds.

[Ryan Stubbs, NASAA] 15:50:45

And... So the question is, how do you think your programs contributed to building community? Was there anything you observed anecdotally or otherwise that made you think.

[Ryan Stubbs, NASAA] 15:50:55

This program was making a difference in this way. And so I'll start with our friends in Georgia, Cindy or Tina.

[Tina Lilly (she/her) Georgia Council for the Arts] 15:51:07

I'll take most of my answer. The people and the groups A lot of times Dick did not know each other.

[Tina Lilly (she/her) Georgia Council for the Arts] 15:51:19

Beforehand. And a lot of the city officials that came told us that there weren't any artists in their cities.

[Tina Lilly (she/her) Georgia Council for the Arts] 15:51:31
So we thought So just to get them in the same place and talk to each other.

[Tina Lilly (she/her) Georgia Council for the Arts] 15:51:39
I think was... a huge accomplishment.

[Tina Lilly (she/her) Georgia Council for the Arts] 15:51:44
Cindy, you agree?

[Cindy Eidson GEORGIA] 15:51:45
I totally agree. And one thing is I want to add to Tina's is that a lot of the areas were underserved areas.

[Cindy Eidson GEORGIA] 15:51:57
Like we talked about that that whole area where the whole area where Unvacant, vacant building the vacant lot is was in an area that was not the normal place where everybody had investment going on and businesses it was vacant. And so once they started using the placemaking piece, that

[Cindy Eidson GEORGIA] 15:52:17
It really made a difference. And what we are seeing with these other 12 communities is they're doing the same thing. They're trying to bring on a minority sector who are not at the table.

[Cindy Eidson GEORGIA] 15:52:30
When you were talking about with Endoraville and trying to bring in different people to have a connection to the park where they didn't feel like it was their park.

[Cindy Eidson GEORGIA] 15:52:41
So those are the things. And Tina, 100%. City Council don't know that they have artists in their community and they never until this moment.

[Cindy Eidson GEORGIA] 15:52:50
And we did have naysayers during the They had one local official that kept saying, no, I just don't see why we're doing this. It doesn't make sense.

[Cindy Eidson GEORGIA] 15:52:59
And finally, other... leaders were coming over and saying it works It's good. It makes sense. And so he actually flipped And started believing in what was going on during the process. So he became a believer. It took a little bit.

[Cindy Eidson GEORGIA] 15:53:16
I wanted to take him out back and talk to him, but it ended up all working out. It ended up working out for us, but they just don't seek counsel, don't see that artists can bring the answers. And so that's what we always are out there saying. And Tina

[Cindy Eidson GEORGIA] 15:53:33
Is a presenter for us at a lot of our conferences and we have a lot of people that attend those sessions, they sell out for when we're having our conferences across the state.

[Ryan Stubbs, NASAA] 15:53:45
That's great. Seeing in action really changes those hearts and minds.

[Ryan Stubbs, NASAA] 15:53:52
Adam and Sarah, anything to add to that question?

[Sarah Merritt, PA Council on the Arts] 15:53:56

I'm sorry, I have a hungry cat. I don't know what's going on. She's climbing on my back.

[Sarah Merritt, PA Council on the Arts] 15:54:04

Let's see. Well, I think Adam is more boots on the ground. So I think he can probably speak to this. I would say um Like for our part from the state level, just the number of inquiries we get about this program is evidence that

[Sarah Merritt, PA Council on the Arts] 15:54:21

People are recognizing it and it's important I guess I would also say um out of the loan program, we have another program called the Creative Entrepreneur Accelerator, which provides grants to creative small business owners across startups and existing And that's been really, really popular.

[Sarah Merritt, PA Council on the Arts] 15:54:42

And so, you know, just in terms of that work and how we've been able to expand our work in this space.

[Sarah Merritt, PA Council on the Arts] 15:54:48

Is evidence that these programs are contributing to building community. But Adam, I'll let you can speak to it.

[Adam Kenney (he/him) PA] 15:54:56

Yeah, I would say that, you know, as a sector, creative businesses are pretty insecure about their small business ownership.

[Adam Kenney (he/him) PA] 15:55:05

Skills and potential for impact, right? And as community and economic development happens, there's sort of like collateral damage, right?

[Adam Kenney (he/him) PA] 15:55:15

And they're not active participants or players. So through our technical assistance and through the capitalization.

[Adam Kenney (he/him) PA] 15:55:22

You see a level of commitment and seriousness to being real allies and equitable economic development.

[Adam Kenney (he/him) PA] 15:55:30

Right. Because they're not walking around with their shoulders slumped over like, oh, I'm an artist. I don't understand money. I can't really do anything.

[Adam Kenney (he/him) PA] 15:55:39

They get empowered. By the skills that we share with them. And then when they're capitalized, right, that's when you really start seeing action because that's what it takes.

[Adam Kenney (he/him) PA] 15:55:53

So to see a whole sector of the local sort of regional economy feel like it has more of a say in the way that the community evolves is really exciting.

[Ryan Stubbs, NASAA] 15:56:08

That's great. Yeah, and so um Actually, the next question that we had planned was more about talking about the new opportunities that these programs opened up for you, but I felt like that was really apparent in the apparent in the

[Ryan Stubbs, NASAA] 15:56:23

In the presentations. And so I'm just going to skip over to the other side of it and talk and ask the question about challenges.

[Ryan Stubbs, NASAA] 15:56:33

What challenges did you encounter in forming these partnerships? And this could be administrative, programmatic, bureaucratic, or otherwise.

[Ryan Stubbs, NASAA] 15:56:41

And were there ways you were able to deal with these challenges that you might offer as advice to your colleagues across the country and start with Pennsylvania, Adam or Sarah.

[Sarah Merritt, PA Council on the Arts] 15:56:57

Well, so I think obviously we're a state agency so bureaucratic is always going to be like in the top of our challenges.

[Sarah Merritt, PA Council on the Arts] 15:57:06

But I think, you know, if you really think about it, there are ways to make it work.

[Sarah Merritt, PA Council on the Arts] 15:57:11

You just have to be creative and that's in our nature. So, you know, that should be in our wheelhouse, right?

[Sarah Merritt, PA Council on the Arts] 15:57:19

I think on the other side of it, as we started pitching this This program, as I said, like Bridgeway was natural because they were already working in this space and they understood it.

[Sarah Merritt, PA Council on the Arts] 15:57:31

But to folks that might not necessarily understand it, it's really trying to to um be able to frame the conversation in ways that they will understand and provide them with the information that helps them understand it better. But I think it goes back to kind of what Cindy was saying is like really educating folks on the importance of

[Sarah Merritt, PA Council on the Arts] 15:57:53

The creative sector in our state and in our ecosystems and um Sometimes that's a heavy lift, but when you can get those people that don't understand it to really get it.

[Sarah Merritt, PA Council on the Arts] 15:58:05

They can be your biggest champions. So I think that was another thing that was maybe difficult outside of like the bridgeway folks was really getting folks to to see the importance of it. And it also goes to that whole thing that Adam just said about

[Sarah Merritt, PA Council on the Arts] 15:58:19

Really lifting up capacity for creatives and creatives, small business owners and in terms of their business acumen.

[Sarah Merritt, PA Council on the Arts] 15:58:28

Because we have to leave behind this whole idea that artists have to starve. And if they make a living off their creative practice, they're selling out.

[Sarah Merritt, PA Council on the Arts] 15:58:36

Because that's ridiculous and i take Sometimes I get really offended by that because I'm also an artist who used to make a living off my creative practice.

[Sarah Merritt, PA Council on the Arts] 15:58:45

So like we have some work to do in terms of how we frame how we talk about that work.

[Adam Kenney (he/him) PA] 15:58:52

Yeah, I'm just going to piggyback on that. The starving artist stereotype Which is usually espoused by those that are leveraging a significant amount of privilege because they're not really starving, right?

[Adam Kenney (he/him) PA] 15:59:06

It's just part of their outfit, their uniform. But when you're dealing with underserved communities where the hierarchy of needs is like really out there.

[Adam Kenney (he/him) PA] 15:59:16

You can't have a creative business and not think about paying your rent.

[Adam Kenney (he/him) PA] 15:59:21

So not talking about money It doesn't really work. So to try to push that stereotype away because even folks that can't afford to hold on to that stereotype of of selling out is selling out. We'll still do so because that's how powerful it is. So

[Adam Kenney (he/him) PA] 15:59:39

Changing the mindset of capital being inherently evil to being capital being a force for social impact right of artists sort of leveraging their sort of activist proclivities to actually do more than Like protest, but actually to capitalize in create meaningful jobs

[Adam Kenney (he/him) PA] 16:00:00

And capture space from gentrification. I mean, it takes money to do those things. So, you know, that, you know, changing those hearts and minds has taken a while.

[Adam Kenney (he/him) PA] 16:00:09

But again, we couldn't do it without the PCA being a thought partner at that level. And then now that we have a solid pipeline and a solid group of entrepreneurs that are leveraging capital to do good.

[Adam Kenney (he/him) PA] 16:00:21

In the creative economy, it's changing pretty pretty we have some nice momentum

[Ryan Stubbs, NASAA] 16:00:29

That's great. I know we're coming up to time here, but Cindy, anything you would add there? And I see that Tina has entered her comments into the chat.

[Ryan Stubbs, NASAA] 16:00:41

To this question. But yeah, Cindy, I'll give you the last word here around challenges and things, ways to overcome

[Cindy Eidson GEORGIA] 16:00:50

Well, I think just one of the challenges is that we had local officials that signed up for the class For the more than murals that didn't really believe in it.

[Cindy Eidson GEORGIA] 16:01:00

And then when they were there to see when they were there the artists, the spaces and how it you know it it just caused a a whole area of Thomasville that wasn't developed to be developed.

[Cindy Eidson GEORGIA] 16:01:16

And have businesses that focus on the arts It changed their minds. And I think you just have to I think that's what was... a challenge for us, but then it became very real of when a local official sees it

[Cindy Eidson GEORGIA] 16:01:34

And they can't deny it. That's what I loved about it. They couldn't deny that the arts made this happen.

[Cindy Eidson GEORGIA] 16:01:40

And Thomasville was one of those cities that We knew it was going to sell.

[Cindy Eidson GEORGIA] 16:01:46

For local officials. But when you saw this one official, and there are probably others, they were just scared to say anything once we pointed out that one guy.

[Cindy Eidson GEORGIA] 16:01:55

Who was against you know thinking that things weren't going to be that way. But I think it's the mindset of, you know, local officials Not seeing how the arts makes an impact. And Tina, I'll leave you with the last word.

[Tina Lilly (she/her) Georgia Council for the Arts] 16:02:14

I agree.

[Ryan Stubbs, NASAA] 16:02:18

Perfect. All right. So yeah, unfortunately, we are at time, but thanks so much again to our presenters for the great conversation and presentations. Thanks to Moshe and the team at NASA for creating all of these resources and strategy samplers. Again, I encourage you to visit our website and under the cross-sector collaborations page, you'll see four strategy samplers developed by NASA. And we are always open to

[Ryan Stubbs, NASAA] 16:02:49

Further conversations and questions. Also, thank you to our partners at the NEA, Michael and Laura.

[Ryan Stubbs, NASAA] 16:02:56

All right, everyone. Until next time, we'll see you.