

PLACE + CREATIVITY



A free mapping tool that supports people making decisions about place and creativity in Philadelphia.

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Is Creativity a driver of Place?

A Public/Private Partnership



- How can we use data to support **creative placemaking** and neighborhood economic development?
- What are the **relationships** between the arts and other sectors - real estate, transportation, public amenities, housing, education, urban planning, green space, etc.



CultureBlocks: The Project

Goals

- Research & understand impact of the arts on neighborhoods
- Drive future investment decisions

Functions

- Central repository for data
- Visualize location of arts activity

Outputs

- Free Web Tool
- Social Wellbeing Index
- Policy Implications



Making the Case for Arts-Based Economic Development

Target existing resources to arts/creative businesses in low/mod income neighborhoods.

Improve grantmaking and other City services to the arts/culture community.

Develop stronger tools for business attraction efforts.

Foster market-driven development of arts/creative facilities.

Develop new grant or loan programs that support growing trends, i.e. artist housing, live-work, multi-tenant, etc.

Encourage other quality of life and infrastructure investments, i.e. streetscape, transportation, etc. based on trends, i.e. location of artists/arts organizations



50 Data Sets

■ Arts Data

- *Arts/Culture Orgs*
- *NPs with arts programming*
- *Emerging Arts organizations*
- *Creative Businesses (for profits)*
- *Cultural Participation*
- *Resident Artists*
- Public Art & Murals
- Art Galleries
- Creative Multi-tenant facilities
- Local, State and Federal Arts Investments
- Special Event Permits
- Historic Designations

■ Demographic Data

- Race/Ethnicity
- Ethnic Diversity
- Education
- Income
- Population
- Age

■ City & Gov't Data

- Parks, Community Gardens and Open Space
- Schools, Libraries and Rec Centers
- Schools with Art/Music Teachers
- Zoning & Land Use
- Neighborhoods
- Council Districts
- Transportation Lines
- Local, State and Federal Economic Development investments
- CDCs
- Commercial Corridors
- Keystone Innovation & Opportunity Zones





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Explore

Work better visually? Start here to pan and zoom around the map and select data for the area of your choice.



Profile

Get a report of all the cultural assets, demographics and resources for a specific neighborhood or area.



Match

Find areas of the city that compliment your ideas using specific cultural, economic and demographic criteria.

CultureBlocks is a free mapping tool that supports people making decisions about place and creativity in Philadelphia. Use it for research, planning, exploration and investment.

Who is using CultureBlocks?

1. Planning

Planning staff can quickly and thoroughly identify arts/cultural assets and ensure role of arts/culture role in neighborhood plans



2. Fundraising

Easy access to census data, on income and ethnicity, and age, other cultural activities to support a comprehensive need statement.



3. Research

Profile function shows how neighborhoods compare in terms of production and consumption of arts and culture.



4. Marketing

Get the word out regarding program updates, such as new guidelines



Interest in replication from other metropolitan areas

Implications

- Culture as a Dimension of Social Wellbeing
- The Geography of Culture and Social Wellbeing
- The Changing Contours of Philadelphia's Cultural Ecology



Cultural Ecology, Neighborhood Vitality, and Social Wellbeing—
A Philadelphia Project

CultureBlocks Final Research Report

Prepared by the University of Pennsylvania Social Impact of the Arts Project (SIAP)
with The Reinvestment Fund (TRF)

Submitted to The Reinvestment Fund
By Mark J Stern and Susan C Seifert
University of Pennsylvania
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City Goals for CultureBlocks

Internal Advocacy - Help colleagues see the influence of the arts on economic and community development

Empower the arts community with data to make place-based decisions

Use research to **generate new opportunities**, policies & funding streams





CultureBlocks.com

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