



Flashes of Inspiration Friday, October 5

This showcase includes an array of creative programs, helpful tools and fresh ideas from states and regions using a series of fast-paced and highly visual presentations designed to inform and inspire you in just five minutes apiece. Time will be reserved at the end for networking and Q&A with presenters.

1. 5x5 Temporary Public Art Initiative

Tonya Jordan, Public Art Manager
Mary Beth Brown, Public Art Coordinator
DC Commission on the Arts and Humanities

A quick look at the DC Commission's new signature public art project: 5x5. It all began with commissioning five highly experienced and innovative curators who each selected five artists (or artist teams) to create a temporary public artwork for the District. The resulting 25 installations activated and enlivened vacant, dormant, and open spaces throughout Washington, D.C. This flash of inspiration provides a rapid-fire overview of what it is like to employ the curatorial driven model for projects in the public sphere.

Additional resources:

www.the5x5project.com

2. CREATE CA (Core Reforms Engaging Art to Educate)

Craig Watson, Executive Director
Malissa Shriver, Chair
California Arts Council

CREATE CA is a broad-based, statewide coalition of agencies and organizational partners building an education reform movement with the arts and creative education at its core. Co-led by two state agencies, the huge California Department of Education (CDE) and the (by comparison) tiny California Arts Council (CAC), the coalition has built on the energy and focus garnered at the NEA's Educational Leaders Institute in May 2011. The California team of participants returned to the state and quickly assembled a diverse group of stakeholders that has swelled to several hundred advocates. A joint (CAC and CDE) citizen taskforce has been created and charged with drafting a Blueprint for Creative Schools, which will be close to completion in October 2012. While the taskforce will have a beginning and end when it delivers its report, the overarching work of CREATE CA will continue—guided in part by an effort occurring in parallel with the taskforce work--by developing a governance structure for the CREATE CA coalition to continue in the role of advocate and champion for the implementation of the Blueprint.

Additional resources:

<http://www.cac.ca.gov/artsinfo/create.php>

3. **Measuring Access: Oregon's Arts Education Data Project**

Deb Vaughn, Arts Education Coordinator
Oregon Arts Commission

Learn how the Oregon Arts Commission created an elegant measure of access to arts education in schools using existing data from the state department of education. The local advocacy tool that resulted is helping citizens around the state begin conversations with decision makers about what is best for students.

Additional resources:

To access the on-line database:

www.oregonartscommission.org/programs/arts-learning

Two years of printed publications summarizing state aggregate data:

<http://www.oregonartscommission.org/content/arts-learning>

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4. **Data in Action: the Creative Vitality Index**

Kris Tucker, Executive Director
Washington State Arts Commission (ArtsWA)

Now in its ninth year, the Creative Vitality Index (CVI) provides affordable, credible annual data about the health of the creative sector. ArtsWA is now expanding the value of the CVI by supporting pilot projects to use CVI data to inform collaborative local projects—such as integrating with economic indicators, contributing to community revitalization and building creative coalitions! Learn about the CVI and these pilot projects—and what ArtsWA is discovering from relatively small investments in savvy use of arts data.

Additional resources:

www.arts.wa.gov or www.arts.wa.gov/projects/cvi-pilot.shtml
cvi.westaf.org/

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5. **The Face of North Dakota**

Troyd Geist, Folklorist
North Dakota Council on the Arts

This presentation highlights a unique partnership between Amtrak, the National Park Service and North Dakota Council on the Arts tied to the national Trails & Rails Program. Any state with Amtrak running through it could replicate the program, which is successfully running on a very small budget. During the summer months, artists board the train in Minot, North Dakota, and travel to Shelby, Montana, and back, performing in both directions in the lounge or observation car, as well as the car for people with disabilities. The arts are used to introduce and inform people about the artistic and cultural landscape of North Dakota.

Additional resources:

www.nd.gov/arts

6. Put Your Governor on a Harley!

Marty Skomal, Director of Programs
Kathleen Kuszak, Director of Administration
Nebraska Arts Council

Do you need something to liven up your governor's arts awards ceremony? We put our governor on a Harley! Biker-inspired imagery was used for the invitation, marketing materials, recipient video segments and even staff attire. The dinner event was hosted by Nebraska Governor Dave Heineman and was webcast live statewide by Nebraska Educational Television. More than 500 guests, some also sporting biker gear (including the governor) were treated to musical performances, biker-themed decorations and video segments on each recipient.

Additional resources:

NAC Governor's Arts Award:

http://www.nebraskaartscouncil.org/services/governors_arts_awards/

To view video segments, go to Nebraska Arts Council's YouTube Channel and view the Governor's Arts Awards playlist:

<http://www.youtube.com/user/NebraskaArtsCouncil/videos?flow=grid&view=1>

7. Art Meets Agriculture in Iowa

Matthew Harris, Division Administrator
Iowa Arts Council, Iowa Department of Cultural Affairs

The Celebration of Iowa: Agricultural Art Contest is a juried art competition presented in partnership with the Iowa Department of Agriculture, Iowa Department of Cultural Affairs/Iowa Arts Council, and Iowa Farm Bureau Federation. In its inaugural year, the contest attracted 75 Iowa youth and adult artists; featured \$5,000 in sponsored cash prizes; and included a finalists' exhibit, award presentation at the Iowa State Fair, and recognition at the 2012 National Association of State Departments of Agriculture annual meeting.

Additional resources:

www.iowaartscouncil.org

Contact:

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8. Create Here Now

Kip Bergstrom, Deputy Commissioner
State of Connecticut Department of Economic and Community Development

Kip Bergstrom discusses the State of Connecticut's new "Arts Catalyze Placemaking" program, under which all of the State's grant making has been focused on "creative placemaking initiatives by artists, arts organizations and new municipal collaborations." Under his leadership, the City Canvas Initiative; Creative Placemaking in Seven Places has completed or is nearing completion of 25 major public art installations involving 65 Connecticut artists in 6 months. Bergstrom's remarks touch on the nationally recognized Project Storefronts model developed in New Haven to spur sustainable creative industry innovation in repurposed spaces, as well as Create Here Now, his department's vision for their post-City Canvas Initiative concentration.

Additional resources:

<http://www.cultureandtourism.org/cct/cwp/view.asp?a=3933&q=504252>

9. The Georgia Story: A Tale of Tourism Product Development

Karen Paty, Executive Director
Georgia Council for the Arts

The Tourism Product Development grant was designed to financially support tourism development activities at the local level that sustain and create jobs, and to support Georgia's creative economies with an emphasis on local artists and the nonprofit arts industry. The Georgia Council for the Arts matched the grant budget of Georgia's Department of Economic Development's Tourism Division to support tourism grants that involved the work of an artist or arts organization. When the request for proposals was announced, more than 80 applications were submitted, more than twice the amount prior to the addition of the arts component. Of the 23 grants awarded, 11 supported arts-related initiatives that introduced new art to audiences and created jobs in the arts industry. Such an enthusiastic response supports gives merit to the fact that the arts provide benefits that support the economic vitality of the entire state.

Additional resources:

<http://www.gaarts.org/>

10. From Gloom to Bloom

Sandy Shaughnessy, Director
Florida Division of Cultural Affairs

This presentation highlights how the Florida Division of Cultural Affairs has been revitalized after facing what seemed like certain doom. Through strategic adaptation, new initiatives and some unlikely partnerships, the Division has reinvented itself in a way that has continued to further its mission and strategic plan.

Additional resources:

<http://www.florida-arts.org>

<http://www.culturebuildsflorida.org>

<http://twitter.com/culturebuildsfl>

<http://on.fb.me/DCAfacebook>

<http://www fla500.com>

<http://www.museumoffloridahistory.com/>