

# Utica Arts and Culture

Taking Steps Towards Creative Placemaking

# Our Team//



Tarah Brand

Hi! I am from Alder Creek, NY 25 miles North of Utica. Being from the area gives me a more personal experience with the city having spent time there growing up. In addition to the Landscape Architecture major, I am Minor in Urban and Regional Studies. Taking classes toward the minor has allowed me to learn the forces that shape the social, economic, political characters and physical forms of urban/suburban/rural areas. I have also worked with two different communities on projects in Spencer, NY and Elmira, NY.



Jack Grieshober

Being a native of Buffalo, New York, I have had the opportunity to work with and observe local landscape architect studios and their efforts to revitalize the city's downtown area and waterfront.

With a concentration in Fine Arts, I have developed a strong focus in the way which works are represented and portrayed. Using these skills, I hope to help plan and provide insight on how a strong, centralized, and appealing area can be made to showcase the art and culture of the community in Utica.



Elouise Le Veau

My name is Elouise Le Veau, 25 years old from Sweden. I'm currently an exchange student from the Swedish University of Agriculture and Life Sciences. At Cornell University I study Landscape Architecture and Urban Planning. I'm on my first year of a 2-year Master program which I am splitting between the two universities.

My interests lay with the urban landscape, our cities. I'm especially interested in social issues in cities and how the built environment contributes to either a segregated community or an integrated community.

Participatory design and planning are methods I want to learn more about, after all the people in a community are the ones which will form their neighborhood.



Olivia Lerner

Hi, my name is Olivia Lerner, I am currently studying Landscape Architecture at Cornell University. I was born and raised in New York City which has informed my awareness of the importance of public green space as well as community informed design and planning.

My background is planted in the arts, having worked at a contemporary arts exhibition space in Chelsea NYC as well as participating in a few shows myself. I hope to bring my knowledge of community development and cultural arts to the city of Utica.



David Torrey de Frescheville

David attended the University of California, Santa Cruz and earning a BA in both Film & Digital Media and Community Studies. In 1999, David co-founded the International Experimental Cinema Exposition in Denver. David also worked as the Festival Coordinator for the MIX Film Festival in New York City and has co-produced the internationally acclaimed film Tarnation that appeared in many film festivals including Sundance and Cannes.

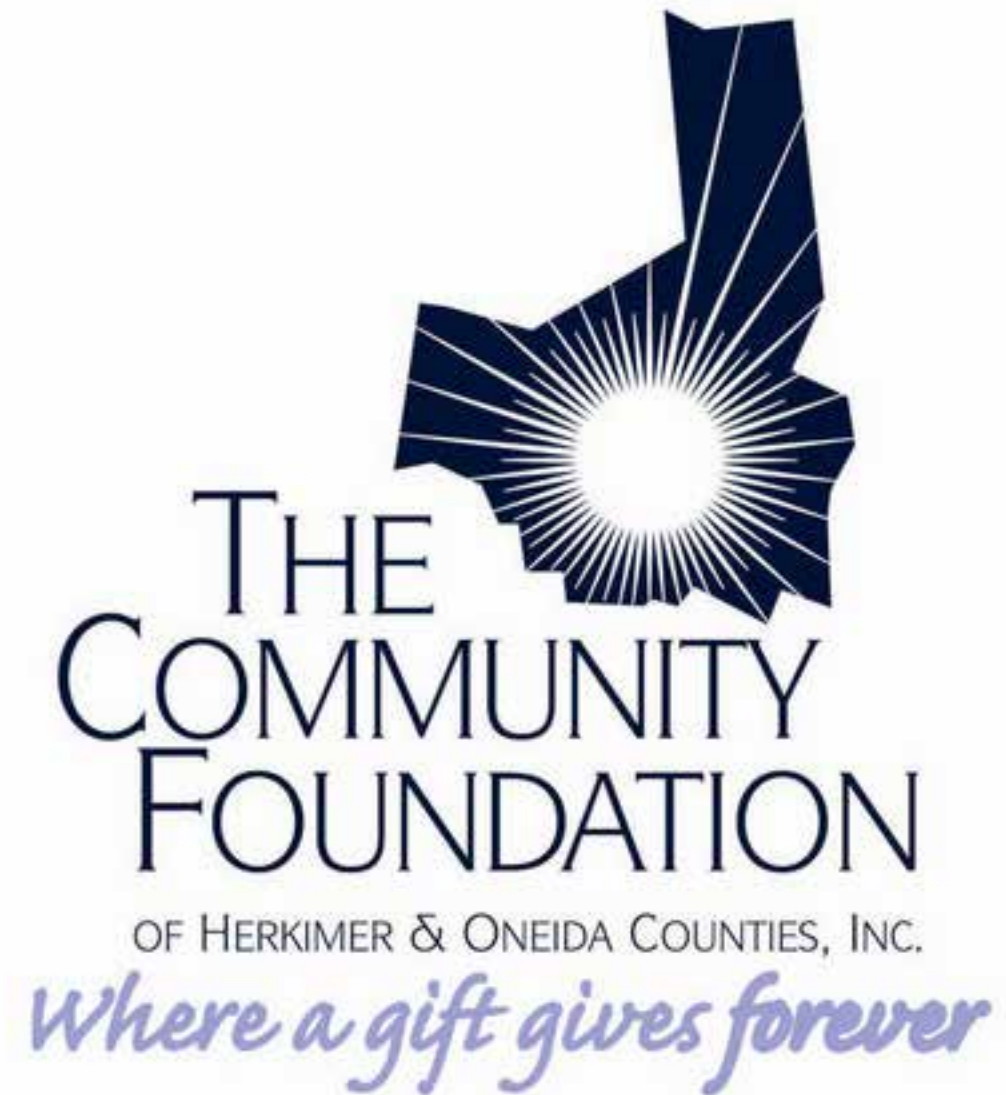
Having a passion for gardens, community and the transformative experience of space, David is currently earning his MLA in Landscape Architecture at Cornell University where cinematic expressions appear in all of his designs.



Yuming Zheng

Before I came to Cornell, I received a bachelor's degree in landscape architecture and a master's degree in landscape plants in China.

Growing up in one of the fastest growing countries, I have witnessed great changes in the Chinese landscape which always lack local features and identities. Because of this I am interested in learning about designs that focus and embrace the place rather than disregarding its location. In addition, I was born in a family of artists making me fascinated by art and related fields. To expand these interest and skills, working with Utica will give me a great opportunity to create a unique place which can reveal the identification of Utica's art and cultures. I hope to contribute my knowledge and skills to Utica's program!



GOALS//

## The BIG BIG Picture

1. Be a CATALYST to BEGIN the process of creating ideas Arts and Culture District in Utica.



GOALS//

The BIG BIG Picture

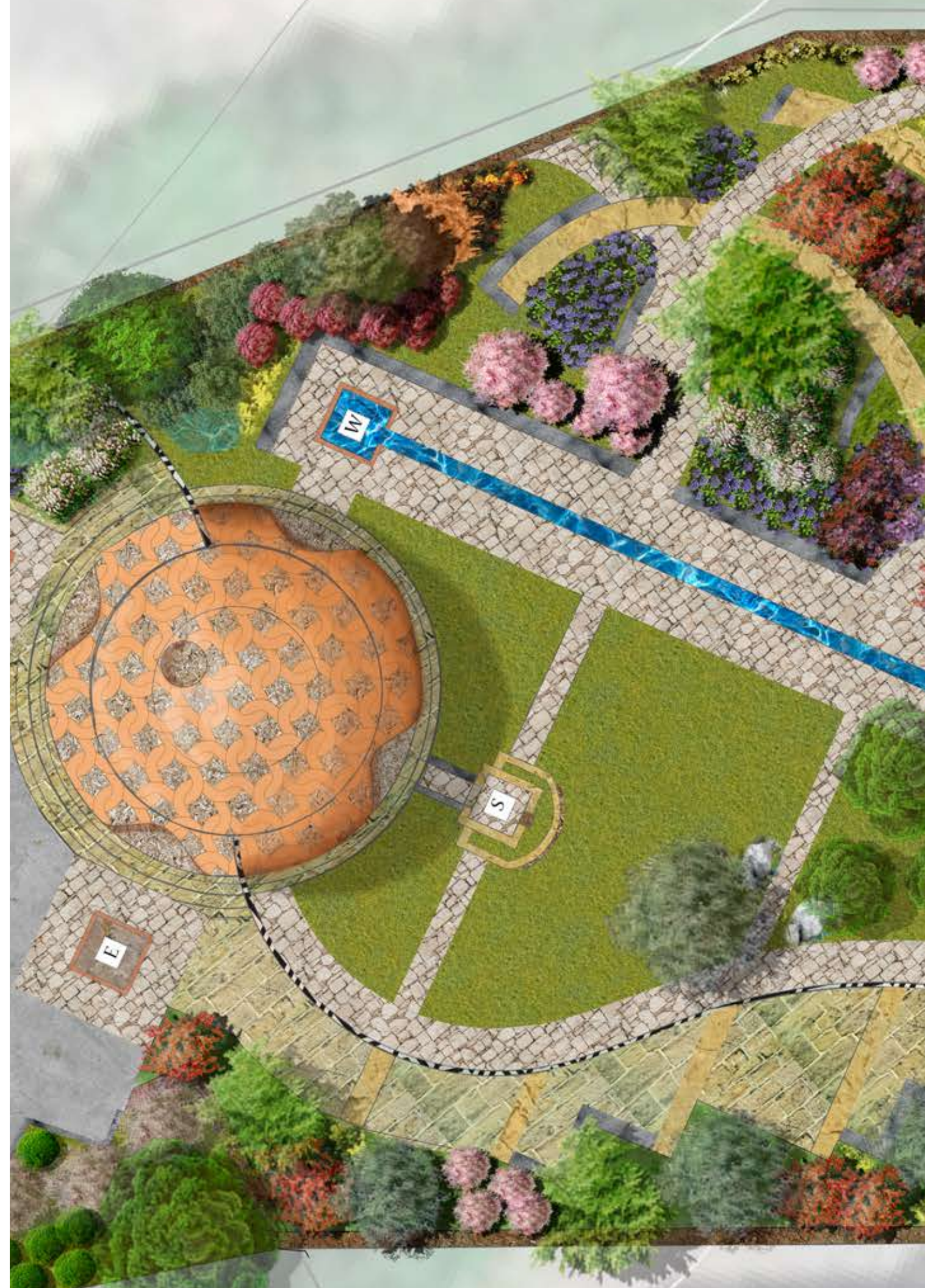
2. Help generate  
COMMUNITY INVOLVEMENT.



GOALS//

# The BIG BIG Picture

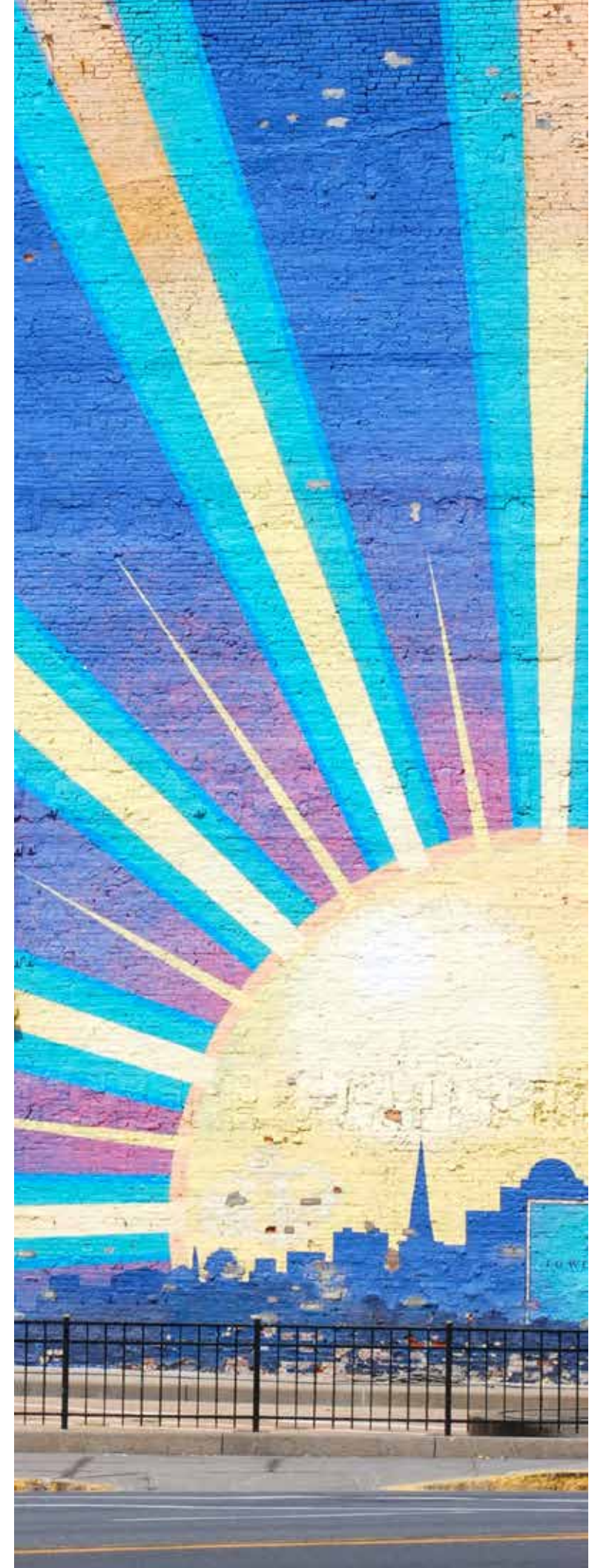
3. Create a schematic proposal plan and design ideas for arts and culture in and around Oneida Square and/or other neighborhoods.



# GOALS//

## The BIG Picture

- 1) Generate a macro-view and understanding of the community's arts and cultural assets
- 2) Provide relevant case studies and information that can assist Utica in its creative placemaking efforts
- 3) Generate a micro or local view of the currently proposed Arts District being identified in and around Oneida Square



TAKING STEPS TOWARDS CREATIVE PLACEMAKING//  
A NEW VISION





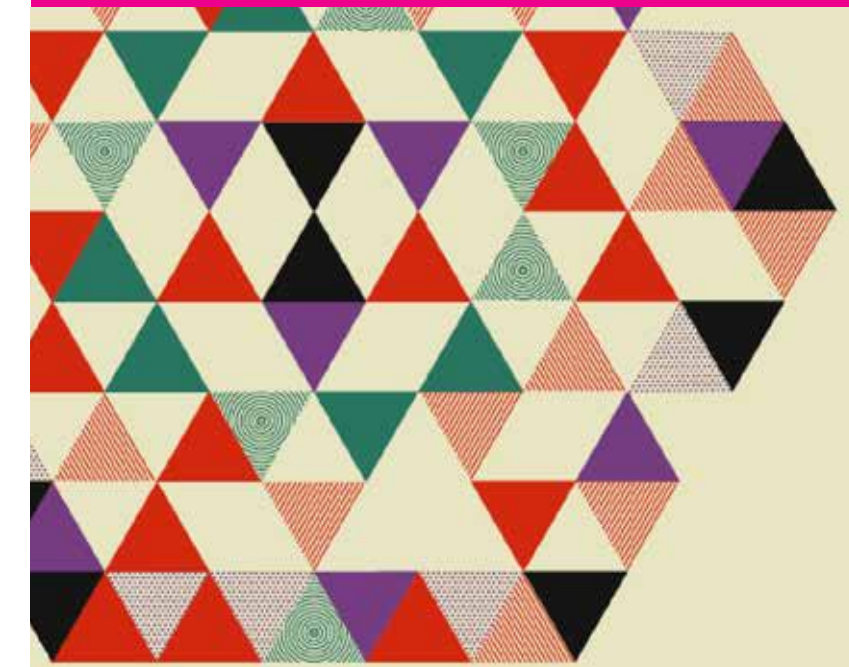
# CREATIVE PLACEMAKING//

## A New Vision

### Our Grounding Framework

2010 Publication: Creative Placemaking  
National Endowment for the Arts

Rocco Landesman  
Ann Markusen  
Anne Gadwa



# Creative PLACEMAKING

Ann Markusen *Markusen Economic Research Services*  
Anne Gadwa *Metris Arts Consulting*

EXECUTIVE SUMMARY



NATIONAL  
ENDOWMENT  
FOR THE ARTS

A White Paper for The Mayors' Institute on  
City Design, a leadership initiative of the  
National Endowment for the Arts in partnership  
with the United States Conference of Mayors  
and American Architectural Foundation.

# CREATIVE PLACEMAKING// A New Vision

## CREATIVE PLACEMAKING IS...

“...simply, the way in which communities use the arts to help shape their social, physical and economic characters.” Rocco Landesman - N.E.A Chairman



# CREATIVE PLACEMAKING// A New Vision

## CREATIVE PLACEMAKING IS...

A DECENTRALIZED approach to shaping physical and social space through LOCAL ARTS and CULTURAL ACTIVITIES & ASSETS with partners from public, private and community sectors.



# CREATIVE PLACEMAKING// A New Vision

The traditional approach for Arts/Culture Districts

Monolithic, single organization involved, top down approach, not connected to local community, serves limited people, single area, doesn't revitalize



San Jose Performing Arts Center

## A NEW VISION

A contemporary approach with proven track record.

Community based, bottom up approach, can help transform multiple neighborhoods.



Festival of Lights in Lyon, France

# 6 KEY COMPONENTS//

Creative initiators

Designing around distinctiveness

Mobilizing public will

Garnering private sector support

Securing art community engagement

Building partnerships

LIVABILITY

DIVERSITY

ECONOMY

identity

collaboration

creativity

public safety

community

walkability

integration

revitalization

tourism

jobs

infrastructure

export

environmental  
quality

KNOWLEDGE

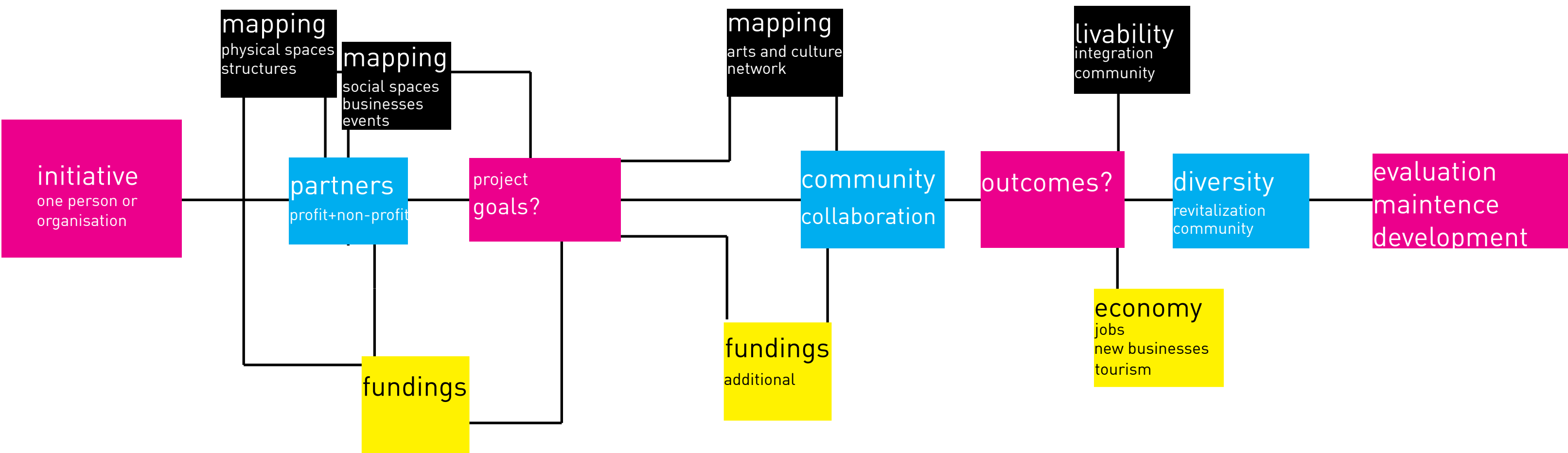
COLLABORATION

FUNDING

- forging partnerships
- sustaining partnerships
- regulatory hurdles
- displacement
- countering skepticism
- informing community
- gentrification
- sufficient funding
- sustain project
- maintenance
- evaluation metrics



# the PROCESS//



## Case Study//

# After School Matters, Chicago

Can arts leaders take a vacant downtown lot with workforce development monies to create a pioneering program to provide city youth with marketable skills and job savvy? That's what happened in Chicago almost two decades ago.



After School Matters is a non-profit organization that offers Chicago high school teens innovative out-of-school activities

# After School Matters Chicago//

## Story



Roots – gallery37



Founder – then-Chicago First Lady



We are proud to be part of a community that is committed to nurturing the talent, creativity, and energy of our teenagers.

Gallery37's success prompts a private foundation to support its expansion city-wide and into other subject areas. After School Matters now operates across the city, pairing students with artist mentors at high schools, parks, and libraries, public partners providing 63% of its \$28 million budget.

## Model

Apprenticeships + Internships



# After School MattersChicago//

## Programs



gallery37

Our flagship conte offers teens oppor visual, culinary an performing arts.



words37

These programs allow teens to explore creative writing, poetry, public speaking and journalism



tech37

These programs offer teens opportuni- ties in robotics, Web development, video production and software development.



science37

These programs give teens hands-on experience in lab science, environmen- tal science, engineering and math.



sports37

These programs focus on athletics, health and fitness while training teens as lifeguards, coaches, officials and recreation leaders.

After School Matters improves youth graduation rates, expands the arts and design workforce, offers public performances throughout the City, and greets visitors with airport murals that the celebrate the City's diverse cultures.

# Case Study//

# Mural Arts Program, Philadelphia



# Mural Arts Program Philadelphia//

Through a unique city agency-non-profit hybrid, Philadelphia, once plagued by graffiti, is now the City of Murals. More than 3,000 of them have converted expanses of once-vacant walls into beacons of pride.



An artist and mayor launch the nation's largest mural arts program, begun as an anti-graffiti effort fueled by neighborhood input and harnessing ex-graffiti writers' skills.

# Mural Arts Program Philadelphia//

The City of Philadelphia Mural Arts Program is the largest public art program in the United States. They strive to have their mural projects represent collaboration. The mural-making process builds lasting community relationships, bringing together people whose paths might otherwise never have crossed. When diverse community members have joined together to promote the community, the finished mural celebrates their collective creative force.



“What drives us is the opportunity for life to triumph over the forces of despair. We just happen to be good at painting murals.”

Mural Arts Core Value

“Mural Arts is a unique asset that has done great good for the city and its youth.”

Philadelphia Inquirer Editorial, December 29, 2005

“I needed direction in my life, and I found it with Mural Arts.”

Eric, Art Education Student

“The mural tour was the unexpected highlight of my family’s visit to Philadelphia.”

Carol from New Jersey

# Mural Arts Program Philadelphia//

## Educational Programs

### Art Education



Be an artist.  
Be an entrepreneur.  
Be an innovator.  
Be a Philadelphia Original.

### Restorative Justice



## Mural Programs

### The Porch Light Initiative



### muralLAB





# Mural Arts Program Philadelphia//

Each year, 2,500 youth, 400 inmates and ex-offenders, and 300 professional artists work in 100 communities to stabilize abandoned lots, enliven community centers, animate open spaces, and reflect the diverse cultures of city neighborhoods.



# Case Study//

## Gordon Square Arts District, Cleveland

The Gordon Square Arts District is the economic cornerstone of Cleveland's West Side where a powerful combination of housing, new businesses, the arts and neighborhood beautification are sparking the development of new jobs for residents.



# Gordon Square Arts District Cleveland//

The driving force for the arts district is a triad of established and successful arts and non-profit organizations that will **creating** a desirable neighborhood of choice, **attracting** and retaining the creative workforce vital to Cleveland's future, **offering** programs that engage the youth and provide them with access to the arts, **drawing** audiences from across the region



CREATING



ATTRACTING



OFFERING



DRAWING

**Three theaters** comprise the distinctive anchor for Gordon Square Arts District, a partnership of the CDC and two theatre companies.

# Gordon Square Arts District Cleveland//

Gordon Square Arts District - The Capitol Theatre



Gordon Square Arts District - Cleveland Public Theatre



Gordon Square Arts District - Near West Theatre



Three unique theatres are like three engines of the Gordon square all within a two minute walk of each other form the nucleus of the arts district and offer independent films, musicals and provocative theatre and dance productions.

Community development, highway and transit monies complement arts and cultural investments to generate permanent jobs, foster new and expanded businesses, and engage neighborhood youth through drama.

Case Study//

Artspace Lofts, Buffalo



# Artspace Lofts Buffalo//

Buffalo ends up near the bottom of most city rankings. But Richard Florida saw something in Buffalo and bucked that trend in his *The Rise of the Creative Class*. Wanting to prove the point, politicians across party lines including Buffalo's mayor and a New York governor and US senator supported Artspace Buffalo Lofts, a now vibrant artist community carved out of a vacant automobile factory.



# Summary

## Youth Activities



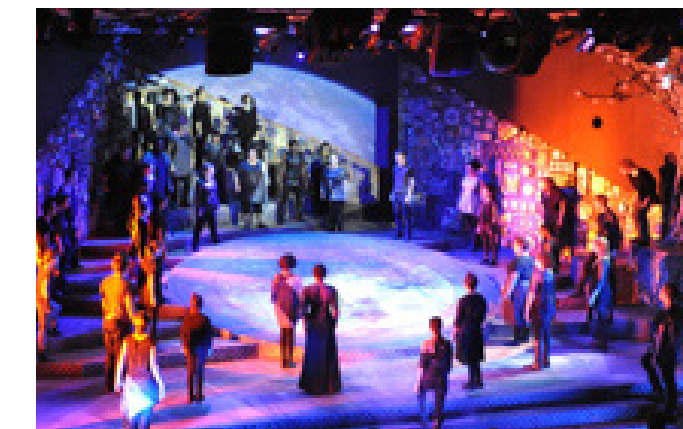
## Murals



## Theatres



## Artspace



WHAT IS ARTS & CULTURE IN UTICA?

IN WHAT WAY CAN UTICA BENEFIT  
FROM CREATIVE PLACEMAKING?

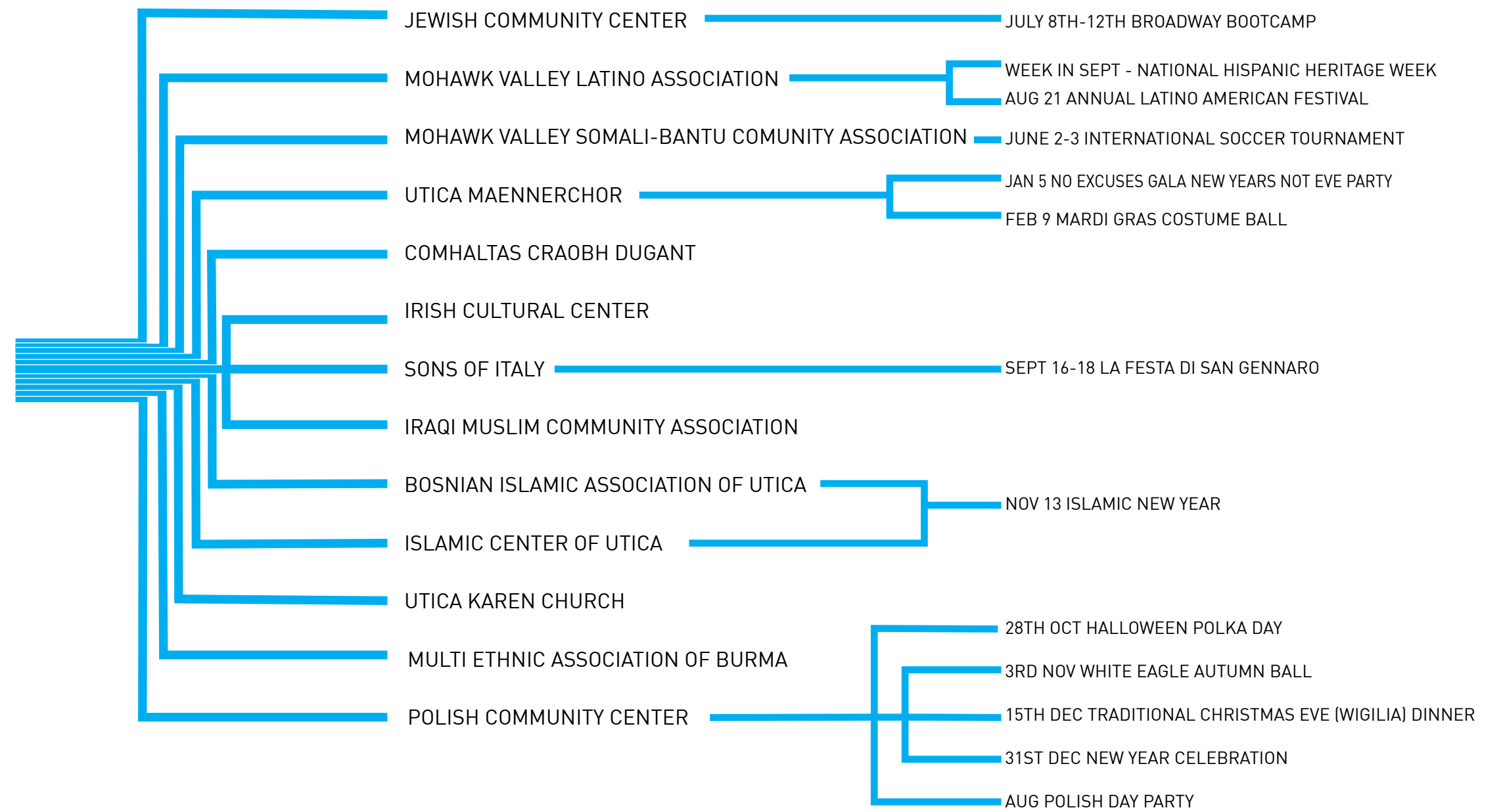
WHO WILL BENEFIT FROM THIS PROJECT?



# Opportunities and Constraints//



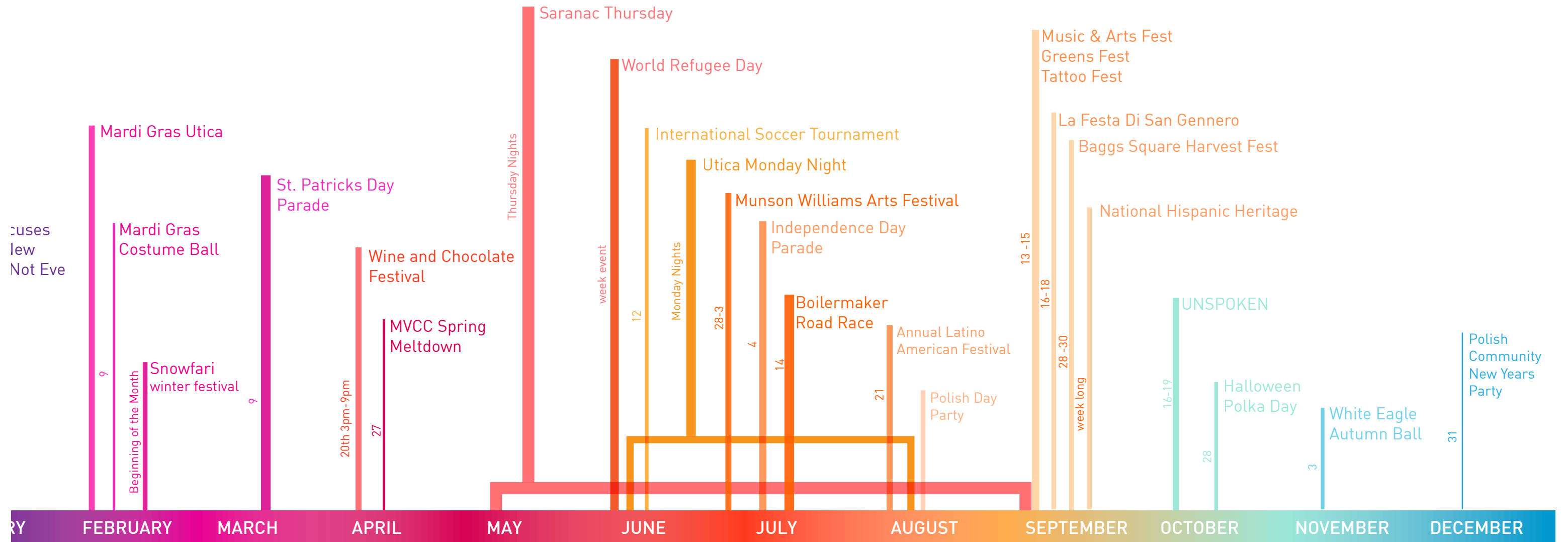
# CULTURE



# ARTS



# Calendar of Events//



# Event Revenue//

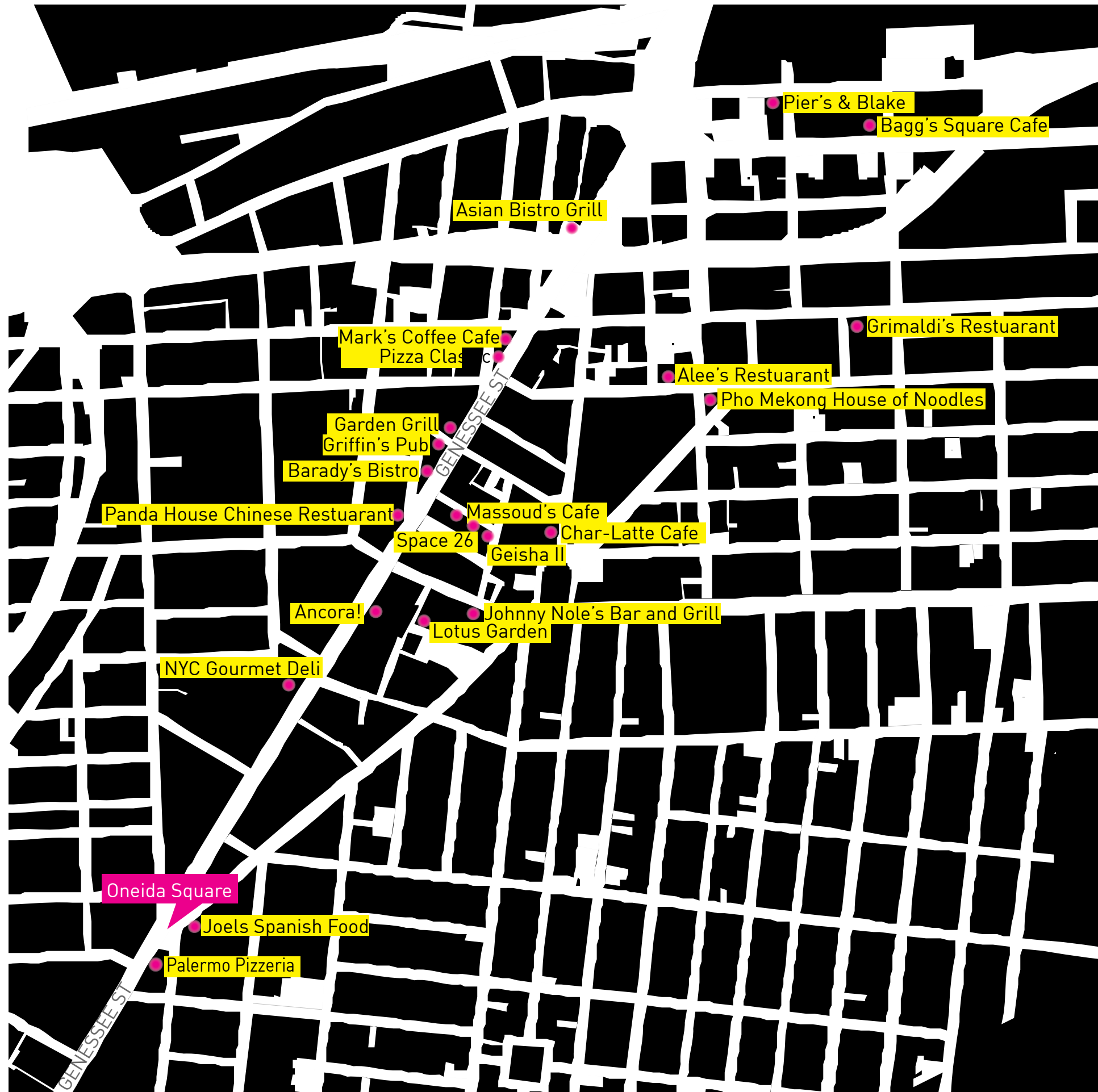
| Name                             | Estimated Attendance | Revenue                      |
|----------------------------------|----------------------|------------------------------|
| Boilermaker Race                 | 10,000 +             | \$2 Million                  |
| * Music & Arts Fest              | 4000                 | \$275,000                    |
| Sculpture Space (Mardi Gras)     | 300                  | \$35,000                     |
| Snowfari                         | 2,000                | \$10,000                     |
| St. Patricks Day Parade          | 35,000               | -                            |
| Utica Wine and Chocolate Fest.   | -                    | \$20-25,000                  |
| Saranac Thursdays                | 2000 / day           | \$30,000 for charity         |
| Utica International Soccer Tourn | 1500 / day           | -                            |
| Utica Monday Nights              | -                    | 60% increase for Restaurants |
| UNSPOKEN                         | 300                  | -                            |
| Fiesta Di San Gennaro            | 4,000                | -                            |

\* According to Empire State Development economic impact figures and the economic impact of events such as the UMAF; the average spending for a day trip is \$55.14 per person per day and the average spending for an overnight trip is \$119 per person per day. These figures do not include the cost of the event admission/tickets. State sales tax on ticket sales generated an estimated \$1,000. It is estimated that Oneida County gained \$4,000 from its 2% hotel/motel Bed Tax, and related sales taxes

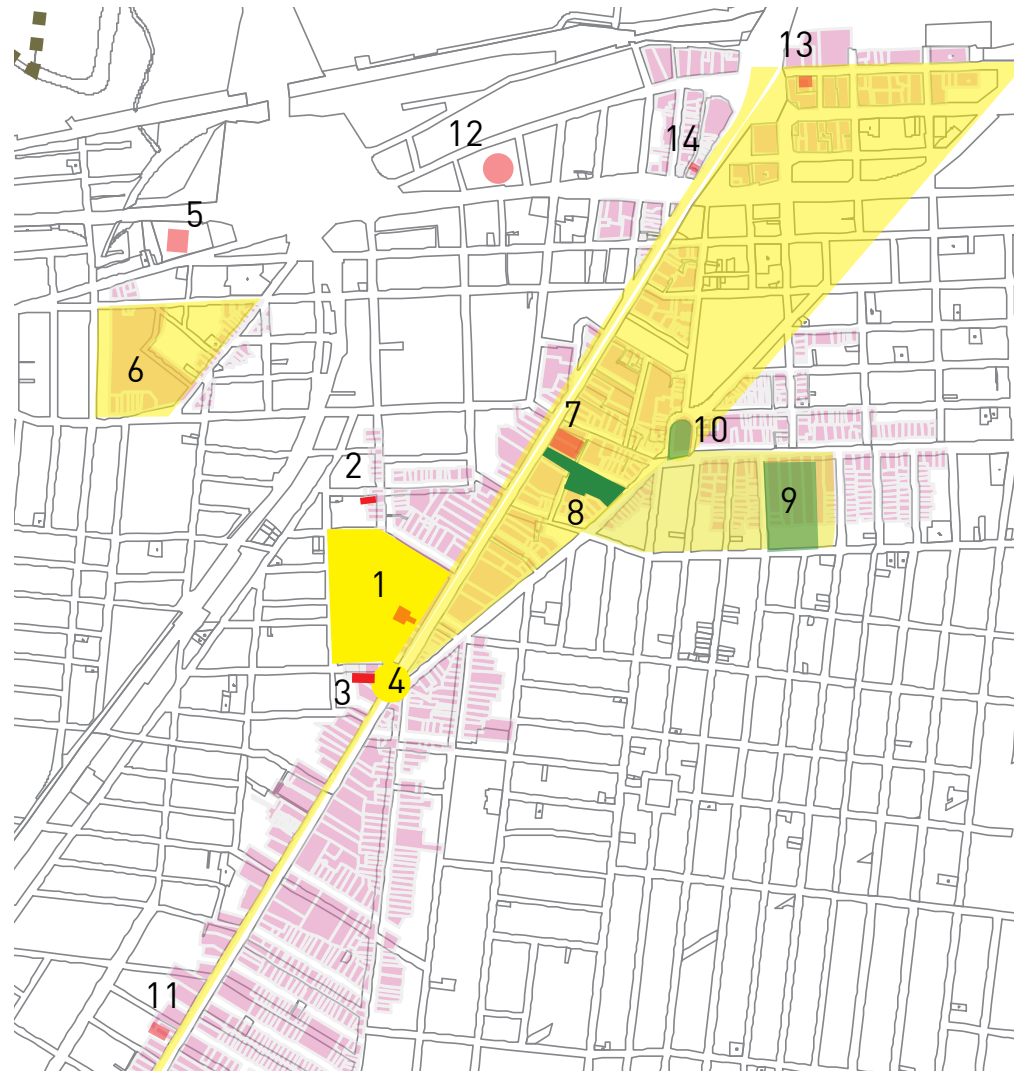
# Utica Events



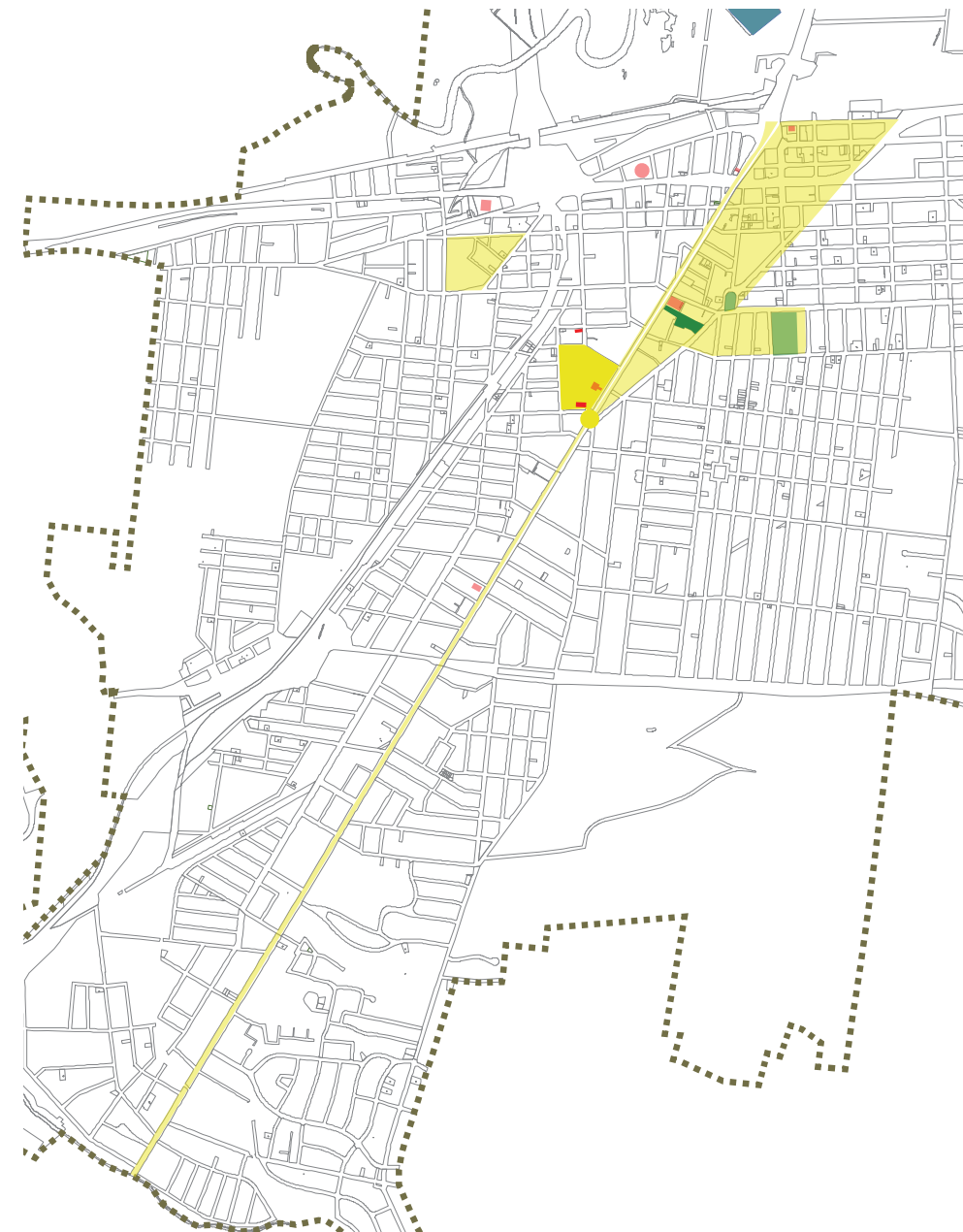
# Food Spots



# Utica Arts & Culture//



- 1 Munson Williams Proctor Art Institute
- 2 Utica Players
- 3 Plymouth Bethesda Church
- 4 Oneida Square
- 5 Sculpture Space
- 6 Brewery District
- 7 Stanley Center For The Arts
- 8 One World Garden
- 9 Rutgers Park
- 10 Steuben Park
- 11 Oneida County Historical Society Museum
- 12 Utica Memorial Auditorium
- 13 Childrens Museum of History, natural History, Science and Technolo
- 14 National Distance Running Hall



- Master Plan Defined Arts/Historic Boundaries
- NEA Grant Defined Arts/Historic Boundaries
- Master Plan Defined Arts/Historic Institution
- NEA Grant Defined Arts/Historic Institution
- Master Plan Defined Arts/Historic Parks
- One World Garden

# Green Space

- 1 F. T. Proctor Park
- 2 T. R. Proctor Park
- 3 Roscoe Conkling Park
- 4 Buckley Swimming Pool
- 5 Parkway Recreation Center
- 6 John Mott Tennis Courts
- 7 Addison Miller Park
- 8 Chancellor Park
- 9 South Park Drive
- 10 Greenman Estates
- 11 Wankel Estates
- 12 Seymour Estates
- 13 Utica Zoo
- 14 V. V. Municipal Golf Course
- 15 Liberty Bell Corner
- 16 Hanna Mini Park
- 17 Copernicus Statue
- 18 Sailor's Monument
- 19 Memorial Parkway
- J.S. Sherman Monument
- Brigadier General Pulaski Monument
- Major General F.W. Baron von Steuben Monument
- Christopher Columbus Monument
- Swan Fountain Memorial
- Statue of Liberty Monument
- Police and Firefighter Memorial
- Spanish American War Memorial
- WWI Memorial
- WWII Memorial
- Korean War Memorial
- Vietnam Memorial
- 20 Eagle Monument
- 21 Purple Heart Park
- 22 Soldiers Monument



- Master Plan Described Green
- Public Green Space
- Private Green Space
- Uninhabited Green Space



### Utica Online? Embedded Programs

What identifying themes make Utica distinct as related to arts and culture?

What are the current strengths, gaps, opportunities, constraints of arts and culture in Utica?

What is the relationship amount these activities?