

✓ attend as
a team and save!

creating COOL

▶ **linking culture, community, and the economy**



Thursday, December 11, 2003
8:00 am - 5:30 pm
Lansing Center, Lansing



9th Annual Meeting of the Michigan Council for Arts and Cultural Affairs
Department of History, Arts and Libraries
Department of Consumer and Industry Services

featuring **Richard Florida**, author of *The Rise of the Creative Class and How It's Transforming Work, Leisure, Community and Everyday Life*



everyone is hearing about Cool Cities. But just what makes a city – or a community – cool? And can being cool help your community win the economic popularity contest?

Creating Cool: Linking Culture, Community, and the Economy is an opportunity to explore the links between culture and economic development. Discover how arts and culture can bring creativity and new ways of addressing your city's revitalization efforts. Understand the role economic development plays in the future of the arts.

Come to this conference with a cross-functional team from your community. Invite cultural, economic development, civic, business, and government leaders to join you. There'll be special time during the conference for your team to begin the process of planning how you can initiate meaningful change when you return home. *(There's a discount offered to groups of four or more. See details under Registration.)*

Creating Cool: Linking Culture, Community, and the Economy will inspire you, provide you with strategies, and help you create an action plan to bring back to your community.

register now. It's the cool thing to do.

who should attend?

Anyone concerned about the future health and vitality of their community.

registration

The conference registration fee includes conference materials, continental breakfast, and luncheon. Registration forms must be postmarked by November 26, 2003, to receive the early registration rate. To nurture collaborations between cultural and economic development leaders, a special discount is available to teams of four or more from the same community registering together. Team registrations must be faxed or mailed together. See details on the Registration Form.

scholarships

Scholarships to *Creating Cool: Linking Culture, Community, and the Economy* are available from the Michigan Council for Arts and Cultural Affairs. Individuals and organizations with limited resources and demonstrated need are eligible. Visit www.michigan.gov/hal or call the conference coordinator, Get Real! Communications, at 734/669-4360 for a scholarship form. For consideration, scholarship requests must be postmarked no later than Thursday, Nov. 20.

share your materials

A "Sharing Table" will be set up in the registration area for attendees to distribute their informational material.

accommodations

Discounted overnight accommodations are available at the Radisson Hotel, 111 North Grand Avenue, Lansing (adjacent to the Lansing Center). Conference rate: \$80/single or double, if booked by November 21. Call 800/333-3333 or 517/482-0188 and mention the Creating Cool conference to receive this rate.

cancellation policy

No refunds will be made after payment is received, although substitutions will be accepted. Refunds will be offered, however, if the Michigan Council for Arts and Cultural Affairs cancels the conference.

sponsors

National Endowment for the Arts
Detroit Regional Chamber

partners

Michigan Economic Development Corporation
Michigan State Housing Development Authority
National Assembly of State Arts Agencies
Southeast Michigan Council of Governments
Michigan Community Development Directors Association

conference agenda

8:00–9:00 am

Registration

Networking and continental breakfast

9:00–9:15

Welcome

- Kenneth Beachler, *Master of Ceremonies*
- Betty Boone, *Executive Director, Michigan Council for Arts and Cultural Affairs*
- Kurt Dewhurst, *Chair, Michigan Council for Arts and Cultural Affairs*
- William Anderson, *Director, Department of History, Arts and Libraries*
- David C. Hollister, *Director, Department of Consumer and Industry Services*
- The Honorable Jennifer Granholm, *Governor, State of Michigan*

9:15–10:45

The Creative Economy: What Is It and How Do Michigan Communities Get There?

Richard Florida, author of the award-winning, national best-selling book, *The Rise of the Creative Class and How It's Transforming Work, Leisure, Community and Everyday Life*, will share his vision of the creative economy and describe how Michigan communities can forge links between art, culture, commerce, and community to develop thriving creative economies of their own.

- Richard Florida, PhD, *Heinz Professor of Economic Development at Carnegie Mellon and Visiting Scholar at the Brookings Institution*

11:05 am–12:05 pm

Creative Approaches to Economic Development

These dynamic sessions will showcase examples of community challenges that have been successfully resolved through the creative integration of arts and culture into economic development initiatives. *Pick one to attend.*

▶ Rebuilding Community through Arts and Culture

See how Detroit Summer, a nonprofit, youth-based organization, initiated a successful intervention in southwest Detroit that reclaimed two abandoned houses, provided housing for teen mothers, created an Art Park, and fostered a new spirit of community engagement.

- Shea Howell, *Professor and Chair of the Rhetoric, Communications and Journalism Department, Oakland University, and Co-Chair of Detroit Summer*

▶ First You Have to Have a Vision

A fresh spirit of optimism and growth invigorates Ypsilanti today. Discover how a forward-looking city leadership team guided an inclusive effort to develop a shared community vision.

- Cheryl Farmer, *Mayor of Ypsilanti*
- William D. Kinley, *Owner, Phoenix Co. / Phoenix Contractors*
- Jennifer Albaum, *Owner, Henrietta Fahrenheit*

▶ Attracting People Back to Downtown

With an innovative use of economic development resources and an active arts and cultural community, Marquette has revitalized its city-side shoreline and downtown areas, filling its streets with shops and people.

- Gerald Peterson, *Marquette City Manager*
- Reatha Tweedie, *Director, Marquette City Arts and Culture Department*

continued inside! ▶

▶ **Finding Your Niche**

See how the Old Town neighborhood in Lansing has overcome negative perceptions and created an attractive niche for itself as an entertainment and residential destination by fostering a cool image based on festivals and crowd-pleasing events.

- Linda Sutton, *Executive Director, Old Town Commercial Association*
- John Victory, *Organization Development Consultant*
- Robert Busby, *Owner, Creole Gallery*

▶ **Attracting Potential Owners and Occupants**

Arts and culture are playing a vital role in the strategies to revitalize two areas in Grand Rapids. Discover how art exhibitions and artists' live/work spaces are among the reasons that potential businesses and residents are taking a second look at Wealthy and Division Streets.

- Heather Aldridge, *Main Street Director, Dwelling Place CDC, Inc.*

▶ **Designing the Creative Downtown**

Take a virtual tour of cities that have benefited from Design Michigan's community design program, where design fosters shared vision, public/private collaboration, improved market image, and customer capture.

- Jack Williamson, *Executive Director, Design Michigan, Cranbrook Academy of Art*
- Jeffrey Corbin, *Founder, Corbin Design*
- Leanne Stites, *Director, Lansing Principal Shopping District*

▶ **Reclaiming Old Structures for New Uses**

"They" said that it was impossible: the old, junk-filled box factory could never be renovated into a thriving center for the arts. Hear how a group of dedicated artists in St. Joseph beat the odds and have created a facility that is now a lively community focal point.

- Mike Murphy, *Facility Manager, The Box Factory for the Arts*
- Tim Flynn, *IF-Designs, Architect of The Box Factory Project*

12:15–1:45

Luncheon

Enjoy a chance to reflect on the morning's presentations with your colleagues. Then, be inspired by our luncheon speaker, founder of the Manchester Craftsmen's Guild, a nationally recognized training facility that fosters community development through the arts.

- William E. Strickland, *President & CEO, Manchester Craftsmen's Guild*

2:05–3:05

Resources and Strategies for Building Creative Communities

Select one of the following sessions to learn how to creatively use currently available strategies, resources, and tools to incorporate arts and culture into economic development initiatives.

▶ **Community Cultural Planning: A Vital Step in Master Planning**

Find out what a community cultural plan is and how it can enrich and invigorate a community's master planning process.

- Sue Woods, *Consultant, Theater, Arts Education, and Community Cultural Planning*
- Mary K. Wiklanski, *Cultural Coordinator, Crooked Tree Arts Council*

▶ **Culture and Ethnicity as Stimulants for Economic Development**

Discover how three communities—Mt. Pleasant, Dearborn, and Holland—have been transformed by showcasing their cultural and ethnic heritages to stimulate economic activity.

- Bonnie Ekdahl, *Director, Zibiwing Cultural Center*
- Deana Rabiah, *Educational Outreach Coordinator, Cultural Arts; Arab Community Center for Economic and Social Services (ACCESS)*
- Sally Laukitis, *Executive Director, Holland Area Convention and Visitors Bureau*

▶ **Design Tools for Improving Downtown Economic Performance**

Learn how a design inventory can be a valuable tool for diagnosing and prioritizing downtown economic development needs and opportunities.

- Jack Williamson, *Executive Director, Design Michigan, Cranbrook Academy of Art*
- Jeffrey Corbin, *Founder, Corbin Design*

▶ **Using Traditional Economic Development Tools in Creative Ways**

The grants and tax credits are out there. With a little imagination and creativity, they can be used to fund more than your run-of-the-mill project. Find out how.

- Robert Trezise, Jr., *Managing Director, Community Assistance Team, Michigan Economic Development Corporation*
- Bryan Lijewski, *Architectural Coordinator, Michigan State Historic Preservation Office*
- Julie Hales Smith, *Community Planning Specialist, Michigan State Housing Development Authority*

▶ **Arts and Culture: A Valuable Resource for Economic Development**

Local arts agencies are a rich resource that can provide developers and planners with a wealth of information about potential cultural partners and community needs. Discover the benefits of working with these organizations.

- Deborah E. Mikula, *Executive Director, Michigan Association of Community Arts Agencies*
- Neeta Delaney, *Director, The Armory Arts Project, The Enterprise Group of Jackson*

▶ **West Michigan Strategic Alliance: From Communities to Regions**

Businesses, institutions, and units of local government in the greater Grand Rapids, Muskegon, and Holland area have come together to develop regional solutions to economic challenges. How did they do it and what role does culture play?

- James W. F. Brooks, *Chair, West Michigan Strategic Alliance*

▶ **Inquiring Minds Want to Know: What Attracts Developers?**

Take a peek inside the minds of two prominent developers as they talk candidly about their projects, what they consider when evaluating new opportunities, and how you can get on their radar screens.

- Richard Karp, *Principal, Karp and Associates, LLC*
- Michael DeVries, *Director of Development, DeVries Companies*

3:20–4:00

Planning Your Creative Community

You've heard the presentations – now it's your turn! Gather with your community team members to plan what your next steps will be when you return home. Individual attendees will be partnered with others in their region to discuss next steps. Conference presenters will be available to answer questions and offer suggestions.

4:00–4:30

Next Steps in Building Michigan's Creative Communities

Dr. Florida will share his observations from the day, and Dr. Anderson and Mr. Hollister will announce future steps in the Cool Cities initiative.

- Richard Florida, PhD, *Heinz Professor of Economic Development at Carnegie Mellon and Visiting Scholar at the Brookings Institution*
- William Anderson, *Director, Department of History, Arts and Libraries*
- David C. Hollister, *Director, Department of Consumer and Industry Services*

4:30–5:30

Power Up for the Drive Home

Share a coffee, a cola, or a chocolate treat with a colleague before tackling the trip home.

registration form

▶ The Creating Cool conference is designed to bring together cultural, economic development, civic, business and government leaders seeking creative solutions to community challenges. ▶ The most benefit will be gained by attending with a cross-functional team that can continue the dialogue and create an action plan for your community.

INDIVIDUAL REGISTRATION

▶ Please fill in the registration information in Sections 2 and 3.

TEAM REGISTRATION

- 1 Designate a Team Leader who will serve as the contact person. To obtain the team discount, one individual must coordinate registration information and payment for the entire team.
- 2 Create a team name (an informal way of identifying your group, such as "South Haven Team," "Cool Marquette Team," or "Fabulous Flint Team").
- 3 The Team Leader must fill out Section 1.
- 4 Fill out Section 2 for each member of the team, including the Team Leader.
- 5 Assemble registration forms and payment from all team members.
- 6 Submit all team registration forms and fees together (see address information in Section 3).

PLEASE TYPE OR PRINT CLEARLY

SECTION 1

To be completed by the Team Leader

Individuals not attending as part of a team proceed to Section 2 ▶

TEAM REGISTRATION

Team name: _____

Number of individuals on your team (including yourself): _____

Names of team members (Please use additional paper, if necessary):

1 _____

2 _____

3 _____

4 _____

5 _____

6 _____

SECTION 2

All attendees must complete this section

I am registering as: an individual a team leader a team member

TEAM NAME

NAME

TITLE

ORGANIZATION

STREET ADDRESS

CITY

COUNTY

STATE

ZIP

BUSINESS TELEPHONE

FAX

E-MAIL

In order to foster community among all attendees, a list of participants will be provided at the conference.

- May we print your contact information in the conference registration list?
 yes no
- May we include your e-mail address with your contact information?
 yes no

Please check the field that most represents your own community involvement:

- | | |
|-------------------------------------|---|
| <input type="checkbox"/> cultural | <input type="checkbox"/> economic development |
| <input type="checkbox"/> civic | <input type="checkbox"/> business |
| <input type="checkbox"/> government | <input type="checkbox"/> other: _____ |

SPECIAL NEEDS

- vegetarian meal
- other: _____

SECTION 3

Payment – Individuals and Teams

REGISTRATION FEES	EARLY REGISTRATION <i>Received by Nov. 26</i>	FULL REGISTRATION <i>Received after Nov. 26</i>
Team Rate: 4 or more individuals from a community registering together	\$50 per person	\$65 per person
Individual Rate	\$70 per person	\$85 per person

TEAM FEE WORKSHEET

_____ attendees × \$ _____ rate (\$50 or \$65) = \$ _____

PAYMENT METHOD

Teams may pay using checks from individual team members. Please ensure that the checks total the correct amount. Only one charge payment can be accepted from a team.

- Check(s) in the amount of \$ _____, made payable to “State of Michigan/Creating Cool.” Number of checks enclosed: _____
- Charge \$ _____ to (check one):
- Visa MasterCard Discover

CARD NUMBER

EXPIRATION DATE

CARDHOLDER'S NAME (AS IT APPEARS ON THE CARD)

BILLING STREET ADDRESS

CITY

STATE

ZIP CODE

PHONE NUMBER

SIGNATURE

MAIL OR FAX REGISTRATION FORM(S) AND PAYMENT TO:

Creating Cool Conference
Michigan Council for Arts and Cultural Affairs
P.O. Box 30706
Lansing, MI 48909-8206
FAX [517] 373-5815

QUESTIONS

Contact Get Real! Communications, conference coordinator, at [734] 669-4360 or CreatingCool@earthlink.net