



ARTISTS AT THE COMMUNITY DEVELOPMENT TABLE

A PROGRAM OF AMERICANS FOR THE ARTS



MODULE 4 WORKSHEETS

ASSETS AND SUPPORT



1

LESSON ONE

TAPPING COLLECTIVE CREATIVITY

RESOURCES: READ/VIEW + REFLECT

- Murals, Community, Art: Murals (The Kroger Company): krogerstories.com/murals
- Project Row Houses: Mission and History: projectrowhouses.org/about/mission-history
- Musing the Third Ward at Project Row House: From Cultural Practice to Community Institution offcite.org/wp-content/uploads/sites/3/2015/04/HoodTaylor_MusingThirdWard.pdf

EXERCISE + REFLECTION

What do we need to do the work of arts-based community development beyond funding?
Who supports us?

1 In this webinar, we make distinctions between *guides* and *mentors* in communities. Compare and contrast their attributes. Why are they both important assets for working within communities?

2 Who are your personal mentors? Who are your guides in your work? What are their influences and how have they assisted you in your work?



3 Look at the examples of Project Row Houses and the Kroger Company murals above and identify the guides and mentors who work with the various communities in these stories.

4 Think about the communities you work with. Who holds what was referred to in this module as the *dark matter* of a community?



2

LESSON TWO

IDENTIFYING AND MAPPING ASSETS

RESOURCES: READ/VIEW + REFLECT

- Asset Mapping (National Endowment for the Arts)
[arts.gov/exploring-our-town/project-type/asset-mapping](https://www.arts.gov/exploring-our-town/project-type/asset-mapping)
- Asset Mapping (Creative City Network of Canada)
[creativecity.ca/database/files/library/cultural_mapping_toolkit.pdf](https://www.creativecity.ca/database/files/library/cultural_mapping_toolkit.pdf)
- Asset Based Community Engagement (University of Memphis)
[memphis.edu/ess/module4/page4.php](https://www.memphis.edu/ess/module4/page4.php)

EXERCISE + REFLECTION

What do you have in your community for arts-based community development? What do you need?

1

Go back to the map you drew in Module One/Lesson Two. After reading and considering the resources above, fill in the assets below on your map. Draw a bigger map if needed.

- Human assets—individuals within the community including mentors and guides.
- Social assets—networks, organizations, and institutions, including partners and collaborators.
- Political assets—ability of a group to influence the distribution of resources.
- Financial assets—money or other investments that can be used for wealth accumulation.
- Cultural assets—values and approaches to life including arts, craft, cuisine, and creativity.
- Built assets—anything physical like housing, factories, schools, roads, community centers, power systems, water and sewer systems, telecommunications infrastructure, recreation facilities, transportation systems, etc.
- Natural assets—landscapes, air, water, wind, soil, and biodiversity of plants and animals.

2

Identify other assets unique to this community. Reflect on how they are unique. After listing these assets here, place them on your map.



3

LESSON THREE

MONEY AND FINANCIAL ASSETS

RESOURCES: READ/VIEW + REFLECT

- Artists, Art Patrons, and Access to Capital (Whitney Hardy, Americans for the Arts)
AmericansForTheArts.org/2017/07/13/artists-arts-patrons-and-access-to-capital
- Equity, Inclusion and Diversity in Arts & Culture Philanthropy (The Sillerman Center)
sillermancenter.brandeis.edu/pdfs/SillermanSocJustFundOppBriefNo.3RevHi7-30-18.pdf
- Funding Resources (Americans for the Arts):
AmericansForTheArts.org/by-topic/funding-resources
- *Racial Equity in Arts Funding: Statement of Purpose and Recommendations for Action* (Grantmakers in the Arts): giarts.org/racial-equity-arts-funding-statement-purpose
- Programs Supporting Art in the Public Realm: A National Field Scan (Animating Democracy)
AnimatingDemocracy.org/programs-supporting-art-public-realm-national-field-scan

EXERCISE + REFLECTION

1 Refer back to the **Arts + Social Impact Explorer** mentioned in Section 1, as well as to the modified asset map you drew of your community. Identify and list what non-arts sectors could be impacted by arts-based community development in this community.



2

Research both arts-based and community-based grant sources that may be relevant to a community development project or program you are working on or are thinking of working on. Note the grant criteria. Where might the arts-based work fit into the stated goals and outcomes for the grant(s)?

3

In the above article from the Sillerman Center, one recommendation to overcome the inequities in arts funding is the notion of creating cohorts around specific issues or ideas that collectively request funds. How might this work in arts-based community development partnerships and collaborations?



4

LESSON FOUR

SOURCES AND RESOURCES

RESOURCES: READ/VIEW + REFLECT

- Arts-Based Entrepreneurship in the New Economy and the Competition State: Developing Policy Options to Fit a Different Context (The Ohio State University)
arts.gov/sites/default/files/Wyszomirski-PPT.pdf
- Rachel Botsman – “The currency of the new economy is trust”
ted.com/talks/rachel_botsman_the_currency_of_the_new_economy_is_trust
- Artwashing: Social Capital and Anti-Gentrification Activism (Coloring in Culture)
colouringinculture.org/blog/artwashingsocialcapitalantigentrification
- Black Skillet Funders Group: blackskillettenders.tumblr.com
- Social Fundraising: How to Fund Culture and the Arts with Social Media (Global Search Interactive)
globalsearchinteractive.net/social-fundraising-how-to-fund-culture-arts-social-media

EXERCISE + REFLECTION

There are a number of options for raising money beyond the standard grant application. While these options take time, relationships, and skill, they are options that should be considered.

- 1 Make a list in the left column below of where and with whom you personally have *social capital*.
- 2 Make a list in the right column of where and with whom an organization or community you work with has social capital. Make connecting lines where your personal and community social capital intersect.

Personal Social Capital

Community Social Capital



3 How do artists have *creative capital*? How can they use this for arts-based community development?

4 List some other sources in addition to grants that may be options for arts-based community development in one of your community scenarios. Examples:

- Entrepreneurship and products
- Crowdsourcing
- Barter and trade / Time-banking / In-kind
- Events
- Community crowdfunding
- Individual support (Who?)

5 List two or three of the most impactful ideas you have experienced from this series of four webinars around Artists at the Community Development Table. Analyze why these ideas resonate with you. Write down how you will use these ideas in your work within the next three months.
