SEMCOG

SOUTHEAST MICHIGAN COUNCIL OF GOVERNMENTS

Southeast Michigan Communicators Network

Spotlight: Art, Culture, Places, and Spaces

Welcome and Introductions

- Name?
- Community / Organization?
- Favorite arts / culture destination in Southeast Michigan?



Input Exercise

“Celebrating Southeast Michigan”

A new newsletter
launching this winter

Sharing Content to Support You

- **Goal:** Create a monthly newsletter with timely and relevant content that Southeast Michigan's local government communicators can filter into their own content streams.
- **Audiences:**
  - Residents
  - Businesses
- **Potential topics:**
  - Who do I report potholes / road issues to? (Road Jurisdiction map)
  - Where is flooding risk the highest? (Flood Risk tool)
  - How can I prepare for flooding? (One Water)
  - What are my community's current and future demographics? (Community Profiles)
  - Where can I find the parks amenities and trails I enjoy? (ParkFinder and Trail Explorer)
  - Are there good biking routes near me? (Bike network)
  - How can I become more engaged in regional planning matters? (Civic Advisory Committee)
  - How has our community/region changed in recent decades? (Then and Now map)
  - What is in store for our region's population and economy? (Regional Forecast)

OVERVIEW

At the intersection of place and culture …

Powerful opportunities for investment, marketing, entrepreneurship, and community engagement:

- Partnerships with artists' organizations
- Municipal programs and partnerships
- Creative arts workforce and entrepreneurship
- Economic impact of art, place, and culture
- Synergy with other placemaking strategies
- Funding, assistance, and resources



City of Farmington


City of Detroit



Milford Memories Festival



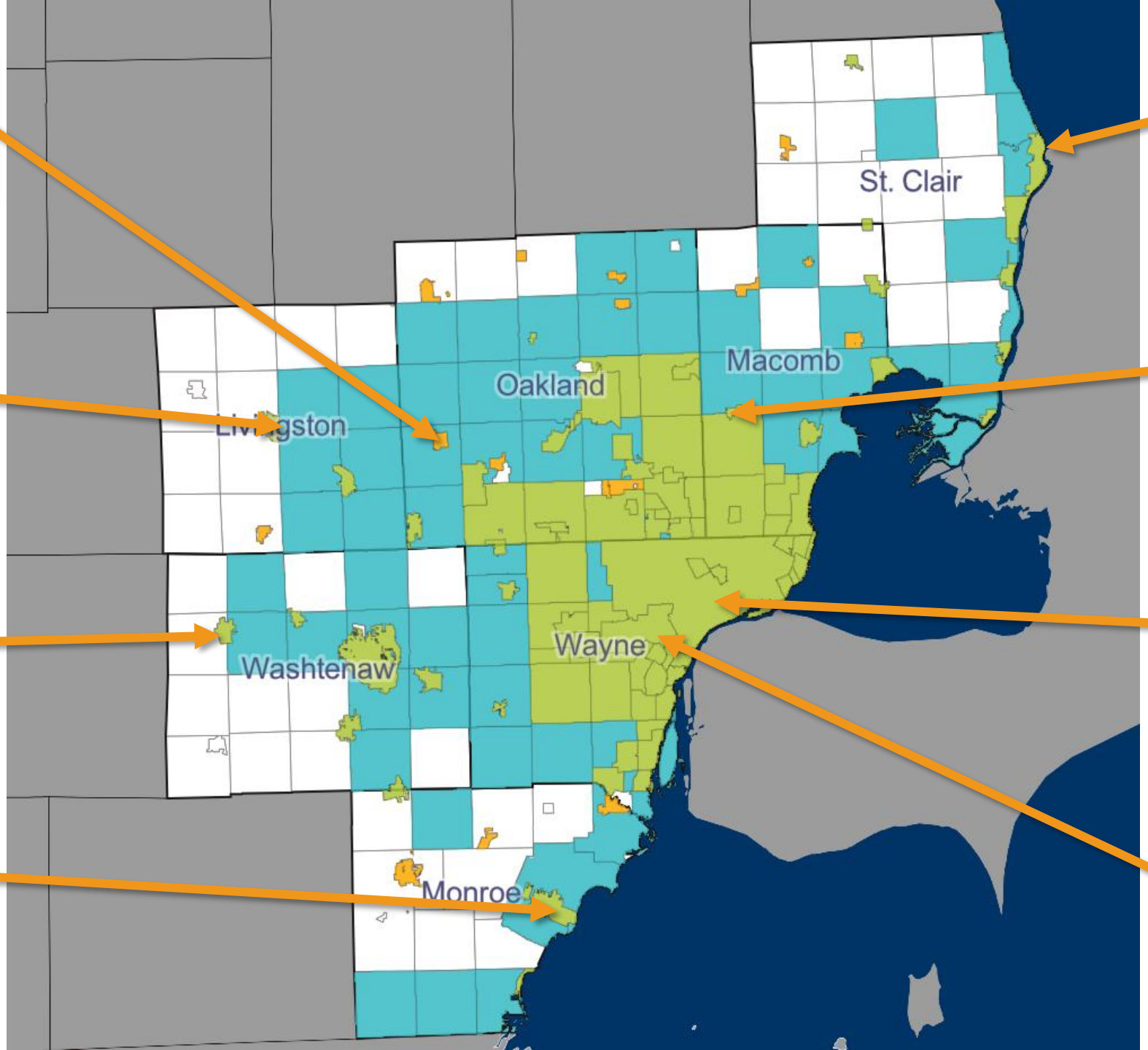
Howell Summit Gardens



Chelsea Clocktower



River Raisin
National Battlefield

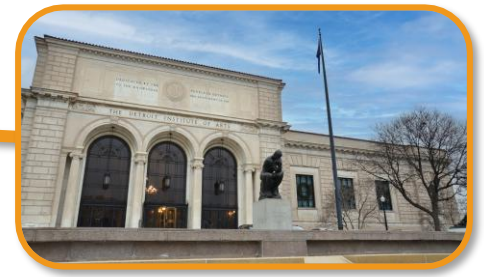




Fort Gratiot Lighthouse



Utica Tunnel



Detroit Institute of Arts



Arab American
National Museum

Placemaking as Economic Development

- Similar to tourism, focused on **public involvement** to define space.
- Three pillars of regional strategy:
  - ***Great Places***
  - ***Regional Prosperity***
  - ***Economic Resilience***



Placemaking and Placekeeping

Placemaking *inspires people to collectively reimagine and reinvent public spaces as* ***the heart of every community****...*

Strengthening the ***connection between people and the places they share****, placemaking refers to* ***a collaborative process by which we can shape our public realm*** *in order to maximize shared value...*

More than just promoting better urban design, placemaking facilitates ***creative patterns of use****, paying particular attention to the* ***physical****,* ***cultural****, and* ***social identities*** *that define a place and support its ongoing evolution.*

- *(https://www.pps.org/category/placemaking)*

Placekeeping: The same principle but for **preserving** and **maintaining** a place, both existing and those created through the placemaking process.

What is Public Art?

- **Americans for the Arts:**

  "Simply put, public art is art in public spaces."

- **Not specific to any one medium:**
  - Murals
  - Sculptures
  - Statues and Fountains
  - Art Exhibitions
  - Musical Instruments
  - Light Displays
  - Furniture and Playground Equipment
  - And more!



Participatory Art

- … actively involves the public as participants in the creative process.
- **City of Brighton**
  - *Bring Your Chalk and Draw on Me* (Adnan Charara)
- **Main Street Ann Arbor**
  - *The Street Art Encounter*

  https://mainstreetannarbor.org/street-art-encounter
- **City of Dexter**
  - Public Art and Cultural Projects

  https://www.dextermi.gov/community/public_art_and_cultural_projects.php



What Do We Mean by Culture and Heritage?

Museums and Cultural Centers


National Arab-American Museum, Dearborn


Selfridge Military Air Museum, Chesterfield


Charles H. Wright Museum of African American History, Detroit


Howell Depot Museum, Howell


Carnegie Museum, Port Huron


Kelsey Museum of Archaeology, Ann Arbor

Celebrations

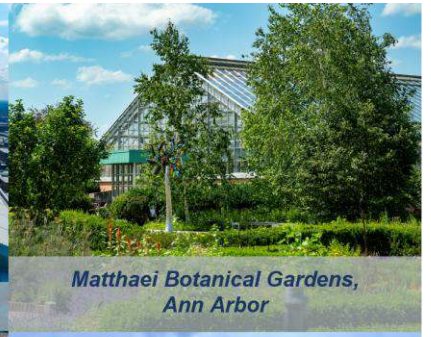

Hamtramck Labor Day Festival

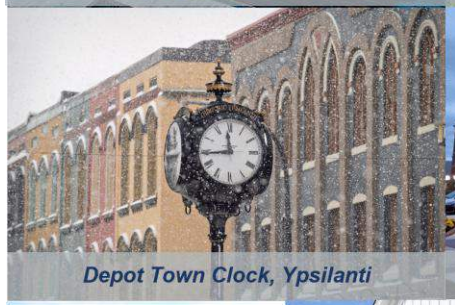

Lyon Township International Kite Festival


Three Cedars Farm, Salem Township

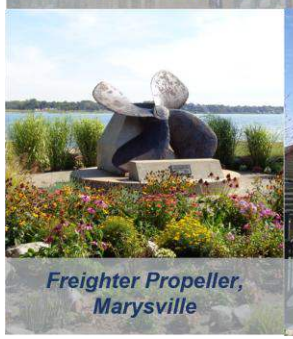
Places and Buildings


Ford Field, Detroit


Matthaei Botanical Gardens, Ann Arbor


Depot Town Clock, Ypsilanti


Livingston County Courthouse


Freighter Propeller, Marysville


Old Clinton Township Hall


Mariner's Memorial Lighthouse, River Rouge

Effective Placemaking Celebrates the Good Times…



Spirit of Detroit Statue



Plymouth Fall Fest



Title IX Plaza, Dexter-Huron Metropark



Concert in Eastpointe



Downtown Rochester Holiday Lights

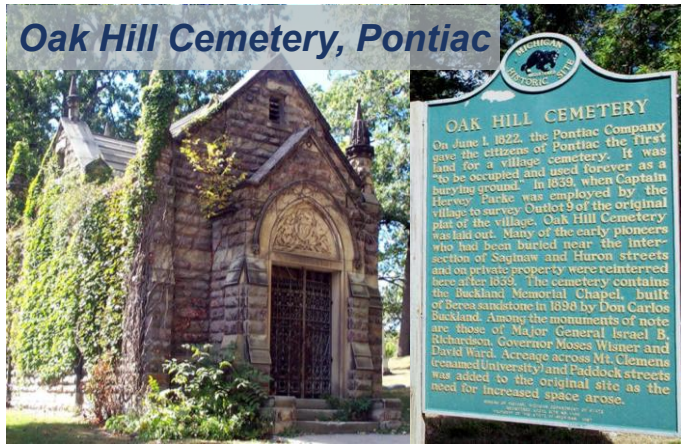


Detroit Legends *by Anthony Lee*

...and Remembers the Hard Times



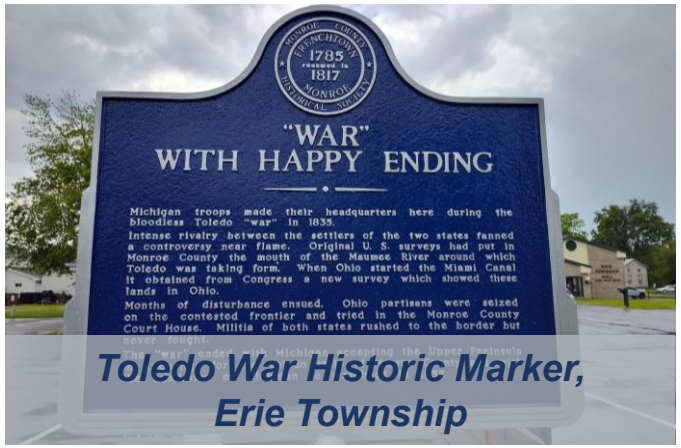
Apple Island, Orchard Lake Village



Oak Hill Cemetery, Pontiac



Michigan Firehouse Museum, Ypsilanti



Toledo War Historic Marker, Erie Township



Historic Fort Wayne



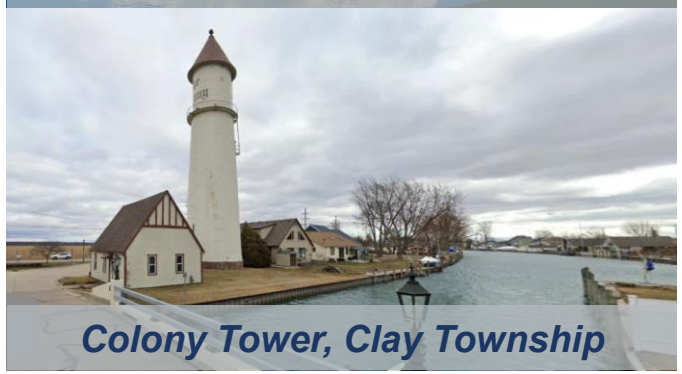
Fort Street Bridge Interpretive Park

How we create, maintain, and present our artistic and cultural assets tells residents and visitors who we **were**, **are**, and **will be**.

Who were we before?



Dundee Old Mill Museum, Dundee



Colony Tower, Clay Township

Who are we now?



Blake Farms, Armada Township



The Shepherd, Detroit

Where will we be in the future?



The Bank Tower, Southgate



Sterling Heights Butterfly Conservatory

How Do You Tie into the Region's Places and Spaces?

People form strong relationships with places that they have a personal connection to.

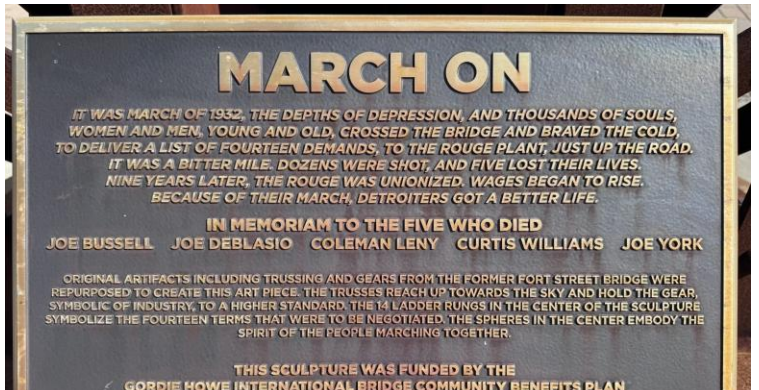
What places do you connect to the most?

Does your family history, culture, or lived experiences tie into that place?

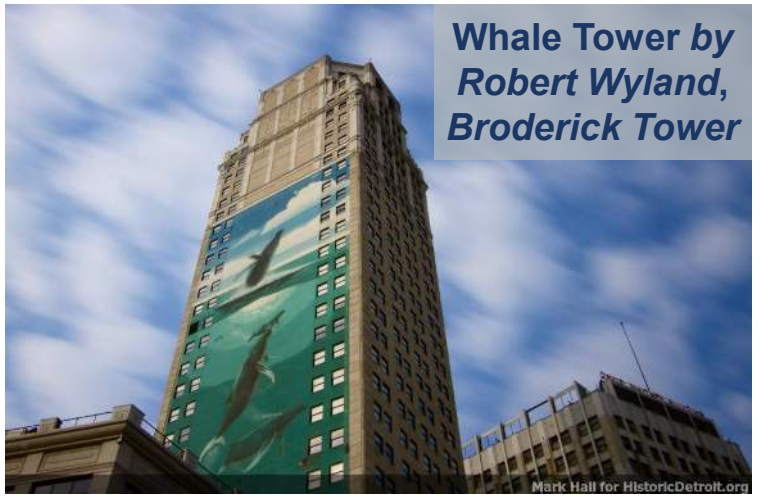
Feel free to share yours!



Michigan Flight Museum, Willow Run Bomber Plant



Fort Street Bridge Interpretive Park



Whale Tower by Robert Wyland, Broderick Tower

Historical Societies and Arts and Cultural Organizations

- Arts/culture orgs effective for planning and supporting public art initiatives
- Public Boards and Commissions BACC:
  - Brighton Outdoor Sculpture Exhibit
  - Birmingham Public Arts Board: Sculpture Loans and Donations
- Public Arts Nonprofits
  - Hazel Park Arts Council: Volunteer Coordination, Events, and Scholarships
  - Downriver Council for the Arts: Arts and cultural programming for 21 Downriver communities
- Historical Societies

Public Art as Economic Development

- **FY2025 Public Spaces and Community Places**
  - 3,970 patrons
  - $10.47 private investment for every $1 invested by MEDC
- ***How Can Street Art Have Economic Value?***
  - Philadelphia Art Program – 250 artists and teaching artists employed yearly
  - 12,000+ visitors and ~ $2.7 million to the city's creative economy
- Arts and Cultural Production: **$20.5 billion** to the national economy
  - Includes 3.2% of state employment
  - Ranked 15th in value added of all states

Humanities and Place-Based Economic Development

- **Diversity of Creative Economy**
- Production accounted for **$20.5 billion+** in value and **144,000 jobs** in Michigan. (2023)
- Bachelor's Degree holders had annual median earnings of **$64,000**
  - **56% higher** than workers with a high school diploma (2021)
- 42% of humanities majors possessed at least one advanced degree
  - Median full-time earnings in any field: **$87,000** (2021)
- Common Career Sectors for Humanities Bachelor's Degree Holders (2021)
  - **Management** (17.2%), **Office, Admin Support** (12.3%), **Business, Financial Operations** (12%), **Sales** (11.6%)
- 2019 Humanities Master's Degree holders held more jobs in **Arts, Design, Entertainment, and Media**; **Postsecondary Education**; and **Library & Museum** occupations
- August 4 – Arts, Culture, and Humanities Day

Community and Economic Impacts and Benefits of Museums

- Over **726,000 jobs** and **$50 billion** to U.S. economy annually
- 76% of U.S. leisure travelers
- **Over $12 billion** in tax revenue generated annually, with 1/3 going to state and local governments.
- “More people visit art museums, science centers, historic houses or sites, zoos, or aquariums than attend professional sporting events.”

Museums Supporting Public Health and Welfare

- Museums contribute “a million hours of service every week”
- ~800,000 active duty and reserve servicemembers and families participate annually in Blue Star Museum Programs
- 8 million+ low-income resident visits through Museums for All
- **26% of museums located in rural areas**
- $2 billion spent on education
- 55 million school trip visits annually
- Social services, including for children and adults with intellectual and developmental disabilities

Challenges

- Most museums and cultural institutions are 501(c)(3) nonprofits
  - Rely on ticket and sales revenue, fundraising, grants, etc.
- COVID-19 Pandemic had major impacts
  - 49% of museums experiencing a median 80% of their pre-pandemic attendance (AAM, 2024)
- 51% reported trouble filling open positions
  - Primarily front-line and volunteer
- 34% of museums have lost government grants and contracts
  - 21% have deferred facility / infrastructure improvements or construction

Funding – Federal

- **National Endowment for the Arts | Our Town Program | $10,000 - $100,000**
  - https://www.arts.gov/grants/grants-for-arts-projects
    - https://www.arts.gov/sites/default/files/fy27-gap-design-our-town-instructions-gap2-v2.pdf
  - Example Projects:
    - Planning activities that incorporate artists as key project leaders, including artist/designer facilitated community planning, cultural planning, cultural district planning, mapping creative assets, or public art planning.
    - Community design processes, including design of artist spaces, design of cultural facilities, charrettes, or public space design.
    - Strengthening the creative economy to include artists working in non-arts settings, professional development for artists/designers, arts instruction, and other supports for creative industries.
    - Opportunities to highlight a community's artistic and cultural resources through artistic excellence in arts festivals, performances, workshops, and public art.
- **National Endowment for the Humanities**
  - https://www.neh.gov/grants/listing
  - Broader in scope, but includes projects for public humanities, history, and culture, such as statutes and public programming.

Funding – MEDC

- **Revitalization and Placemaking (RAP) Program**
  - https://www.michiganbusiness.org/rap/
  - Place-Based Infrastructure: $500,000 - $1,000,000 (or 50% of eligible costs)
    - Façade Program Subgrant: No minimum or maximum but must be within the PBI funding limits.
- **Match on Main**
  - https://www.miplace.org/small-business/match-on-main/
  - Granted to individual businesses - $25,000 per award
  - Includes funding for “permanent or semi-permanent outdoor space activation.”
  - Applicants must be or represent communities designated as Essentials or Certified Redevelopment Ready Communities **or** Select or Master level Michigan Main Street Communities.
- **Public Spaces and Community Places (PSCP) Program**
  - https://www.miplace.org/programs/public-spaces-community-places/
  - Minimum of $5,000 for match funds, no maximum (but projects over $100,000 can only use PSCP for gap financing)
  - Many place-based activities are covered, including alley and park enhancements, streetscapes, and public plazas

Program Contacts:

Region 6 – St. Clair
Charles Donaldson (donaldsonc2@michigan.org)

Region 9 – Livingston; Monroe; Washtenaw
Paula Holtz (holtzp@michigan.org)

Region 10 – Macomb; Oakland; Wayne
Nicole Black (blackn@michigan.org)
Damon Jordan (jordand4@michigan.org

Funding – Private, Philanthropy, and Nonprofit

- **Community Foundation for Southeast Michigan | Inclusive Arts Fund**
  - https://cfsem.org/initiative/inclusiveartsfund/
  - $25,000 to expand access to arts and cultural experiences across Southeast Michigan.
- **Detroit Institute of Arts | Partners in Public Art (PIPA)**
  - https://dia.org/partersinpublicart
  - Macomb, Oakland, and Wayne Counties only.
- **Main Street America | GM on Main Street**
  - https://mainstreet.org/about/partner-collaborations/gm-on-main-street-grant-program
  - Main Street and placemaking initiatives (including public art) for communities near GM facilities.
- **University of Michigan Arts | Arts Initiative Project Support (AIPS)**
  - https://arts.umich.edu/aips
  - Up to $10,000 for projects to expand public access to art and connecting artists to U of M campus communities
- **Many grants available through regional nonprofits and philanthropies!**
  - Kresge Foundation – Arts & Culture Program (https://kresge.org/our-work/arts-culture/)
  - DTE Foundation – Arts & Culture Grants (invitation only, does not have an application process)
  - Thumb Art Spark – Public Art “Matchmaking” in St. Clair County (https://thumbartspark.com/)

Finding Artists for Public Art

- Sourcing artists for a project can be just as challenging as funding the project itself
- Programs like PIPA are designed to align artists with communities to find murals that best capture the desired identity and aesthetic for a mural or other project.
- Mural festivals and competitions are popular choices!
  - Ferndale – Downtown Ferndale Mural Program & Art March (https://downtownferndale.com/publicart/)
  - Detroit – Murals in the Market (https://easternmarket.org/events/murals-in-the-market-festival/)
  - Jackson – Bright Walls (https://www.brightwallsjackson.com/)
- DDAs and municipal programs also support public art and murals
  - Detroit – City Walls Program (https://detroitmi.gov/departments/general-services-department/city-walls)
  - Brighton – Brighton Arts & Culture Commission (https://www.brightoncitymi.gov/business___community/arts_and_culture_commission.php)
  - Downtown Port Huron – DPH Art Mural Project (https://downtownph.com/art-mural-project/)
  - Village of Capac – Community Art & Placemaking (https://www.villageofcapac.com/capac-community-art)
  - City of Sterling Heights – Public Art Program (https://www.sterlingheights.gov/673/Public-Art-Sculpture)

The Main Street Handbook and Checklist

- Adopted in early 2026.
- Guides and encourages placemaking and economic development principles for Main Streets in Southeast Michigan.
- Public art primarily falls under “Image and Character” but can apply to other aspects of Main Streets and downtowns.
  - *Celebrate Local History through Placemaking*
  - *Design Memorable Public Spaces*
- **“Completing” the checklist can help with grant funding and technical assistance!**



Questions?

Southeast Michigan Artist Panel

Austen Brantley
Sculptor

Kelly Golden
Muralist

Erik and Israel Nordin
Detroit Design Center
Sculptors

Michael Ross
Muralist

AUSTEN BRANTLEY, SCULPTOR



Viola Liuzzo Memorial
Detroit



Joe Louis Outside the Ring
Detroit



Walking Together
Berkley High School

KELLY GOLDEN, MURALIST

Eastern Market Murals









Trenton Art Fair





ERIK AND ISRAEL NORDIN, SCULPTORS



One World…Under Michigan Stars
Belle Isle





Migration
Harrison Township

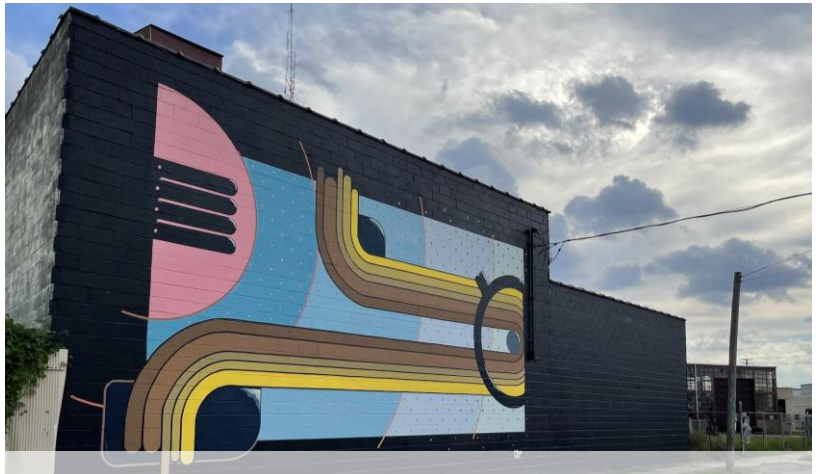


TWINS
Sterling Heights

MICHAEL ROSS, MURALIST



Electric Miles, *Ferndale*



Quick on the Draw, *Highland Park*





In and Out of Balance, *Detroit*



Glass Beads, *Ann Arbor*