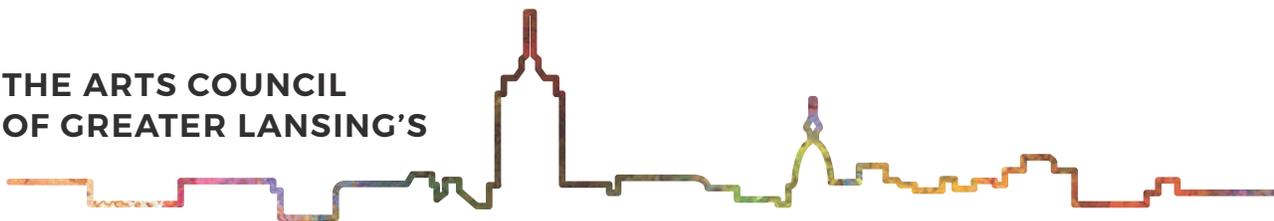


THE ARTS COUNCIL  
OF GREATER LANSING'S



# CREATIVE

## PLACEMAKING SUMMIT 3

PRESENTED BY THE GREATER LANSING REGIONAL PROSPERITY INITIATIVE

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**October 11, 2017**



# Every Place Has A Story...

## The Arts Council of Greater Lansing presents The Creative Placemaking Summit 3

We are pleased to bring together Creative Placemaking experts and thinkers to listen and learn and to share ideas about the amazing impact the arts creates in our communities and beyond.

2017 is all about storytelling and why it is important for all of us to learn how to use Creative Placemaking to tell our stories and attract people to our regional communities. Creative Placemaking allows us to tell them in a way that makes our places vibrant and interesting to everyone. We want to get people excited about where they live, work and visit in our region. Our community story is growing and collectively we have so much to share. Now is the time!

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# Welcome From Debbie & Patty

Today is a day where ideas are shared and discussions flourish around both the successes and challenges of using the arts as a driver of community and economic development. It is a day for our elected and appointed officials, developers, artists, arts administrators, economic development professionals, community and neighborhood leaders, urban planners and others to come together and commit to “going back home” and implementing artistic and creative projects that make our communities special, authentic and unique.

To achieve the economic and community development goals we have set for ourselves, we need to tell our story. Our story demands vivid insight and emotional power to be memorable. Our story needs to harness the imaginations of our residents and our workers. Our story needs to tell of the richness of our culture and the pride we have living and working in Michigan’s Capital Region. And when our story is told well, and told through the lens of the arts, it is full of excitement and experiences. We guarantee that our Creative Placemaking story will drive economic and community impact — attracting new businesses, helping existing business to grow, improving public spaces, investing in talent and promoting diversity. Today, many will share their creative/artistic stories with you. We encourage you to add your voice to the story to ensure that it personally resonates as we build a dynamic and thriving region.

So, what do we need to make creative placemaking a reality?

First, we need a place — a place filled with people who live and work there — a block, a neighborhood, a village, a city, a county or a region.

Second, we need those people to talk about their vision for their place — share their stories, share their struggles.

And third, we need artists and creatives to be involved to achieve the change that they envision!

Those three “easy” steps are how you will stand out from your neighboring communities and how your residents will become more engaged in revitalizing and activating your public spaces! We want you to be inspired by what you hear today and begin the hard work back in your own communities to make your stories come alive through your innovative and creative ideas!

And so, we welcome you here today! So much goes into making this event successful. Our steering committee of over 40 community movers and shakers are our inspiration. And we are indebted to the Arts Council’s program manager, Meghan Martin, who has shown passionate leadership during her short tenure to develop and implement this event from the ground up.

On behalf of the Arts Council, we stand with you in the belief that Creative Placemaking is at the root of a powerful transformation in our region and that we are on the precipice of great change using arts and culture as the driving force. Take the leap with us — we are ready to fly.



**Patty Barnas**  
President



**Debbie Mikula**  
Executive Director



**ARTS  
COUNCIL**  
greater lansing

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# About the Arts Council



## The Arts Council of Greater Lansing

Since our founding in 1965, the Arts Council of Greater Lansing has played a key role in ensuring the health and vitality of the Capital Region with a mission to support, strengthen and promote arts, culture and creativity. Our region's identity, spirit and continued economic growth are defined by our arts and culture sector, which includes our cultural organizations, artists and prominent history of creative expression. As a membership and service organization, the Arts Council believes in supporting the growth of arts organizations; working to keep the arts in schools; strengthening the "business of being an artist;" and empowering and coordinating the diverse cultural activities of artists and organizations to make a difference in the lives of those who live, work and visit this region.

### The Arts Council of Greater Lansing Staff Members:



**Deborah E. Mikula**  
Executive Director



**Meghan Martin**  
Program Manager



**Dawn Gorman**  
Communications &  
Event Manager



**Taylor Rupp**  
Administrative Assistant &  
Arts Night Out Coordinator



**Ryan Logan**  
Graphic Designer  
& Photographer

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### The Greater Lansing Convention & Visitors Bureau Welcomes the Creative Placemaking Summit

The GLCVB understands the importance of placemaking and works everyday to make Greater Lansing a truly unique destination. Consider Michigan's Capital City for your next meeting or event. Visit [www.lansing.org](http://www.lansing.org) today!

1-800-648-6630  
[www.lansing.org](http://www.lansing.org)



## BUILDING DREAMS. BUILDING COMMUNITY.

MSU Federal Credit Union is a long-standing supporter of our community and is proud to invest in local arts programs such as the Arts Council of Greater Lansing.

*MSUFCU is pleased to sponsor the Arts Council's 2017 Creative Placemaking Summit.*



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# Keynote Speakers



## Kimber Lanning

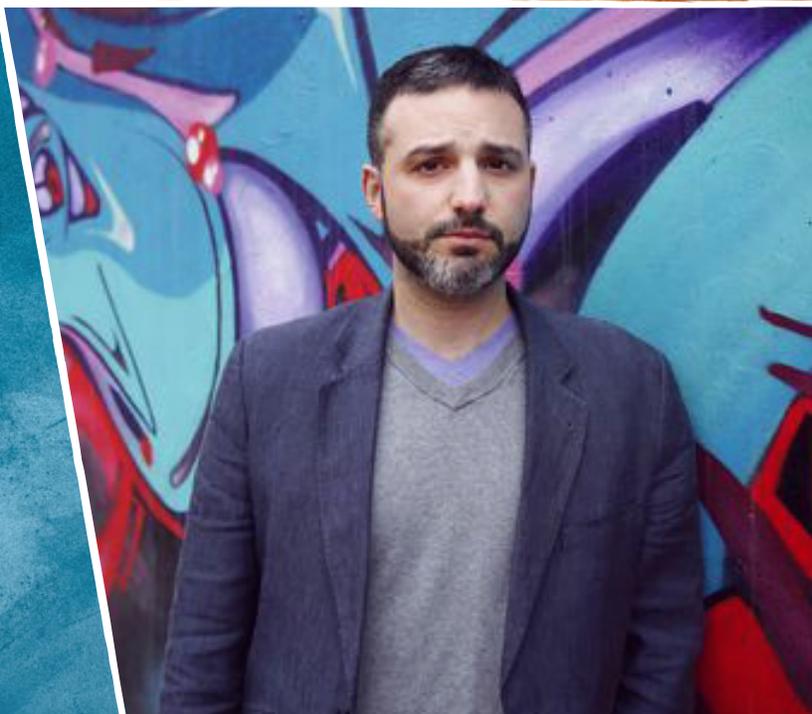
Founder & Executive Director / Local First Arizona

Kimber Lanning is founder and executive director of Local First Arizona, a statewide organization implementing innovative strategies for new models of economic development that create vibrant local economies. Lanning is an entrepreneur, business leader and community development specialist who works to cultivate strong self-reliant communities and inspire a higher quality of life for people across Arizona. Lanning's passions, which are seen throughout her work, include fostering cultural diversity and inclusion, economic resilience and responsible growth for Arizona.

## Zachary Mannheimer

Principal Community Planner / McClure Engineering

Founder of the Des Moines Social Club, an arts and educational nonprofit, Zachary Mannheimer raised more than \$14,000,000 towards the downtown project, where he served as executive director from 2008-2015. Since opening its doors in 2009, the Social Club hosted over 5,000 arts-related events and saw over 1,000,000 patrons. In 2016, he became vice president of Creative Placemaking at Iowa Business Growth and recently moved to McClure Engineering as their principal community planner.



Certification  
Maintenance

## American Planning Association Certification Maintenance (CM)

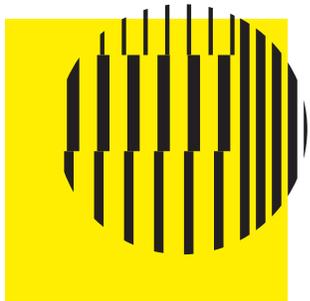
The Arts Council is happy to provide CM credit for the "Getting There: Transportation & Transformation" session at this year's Creative Placemaking Summit. Our regional planners are integral to our placemaking initiatives and CM credits provide them the education and training so they may earn mandatory credits and remain current with the latest trends, technologies and best practices. Please sign in at this session to keep a record of your attendance and receive credit through the American Planning Association.



**REALTORS® dont just sell homes,  
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*Proud sponsor of the Creative Placemaking Summit*



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# Entertainment at the Summit



## The Further Adventures of FatBoy and Jive Turkey

The Further Adventures of FatBoy and JiveTurkey is the obsession of Benjamin Hall whose voice is said to be the illegitimate lovechild of Jeff Buckley & Nina Simone. Prepare for a high-voltage stage presence, a searingly vigilant voice and a harmonica hell-bent on inflicting pain on your soul. This eclectic group of local and regional musicians will provide a fresh interpretation of the roots of blues, country, and jazz paired perfectly with exciting original tunes.

# Creative Placemaking at the Summit

Look around you! We've provided plenty of Creative Placemaking ideas for you to experience. So make sure you explore, take note, snap some photos and most importantly, share them on your social channels with the hashtag #LansingPlacemakers. We can't wait to see what you post!



136 likes

**artscouncilgl** Find your way! Check out the wayfinding signs and banners to find your way to inspiration! #LansingPlacemakers #LoveLansing #LansingCenter #CreativePlacemaking #WayFinding #Found #Lost #Found #Storytelling



56 likes

**artscouncilgl** Play a tune! Thanks to Keys in the City for bringing us a couple of perfectly painted pianos for a little fun and merry-making. Make sure you tickle the ivories before you leave today! #LoveLansing #LansingPlacemakers #LansingCenter #KeysInTheCity #ChopSticks #Storytelling #StreetMusic #CreativePlacemaking



128 likes

**artscouncilgl** Adirondacks on the Avenue! These colorful chairs will line the sidewalk in front of the Lansing Center for the entire month of October! So pull up a chair, set a spell, take your shoes off! #LoveLansing #LansingCenter #OnTheAve #CreativePlacemaking #Chairs #Adirondak #YallComeBackNow #Storytelling #LighterQuickerCheaper

# Thank You Sponsors!

The board of directors and staff of the Arts Council of Greater Lansing would like to thank our sponsors for their generous contributions to the Creative Placemaking Summit.

Special thanks to our

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Greater Lansing Regional Prosperity Initiative



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# Schedule

## Networking & Morning Entertainment

### Welcome to the Main Stage

9:00AM - 9:15AM

#### "It Takes All Our Voices"

It takes all of our voices to tell the story of our "place." The Creative Placemaking Summit brings together the many impactful voices, from our region and beyond, to discuss and learn about trends and opportunities for Creative Placemaking. Our premier Greater Lansing Poet Laureate Dennis Hinrichsen, the talented Render Studios, and a host of Greater Lansing area poets have combined their stories to form a collaborative piece, "It Takes All Our Voices." We are excited to kick off this year's event with the story of Greater Lansing and the ways that creativity helps shape our narrative.

## Opening Remarks

#### **Patty Barnas**

President / Arts Council of Greater Lansing

#### **Deborah E. Mikula**

Executive Director / Arts Council of Greater Lansing

#### **Senator Curtis Hertel**

## Opening Plenary on the Main Stage

9:15AM - 10:30AM



#### **Kimber Lanning**

**Founder & Executive Director / Local First Arizona**

Kimber Lanning leads us in a discussion about cultivating strong, self-reliant communities. Lanning will explore how local business ownership, hometown pride and responsible growth along with Creative Placemaking build economic resilience. She will discuss the importance of vibrant, diverse communities and their role in encouraging engagement and retainment by young professionals, stimulating entrepreneurial endeavors and contributing to economic growth. When everyone, including the creative sector, is sitting at the table, Creative Placemaking becomes a priority in all of the stages that lead to successful outcomes for all.

# Breakout Session 1

10:45AM - 12:00PM

## 1. Your Community is Your Canvas: Wide Open Walls – Banquet Room 5

**Presenter:** David Sobon / Wide Open Walls

Wide Open Walls founder David Sobon shares his experience and passion around the inaugural year of the Wide Open Walls Mural Festival. The event, which brought over 40 artists – local, national and international – to Sacramento, Calif., celebrated the relevancy and diversity of street art and transformed walls and neighborhoods throughout the city. Through this case study, you will learn the trials and tribulations of producing an inaugural festival of this scale. David will share his passion and the process of how to promote an arts festival, develop essential community partnerships and lay a strong foundation for the future.

## 2. Michigan Creativity Group: Connecting the Dots – Banquet Room 6

**Presenters:** Jeff Croley & Jason LaFay / Michigan Creativity Group

**Contributors:** Chris Holman / Michigan Business Network, Darcy Kerr / Blue Cross Blue Shield of Michigan, Edythe (Edee) Hatter-Williams / Capital Area Michigan Works

This session reveals how Creative Placemaking – together with “educational placemaking” – strengthens community partnerships, creates unique learning experiences and increases economic prosperity. Michigan Creativity Group co-founders will share tips on implementing Creative Placemaking strategies, transforming education culture and creating win-win scenarios and supportive ecosystems. These strategies celebrate all forms of creativity, helping students and communities thrive by building relationships beyond the classroom.

## 3. Getting There: Transportation & Transformation – Banquet Room 7

**Presenter:** Ben Stone / Smart Growth America + Transportation for America

How can cities apply artistic and cultural practice to shape transportation, build social capital and support local business in rapidly changing neighborhoods? How can they engage the community to celebrate their stories, cultural history and diversity? How can planners inspire community members to participate in important civic conversations about the future of their neighborhoods? Artists and cultural workers are key to answering these questions. Ben Stone has been tracking trends and providing technical assistance to planners, activists, artists and engineers working at the intersection of community development, transportation and the arts. Case studies, best practices, barriers and funding opportunities will all be explored.

**+CM Credit**

## 4. Leveraging Your Localness – Banquet Room 8

**Presenter:** Kimber Lanning / Local First Arizona

The buy-local message is sweeping the nation, but are you doing all you can to stay in front of the curve? Kimber Lanning will be talking from her perspective as a small business owner and founder of Local First Arizona about vital examples and strategies you can bring directly to your business and your community. This session will cover: useful strategies to win new customers and drive tourism to your community; finding new ways to partner and work more collaboratively together; developing language to talk more effectively about your business and all that your community has to offer.

# Breakout Session 2

1:15PM - 2:30PM

## 1. Working Through the Culture of "NO" – Banquet Room 5

**Presenter:** Luke Forrest / Michigan Municipal League

**Contributors:** Danielle Lewinski / Center for Community Progress, Rebekah Kik / City of Kalamazoo

Sometimes the "red tape" is what cuts a project off at the start. Michigan Municipal League Director of Civic Innovations, Luke Forrest, plays a role as a middle man between community project leaders trying to start a Creative Placemaking project and municipalities keeping a community in order. In his session, you will hear examples of success in Michigan communities trying to execute Creative Placemaking projects; how both groups are meeting in the middle, and how they are building effective relationships.

## 2. Growing the Economy With Creative Placemaking – Banquet Room 6

**Facilitator:** Rachel Elsinga / Tri-County Regional Planning Commission

**Respondents:** Bob Trezise / LEAP, Dru Mitchell / Clinton County Economic Alliance, Jason Vanderstelt / Dutch Brothers Development Group & Charlotte Rising

Creative Placemaking has the ability to draw people out of their homes and into their community, helping local business grow and thrive. Hear regional experts share how Creative Placemaking has been quickly changing the conversation around the drivers of economic development. Facilitated by our Greater Lansing Metropolitan Planning Organization's senior planner of economic development, Rachel Elsinga, this session will explore how the arts boost economies and development efforts.

## 3. Measuring Success: What's the Impact? – Banquet Room 7

**Presenter:** Rachel Engh / Metris Arts Consulting

Most Creative Placemaking projects have both tangible and intangible results – some that are easily observed and measured and others that require sophisticated evaluation techniques. Rachel Engh will discuss evaluation methods used for Pillsbury House & Theatre (Minneapolis, MN) that empowered 30 community-based artists to engage their neighbors to create art where they live. Artists organized 52 projects ranging from a stiling club, to puppet shows, to photographic portraits and more. Evaluation methods focused on whether and how these projects increased levels of residents' community attachment and vibrancy.

## 4. Avenues to Funding: Pick Your Lane – Banquet Room 8

**Facilitator:** Tony Willis / LEAP

**Respondents:** Ben Stone / Smart Growth America & Transportation for America, David Sobon / Wide Open Walls, Jeff Garrett / MCACA, Laurie Baumer / Community Foundation

You have an amazing creative project idea. You've brought together leaders, collaborators, partners and built a fully-established plan. But now you need money! Funding innovative projects presents plenty of challenges, but they shouldn't stop you in your tracks. Learn from fundraising experts and granters as they breakdown the "wheres" and "hows" of funding and what's available to make your Creative Placemaking ideas come to fruition!

## Closing Plenary on the Main Stage

2:45PM - 4:00PM



### Zachary Mannheimer

**Principal Community Planner / McClure Engineering**

Attracting and keeping younger adults as active community members is a challenge that many small cities and towns face. Zachary Mannheimer bucked the trend and, after a 22-city road trip, decided to settle in Des Moines, Iowa. Now he's focused on getting others like him to see the upside of living in smaller places. Zach's work takes a fresh approach to economic development in small towns with young people and creative professionals in mind. Hear how Creative Placemaking creates vibrant, attractive communities with viable business models, enthusiastic investors, and dynamic programs, including the Des Moines Social Club.

## Join the Parade!



As soon as the Summit adjourns for the day, you are invited to join us in a traditional second-line procession to Museum Drive. Detroit's Gabriel Brass Band, a New Orleans-style band that can trace musical lineage back at least six generations, will lead us through the Lansing Center and across the street for the much-anticipated unveiling of the City of Lansing's Arts Impact interactive sculpture by renowned Lansing artist Ivan Iler. The sculpture, "Portrait of a Dreamer," will serve as the new gateway to the Riverfront District, which includes Impression 5 Science Center, R.E. Olds Transportation Museum, LaFille Gallery and Riverwalk Theatre. The sculpture is one of many public art projects that is revitalizing the Grand River-Michigan Ave. Corridor from the Capitol to Webberville, building our sense of place. You don't want to miss this arts landmark event for Greater Lansing!

## Meet the Block!



Immediately after the sculpture unveiling, the parking lot of Impression 5 Science Center and Riverwalk Theater will be alive for the Museum Drive party, "Meet the Block!" Our hosts, Impression 5 Science Center, R.E. Olds Transportation Museum and Riverwalk Theatre will open their doors to your curiosity, for free tours and exploration. These partners were the first to be awarded the Arts Impact Project in 2016, and are excited to provide this opportunity to celebrate the Arts Impact Project installation and showcase their organizations.

Join us for signature cocktails by American Fifth, demonstrations and activities (inside and out), good eats and more. Nothing like a placemaking event in celebration of placemaking!

# Connect

Follow along and share your experience with

# #LansingPlacemakers

Follow the Arts Council on:



Or get in touch at [Lansingarts.org](http://Lansingarts.org)

1208 Turner St., Lansing MI | 517.372.4636



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## CREATE PLACE

Are you ready to CREATE PLACE?

Wanted: Lansing Placemakers! Movers and shakers as well as the implementers and doers!

The Arts Council's CREATE PLACE consulting program allows for ideas to be shared around both the successes and challenges of using the arts as a driver of community and economic development.

Call us at 517-372-4636 if your community is ready for a deeper dive into creative placemaking!

Consulting in three communities each year is funded through the generous support of the Greater Lansing Regional Prosperity Initiative.

**#LANSINGPLACEMAKERS**

# Speakers



**Laurie Baumer** is **Executive Vice President** of the **Community Foundation**, serving Ingham, Eaton and Clinton counties. With \$95 million in assets, the foundation makes grants totaling almost \$4 million annually. Baumer oversees all operations and strategic projects, including placemaking planning and implementation. Baumer earned two Bachelor's degrees from Michigan State University. Prior to her current position, she served 16 years as president and CEO of Ele's Place in Lansing, Ann Arbor, Grand Rapids and Flint, Mich.

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**Jeff Croley** is a **DeWitt High School Teacher** and **Co-Founder of Michigan Creativity Group** and **Michigan Creative Educators Summit**. For 10 years, he has been actively involved with Creative and Educational Placemaking initiatives throughout Greater Lansing. Croley believes it is vital to transform the current education system and that Michigan needs to do a better job supporting and promoting a culture of innovation in K-12 education. He sees merging the worlds of education and business as the key to adequately preparing students to move forward in the 21st Century.

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**Rachel Engh** is a **Researcher/Planner** at **Metris Arts Consulting**, a firm that provides research, evaluation and planning services to reveal the impact of arts and culture and help communities improve their cultural vitality. Prior to joining Metris in 2015, Engh supported the City of Minneapolis' arts and cultural planning process. She holds a Master's in Urban and Regional Planning from the University of Minnesota's Humphrey School of Public Affairs and a Bachelor's in Sociology from Grinnell College.

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Since 2013, **Rachel Elsinga** has worked for the **Tri-County Regional Planning Commission** as **Senior Planner** in economic development, coordinating the Greater Lansing Regional Prosperity Initiative. Her career has allowed her passion for the arts to merge with community development via creative placemaking opportunities spread throughout mid-Michigan. She is committed to contributing to the important role community planning has in facilitating and projecting forward Creative Placemaking.

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**Luke Forrest** is **Director of Civic Innovations** for **Michigan Municipal League**, focusing on issues related to community planning, walkability, public transportation and environmental sustainability. He represents the League on the Michigan Green Communities steering committee, MEDC's Redevelopment Ready Communities advisory council and numerous other committees and boards. Forrest joined the League in 2010 as a program manager. Previously, he worked for the Michigan Suburbs Alliance, the Association of Public and Land-Grant Universities and the U.S. House of Representatives.

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**Jeff Garrett** manages Capital Improvement and Minigrant Programs in his role as **Community Development Program Manager** at **Michigan Council for Arts & Cultural Affairs**. Previously, Garrett served as art school director at the Flint Institute of Arts. He has extensive teaching experience in Michigan public schools. Garrett was head of the art and design department at Crowder College and received a ceramics Master of Fine Arts with distinction from Indiana State University.



**Edythe (Edee) Hatter-Williams** is **Chief Executive Officer** of **Capital Area Michigan Works!** focusing on talent development in the tri-county region and filling the talent needs of its employers. While much of the talent discussion centers around post-secondary talent, Hatter-Williams believes K-12 education must be included in the conversation. Hatter-Williams writes a weekly column for the "Lansing State Journal," is a monthly guest on "Michigan Business Radio Network" and a contributor to "Greater Lansing Business Monthly."

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**Chris Holman** is **Founder and CEO** of **Michigan Business Network**, a business news site and broadcasting company. For over 40 years, Chris has used his skills as an entrepreneur to successfully start businesses, launch magazines, run companies, serve on community boards and host various talk show programs on both radio and Internet. He currently is the primary host of "Michigan Business Beat" and co-hosts "This Week in Small Business" talk programs on Michigan Business Network.

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**Darcy Kerr** is **Senior Vice President of Human Resources, Emerging Markets, a division of Blue Cross Blue Shield of Michigan**. She is responsible for talent management, compensation, benefits, development and diversity and inclusion for 2,400 employees in 37 states across the U.S. Kerr serves on several boards, including the Governor's Talent Investment Board, CAMW! Workforce Development Board and Lansing Symphony Orchestra. Kerr holds a Bachelor's in Political Science from Grand Valley State University and a Master of Labor Relations and Human Resources from Michigan State University.

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**Rebekah Kik** is currently **Director of Community Planning and Development** for the **City of Kalamazoo**. She holds a master's in architecture and post-graduate degree in architecture and urban design from the University of Notre Dame. Rebekah traveled the country consulting for 12 years before joining the city in 2014. Her experience includes: historical façade renovation, infill in existing neighborhoods, land use and transportation planning, urban design, form based code, and composition of architectural pattern books.

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**Jason LaFay** is a **DeWitt High School Teacher** and **Michigan Creativity Group Co-Founder**, along with Jeff Croley. As co-founders, they facilitate change to high school culture in America by promoting student creativity and entrepreneurship. LaFay believes it is crucial that public schools prepare students for the creative economy and proposes that schools must do more than simply impart skills and knowledge; there has to be an effort to channel student creativity into building economic growth that benefits all communities.

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**Danielle Lewinski** serves as **Vice President and Director** of **Michigan Initiatives for the Center for Community Progress**, a national nonprofit focused on helping communities develop solutions for vacant and deteriorated properties. At the Center, Danielle directs the organization's technical assistance, education, research and policy work throughout Michigan. Before joining the Center, she worked with a variety of initiatives focused on blight elimination and planning in weak markets.



**Dru Mitchell** is **President and CEO** of the **Clinton County Economic Alliance**. Prior to joining CCEA in 2014, she enjoyed careers in the banking and golf industries followed by opportunities in fund and business development. She is an active member on the boards of the Clinton Task Force on Employment, Clinton Career Network and Capital Area United Way. Mitchell is a member of the Rotary Club of St. Johns and earned her Master's of Business Administration at the University of Wisconsin.

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**David Sobon** is **Owner** of **DSA Events** — a Sacramento-based live-auction, full-service event planning and fundraising consulting firm specializing in nonprofits. In 2017, Sobon formed Wide Open Walls. Known as a high-energy people connector who makes things happen, his driving motivation is his desire to showcase the diverse, innovative and rapidly evolving cultural landscape of Sacramento, while promoting the excitement and accessibility of street art, both locally and worldwide. He also serves on Sacramento Metropolitan Arts Commission and has juried numerous art competitions.

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**Ben Stone** is **Arts and Culture Director** at **Smart Growth America** and its program **Transportation for America**. Stone leads the organization's broad efforts to help communities across the country better integrate arts, culture and Creative Placemaking into neighborhood revitalization, equitable development and transportation planning efforts. Prior to joining Smart Growth America, Stone served as executive director of Station North Arts & Entertainment, Inc.. Under Stone's leadership, Station North became a national model for Creative Placemaking.

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**Bob Trezise** has been **President and CEO** of the **Lansing Economic Area Partnership (LEAP)** since 2011 when he was named by Michigan Economic Developers Assoc. as the state's Top Economic Development Professional and received two awards from International Economic Development Council. Previously, Trezise held multiple leadership roles in the Greater Lansing region at the Lansing Economic Development Corporation, the Lansing Brownfield Redevelopment Authority, Michigan Economic Development Corporation and Lansing Regional Chamber of Commerce, to name a few. To learn more about Bob, visit [purelansing.com](http://purelansing.com).

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**Jason Vanderstelt** is **Co-Owner** of **Dutch Brothers Development Group**, a real estate development firm in Mid-Michigan. Entrepreneurship and community development came at an early age for Jason. He started (and still owns) his first business at 12 years old and was elected to local city council at 23. Jason owns multiple businesses, including a newly opened restaurant, The Dolson in Charlotte, Mich. The combination of these skills benefit his ongoing involvement and board position with CharlotteRising, a community organization focused on the revitalization efforts of the Charlotte community.

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**Tony Willis** is **Director of the New Economy Division** for **LEAP** where he establishes and extends programming for entrepreneurship and innovation throughout the Lansing region. With the goal of creating a culture of entrepreneurship, Willis works with local, regional and state resources to assist individuals and startups in launching products and creating companies. He oversees the Hatching monthly pitch competition for aspiring entrepreneurs and is president of Lansing Proto.



## Thank You For Your Support

The creative spirit.

Sometimes it takes you in a direction you never thought you would go. Sometimes it drives you with single-minded focus to accomplish something great. Something bigger than yourself. Something memorable. Sometimes it asks you to grow. Sometimes it asks you to honor your roots.

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OUT

## 2018 Dates

Jan. 12 • March 2 • May 4 • July 13 • Sept. 7 • Nov. 2

## Arts Night Out

**Arts Night Out** is a bi-monthly event series in Old Town Lansing that invites you to experience urban space and creativity in unexpected ways.

These free, Friday-evening, walkable events turn the neighborhood into a collection of impromptu creative experiences. It's a night full of fun and adventure for the entire family with music, live art demos, creative exhibits, street performers and so much more.

You don't want to miss Arts Night Out!



**ARTS  
COUNCIL**  
greater lansing

**#MyArtsNightOut**

# Storytellers

## Everyone has a story.

Actually, we all have lots of stories, and sharing them is how we help people get to know us – it's our way of letting others know what is really important to us and what makes us who we are. For artists, telling the story of their art is deeply personal and central to how they see themselves and how they connect with others. At each of today's breakout sessions, you will hear from our storytellers who want you to hear what their art means to them – why they do it, why it matters, what role it plays in their lives and even the lives of others. Each of them has two minutes to wow you, so listen closely!



### Caleb Johnson

**Illusionist**

Through the art of storytelling and illusion, I incite wonder in kids and adults alike, inviting them to see the world in new ways.

[f](#) Caleb Johnson Live [@calebjohnsonlive](#) [@calebjlive](#)



### Mikeyy Austin

**Musician**

I serve as an artist that provides resources and platforms while sowing opportunities for the next generation of artist leaders.

[f](#) MikeyyAustin [@MikeyyAustin](#)



### Tyler Bradley

**Choreographer & Dancer**

As a choreographer and dancer in Greater Lansing, I use my art to inspire social change and build community.

[f](#) Humanity [@humanitydance2015](#) [Tyler Lenn Bradley](#)



### Natalie Anwar

**Photographer & Graphic Designer**

I am an advocate for using the arts as a universal bridge to understanding life's most complex phenomena.

[f](#) Natalie Anwar Photography [@NatalieAnwar1](#) [@anwarnatalie](#)



### Erik Larson

**Executive Director, Impression 5**

My role challenges me to create a significant and relevant cultural tourism experience for families visiting the Lansing region.

[f](#) Impression 5 Science Center [@myimpression5](#)



### Craig Mitchell Smith

**Glass Sculptor**

As a late bloomer in the arts, I want to help people tap into their own creativity and self-expression.

[f](#) Craig Mitchell Smith Glass Artist



### Jeff Croley

**Theatre Director & Arts Educator**

I help students unleash creativity, explore passions and find purpose by introducing them to creative initiatives & industries.

[f](#) Jeff Croley [@creativeOSI](#) [Jeff Croley](#)



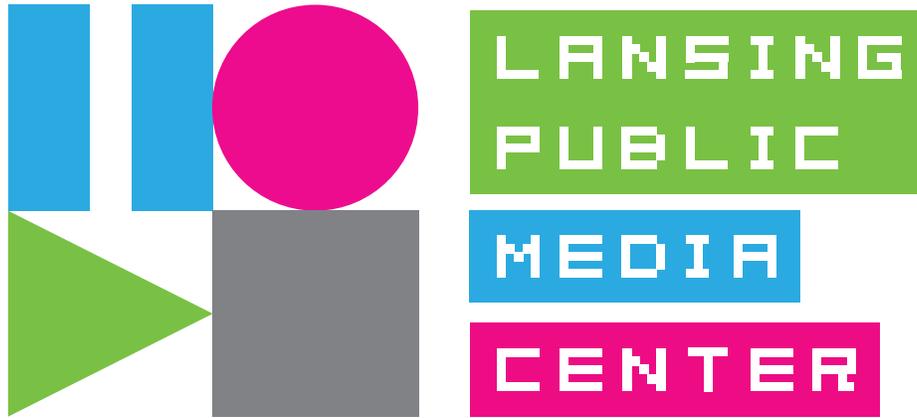
### Dennis Hinrichsen

**Greater Lansing Poet Laureate**

As Lansing's first Poet Laureate, I find ways to connect poetry to the cultural life in communities at all levels in the tri-county area.

[f](#) Greater Lansing Poet Laureate

Thank you for your support!



Follow the Media Center on



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[twitter.com/lansingmedia](https://twitter.com/lansingmedia)

Save The Date!



**Under Construction**  
**Coming October 4, 2018**



## Download the **517ARTsearch App!**

517ARTsearch is a mobile app that describes and guides you to public art in the 517 area code. The app was created by the Arts Council of Greater Lansing to alert tri-county community members of all of the inspiring art in the area as part of our greater Creative Placemaking initiatives.



**PROUD  
SPONSOR OF THE**

**CREATIVE  
PLACEMAKING  
SUMMIT,  
2017**



### **Congratulations to the Arts Council of Greater Lansing on the 2017 Creative Placemaking Summit**

The Lansing Board of Water & Light has been providing electric, water, steam and chilled water utility service to service to mid-Michigan since 1885. Today we provide safe and reliable service to more than 100,000 customers.

Giving back to the community we serve is a hallmark of the BWL and its employees who volunteer thousands of hours every year to make events such as Adopt a River, BWL Chili Cook-off, BWL Hometown Power 5K and Silver Bells in the City, a success.

"Hometown People. Hometown Power." is more than just a slogan. It's who we are and what we do - with pride and dedication.



The City of Lansing, Lansing Township, East Lansing, Meridian Township, and the Capital Area Transportation Authority (CATA) are working together to ensure the future of Michigan and Grand River avenues, the Avenue, is one that builds upon the creativity and character of its neighborhoods, supports residents and businesses, and is connected in ways that are safe for all modes - drivers, bicyclists, pedestrians and transit users.

Join us in the lobby for a hands on activity to share your input.

It's your avenue. Shape it!

 Shaping The Avenue

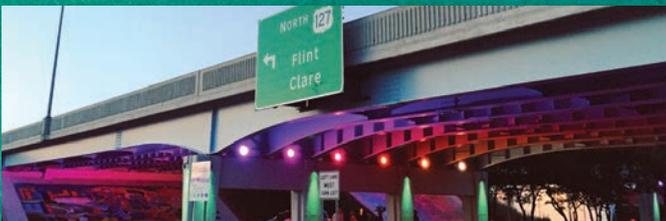
 @ShapingTheAve

 shapingtheave

 [shapingtheavenue.com](http://shapingtheavenue.com)

# INCLUSION. OWNERSHIP. EQUITY. *Development.* ART.

**SHAPING THE AVENUE**  
UNIQUE PLACES AND COMMUNITY SPACES



## PLACE

Attracts & Keeps Talent & Business

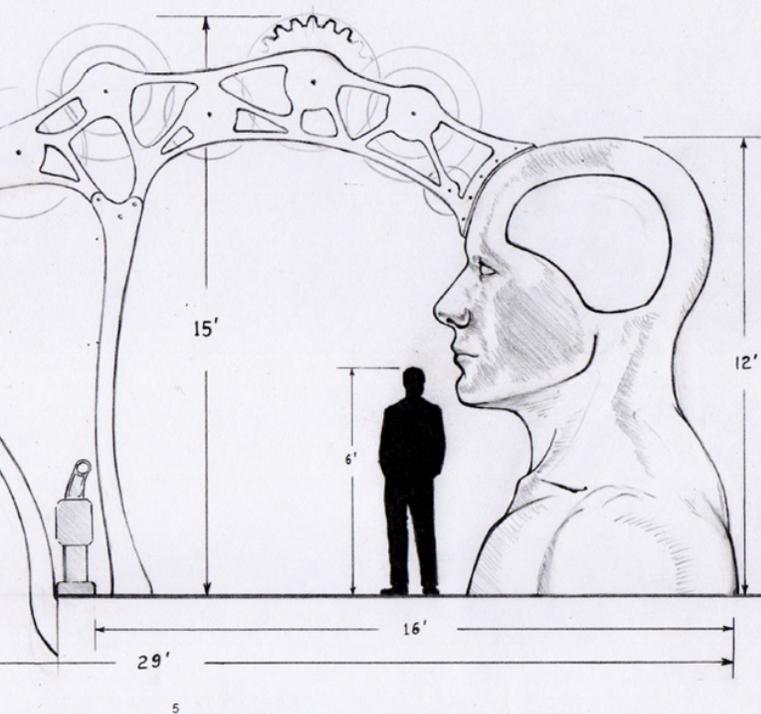


Helping Families and Communities to Live Better Every Day

[purelansing.com](http://purelansing.com)



**Thank You For  
Your Support!**



## Pitch Your Project!

Monday, Oct. 30 | 4:30 - 6:30PM

Michigan Institute for Contemporary Arts (MICA)  
1210 Turner St., Lansing, MI 48906

# Pitch Your Project!

## City of Lansing Arts Impact Project

This annual project awards \$75,000 for the development of a permanent creative structure that enhances a neighborhood's appearance and kindles community engagement in the City of Lansing.

Led by an artist/designer/creative, proposed projects must be permanent physical art installations located in highly visible public spaces within the City of Lansing.

Anyone can propose a creative project (organizations, businesses, community members, neighborhood associations or any other entity or individual.)

We'll give you five minutes to pitch your idea.

Creative projects may include, but are not limited to, physical gateways, small outdoor performance spaces, murals, alley enhancements, fountains, way-finding, landscaping/greenspaces and seating, public art that captures a neighborhood's heritage and cultural soul, community-driven collaborative art installations, playground/play-on art, and/or arts incubator/studio spaces to name just a few.

We look forward to seeing you and hearing your ideas.

For more information please contact Arts Council program manager Meghan Martin at [meghan@lansingarts.org](mailto:meghan@lansingarts.org)

# Introducing

## METRO LANSING LIVING

FALL 2017  
SEPTEMBER - DECEMBER

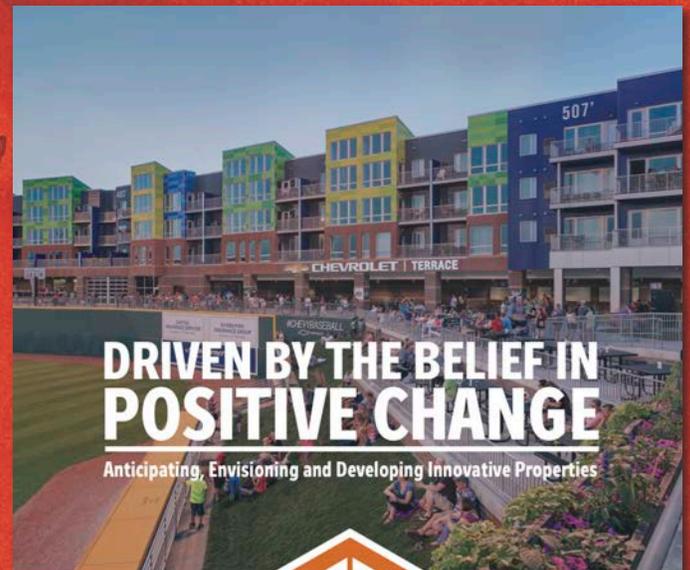


Virg Bernero, Mayor

NEW City of Lansing publication featuring:

- Parks & Recreation Activities Guide
- Capital Area Recycling & Trash information
- Lansing happenings & more!

[LANSINGMI.GOV/METROLANSINGLIVING](http://LANSINGMI.GOV/METROLANSINGLIVING)



## DRIVEN BY THE BELIEF IN POSITIVE CHANGE

Anticipating, Envisioning and Developing Innovative Properties

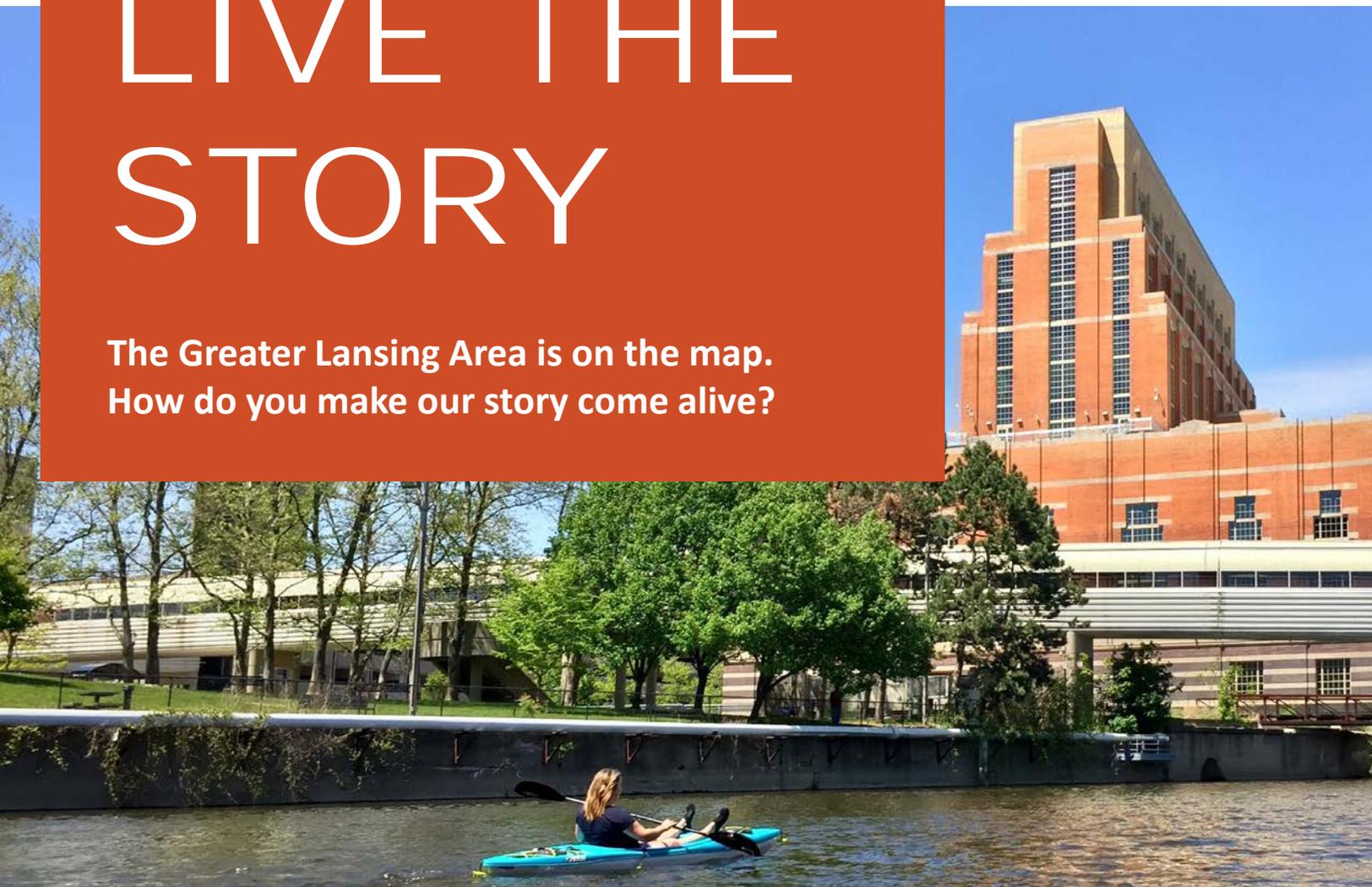


**GILLESPIE**  
GROUP

[GILLESPIE-GROUP.COM](http://GILLESPIE-GROUP.COM)

# LIVE THE STORY

The Greater Lansing Area is on the map.  
How do you make our story come alive?



MI Capital Region is all about telling the story of our region's economic development through data and statistics. At the forefront of this program is the **Greater Lansing Regional Prosperity Initiative (GLRPI)**, a collaboration of organizations with a vision for the tri-county region's economy. These partners come together to brainstorm and plan for talent, education, transportation, health and environment, and placemaking initiatives. To date, GLRPI has invested over \$750,000 to advance community development efforts in Clinton, Eaton, and Ingham counties.

Get involved and revitalize the region's story! Contact Rachel Elsinga, Economic Development Planner at the Tri-County Regional Planning Commission, at 517-393-0342 or [relsinga@mitcrpc.org](mailto:relsinga@mitcrpc.org) to learn more.

