Gentrification, Displacement & Creative Placemaking: Evaluation Methods for Nonprofit Arts and Cultural Organizations
Grace Komarek-Meyer, MNA
Master of Nonprofit Administration - Capstone Project

Summary
Gentrification, Displacement & Creative Placemaking: Evaluation Methods for Nonprofit Arts and Cultural Organizations focuses on the cultural strategies of creative placemaking projects, the role of the nonprofit organization in combating gentrification and displacement, and the task of evaluation and measurement program impact of creative placemaking projects. The first section of this report contains a literature review that is divided into two main focuses: (1) History, context, and research of gentrification and displacement studies, and (2) Creative Placemaking and cultural strategies to support community development and resist the negative effects of gentrification and displacement for community members, neighbors, and key stakeholder groups. The second section of this report contains primary data collected in the form of three expert interviews with nonprofit arts and cultural organizations and one urban planning professional. The final component of this report consists of a set of recommendations for nonprofit arts and cultural organizations to take into consideration when carrying out various creative placemaking projects.

Purpose
1. Learn about creative placemaking from case studies and current research and literature
2. Learn about the historical context and implications of gentrification & displacement as it relates to the nonprofit arts and cultural sector
3. Gain insights from different experts in the field on cultural strategies and practices for combating gentrification and displacement, and different evaluation methodologies for measuring program impact
4. Build a working document and provide recommendations for creative placemaking projects seeking to measure, evaluate, and report on program success as it relates to combating gentrification and displacement

Research
- What role should nonprofit arts and cultural organizations play in combating gentrification and displacement?
- How can nonprofits use creative placemaking and cultural strategies to combat gentrification and displacement?
- What are the best practices for measuring and reporting program impact?

Methods
Expert Interviews
Kristen Acosta | Programs Coordinator | The Women’s Building
Anna Cash | Associate Director | Urban Displacement Project
Louise Carroll | Nonprofit Executive, Board Member, and Teaching Associate | USF
Elena Serrano | Program Director | EastSide Arts Alliance & Cultural Center

Data and Analysis

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<tr>
<th>Shared Values</th>
<th>Practices, Strategies, and Topics</th>
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<td>Importance placed on addressing the needs of the community</td>
<td>Surveys, in-person communication, one-on-one meetings, town hall meetings, and engagement events that capture residents’ needs and experiences as they relate to gentrification and displacement that are aligned with the needs of the community.</td>
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<td>Intergenerational learning and exchanges</td>
<td>Membership in community-driven networks, partnering with local arts organizations, sharing stories and experiences, neighborhood learning, planning sessions, arts and culture education, and cultural history, youth engagement, arts, culture, and community cultural strategy.</td>
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<td>Building safe community spaces that address the needs of the community</td>
<td>Late adoption for creative investment, the top priority of community members, affordable housing, arts and culture investment, community-led planning, partnerships with nonprofits, volunteers, board members, volunteers, community engagement, and cultural strategy.</td>
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<td>Cross-sector partnerships and coalitions for addressing policy and systems change</td>
<td>The importance of engaging in harm reduction, strategic, government, community, business, and non-profit partnerships, advocacy, art, and policy-driven funding, lack of resources, affordable housing, partnerships, and advocacy coalitions.</td>
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Creative Placemaking Logic Model

Recommendations
1. Consult UDP interactive gentrification & displacement mapping to identify areas of high risk, and meet the needs of the community and stakeholder groups
2. Work in cross-sector partnerships and coalitions
3. Conduct annual combination of surveys and personal communication for program evaluation
4. Have all staff, volunteers, board members, and executive team complete a cultural competency assessment annually
5. Design programs and activities with the guidance of the Creative Placemaking Logic Model and or CPM Certification criteria

References