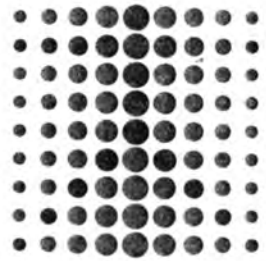


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CULTURE BUILDS COMMUNITIES
An Initiative of
Partners for Livable Communities

What Is Culture Builds Communities?

Culture Builds Communities is an effort of Partners for Livable Communities, in association with the American Council for the Arts, to expand the cultural agenda in the 1990s, and put it in its rightful place as an essential component of community development efforts. Partners is taking concrete steps to define and update the premises upon which the advocacy of culture can be built. For years leaders have asked, "What can people do to help arts and culture?" The Culture Builds Communities initiative asks, "What can culture do to serve the people?"

How Do You Build A Community?

The building of community is more than housing, businesses, schools, transportation and policing. A strong community is built on a foundation that ensures opportunities for youth, encourages a sound economic and civic infrastructure, and creates a sense of place that preserves heritage and celebrates diversity. Community building is about cultivating values and generating individual and community pride. It is about helping individuals become civic leaders, informed consumers and community advocates.

This is why the Culture Builds Community initiative looks at:

- * Culture and human development
- * Culture and leadership development
- * Culture and economic development
- * Culture and physical development

How Culture Builds Communities Has Evolved

Partners has long recognized the potential that arts centers, museums, libraries, zoos and parks departments hold for youth and for other frequently overlooked populations such as people of color, immigrants, the economically

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disadvantaged and the elderly. For example libraries are a neutral gathering place and can provide tutoring, literacy and language classes, and electronic access to information on jobs and health care; arts centers and museums are resources for after-school enrichment programs and GED training; and recreation centers promote self awareness through wellness training and team sports. The appeal of these institutions further extends to the fact that programs within these institutions can be generated quickly and with very little capital cost -- the basic human and institutional infrastructure is already in place.

With generous support from the Surdna Foundation (The Public Library: In Partnership With Communities), Ford Foundation (Delivering Social Services to Children at Risk through Urban Park and Recreation Programs), Pew Charitable Trusts (Museums in the Life of the City), Citibank (Culture Builds Communities: Partnerships for Community Development) and others, Partners has developed a series of programs that examine how "traditional" community institutions such as public libraries, museums, cultural centers, and recreation departments can divert some of their physical and human resources toward solving local problems.

These programs led us to form partnerships with other national organizations such as the Public Library Association, Project for Public Spaces, National Recreation and Parks Association, and American Association of Museums to bring technical assistance teams and training programs directly to communities.

What We Have Learned Since 1990

Partners efforts have resulted in the current program that we believe uniquely approaches issues through four groups that have not traditionally focused on the importance of culture. They are:

*** Civil Rights Organizations:**

Dilemma: In the course of developing and implementing Culture Builds Communities, Partners has worked with a number of national civil rights organizations. Among them are the National Association for the Advancement of Colored People, Americans for Indian Opportunity, the Urban League, the National Council for La Raza and the Organization of Chinese Americans.

It became clear early on that the majority of these organizations do not sponsor or advocate cultural programming, they have no staff to support a cultural agenda, and rarely is culture an element of their national conferences or training programs.

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Action: Partners has enlisted Raul Yzaguirre who heads the National Council for La Raza to co-chair the Culture Builds Communities Steering Committee. In addition, we co-sponsored the Museums in the Life of the City conference in Philadelphia with the Urban League. This was the first time the Urban League had been involved in a cultural project.

Partners believes that it is extremely important to continue building support among these organizations because they can create a new demand for culture at the local level.

* **Community Development Corporations:**

Dilemma: Community development corporations are a logical delivery system and recipient of cultural partnerships. Constituents of community development corporations are often among the most underserved community groups.

Partners recently polled forty-one CDCs in the New York metropolitan region. The results were interesting. Approximately 60% had worked with a cultural group in some capacity, but in almost every instance the project was a short-lived effort such as a festival or a free performance. Nevertheless, all of the CDCs found the association useful, and all were interested in more association in the future. When asked to name the areas where culture could be the most helpful, the respondents overwhelmingly identified, education, youth and multi-cultural appreciation.

Action: Partners is currently working with Citibank and approximately eighty community development corporations in the New York metropolitan area to construct partnerships with cultural organizations. We are discussing a similar project with Indiana Neighborhood Housing Partnership and Indiana Advocates for the Arts for over twenty CDCs in Indianapolis.

* **Youth Advocacy Organizations:**

Dilemma: Partners has held discussions with Judith Weitz, former coordinator of Kids Count, Karen Johnson Pittman, director of the Center for Youth Development and Policy Research, and others regarding the potential of cultural programs for serving the needs of youth. It is generally observed that culture can, in fact, greatly strengthen youth agendas. However, this is seldom the case.

Action: Partners has joined forces with the Coalition of Community Foundations for Youth to offer technical assistance on forming

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partnerships that would lead to programs between local cultural organizations and youth-serving agencies.

* **Elected and Appointed Officials:**

Dilemma: It is extremely important to include this group in the partnership "stew" as the elected and appointed officials are in a position to allocate financial support and supervise management. However, across the country cultural budgets are being drastically cut, when they should be growing. Elected and appointed officials are still skeptical about the value of culture.

Action: Partners has formed a Steering Committee of the five largest national organizations representing elected and appointed officials. They are:

- *National League of Cities
- *U.S. Conference of Mayors
- *International City/County Management Association
- *National Association of Counties
- *National Conference of STate Legislatures

Mr. Donald Hansell, executive director of the International City/County Management Association has agreed to chair this Steering Committee.

Working with these four different groups Partners is attempting to redefine the role of culture in the community, broaden the base of partnerships to include a wider range of "producers" and "recipients," build a strong advocacy base among organizations that have disregarded culture as a resource, improve consumer awareness among under-served constituencies of the value of culture, and ensure that there is support among public officials.

What Lies Ahead?

In 1994, Partners plans to focus our efforts to combining the forces of civil rights organizations, community development corporations, youth advocacy organizations, leadership organizations and the cultural community.



U.S. DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT
THE SECRETARY
WASHINGTON, D.C. 20410

July 14, 1993

Mr. Robert McNulty
President
Partners for Livable Places
1429 21st Street, NW
Washington, DC 20036

Dear Mr. *Bob* McNulty:

I hope that you found your participation in our American Assembly program to be as stimulating and rewarding as I did. Together, we fashioned a document I believe we all can take pride in. It was hard work at times, but the value of our product is without question, as was the value of the process. Old acquaintances were strengthened and new friendships were forged.

I can't thank you enough for your contributions. Arden House has a long history of hosting significant meetings. Ours will rank with the best.

Sincerely,

Henry
Henry G. Cisneros

Thank you for your help - I want HUD to be a partner with you in encouraging amenity planning - let's work on this - Andrew has told me you have talked.

Clinton Presidential Records Digital Records Marker

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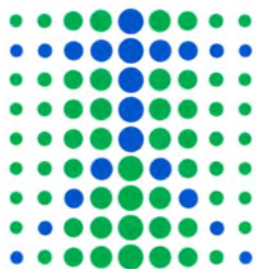
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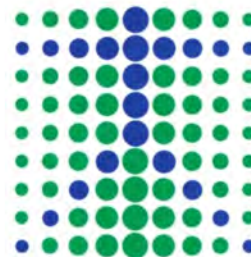
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Leadership.**



**Creating
Solutions.**



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