Gulgun Kayim: Director of Arts, Culture, and the Creative Economy, City of Minneapolis, MN

**Key Points:**

- The Creative CityMaking Program (CCM) in Minneapolis is a responsive government through arts based civic engagement (City → Community → Department → Staff)
- Every community has creative aspects, but there needs to be a person in charge of the strategic partnerships

**Objective:** Collaborate between City Staff and artists to use arts and design resources to address issues, design and test new community engagement interfaces, and enhance the capabilities of city staff and workers to engage underrepresented communities!

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Results</th>
<th>Lessons Learned</th>
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<tbody>
<tr>
<td>Develop new arts based field tested approaches that engage traditionally underserved, underrepresented communities</td>
<td>Friendly, creative, and simple strategy to reach underserved communities more effectively!</td>
<td>New pathways, conversations, and relationships for communities have come to light</td>
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<td>Stimulate innovate thinking and practices</td>
<td>In one year, there were 22 new tools for civic engagement, 7 new strategies, 58 art-based events, and 90% of participants were engaged for the first time in City planning!</td>
<td>Decisions need to be made from multiple perspectives within the city</td>
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<td>Increases city’s capacity</td>
<td></td>
<td>More innovative strategies are needed</td>
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**Simple Rules to follow:**

Artfully engage underrepresented communities  
Test big ideas  
Act with tact  
Leverage conflict as a resource  
Run with what works  
Demonstrate values

Leon Letson: Associate Planner City of Boise & Energize our Neighborhood program

**Key Points:** Focus on the Planet, Profit, and the People to create lasting environments, cultivate innovative enterprises and build vibrant communities (refer to graphic on page 2).
Process: Be granular and detailed with data! Conduct neighborhood assessments, develop community partnerships, and create ‘neighborhood level’ change.

Steps:

Lessons learned:
Data is only part of the story
Residents must drive and own the process
Celebrate uniqueness
Alignment!!!