CREATIVE PLACEMAKING SUMMIT 2024: SOUTH AND APPALACHIA

PAST, PRESENT AND FUTURE:
Disaster Management in the Arts

MARCH 7, 2024
WELCOME & CONTEXT

Who’s Here And Why?
“Creative Placemaking Needs Creative Placekeeping”
PAST

How And Why Did Disaster Management In The Arts Become A Practice?
How Disaster Impacts Arts/Culture

IMPACT

- Loss of Capacity
- Loss of singular creative works
- Loss of Income
- Health Issues
- Loss of Facilities
- Damage to Property
First Responders and Arts Responders

First Responders we work with:
• Police, Fire, EMS
• Local and County OEM
• State Office of Emergency Mgmt.
• FEMA
• Voads/COADs
• Hospitals
• Public Health Departments

Arts Responders & Artists:
• Organizations that respond to the needs of the arts community in a disaster AND
• Artists and organizations that utilize the arts to aid in emergency response and community recovery
• Services include:
  • Information provision
  • Networking
  • Financial Assistance
  • Education
  • Advocacy
  • Arts Experiences
FEMA Doesn’t Take Care Of It All…

Disruptive Occurrence

FEMA Assistance 30-60 Days
Includes food, shelter, facilities & other immediate needs

Assessment ► Relief ► Response ► Recovery

Return to Regular Operations
Partners Promoting Readiness, Response & Recovery for the Arts

Arts Partner Organizations
Natural and Human-Caused Disaster/Response Timeline

Link>>>
PRESENT

What’s happening in the field right now?
2024 Creative Placemaking Summit
Our World is Changing

We need to learn to:

• Adapt quickly
• Be more human-centered
• Create resilient communities

• Climate Crisis
• Natural Disasters
• Human-made disasters
• Threat to public health
• Divided communities
Creative Sector often overlooked in a crisis.

- Includes the unique people, business, history, places, and events that make your community special.
- Can help community see hope and history.
- Can help communicate with whole community and under-resourced groups.
Creative Economy includes:

- Advertising
- Architecture
- Art
- Craft Beverages
- Fashion
- Design – product and graphic
- Culinary Arts
- Crafts
- Film
- Music
- Performing Arts
- Publishing – print books, audio, and ebooks
- Video games
- TV and Radio
- Toys and Games
- Software
- Cultural Heritage
- Festivals & Events
- Parks & Trails
- Campuses & Libraries
- History & Art Museums
- Galleries & Music Venues
2021 Industry Sector Comparisons

- Retail: $1,391,128,100,000
- Creatives & Culture: $1,016,249,142,000
- Construction: $945,301,800,000
- Transportation: $688,238,900,000
- Utilities: $378,436,300,000
- Mining: $333,934,000,000
- Education Services: $269,726,300,000
- Agriculture & Forestry: $206,568,000,000

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Federal Investment in Preparedness

Creative Sector is not prioritized
Emerging National Network

Creative Sector: Crisis Analysis & Mitigation Coaches
CAM Coaches

Train nationally. Work locally.

- Disaster cycle & emergency management protocols
- Facilitation Skills
- Coaching Skills
- Build the Network
Grow Community Readiness

Inspire

- Hope
- Empathy
- Diverse community voices
- New leaders
- Prepared and embracing Readiness

Gather Often

Learn

Do

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Air Community Development Process & Programs

**Step 1: Engage**
Assessing local interest & building enthusiasm

It begins with community outreach, followed by a two-hour workshop to spark understanding and collaboration between creative and emergency management sectors and individuals.

**Step 2: Gather**
Building new local readiness network

Expand partners and meet regularly to share resources, develop community preparedness and readiness plans, and identify mitigation topics for Shift Mitigation Workshop.

**Step 3: Shift**
Designing small, community-led mitigation projects

In a multi-day, hands-on workshop, Air Certified Facilitators help small teams use collaboration skills, design thinking, and business planning to create small, locally implementable mitigation projects.

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Build deep relationships and trust between the emergency management and the arts and creative sectors to build stronger, more resilient, ready communities that serve everyone well.
Community Objectives

1. Create a local network that includes both local emergency management and creative sectors.

2. Build and strengthen grassroots community awareness of and participation in emergency management cycles and systems.

3. Develop and expand community-led preparedness and mitigation projects using the arts and creativity.
Mitigation Phase

Reduce Future Disaster Impacts

• Plan and implement after recovery when things are calmer – blue sky time
• Projects focus on better serving people or communities who didn’t get help
• Projects can involve infrastructure investments
Community Collaboration Mitigation Project

• Address local preparedness or mitigation issue
• Include people who don’t work or play together
• One year timeline
• $25,000 or less
• Can happen with who and what you already have!
• Leads to bigger projects

Small scale projects are low risk and can succeed quickly
Goal: Post COVID, mitigate the next health care emergency with a regional project that is locally implementable.

- Teams identified problems uncovered by the COVID pandemic
- Both teams designed pilot, demonstration projects that can be replicated.
DMV Metro Team Blue

Goal: Address trust issues with emergency management agencies

Project: Street fair serving a Baltimore distressed neighborhood
• Live local music, art, and food
• Emergency management and social service agency booths with free swag
• Raffles & attendance prizes
2023 Shift Mitigation Workshops

DMV Metro – Team Orange

**Goal:** Address food insecurity

**Project:** Community garden serving distressed Baltimore neighborhood with elementary school and assisted living facility

- Existing city owned land
- Classes about growing and preserving food
- Art activities in the garden
- Cross generational activities
- Donations of food to elderly
Houma, Louisiana March 8-10

**Goal:** Mitigate coastal erosion and climate change

- Teams identified problems uncovered by Hurricane Ida
- Both teams designed pilot, demonstration projects that can be replicated.
Houma, Louisiana—Tune In Terrebonne

**Goal:** Mitigate communication issues during hurricane

**Project:** Radio Station & data collection project

- Existing high wattage radio station has been designated for official emergency updates during disasters
- Local DJs, ministers, and music provide hope
- Churches organizing volunteer effort to collect names and needs for all residents in Parish.
- Crank radios to incentivize sharing data
Houma, Louisiana—Meet Me at the Tree

Goal: Mitigate communication issues during hurricane

Project: Prototype a 15’ tall CAT5 safe metal tree sculpture for one Bayou community in Terrebonne Parish.

- Meeting place & charging station—generator and direct power supply
- Loudspeaker and lights (will broadcast Tune In Terrebonne)
- Designated supply distribution center
- Fundraiser includes leaf tiles with family names
2024 Climate Resilience Pilots

City of St. Louis, MO & Lake Charles, LA

Goal: Increase emergency management and planning agency budgets to include staff to serve the creative sector and under-resourced cultures and communities

The work:
18 month process including: discovery related to climate resilience and migration opportunities, community network development, Air and other arts focused workshops, and policy development.
Big takeaway — the arts sector does not have capacity to do this work — even if funded. We have to work at local level to leverage other allies and resources.
Climate Resilience & Systems Change

New Workshops being piloted

• Emergency Management & other City agencies open communication
• City and Regional Collaboration
• Neighborhood Level Engagement – What Should We Protect & Save?
The Present:
Not many do this work!
Some are trying to change:
• FEMA
• Higher ed
• Arts organizations
FUTURE
Where do we go from here?
“So, What’s Next?”
Taking It To Tomorrow

What Have We Learned From Hurricane Katrina

Infiltrate, Educate, Activate

If We Can’t Mitigate, We CAN Minimize

Build a Scaffold BEFORE Disasters Happen
What Can You Do?

Invite
Inform
Engage
Summary

- It’s never too late to start mitigation and readiness efforts. It only takes one step at a time – but – the key is that **you have to start**.
- **Talk** to your family, friends, and peers.
- **Engage** your community and their community.
- Gather, share, and appreciate **resources** that exist.
- **Everyone** is of use in disaster response.
- You have to give them **something specific** to do.
THANK YOU!

Ruby Lopez Harper
ruby@crafteremergency.org
614.806.5880
www.cerfplus.org

Beth Flowers
beth@aircollaborative.org
Phone?
www.aircollaborative.org
https://aircollaborative.org/cam-coaches/

Mollie Quinlan-Hayes
mquinlanhayes@ncaper.org
602.550.4415
www.ncaper.org
RESOURCES

Crisis Analysis & Mitigation Coach Program

dPlan | ArtsReady

Disaster Resiliency for Artists & Nonprofits

Cultural Placekeeping Guide

NCAPER

Expanding Mitigation Guide

Performing Arts Readiness

Creative Relief

Craft Emergency Relief Fund

Rauschenberg Emergency Grants

NCAPER

Craft Emergency Relief Fund

NATIONAL COALITION FOR ARTS PREPAREDNESS AND EMERGENCY RESPONSE