



NANCY GRAY ART CONSULTING
Fine Art Appraisal
Realizing Your Dreams Through Art!

Is Your City a Creative Community?

A powerful new movement is going on in America's cities as we redefine our personal and spiritual values and the communities in which we live. In today's business, political, social and creative environment a quantum change is occurring. Forward-thinking communities realize the importance of public art and culture's contributions to not only its citizens but its economic well-being too.

What is a Creative Community?

Cities looking beyond the status quo to truly redefining themselves in today's world are assuming leadership roles by building creative communities. The tradition model of economic development; infrastructure improvement, tax incentives and cheap land are no longer the magic elixir to attracting business and jobs for the betterment of the community. Today, the new order is quality of place, a sense of place, the presence of jobs, and lifestyle options. Cities like Austin, Portland, San Francisco, Boston and Seattle are developing vibrant economies built around this new paradigm.

Creating a Vision for Your Community

The key to creating a cultural community begins with a vision. Citizens, business, government and the arts community have their own version of how that looks. Each group also has their own interests in mind. Bringing diverse community groups together in a shared vision is sometimes easy, but in most cases it's not. What's imperative is to get as much feedback (survey) from the community at large before any money is invested on what may prove to be a futile effort. A coordinated effort, involving all parties in a shared vision will result in a successful outcome! But that's only a beginning. Communities need to be agile in recognizing new trends and sustaining their efforts.

The Keys to Cultural Sustainability

Communities that nurture partnerships, dialogue and understanding between the arts community, business and local government, create a vision of their city. They view it as an arts and cultural ecosystem where the parts affect the whole.