

ART AT WORK HOLYOKE

Putting Creativity to Work

#1 Human capital is a city's biggest asset. Creativity is one of humanity's most powerful resources. The solutions to resetting Holyoke's economy will be creative and collaborative.



#2 In the last 20 years art and culture have been the key drivers for successful economic turnarounds in cities around the country. Local examples: Pittsfield, Providence, Portland, North Adams. This model has been tested with impressive economic impacts realized. City governments have been well-rewarded for directing limited resources into funding creative economy, arts, cultural, and tourism positions and projects.



#3 *Creative placemaking is a core element of Holyoke's efforts to revitalize and become an economically vibrant, sustainable 21st century city that can build a new base of industries, companies, and organizations that not only inspire and motivate, but also employ residents and attract entrepreneurs and innovators.*

#4 *Pittsfield: The establishment of the Office Of Cultural Development in Pittsfield paved the way for 50 new businesses - shops, restaurants, and “cultural hotspots.” It also spurred renewed investment in the city, including bringing a renowned theater company that purchased and renovated two stages. Perception of Pittsfield has changed so greatly that realtors who used to steer prospective homebuyers AWAY from the city, now steer them towards it.*



Holyoke, MA 1948 City Council

In Pittsfield the economic impact of nonprofit arts and culture organizations includes total industry expenditures (including orgs and their audiences) of \$17 million, generating local government revenues of \$738,000. Over the course of a year (2005), more than 225,000 people attended arts and culture events in the city, generating event-related expenditures of \$8 million. Each person who attended an event spent an average of \$37, not including cost of admission.

#5 *The City of Holyoke is the right entity to provide leadership and vision, integrating traditional and innovative businesses, while remaining mindful of the needs, gifts and resources of the city as a whole. By directing our resources to stimulate a creative economy, Holyoke will create a business environment that attracts and retains innovative talent and ideas, a significant step forward.*

Holyoke, MA 1908. Detroit Publishing Company.



With the help of the City of Holyoke, Nathan Cummings Foundation, the Community Foundation of Western Massachusetts, and Art Angels, Art At Work Holyoke is launching our first project - *Holyoke At Work*.



Designed to combat isolation by deepening relationships between and among city and community leaders, *Holyoke At Work* begins with a citywide poster project “Sometimes It Takes a City to Make a Home” then convenes a series of workshops that harness the transformative power of art to explore life stories, leadership/fellowship, di/visions.

ART AT WORK

Art At Work is a national initiative to improve municipal government and the communities they serve through strategic arts projects with municipal employees, unions, elected officials, residents, and artists.

Art At Work generates cultural, civic and economic vibrancy and sense of place by engaging communities in making and experiencing art that matters.

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