



Does scale matter when it comes to using the ARTS to engage community?

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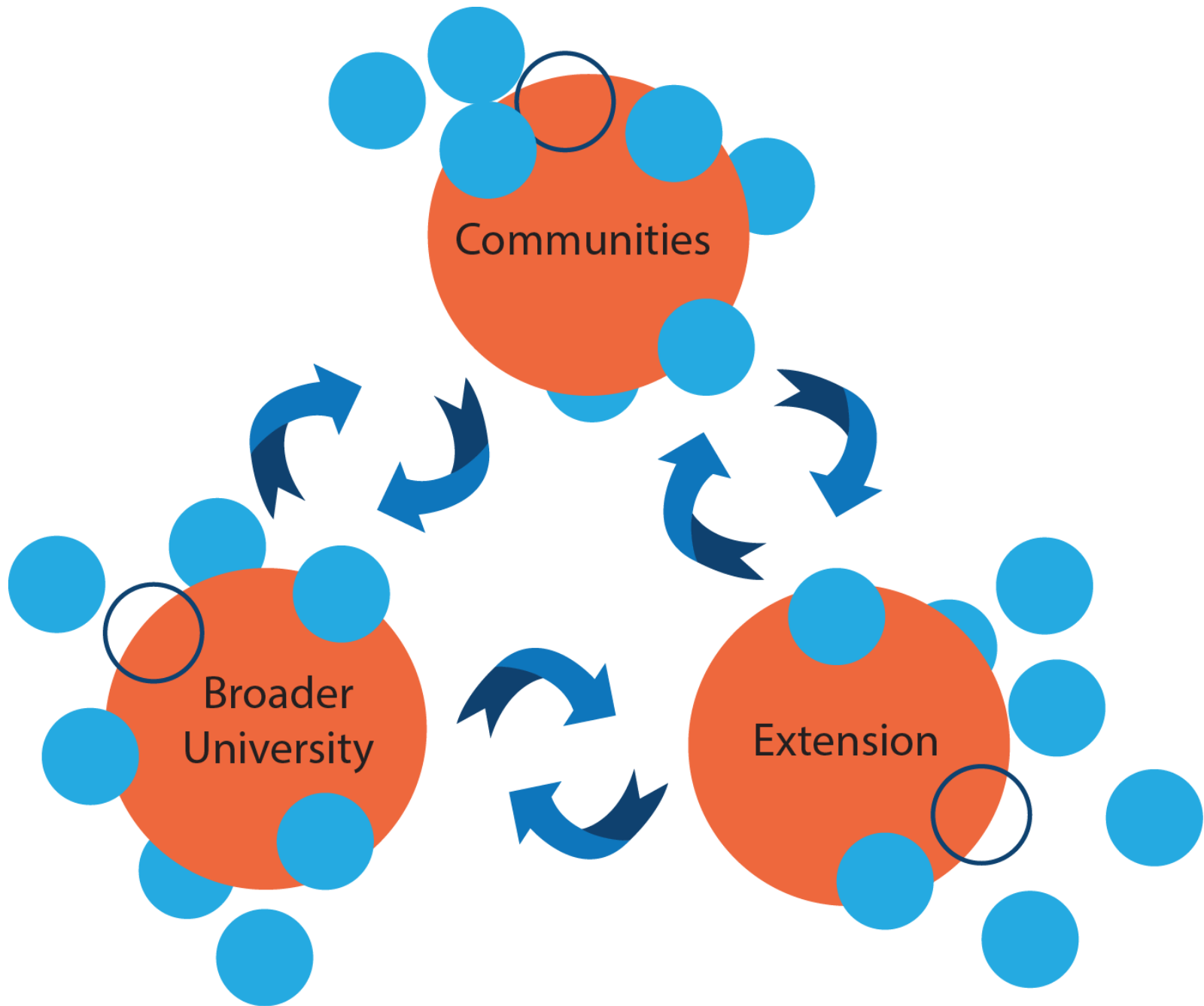
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UNIVERSITY OF MISSOURI

M Extension



MU Extension Community Arts Programs

The City of Lexington



1st Community Arts Pilot Project

University of Missouri Extension

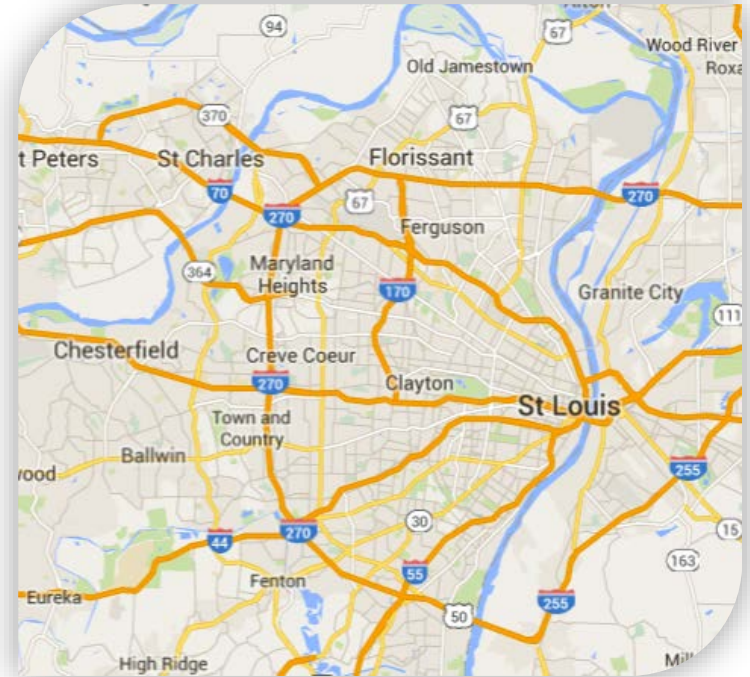
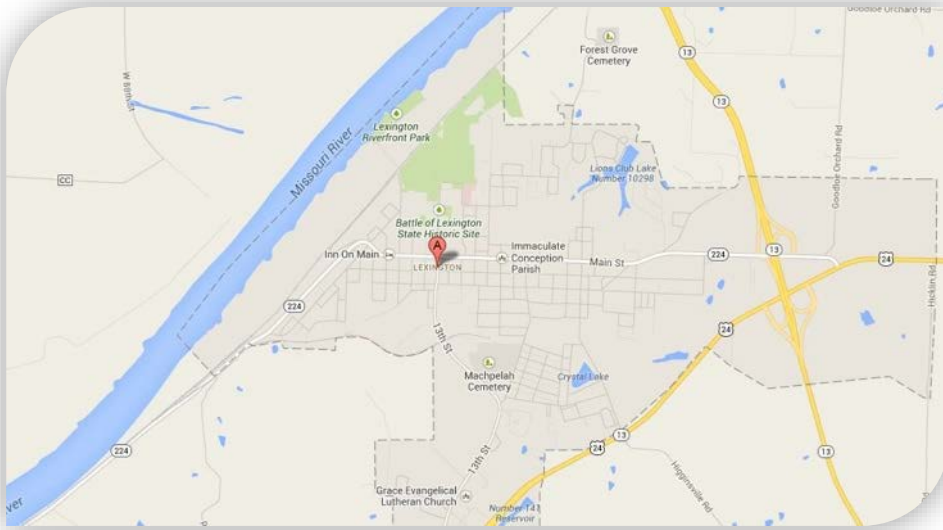
2012



**A University of Missouri Extension
Community Arts Program**

2015

Difference in Scale



Rural
Lexington, MO
Population: 4,500

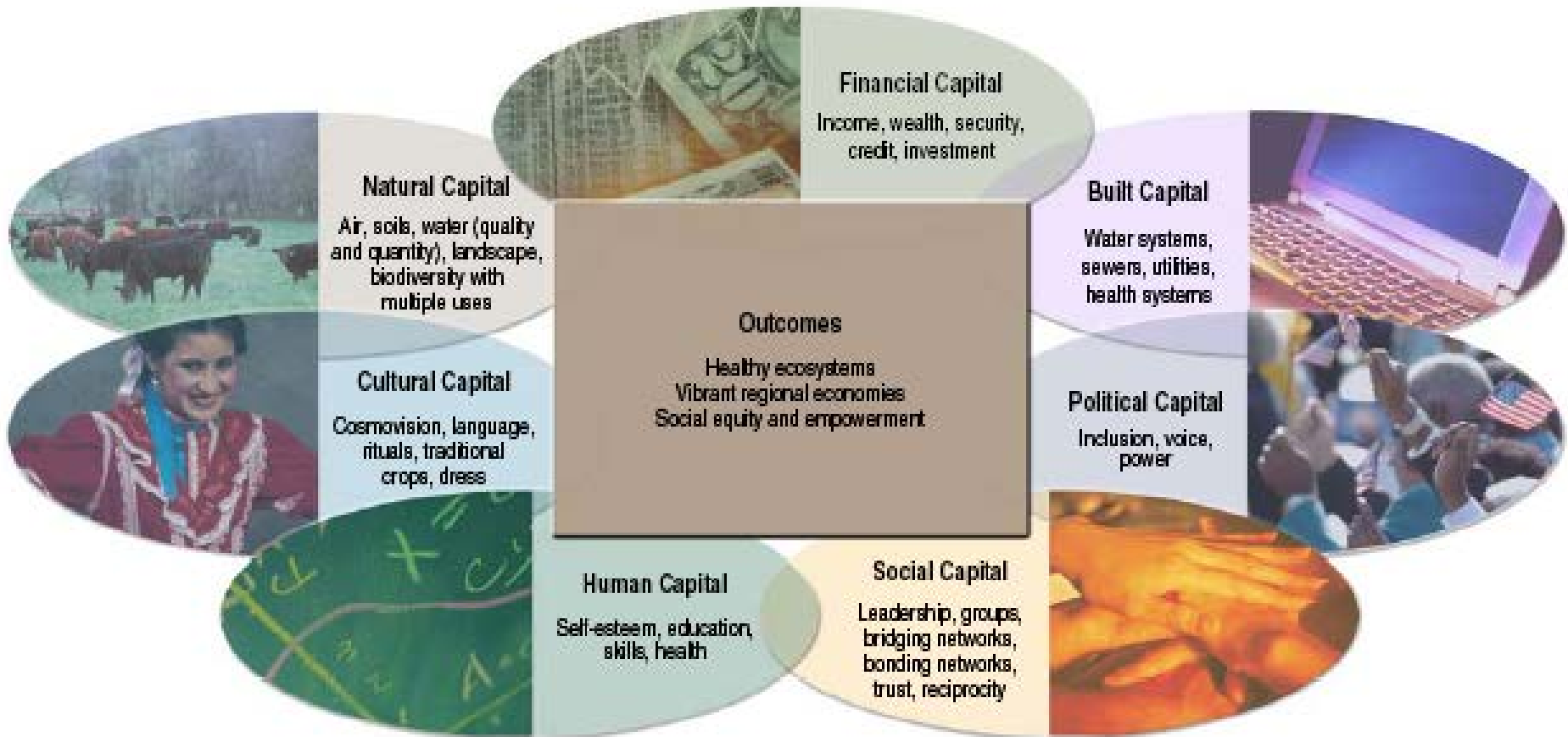


Urban
St. Louis MO-IL Urban Area
Population: 2,157,762

Ingredients for Successful Engagement

- Mutual expertise and support.
- Focus on innovation and creativity.
- Strategize and leverage the community's assets.
- Create collaborative learning opportunities.
- Build opportunities for sustainable future.

Community Capitals



Why Lexington?

- **Demonstrated interest on part of community:**
 - The community values the arts.
 - Strong sense of community.
 - Pride of place.
 - Evidence of community leadership.
 - Commitment and ability to galvanize a community while including youth.
- **Willingness to provide some funding**
- **Willingness to provide assistance in fundraising**
- **Proximity to MU campus – approx. 60-90 miles**
- **Evidence to become a long-term, sustainable project**



Downtown Lexington, MO



Seth Ritter, artist



Maggie Bonanomi, artist



River City Players

Walking/Driving Audio Tour



The goal, through exploration of the beauty, architecture, and history of Lexington, visitors and residents will build an appreciation for and commitment to the community. All ages can use this colorful, narrated tour to learn about our rich history, architecture, and other related stories.

This creative marketing strategy has helped bring in more visitors, tourism dollars, and interest in new businesses and residents for Lexington.

Audio Portion of Tour

MIZZOU New Music Initiative Residency

Partnership between the University of Missouri School of Music, Mizzou New Music Initiative, MU Extension and the Lexington community consisting of:

- 4 Mini residencies and 1 extended residency
- Providing original music and audio production for Lexington's MU Extension CAPP—
The Architectural/History Audio Tour

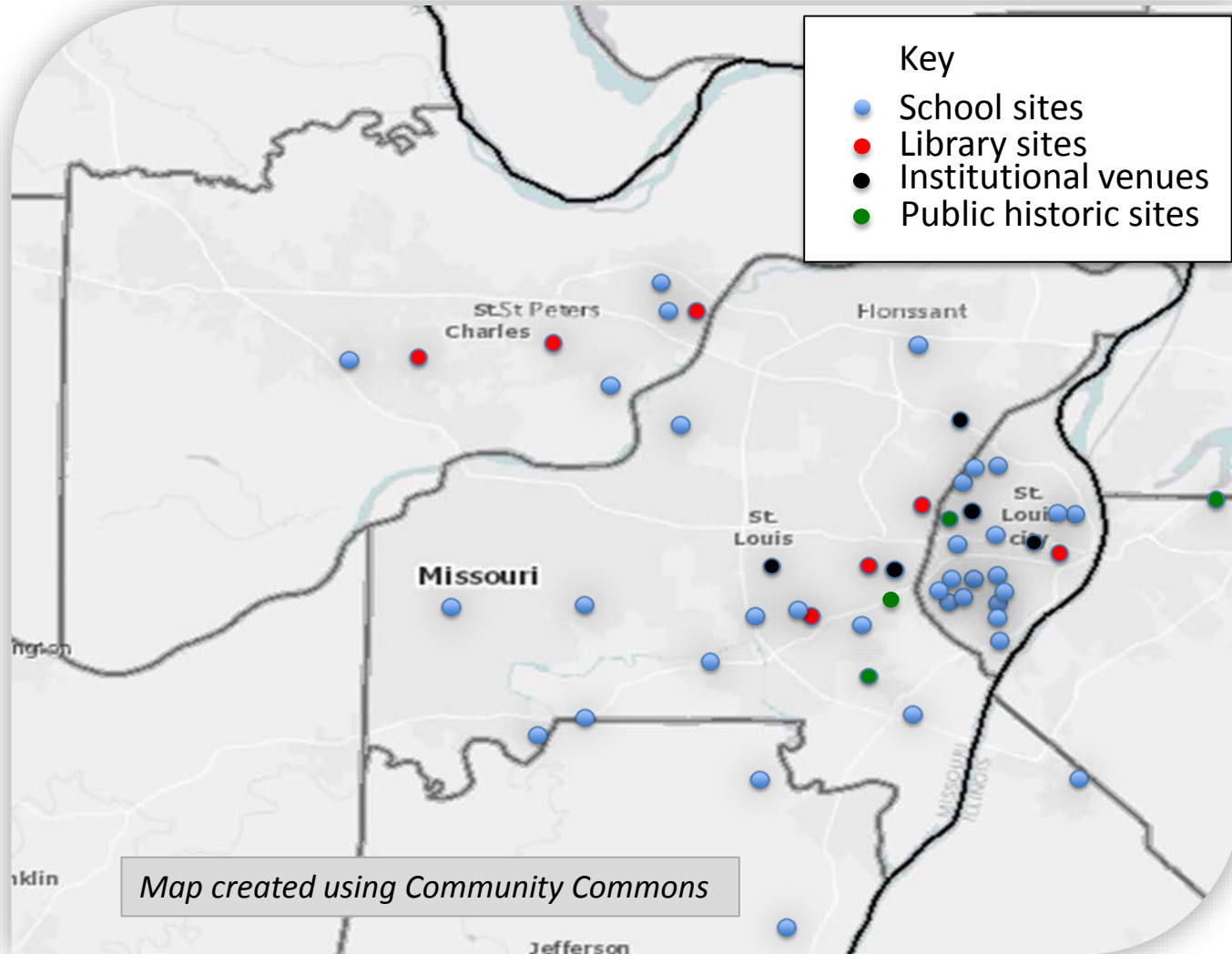


Dr. William Lackey, Music Composition Professor

Why St. Louis Storytelling Festival?

- **Demonstrated interest on part of community:**
 - The community values the arts.
 - Strong sense of community, regional, national and international.
 - Pride of place.
 - Evidence of leadership, existing advisory council.
 - Commitment, with 35 year program history.
 - Ability to galvanize a community including youth.
- **Willingness to provide some funding**
- **Willingness to provide assistance in fundraising**
- **Evidence to become a long-term, sustainable project**

St. Louis Storytelling Festival Community Engagement Sites





Connecting the community through stories



Regional teller Lynn Rubright tells at Kirkwood Library



Featured teller Antonio Rocha at Central Library



Featured teller Gene Tagaban



Connecting the community through stories

Sunny Wu, a youth teller from Taiwan, tells a story



Regional teller Kunama Mtendaji tells at Walbridge Elementary

Engagement Practices

Mutual expertise and support

SAME:

- Both projects focus on local
- Experts sit on both sides of the table

DIFFERENCE:

- Project Origin:
 - Lexington— was a new initiative, Extension built project from ground up in collaboration with the community
 - St. Louis— Extension took a lead role in a project with a 35-year history
- Meaning of Local

Focus on innovation and creativity

SAME:

- Focus on storytelling
- Use arts to foster community engagement
- Youth component, multi-generational aspects

DIFFERENCE:

- Lexington—hard to maintain momentum for innovation
- St. Louis—Expectation for new innovation to occur in the festival going forward



Strategize and leverage assets

SAME:

- Place-based
- Strong volunteer base
- Local financial investment

DIFFERENCE:

- Lexington—Easier for volunteer and leadership burnout (size)
- St. Louis—
 - Opportunities to become more place-based; currently bringing new perspectives of place into St. Louis
 - Larger resource base to draw upon (\$, places, volunteers)
 - Places and area have more statewide with national recognition

Create collaborative learning

SAME:

- MU Extension/MU learns as much as community
- Key role of local advisory councils

DIFFERENCE:

- Lexington—
 - Opportunities to work with MU faculty & students as co-learners
 - Engagement of community members in professional presentations
- St. Louis—
 - Includes international dimension; an additional UMSL
 - Established base and internalization of collaborative learning between storytellers and community
 - The learners have become teachers

Build for a sustainable future

SAME:

- Long term planning for programs and sustainable funding that involved community

DIFFERENCE:

- Lexington—
 - Creation of 501(c)3 arts council & local gifts fund
 - Capacity building for fund development
 - Requires marketing outside of local area to succeed
- St. Louis—
 - Challenged to tap the extent of funding potentially available
 - Requires more funding to sustain—scale does matter
 - Additional opportunities: international and national

Practices to Carry Forward

- Start with with campus faculty, local extension faculty and communities as co-equals from beginning.
- Develop and pursue sources of funding with the community.
- Build community capacity, viable & sustainable relationships.



Practices to Carry Forward

- Utilize asset-based community development processes.
- Build regional collaboration.
- Create a quality of place that is essential to the attraction and retention of human capital.
- Community arts bring new value, vibrancy and investment to community.



Ingredients for Success

- Mutual expertise and support.
- Focus on innovation and creativity as vehicles for economic and community development opportunities.
- Strategize and leverage the community's assets.
- Create collaborative learning opportunities.
- Build for a sustainable future.



For more information contact:

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