

KEY CONCEPTS

A few key concepts are identified below to introduce a common framework for users of this guide. While this includes common arts and cultural management terms, it is not an exhaustive or definitive list.



COMMUNITY ART: Community art is art that addresses community concerns, needs, ideas, and values through a community-engaged process. Also known as social art or community-engaged art.

COMMUNITY ARTS ENGAGEMENT: This is the process of forming or maintaining mutually beneficial relationships between organizations, community groups, or individuals in order to execute any number of projects, programs, events, gatherings, or initiatives resulting in artistic, cultural, and creative output.



COMMUNITY: A community is a group of people who share some but not all similar characteristics and may identify themselves in comparable ways, including but not limited to geography, culture, language, gender, ethnicity, nationality, ability, religion, issues, and more.

CULTURE: Culture can be broadly defined as a way of life, the general customs, and beliefs of a particular group of people at a certain time. This includes the performing and visual arts, the humanities, literature, cultural heritage traditions, folklore, folk art, design, and architecture.



CREATIVE PLACEMAKING: Creative placemaking is a collaborative process that shapes a public space to maximize its shared value, through arts and culture programming and initiatives.

EQUITY: While sometimes used interchangeably with 'equality,' the words have two distinct meanings. Equity recognizes that not everyone starts from the same place and acknowledges the need to adjust societal imbalances so that everyone can succeed.



QUALITY OF PLACE: Quality of place refers to the features, characteristics, and amenities of a physical, built environment that make it a desirable, healthy, and fulfilling place to live, work, learn, and play.

STAKEHOLDER: A stakeholder is an entity or individual who may benefit or be impacted by your project. They may or may not be directly involved in the decision-making process of that project.

