

Recommendations

The diversity of needs, hopes and ideas that Superior residents shared have been combined with research and on-site analysis of Superior's arts, culture and public space strengths, as well as with wellbeing opportunities identified by the Project Team. This wealth of detail has been distilled into five big creative placemaking ideas:

The following sub-section details each of these ideas. Each sub-section highlights the project goals it will achieve and the project principles it fulfills. This is followed by an explanation of why this approach fits for the town, evidence about how these activities can boost wellbeing in Superior, and specific initiatives that can help achieve the big idea. Some sub-sections also include additional information to help guide delivery of the big idea.

→ The Superior Art Path

→ Mobility Freedom for All

→ Public Art

→ **Events and Programming**

→ Elevate Creative Capital



Strategic Creative Placemaking Clusters

Implementing new arts, culture and public space activities and interventions is essential to Superior's creative placemaking success. Equally important, however, is ensuring that residents, businesses and other local actors are aware of the positive changes that are taking place. Creating a critical mass of public art in key locations is an impactful way to make sure Superior residents see the improvements taking place. Based on results from the Superior Happy Mapping exercise, seven strategic clusters were identified. Recommendations for specific interventions that could be implemented at the respective clusters are detailed in the sections below. Co-locating arts and placemaking activities in clusters creates a powerful opportunity for the town to demonstrate creative sector action and send the message "you are in Superior" to residents and visitors alike.



4. Events and Programming

Events and Programming will create additional opportunities for Superior residents to connect and engage with one another. The recommendation to specifically emphasize events and programming within Superior's placemaking work reflects public engagement results that clearly demonstrated residents' desire to socialize and build meaningful relationships.

Project goals this idea achieves:

- ✓ Identify key near- and long-term actions to create opportunities to enliven and enhance public spaces throughout Superior with arts and cultural activities.
- ✓ Explore and demonstrate how creative placemaking can support and enhance the activities of Town programs.
- ✓ Shape a vibrant public art program, including outlining policies and procedures and assessing the public art collection for gaps and opportunities.
- ✓ Recommend new funding opportunities and ways to leverage resources.
- ✓ Uncover new partnerships to enhance the delivery of events and arts activities.
- ✓ Assess event activity in Town and nearby surroundings and recommend ways to increase quality.
- ✓ Uncover ways to encourage and support the creative economy and creative entrepreneurs.
- ✓ Identify opportunities to support social connection among residents and visitors of all ages.

Project principles this idea achieves

- 😊 Sociability
- 😊 Joy
- 😊 Health
- 😊 Equity
- 😊 Ease
- 😊 Resilience
- 😊 Meaning & Belonging





Why Events and Programming in Superior?

Events and Programming provide opportunities for residents to connect and engage with each other. They can contribute to the development of meaningful relationships between diverse groups and create connections between people who may otherwise not have opportunities to work or play together. Importantly, supporting additional opportunities for collaboration and social connection will also contribute to Superior's economy and support local businesses by encouraging residents and visitors to spend more time and resources in town.



Events and Programming: How does it support community wellbeing?

Increasing and developing Superior's social *Events and Programming* will support overall community wellbeing for residents. People in socially connected communities are often healthier and live longer. Socially connected neighborhoods have also been shown to create better parents and healthier children. In addition to boosting health, sociability and joy, *Events and Programming* can help build trust among residents and contribute to building a unified town identity and pride of place. Furthermore, research shows that cities with high social capital are more creative, register more patents and have higher Gross Domestic Product compared to those with lower social capital. Lastly, socially connected neighborhoods are more resilient to crisis, disaster and personal hardship, largely due to the strong social ties between residents.

The Town of Superior and the CAPS Committee currently plan and execute several successful annual events, including Arbor Day, Chili Fest and the 4th of July Parade & Pancake Festival. These events are well-received and well-attended by Superior residents and visitors alike. Public engagement results demonstrated that Superior residents hope for more events in town, and seek more opportunities to connect with each other and socialize.



Learn More

McConnell, D., R. Breitreuz, and A. Savage, 'From Financial Hardship to Child Difficulties: Main and Moderating Effects of Perceived Social Support,' *Child: Care, Health and Development*, 2011: 679-91.

Kurina, L. M., K. L. Knutson, L. C. Hawkey, J. T. Cacioppo, D. S. Lauderdale and C. Ober, 'Loneliness Is Associated with Sleep Fragmentation in a Communal Society,' *SLEEP* 2011; 34(11):

Putnam, Robert D., *Bowling Alone* (New York: Simon and Schuster Paperbacks, 2000)

Frumkin, Howard, Lawrence Frank, and Richard Jackson, *Urban Sprawl and Public Health: Designing, Planning, and Building Healthy Communities* (Washington, DC: Island Press, 2004)

Proposed Interventions

The following *Events and Programming* recommendations build on the success of existing Town events, and create opportunities to reach and connect the community through strategic event planning, considering feedback from residents as well as budget and resources constraints.

Events Planned for 2020



Superior Shindig - Round 2

The Shindig was a fall-themed family event with line dancing, a barbecue and cowboy poetry with a \$5,000 budget. Following the success of the first Superior Shindig in September 2019, the Project Team recommends another edition of the event in the 2020 budget. From 2021 to 2024, a flexible line item for a similar “small scale” event has been budgeted.



The Main Event: Superior Spectacular - Round 2

The first Main Event took place in July 2019 with a \$25,000 budget. This event was an immersive arts festival featuring music, performances, local artists, as well as food trucks and alcohol service. The event was well-received despite inclement weather forcing evacuation. For this reason, we recommend and have budgeted for a second event in 2020; we have included a flexible budget item for similar “large-scale” events in the budget from 2021 to 2024.

Potential Events



Music

Public engagement results showed a strong interest in music-oriented events. These events can range from multiple backyard-style, small-stage events to larger-scale festivals with multiple artists. Other potential formats include Sunday music in parks, or musical events that take advantage of the Town’s new amphitheatre.



Food Truck Festival

Many residents expressed an interest in and support for a Food Truck Festival in Superior. We have identified Community Park, Wildflower Park and Downtown Superior as potential locations. Due to contracts with existing food vendors and tenants, it is difficult to host these types of events at existing commercial centers. However, new developments present two opportunities:

With the support of Superior’s economic development consultant, Better City, businesses at Rock Creek Village are exploring the opportunity to create a permanent dining space at the pond north of the commercial center. This space could be used by all food and beverage businesses in Rock Creek Village. This could provide an ideal space for an outdoor food festival.

Recommendation to Superior’s Town Board

Ensure Food Trucks and Markets are Permitted

Legal covenants at Superior’s existing commercial centers are barriers to hosting food trucks or markets. Based on public engagement for Inspired by Nature: Superior’s Creative Placemaking Master Plan, these were highly sought after events. Accordingly, these covenants serve as barriers to fulfilling the desires of Superior residents. Based on these findings, we recommend that the Town establish a legal arrangement that explicitly permits food trucks and markets in Downtown Superior.



Potential Events



Art Markets/Fairs

Art markets and fairs were another popular event aspiration for Superior residents. These fair-style events offer the potential to engage local artists and vendors in addition to enriching Superior's event offerings. These events also provide an opportunity to collaborate with commercial centers as potential co-hosts and ultimately, to contribute to the local economy.

Neighborhood Block Parties

To encourage residents to host their own small-scale neighborhood events, the Town must work to reduce regulatory barriers and logistical challenges around permits and approvals. One example of this type of community event support is Denver Days. Following this model, for one weekend each year, the Town can waive permitting and offer staff support for residents who would like to host a block party. To support even further, the Town can consider providing funding for things like event promotion or advertising.



Dinner in the park

Shared outdoor meals were also well-supported during public engagement sessions. Residents could host locally-made dinner in the park events or potentially follow the international "Diner en Blanc" format and apply to have the Town of Superior act as an official location for these popular events.

