

Creative Placemaking

MANKATO AREA FOUNDATION COMMUNITY VITALITY FUND

Over 40 years ago, visionary community leaders realized the importance of creating an organization whose mission was to facilitate and grow philanthropy in our region. Their goal was to build an institution that could identify and support key projects and initiatives in the community. Their vision became the Mankato Area Foundation.

As the Foundation has matured, our vision for the future challenges us to be a knowledgeable and innovative community foundation that promotes philanthropy and drives transformative action in order to strengthen our region and improve lives.

Together, the Mankato Area Foundation and our donors have experienced the power of giving, and are challenging the limits of philanthropy in order to maximize the impact on this region. Working with City Center Partnership and a group of enthusiastic key stakeholders, we plan to build on that impact with the creation of the Community Vitality Fund. The vision of this fund—to create a vibrant, vital Greater Mankato.

Building on our region's philanthropic culture, this fund is designed to engage in Creative Placemaking by:

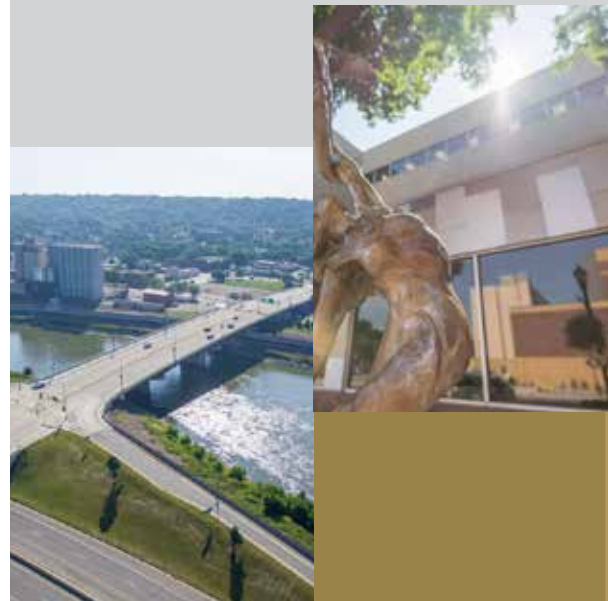
- Rejuvenating our urban fabric by enhancing structures and streetscapes
- Strategically shaping the physical and social character of our region
- Identifying underfunded creative initiatives that animate places and spark economic development
- Increased collaboration between civic, nonprofit, and for-profit partners
- Creating a vibrant and inclusive community that brings diverse people together to celebrate, inspire and be inspired

We invite you to join us in this collaborative effort to raise \$1,000,000 annually for reinvestment in the vitality of our region. For more information, contact the Foundation's Director of Philanthropic Engagement or President and CEO at 507.389.4583 or info@mankatoareafoundation.com.



mankatoareafoundation.com

Creative placemaking is an evolving field of practice that intentionally leverages the power of the arts, culture and creativity to serve a community's interest while driving a broader agenda for change, growth and transformation in a way that also builds character and quality of place.



"Through creative placemaking, arts and culture make substantial contributions to local economic development, livability, and cultural industry competitiveness. "

- Creative Placemaking, Ann Markusen, Markusen Economic Research Services and Anne Gadwa, Metris Arts Consulting © Markusen Economic Research Services and Metris Arts Consulting, 010 National Endowment for the Arts