

SmART Communities

Burnsville - Durham - Kinston - Wilson

Demonstrating how the arts transform downtowns and fuel sustainable economic development.



SmART Towns & Cities

- Work as a partnership that includes the arts, economic development sector, local government and private developers.
- Create a local resource team that works with N.C. Arts Council staff and expert consultants.
- Envision plans large enough in scope and scale to transform the community in a significant way, reflect its unique characteristics and demonstrate strong potential for sustainable economic development.
- Engage community and key stakeholders through public and individual meetings and focus groups.
- Receive \$15,000 - \$40,000 grants each year for 3 - 5 years to plan and implement SmART projects. Each community must create a plan to raise additional funds.



BURNSVILLE

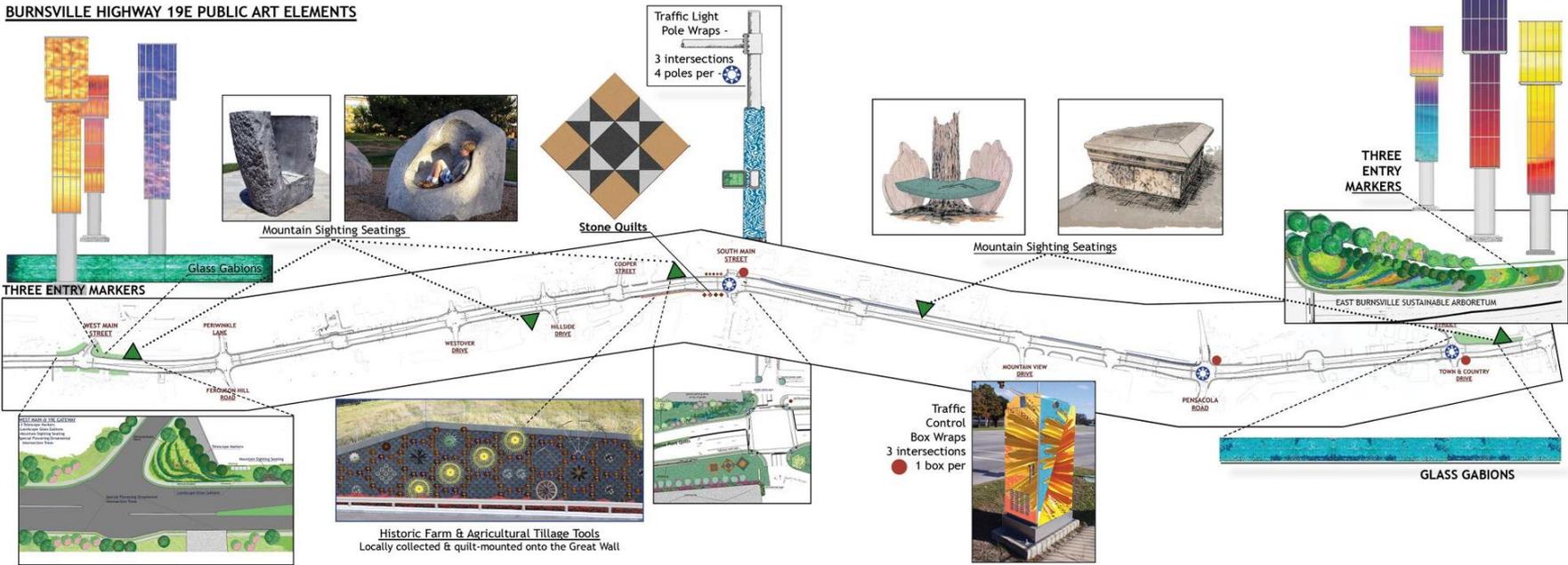


- Oldest town square in State; statue of Town namesake, Captain Otway Burns
- Home to one of the world's International Dark Sky Parks, which houses largest public telescope in Southeast
- 18 mountain ranges over 6,300 feet including Mount Mitchell, the tallest peak east of the Mississippi
- Highest concentration of craft artists per capita including 58 professional glass artists



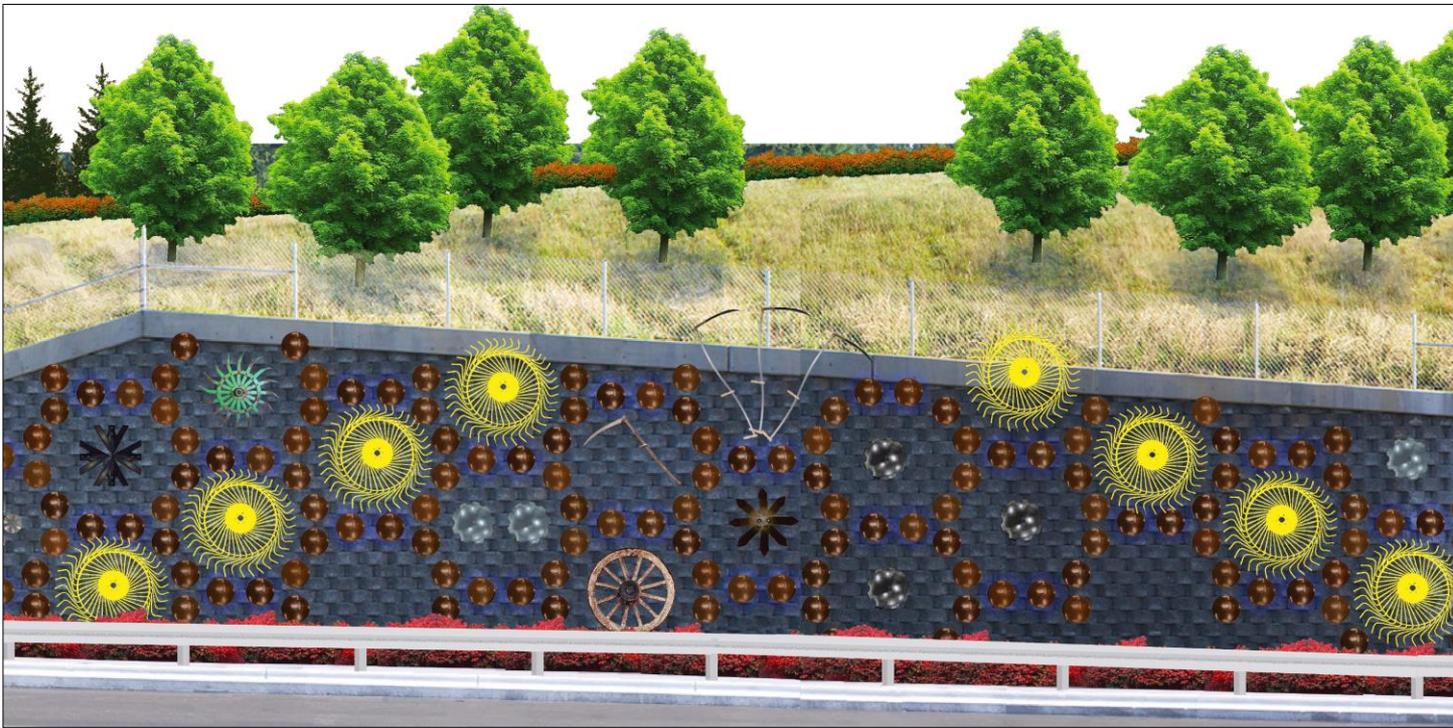
Nationally known artist Jack Mackie was selected by local community to work with NCDOT, as it was widening Highway 19E, to develop a [gateway plan](#) to attract more visitors, residents and businesses.

BURNSVILLE HIGHWAY 19E PUBLIC ART ELEMENTS



Gateway plan recommends using quilt designs, stone seating and telescopic glass markers to showcase the area's natural history and craft traditions.





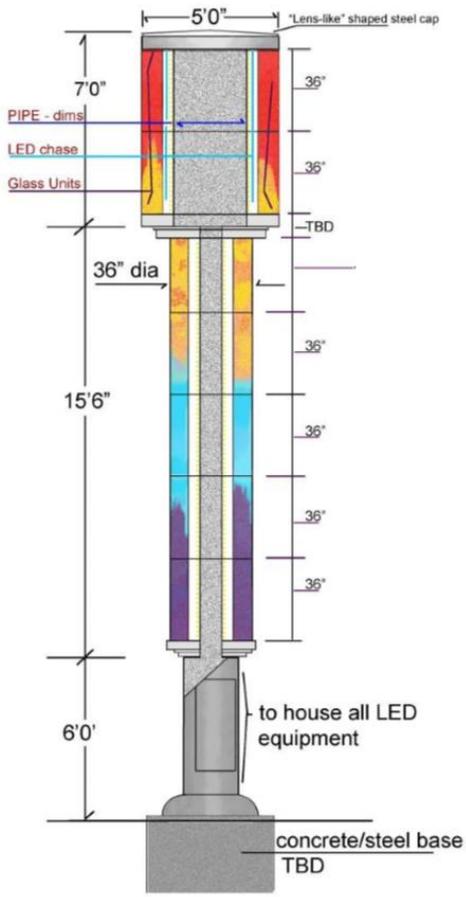
Implements from local farm machinery will be used to create a garden quilt pattern on a retaining wall, shown left.

The stone quilt pattern, shown above, is the Ohio Star and references a quilt made by Burnsville quilters that now resides in the Vatican.





A series of glass filled telescope shaped towers will mark the east and west Burnsville entranceways.



Nationally known Burnsville glass artists and fabricators are using locally sourced materials to create entranceway markers. [Video](#)



- Toe River Arts Council has received several NEA grants for gateway project.
- The gateway is employing 50+ local artists, and all materials for fabrication are being locally sourced.
- Town of Burnsville has committed 2% of capital improvement project funds to public art.
- Historic NuWray Inn, top left, has re-opened along with a brewery, new businesses and restaurants.





DURHAM

Creating an arts and entertainment corridor to:

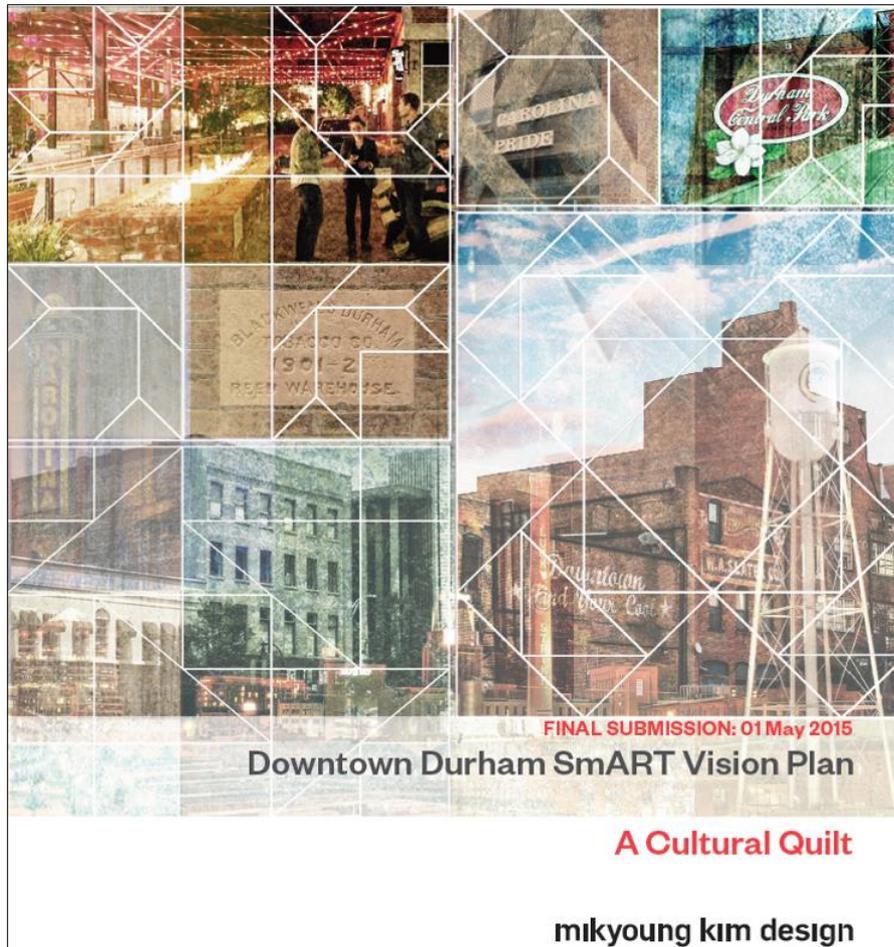
- Improve walkability and connectivity.
- Maintain and showcase Durham's unique character and assets as corridor changes dramatically.
- Increase spending in arts venues, hotels, restaurants, shops and bars.
- Encourage private developers to invest in public art and artscape plan.



Local Resource Team chose internationally renowned [Mikyong Kim Design](#) firm to create an [artscape vision plan](#) for corridor.



Corridor links Durham's major arts and entertainment venues, but is unappealing and difficult to walk. Barriers include railroad tracks, drab buildings and no lighting or signage.





- [LEk Jeyifous](#) was selected to create a wrap for the Corcoran Street parking garage to encourage visitors to cross the railroad tracks into downtown.
- *Durham in Continuum* is a colorful and joyous interpretation of the architectural and iconic elements of the corridor and other significant Durham landmarks.





Through a series of community engagement activities, LEk incorporated references to the Fitzgerald brick, Pauli Murray, the spire atop Hayti Heritage Center and the bull city hands.





- Durham's next project will focus on a call to local/regional artists for ground plane or crosswalk art, or other streetscape projects.
- Durham ranked #7 in the National Center for Arts Research's top 10 most arts vibrant communities index and cited the SmART Initiative as a factor.





- City of Durham has established a public art program and allocated more than \$500,000 for projects. [Video](#)
- More than \$600 million in private development in downtown Durham since 2015.





KINSTON

The Kinston Music Park is a key venue on the African American Music Trail and celebrates the important contributions of African American musicians from eastern North Carolina including James Brown's rhythm section and Little Eva.





- In 2006, Chef Vivian Howard returned home from New York to open Chef & the Farmer, featured in the PBS show *A Chef's Life*.
- Private development has been key in restoring historic properties and converting them to hotels, bars, galleries, restaurants, breweries, and distilleries.



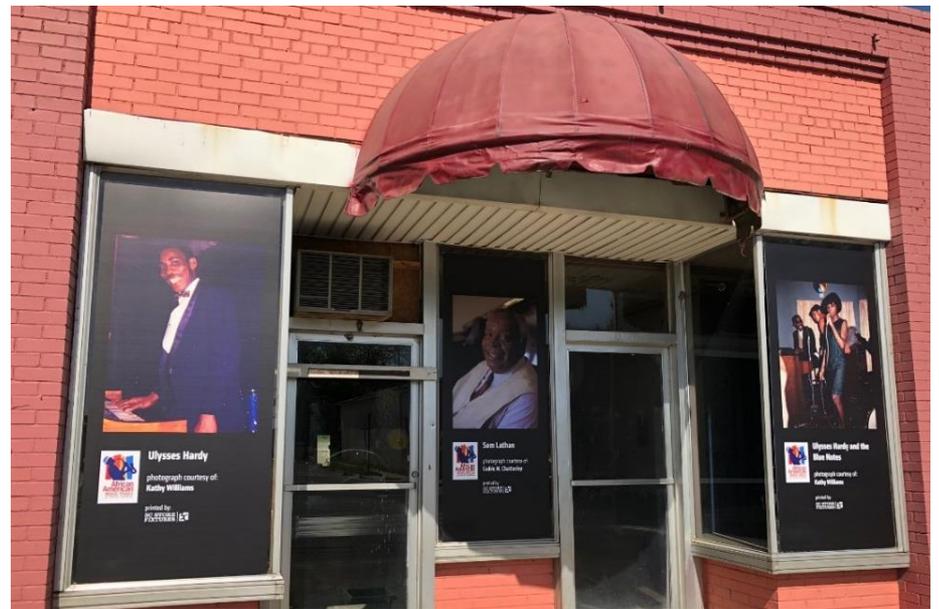
KINSTON SmART VISION PLAN

Public Artist [Vicki Scuri](#) worked with the community to design a [plan](#) to enhance Queen Street from the Arts Council to the Kinston Music Park, and connect to the River Arts Walk and Arts and Cultural District.



Artistic wayfinding elements such as murals, pavement surface treatments and creative signage tell the story of Kinston's history and cultural assets.





Storefront exhibit includes 45 photographs of musicians from Kinston and surrounding counties.





- More than \$40 million in private investment in downtown since the African American Music Trail began.
- More than \$600,000 has been raised from national and state foundations and local and state government.
- Increased visitation, new restaurants, hotels, bars, brewery, distilleries and minor league baseball team.

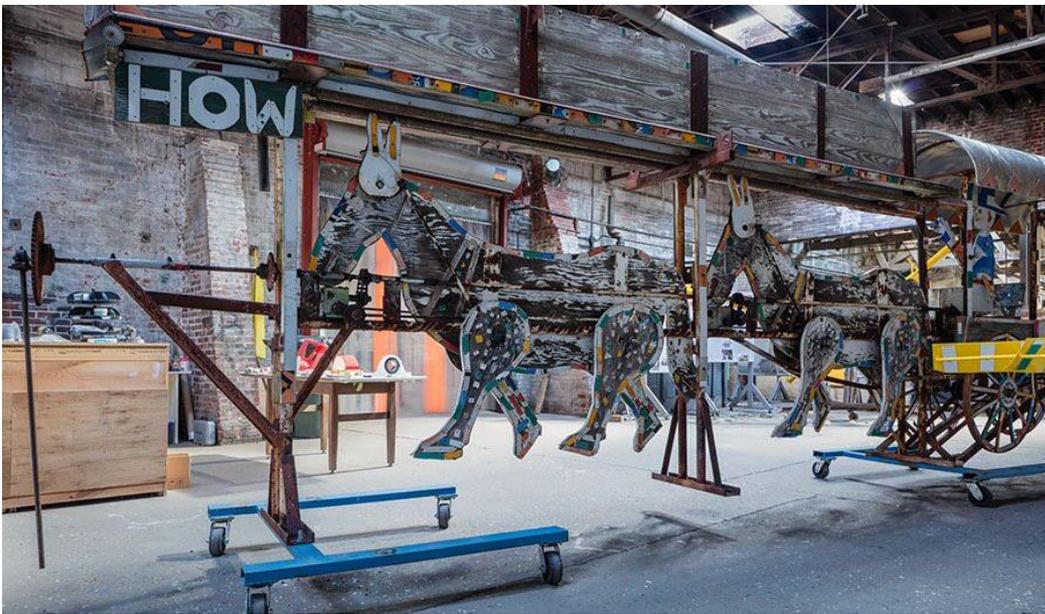


WILSON



In 2010, the City of Wilson began developing a plan to build a two acre park in downtown Wilson to honor renowned local whirligig artist [Vollis Simpson](#).





- A downtown warehouse was donated to establish Conservation Headquarters so that 30 whirligigs from Vollis Simpson's farm in nearby Lucama could be moved and restored.
- The Kohler Foundation supported the costs of the purchase of the whirligigs and the conservation.





The Vollis Simpson Whirligig Park opened in November 2017 and is a national model for creative placemaking.





- A community task force raised \$8 million from national, state and local sources.
- Over \$50 million in private and public investment has been generated in downtown Wilson including a new brewery, apartments and restaurants.



New SmART Communities



Greenville, Lumberton, Morganton and Marshall will work on projects for gateways, greenways and connecting cultural assets.

