

## Creative Placemaking Certificate Instructors 2020-2021 Academic Year



[Kim Cook](#)

### **Art & Civic Engagement, Burning Man Course: Building Creative Communities**

Kim's work in Creative Placemaking began in 1994 when she began to question why Oakland was so culturally rich and yet so asset poor. She spent ten years working with teens in after school and juvenile detention programs where there was always a struggle for adequate financial support even as the youth flourished creatively. This question of access to resources led Kim to spend time cultivating and applying her knowledge with regard to nonprofit finance, cross-sector collaboration, and large civic initiatives. This included working as an Associate Director with the Nonprofit Finance Fund between 2008 - 2013 and three years as the President of the Arts Council, New Orleans between 2013 - 2015.

She is a ten time National Endowment for the Arts grant recipient, including two Our Town awards for creative placemaking projects. Kim launched LUNA Fete, a festival of art and technology in New Orleans in 2014, as an urban lighting initiative to create safer places and access to new technologies, and previously she collaborated to launch Zero One San Jose in 2006, as a creative economies endeavor. Kim has designed and developed youth trauma initiatives, including Youth Solutions, also in New Orleans, that garnered a national ArtPlace America award, and spoke to how youth can have an enhanced sense of personal agency through tactical urbanism.

In the last four years Kim has developed several placemaking projects for Burning Man including a 3 year partnership with the City of San Jose, CA, a cultural synergy podcast series for the U.S. Institute of Peace (set to launch in 2020), and a series of projects with Google to effect community input strategies and art acquisition for Charleston East Plaza in Mountain View, CA, and related buildings.

Currently Kim works independently as an advisor on Creative Initiatives for Burning Man's CEO, as a Creative Director for Moment Factory's newest digital media design project in Montreal, and she is a member of the teaching faculty for the National Consortium for Creative Placemaking certificate program. Kim serves on the art Advisory Board for SXSW. Her B.A. is in

the Performing Arts and she holds an M.A. in Arts and Consciousness. She is a Kennedy Center for the Arts 2004-05 Fellow, holds a certificate in Group Facilitation from Community at Work, and in 2018 earned a Certificate in Circus Dramaturgy from the French and Belgian National Circus schools.



### [John Delconte](#)

#### **PhD Candidate in Regional Planning at UMass Course: Sustainable Creative Economies**

John Delconte is a Doctoral Student in [Regional Planning at the University of Massachusetts, Amherst](#). His main topic of study relates to creative placemaking—measuring its effects and testing its relationship to other outcomes, such as tourism. His experience in arts administration includes chairing of the Hillsborough Arts Council (HAC) of North Carolina for 10 years

while having a simultaneous career in the health sciences as a medical writer. He has taught courses on downtown revitalization and world cities at the University at Albany and at the University of Massachusetts. He received an MS in sustainable tourism from East Carolina University, an MS in psychology from Rensselaer Polytechnic Institute, and a BS in biology from Union College.

John Delconte is also currently pursuing a doctorate at the [University of Massachusetts, Amherst, in the department of Landscape Architecture and Regional Planning \(LARP\)](#). As a Research Associate in LARP's Center for Economic Development, he is working with a team of students to revitalize the North Quabbin area of Massachusetts. John's research interests include ways of measuring place vibrancy, creative placemaking, faith-based tourism, and the relationship of culture to well-being. He is a Certified Interpretive Guide through the National Association of Interpretation, and recently earned an MS at East Carolina's Center for Sustainable Tourism.

#### **Recent Publication**

Delconte, J., Kline, C., & Scavo, C. (2015). Impacts of arts centers on community placemaking and heritage tourism. *Journal of Heritage Tourism*. DOI:10.1080/1743873X.2015.1088019



**David Pankratz**

**Research and Policy Director (Retired), Greater Pittsburgh Arts Council, Pittsburgh, PA**

**Course: Developing Plans and Policies**

David B. Pankratz is an arts researcher, evaluator, and policy analyst who currently serves as Research & Policy Director for the Greater Pittsburgh Arts Council, a position he has held since November 2012. During his tenure with GPAC, he has: 1) directed the production and dissemination of GPAC's Arts, Culture & Economic Prosperity in Allegheny County report, 2) led the SW PA delegations to National Arts Advocacy Day in Washington, DC and to Arts Legislative Day in Harrisburg, 3) spearheaded the work of the Pittsburgh Arts Research Committee and its Arts Indicators Subcommittee, 4) chaired Mayor Peduto's transition team subcommittee on the Arts, Culture, Tourism, and Economic Development, 5) established research partnerships with Pittsburgh TODAY, the Pittsburgh Downtown Partnership, VisitPittsburgh, and the Pittsburgh Technology Council, and 6) convened a national meeting of arts researchers during the 2013 Americans for the Arts convention the GPAC co-hosted (a role he will reprise for AFTA's 2014 convention). In addition, David has applied his evaluation skills to GPAC's annual survey, assessment of GPAC professional development programs, and the identification of new policy options, and has written advocacy-related blog posts for Americans for the Arts, Citizens for the Arts in PA, and the Bayer Center for Nonprofit Management.

David is an adjunct instructor for the Master of Arts Management program at Carnegie Mellon University, where he teaches the "Cultural Policy & Advocacy in the U.S." class. He has also taught in arts management programs for The Ohio State University and the University of Oregon and recently wrote chapters on arts evaluation and cross-sector arts collaborations for two graduate-level arts management textbooks. David previously held senior positions with EmcArts, The Arts & Business Council of Greater Los Angeles, the J. Paul Getty Trust, and Urban Gateways: The Center for Arts Education (Chicago), and was Research & Administration Director for the Independent Commission on the National Endowment for the Arts. He led significant research and evaluation projects for the NEA, the California Arts Council, the Institute of Museum and Library Services, the National Office of Arts Accreditation in Higher Education, and for the Wallace, Ford, and Mellon foundations.

David is the co-founder of the Evaluating the Arts & Culture group of the American Evaluation Association, author of the book *Multiculturalism and Arts Policy*, and co-editor of *The Arts in a New Millennium: Research and the Arts Sector*. David earned his M.A. in Educational Policy Studies from the University of Illinois and a Ph.D. in Arts Policy & Administration at The Ohio State University. David is a violist who regularly plays in community

and university orchestras. Other interests include baseball, cooking, travel, creative placemaking, and classical guitar. His wife of 27 years, Susan Swarthout, is a teaching artist and arts education administrator. They have one grown son, Nathaniel.



**Betsy A. Pandora MCRP, CTA**

**Executive Director, [Short North Association](#), Columbus, OH**

**Course: Destination Marketing and Development**

Betsy A. Pandora is the Executive Director of the Short North Alliance. Betsy oversees a \$1.7 million dollar operating budget, a team of 12, all district operations, safety initiatives, parking and mobility programs, artistic and community event management, public art program planning and management, strategic marketing, fundraising, and board relations for both the Short North Alliance and Short North Special Improvement District, two neighborhood serving organizations in Columbus, Ohio. Under Betsy's leadership, the Short North Arts District has seen over \$40 million dollars in public infrastructure investments, attracted over \$500 million dollars in private development investment, and has earned numerous national accolades as a top destination, including the American Planning Association's Great Places Award in 2019. During her tenure with the Short North Alliance, Betsy has: grown the organizations' operating budget; initiated numerous public art installations including such legacy projects as The Journey, featuring the city's tallest murals and the world's largest augmented reality mural and The Makers Monument, the single largest public art commission by the City of Columbus, debuting in 2020; championed innovative parking and mobility solutions that have not only created more parking options than ever before in the Short North Arts District, but provide fair options for district workers; and supported the success and livelihoods of over 400, predominantly small business owners who employ 10,000 workers and serve 4 million annual visitors.

Prior to joining the Short North Alliance, Betsy was the community relations coordinator for Columbus Public Health's Healthy Places Program which linked creative placemaking strategies with health outcomes. Under her leadership, the program won the 2011 Columbus Business First Health Care Hero Award for Community Outreach and the 2012 National Association of County and City Health Officials Model Practice Award.

Betsy has over 17 years of experience working in the creative sector and has held education, marketing, outreach, and strategic planning positions with many of Columbus' leading arts and cultural nonprofits, most notably the Columbus Association for the Performing Arts and the Wexner Center for the Arts. Betsy has also worked abroad at the internationally acclaimed

Edinburgh Fringe Festival where she was responsible for managing and promoting a multidisciplinary arts venue during the world's largest international theatre festival. Betsy is a sought after public speaker and educator on the topics of destination marketing and creative placemaking, and has held academic appointments at both The Ohio State University and the New Hampshire Institute of the Arts at New England College. Betsy proudly serves on the boards of the Short North Foundation, the YMCA of Central Ohio Northside Branch, and the Friends of WOSU.

Betsy holds a Bachelor of Arts in Theatre with a minor in Marketing and a Masters of City and Regional Planning, both from The Ohio State University. She is also a 2015 graduate of Leadership Columbus, a 2018 Columbus Business First 40 Under 40 Honoree, a 2019 graduate of the Young American Leaders Program at the Harvard Business School, and a 2019 recipient of the Greater Columbus Arts Council's Emerging Arts Leader Award.

Betsy lives in Columbus, Ohio with her husband Ryan and their wiener dog Otis Redding.

**Leland E. Edgecombe**

**AIA, ASLA, AICP/CNU, President and CEO of  
Interdisciplinary Design and Planning at The Edgecombe  
Group, Inc., Hyattsville, MD  
Course: Making Spaces for Culture**



Lee Edgecombe is a Certified Planner, a Registered Architect and a Registered Landscape Architect practicing in multiple states ranging from New Jersey to Florida. As the President and CEO of his own Company, The Edgecombe Group, Inc., he brings to his projects an in-depth and comprehensive knowledge of interdisciplinary design and planning experience in the fields of Architecture, Historic Preservation, Landscape Architecture, Urban Design, Heritage Resource Planning and Creative Placemaking.

Since 2008, Mr. Edgecombe has taught courses in Creative Placemaking at Rutgers University and at The Ohio State University focusing mainly on the physical and programmatic aspects of architectural design and site planning for community-based art and heritage venues, as well as, urban planning research and analysis for art and cultural districts. He currently teaches at a number of collegiate institutions and serves as follows: an adjunct professor of Architecture in the Masters Degree Program at Howard University with a concentration on site planning and architectural history; a Jazz Studies Lecturer and Instructor in jazz history and musical instrument demonstrative skills at Montgomery College and; an adjunct on the Faculty at the University of

Maryland's School of Urban Planning Joint-Masters Degree program in Community Planning and Historic Preservation with a concentration on neighborhood revitalization.

Mr. Edgecombe has lectured at multiple art and cultural-based venues and conferences to include the Smithsonian Institute, the National Consortium for Creative Placemaking, the Joyce Foundation of Chicago, the Alumni Association of the University of Pennsylvania, and the American Planning Association, just to name a few. He is a former recipient of the "Design Innovation Grant" from the National Endowment for the Arts and a former Fellow of Museum Studies in Arts and Culture at The Smithsonian Institute. In 1997 Mr. Edgecombe received a multi-year Faculty Fellowship Research Grant appropriated for travel study enrichment in the Arts and Architecture. Between 1997 and 2003 he visited a combination of well over 200 heritage sites in Spain, Italy, Switzerland, Germany, France, Morocco as well as the U.S. His travel study research yielded a series of publications outlining his experience from art history to modern architecture. In 2019, he was selected as one of the top five finalist in the International Design Competition for the New House of Parliament in the UNESCO World Heritage City of Kingston, Jamaica where he participated as the Design Team's Landscape Architect-of-Record and Urban Designer in Creative Placemaking and Community Redevelopment Planning.

Lee Edgecombe is a second generation graduate from the Howard University School of Architecture's undergraduate program; he's a graduate from the Joint-Degree, dual Masters Program in Urban Design and City Planning at the University of Pennsylvania and; he's also a graduate from the Master Guitar Curriculum at the Berklee School of Music in Boston, MA. His personal interests includes participating in jazz performance recitals with fellow music program faculty and utilizing Creative Placemaking planning as a catalyst for fostering creative economies in underserved and historically underrepresented inner-city communities of color.



**[Wendy Bencoter](#)**

**Executive Director, [Shreveport Common, Inc.](#); President, Bencoter Consultants, LLC**

**Course: Building Community Capacity**

Wendy Bencoter, executive director, Shreveport Common, Inc., works with Shreveport Regional Arts Council, City of Shreveport and 30 public/private partners transforming an urban "no hope zone" through the precepts of Creative Placemaking. The Shreveport Common Vision Plan was featured by Massachusetts Institute of Technology (M.I.T.) as a leader in Creative Placemaking. In 2015, the National Development Council voted Shreveport Common the #1 Community Development Project in the Nation.

Wendy's history includes 20 years in newspaper management in Houston and Shreveport, adjunct professor of Communications, LSU Shreveport, and community liaison for the Louisiana Creative Communities Initiative, Dept. of Culture and the Cultural Economy Foundation. As president of Benscoter Consultants she is an award-winning trainer and project manager, working with non-profits on capacity building. Wendy is a graduate of the University of Texas, Moody College of Communication, BS Advertising and received a Master Practitioner Certificate in Creative Placemaking through the 2012 National Consortium of Creative Placemaking program, Rutgers University. She has taught Community Capacity Building for the program since 2014.



**[Leonardo Vazquez](#)**  
**AICP/PP, Executive Director, [The National Consortium for Creative Placemaking](#)**  
**Course: Analysis for Creative Placemaking**  
**Program Leadership Coach**

Leonardo Vazquez is a national award-winning planner who is a leader in two emerging fields in urban planning: creative placemaking and cultural competency. He has two decades of experience in community development, community engagement, small group facilitation, local economic development, leadership development and strategic communications. He has worked with a wide variety of communities in New Jersey, California, Connecticut, Louisiana, New York and Pennsylvania. *Creative Perth Amboy*, a plan he developed through Community Coaching, received the 2016 Outstanding Plan - Municipal award from the American Planning Association New Jersey Chapter.

With a strong focus on implementation and sustainability, he specializes in building leadership teams to oversee plans and raising funds to support planning and implementation efforts. In addition to his affiliation with the National Consortium for Creative Placemaking, Leonardo Vazquez is a Senior Associate at the Nishuane Group. He is the author of *Leading from the Middle: Strategic Thinking for Urban Planning and Community Development Professionals* and co-editor of *Dialogos: Placemaking in Latino Communities*. He has written for several professional and general interest publications, including Planetizen, Planning, Progressive Planning and The Star-Ledger. He is the recipient of the 2012 American Planning Association National Leadership Award for Advancing Diversity and Social Justice in Honor of Paul Davidoff.



It is the highest award given in the urban planning field on issues of social equity. He received a B.S. from Northwestern University and a M.P.A. and M.P., both from the University of Southern California.