



A large-scale mural of two wolves is being painted on a wall. The wolf on the left is shown in profile, looking towards the right. The wolf on the right is shown from the front, looking down. A person wearing a grey hoodie, a blue and red cap, and yellow pants is kneeling on the ground, painting the lower part of the wolf on the right. The background of the mural is a dark, textured grey. The scene is lit from the left, casting a long shadow of the person and the wolf on the right onto the wall.

**We accelerate creativity,
connection, and collaboration
to advance vibrant and
welcoming communities.**




theories

CREATIVE PLACEMAKING
SOCIAL CAPITAL
ECOSYSTEM BUILDING

CREATIVITY + CONNECTION + COLLABORATION

**We wanted to reimagine
rural places through the lens
of the next economy.**





**activate
places** **to** **activate
people**

For decades, we've used site prepping and tax incentives to attract chains and franchises to our communities. We are asking how to leverage place-based economic development to support local artists, creatives, and entrepreneurs.



SHEDS RURAL REGIONS

BRANDING
STORYTELLING
DIGITAL MEDIA
FESTIVALS





NODES COMMERCIAL DISTRICTS

BRANDING

PUBLIC ART

BUSKING

INFLUENCERS

SPACES THIRD
PLACES

PERFORMANCES

MAKERSPACES

SPEAKERS

SET DESIGN



opportunity

PEOPLE-CENTERED PLACES



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CREATE

createportagecounty.org + createyourcommunity.org