



## ARTS & CULTURE IN PLANNING

Arts and culture help to make places and communities healthy, connected, and vibrant. They enrich lives by providing opportunities for people from different walks of life to socialize, learn, and play, and provide experiences that help people to engage with elements of the past, present, and future. They also create unique, exciting opportunities to understand and interact with the built and natural environment.

Businesses that embrace art and creativity in their work provide jobs and careers in an ever-growing creative economy. About 4% of jobs in the MAPC region are in the creative economy, defined as occupations and industries with a focus on the production and distribution of cultural goods, services, and intellectual property.

Since 2012, MAPC has found ways to invest resources in planning projects and initiatives that support arts, culture, and creativity. In 2016, the agency established a new practice on arts and culture in planning. The initiative started with cultural planning and cultural economic development projects in Arlington, Wakefield, and Upham's Corner in Boston. Central to these projects is innovative engagement, including interactive cultural asset mapping and engagement of artists in public meetings. Through these activities and the development and implementation of these plans, MAPC hopes to contribute to building creative, healthy and prosperous communities in the region.

To learn more, visit MAPC's Arts and Planning Toolkit [ARTSANDPLANNING.ORG](http://ARTSANDPLANNING.ORG).