

# impact

University of Idaho Extension programs that are making a difference in Idaho.

## Sustainability for public art created through the Cascade Arts Walk Placemaking project

### AT A GLANCE

UI Extension innovation grant created a downtown arts walk. This placemaking project highlighted the residents' connection to the landscape while generating a funding mechanism for public art.

### The Situation

As rural places move into recovery post pandemic, placemaking is an important factor in activating downtown corridors for business retention. Placemaking is an economic development tool that celebrates vibrancy and community pride. Arts can enliven city streets and invite pedestrians to walk downtown centers prompting economic activity. Placemaking efforts in Cascade complement current multi-modal transportation efforts in Cascade. The city supports the Cascade Mobility Team's (citizen volunteer committee) efforts to implement a multi-modal transportation plan created with the New Mobility West program in 2014. University of Idaho Extension is a collaborative partner with the Cascade Mobility Team and has played a significant leadership role conducting bike and pedestrian counts (2016 and 2022) and the development and implementation of wayfinding signage (2019) from bridge-to-bridge in the Cascade corridor. UI Extension continues to support this team with the establishment of the Cascade Arts Walk (2022).

According to the City of Cascade's Bicycle and Pedestrian Plan, increasing multi-modal friendliness will connect the usership of city assets. The connection of the assets will "allow both pedestrians and bicyclists to



The arts walk added to downtown Cascade's vibrancy and encouraged locals and tourists to walk the downtown corridor.

not only access downtown, but also connect from the lake to the Payette River, The Strand trail, the RV park and the Ashley Inn, and many other highly sought-after locations." Public art along the pedestrian corridors will increase visibility to the existing trails that have been marked through wayfinding signage. Placemaking activities will be highly visible and expand on current efforts to increase usership of recreational and commerce activities that Cascade offers.

### Our Response

Over an eight-month period, UI Extension partnered with the Cascade Mobility Team, Horizons' and the City of Cascade to implement the Cascade Arts Walk Placemaking project. The UI Extension educator developed a plan, formed a placemaking committee,

created supporting documents for the arts walk, co-created an implementation strategy, managed the grant, and coordinated artists and volunteers supporting the project. Table stands, hardware and fiberglass fish forms were purchased through the UI Extension Innovation Grant (\$5,000) and the funds also supported marketing and promotion. The table stands will be used for future public art projects following the pilot program. The Horizons' group created the signage used on each stand throughout the summer and the City of Cascade mounted the table stands infrastructure to support the sculptures for the walk. Both partner organizations marketed and promoted the event alongside UI Extension.

### Program Outcomes

Throughout the project, five volunteers served on the Placemaking Committee to inform the development of the project and 10 volunteer artists created works of art to be showcased. In-kind contributions from local businesses were donated valued at \$3,000 of labor and time. Both residents and visitors to the area participated in the Cascade Arts Walk. An online auction was established to generate funds to offer the arts walk and \$3,000 was generated to support the program.

About half of the auctioned fish were awarded to local participants and the other half went to the Treasure Valley with the farthest auction winner in Eugene,

Oregon. The project highlighted local artists that were not engaged in community projects and these artists have been activated into involved volunteers in the CAW program. Some of the identified artists have been commissioned for future, more permanent art located in downtown, Cascade. The project was honored to receive the Public Outreach Award from the Idaho chapter of the American Planning Association and runner up for a national award from the National Association of Community Development Extension Professionals.

### The Future

The committee expanded to include two additional volunteers and increased from five to seven members. The University of Idaho Extension educator continues to serve on the committee and build capacity and leadership for this effort moving forward. The committee completed its first winter walk and has successfully launched its second summer Cascade Arts Walk in 2023.

### Cooperators and Co-Sponsors

The pilot program was met with community support. Thank you to the local artists and volunteers who shared their time and talent to make this project successful. Thank you to the strong partnerships with the City of Cascade and Horizons' Lifestyle and Education Team for making this possible.

### FOR MORE INFORMATION

**Melissa Hamilton**, Extension Educator • University of Idaho Extension, Valley County • 208-382-7190 • [mbhamilton@uidaho.edu](mailto:mbhamilton@uidaho.edu)

**Shauna Arnold**, Secretary/Treasurer • Horizons' Lifestyle and Education Team • [shaunaarnold@horizonsleteam.org](mailto:shaunaarnold@horizonsleteam.org)

**Judith Nissula**, Mayor • City of Cascade • 208-382-4279 • [mayor@cascadeid.us](mailto:mayor@cascadeid.us)

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