

HELPFUL NOTES:

These red circles provide helpful details about slide layouts. Delete these circles as you create your PPT. See the "notes" area of each slide for font recommendations.

**MAIN
STREET
Now**

APRIL 13-15, 2026

TULSA
OKLAHOMA

Opening Slide:
Use as screen
saver before
presentation





FALLING IN LOVE... WITH RURAL PLACES

Ash Hanson

Creative Operating Officer (CEO)

Department of Public Transformation

**MAIN
STREET
Now
2026**



DEPT OF PUBLIC
TRANSFORMATION



Falling in Love

(with rural places)

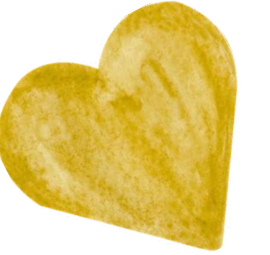
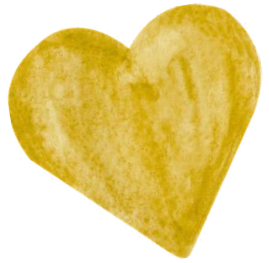
Ash Hanson, Creative Executive Officer (CEO)

A decorative graphic featuring a marquee sign with the word "APPLAUSE" in a dark blue, sans-serif font. The sign is framed by a brown border with a row of glowing yellow lights. The background consists of overlapping watercolor shapes in red and yellow-green. The word "APPLAUSE" is centered on a white rectangular area with a light gray grid.

APPLAUSE



APPLAUSE





APPLAUSE

1. Appreciation for the Effort



APPLAUSE

- 1. Appreciation for the Effort**
- 2. Build Connection**



APPLAUSE

1. Appreciation for the Effort

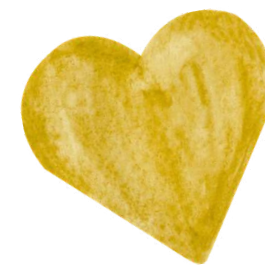
2. Build Connection

3. Prepare for What Comes Next



***YOU
ARE
HERE***

**What did it take
for me to
get here today?**



Our hearts



Our hearts

“Highly effective teammates will actually synchronize their hearts so that they beat in time with each other which in itself is astounding.”



Dr. Joe Devlin, University College of London's Department of Experimental Psychology

Our hearts

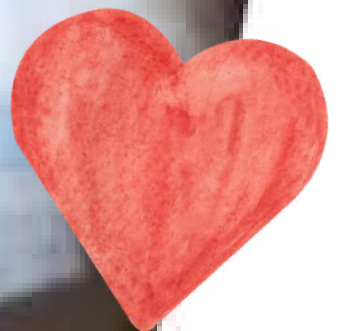
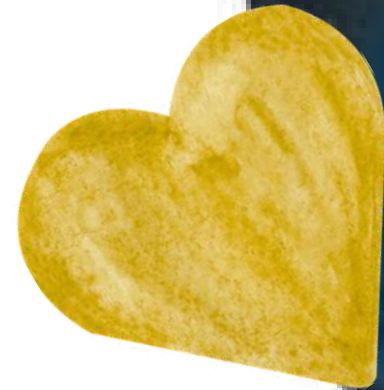


“Highly effective teammates will actually synchronize their hearts so that they beat in time with each other which in itself is astounding.”

“Experiencing a live theatre performance was extraordinary enough to overcome group differences and produce a common physiological experience in audience members.”

Dr. Joe Devlin, University College of London’s Department of Experimental Psychology

***YOU
ARE
HERE***





**WHO
AM
I?**

GRANITE FALLS



Erotic



Erotic

Derived from the Greek word
Eros, the god of love and desire



Erotic

Derived from the Greek word *Eros*, the god of love and desire

Definition:

devoted to, relating to,
or tending to
desire and excitement



Erotic

To tend to our

desire and

excitement



Erotic



“For once we begin to feel deeply all the aspects of our lives, we begin to demand from ourselves and from our life-pursuits that they feel in accordance with that joy which we know ourselves to be capable of. Our erotic knowledge empowers us... And this is a grave responsibility, projected from within each of us, not to settle for the convenient, the shoddy, the conventionally expected, nor the merely safe.”

Audre Lorde

Capital



Capital

financial

social

cultural



Capital

financial

political

natural

social

built

individual

cultural

intellectual



Capital

financial

political

natural

social

built

individual

cultural

creative

intellectual



Capital

financial

political

natural

social

erotic



built

individual

cultural

creative

intellectual





Erotic Capital

“having a sense of beauty, attractiveness, appeal, liveliness, and charm...”

“a mix of aesthetic, physical and social attractiveness in personality and style...”

“having a strong social energy with a good sense of humor and playfulness...”

Catherine Hakim “Erotic Capital”

Eros & the arts



What would it look and feel like to intentionally invest in cultivating an alluring sense of place?

What role can artists play in increasing a community's desire to tend to its own excitement?



DEPT OF PUBLIC
TRANSFORMATION



YES! HOUSE





...to fall in love...

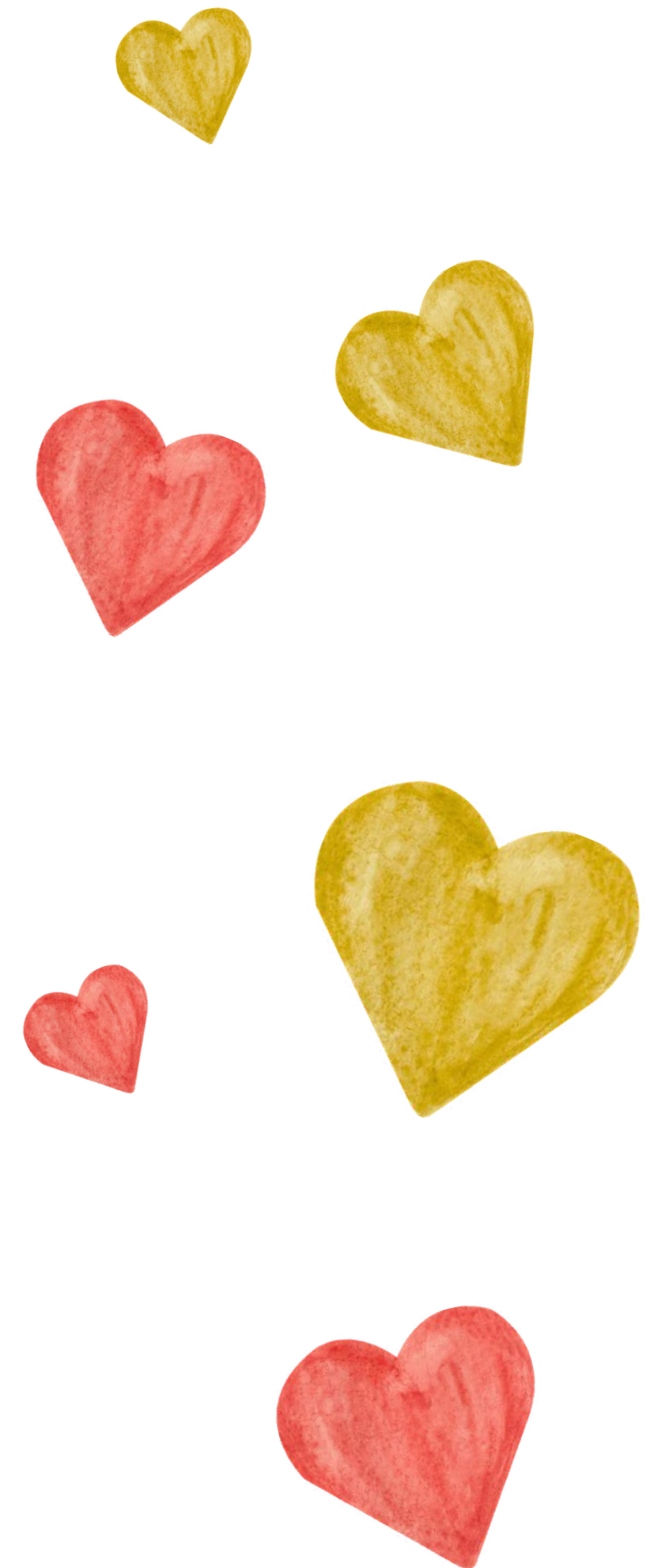
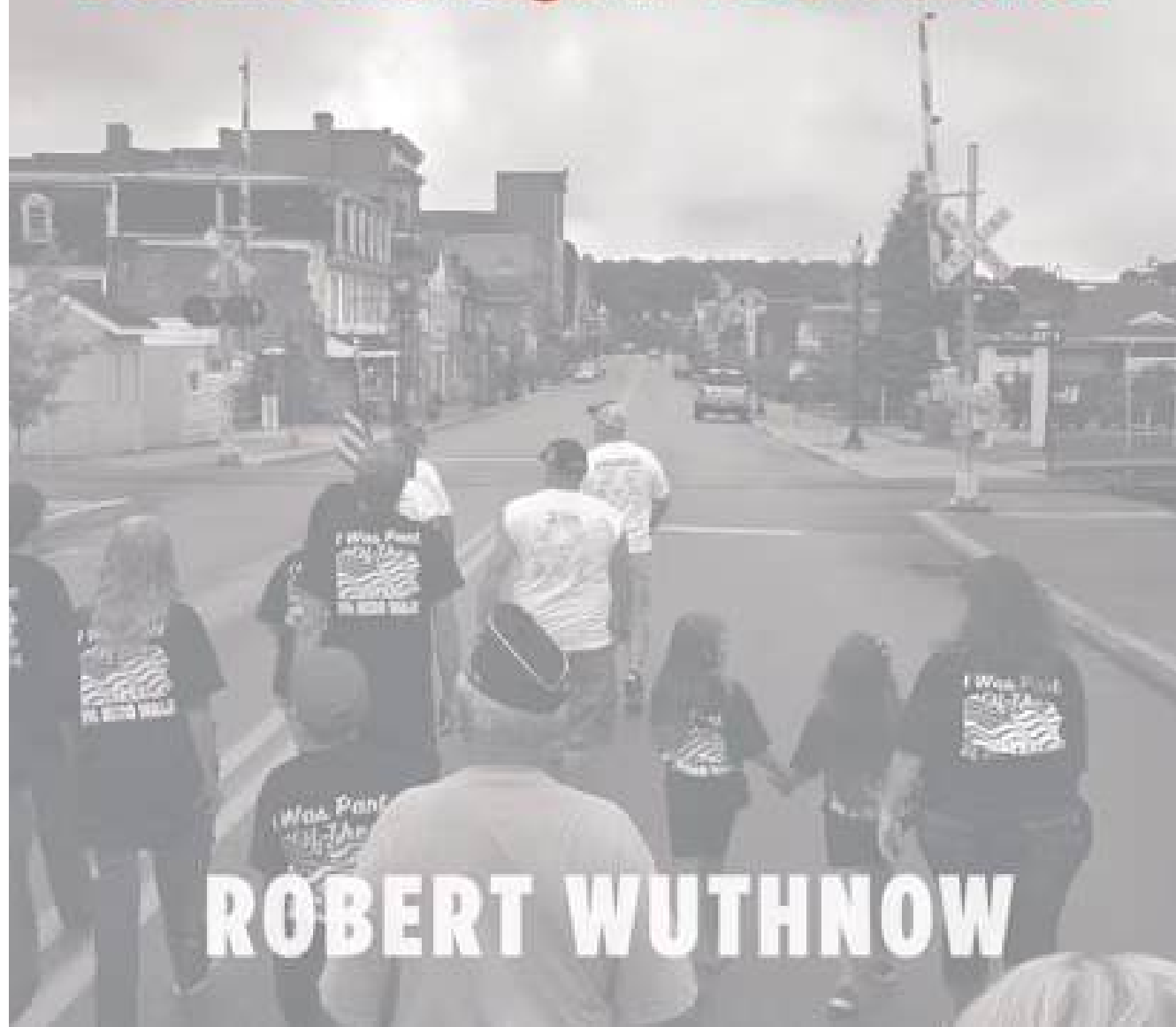




Image from M12 Studio's "Last Chance Module Array" in Last Chance, Colorado

THE LEFT BEHIND

Decline and Rage in Rural America



ROBERT WUTHNOW

Rural America Is Aging and Shrinking

Technology and diverging values widen the gap between small-town USA and cities.

By Justin Fox
June 20, 2017, 1:54 PM EDT



Not much room for optimism. Photographer Josh Edelson/MP/Getty Images

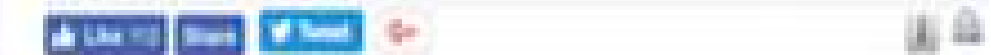
The great American fallout: how small towns came to resent cities



The Urban-Rural Divide More Pronounced Than Ever

Polls find the politics of place has intensified -- even though we all understand with the same problems.

By GRACY CLAYTON • May 26, 2018

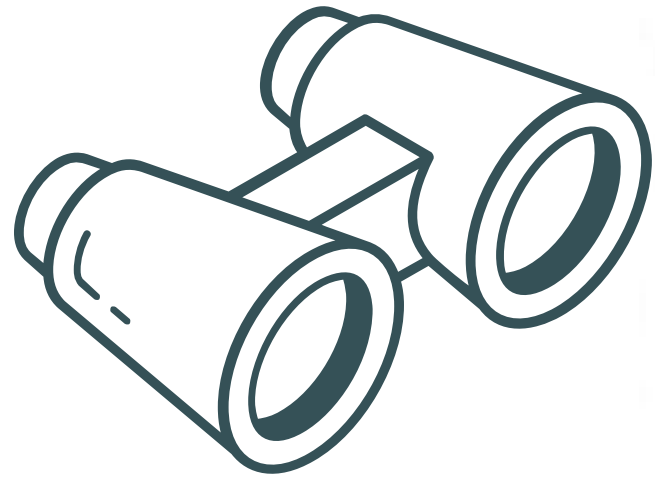


Chris Wedel/istock.com

America is increasingly polarized.

You are the lovers.





Rural America Is Aging and Shrinking

Technology and diverging values widen the gap between small-town USA and cities.

By [Justin Eves](#)

June 20, 2017, 1:54 PM CDT



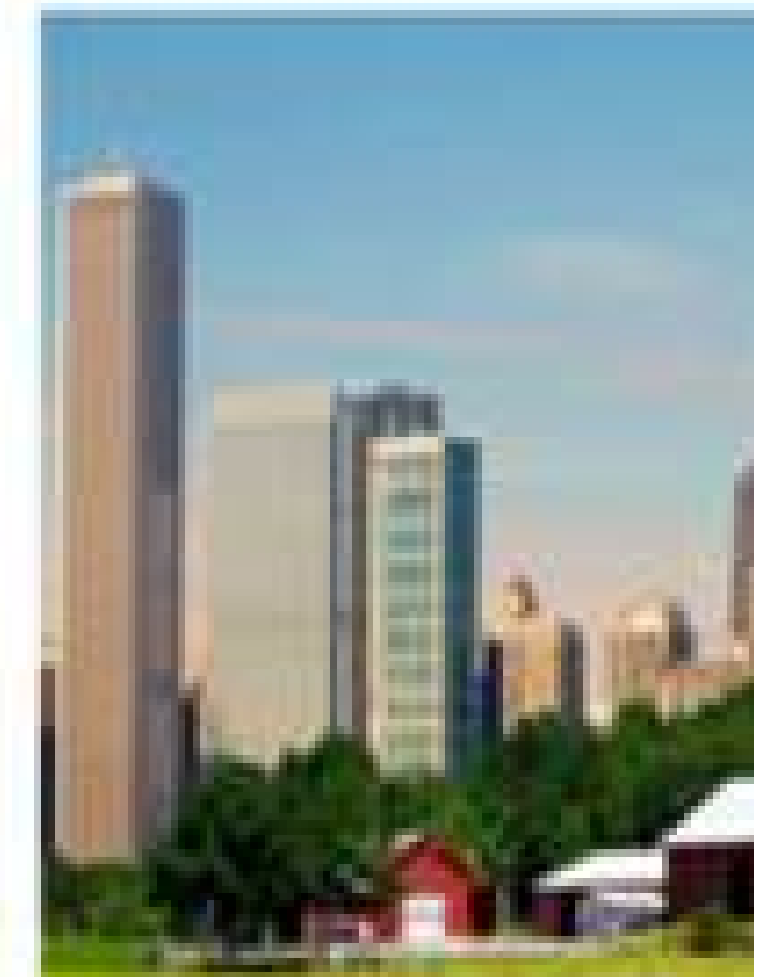
Not much room for optimism. Photographer: Justin Eveson/Wired/Getty Images

The great American fallout: how small

The Urban-Rural Pronounced Tha

Politics find the politics of place has been the same problems.

By [GRACE CLAYTON](#) • May 28, 2016





APPLAUSE

Embracing Eros

How would you define your relationship with your place?



Embracing Eros



FROM _____

TO _____

Eros & the arts



What would it look and feel like to intentionally invest in cultivating an alluring sense of place?

What role can artists play in increasing a community's desire to tend to its own excitement?

Embracing Eros

in our...

CIVIC SPACES

CIVIC SYSTEMS

CIVIC STORIES















DEPT OF PUBLIC
TRANSFORMATION



YES! HOUSE





YES! HOUSE

a project of Department of Public Transformation





The YES! House is a creative community gathering space located at 726 Prentice Street in Granite Falls



Activate Rural Community Assets



“Our participation in the Activate Rural Cohort has ignited a collaborative design experience between business people, students, and community members. We are thinking about spaces, events, and time in creative ways that are bringing us all together to increase belonging for all ages. Thank you for the inspiration and for acting as both a partner in accountability and support!”

Activate Rural Cohort Member, Spring Grove, MN

Artist-led Asset Activation



Connect Rural Municipalities & Creative Strategies



ENGAGE RURAL



“Participating in the Southwest Minnesota Civic Arts Cohort introduced me to the concept of Civic Arts, and opened my eyes to the powerful role that art can have in healing and growing my community. [...] I look forward to using the knowledge I gained to positively impact my community for many years to come.”

Valerie Quist, Library Director, City of Tracy, MN

Support Rural Artists & Cultural Workers



IGNITE RURAL
ARTIST RESIDENCY



“Being part of Ignite Rural had a profound impact on my artistic practice and my personal perspective on how I create art. For one, I felt so heard and understood in relation to the complications that can be part of being a rural artist, it made me realize I’m far from alone. I was so inspired by being in space with other rural artists that it gave me a sense of possibility and play within my art.”

Cecily Rose Engelhart, Ignite Rural Artist, Wagner, MN



Citizen Artistry

Mary Welcome

*Hinge Arts Residency
with Springboard for the Arts in
Fergus Falls, MN*

*Hi-Vis Agency Artist Residency
with Washington State
Department of Transportation*



Nurture

Rural Arts & Culture Field

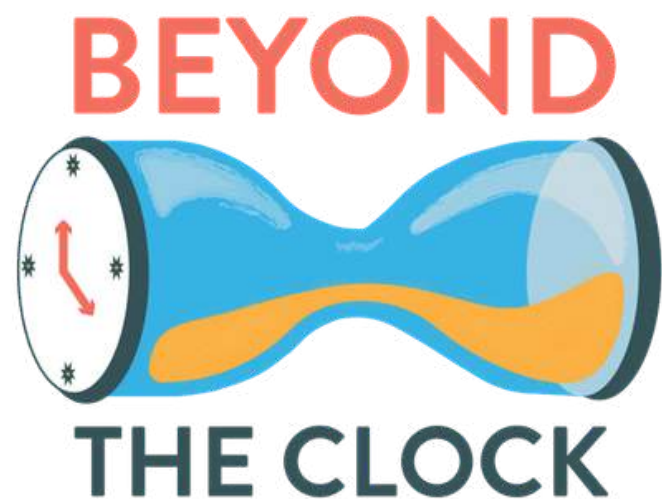


Image by Nhatt Nichols; inspired by a conversation with Erika Nelson, Lucas, KS
“Riveting, Moving, Soulful, Connecting, Building Community one Beyond the Clock at the time. To meet one another in real time, whether that is in person or virtual, is always sacred time and a time to connect our stories towards building community and for the causes we care about.”

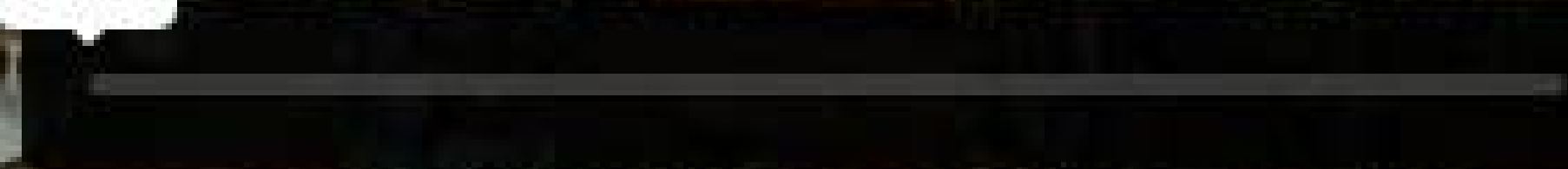
Kiran Singh Sirah, International Storytelling Center

*Arts: the **sugar** in
the ice cream...
not the **cherry** on top.*





01:48



vimeo



A Movement of Rural-Urban Connectors



Embracing Eros

“having a sense of beauty, attractiveness, appeal, liveliness, and charm...”

“a mix of aesthetic, physical and social attractiveness in personality and style...”

“having a strong social energy with a good sense of humor and playfulness...”

Catherine Hakim “Erotic Capital”



How about a first date?



Oklahoma
**IT'S NOT
THAT BAD!**

COULD
MY
HERE



I COULD
LIVE MY
DREAMS
HERE




I COULD
LIVE MY
DREAMS
HERE



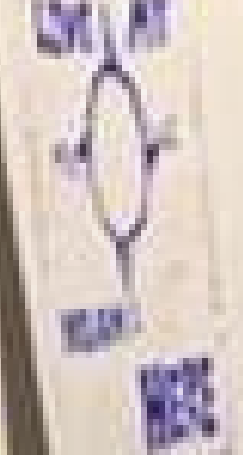
I COULD
LIVE MY
DREAMS
HERE



I COULD
LIVE MY
DREAMS
HERE



I COULD
LIVE MY
DREAMS
HERE



I COULD
LIVE MY
DREAMS
HERE



Image from It's Good to Be Young in the Mountains "I Could Live My Dreams Here"

*Are you in love
with your place?*

***YES! I am in LOVE
with my PLACE!***



Can you live your
dreams in your place?

***YES! I can live my
dreams in my PLACE!***



*Will you tend to
your community's desire
and excitement?*

YES! I am a LOVER!





APPLAUSE

Eros & the arts



What would it look and feel like to intentionally invest in cultivating an alluring sense of place?

What role can artists play in increasing a community's desire to tend to its own excitement?

You are the lovers.



January 10, 2017

Keshshi

Mr. Warren Montoya,
We at Zuni Pueblo wish you and your
community well in this new year!
Let's all realize our hopes, dreams
and plans for a better world!!
Best to you

Tom R. Kennedy
Zuni

Hello Friend,

My name is Warren Montoya.
I am from Santa Ana Pueblo in
New Mexico.

I am happy to be connecting with
you through such a positive project
and transport! I am sure that
whatever your creative persuits are,
that you are putting your heart into
them. I would just like to
encourage you to continue that path
and to let you know, I send you
much good energy and strength for
your 2017 year.

Though your work may have
its challenges, just remember that
its worth it and that you are
influencing not just your community
but this world. So Thank you

Sincerely
Warren Monty.

Dear lover,

It is our responsibility “to not settle for the convenient, the shoddy, conventionally expected, nor the merely safe.”

It is our responsibility to tend to our desire and excitement.



Thank you!

Ash Hanson

Creative Executive Officer (CEO)

ash@publictransformation.org

www.publictransformation.org

www.theyeshouse.org



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WE APPRECIATE YOUR FEEDBACK!

Please review this session on the Mobile Event Guide:

- 1 Download the “Main Street Now 2026” app
- 2 Locate this session and scroll to “Session Feedback”
- 3 Complete your review

End Screen,
no personalizations
needed

Need help? See your conference program or a volunteer for assistance.

MAIN
STREET
Now
2026

A decorative graphic featuring a marquee sign. The sign is rectangular with rounded corners, a brown border, and a row of glowing yellow lights around its perimeter. Inside the sign, the word "DANCE" is written in a bold, dark blue, sans-serif font, underlined. The background consists of overlapping circles in shades of red and yellow, with a white background behind the sign.

DANCE