

# Urbane DrK Consulting

Dr. Brenda Kayzar,  
Collaborative Strategist

## Capabilities Statement

### Contact

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Urbane DrK Consulting collaboratively navigates government institutions and nonprofits toward fair and sustainable outcomes. Our team has the capability to evaluate needs, design strategies, implement strategic work, and provide professional reports, analyses, or evaluative summaries for small and medium sized projects.

### Key Services

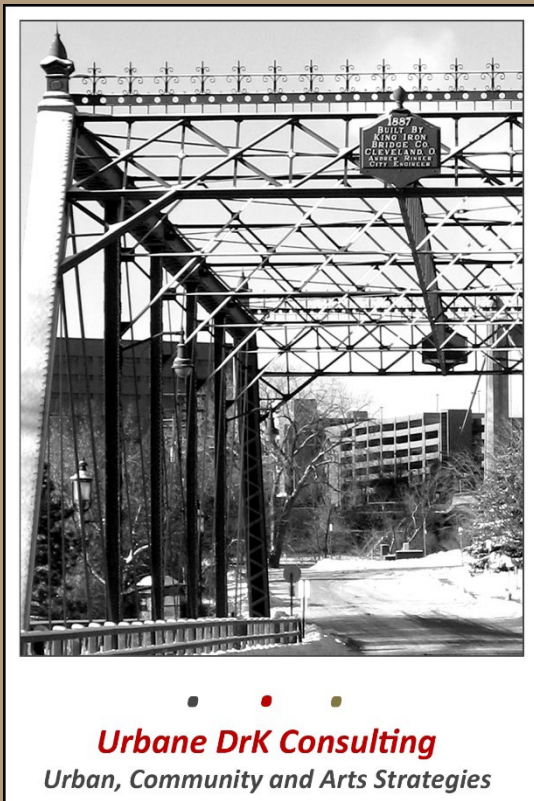
Strategic Planning  
Program Evaluation and Design  
Facilitation, Outreach and Engagement  
Asset and Story Mapping  
Social Science Research

### Sample Client List

Minnesota Department of Transportation  
Cities of Minneapolis, Seattle, San Diego  
Minneapolis Regional Chamber of Commerce  
LISC  
Minnesota Citizens for the Arts  
Hastings Prescott Arts Council

### Certifications

- Central Certification Program(CERT)
  - Emerging Small Business Enterprise (ESBE)
- Minnesota Small Business Procurement Program
  - Targeted Women Owned Small Business



## Brenda Kayzar, PhD, Founder and Collaborative Strategist



Brenda's (DrK) work is informed by more than two-decades of experience as a professor, researching and teaching about cities; the social, cultural, economic, and political contexts of planning, development, and daily life. Her firm directs strategic and cultural planning projects, researches, evaluates, and creates programs, and facilitates outreach and engagement efforts. Her published research examines urban revitalization, gentrification, creative placemaking and the role of the arts in community development, as well as mixed-use development and housing trends, preservation, and

transportation.

As a consultant, Brenda collaborates with her team and her clients to strategize policies, plans, and programs for municipalities, government agencies, and nonprofits throughout the US. Through her work on Minneapolis 2040 the economic impacts of art and culture are interwoven throughout the economic development and planning areas of the comprehensive plan, as well as being fully represented in an arts and cultural section (e.g., [Minneapolis 2040](#)). Brenda collaborated with the Hastings Prescot Arts Council and the City of Hastings to develop their inaugural cultural plan – Hastings is Arts - leading to the creation of a fully funded arts commission at the City. She has worked on area cultural plans (e. g., Dayton's Bluff, [Lake Street Cultural Corridor](#), [Power of Place](#)) and developed economic studies offering a deep dive into sector revenues, workforce, and workspace needs (e. g., [Minneapolis Creative Index](#), Seattle Creative Economy Report) and conducted creative impact studies for twenty-two counties and cities throughout the state of Minnesota for Minnesota Citizens for the Arts ([Regional and Local Studies](#)).

Brenda collaborated with the City of Seattle's Office of Arts and Culture to develop a five-year [strategic plan](#) to guide the department's programming, granting, public art, facilities, and collaborative efforts. For a research project funded by the [Minnesota Department of Transportation](#) (MnDOT), Brenda examined the impacts of arts and cultural interventions in the landscape and through engagement practices on ten communities in the U.S. with an aim to help the agency develop policies to enroll the arts to mitigate the negative impacts of transportation infrastructure. Another study about institutional and arts programs details the outcomes and impacts of four U. S. [artist-in-Residence programs](#) in departments of transportation, and for an *American Planning Association published handbook*, [Creative Placemaking in Rail Transit Corridors](#), Brenda and co-author Mark VanderSchaaf interviewed stakeholders and co-wrote eight case studies about the organizational processes and systems, partnerships, funding mechanisms, and outcomes behind rail transit creative placemaking efforts.

In her work, Brenda has collaborated with diverse stakeholders and communities and leads from a social justice perspective. She has a PhD in Geography from UC Santa Barbara, and an MA in Geography and a BA in Social Science from San Diego State University, and she received a certificate in community organizing through UMN's Neighborhoods Now program.