Art as a Catalyst for Community Change
Community Partnership for Arts & Culture

Seth Beattie
Strategic Initiative Director

2nd Annual Community Development Summit: Making Complete Communities
SMALL CHANGE IN EPIC-SCALE NEIGHBORHOODS
CHANGE COMES IN ALL SIZES
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2nd Annual Community Development Summit: Making Complete Communities
Unbolting
Striking
Picking

Lifting
Levering
Cutting
Boston is filled with heroes.

GOOD LUCK FINDING THEM.
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CHANGE COMES TO THE RUST BELT
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2nd Annual Community Development Summit: Making Complete Communities
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Cleveland?
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Find a Building:
- How will you use the space?
- What does your work require?
- Will the building support the use?
- Evaluate your, personal goals
- Get Professional Advice
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CHANGE COMES WITH ARTISTS
5/30/2012

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CHANGE COMES WITH CONCERTED EFFORT
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Community Building Partnership of Stark County, Inc.

Joel Owens
Director

2nd Annual Community Development Summit: Making Complete Communities
Mission
The mission of Community Building Partnership of Stark County, Inc. (CBP) is to promote the revitalization of neighborhoods in Stark County.

How We Accomplish Our Mission
We accomplish our mission by leading and directing partnership-based, neighborhood-specific revitalization planning efforts; and by developing needed community development policies, programs, and tools that promote resident and community investment in Stark County neighborhoods.
$300,000 Operating Budget
As a strategy to implement the *Canton Neighborhood Workbook* by David Boehlke, CBP uses Community Organizers to organize improvement projects that strengthen the social fabric among residents in CBP’s targeted renewal efforts.

**THE CANTON NEIGHBORHOOD WORKBOOK**

2010

A shared guide for all concerned neighbors
CBP created the Healthy Neighborhoods Program (HNP) with the goal to promote each neighborhood as a “neighborhood of choice” where residents are confident to become T.E.A.M. members investing their Time, Effort And Money as well as actively involved in managing everyday neighborhood activities.
• **Physical Condition** of properties and blocks;

• **Image** of the neighborhood to both residents and others;

• **Involvement and Investment** of residents in their neighborhoods;

• **Real Estate Market** to build equity for residents and the neighborhood.
STARK COUNTY ARTS DISTRICT

- 5 years
- 40 public art pieces
- 40+ artists
- Vacant filler
- First Fridays – 5,000 people
STARK COUNTY ARTS DISTRICT

ARTSINSTARK CHALLENGE

• “to create art in neighborhoods”
• $5,000 art project vs $100,000 housing unit
INITIAL FOCUS

• The goal of this effort is to involve and engage residents from each targeted area throughout the art process to define the image of their neighborhood in an artistic form with a clear emphasis on healthy neighborhood outcomes. The artist’s role is to assist the residents in capturing what “image” best represents their neighborhood. These art projects are defined as long standing, physical improvements revolving around image building with resident involvement at the core of the project. This investment into neighborhoods is also a strong tool in raising the real estate market values in our targeted areas and throughout the City as a whole.

• Investment is the DESTINATION. Art is the ROUTE.
SURPRISING OUTCOMES

• Great organizing tool
• Great image builder
• Builds an asset for the neighborhood
• Self-confidence and pride from artist involvement
• Key part of our investment strategy; in your face approach
• Branding opportunity
• Low cost-Big effect
• Funding interest
2011 OUTCOMES

TREE OF LIFE AND GROWTH
BEFORE
2011 OUTCOMES

TREE OF LIFE AND GROWTH

AFTER
2011 OUTCOMES

THE GREAT WALL OF SUMMIT

BEFORE
2011 OUTCOMES

THE GREAT WALL OF SUMMIT

AFTER
2011 OUTCOMES

“SUSPEND”
BEFORE
2011 OUTCOMES

“SUSPEND”

AFTER
2011 OUTCOMES

MOTHER’S MEMORIAL GARDEN

BEFORE
2011 OUTCOMES

MOTHER’S MEMORIAL GARDEN

AFTER
2011 OUTCOMES

HEARTS AND HANDS OF HOPE
BEFORE
2011 OUTCOMES

HEARTS AND HANDS OF HOPE

AFTER
ART PROJECT OUTCOMES SUPPORTING OUTCOMES

Physical Condition of properties and blocks.
1. Art projects are a beautifying mechanism
2. Art projects usually require preparation work to the project location
3. Art projects need to be maintained and set a good example

Image of the neighborhood to both residents and others.
1. Art projects help residents identify their neighborhood
2. Art projects are highly visible to others
3. Art projects make a statement

Involvement and Investment of residents in their neighborhoods.
1. Art projects allow residents to get involved in their neighborhood
2. Art projects empower residents to make a statement about their neighborhood
3. Art projects set an example for other residents to take pride in their property

Real Estate Market to build equity for residents and the neighborhood.
1. Art projects are a great neighborhood identifier
2. Art projects make neighborhoods more appealing
3. Art projects make a good statement to potential buyers that residents take pride in their neighborhood
OUR COMMUNICATION MODEL

• Incorporating marketing as part of each project
• Healthy Neighborhoods Updates
• Celebratory
• Resident focused
OUR COMMUNICATION MODEL

HEALTHY NEIGHBORHOODS UPDATE

TREE of LIFE and GROWTH

CBP has worked with residents from Crystal Park and local professional artist, Kevin Anderson of Anderson Creative since January to develop a public art piece to be placed on a resident maintained vacant lot on 15th Street NE between Superior and Edwards Ave. Based on input from residents, Mr. Anderson created a tree structure made out of 400 aluminum tiles engraved by residents, businesses and community members representing Life and Growth in the community. To accommodate such a need several “workshops” were scheduled. Over the course of these workshops it was great experience to witness community members working together regardless of race, religion or age on a project promoting LIFE and GROWTH in the neighborhood.

To leverage the placement of the tree on 15th Street, CBP has targeted this block for its revitalization efforts. This “block effort” focuses on exterior renovations along the street which include a porch furniture swap program, street clean-ups, fence painting, potential new sidewalks, decorative shepherd’s hooks, as well as a pick your neighbor program for a home for sale by owner.

Thank you!

CHASE
ArtsinStark

myTEAM approach

Community Building Partnership

For more information on THE TREE of LIFE and GROWTH, additional CBP programming or to become a TEAM member please contact Brenda Turner, CBP Healthy Neighborhoods Projects Coordinator C: 330-458-0962 / E: btturner@communitybuildingpartnership.org
OUR COMMUNICATION MODEL
OUR COMMUNICATION MODEL
OUR COMMUNICATION MODEL
OUR COMMUNICATION MODEL

Healthy Neighborhoods Update

The Boulevards
hearts and hands of hope

Each image has a house with a heart and a hand in it. This represents:
1-home (house) 2-care for the sustenance of the community (heart)
3-individual commitment to lend a hand to the overall community (hand).

Here is a comment made by David Boehlke regarding The Boulevards from his Canton Neighborhood Workbook. “What these ‘parkways’ lacks is an identity. The medians are, of course, an obvious amenity; they are wide, free of litter, and always mowed. But this iconic feature is also completely without character. There are no special plantings and there is certainly no neighborhood signage. There appears to be no community activities or events held on the grassy strips.”

Based on Boehlke’s study the median strips along 19th St and Edwards Ave NE were an obvious location for a resident inspired art project. Since the beginning of the year professional artist, Vicki Boatright has been working with residents collecting information about the history of The Boulevards, as well as memories and descriptive words that define their neighborhood.

The designs that Ms. Boatright created clearly captured the resident’s input and are proudly displayed for residents and travelers along 19th St NE.

On November 19th, Boulevards resident and community stakeholders celebrated in dedicating the art project to the Boulevards neighborhood. CBP would like to thank everyone involved with bringing the project to life. Boulevards resident, Chris Dye is already excited about next year’s project as she stated, “…it’s been great working you guys. I didn’t know some of you guys [her neighbors] before the project. Looking forward to next year and beautifying the neighborhood.”

thank you! CHASE

ATTENTION RESIDENTS!

For more information about the art project, CBP programs available in your neighborhood or to become a TEAM member, please contact: Aaron Brown, CBP Healthy Neighborhoods Manager 330-488-0962 / abrown@communitybuildingpartnership.org
WHY ART IN NEIGHBORHOODS?

• Further investments supporting our mission
• 2012 projects
• Strategy supporting outcomes
• Confidence
Bloomfield-Garfield Corporation

Rick Swartz
Executive Director

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Penn Avenue Arts Initiative, 1998-2012
Distribution of racial and ethnic groups using data taken from the US Census Bureau’s 2005-09 American Community Survey.
Bloomfield-Garfield Corp
formed 1976

Garfield Jubilee
formed 1983

Friendship Development
Associates
formed 1989

Penn Avenue Arts Initiative
Joint creation of BGC and
FDA in 1998
Median Household Income in 2000: $22637
Median Household Income in 2010: $29218

From the Market Profile for Penn Avenue Arts District, created by Pittsburgh’s Urban Redevelopment Authority.
Garfield Artworks opens 1993

Art All Night begun in 1998

Penn Avenue Arts first Unblurred crawl: 1999

Quiet Storm Coffeehouse, Modern Formations, and Pgh Glass Center open 2001
5530 Penn Avenue purchased jointly by Bloomfield-Garfield Corp and Friendship Development Assoc. in 1995

Currently houses 7 artist residences, Kelly Strayhorn Theater offices and their dance studio, a sustainability-focused architecture firm, and a health-care focused software firm
Public Art on Penn Avenue
Over 20 properties were renovated on Penn Avenue between 1995-2006.

The vacancy rate on the Avenue has been reduced from over 70% to under 30% over the last 15 years.
Unblurred art crawl now draws apprx 1000 visitors to Penn every month on First Fridays to over 20 venues.
Central Baltimore Partnership

Garland A. Thomas
Deputy Director
What is the Central Baltimore Partnership

CBP is a vibrant partnership
- Includes businesses, residents, non-profits, universities/colleges and government agencies
- Supports work of partners
- Celebrates partners’ achievements

CBP is a single organization
- Creates relationships
- Facilitates dialogue
- Connects resources

5/30/2012

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Central Baltimore Partnership

Central Baltimore is at the center of a resurgent city and it is a gateway for millions of people who enter Baltimore by rail or via the Jones Falls Expressway.

The area is rich with assets in higher education, the arts and entertainment, architecture, transit infrastructure, and mixed-use development potential.
Central Baltimore Partnership

Development Details
- $237 million development underway
- 14 projects completed and/or underway
- 5 projects in development

History
- $440 million in combined projects since 2007
- Release of the Charles North Vision Plan Completion of the New Greenmount Community Plan

What is so cool about it?
- Center of a resurgent city
- Rich with various assets
- Premier TOD area

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Art as a Catalyst for Community Change

Central Baltimore Partnership
The Arts - Catalyst for Development

City Arts

Baltimore Design School

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Activity

Final Fridays

Think Big Project

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Open Walls Baltimore

Overunder - USA

Freddy Sam – South Africa

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Open Walls Baltimore

Intersni Kazki - Ukraine
Doodles - USA
Momentum

- Decrease in violent & non-violent crimes
  - Development of comprehensive public safety plan with institutions

- Local & National Visibility
  - Attention to cultural development and community revitalization

- Investment
  - Growing national recognition and investment from banks foundations

- Political Will
  - Major commitments from City, business owners & local philanthropy

- Ground work is laid
  - Development plans in place

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