



CULTURE BLOCKS

a COMMUNITY PARTNERSHIP with



CHARLOTTE MECKLENBURG
LIBRARY



Listening, Learning, & Responding

How to Effectively Serve Residents with Arts & Culture



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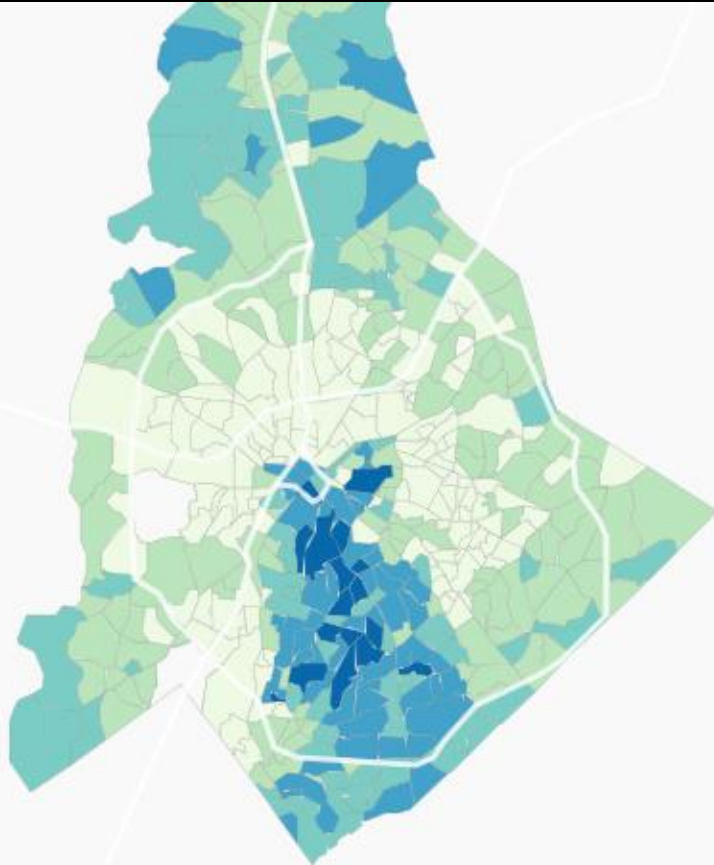


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Eboni Lewis
Program Director
Arts & Science Council



Participation of households across Mecklenburg County
with ASC-sponsored organizations

15%

Participation was measured by ticket purchases, memberships and donations to one or more of the 22 organizations that received operating support grants from ASC, and/or ASC membership.



- Culture Blocks connects communities to arts and culture activities that speak to their interests.
- Addresses barriers to participation
- Community partnership with ASC, Park & Rec and public library system.
- Leverage County Facilities of Park and Rec and Library
- Funded by Mecklenburg County
- FREE to participants



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How does it work?

Culture Blocks program staff learn about what is happening within the community and what additional cultural activities the community would like to see happen through conversation with residents and area leaders.

- Host community gatherings and meals with facilitated discussions
- Attend neighborhood meetings & events
- Individual conversations

Culture Blocks supports the scaling of existing cultural infrastructure and augments existing happenings through one fee-for-service funding opportunity.

Program Investment Application



Community Lunch East Charlotte (Block 3)
Charlotte Museum of History

Listening: Getting Started

Challenges that prevent participation

Lack of Information

Lack of diverse programs

Location & Time of Day

Transportation

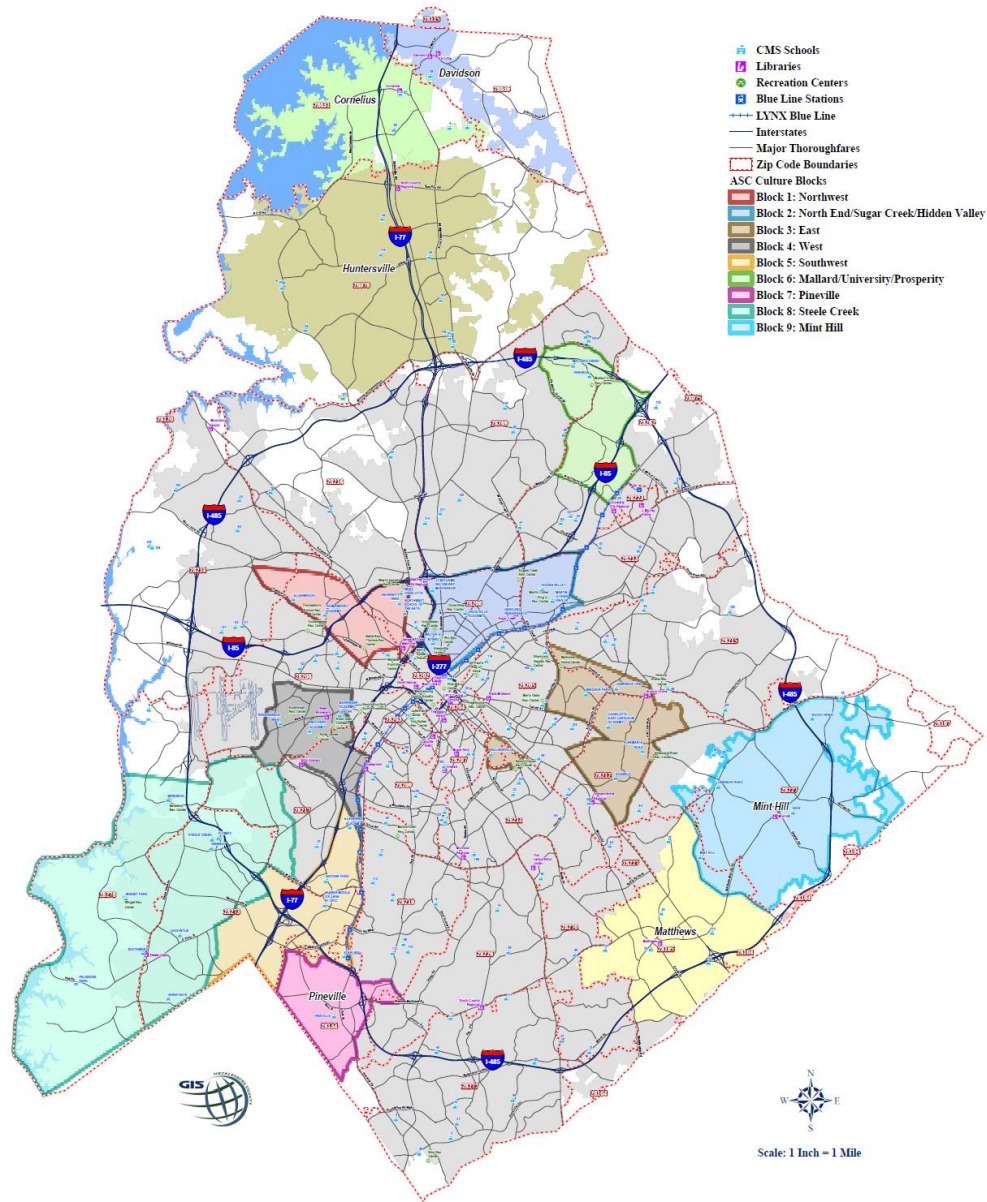
Feedback from neighborhood organization leaders for ongoing engagement

Build trust & community capacity

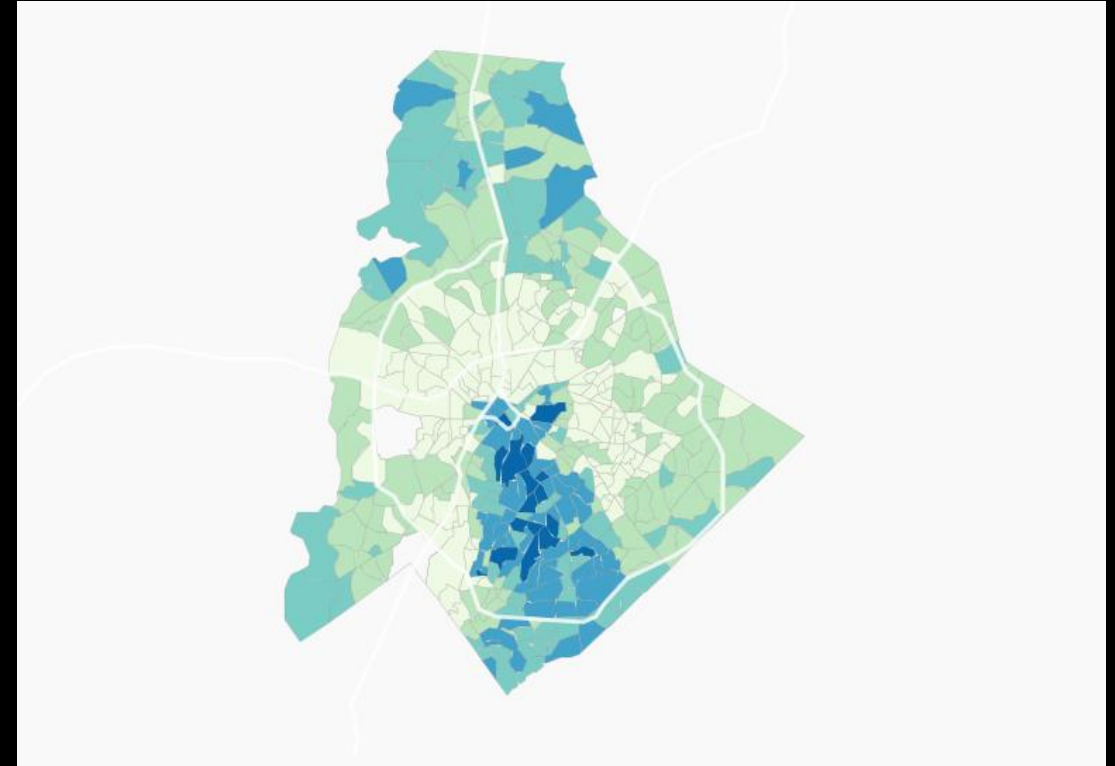
Develop with sustainability in mind

Income opportunities for residents

Align with current neighborhood initiatives



Culture Blocks Footprint





County Partner

Jeff Carwile

Recreation Manager

Mecklenburg County Park & Recreation

Learning: Community Gatherings & Meals

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Name: Esirbat Zip code: [Redacted]

1. Did you like today's cultural experience? ☒ Yes ☐ Somewhat ☐ No
Why? I liked it because it will help out the community and I want some gnt in it to.


2. What factors impact your interest in or ability to participate in cultural events?

The topic/issue	<u>Convenient/easy to get to</u>	Building community	<u>Fun/entertaining</u>
<u>Family-friendly</u>	Cost to participate	Educational	<u>Inspirational/Motivational</u>

Other (explain): _____

3. How did you hear about today's event?
First in the mail. 

4. Would you like to stay informed about cultural events happening in your neighborhood? If yes, please legibly print your email address OR provide your cell number to be included in Culture Blocks Texting program.

Email: [Redacted] Cell #: [Redacted] 





Culture For All.

CULTURE BLOCKS PROGRAM THEMES BY GEOGRAPHY

Sometimes, listening is the best plan of action, and so Culture Blocks came to be. Dedicated to building stronger relationships with specific geographic areas, Culture Blocks helps vibrant programming meet people exactly where they are: in the recreation center, at the library, and beyond. Below is a list of community feedback on important themes for which art, science, history and heritage programming could respond. Interested program providers must clearly state in their proposal how the programming responds to the themes through the integration and/or expression of art, science, history, and heritage.

Northwest Block

Northwest Charlotte bordered by Rozzelles Ferry and Beatties Ford roads and Freedom Drive and State Street

- Public Art/Beautification
- Performing Arts (dance, musicals & plays)
- Visual Arts (ceramics, art)
- Culturally Diverse Programs (multicultural dance and music, all ages)
- History (preservation & celebration, to include culinary history)
- African-American Heritage
- Community Development (address gentrification issues, corridor revitalization, creative placemaking)
- Science/Nature Programs
- Youth Cultural Education (to include music and dance programs)
- Festivals



Culture Provider

Nicci Canada

President/CEO

Dapper Street Productions

Promotion of Culture Blocks Programming

- Try new communication approaches - every community is different
- Explore cultural organization capacity to communicate to community members
- Leverage micro and macro level promotions
 - Print Ads
 - Peach Jar
 - Social Media (Facebook, IG, Nextdoor, etc)
 - Direct Mail
 - Email



Arts+ - Mural Workshop with Sharon McDowell
Sugar Creek Library - August 2016

Responding: Community Engagement versus Community Benefit/Impact



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- Making sure community members have the ability to obtain and make use of cultural expressions (not charity, solely outreach, or from “us” to “them”)
- Defining excellence as the degree to which the effort enhances the life of community members
- Seeking to fund experiences that relate to the community in an appropriate way; programs are deeply valuable to community
- Pursuing sustainability by involving methods to include all stakeholders in creation, decision-making, and execution of activities

Charlotte Symphony Ensemble Performance at the Valerie C. Woodard Community Resource Center



Community Partnerships



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Program Highlights

- Expanded from 5 to 9 geographically specific communities
- 1,278 programs and 31,070 participant experiences
- More than 40 programming facilities
- Over 55 cultural organization partners and 30 creative individual partners (more than 40 new cultural program partners in addition to ASC's traditional grantees).
- Forged relationships with more than 35 community groups (neighborhood organizations, civic groups, community coalitions, CDCs, etc.).
- Programs have responded to community-identified concerns such as gentrification, health and wellness, programs for seniors, building community among and between diverse neighborhoods, youth development and more.

Questions & Comments

