



# Impact Statement

Phase 1: September 1, 2012 – June 30, 2013

## Mission

The arts community is partnering with local businesses, two community development corporations, four cities, and Prince George’s County to enliven the U.S. Route 1 commercial corridor and increase the regional visibility of the Gateway Arts District using a mix of temporary projects and equity investments to support existing small businesses, attract commercial in-fill, prepare for new anchor developments, and further strengthen our diverse, creative, streetwise communities.

## History and Recognition

Art Lives Here (ALH) was envisioned by a quartet of friends who have worked in planning and implementing aspects of the Gateway Arts District. Michelle Lee, Anne L’Ecuyler, Imani Drayton-Hill, and Brooke Kidd met in 2011 to respond to a request for proposals for creative-placemaking and craft a project that would saturate U.S. Route 1 with programs and projects to bring greater visibility to the creative community. The initiative directly supports the audience development needs of artists and local businesses while branding the Gateway Arts District as the go-to live, work, play area of Prince George’s County. Two proposals were successfully funded: the National Endowment for the Arts *Our Town* grant of \$50,000 and an award of \$240,000 from ArtPlace America. Within a two year period, more than half a million dollars will be invested in programming, engagement and marketing to anchor a healthy local economy supported by a creative community.

## Partnerships

Representatives of local organizations staff Art Lives Here, including Joe’s Movement Emporium, the Washington Writers Retreat, Mingus Communications, and the Gateway Community Development Cooperation. A majority of the staff lives and works in the Gateway Arts District. Nearly all are active artists.

Art Lives Here programs are implemented with the cooperation and aid of organizations including Art Works Studio School, Red Dirt Studios, Hyattsville Community Development Cooperation, Community Forklift, Streetsense, Gateway Community Development Corporation, Urban Eats Arts and Music Café, and Busboys and Poets.

## Artists

Art Lives Here artists were selected through a request for proposals process. Three requests for proposals (RFPs) were released January 15, 2013. The announcement of RFPs was sent out through partners and regional arts service organizations.

Three RFPs have been released in the categories of 1) Artist-Business Partnerships, with businesses previously selected by ALH curators, 2) Art Attacks, produced by Art Works Studio School and 3) Performance and Placemaking Events, produced by Joe’s Movement Emporium. Over \$30,000 has been contracted to artists and businesses

## Details of RFP Awards

<b>Art Attacks:</b>	Numbers	Funding	<b>Art-Biz:</b>	Numbers	Funding
Applied	9		Applied	18	
Awarded	3	\$5,000.00	Awarded	6	\$10,500.00
Completed	1	\$1,500.00	Completed	5	\$9,500.00
Planned	2	\$3,500.00	Planned	1	\$1,000.00

<b>Performance and Placemaking:</b>	Numbers	Funding	<b>Innovation Fund</b>	Numbers	Funding
Applied	23		Applied	3	
Awarded	19	\$11,200.00	Awarded	1	\$3,000.00
Completed	12	\$7,700.00	Completed	1	\$3,000.00
Planned	7	\$3,500.00	Planned	2	\$9,000.00

## Funding and Staff

Art Lives Here received funding from Government, Foundation, and Corporate/Partnerships sources. Much of the initial National Endowment for the Arts *Our Town* Grant funding was matched by local sources in the Gateway Arts District. The funding breakdown is as follows:

Source	Funding Amount
<b>Government</b>	
NEA grant	\$50,000.00
PG County Council	\$5,000.00
<b>Foundation</b>	
Cafritz Foundation	\$10,000.00
<b>Corporate and Partners</b>	
MRBA	\$500.00
Gateway CDC	\$3,000.00
Hyattsville CDC	\$2,500.00
Shelf Genie	\$250.00
Streetsense	\$1,000.00
PG Arts Council	\$1,000.00
ATHA	\$500.00
	<b>\$73,750.00</b>

## These expenses totaled as follows:

Expenses	Amount	In kind	
<b>Staff</b>			
Project Coordinator	\$19,000.00	<b>City staff for events</b>	\$600
Marketing	\$15,000.00	Permits and equipment	\$500
Artist Business Coordinators	\$9,200.00	<b>Gateway CDC</b>	\$2,500
<b>Artists</b>		<b>Hyattsville CDC</b>	\$2,500
Total Artist expenses	\$25,250.00	<b>MRBA staff,</b>	\$1,500
<b>Other</b>		Innovation Fund	\$3,000
Photography	\$900.00	<b>Joe's staff</b>	\$20,000
Facilitator and writer	\$5,000.00	space	\$2,500
Urban Eats Space Rental	\$300.00	<b>Park and Planning</b>	
Busboys and Poets Space Rental	\$150.00	<b>printing</b>	\$1,200
Local Printer	\$450.00	<b>Red Dirt Studios</b>	\$600
<b>Total</b>	<b>\$75,250.00</b>	<b>Total</b>	<b>\$34,900</b>

## Events

Since its launch at the Hyattsville, MD Busboys and Poets in April 2013, Art Lives Here has funded over 20 events, and participated in many more serving over 2,000 individuals throughout the Gateway Arts District, including three major permanent public art installations: Melissa Glasser at Circle Deli, John Grunwell at Mount Rainier library, and Robin Bliss at Urban Eats Arts and Music Cafe. A few highlights:



**First Friday Kick Off Event:** Hosted by Busboys and Poets in Hyattsville, MD, and featuring the red Art Lives Here arrow, this was a night of celebration as local artists and community members gathered to learn about upcoming events.



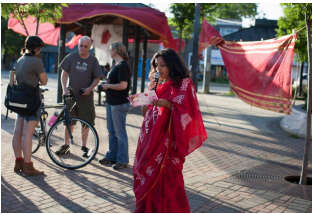
**Soup Nite:** Hosted by Urban Eats Arts and Music Café and funded by the Mount Rainier Business Association’s Innovation Fund, “Soup Nite” gave three local Mount Rainier businesses the opportunity to gather friends and fans for a friendly community event where soup was served and votes were cast for the best proposal. The winner, Hands On Barber, was awarded \$2,500 towards their project to improve their façade and fence a hazardous vacant lot next door.



**Better Block Night:** Over 400 people poured into Mount Rainier for an evening of “walkable” arts entertainment. Performance groups were featured in front of Mount Rainier City Hall; businesses along the Rhode Island corridor opened their doors with food, wine, and events to encourage stopping and shopping. Mount Rainier Interactive recorded local stories inside Circle Deli. Artists Melissa Glasser and John Grunwell spoke with locals about their public art plans. The vacant Gallagher building was transformed into a music performance and recording space by the project Launch Pad and the entire community showed up to a lit up arts district. An over capacity crowd filled Urban Eats to hear music, and Mon Cheri Haitian Fine Arts Gallery was packed with arts patrons.



**Storm Drain Painting:** Created by the Anacostia Watershed Society and funded in part by Art Lives Here, this project tackled the overlooked and trash-filled storm drains of Mount Rainier through children and public art. Three artists were selected to create a design and work with children to transform storm drains to bring increased awareness of the effects of pollution on our watershed. More than 100 children participated.



**Bus Stop Bangladesh:** An intervention art experience created by international artist Monica Jahn Bose took place three June evenings at the Mount Rainier bus stop. Art Lives Here staff and volunteers worked with Bose to drape the bus stop and City Hall with saris, gorgeous 18-foot yards of fabric. Each was hand painted and printed by a woman from Bangladesh. As a part of the Storytelling with Saris project, this series brought art into the community in an effort to increase awareness around issues of literacy, women’s rights, and climate change.



**Open Studios Tour:** The 9th Annual Open Studio Tour, presented by the Gateway Community Development Corporation, is one of the best art events in the greater Washington, D.C., metro area., drawing 500 plus attendees each year. This highly popular event showcases professional artists in studios and galleries representing nearly every visual arts medium. This year, the event included 17 Venues, 70 Studios and more than 150 participating artists.

**Events**

Date	Event Name	Where	Artists	Attendees	Staff
3/1/13	First Friday	Busboys	3	32	4
4/5/13	First Friday Kick Off	Busboys	3	67	3
4/13/13	Sweeping the Avenue	City Hall	n/a	8	2
4/14/13	Sweeping the Avenue	City Hall	n/a	3	2
4/24/13	Soup Nite	Urban Eats	3	37	3
4/26/13	Better Block Night	Mount Rainier	18	400	6
5/1/13	County Executive Roundtable	Urban Eats	n/a	70	4
5/2/13	Southside Music Series	Mount Rainier Skate Park	3	100	1
5/3/13	First Friday	Busboys	3	25	3

5/5/13	Mount Rainier Homes Tour	Mount Rainier	0	90	2
5/11/13	Gateway Open Studios Tour	Gateway Arts District	40	500	3
5/18/13	Launch Pad	Gallagher building	15	100	2
5/18/13	Mount Rainier Day	City Hall	12	250	4
5/22/13	Storm Drain Painting	Joe's Movement Emporium	4	9	2
5/29/13	Maurice, Philippa and Friends	Busboys	4	45	2
6/1/13	Hoop Jam at Farmers Market	Citizen Paint Building	1	5	1
6/4/13	Bus Stop Bangladesh	City Hall	1	10	4
6/7/13	First Friday	Busboys	3	20	2
6/12/13	Bus Stop Bangladesh	City Hall	1	15	3
6/13/13	Southside Music Series	Mount Rainier Skate Park	3	50	1
6/19/13	Bus Stop Bangladesh	City Hall	1	20	3
6/28/13	TOO of a Kind	Joe's Movement Emporium	2	25	4
6/29/13	TOO of a Kind	Joe's Movement Emporium	2	40	4
6/30/13	Contentment is Wealth	Joe's Movement Emporium	5	28	2
<b>TOTALS</b>			<b>127</b>	<b>1,949</b>	<b>67</b>

### Marketing Successes:

Art Lives Here started building a social media following through Facebook, Twitter, and a blog in January 2013. By April of that year, Art Lives Here had generated enough content to coincide a social media launch with the official campaign launch. Since then, Art Lives Here has continued to grow a following. There has been up to 190 stories created from the page on a single day.

The blog has featured posts about upcoming events, re-cap posts with photos post events, partner and sponsor feature posts, artist feature posts, and other arts related content generated by Gateway Arts District artists and arts organizations.

Designer Justin Bost was hired to work with a creative team of Art Lives Here staff to develop a logo and style guide. The final logo was adapted with several variants applicable to all media and logo needs.



### Phase Two

ArtPlace America awarded a \$240,000 grant to Joe's Movement Emporium. This grant will support phase II of Art Lives Here, a visibility campaign designed to showcase creative life in the Prince George's County Gateway Arts District. Art Lives Here was chosen from over 1,200 other projects across the country as an exceptional example of creative placemaking. This is ArtPlace America's third cycle of grant awards. With this round of grants, in total, ArtPlace America has awarded a total of \$42.1 million in 134 grants to 124 projects. "ArtPlace America recognizes the central role arts and cultural activities can have in the revitalization of American cities," Said Rip Rapson, chair of ArtPlace America's Presidents' Council. "With this grant award ArtPlace America is directing individual project support to scores of creative, high-impact projects throughout the country."

Project leadership and partners will begin another round of planning to build upon the visibility campaign, programming and brand.