pennsylvania
COUNCIL ON THE ARTS

PCA Creative Communities
Letter of Interest Coversheet

Lead Applicant Information

Organization: The Barnes Foundation

Address: 2025 Benjamin Franklin Parkway

City: Philadelphia, PA **Zip Code:** 19130

Municipality: Philadelphia **County:** Philadelphia

Phone: 215-278-7000

Website: www.barnesfoundation.org

FEIN: 23-6000149

Contact Name: Georgette Hamaty

Contact Title: Director of Foundation Relations

Contact Phone: 215-278-7128

Contact Email: ghamaty@barnesfoundation.org

Organization Type: 501(c)3

☑ **By checking the box, you are indicating acknowledgment of and intention to comply with the local government resolution requirement, if your community is selected to participate in the Creative Communities Pilot Program. (See full application guidelines for more information on this requirement.)**

Letter of Interest (LOI) Submission Instructions: LOI deadline, Friday, June 28, 2019. LOIs must be submitted via email to RA-OAcreativepa@pa.gov.

a. Completed coversheet form with acknowledgment of and intention to comply with the local government resolution requirement, if your community is selected to participate in the Creative Communities Pilot Program.

b. Narrative (3 pages max.)
   - Brief community description.
   - Description of any existing cultural plans and/or experience implementing arts-based development strategies.
   - Description of successful community partnerships.
   - Description of community opportunity or challenge the organization would like to address through this program.

c. 3 Letters of Support (local government, planning, convention and visitors bureau (CVB), business improvment district (BID), chamber of commerce, local arts organization, etc.).

THE BARNES FOUNDATION

PENNSYLVANIA COUNCIL ON THE ARTS
CREATIVE COMMUNITIES LETTER OF INTEREST

1. Brief community description.

Barnes @ LoLa 38, is a partnership between the Barnes Foundation and People's Emergency Center Community Development Corporation (PECCDC), launched in November 2018. The initiative combines place, people, and creative programming to develop a community hub at a former United Bank building ("The Bank") on Lower Lancaster Ave. at 38th Street. The Barnes @LoLa38 proposes a creative convergence of year-round activations for the Mantua neighborhood, with West Philadelphia artists and the Barnes.

This ambitious endeavor fosters creative, cultural relationships within and beyond the walls of the Barnes Foundation—and provides a platform for the West Philadelphia arts community and the Barnes to collaborate in bridging cultural pathways, particularly with residents currently underrepresented at the Barnes and other arts and cultural institutions in our urban core.

The partners have formed a successful alliance due to each working toward a common goal which is central to their mission. Barnes Foundation was founded in 1922 by Dr. Albert C. Barnes to promote the advancement of education and the appreciation of fine arts through one of the world's finest collections of impressionist, post-impressionist, and early modernist paintings. In 2015, The Barnes adopted a five-year strategic plan that prioritizes innovative strategies for reaching new and diverse audiences reflective of the City of Philadelphia and encouraging an ever-deeper understanding and enjoyment of its collections by diverse local, national, and international audiences.

The PEC Community Development Corporation (PECCDC) addresses community needs and builds on neighborhood assets to help bridge the digital divide, expand mixed-income housing opportunities, stimulate economic growth, create wealth, and improve the quality of life for all West Philadelphia residents. This collaborative initiative provides cultural engagement and arts programming for community members of all ages in West Philadelphia.

In 2013 prior to the launch of this program, the City of Philadelphia developed a website called CultureBlocks, which maps arts and culture organizations and amenities in its neighborhoods. Its data indicates that, per 1,000 households, the W. Powelton neighborhood (immediately west of 38th and Lancaster Avenues), has a cultural participation rate of only 45 households and the Belmont neighborhood (northwest of 38th and Lancaster Avenues) has a cultural participation rate of just 10 households. The participation in these neighborhoods is markedly lower than more affluent neighborhoods in Center City with greater creative and cultural resources and access. They are just outside of the downtown urban core and have traditionally been isolated from the city's artistic offerings. The Barnes @ LoLa 38 breaks down barriers of cultural exclusion and scales up our work in these areas.

BeHeardPhilly, a survey commissioned by the Barnes in 2015, was initiated to understand the Barnes's imprint across city districts. Respondents from Philadelphia's West District, which is this program's target audience, reported to be the least aware of the Barnes at 60%, of which only 34% had visited. The detailed findings of this report show that the relevance of programs, exhibitions and family-centered connections are priority considerations for new audience development activities in West Philadelphia. Phila2035's plan for the West District also reveals that 93% of residents are African American; it has above citywide averages of unemployment and poverty, below citywide averages of education attainment and income, and it has an above average number of households that do not have access to an automobile.

2. Description of any existing cultural plans and/or experience implementing arts-based development strategies.

The Barnes @ LoLa 38 is the extension of a cultural plan and arts-based development strategy launched by PECCDC. During the 2012 planning process for PECCDC's Make Your Mark Lower Lancaster Revitalization Plan, over 1,000 neighbors, business owners, and other stakeholders suggested and prioritized several new recreational activities that they would like to see along Lancaster Avenue. The street grid along this corridor is made up of disjointed intersections that create small triangular spaces with limited development potential, and some of these triangular lots are now being maintained as pocket parks.

Specific to this project and key to PECCDC's neighborhood and cultural development strategy, is the activation of The Bank building at 38th and Lancaster Avenues and its surrounding property, which PECCDC acquired in 2012. Located in one of the most prominent and strategic triangular sites ideal for this type of park space, it is positioned as a major gateway to West Philadelphia and creates a pleasant, boulevard-like connection to and from Lancaster Avenue. There is the need and opportunity to create access to a variety of recreational and cultural amenities for residents in the West Philadelphia Promise Zone.

This property is especially significant due to its proximity to several large-scale development projects that are revitalizing the neighborhood. Penn Presbyterian Medical Center has recently completed construction on a new, five-story trauma center at the adjacent intersection. Directly to the south is a 14-acre vacant site, on which Drexel University and its partner Wexford Science + Technology will soon begin construction of a 2.8 million square foot mixed-use redevelopment. The enhancement of this site is a crucial component of this area's overall resurgence.

The Barnes Foundation and PECCDC see the continued development of this cornerstone property for The Barnes @ LoLa 38 as a cultural pathway to respond to the rejuvenation of the surrounding neighborhood. This is a significant opportunity for collaboration, transparency, and empowered community visioning with the potential to act as a welcoming gateway to West Philadelphia and as a vital asset to the community.

3. Description of successful community partnerships.

The Barnes Foundation's ambition is to change the dynamic of its relationship with areas that have traditionally been on the fringe of arts and cultural institutions, and to improve their participation with the Barnes. Eco-mapping our interventions, outreach, and activations allows the Barnes to be strategic in deepening and broadening our impact across these communities and demographics. Current projects planned for West, Lower South, and North/Lower North Philadelphia include anchor partnerships with strong community agencies and system-builders such as Philadelphia public schools, Free Library of Philadelphia, Mural Arts Philadelphia, Philadelphia Parks and Rec Centers, and Philadelphia Housing Authority.

Examples of successful collaborations that impact underserved Philadelphia communities include:

Puentes a las Artes/Bridges to the Arts is a Barnes partnership with both Puentes de Salud, a Philadelphia-based organization that promotes the health and wellness of the growing Latinx community, and Southwark School in South Philadelphia. This arts-based biliteracy enrichment program supports emergent bilingual, ELL/ESL pre-K and kindergarten youth and their families by providing high-quality learning opportunities for early learners and their parents in the Latinx community, living at or below poverty level.

The Barnes partners with the Free Library of Philadelphia to use **Virtual Reality (VR)** 360-degree video headsets to bring the Barnes collection outside of its walls and directly into the neighborhoods of the audiences that the Barnes is seeking to reach. Community Connectors work with local librarians to engage adults in active conversation about art and to make critical connections through observation. The participants are then invited to visit the Barnes for an authentic guided experience with the collection. Transportation and admission costs are fully covered.

The Barnes collaborates with **Mural Arts Philadelphia** to support the Restorative Justice Program, which hosts classes onsite at the Barnes for its Guild, a paid apprenticeship program for formerly incarcerated individuals and young adults on probation.

4. Description of community opportunity or challenge the organization would like to address through this initiative.

The Barnes @ LoLa 38 aims to expand upon the Barnes Foundation's work in West Philadelphia, where Dr. Barnes seeded his ideology of "art is for everyone" with the education of his Argyrol factory workers at 40th and Filbert Streets. Dr. Barnes invested in the cultural enrichment of his employees because he felt it was essential to every person's ability to be a participating, productive member of society.

The Barnes @ LoLa 38 builds upon Dr. Barnes's groundbreaking educational initiative by generating cultural participation as a platform for cooperative democracy and the development of an enlightened society. The Barnes is committed to expanding engagement, dialogue, and access to high-quality arts and cultural programming in one of the most vulnerable areas of the city. The cultural and educational institutions collaborating on this project envision The Bank building as a community-development anchor in West Philadelphia, where access to information can transform and enrich the lives of residents from all education levels and backgrounds.

The Barnes @ LoLa 38 was spun from community conversations and anchor partners PECCDC and Lindy Institute at Drexel University. The site is a multidisciplinary/multipurpose pop-up space at The Bank—as a place for the West Philadelphia arts community, the Barnes, PECCDC, and residents and neighbors can converge. The objectives of this collaboration are:

- To engage and inspire West Philadelphia residents, artists, and community stakeholders through art appreciation and cultural access to high-quality art experiences;
- To foster a lifelong practice of cultural participation and inclusion;
- To activate "The Bank" to ensure its continuity as a civic space for creativity and community;
- To contribute to cultural ecology, neighborhood vitality, and social wellbeing.

The Barnes has organized core activities at The Bank location in order to meet these goals. *Barnes Presents* is a performance series with public performances, conversation circles, artist talks, and other presentations that feature the local creative community and spark public discourse about art, looking, listening, and engagement. Family art workshops create informal learning and cultural connections to an artist or creative process. Teen Open Studio engages teens in out-of-school time arts activities and social justice.

The Barnes @ LoLa38 also welcomes residents of West Philadelphia neighborhoods to the Barnes Foundation, which provides free admission and transportation, thus mitigating a barrier to participation. *Meet Me at the Barnes!* monthly field trips to the Barnes's family days include roundtrip bus transportation, visitor support and open access to programs and exhibitions. Art for All Community Passes are distributed to offer year-long free admission for up to four guests per pass holder.

Through Barnes @ LoLa 38, the Barnes has established a regular presence in West Philadelphia and contributes to its grassroots momentum for arts, culture, and community development. This Creative Placemaking project encourages civic conversation through the artistic activation of the diverse social and geographic assets, which makes Lower Lancaster Avenue a gateway to West Philadelphia's cultural development. This collaboration has allowed the Barnes to integrate its high-quality arts experiences into this placemaking initiative to enable a meaningful pathway for residents to develop a lifelong appreciation of and participation in art and culture. Grant funds will support artist fees, activation equipment and supplies, field trips, events, print materials, project team, and program evaluation. Thank you for your consideration!

June 28, 2019

Sarah Merritt
Director of Pennsylvania Creative Communities
216 Finance Building
Harrisburg, PA 19120

Dear Ms. Merritt,

I lend my full support to the Barnes Foundation application to PCA's Creative Communities Pilot Initiative. As a musician, music educator at Boys Latin Charter School, and local arts leader, I am excited by the commitment of the Barnes Foundation and Peoples Emergency Center Community Development Corporation (PECCDC)—to work together to support locally-based cultural programming that speaks authentically to our residents of West Philadelphia. As a Barnes @LoLa 38, Barnes Presents! and Teen Youth Studio artist and curator, I had the opportunity to contribute to the early stages of this creative placemaking effort. Barnes @LoLa 38 is about the celebration of the power of art to bring people of all backgrounds, ages and culture together. It's also about the transformation of a space as a creative community hub.

I was invited to present my work and my creative network to Barnes @LoLa38 in both February and June of this year. This invitation gave us the opportunity to present our work professionally and be paid. It welcomed our music and opened doors to others through music jam sessions. It gave us the opportunity to share our work with our neighbors and families in the community. We are also excited to see the Barnes/PECCDC develop extended opportunities to bring our creative work across new cultural pathways to the Barnes and the Parkway.

Barnes @LoLa38 is an innovative approach to creative placemaking and community development. The initiative is a convergence of our growing West Philadelphia arts community, Barnes Foundation, and residents in site-based arts programming. It is a new pathway for the Barnes—a major cultural institution of our city—to support community relationships and engaging resources where communities are. It is exciting to see the Barnes work deeply within our communities in a way that extends beyond the Parkway. Barnes @LoLa38 brings much needed continuity of creative programming in our community, and enlivens a reclaimed space that brings people together.

I wholeheartedly support their request to the PCA Creative Communities Pilot Initiative for support.

Sincerely,

Margel Overton

SISTAHS LAYING DOWN HANDS COLLECTIVE
PO BOX 56046
Philadelphia PA 19130
215-219-8769
www.tinyurl.com/karensmithdrums

June 28, 2019

Sarah Merritt
Director of Pennsylvania Creative Communities
216 Finance Building
Harrisburg, PA 19120

Dear Ms. Merritt,

I lend my full support to the Barnes Foundation application to PCA's Creative Communities Pilot Initiative. As an artist and leader of my agencies, Weez the Peeples and Sistahs Laying Down Hands, I am excited by the commitment of the Barnes Foundation and Peoples Emergency Center Community Development Corporation (PECCDC)—to work together to support locally-based cultural programming that speaks authentically to our residents of West Philadelphia. As a Barnes @LoLa 38, Barnes Presents! artist and curator, I had the opportunity to contribute to the early stages of this creative placemaking effort. Barnes @LoLa 38 is about the celebration of the power of art to bring people of all backgrounds and culture together. It's also about the transformation of a space as a creative community hub.

I was invited to present my work and my creative network to Barnes @LoLa38 in March of this year. This invitation gave us the opportunity to present our work professionally and be paid. It welcomed our art of all disciplines in tribute to Women's History Month. Through music, dance, poetry, drumming, and paintings—we told our stories, shared our lives and histories, and enjoyed each other's company.

Barnes @LoLa38 is an innovative approach to creative placemaking and community development. The initiative is a convergence of our growing West Philadelphia arts community, Barnes Foundation, and residents in site-based arts programming. It is a new pathway for the Barnes—a major cultural institution of our city—to support community relationships and engaging resources where communities are. It is exciting to see the Barnes work deeply within our communities in a way that extends beyond the Parkway. Barnes @LoLa38 brings much needed continuity of creative programming in our community, and enlivens a reclaimed space that brings people together.

I wholeheartedly support their request to the PCA Creative Communities Pilot Initiative for support.

Sincerely,

Karen Smith, Artistic Director/Lead Percussionist

Sistahs Laying Down Hands Collective/Weez The Peeples Collective

PEOPLE'S EMERGENCY CENTER

Nurturing Families, Strengthening Neighborhoods, Driving Change.

June 28, 2019

Sarah Merritt
Director of Pennsylvania Creative Communities
216 Finance Building
Harrisburg, PA 19120

Dear Ms. Merritt,

People's Emergency Center Community Development Corporation (PECCDC) lends its full support to the Barnes Foundation's application to PCA's Creative Communities Pilot Initiative. As a proponent of the West Philadelphia arts scene and a local leader in community development, PECCDC enthusiastically supports Barnes @ LoLa38 and is excited about the impact of this project in our community.

PECCDC's West Philadelphia communities continue to face a wide variety of issues related to decades of neglect and limited access to information and resources. With numerous investments being made in parts of our target area and the subsequent neighborhood changes brought on by the expansion of local colleges and institutions, our community is at a tipping point between affordability and gentrification. Through creative placemaking we seek to help chart a fair and equitable future for our community - one which preserves and enhances our unique identity through dialogues around race and culture and the promotion of local culture and heritage.

Barnes @LoLa38 is an innovative approach to creative placemaking. The initiative is a convergence of our West Philadelphia arts community, Barnes Foundation, and residents in site-based arts programming. It is a new pathway for the Barnes—a major cultural institution of our city—to support community relationships and provide resources where communities are. Barnes @LoLa 38 is aligned to PECCDC's vision for equity and inclusion. It will enliven our West Philadelphia neighborhoods by infusing Dr. Barnes' belief in art as a platform for participatory democracy—art is for everyone, and social discourse results in sharing observations, experiences and ideas that bring people together. Barnes @LoLa38 introduces continuity of creative programming in our community, from Teen Open Studios, Barnes Presents, Family Workshops, and Barnes Free First Sunday Shuttles. Each is intended to bring people together, and celebrate our creative and cultural diversity.

PECCDC has a proven history of creative placemaking work funded by ArtPlace America. Goals achieved include improved police and community relations, an increased sense of public safety, and the promotion of an inclusive and accessible community in which all residents can feel safe and can thrive in place. PECCDC also helped form and facilitate a bimonthly West Philadelphia Arts & Culture Committee meetings, where local artists and arts organizations convened to discuss opportunities for collaboration – both amongst one other and with the community at-large.

Administration, Income Support, Employment Services
Rowan House
325 North 39th Street
Philadelphia, PA 19104

Community Development, Digital Inclusion, & Policy
Families First
3939 Warren Street
Philadelphia, PA 19104
P: 267-777-5865

Housing & Services
Gloria's Place
3902 Spring Garden Street
Philadelphia, PA 19104
P: 267-777-5868

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facebook.com/PeoplesEmergencyCenter
facebook.com/LancasterAvePhilly

Donor Option #00248

PEOPLE'S EMERGENCY CENTER

Nurturing Families, Strengthening Neighborhoods, Driving Change.

The PCA Creative Communities Pilot Initiative is an opportunity to allow our Barnes @LoLa 38 partnership with the Barnes Foundation to continue this important creative placemaking work in West Philly – promoting cultural equity and inclusion while at the same time increasing the volume on the local arts scene. We are thrilled that The Barnes Foundation is taking the lead on this effort, and wholeheartedly support their request to the PCA for support.

Sincerely,

James Wright
Director of Community, Economic & Real Estate Development
jameswright@pec-cares.org
267-777-5853