



Community Engagement & Cultural Asset Mapping Proposal
for the
City of Winston-Salem Department of Community Development's
Choice Neighborhood Initiative/Cleveland Avenue Homes Project

Triad Cultural Arts, Inc. is a nonprofit, community based, multi-disciplinary cultural arts organization and serves as a leader in bringing recognition to Black American history and culture, in addition they produce annual programming such as the Juneteenth Festival and Kwanza celebrations. Under the leadership of Cheryl Harry, Executive Director and Founder, they have expertise in conducting successful community engagement and cultural planning work that specializes in working with Black/African-American communities. In 2020, Cheryl and a team worked with the Happy Hill neighborhood to produce a cultural asset map of their community. They engaged with current and former residents via surveys and interviews to document key tangible and intangible cultural and historical resources, as well as those resources that are most valued by community members which could be leveraged to improve and expand these assets.

Cultural Asset Mapping

“Cultural asset mapping is a process of collecting, recording, analyzing, and synthesizing information in order to describe the cultural resources, networks, links, and patterns of usage of a given community or group. Cultural asset mapping is used to understand and interpret the complex interrelationships of cultural elements for use in strategic planning and economic development and is scalable for use in smaller municipalities.” – Planning Commissioners Journal (Winter 2011)

Proposal & Outcomes

Triad Cultural Arts, Inc. is proposing to conduct a cultural asset map and report for Cleveland Avenue Neighborhood area that will engage community members who will inform the transformation of the surrounding neighborhood. This work will assist the City of Winston-Salem Department of Community Development's Winston-Salem Choice Neighborhood Project and Arts Council of Winston-Salem & Forsyth County to identify the tangible and intangible assets. Tangible assets could include historic properties/artifacts, artists networks, festivals and events, creative industries and occupations, arts programming, or other related activities. Intangible assets could include the stories and traditions that define the Cleveland Avenue Neighborhood's unique identity and sense of place. Additional outcomes will include: 1) identifying locations for public art including murals, 2) ideas for gateways, 3) ideas for heritage trails or way-finding stations, and 4) ideas for potential art programming.

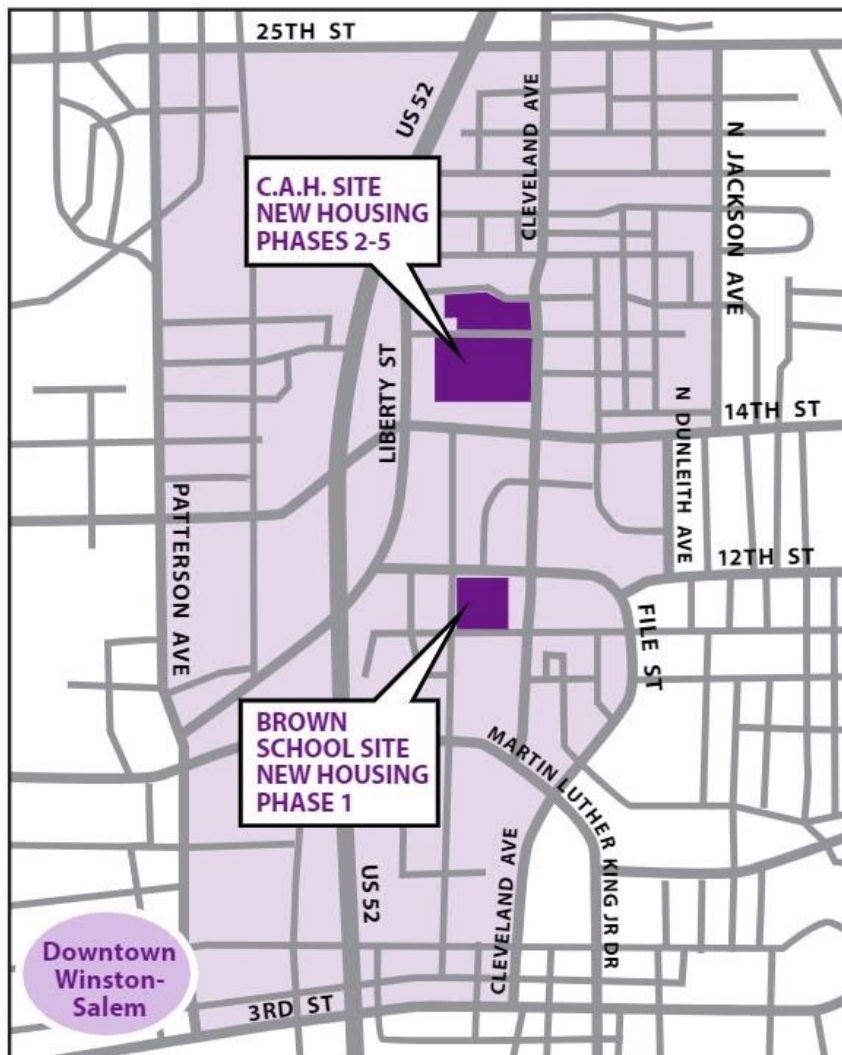
Core Team

The Asset Mapping team will consist of a lead **project manager** who will serve the main point of contact and direct and manage the various working groups. The working groups will encompass an **asset mapping group** that will work with the community to identify the histories, demographics, interests, assets and issues; an **artist-led group** that will determine priorities that can be solved by both public art and programming; and a **public art group** that will develop a public art master plan based on the work of the other groups.

Method

Surveys will be distributed to assess what real or perceived neighborhood problems or issues, identify untold stories about the area, seek to understand how the community identifies itself, and identify physical areas that can be turned into community assets. Focus groups will be held with residents, business owners, and other stakeholders to garner additional insight on the responses to the initial round of surveys. Historical research will be conducted about the key cultural and historical resources in the area.

Parameters



Time Frame with Tasks

March 2022 - Confirm Team Members, Meet with Team, Coordinate & Prepare Data Collection Needs

April 2022 - Consultations with Key Groups and Individuals

Early May 2022 – Distribute Surveys

Late May 2022 - Neighborhood and Community Focus Groups

June 2022- Collation and Analysis of Data

July 2022 – Report Submitted

Cost

The cost for this proposal's scope of work is \$10,000. \$3,500 to be paid by March 15, 2022; \$3,250 to be paid by May 15, 2022. \$3,250 to be paid upon completion of work.