

Memphis Music Magnet Plan Revisited

COMMUNITY
LIFT

Leveraging
Investments
For
Transformation

2016

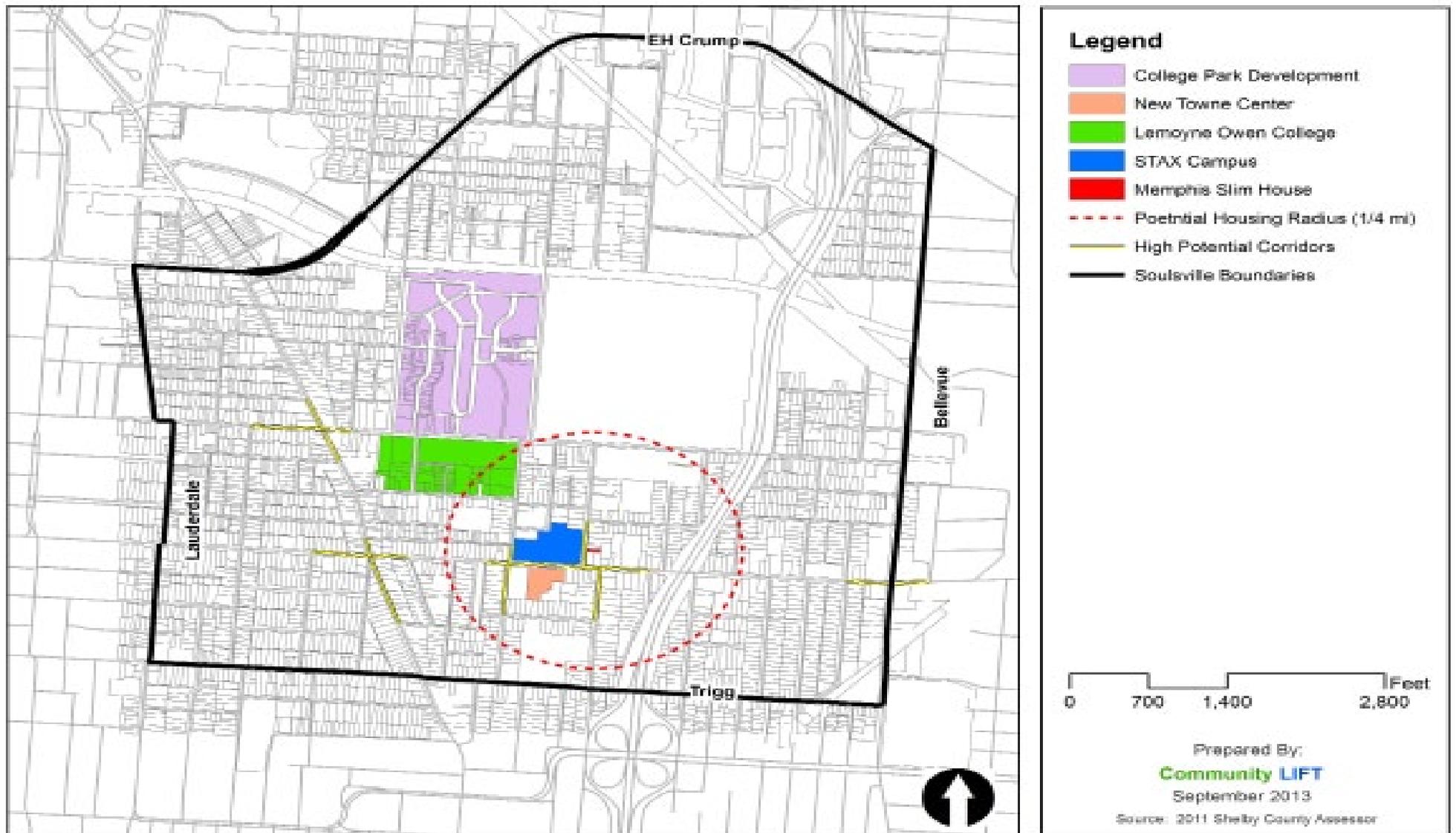
Soulsville USA
THE NEIGHBORHOOD

with Creative Placemaking work plan

Introduction-Soulsville USA

The Memphis Music Magnet Plan Revisited

The Memphis Music Magnet (MMM) is an innovative, arts-based neighborhood revitalization concept that seeks to create neighborhood level change in storied Soulsville USA. It embraces aspects of five key factors for urban magnets: 1.) Retail; 2.) Production; 3.) Educational; 4.) Programming/Events; 5.) Unique Urban Form.



Overarching Goals of the Memphis Music Magnet plan //

- Promoting neighborhood revitalization through physical and cultural renovation
- Leveraging art and culture as an alternative approach to economic development by connecting industry clusters
- Infusing and sustaining creativity in Memphis
- Creating a catalyst for development and growth in Soulsville USA

In addition to the more permanent and physical recommendations outlined in this plan, we also propose a series of community enrichment programs. These include short term, potentially low-cost activity generators, as well as programmatic funding support for artistic endeavors that engage residents through art and culture. The purpose of these enrichment activities is multi-fold:

- Attract activity and people to the neighborhood
- Use music and art to engage residents with culture
- Create connections between residents and their neighborhood
- Create cross-cultural connections between Soulsville USA residents and other neighbors citywide

**This plan will be revisited by responsible parties and stakeholders biannually. **



Memphis Music Magnet plan and Creative Placemaking

Priority Area: Community Enrichment Efforts // Social Benefits of the Arts

Beyond providing amenities and a support system for artists, how does cultural programming help neighborhoods? Here are just some of the most recent examples.

- Cultural engagement contributes to quality of community life by reflecting and reinforcing social diversity and by improving social networks.
- Cultural resources build social networks within and between neighborhoods and foster collective capacity.
- Cultural assets make urban places destinations putting them on the map for individuals who would otherwise remain ignorant of their existence.
- Residents who are engaged in art/cultural activities are more likely to be involved in other civic/community activities (cross-participation).
- Cultural engagement facilitates cross-community connections – bridging traditional barriers of social class, ethnicity, race, and geography.
- Neighborhoods rich in cultural resources draw in “outsiders” and send participants to cultural programs in other neighborhoods.



*** These connections can become conduits for other philanthropic resources and commercial investments.**

Creative Placemaking Work Plan 2016

GOAL 1. COMMUNITY ENRICHMENT: INFUSING AND SUSTAINING CREATIVITY IN SOULSVILLE USA //

Objective: MMM's approach seeks to create a sense of community and an environment in which artists and creative people feel valued, while nurturing the creative talents of neighborhood residents.

- Attract activity to the neighborhood
- Create connections between residents and their neighborhood for a sense of belonging
- Create cross-cultural connections between Soulsville USA residents and other neighbors citywide
- Use music and art to engage residents in culture and generate vibrancy in the neighborhood
- Use music and art to engage residents with one another

*** This will be the primary focus for Community LIFT's Creative Placemaker for 2016**

Strategy 1. Arts Activities (one-time events)

A celebration event designed to demonstrate the potential vibrancy of activity that could exist in Soulsville USA as a center of music and cultural activity.

Current Tactics//

Tactic: Art sculpture garden

Tactic: Ensemble performances in unconventional and unexpected spaces e.g. barbershops, beauty salons, laundromats, vacant storefronts, etc.

Tactic: Re-Soul Demonstration Project

Tactic: Soulsville USA Festival

New Tactics //

Tactic: Cloud 901 collaboration

Tactic: Traveling silk screen truck

Tactic: Art exhibits in resident yards and historic sites

Responsible Parties:

Stax Music Academy
Church choirs
Hattiloo Theatre
Opera Memphis
Slim House Members
Memphis Symphony Orchestra

Strategy 2: Community Arts Programming (series)

A series of community enrichment programs that include short term, potentially low-cost activity generators, as well as programmatic funding support for artistic endeavors that engage community residents through art and culture.

Tactic: Slim's Backyard concerts featuring soul artists, gospel choirs, hip hop artists, and local school groups

Tactic: Food and culinary events

Tactic: Craft workshops for adults

Tactic: Open Mic night

Tactic: Fitness programs

Tactic: Backstage Pass

Tactic: Fresh Trax

Tactic: Slim House Art Gallery

Responsible parties:

Knowledge Quest
Boys & Girls Club
Stax Museum & Charter School
One Family
Soulsville Neighborhood Assoc.
Booker T. Washington High School

Things to Consider:

- Family friendly events
- Neighborhood authenticity
- Resident-focused programming

Outcomes:

- Less crime with more feet and eyes on the street
- Broader community buzz about Soulsville
- Perception of neighborhood changes
- Resident pride and a sense of belonging

GOAL 2. SUPPORT ECONOMIC DEVELOPMENT THROUGH AN ARTS APPROACH //

Objective: *MMM's approach focuses on supporting creative people and building the soft infrastructure necessary to facilitate creative endeavors within Soulsville, while fostering creative networks and facilitating artistic collaboration.*

Strategy 1: Cluster Target Industries

Tactic: Music amenities such as instrument repair shops & instrument supply stores

Tactic: Music venues/restaurant e.g. lunch and dinner spots-encourage touring artists to spend more time in Soulsville-945/959 McLemore Ave.

Tactic: Coffee shop/bookstore

Tactic: Get more music related businesses to relocate in the neighborhood e.g. Musistik

Tactic: Apprenticeships-internships, e.g., music, film, culinary arts

Tactic: Creative arts business accelerator program

Tactic: Mutual marketing for businesses in the area

Tactic: Utilize non profits, churches, and service providers to recruit participants

Tactic: Open Air marketplace for residents and artists to sell goods

Responsible Parties:

Memphis and Shelby Co.
Economic Development Growth Engine (EDGE)
River City Capital (RCC)
LeMoyne-Owen College
Community Development Corporation (LOCCDC)
Memphis Housing & Community Development

Strategy 2. Artistic Development

Tactic: Artist Residency Program
945/949 McLemore Ave.

Tactic: Incentivize arts organizations to locate in the neighborhood

Tactic: Provide support and resources to artists through partnerships with other arts organizations

Tactic: Artistic workshops that would aid residents in earning additional income

Responsible Parties:

Creative Placemaker
LOCCDC
EDGE

Things to Consider:

- Find out what are musicians needs
- People have money to spend but nowhere to spend it on
- Who is spending money?
- Students get out of school area between 2:30 and 4:30 PM
- Economic Development should focus on Mississippi and Walker corridor and College and McLemore Ave.
- Clusters of small businesses

“Musicians are not your target market. You have to have an offering for the immediate neighborhood; a place where people will naturally congregate.”

Pat Brown, Broad Avenue Merchant

Strategy 3: Grants & Loans

Tactic: Create a Memphis Music Magnet Artistic Development Fund to distribute micro-loans and micro-grants with a starting pool of \$150,000, with grants and loans ranging in size from \$1,000 to \$10,000. Eligibility would be limited to musicians and artists who live or work in the Soulsville USA neighborhood.

Tactic: Micro-grants would be intended to support community arts projects within the neighborhood that are conducted in partnership with community residents.

Tactic: Micro-loans would provide funds for artistic activities and investments that traditional lending outlets might not support.

Tactic: Loan program for Slim House Members/Slims Front Loan

Responsible Parties:

Memphis Music Initiative
Stax Music Academy
Slim House
Arts Memphis
Community LIFT
River City Capital

Strategy 4: Tourism

Tactic: Walking tours, neighborhood tour connecting on community anchors

Tactic: Develop an integrated tourism strategy for Soulsville

Tactic: Create curriculum that highlights art history and neighborhood history

Tactic: Use visitor data from Stax Museum to increase neighborhood business opportunities

Responsible Parties:

Stax Museum
CVB

Things to Consider:

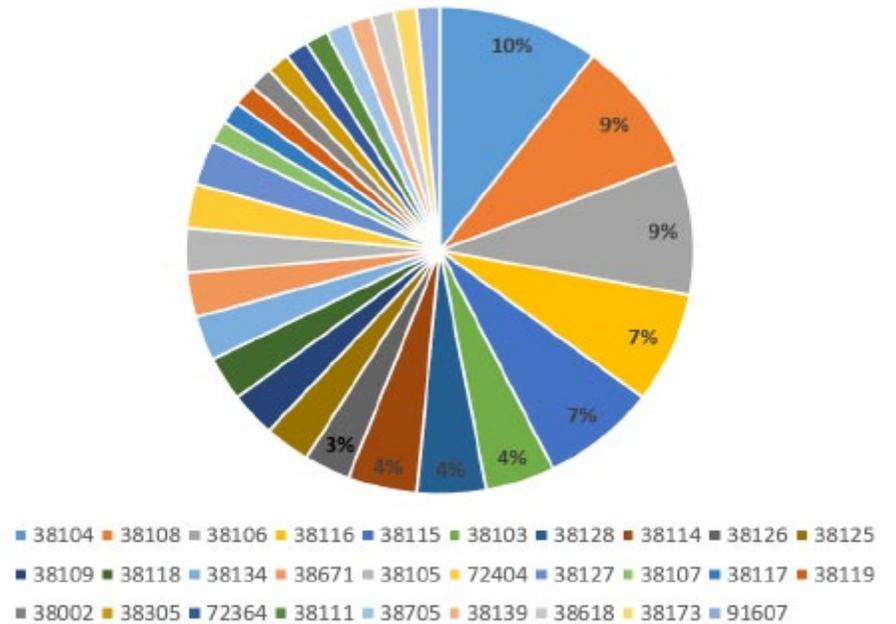
- Jobs/income generating opportunities for residents
- Equity and inclusion

>>> "The core value of all economic development work should be treating everyone as family".

Tom Shadyac, *new owner of Soulsville Towne Center*

Memphis Slim House Members by Zip Code

Highest percentages are from zip codes 38104, 38108, 38106 and 38116.



- 38104- Midtown
- 38106- Soulsville/South Memphis
- 38108- North Memphis
- 38116- Whitehaven
- 38126- Soulsville/South Memphis
- * Soulsville comprises zip codes 38106 and 38126

GOAL 3. CREATE A CATALYST FOR DEVELOPMENT AND GROWTH//

Objective: Targeted urban design enhancements, especially at key gateways and along commercial corridors, to signify change and reflect the importance of the neighborhood's heritage and cultural significance to create a spark to support ongoing community development efforts.

Strategy 1: Urban Design Enhancements

Tactic: Implement Soulsville McLemore Ave. Corridor plan (developed by residents, stakeholders, and brg3s architects)

Tactic: Themed signage at the Bellevue and Walker crosswalk

Tactic: Enhanced way-finding signage at key gateways into the neighborhood

Tactic: Murals to cover blank billboards

Tactic: Create a resident-led clean and green patrol to remove graffiti and litter, plant flowers, and landscape.

Tactic: Lighting illuminating murals at Bellevue St. underpass

Tactic: Brighter LED light bulbs along McLemore Ave. and Neptune Street leading from LOC

Tactic: Artistically designed bus stop shelters throughout the neighborhood

Tactic: Painted artwork on fire hydrants

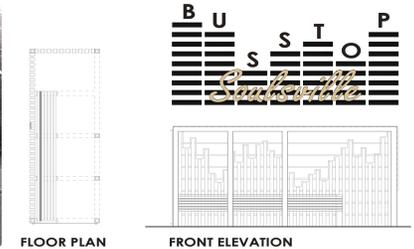
Responsible Parties:
Soulsville Neighborhood Association
Blight Team
Urban Arts Commission
Creative Placemaker
Individual artists
brg3s Architects
City of Memphis

Things to consider:

- Safety through environmental design



CONCEPT BY: CAMERON MCLEMORE



FLOOR PLAN

FRONT ELEVATION



GOAL 4. IMPLEMENTING INFRASTRUCTURE //

*Collaborative effort where cross sector of partners would have ownership of the MMM plan***

Objectives:

- **Serve as a central source for marketing and communications**
- **Provide management and direction for implementation through the partners**
- **Allow for property ownership in acquisition and holding**

Strategy 1: Collaborative Partnership

New Tactic: Establish Soulsville Collaborative made up of anchor institutions: LeMoyne Owen College, Soulsville Foundation, Elmwood Cemetery, One Family, LOCCDC, Community LIFT, Knowledge Quest, South Memphis Alliance, Soulsville Neighborhood Association

New Tactic: Establish a small business merchant association

Things to consider:

- It has to be owned by the neighborhood
- Partner with additional agencies as needed
- The group should have an established relationship with federal, state, county, and city government officials

GOAL 5. PROMOTING NEIGHBORHOOD REVITALIZATION THROUGH PHYSICAL & CULTURAL RENOVATION //

Objective: Elements of the concept would reclaim vacant properties, including music heritage properties, and reprogram them with active uses so that they are accessible to neighborhood residents.

Strategy 1: Physical Creative Amenities

Tactic: The Magnet @ Soulsville (adaptive reuse- community gathering space, office space, and art amenities e.g. Soulsville Town Center)

Tactic: neighborhood plaza with amphitheater for performances on McLemore Ave. per corridor plan

Responsible Parties:

LeMoyne Owen College
Community LIFT
One Family

Strategy 2: Housing Programs *2017-2019

Tactic: Retrofit homes for artists i.e. artist studios: Down-payment & Renovation Assistance *United Housing Model*

Tactic: Home ownership Incentives Fund -to start: \$150,000 For Musicians and Artists 5 yr. Forgivable Mortgages up to \$15,000

Tactic: Rental: focus on rental housing initially

Tactic: Acquire mass property of land to build village model and need concentrated homes next to one another, not isolated

Tactic: Hostel space

Tactic: Advertising and marketing/outreach for creating housing programs

Responsible Parties:

LOCCDC
United Housing
Landmark Community Bank
River City Capital
Arts Memphis

Things to consider:

- Who is your audience?
- How do we provide home improvements for existing residents?
- Freeze property taxes for seniors in the neighborhood
- Equity and inclusion



Where is Creative Placemaking Happening in Memphis?

The Creative Placemaking research began in 2010 for MMM. The integration of artists and economic development are more likely to engage in civic activism.

Orange Mound Neighborhood

Orange Mound Art Gallery
Landmarks Trust
Community gathering
Redzone
Youth

Binghampton/ Broad Avenue Neighborhood

Carpenter Art Garden
Caritas
Arts based businesses
Public art
Festival/art walk

Cooper Young Neighborhood

Cooper Young Festival
Live Music
Breweries
Creative Businesses
Local Businesses

University of Memphis

Alley art
Highland Strip
Mural art

Crosstown Neighborhood

Crosstown Arts
Music
story booth

Uptown

The Office @Uptown
Public art
St. Jude

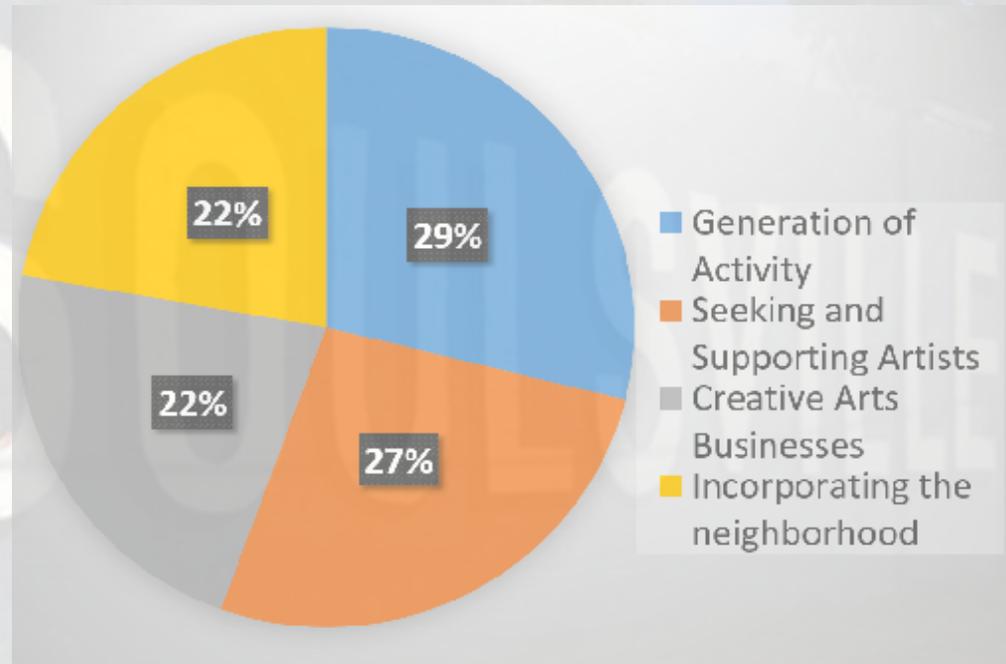
South Main Neighborhood

Galleries
Festivals
Farmers market

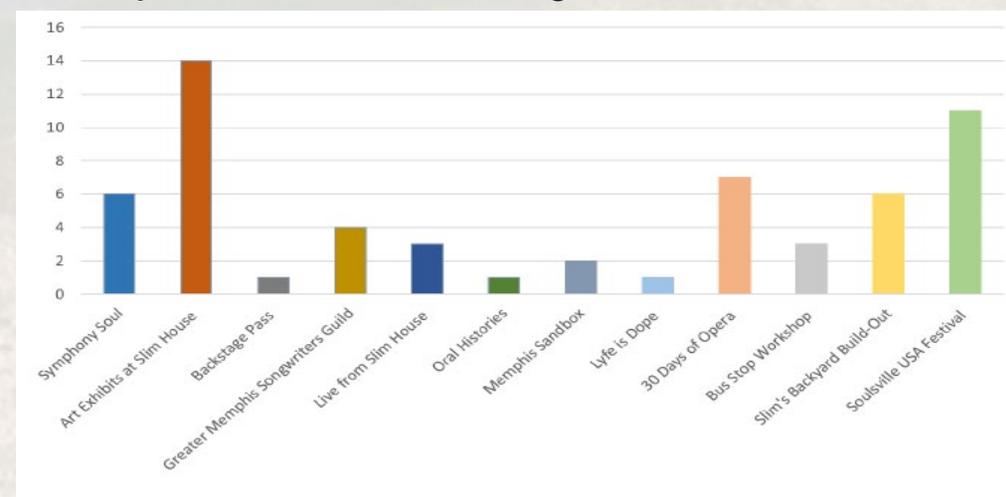
Overton Square

Culture
Public art
Theater
Outdoor activities

What is the highest standard of Creative Placemaking?



Most Popular Creative Placemaking Events in Soulsville



What's missing in the Memphis arts scene?

- Connection & communication of resources across communities
- Coordination of all arts groups & organizations
- Calendar coordination of events
- Investment for underserved communities
- Support for individual artists to showcase work
- Knowledge and experience for developing art audiences and generating support
- Support for artists groups
- Inclusion from major arts organizations
- Support for individual artists
- Connection for untapped potential and neighborhood talent

- Opportunities to use arts to heal community issues
- Funding
- Overlaps of function
- Hybrid Communities
- Formation of art collectives to make the system more inclusive and attract attention from other organizations
- Formal support for individual artists and artists representing underserved communities

>>> Community members with untapped potential are not sure how to share work or talent because they are not connected or included. Love and family is forgotten."

Tom Shadyac

>>> "Soulsville isn't connected to wealthy neighborhoods, and doesn't attract investments."

Marlon Foster, Knowledge Quest

What makes Soulsville Distinct?

- Untapped potential
- History
- Tourist attractions
- Educational institutions
- Black arts district
- Historical Churches
- Community engagement of space and place
- Slim House
- Creative Placemaking
- Drawing Artists to reside in neighborhood
- Festival
- Art exhibits
- Slim's backyard
- Music studios
- Location and proximity to airport and downtown
- USDA Certified organic farm in Green Leaf
- Universal Parenting Place
- Old homes with bungalow style porches

Educational Institutions

- Booker T. Washington High School
- LeMoyne Owen College (HBCU)
- Boys and Girls Club Training Center
- Hollis F. Price

>>> ***"Soulsville attracts tourists from all over the world."***

>>> ***"Soulsville connects creativity and arts in leadership."***
Jeffrey Higgs, LOCCDC

Things to Consider:

- What have we accomplished since the beginning of MMM?
- What new capacities exist in Soulsville?
- What are some of the unintended consequences?
- How do we better connect to the neighborhood?
- How do we create a structure for arts and culture to exist in a coordinated manner?

Places, examples of support:

“Swamp Gravy”, Colquitt, GA

Swamp Gravy is the U.S. state of Georgia's official folk-life play, but more than that is a community project that has contributed to emotional and economic healing in its community, Colquitt, Georgia.

Story gatherers from the area were charged with the task of recording stories from the community. Once they were gathered, the stories were transcribed and put together in a script by playwright Jo Carson. Swamp Gravy began small, just a one time event performed in the elementary school auditorium.



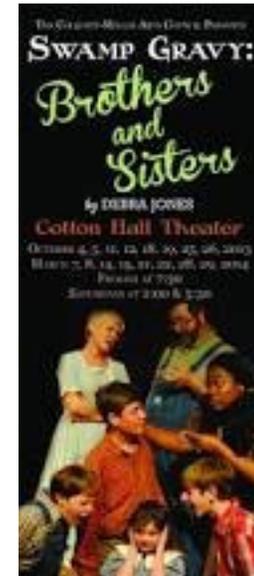
Since then, it has grown into a seasonal run of thirty-two shows annually. A new show premieres each October with new stories from the town. Original music is added by local volunteers to complement the stories.

Colquitt was a small town, struggling like many of its kind. Projects like Swamp Gravy and the Millennium Mural Project have succeeded in bringing tourism to the area.

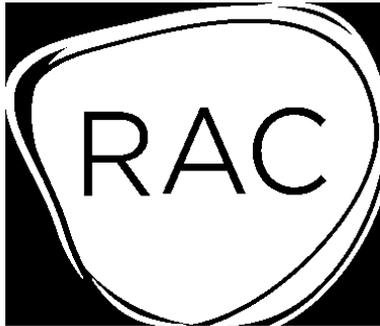
The cast consists of 60-80 volunteer actors. Many cast members have been with the project throughout its life.

Swamp Gravy has become a national and international model for community theater. Delegates from Colquitt have traveled to nearly 15 states and several foreign nations in order to start other projects of the same kind.

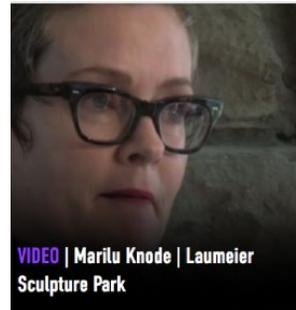
The Arts-Council's flagstaff production, Swamp Gravy, has paved the way for other shows at Cotton Hall Theater including professional productions, variety shows, and youth theater shows.



Regional Arts Commission, St. Louis, MO



The Regional Arts Commission leads, strengthens and gives voice to a creative community where every citizen can be proud to live, work and play in a world-class region. In short, we are proud of our St. Louis cultural identity and want to do whatever we can to grow, sustain and promote that identity in the future. We are at the forefront of helping transform St. Louis into a more vibrant, creative and economically thriving community through the arts – and want everyone to know just how special the creative community is within the region.



The State Agency Supporting the Arts for All Missouri

The Missouri Arts Council, a state agency and division of the Department of Economic Development, was established by the state in 1965 to provide grants to arts projects that meet our strategic goals:

- Engage people in meaningful arts experiences
- Grow Missouri's economy using the arts
- Strengthen Missouri education through the arts

The Missouri Arts Council awards grants to organizations to stimulate the growth, development, and appreciation of the arts in Missouri. This funding makes possible quality arts programming to communities throughout Missouri. In addition to funding, we provide technical assistance in community development, fundraising, marketing, grant writing, arts education, artistic disciplines (visual arts, music, literature, theater, dance, festivals, and film/media) and more.



The Missouri Arts Council works to make quality arts programming possible to both large and small communities through funds from the Missouri General Assembly, Missouri Cultural Trust, and National Endowment for the Arts. Funding is allocated based on the recommendations of the advisory panels that meet to review applications from organizations seeking grants. The panels consider the applicant's artistic quality, community outreach and support, and management ability.

Atlanta, Georgia Mural Competitions “Living Walls”



Showcasing the work of hundreds of visual artists, performers, and musicians along the Atlanta BeltLine corridor, the exhibition is a powerful conduit for everyone in the Atlanta region to gather, connect, and experience something vibrant and dynamic. This spectacular project places working professionals alongside emerging artists, and draws residents and visitors into some of the most unique public spaces in the City of Atlanta, providing powerful new perspectives on the city and its vibrant neighborhoods.

The exhibition showcases how art strengthens and beautifies current and former industrial area and creates signature spaces exemplify the transformation of the city through the Atlanta BeltLine. Art on the Atlanta BeltLine touches almost 20 in town communities.

In the summer and fall of 2010, Art on the Atlanta BeltLine began by exhibiting more than 40 unique works of visual and performance art. Art installations and historic site interpretations adorned the corridor from June through October, with more than 30 performances bringing thousands of Atlanta residents onto the Atlanta BeltLine. In 2011, the number of projects increased by over 30 percent and included more than 330 individuals presenting 66 visual and performance pieces.



A World of Art within Our World

Art on the Atlanta BeltLine is the City of Atlanta's largest temporary public art exhibition and a testament to the Atlanta BeltLine as a living, breathing entity that is more than just trees, trails, and rails.

Thank You

This document was prepared by Community LIFT staff:

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Leni Stoeva- Creative Placemaker
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Soulsville's Creative Placemaking Funders Present and Past:

National

Kresge Foundation
National Endowment for the Arts
ArtPlace America
Alternate Roots

Local

Hyde Family Foundations
The Assisi Foundation of Memphis
Community Foundation of Greater Memphis
Lori & Eric Robertson Family Fund
Neighborhood Residents through IOBY

The Creative Placemaking Retreat for 2016 took place on March 3rd from 9am-5pm at the Center for Southern Folklore. Facilitators included:

Charlie Santo- Associate Professor, Department Chair: City and Regional Planning, University of Memphis
Cardell Orin- Linx Consulting
Kerry Hayes- Key Public Strategies



On behalf of Community LIFT, we want to thank the artists, residents, community partners, and stakeholders that participated at the retreat.