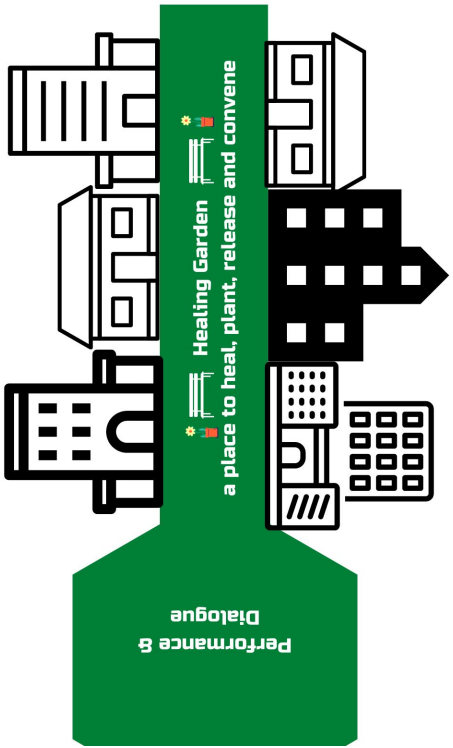
HEALING HALL

A CONVENING SPACE TO OFFER HEALING & A PATH FORWARD




Performance &
Dialogue
Healing Garden
a place to heal, plant, release and convene



What is a Healing Hall?

The healing hall is an innovative lab space that prioritizes, explores, and presents space to offer care and healing for community members in the process of memorializing COVID-19.

At the center is the **healing garden, which serves to unify, heal, release and convene.** The space is **curated by artists** but **led by the community** and operates as a communal space for collective and collaborative care.

The **space is moveable, flexible, agile, accessible and safe to foster a sense of community.** The objective of the healing halling is to be a temporary installation that can be moved around the region and activate a variety of spaces such as public parks, vacant lots and buildings depending on what's available per community.



Why the Healing Hall?

- Imagine a space where artists create innovate labs using vacant storefronts to host community sessions for artists to engage with community.
- Nature provides a place of grounding and connectivity amongst community members.
- Imagine weekly curated programing informed by the community presented at the center of the healing hall to offer collective care.
- Imagine a convening of communities that often don't interact, interacting and addressing one common theme. How to grieve COVID with collective care and memory.



Who Builds the Healing Hall?

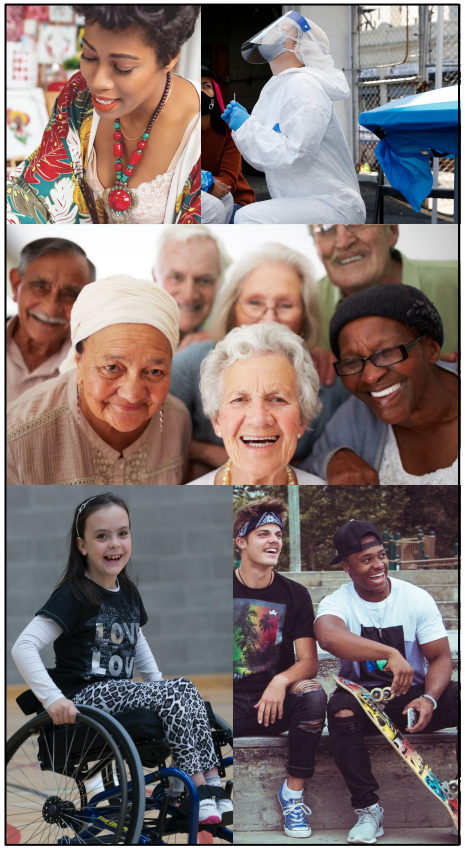
- Artist Lead but selected through an RFP executed/ initiated by the City of the partnering community.
- The City owns the project and decides the length of the healing hall.
- The City determines the locations of space, manages the maintenance and security, parking.
- The City provides the funding capacity to build the space .
- Artist is selected, identifies partners and makes the space what it needs to be.



How is the Healing Hall Created?

Requirements:

- The City Determines the Space
- Public Garden
- Presenting Space to Collective Dialogue
- Private Space for Individual Dialogue & Artist Workshops
- Accessible via Public Transportation & Community Members with Disabilities

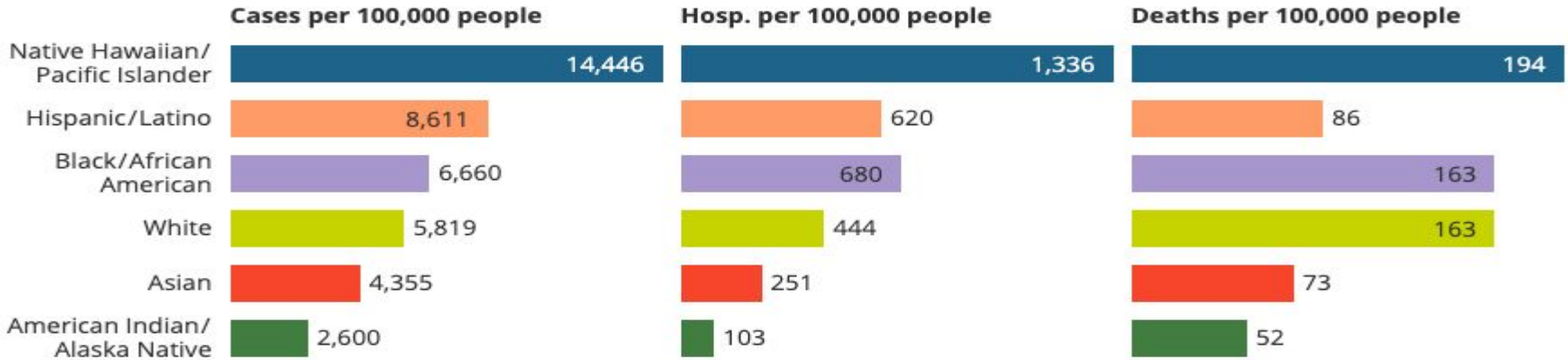


What Communities are a Priority to Consider?

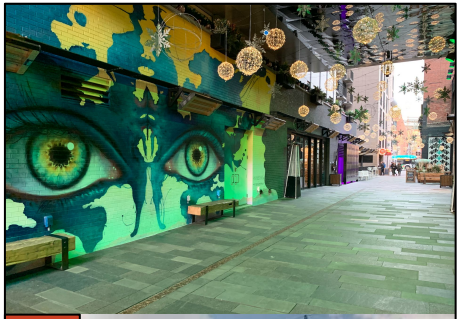
- Creative Community
- 65+
- Youth & Teens
- Frontline Workers
- Homeless Population
- Small to Mid Businesses
- Mental Health Care Advocates
- LGBTQIA
- Disabilities Community



Why These Communities?



We know COVID-19 is affecting Black, Indigenous, Latinx, and other people of color the most. In my urban school setting, I have found this to be true of my Black and Latinx students. It has affected their school work, attendance and emotional well being. However expressing their feelings through art this past school year has helped tremendously.





How to Identify & Reach People in The Community?

★ The community plays a significant role in creating the vision for the Healing Hall.

- ❖ How will that be conducted?
  - ➢ QR codes
  - ➢ Surveys sent out through community groups
  - ➢ Community engagement sessions
- ❖ Who will conduct these social listening sessions?
  - ➢ Presenting organizations that have responded to a request for proposals
  - ➢ Arts centers
  - ➢ Government entities
- ❖ How will be present the findings and inform the community that we heard?
  - ➢ It will be reflected in the healing halls specific to certain communities
- ❖ How will we invite them to the Healing hall?
  - ➢ Indirect marketing
  - ➢ Social media
  - ➢ Create branding campaign



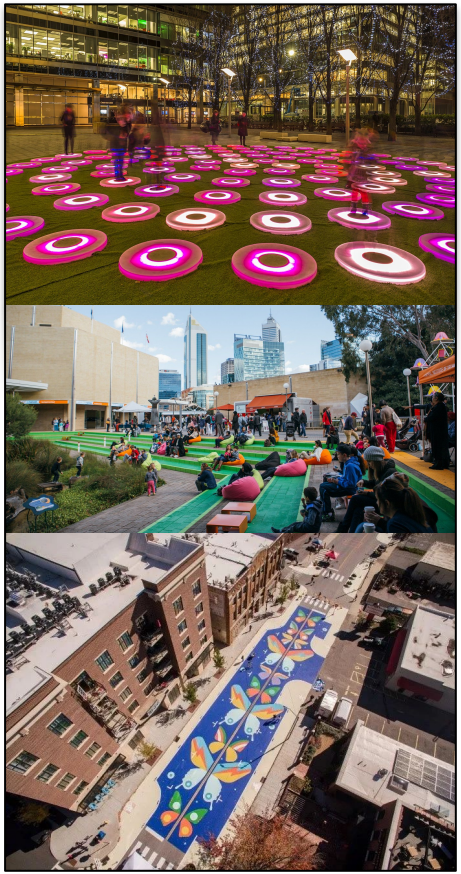
How to Find Locations for the Healing Hall?

- Identify locations where these communities are in close proximity. Senior Homes, Hospitals, Schools, Artists, Art Organizations, Homeless Shelters.
- Identify developers in cities who own vacant alleyways, and storefront buildings are available and accessible to activate and build a lab space.
- Consult with government art and cultural partners who have art centers available to use.



How Can We Get Buy-In for Spaces?

- Who are the stakeholders?
  - Public, private and civic sectors
  - Residents and businesses adjacent to the space
  - Cultural, religious and/or educational organizations
- Reach out to and engage with stakeholders by having local groups/partners coordinate the logistics, provide background information, explain the dynamics of the community and identify additional participants
- Work with local government officials and private sector representatives for assistance in getting the space permitted accordingly
- Work with the artist(s), local police force and healthcare workers to define what a safe space is
- Parameters of the space can be defined by the most appropriate user group (i.e., a city block, neighborhood park, community center, etc.) and what outcome is desired (i.e., a healing space from the past year)



Once a Space is Confirmed?

- Who develops the space?
  - Artists
  - Community members/Volunteers
  - Government Officials
- When considering the construction of the art labs:
  - Host events and programming on site before “construction” begins to allow people to acclimate to the site as a civic resource and amenity
  - Build community trust around the space to help highlight the design changes that might be necessary
- How do we maintain the community garden?
  - Focus on how parts of the space are used over time and keep stakeholders involved so as to mirror the goals of the community
  - Work with local government agencies and neighborhood groups to discuss short and long-term stewardship



Small Parks, Big Impact - Pogo Park

- Geographic context - gun violence, negative environmental effects from neighboring toxic oil refineries, poverty
- Goals - Transform a physical space to have ripple effects throughout the community
- A variety of arts and programs were needed to “activate” the sidewalks and support a vibrant pedestrian experience
- Funds -
  - Personal money from Richmond resident
  - $30,000 contract from City of Richmond for planning documents
  - $2 million grant awarded from CA Parks Department
- Not all pieces were permanent, creation of mock-up elements
- Essential to bring various stakeholders together
- Development has provided jobs, recreation and safe gathering spaces







What Would Be the Overall Costs to Consider?

What are the specific line items and general budget?

1. Location Buildout
2. Permitting
3. Administrative
4. Artists Fees - a general estimate between 20 -25% of total budget
5. Community Outreach
6. On-Site Maintenance
7. Marketing
8. Etc.







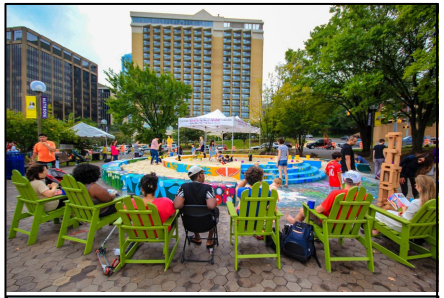
What Would Be the Overall Costs to Consider? (cont.)

Expenses	Cost per unit	Unit Number	Subtotal
LABOR (artists fees, contractor fees, stipends, etc)			
MATERIALS, SUPPLIES (including meeting materials, equipment-purchased or rented, food)			
OTHER EXPENSES (space rental, mileage, reimbursement, accommodation, etc)			
		TOTAL:	



Where Can We Source the Funding?

- Local Governments (state funding programs, arts & culture policies)
- Foundations (national, local, private, family)
  - ArtPlace America
  - Knight Foundation
  - Community Foundations
- Arts and Cultural Divisions (i.e., National Endowment for the Arts)
- Private & Individual Donors
- Crowd-funding opportunities
- In-kind donations





How Do We Measure Effectiveness?

- What Would Be Our Key KPIS (Driven by Goals and Objectives) -
  - Partners
  - Attendees
  - Media Mentions
  - Survey of Attendees
  - Social Media Hits

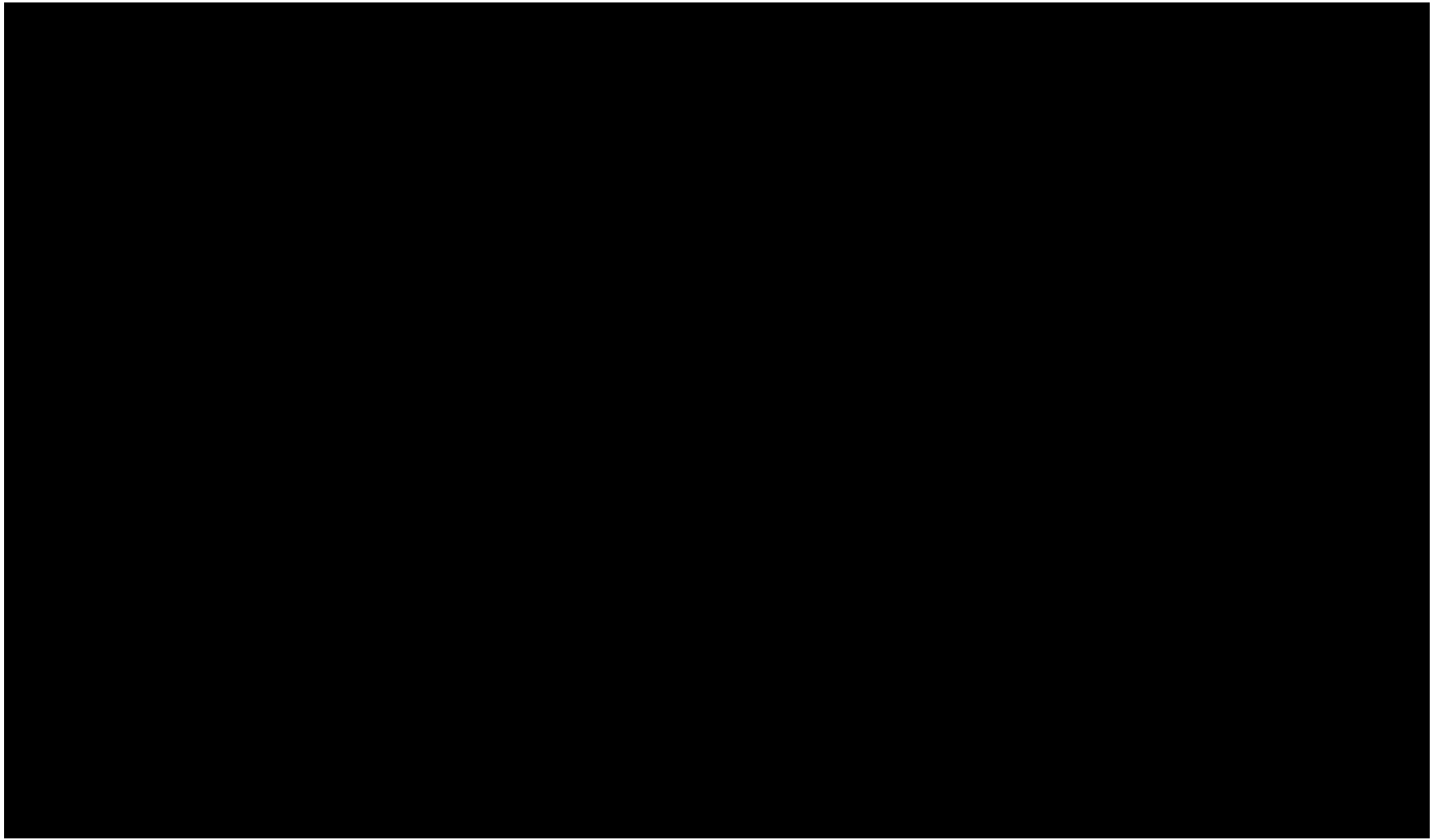
- What Would Be the Report Out /How Do We Document the Process -
  - Samples of final printed materials (brochures, ads, invitations, fliers, etc.)
  - Photographs (either digital or printed) of the healing hall and/or events related to the it
  - Copies of all press coverage
  - Lessons learned

- Who is Responsible for Documenting the Process -
  - The presenting organization/individual



How Do We Scale to Other Regions and What is the Model We Create?

- ★ Primary organization/individual (Primary Presenter) that is the presenter. Primary Presenter works with other organizations/individuals to present the Hall across the region.
- ★ Exhibition in a box components with opportunities to personalize both the layout and certain elements to make the Healing Hall work in a variety of places. There are required elements.
  - ❖ Primary Presenter works with other groups/individuals interested in having the Healing Hall in their community.
  - ❖ Primary Presenter supports Secondary Presenter with planning logistics. (example – layout of the Hall, pre-event media pieces, social media posts)
  - ❖ Primary Presenter provides detailed instructions for any required elements.
  - ❖ Primary Presenter assists with installation.
  - ❖ Primary Presenter can provide support during actual event.




Performance &
Dialogue
Healing Garden
a place to heal, plant, release and convene