

Baltimore: People, Place and Cultural Mapping

Wednesday afternoon 2:15 – 3:45 p.m.

The Baltimore Neighborhood Indicators Alliance-Jacob France Institute (BNIA-JFI) is dedicated to improving the quality of life in Baltimore City neighborhoods through the annual update of the Vital Signs report that tracks key indicators for Baltimore's neighborhoods. BNIA-JFI engages outreach and trainings to help community-based organizations use the data to improve quality of life in their neighborhood. BNIA-JFI also hosts Baltimore Data Day, where community leaders, nonprofit organizations, governmental entities and civic technologists come together to see the latest trends in community-based data, technology and tools and learn how other groups are using data to support and advance constructive change.

In the first part of this session, Seema Iyer, will briefly introduce BNIA's work and give an overview of the local context for their work in Baltimore and its neighborhoods. In the second part of this session, Jane Brown, of the Robert W Deutsch Foundation, will moderate a panel that will discuss mapping arts and culture in Baltimore and the Geoloom Co>Map project. A facilitated discussion among the panelists and audience will follow after the panelists' initial remarks.

The City of Baltimore has experienced significant population loss over the past several decades and many neighborhoods have dealt with negative consequences of high vacancy, unemployment and poor schools. However, these indicators alone do not sufficiently convey the strong sense of community that exists, in many ways overcoming the compounding negative indicators that are often reported about in urban neighborhoods. Formal and informal arts and cultural opportunities contribute to social cohesion and well-being within all neighborhoods by providing inclusive public spaces and events for interaction among increasingly diverse residents.

Launching in summer 2017, Geoloom Co>Map aims to capture the expansive definition of arts and culture in all of Baltimore's neighborhoods using data from city agencies, non-profits, and research databases as well as citywide surveys and crowdsourced information. As the project manager for the Geoloom Co>Map project, BNIA-JFI has been working with a core steering committee (Robert W. Deutsch Foundation, Baltimore Office of Promotion & The Arts, Greater Baltimore Cultural Alliance) and a working group made up of multi-sector stakeholders to develop a sustainable cultural mapping tool by collecting and analyzing arts and culture data in a common, centralized measurement system. By establishing a system for mapping arts and culture data and correlating them with other neighborhood data, the mapping tool aims to:

- allow residents, organizations, businesses and other stakeholders to strategically and effectively foster new ways of improving the city and its neighborhoods over time;
- allow users to tangibly determine how to more equitably distribute resources; and
- heighten awareness of art in neighborhoods among cultural institutions, businesses, and elected officials.
- incorporate Vital Signs data to link resources to the underlying neighborhood context

In order to best capture the dynamic definitions and states of art and culture in Baltimore, data has been collected from a variety of sources and with methodologies that can be used regularly over time. This includes:

- citywide administrative data on arts to track publicly-funded artwork, arts organizations, art programs in schools, and public events; and
- crowdsourced information and a participation index to collect community-based and local data that has not previously been integrated in an accessible form.

In early 2017, the Geoloom Co>Map project surveyed residents in all 55 community statistical areas in an attempt to capture how different neighborhoods participate, access, and define cultural activities. The survey was a tool to capture all types of arts and culture participation in the city as well as allowing communities self-define what they see as culture. Because the survey also served to gauge access and barriers to a broad range of cultural activities, the aim was to reach residents in all neighborhoods who consider themselves as part of the arts and culture community as well as those who do not.

Guest Speakers and Panelists:

Seema D. Iyer, PhD is associate director for the Jacob France Institute (JFI) at the University of Baltimore's Merrick School of Business (MSB). She oversees the Baltimore Neighborhood Indicators Alliance (BNIA) at JFI which collects, integrates and disseminates community-based quality of life indicators and produces the City's Vital Signs report that "takes the pulse" of what's going on in Baltimore's neighborhoods. Under her direction, BNIA has most recently worked on the McElderry Park Byrne Criminal Justice planning grant, evaluation of Baltimore's Vacants to Values program and the Regional Housing Plan for the Baltimore Regional Sustainable Communities grant. She also is Director of MSB's Real Estate and Economic Development (REED) program. Prior to joining UB, Seema was chief of research and strategic planning for the Baltimore City Department of Planning and managed Baltimore's division responsible for data and policy analysis, geographic information systems services and population forecasting. She spearheaded part of the city's critical planning efforts as director of the

2010 Census Complete Count Campaign and co-chair of its 2009 Food Policy Task Force. Seema holds a Ph.D. in urban and regional planning from the University of Michigan, Ann Arbor.

Jane Brown is the President and Executive Director of the Robert W Deutsch Foundation, a Baltimore-based and hyper-locally focused private philanthropic organization committed to advancing social, economic, and racial justice. She has been guiding the Foundation's grantmaking since 1995, after a previous career as an editor, writer, and journalist. Jane is an honors graduate of the University of Maryland College Park and holds graduate degrees from SUNY Stony Brook and the University of Santa Monica.

The Deutsch Foundation has built and supports an increasingly vibrant arts and culture ecosystem in Baltimore, giving priority support to local makers, creative organizations, and entrepreneurs of color. The Foundation initiated the development of the Geoloom mapping project, created the Rubys Artists Grants Program, and established the Baltimore Arts Realty Corporation (BARCO) to develop new creative workspaces in Baltimore, including Motor House and Open Works.

Krista Green is the Assistant Director of Cultural Affairs at the Baltimore Office of Promotion and The Arts (BOPA), the city's arts council and producer of major civic events. As a managing member of the Cultural Affairs Department she is responsible for developing, approving and monitoring program budgets; overseeing departmental programs and projects, including School 33 Art Center, a contemporary art center in South Baltimore; assisting in the development and support of arts institutions, programs and individual artists through workshops, grants, fundraising, etc.; and serving as a liaison to Baltimore's cultural organizations and Arts and Entertainment Districts. The mission of BOPA is to make Baltimore a more vibrant and creative city. BOPA is the official Baltimore City Arts Council. It produces events and arts programs as well as manages several facilities. BOPA coordinates Baltimore's major events including Artscape (America's largest free arts festival), Light City Festival, the New Year's Eve and July 4th celebrations at the Inner Harbor, Baltimore Book Festival, the weekly Baltimore Farmers' Market & Bazaar, and School 33 Art Center's Open Studio Tour.

Julia Di Bussolo is the Executive Director of Arts Every Day, a nonprofit supporting arts education and arts integration in Baltimore City Public Schools. Ms. Di Bussolo joined Arts Every Day in September 2012. She has worked as a community artist in Baltimore City for the past 10 years with a strong background in community organizing, youth development, student advocacy, after school programming. Prior to joining Arts Every Day, she served as the Program Director at The Club at Collington Square, an East Baltimore based after school program operated under the auspices of Episcopal

Community Services of Maryland (ECSM). Ms. Di Bussolo holds an M.A. in Community Arts and a B.F.A. in Photography from the Maryland Institute College of Art.

Arts Every Day is a driving force in building and sustaining a Baltimore City that values public education through creativity, art, and culture. We advocate for and support sequential arts education while working to empower educators as leaders within their school communities. In partnership with the Baltimore City Public Schools, Arts Every Day works to ensure that students have a seat at the opera, feet in the museum and a teaching artist in their classroom. Not only are Baltimore City School students the artists and patrons of tomorrow, they are the leaders and decision makers upon which our city's future will depend.

Christine Hwang is the Arts & Culture Fellow at the Baltimore Neighborhood Indicators Alliance. In this role, Christine has cultivated relationships with arts and culture communities and organizations across Baltimore to expand the city's inventory of arts and culture-related data and ensure that the Geoloom Co>Map, a cultural mapping tool, includes a broad community-defined range of arts and culture.

Prior to working at the Baltimore Neighborhood Indicators Alliance, Christine worked on various urban planning and design projects in Baltimore, Boston, and Detroit. She also researched sustainable transit policy in Copenhagen through the Ash Center for Democratic Governance at the Harvard Kennedy School. She earned her master in urban planning from Harvard University Graduate School of Design in 2014, where she studied how culture plans and analyzed the historical relationship between parochial school planning and racial integration in Detroit. She also has a bachelor of arts from University of Michigan (Go Blue!), where she studied political science, with an emphasis on mathematical modeling and social demography.