



GEOLOOM co>map is an online mapping tool that demonstrates how arts and culture is woven into Baltimore's neighborhoods and social fabric. The goal of GEOLOOM co>map is to insure that every Baltimore community receives the attention and support needed to establish and maintain livability throughout the city. The tool is intended for a wide audience, including arts and culture organizations, urban planners, non-profits, researchers, community associations, activists, developers, and residents.

The Baltimore Neighborhood Indicators Alliance (BNIA) at the University of Baltimore is the project manager of GEOLOOM co>map. Key partners include the Baltimore Office of Promotion & the Arts (BOPA), the Robert W. Deutsch Foundation, and the Greater Baltimore Cultural Alliance (GBCA).

This handout provides an overview of our steps to create GEOLOOM co>map. Our hope is that communities of all sizes can adopt these processes to collect information about both formal and informal cultural activities. Visualizing arts and cultural data with other information can assist in decision-making necessary for bringing communities together and creating vibrant and sustainable neighborhoods.

The GEOLOOM co>map and a Handbook for Cultural Mapping will be available on **July 14, 2017** at [www.geoloom.org](http://www.geoloom.org).



#### **Forming Partnerships + Getting to Know Arts/Culture | Started in 2015**

After an initial scan of arts and culture data collection in Baltimore by the Robert W Deutsch Foundation, BNIA partnered with key citywide cultural organizations to strategize about the creation of the mapping tool. As arts and culture data comes from a variety of sources, such as event listings, grant awardee lists, and crowdsourcing, forming a diversity of relationships in the arts and culture community was essential for data collection.



#### **Gathering Data from Non-Traditional Sources | Started in 2015**

GEOLOOM co>map strives for an expansive, inclusive, and community-defined notion of arts and culture. As a result, data for GEOLOOM co>map is collected from a number non-traditional sources that were converted into datasets. Initial data included library card membership (Enoch Pratt Free Library), public art (BOPA), and event permits (Baltimore City Department of Transportation). GEOLOOM co>map's data continues to expand as arts and culture in Baltimore continues to evolve and now includes a number of additional data sets, including arts organization and school partnerships (Arts Every Day), historic investment grants (Baltimore National Heritage Area), and a growing list of arts and culture organizations from a variety of sources (DataArts, BOPA, GBCA).



#### **Engaging Key Stakeholders in a Working Group | Sept 2016-Mar 2017**

A Working Group was formed to ensure that a diversity of stakeholders were involved in the creation of the tool as well as the continuous collection of data. The purpose of the Working Group was to ensure that GEOLOOM co>map would be helpful and accessible to many different groups, including foundations and businesses, cultural organizations, and community organizations.



#### **Designing + Developing a Platform | Oct 2016-Present**

GEOLOOM co>map issued two Request for Proposals for a Designer and a Developer. Continuous feedback from the Working Group allowed the selected designer and developer to create a user experience that would answer a diversity of questions about arts and culture and allow BNIA staff to prepare data to show how arts and culture correlates with other neighborhood data. Additionally, the developer created a feature that allows users to upload data about arts and culture that does not already exist in other data sets.



#### **Surveying Cultural Participation in Neighborhoods | Feb-Mar 2017**

In partnership with community organizations, BNIA administered a cultural participation survey to identify the types of activities Baltimore City residents enjoy and gauge levels of access to arts and culture in different neighborhoods. The survey captured arts and culture participation patterns in the city as well as let individuals self-define culture.



#### **Honing the Platform for Community Use | Apr 2017-Present**

Online and in-person focus groups allow GEOLOOM co>map to improve the beta version of the platform as well as inform an audience of funders, urban planners, community members, arts and culture organizations, artists, and researchers about the tool. The focus groups revolved around how the platform could help tangibly answer questions about the distribution of resources, the types of arts and culture in different neighborhoods, and the assets available to support arts and culture.