



Residency Program and Application Release Info Session

August 19, 2020

AGENDA

- Welcome
- What is Nafasi?
 - Overview
 - Mission
 - Vision
 - Guiding Principles
- Nafasi Scope Committee
- Building Details
- Program Details
- Application Process
- Questions

WHAT IS NAFASI?

A Hill CDC Initiative in Collaboration with #ArtsinHD



OVERVIEW

- Community development initiative utilizing art as the vehicle
- Nafasi, which means “space” and "opportunity" in Swahili, is the first substantial project to emerge from the Hill District Arts Plan, and is a cultural strategy to meet the 5 goals of the Greater Hill District's Master Plan, which aims to:
 - (1) Build Upon the African American Cultural Legacy
 - (2) Family Friendly Housing Development Without Displacement
 - (3) Economic Empowerment & Community Development
 - (4) Make the Hill a Green and Well-Designed Community
 - (5) Mobility, Transportation, and Parking

MISSION & VISION

Mission

- Nafasi on Centre will provide a central location for artists to live, create, and commune with professional, technical, and creative skills development available on site

Vision

- Nafasi on Centre is to become a physical space where local artists and the art business community can come together to intently focus on growing the Hill District arts scene as they grow and develop as artists

GUIDING PRINCIPLES

- **Mark the Hill District as a Black Cultural Space**
- **Advance the Careers of Black Artists and Creatives**
- **Improve the Living Conditions of Artists focused on producing art from within the African Diaspora**
- **Contribute to the Redevelopment of the Hill District in alignment with the Greater Hill District Master Plan**
- **Create Nafasi as a self-sustaining community and program**

NAFASI SCOPE COMMITTEE

- Steering Committee for Nafasi that meets every 3 weeks
- Nafasi Scope Committee and Hill CDC Staff:
 - Marimba Milliones, *Hill CDC*
 - Felicity Williams, Esq., *Hill CDC*
 - Jordan Smith, *Hill CDC*
 - Samantha Black, *#ArtsinHD*
 - Kendra Ross, *#ArtsinHD*
 - Justin Laing, *#ArtsinHD*
 - Diamonte Walker, *#ArtsinHD*
 - Norman Brown, *#ArtsinHD*
 - David Serbin, *Hill CDC*

BUILDING DETAILS

FRONT OF NAFASI



STUDIO SPACE

- The studio space is located in the basement level of Nafasi on Centre
- This space is available for resident Artists to exercise their craft
- Included on this level is also the laundry facility, which is for use by residents only



NAFASI GALLERY & CAROUSEL CAFÉ

- Located on the first level of Nafasi
- Will be utilized for:
 - Showcases
 - Programming
 - Events
 - Gallery
 - Carousel Café
- Carousel Café
 - Co-op of Café owners that will engage the street level Centre Avenue commercial corridor and the surrounding community
 - Provide fresh & healthy drinks along with small food items



WORKSHOP SPACE

- Workshop/Conference space located in the rear of the first level
- Residency training will occur in this room
- Space will include conference table, chairs, TV, and other related amenities/equipment
- Space will also be made available for individual use
 - Scheduling Platform
 - Nafasi Members have the ability to schedule use for an additional charge with their membership



FIRST FLOOR RESTROOMS



RESIDENTIAL UNITS

- Six (6) total units are located on the second and third floors of Nafasi
 - Four (4) 1-bedroom units – **\$650.00** per month
 - Two (2) micro-loft units – **\$350.00** per month
- Unit Amenities
 - Fully renovated units
 - Equipped with new kitchen appliances, including ample cabinet/storage space
 - New Mitsubishi AC units
 - Large street facing windows
- which boast great amounts of sunlight
- Rent payment will be made via ACH withdraws on a monthly basis through bank or credit union accounts
 - Hill CDC can make referrals and provide technical assistance with account set up
 - Proof of account and ACH approvals will be required prior to acceptance into the Residency







Program Design

GENERAL DESCRIPTION

- 2-year residency program designed to help six (6) artists transition into a sustainable artistic or creative practice by supporting them with mentorship, studio practice, business development and management and, of course, community engagement throughout the length of the residency
- We are partnering with industry leaders to provide training on essential skills for entrepreneurial artists and creatives including Branding & Marketing, Business Finances and Sales, Online and Social Media Visibility, Grant writing, Public Art Projects and more!

QUARTERS OVERVIEW

- Q1 Emersion
- Q2 Acclimation
- Q3 Entrench
- Q4 Exploration
- Q5 Reflection
- Q6 Navigate & Leverage
- Q7 Exit Strategy
- Q8 Ascension

Q4 2020 – EMERSION

- Initial orientation to the structure and model of the Nafasi Program
- Onboarding of Hill District history and the cultural legacy through development and activism
- Education on the Greater Hill District Master Plan with a emphasis on two specific areas:
 - Intro to housing counseling to promote the increase of ownership in the Hill District
 - Resident led initiatives focused on aligning with the goals of the master plan
- A call to action through a group art project culminating to a public presentation

Q1 2021 – ACCLIMATION

- Focus on Personal and Professional Planning
 - Personal visioning through creating an Individual Success Plan with focus on SWOT analysis, Strengths Assessment, and Predictive Index
 - Wellness workshops around mind, body, and soul alignment and focus for optimum success
- This quarter will also include an introduction into the skills necessary to develop a successful artist brand
- Concluding this quarter with a resident-led engagement initiative

Q2 2021 - ENTRENCH

- In depth dive into complete personal development and establishing a creative enterprise
- Business coaching with an emphasis on three specific areas
 - Finance
 - Sales
 - Technology
- Artists will launch our comprehensive online gallery as a product of the personal and professional skills learned in the previous quarters
- The first quarterly Speaker Series will launch at the end of this quarter

Q3 2021 - EXPLORATION

- Introduction to industry influencers and learning how to leverage your own brands in order to create and expand your opportunities
- Artists will have exposure to Professional Creative and Arts related opportunities that may expand on their personal skill set
 - A focus on personal finances and budgeting for their future branding
 - Grant writing workshop(s)
- Along with continuing the quarterly speaker series, the Artists in Residence will present a collective Showcase

Q4 2021 - REFLECTION

- Focused on Reflection and Creativity
- Less program intense in order to allow space for artists to create and reflect on the creative entrepreneurship skills have been learned thus far
- An additional artist led engagement initiative will take place
- Quarterly speaker series continues

Q1 2022 – NAVIGATE & LEVERAGE

- Focused on positioning and leveraging your skills to capitalize on your professional opportunities
 - Peer networking and teachings around successes, trials, and triumphs
- Emphasis in this quarter will be to begin to navigate domestic and international opportunities as an artist through networking and travel.
 - Advantages of being an international artist
- A collective showcase will result from their collective work and sharing of each artist
- Quarterly speaker series will continue

Q2 2022 – EXIT STRATEGY

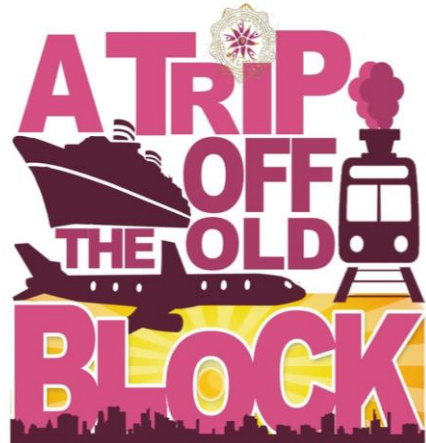
- Prepare artists for their exit strategy
- Business Coach and Branding check-ins
 - Wellness Refresh
 - Refine Financial plans
 - Continue housing counseling for post-Nafasi living
- Second to final artist led engagement initiative
- Quarterly speaker series continues
- Travel opportunity for artists to capitalize on international opportunities with Trip Off the Old Block
 - Program will provide training sessions leading up to
 - Residents will need to fundraise the cost of their travel + expenses

Q3 2022 - ASCENSION

- Focus on artist ascension
- Artist will conclude their travel and return and prepare for a showcase of their experiences abroad and throughout the residency
- The final speaker series will take place
- The Nafasi Artist Resident Finale Showcase as they exit the program



ARTIST MAKES MONEY





Application and Selection Process

THE APPLICATION

- The application will open at the conclusion of this information session and will remain open for **three weeks**.
 - A link to the application can be found on the Nafasi Webpage www.hilldistrict.org/nafasi
 - As well as resident policy one pager + this presentation
- Applicants will be asked to provide:
 - Basic Information
 - Which unit type you are interested in
 - Information about your creative or artistic practice
 - Resume
 - Portfolio
 - Why are you interested in the Nafasi Artist Residency?
 - How do you think you will contribute to the goals of Nafasi?

SELECTION PROCESS

- Application open from 8/19/20 – 9/9/20
- The Nafasi Scope Committee will narrow the applicants down to:
 - 8 individuals interested in the 1-bedroom units
 - 4 individuals interested in the micro loft units
- Interviews will take place week of 9/14/20
- Notification of Selections will be made by 9/25/20
- Move-in starting 9-28-20



Special thanks to our funder...

THE HEINZ ENDOWMENTS

HOWARD HEINZ ENDOWMENT • VIRA I. HEINZ ENDOWMENT



QUESTIONS?



Thank You!