

# Roanoke Arts Commission: Community Marketing and Community Engagement on Theme: **#WeAreArt**



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## Supplemental Materials

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## **Project Goals and Objectives**

“Develop a creative and effective community marketing and engagement campaign along with a corresponding implementation plan, building on the “WE ARE ART” theme.”

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### **Overview:**

Creating a messaging plan around new RAC’s new 2040 plan  
Finding community partners, with a specific focus on unengaged sectors  
Getting community feedback  
Marketing the plan  
Social media  
Discovering barriers to engagement with public art  
Understanding the needs of these community members  
Interviewing Community Stakeholders  
Doing research on public art and community plans in peer cities  
Providing a framework for implementation

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### **RAC Research Questions**

- How can the RAC communicate a welcoming, engaging, enlightening, and fun process to identify the big outcomes to be achieved through the next Arts and Cultural Plan?
  - What community awareness/education needs to be incorporated into the marketing?
  - Within the FY21 work plan and marketing theme of “WE ARE ART,” what community marketing and engagement strategies might help the RAC attract previously unengaged segments in outlining the next decade of investments and actions?
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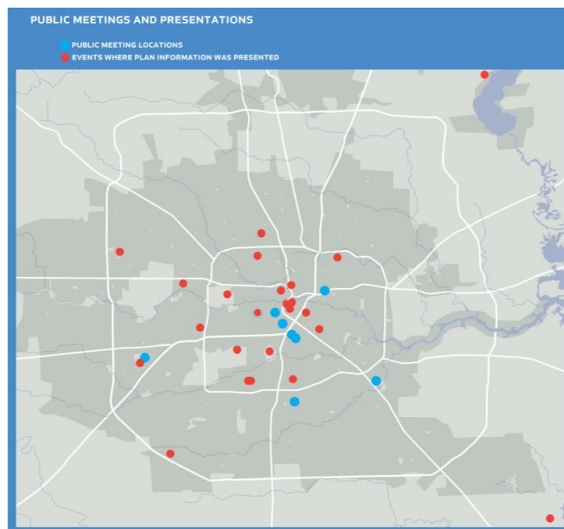
## Interviews Conducted

- Shaleen Powell, Roanoke Cultural Endowment
  - Joe Cobb, Vice Mayor of Roanoke
  - Michael Clark, Department of Parks and Recreation
  - Seven Martin, Department of Human & Social Services
  - Katie Biddle & Aaron Boush, Carilion Healing Arts and Community Health and Outreach
  - Macklyn Mosely, Community Services Assistant, Roanoke Public Libraries
  - Xavier Duckett, Humble Hustle
  - Jordan Bell, Gainsboro community member and educator
  - Dr. Gregory Samantha Rosenthal, SW Virginia LGBTQ+ History Project
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## Peer Cities Researched (links to programs/initiatives of note)

- Asheville, NC
  - [Asheville: River Arts District Public Art Plan Implementation](#)
  - [Downtownarts District](#): cultural centers, festivals, galleries, museums, arts retail, and theatre within 1 mile radius. First Friday Art Walks.
- Greenville, SC
  - Greenville Public Arts [website](#)
  - [PBS Interview](#) with an artist with a public art installation
  - Greenville [Public Art Map](#) - Walking Tour
  - Mice on Main: [Mice on Main | VisitGreenvilleSC](#)
- Chattanooga, TN
  - [City Creators Program](#)
  - Artburst: Since 2018, Public Art Chattanooga, [Chattanooga Convention and Visitors Bureau \(CVB\)](#), [Humanaut](#), and [ArtsBuild](#) have collaborated on a marketing campaign called [ARTBURST](#). The campaign generates more visibility around the vibrancy of the visual arts and supports cultural tourism and related economic activity in Chattanooga.
  - [Proposals Page](#)
  - [2019 Strategic Plan](#)
- Nashville, TN
  - Public Art [Collection](#)
  - [Witness Walls](#)
  - Public Art Collection [Map](#)

- [Metro Nashville Public Art Community Investment Plan](#)
- [Equity Page](#)
  - Committee for Anti-Racism and Equity
  - Metro Arts Cultural Equity Statement
  - Racial Equity in Arts Leadership program
- Houston, TX
  - [Virtual Arts Town Hall Event](#)
  - [City Poet Laureate](#)
  - [Spread out meeting locations and presentations](#)



- Raleigh, NC
  - [Public Art Mentorship Program](#)
  - [Piedmont Laureate Program](#)
  - [Municipal Murals](#)
  - [Artists in Schools Program](#)
  - Raleigh Arts Festivals/Events
    - [Artsposure](#)
    - [African American Cultural Festival](#)
- Durham, NC
  - [Durham Arts Council Instagram](#)
  - [Durham's public art collection](#)
  - [Durham mural walking tour](#)
  - [Durham public art program manual](#)
- Baltimore, MD
  - [Baltimore Arts and Economic Prosperity Report \(2017\)](#)
  - [Baltimore Arts](#): grants, city funded arts project such as wayfinding

- [Maryland Art Place](#): exhibition of music photos, city history
  - [Sidewalk Serenades with Creative Alliance](#)
  - [Art with a Heart](#): enhances lives of people in need
  - Virginia Beach, VA
    - [Virginia Beach Public Art Website](#)
    - Virginia Beach [interactive Public Art Map](#) - Virtual Walking Tour
    - Virginia Beach [Public Arts Plan](#)
    - [Virginia Beach Chalk the Walk](#)
      - This link will take you to the contest that is put on but is not all of the events regarding Chalk the Walk for Virginia Beach
- 

## Roanoke and Defining “We”

### Roanoke population size and racial makeup

So looking at the demographic makeup of Roanoke, The total population has been hovering around 100,000 people for the past few years and current projections put the total just above [the 100,000 people mark](#). Of those roughly 100,000 people, the majority of the area is white with close to 63% of the population. However, Roanoke has a pretty sizable minority population with about 29% of the population being black or African American. It is also projected that these minority communities will continue to grow and be more prominent within Roanoke. For example, Hispanics may comprise up to [30% of the city’s population](#) in the next two decades.

### Roanoke Poverty Rate

We also thought it was important to include the poverty rate broken down by race, to help inform some of the decisions and conclusions we came to for our suggestions later in this presentation. As you can see the overall poverty rate in Roanoke is about 21% with minority populations having the largest poverty rate. **Note:** these are Roanoke’s overall demographics, and are not broken down by the neighborhoods that we are looking at.

Source: [Demographic Data of Roanoke Charts and Figures](#)

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## Our Communities of Focus: Gainsboro and Williamson Road

The two areas of focus were chosen based on a mix of experiential insight, community-driven input, and a collection of data and demographics on Roanoke as a whole.

Our decision was also informed by the [Plan Roanoke's Mapping Exercise](#) which allows residents to comment on concerns and strengths they find within the city. The neighborhoods we've chosen had common themes of a want for continued business development, neighborhood revitalization, and a desire for area beautification and engagement.

We also wanted to focus on areas that had a rich cultural diversity and might need more opportunities for art engagement initiatives. Gabe also has a personal familiarity with Roanoke's neighborhoods, being a resident of Gainsboro for two years prior to coming to Virginia Tech.

### Gainsboro Research

#### [Gainsboro Neighborhood Plan](#)

**Location:** 5th St. to 581/Orange to Shenandoah

An Historically Self-Sufficient Black Community: notable as one of the few places in the South where the African American community developed self-sufficient institutions and services  
Heavily affected by urban renewal

#### [2018 Roanoke Valley Community Health Assessment](#)

"Is there one locality /neighborhood with the greatest unmet need?"

- 45% replied Northwest Roanoke. Main reasons were: Poverty, access to healthy food, lack of transportation, and poor housing

### Reaching Gainsboro

Talking with those familiar with the neighborhood, we heard that any attempt to engage this area needs to be an active conversation that makes the community feel included and heard. In conversation with Jordan Bell, he emphasized that this is an extremely willing community if engaged in a meaningful way.

A willing community that may be a good starting point is the small businesses set up there mostly taking the form of pop up convenience stores. In our discussions it seemed many would they be extremely willing to talk and that **any art engagement effort would most likely be welcomed because of a need for revitalization** and to encourage consumer spending. As mentioned in the PlanRoanoke feedback, many comments centered around building the

economy in the area.

The Public Library is a staple head institution of the community and can be a continuing partner. The two notable neighborhood associations (when not in a pandemic) meet monthly here and **having representation from either of these two groups or reaching out to members** would be a great way to find and include solid and upcoming leadership in the area to further engagement. The library along with the public pool are the main community spaces used in the area. As the only real outdoor trail space available around, [Lick Run Greenway](#) would be a great place to set up info packets or QR codes as we'll discuss further in a bit.

Lastly, we heard that because of an issue of internet accessibility and many families in the area working at various times of day, **the best way to reach a large section of the community is still by mail**. This could either take the form of an advertisement in [The Roanoke Tribune](#), which has a significant African-American readership or a direct mailing campaign to the 24016 zip code.

### **Williamson Road Research**

This is a familiar name, and we also chose this primarily because this is a major entry point to Roanoke. This is an area located in north central Roanoke, and includes well-known places such as Bowman Park and the Roanoke Civic Center. We learned that in the mid-20th century, it was also the city's first automobile-centric commercial strip.

Today the community includes the [Williamson Road Area Business Association](#), a strong local library, and self-organized arts events like Pop-up drive-in movie nights at places like 5411 Williamson Road, behind the former Happy's Flea Market ([News Story in August](#), and [another event in September](#)).

- The Valley's Main Street": Taking a deeper look at Williamson Road, as such a major entry point for the city, it has some of that **main street feel**.
- This busy retail street is **Convenient business location** that links expanding commercial centers along Hersberger Road with the new excitement of downtown. It has a tradition of convenient location, good value, and efficient and friendly service.
- A quarter of Roanoke City's population lives in the residential areas that are adjacent to Williamson Road (WRBA)
- Williamson road has a **rich diversity**, and in our research, we found that the Hispanic population in this area of the city is growing



- Interview with Xavier Duckett, of Humble Hustle, this quote about the color line in reference to Williamson Road really stood out to us.

### **Prime Location for Murals:**

When team members visited Roanoke, we saw there's a great deal of commercial real estate, including buildings with large blank walls, along Williamson Road that we think would be fantastic places for new murals representative of the neighborhoods.

[Example of recent mural in Durham, North Carolina](#) featuring of J.Cole, musician

Williamson Road could look like this in the future, and later in this presentation we'll hear from Rachel about community participation murals.

### **Reaching Williamson Road:**

Cultivating two-way conversations: "The ethnic diversity of this area is its biggest strength"  
-Macklyn

- Williamson Road Branch Library, deeply embedded in the community
  - Williamson Road Area Business Association
  - Public Schools to reach the large population of families
    - Utilize schools to send out information to families in and around the area
  - Parks and Rec upcoming redevelopment project: Preston Park Rec Center
  - Direct mailing to 24012
-

## Primary Recommendations

### QR Codes

We recommend using QR codes at existing public art sites as a way to engage people who are interested in public art more engaged in the 2040 plan. QR codes are inexpensive, you can easily change where they point to without physically changing the code, they are useful for tracking engagement, and they are making a comeback in a big way right now. Try scanning the one on the right by pulling up your smartphone camera and hovering over it.



**Pros to using QR codes** [QR code reborn worldwide in the time of the coronavirus pandemic \(theceomagazine.com\)](#)

- In 2017 Apple updated their smartphone OS to enable QR scanning without a third party app download
- Touchless; important in an era where we fear of touch-related virus transmission
- More familiar to many people, as restaurants and other businesses are increasingly using them to go touchless

### Examples of effective QR code usage:

- The city of Blacksburg uses QR codes on its stormdrain art initiative, pointing people to information about water quality and pollution. [Water Quality Public Arts Projects | Blacksburg, VA](#)
- [QR Codes for Public Art – CityStudio North Vancouver \(citystudiocnv.com\)](#) A student in Vancouver worked on a well-received QR code and public art project over the summer.
- [Are QR codes making a comeback in 2020? | IMPACT \(impactplus.com\)](#)

## Interactive Community Feedback Mural

This idea comes from the American Planning Association’s community planning best practices, specifically the following:

1. Develop alternative scenarios of the future.
2. Use a variety of communications channels to inform and involve the community.
3. Continue to engage the public after the comprehensive plan is adopted.



Images: [St Louis, MO](#) (on left). [Manila in the Phillipines](#) (on right)

Paint-by-numbers interactive murals have been designed in cities around the world, but this is a different take: in addition to letting community members color the mural in, they would have a chance to paint their own words, phrases, and images onto it, reflecting on “what does Roanoke mean to me?”

- Builds on engagement gathered during Love Letters program in July 2018
- A permanent or semi-permanent reflection on what Roanoke means to community members
- Contract a local artist to design the mural
- Additional engagement: coordinate with Williamson Rd. Branch Library to offer food & music program at the same time as painting event; have food available at painting site (buffet-style if post-Covid, or packaged to-go if still affected by Covid).
  - Could also partner with local ethnic food businesses along Williamson Rd. to turn mural painting into a festival event with food.
- Location suggestion: a storefront or side of a building along Williamson Road; plenty of “blank canvases”



**Timeline:**

- Identify location on Williamson Road
- Put out call to artists for mural design
- Have artist come out and paint mural
- Reach out to partners; coordinate food for event
  - Suggestion: Valerie Brown reaches out to ethnic food markets on Williamson Road; Macklyn Mosely coordinates through Williamson Road branch library
- Set date and time for community event
- Publicize event

## Walking Tour

### Virtual Public Art Tour

We also wanted to explore what a virtual version of these art and history walking tours could look like to offer a way for people to engage with public art when they don't feel safe gathering in person. Virtual arts tours can also be a great way for people in the community to test out their interest and find the art that really resonates with them from the comfort of their homes before venturing out.

- By incorporating images or videos of key points on the tour, you can meet people where they are
- This also provides a chance for people to take a deeper dive into the art by including more information than may be readily available on-site. An example of what this could look like is the [Georgetown Virtual Arts Tour](#) which incorporates the mural's address, an explanation of the artwork, discussion questions around the work and themes, and a link for community members to take a deeper dive into a key element of this community art.
- Another way to get people involved from home is through a coinciding podcast- Charlotte, NC has a roughly 45-minute podcast that goes along with their public art walking tour. This way people can enjoy the podcast while out and about experiencing the art or from the comfort on their couch. This can be a simple addition to The Art of It podcast already offered by the RAC.

How to implement this into the Roanoke Arts Commission's website: add it to your "Public Art with Mapping" page.

- Example: [Virginia Beach's Public Arts](#) mapping- they have their public art mapped out similarly to Roanoke's page but also include the artist, address, and further information about the art when you click on the location marker
- To continue building further engagement, there can also be information or links to the Arts Commission's website, plans, or social media to keep people informed of the great work you're doing
- Most importantly for our purposes, this virtual offering can provide an opportunity for the Arts Commission to get feedback from the community- once someone completes the virtual tour, they can be directed to a survey with specific questions about the plan or the tour, what type of art they want to see in Roanoke, and more.

### **Pitching [Traipse](#) to Visit Virginia's Blue Ridge**

As you had mentioned your efforts to convince Visit Virginia's Blue Ridge to buy Traipse for the region and offer it out to the neighborhoods, we wanted to provide some reasonings why Traipse would greatly benefit our two communities by: Revitalizing and getting people out of downtown and into these areas and local businesses.

- For Gainsboro

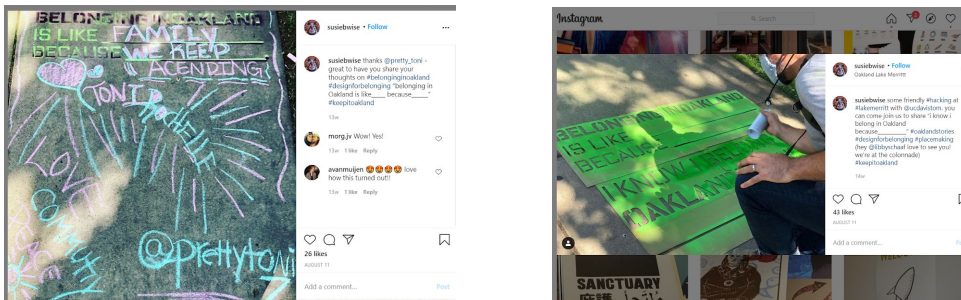
The advertised themed tour of a historic business district is in line with Gainsboro's deep historical ties. This can get people into the Gainsboro neighborhood learning about the important history of that area and of Roanoke as well as bringing people into local businesses in that area. This can be a fun addition to the walking tours already being offered in the area while also creating opportunities to explore this part of Roanoke on their own.

- For Williamson Road

"Traipse stops include local businesses, where if you are able to crack the code you may be rewarded with a discount or free sample!" This is a really exciting way to get people from all over the region into these Williamson Road businesses while also getting the businesses more involved in the Arts Commission, city planning, and ownership. With Williamson Road's increasing number of families, these tours can be tailored to provide kid-friendly activities while exploring the area.

- Traipse can also direct people to specific areas or opportunities to provide feedback in different capacities to the RAC. Ultimately, we feel Traipse is a great way to get people out of downtown and into the neighborhoods, build and expand community, and provide a sense of pride and ownership.

## Chalk Walk - Informal Community Feedback Event



This idea is taken from researching Oakland CA’s “Belonging in Oakland” arts plan, and also incorporating existing programs in this area, like [Chalk the Walk Vinton](#) her and partaking in art in safe environment.

Socially-distant, outdoor ways for the community to get together are of the utmost importance right now, as evidenced by the popularity of events like Roanoke’s new [Illuminights Walk](#).

These two images come from a “[Belonging in Oakland](#)” event where community members answered the prompt “Belonging in Oakland is like \_\_\_\_\_ because \_\_\_\_\_.” Participants were encouraged to write and draw their answers to the prompt in chalk. Our recommendation is to build off of existing chalk walk programs to safely get community feedback on the 2040 plan outdoors and in a way that specifically engages youth participation as well as adult.

**Details:** We suggest as the location a road in the Gainsboro neighborhood, or an empty parking lot along Williamson Road. By blocking off a road in Gainsboro, you echo the End Racism Now mural, which we know was a huge success where the community felt heard. We suggest making templates, spraying with washable chalk paint, and publicizing the event as a family friendly time where the community can come out and make art together. Note: if the event is successful in Gainsboro and Williamson Road, it is easily transferable to any area around Roanoke.

**Suggestions for the prompts:**

- I love Roanoke because
- My favorite thing about Roanoke is...
- #WeAreArt: draw a portrait of your family.
- Roanoke is special to me because
- Roanoke has been my home for \_\_\_ years/months
- I love my city because \_\_\_\_\_
- Draw an image that represents Roanoke to you

**Timeline:**

- Identify location for event
- Decide on prompts
- Make templates
- Decide time and date for event
- Publicize event

**Some additional references:**

[Teddy bears and chalk drawings keep neighborhoods feeling neighborly | Local News | roanoke.com](#)

[Roanoke County, VA - Official Website](#)



## Social Media Campaign Plans

### Getting Feedback and Building Engagement with Social Media

Another way to get feedback both directly and through observation is on Social Media. The example shown below is from MetroArts Nashville’s participation in the American’s for the Arts “Show Your Art 2020” month in October which included daily themes and encouragement for artists to post their art and tag Metro Arts. This example can be utilized to:

- Share the art being created in your city and the artists or community members developing and creating the art
- Promote and showcase local art and artists while getting more interaction with your page. When people see works or artists they recognize from their neighborhood or favorite places around the city, they can be more likely to “like” “comment” or “share” as well as post their own pictures taken with that featured art.
- This allows you to see the art being created and how the community reacts or responds to that art. Within certain days of this challenge, MetroArts also included a call for people in Nashville to post their own art that fit the daily theme and tag MetroArts. And, by seeing which showcased art receives the most love and engagement, that can be an indication of what art is resonating most with your community.



### **Some social media best practices:**

Coloring pages, community murals, and chalk art events are extremely eye-catching for social media, and it's important that someone is snapping these photos and deploying them in an effective way on your socials. Some key best practices include:

- Tagging other accounts wherever possible--artist, photographer, partners, etc. Make it a practice whenever you work with someone to ask if they use social media, would be okay with being tagged, and what their handles are.
- Monitor socials and respond to comments
- Ask open-ended questions to train audience to respond
- Incentivize responses where possible. We noticed you incentivized a past social media campaign with a downtown Roanoke gift card--this would be great!
- Use emojis for a fun and eye-catching touch
- Consistency is key. You've had some really fun initiatives on social in the past, like taking selfies with public art. Consistent posting schedules will keep people consistently engaged. See [Digital Marketing section](#) for some resources and plans for social media content calendars and inspiration.

## Coloring Pages - Social Media and Student Art Campaign

This idea is pulled from the American Planning Association’s best practice to “Develop alternative scenarios of the future,” and is based on programs implemented in Nashville, Scottsdale, and Denver.

**Details:** Our recommendation would involve a call for artists from the Roanoke community to create designs for coloring pages to further allow the city to see itself in the 2040 plan. Coloring pages would reflect on themes from the 2040 plan--for example, “Harmony With Nature” might be a design based on a natural place in Roanoke, or something abstract that involves the natural world. We suggest involving local high school art students in this, since the community really seemed to respond to the Patrick Henry High School work you featured on your Instagram.

[Scottsdale](#) had an associated pop quiz: “Every week, we will publish a Scottsdale Public Art POP Quiz with three questions for you to answer. Just like in middle school social studies, this is an open book quiz! Every answer can be found on our website on the permanent art webpage. If you get all the questions correct, you will be rewarded with a printable, 8.5 x 11-inch, public artwork coloring page.” ([sample quiz questions here](#))

Our recommendation riffs off of this: we recommend a social media campaign where you ask audiences to reflect on a different element of the 2040 plan every week in order to receive a copy of the free, printable coloring page for that week. Include the link to the 2040 plan in every post, encouraging exploration of the plan.



A subsequent social media campaign could ask people who received and colored their coloring pages to snap and photo and post to socials, using the hashtag #WeAreArt.

**Timeline:**

- Work with local art teachers to get high school student involvement in designing coloring pages around elements of the 2040 plan
- Review and select from submitted designs
- Begin social media campaign - runs for six weeks, each week the theme is a different bullet point from the 2040 plan.
- Send coloring pages to commenters every week; encourage them to share their images of finished coloring pages with the #WeAreArt hashtag, and they might get featured on your social media page.

[Coloring Pages — City of Albuquerque \(cabq.gov\)](#)

[Denver Public Art Coloring Pages - Denver Public Art](#)

[Take a pop quiz; win a coloring page | Scottsdale Public Art](#)

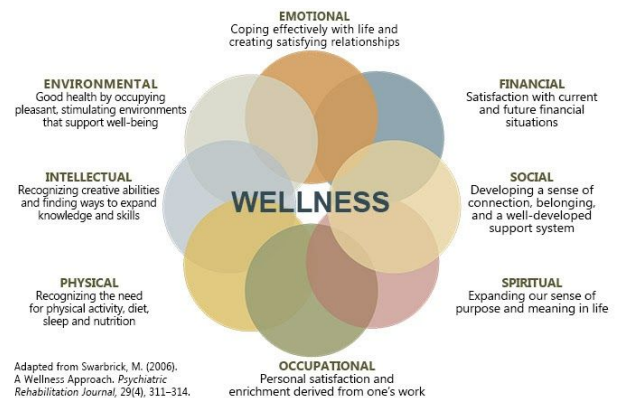
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## Arts and Community Health

Our research uncovered many possible intersections between the Arts and Community Health, creating another link to Roanoke’s 2040 Plan theme of [Healthy Community](#). The Carilion Healing Arts program, led by Katie Biddle, as well as programs led by Carilion’s Director of Community Health and Outreach, Aaron Bouch, as well as Steven Martin, the Director of Human/ Social Services for Roanoke City.

### [Carillon Healing Arts Program:](#)

- 8 Dimensions of Wellness (right): the arts intersects with many of these dimensions especially emotional, intellectual, spiritual, social, and environmental.
- Artist in Residence Program: 1-year appointment with stipend. Variety of different types of artists represented including dance, music, and currently a garden educator.
- [Points of Diversity](#)
- Research-driven: [National Organization for Arts and Health](#)



### Carilion’s Community Health and Outreach:

- Importance of providing trained and consistent staff Carilion can provide, including **community health workers** (people from the neighborhood who can provide psychosocial support, connect residents with housing and employment opportunities) and **peer support specialists** (people who are in recovery for mental health or substance abuse challenges, provide constant support).

### [United Way of Roanoke Valley](#)

### [Healthy Roanoke Valley coverage in Roanoke Times \(9/2019\)](#)

[Roanoke Department of Social Services](#) “Art can humanize people and give them a voice.” Steve Martin

- Overcoming stigmas for mental health
- Art to build willingness and accessibility

## Healing Arts and Nature

In our interview with Michael Clark, Roanoke Department of Parks and Recreation, we learned that they have identified 22 acres of land to be transformed into meadows or gardens, and we believe this offers great potential for involving the arts. [Harmony with Nature](#) is also a connected theme in the 2040 Plan.

- Invite artists to create wayfinding, sculpture, creative fencing/barriers and signage. Potential to work with local businesses, such as [Black Dog Salvage](#), to find upcycled materials.
  - Expanding on Carilion’s work with [Morningside Urban Farm](#) (ABC 13 News, April 2019, and [more on community gardens](#), WSLs, Feb 2020), there is potential to expand into a pollinator garden. You already have extensive research on this from a recent project from students at Roanoke College, which you already shared with Parks and Rec.
  - Mindful Meditation walking paths or labyrinth, such as the one Carilion has created, give people a space. Identify some locations with high foot traffic.
  - Forest bathing: See example “[Forest Bathing in Appalachia](#)” (Dec 2018). From the Japanese term “Shinrin Yoku”
  - Create mandalas or rock painting
-

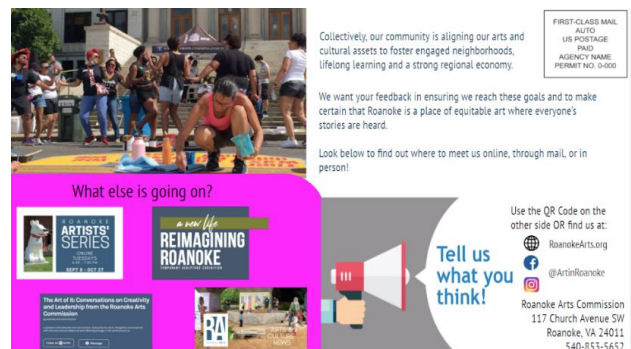
## Surveys

Our research led us to the [Chattanooga Public Art Strategic Plan \(2019\)](#) which includes possible survey questions in Appendix B (pg. 46). You will find examples of questions we suggest including in a survey for Roanokers below:

- What is the first thing that comes to mind when you think about Roanoke?
- What kind of public art have you seen locally?
- What is the role of public art in Roanoke?
- What type of art speaks to you?
- Where would you like to see art here?
- What makes Roanoke unique?
- In what area/neighborhood do you live?

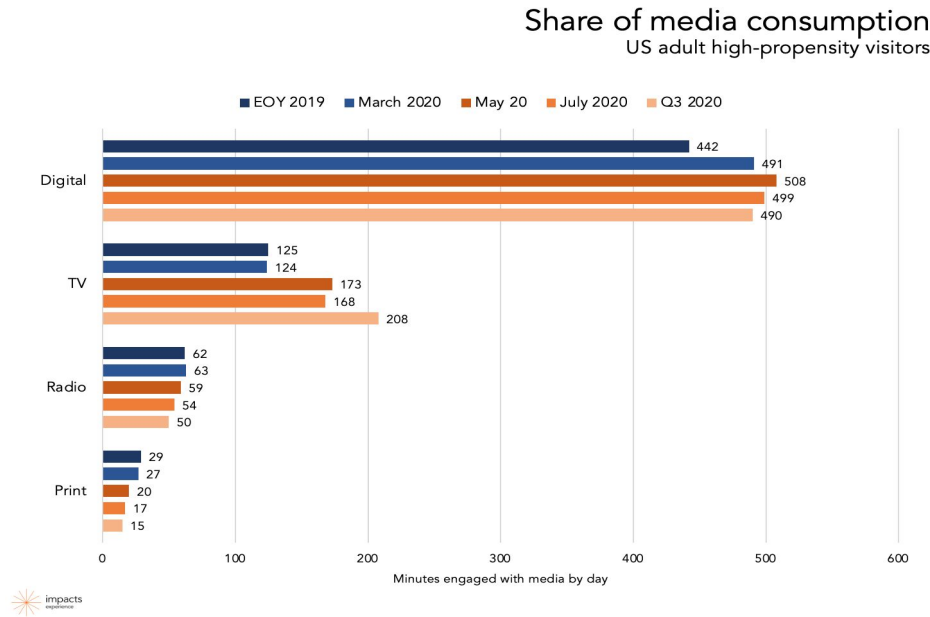
## Direct Mailers

Traditional mail is a more guaranteed way to reach diverse families, but more importantly it can serve as an actual invitation which points out both online, mail, and in person ways to encourage feedback.



## Additional Resources and References

### Digital Marketing



Source: [How Much More Time Do Likely Visitors Spend Online During the Pandemic? \(DATA\) \(colleendilen.com\)](#)

Colleen's blog: [Colleen Dilenschneider | Data For Cultural Executives](#)

[6 Best Practices to Drive Social Media](#)

[Engagement | The Social Savior](#)

[14 Social Media Best Practices You Should Follow in 2020 \(hootsuite.com\)](#)

[100+ Social Media Demographics that Matter to Marketers in 2020 \(hootsuite.com\)](#)

#### [Social Media User Data](#)

72% of American adults use social media

78% of American women use social media vs 65% of American men

73% of American adults use YouTube—making it the most popular social media platform

3.46 billion people use mobile devices for social media—and that number is likely to grow since 5.11 billion people now have mobile phones

366 million new people started using social media in 2018 alone. That's more than a million new people joining social media every single day.

#### Additional Resources - Pro-Bono Marketing Help from Professionals

John Cornthwait of Roanoke's [Firefli Digital Strategies](#) said "don't be shy about asking for help" from creative digital professionals. Many are thrilled to help, and there are several events where they will do pro-bono marketing work:

- [Make a Mark](#) and [Create-A-Thon](#)

#### Capacity Interactive's Digital Marketing Inspo Gallery

[Digital Programming \(adobe.com\)](#)



### [Content Inspiration Gallery for Arts Organizations in Crisis \(capacityinteractive.com\)](https://www.capacityinteractive.com/content-inspiration-gallery)

Capacity Interactive is a digital marketing consulting firm for the arts sector, and they publish free helpful resources from podcasts to articles to digital engagement inspiration. A particularly useful resource is their free content marketing gallery. CI experts collect their favorite social media posts and digital engagement campaigns from the arts sector and break down why they work. Just sign up to receive CI emails, and you can download the resource for free.

### **Capacity Interactive's Social Media Content Calendar - free, monthly**

#### [December Social Content Calendar for Arts Marketers.pdf \(capacityinteractive.com\)](https://www.capacityinteractive.com/december-social-content-calendar)

Linked above is the December 2020 calendar. In addition to suggestions for daily social content, the resource gives an overview of helpful digital media tools--mostly free--to level up your social media, blogging, video editing, and more. **Some highlights are included below:**

#### [Typito | Create stunning text videos online](https://typito.com/)

Create free videos online, optimized for social media

<https://apps.apple.com/us/app/prisma-photo-editor/id1122649984>

Prisma Photo Editor - free app with hundreds of filters for optimizing your social media images

#### [Typeform: People-Friendly Forms and Surveys](https://typeform.com/)

An elegant forms and surveys platform with a hip, youthful feel and a free user tier. We signed up and gave it a try--it's user-friendly and intuitive to create with.

## Stages of Participation

### [Public Art and the Art of Public Participation](#) by Jan Brennan

1. Participatory Planning
  - a. Gather public input to identify art deserts and generate ideas to improve equitable access to public art.
  - b. Consider alternative funding mechanisms and mobile collection or loan programs that can help provide public art in areas without major capital projects
  - c. Include public input into assessing the diversity and inclusiveness of your public art collection and artists and identifying gaps.
  - d. Allocate public art funds that can be directed through participatory budgeting to allow residents more input into the artworks in their neighborhoods.
2. Participatory Selection
  - a. Review and update your art selection panel policies to allow or enhance community representation.
  - b. Ensure that community members are aware of opportunities to participate in the selection process and how to put themselves forward.

- c. Expand your public art program pool of community representatives to be more inclusive and diverse.
  - d. Consider opportunities for public selection of artworks through voting. Public voting would typically occur among finalists identified by qualified experts to ensure appropriate design and materials.
3. Participatory Creation
  - a. Review public art policies to ensure they allow or encourage new technology and innovative art forms that facilitate public participation and interaction.
  - b. Provide mechanisms to make the public aware of upcoming public art projects and solicit their feedback.
  - c. Craft upcoming public art requests for proposals or qualifications to prioritize participatory and interactive public proposals.
  - d. Offer a workshop for prospective public artists to increase their understanding and use of participatory and interactive approaches.
4. Participatory Maintenance
  - a. Create and promote a phone line and email for the public to report vandalism or damage to public artworks. This should be coordinated with graffiti reporting.
  - b. Create a community workshop to help volunteers effectively support condition assessment and simple cleaning of public art.
  - c. Establish a public art volunteer group to systematically monitor and report on the condition of works in the public art collection.
5. Participatory Collective Appreciation
  - a. Provide on-site and online interpretive materials, maps, apps and searchable databases that provide the public a greater appreciation of the artworks and their community context.
  - b. Solicit and train diverse public representatives to offer guided experiences of artworks and promote these opportunities to all communities.
  - c. Develop and promote lesson plans and educational materials aligned with themes in the public art collection.
  - d. Organize regular community events that engage residents collectively with public artworks.

### **Prominent Examples of the Stages of Participation**

[Public Art: Participatory Budgeting](#) from Rogers Park Business Alliance

“As with other areas of public budgeting, public art is an area in which the public can be invited to direct neighborhood investments and improvements. Chicago residents have several opportunities to direct the investment of public art funding.”

Fishtown’s [Welcome to the Neighborhood](#) Mural

“Over 2,000 people helped make this mural possible by voting for the design concept and artist or participating in a paint day. Now we’re here to welcome this wonderful piece of art to the neighborhood.”

[Poetry on Buses](#) in Seattle

“Community Liaisons conducted outreach and poetry workshops in diverse ethnic communities based on the theme “Body of Water” established by artist Jourdan Keith. Over 1,600 original poems were submitted, from which 365 were selected for the project and 125 were displayed in transit vehicles and stations.”

[St. Louis Map Room](#) by artist Jer Thorp

“A vacant school’s gymnasium in St. Louis provided a forum for this exploration. In it, over the course of a month, 29 groups came in to make 100 square foot maps of their neighborhoods and communities. They were aided by robots and projection, but primarily drew huge maps by hand speaking to their lived experience of their city. Community groups mapped hand-collected bicycle traffic data, community gardens, churches, magnet schools, and food banks. Groups of students mapped their schools, how they got there, and where it was or wasn’t safe. If mapping is a source of power, each mapper claimed some of it by making maps of their community that reflected them as they are, or that communicated what they’d like them to be.

Once a map was drawn, we projected onto it civic data collected from St. Louis: everything from bus lines to poverty levels to historical red-lining maps. Normally these data are difficult, if not impossible, to access without deep technical knowhow. The mappers were surprised to see their experiences confirmed - or challenged - by data that were invisible to them before. And when they perused the maps that other groups had done before them, they got to experience their city through the eyes of their neighbors.”

## Further Outreach and Partnership Recommendations

### [List of active Roanoke neighborhood groups](#)

#### GAINSBORO

Possible Partners	Why	Contact
<a href="#">Claytor Memorial Clinic</a>	<ul style="list-style-type: none"> <li>Great psychiatry clinic that may be good engagement especially with the healing arts</li> </ul>	Roanoke Office 1127 2nd Street Southwest, Roanoke, Virginia 24016, United States (540) 400-7495
<a href="#">Dumas Center</a>	<ul style="list-style-type: none"> <li>Historically tied to area</li> <li>Potential for meeting space and community input area</li> </ul>	<a href="#">Dumas Center   Facebook</a>
<a href="#">Gainsboro Southwest Community Organization</a>	<ul style="list-style-type: none"> <li>Neighborhood group that meets at the Gainsboro Branch Library the 1st Thursday of every month</li> </ul>	Constance Crutchfield <a href="mailto:swa4cjc@aol.com">swa4cjc@aol.com</a>
<a href="#">Historic Gainsboro Preservation District</a>	<ul style="list-style-type: none"> <li>Neighborhood group that meets at the Gainsboro Branch Library the 3rd Monday of every month</li> </ul>	Corey Robertson <a href="mailto:cdr.105@live.com">cdr.105@live.com</a>
Historical Walking Tours	<ul style="list-style-type: none"> <li>A continued partnership which is deeply embedded in community</li> </ul>	Jordan Bell <a href="mailto:jordanbell274@yahoo.com">jordanbell274@yahoo.com</a>
<a href="#">Humble Hustle</a>	<ul style="list-style-type: none"> <li>Xavier is very eager to bring more public art to Gainsboro</li> <li>Humble Hustle is a recognizable name in the community</li> <li>Access to underprivileged youth and families</li> <li>Urban Arts Project (UAP) is part of this</li> </ul>	Xavier Duckett, Founder <a href="mailto:info@humblehustleclothing.com">info@humblehustleclothing.com</a>

	group and it'd be great to build outreach following the last project worked on.	
<a href="#">National Railway Historical Society - Roanoke Chapter</a>	<ul style="list-style-type: none"> <li>• Citizens who are already invested and passionate about preservation and beautification, especially where history is concerned</li> <li>• A partner that would help RAC dig even deeper into the story of the people of Roanoke.</li> </ul>	Chuck Akers, President <a href="mailto:varail@msn.com">varail@msn.com</a>
<a href="#">Northwest Neighborhood Environmental Organization</a>	<p>George Washington Carver Environmental Center</p> <ul style="list-style-type: none"> <li>• Possible site for pollinator garden</li> <li>• Needs assistance with building acquisition</li> <li>• Way of connecting with more environmental groups and people</li> </ul>	Gregory Cooper, President (540) 343-5674 <a href="mailto:nneo802@gmail.com">nneo802@gmail.com</a>
<a href="#">The Roanoke Tribune</a>	<ul style="list-style-type: none"> <li>• Accessible paper for advertisement with significant African-American readership</li> </ul>	2318 Melrose Avenue NW Roanoke, Virginia 24017 Office: (540) 343-0326 Fax: (540) 343-7366

WILLIAMSON ROAD

<a href="#">Williamson Road Area Business Association</a>	<ul style="list-style-type: none"> <li>• Network of local businesses that can get involved in community arts</li> <li>• Bring in a lot of traffic</li> <li>• Billboard?</li> </ul>	Valerie Brown, President (she's on the commission)
Ethnic Businesses	<ul style="list-style-type: none"> <li>• A real potential to open up towards a diverse coalition of business owners and possibly partner on</li> </ul>	

	<ul style="list-style-type: none"> <li>The growing Hispanic population in the area provides opportunities to make art that reflects cultural ties</li> </ul>	
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**BOTH COMMUNITIES**

<a href="#">Black Dog Salvage</a>	<ul style="list-style-type: none"> <li>Aaron Bouch from Carilion suggested them for their supply of recycled material that could help fuel scrap artists</li> <li><a href="#">The Dog Bowl</a> - a new outdoor music event with over 70 vendors and artisans.</li> </ul>	<p>Koiner Thomas, Marketplace Manager (540) 343-6200 <a href="mailto:info@blackdogsalvage.com">info@blackdogsalvage.com</a> <a href="#">Facebook</a></p>
<a href="#">Carilion Community Health/ Healing Arts</a>	<ul style="list-style-type: none"> <li>Facilitate programs at the intersection of arts and health.</li> <li>Community health workers and peer support specialists</li> </ul>	<p>Katie Biddle, Healing Arts <a href="mailto:kfsnead@carilionclinic.org">kfsnead@carilionclinic.org</a></p> <p>Aaron Bouch, Carilion Community Health and Outreach Director <a href="mailto:amhboush@carilionclinic.org">amhboush@carilionclinic.org</a></p>
<a href="#">Clean Valley Council</a>	<ul style="list-style-type: none"> <li>Volunteers who are already community driven and willing to work</li> <li>Introducing art as a way to decrease litter and support recycling</li> <li>“You bring the trash bags and we’ll bring the paint”</li> <li>Adopt A Street Program</li> </ul>	<p>Courtney Carter Plaster, Executive Director <a href="mailto:courtney@cleanvalley.org">courtney@cleanvalley.org</a></p> <p>Jim Hosch, Director of Community Engagement <a href="mailto:jim@cleanvalley.org">jim@cleanvalley.org</a></p>
<a href="#">CAFE - Cultural Arts for Excellence</a>	<ul style="list-style-type: none"> <li>Potential space for engagement with low-income families and kids</li> </ul>	<p>Donna Robinson, Director <a href="mailto:director@cafearts.org">director@cafearts.org</a> 540.309.4067</p>
Roanoke City Public Schools	<ul style="list-style-type: none"> <li>Creating lesson plan packet based on Roanoke art.</li> </ul>	<p>Cari Gates, Supervisor of Fine and Performing Arts <a href="mailto:cgates@rcps.info">cgates@rcps.info</a></p>

<a href="#">Roanoke Cultural Endowment</a>	<ul style="list-style-type: none"> <li>● Previous arts data and program sponsorship</li> <li>● Legacy of Arts funding for Roanoke</li> </ul>	Shaleen Powell, <a href="mailto:shaleen@roanokeculturalendowment.org">shaleen@roanokeculturalendowment.org</a>
Roanoke Human & Social Services	<ul style="list-style-type: none"> <li>● Interest in using public art to spread awareness of services and break down stigmas associated with seeking mental health help</li> </ul>	Steven Martin, Director <a href="mailto:steven.martin@roanokeva.gov">steven.martin@roanokeva.gov</a>
Roanoke Parks & Recreation	<ul style="list-style-type: none"> <li>● Interest in adding more public art to outdoor space</li> <li>● Currently planning to convert 22 acres of land into meadows and gardens</li> <li>● Interested in art projects as part of their upcoming renovations of 7 community centers and 2 public pools</li> </ul>	Michael Clark, Director <a href="mailto:michael.clark@roanokeva.gov">michael.clark@roanokeva.gov</a>
Roanoke Public Libraries	<ul style="list-style-type: none"> <li>● A great partnership to continue with for:</li> <li>● Meeting Spaces</li> <li>● Personal Community Outreach</li> <li>● Word of Mouth/Bulletin</li> <li>● Arts events highlighting minority cultures of Roanoke such as LGBTQ programming.</li> </ul>	
<a href="#">Southwest Virginia LGBTQ+ Project</a>	<ul style="list-style-type: none"> <li>● A great partner to ensure proper representation in these communities</li> <li>● Potential for Queer Programming</li> <li>● Can introduce to new neighborhood associations such as Chapter of SONG (Southerners Underground, a queer POC led activist group)</li> </ul>	Dr. Gregory Samantha Rosenthal <a href="mailto:rosenthal@roanoke.edu">rosenthal@roanoke.edu</a>
<a href="#">Virginia Center for Inclusive Communities</a>	<ul style="list-style-type: none"> <li>● A widely recognized program “sowing the seeds of non-violence, inclusiveness and understanding in a high</li> </ul>	Charm Bullard & Jessica Hawthorne, Directors of Programs 804-515-7950

	<p>school population.”</p> <ul style="list-style-type: none"><li>● Bringing workshops, business assistance, and community discussion, RAC could make themselves available as a resource to help in promoting inclusivity through art</li></ul>	<p><a href="mailto:contact@inclusiveVA.org">contact@inclusiveVA.org</a></p>
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