

## **Partnership Engagement Fund**

### **About organization (50 words): 53**

Semilla Center has developed leaders and created community art in Phillips since 2006. Our mission: *The Semilla Center for Healing and the Arts energizes youth and adults to use their creativity to build a healthier, safer and more beautiful community.* Our board reflects the great diversity of cultures and ages in the neighborhood.

### **About partnership (50 words): 48**

Our neighborhood partner is East Phillips Improvement Coalition. Others include MPNAI, St. Paul's Lutheran, Bloomington Ave. businesses and block clubs. EPIC and others will provide publicity, gathering spaces and long-term neighborhood wisdom. The City can help with funding, assistance with public art recognition, street closing and other permits.

### **About engagement project (150 words per question):**

#### **Describe your project in 2-3 sentences.**

“Building a Beautiful Bloomington” will energize residents and businesses to engage their neighbors in discussion on critical issues, and create art to unite and uplift the Bloomington Avenue Corridor. Trained youth ambassadors will survey neighbors on community needs and hopes, and engage them in relationship building and creating and installing public art together.

### **Please list each action or activity in this project. Each section: 150 words): 171**

- Train ten youth and two young adults to be neighborhood ambassadors who will survey residents and businesses on community needs and hopes and invite them to design and participate in community art events and listening sessions.

Neighborhood ambassadors will receive training in leadership, communication and community dynamics and engagement. The young adult ambassadors will receive training in mentoring youth.

- With Semilla Center's trained arts teachers, host neighborhood events to create murals, mosaics, signage and other artistic place makers along Bloomington Avenue and adjoining streets.

- Publicize and celebrate art installations as a means of promoting neighborhood pride and unity. The physical posters and on-line publicity will feature photography of the community done by youth ambassadors.

- Create a special youth-led issue of Semilla Center's literary magazine, *The Phoenix of Phillips*, in which people will share their hopes for a transformed community.

*The Phoenix of Phillips* will go as an insert in the Phillips monthly newspaper, *The Alley News*, as well as being placed in neighborhood restaurants, shops and institutions.

**What changes are you trying to make and what is the impact in the community? 150:91**

- Phillips residents and institutions will see their neighborhood as a place of peace and themselves as powerful actors for change.
- The city and region will see Phillips as a community of great diversity, artistic imagination and vitality.
- Beautifying the Bloomington Avenue corridor will uplift community spirit, and change the view of the neighborhood in a positive direction.
- The coming together of neighbors and the creation and installation of public art will build a fuller sense of community strength, which will help deter crime and contribute to public safety.

**What are your specific goals and outcomes for this project?**

- To beautify and unify the Bloomington Corridor between Lake and 24<sup>th</sup> Street.
- To increase involvement of residents and businesses in the Phillips community and build stronger connections between people,.
- To build on Semilla Center's anchor mural at Bloomington and Lake (insert picture here?) to install public art with a unifying theme in the neighborhood.

**Where in Minneapolis will your project take place? You may indicate with a map.**

On Bloomington Avenue, between Lake Street and 24<sup>th</sup> Street, and adjacent streets. Bloomington Avenue is the dividing line between East and Midtown Phillips, and is an important commercial and cultural corridor.

**What is the timeline for your work? (Maximum is 18 months).**

July 1, 2022 through June 30, 2023