PARTYING WITH A PURPOSE

USING ARTS AND CULTURE TO ENGAGE A BUSINESS DISTRICT
OVERVIEW

• BRONZEVILLE NIGHTS

• CONTEXT OF LOCATION
  • HISTORY, CULTURE

• PRESENT
  • DEMOGRAPHICS
  • BUSINESS DISTRICTS
  • SUCCESS
  • ASSETS TO LEVERAGE
BRONZEVILLE NIGHTS

• AN EVENT THAT PAIRS ARTS AND CULTURE WITH BUSINESSES AND PUBLIC SPACES, BASED UPON COMMUNITY ASSETS

• THE GOALS
  • REMOVE BARRIERS TO PATRONAGE
  • DRIVE REVENUE
  • PROMOTE POSITIVE LOITERING
  • DRIVE DEVELOPMENT
BRONZEVILLE NIGHTS

- 2012 BUDGET: $20,000
- 2015 BUDGET: $75,000
- 2012 ATTENDANCE: 2,000
- 2015 ATTENDANCE: 6,000
BRONZEVILLE HISTORY

BRONZEVILLE IS THE CENTER OF US NEGRO BUSINESS – TIME MAGAZINE, 1938
BRONZEVILLE HISTORY

- Location: 22nd to 63rd – Concentrations at 47th and 35th Street
- Influx of African Americans 1912 – 1950
- Racial Covenants until 1948
- Largest Concentration of Public Housing Units in Chicago (~6,000 Units)
- Full of M&MS
- National Home of Arts and Culture
BRONZEVILLE HISTORY

• RUBE FOSTER
• QUINCY JONES
• GWENDOLYN BROOKS
• LOUIE ARMSTONG
• BESSIE COLEMAN
• JOE LOUIS
• MAHALIA JACKSON
• JACK JOHNSON
• IDA B WELLS
• RICHARD WRIGHT
BRONZEVILLE CULTURE
BRONZEVILLE HOUSING
BRONZEVILLE TODAY

• BATTLE OF CLASS
• SENSE OF PLACE – WHO BELONGS IN BRONZEVILLE?
• RICH HISTORY
• POPULATION LOSS
• STALLED DEVELOPMENT
"PEOPLE WORKING WITH DATA IN BACK ROOMS WILL TOTALLY DISCOURAGE INVESTMENT IN BRONZEVILLE," SAYS MARY LYNN REILLY, SOCIAL COMPACT’S DIRECTOR. "THERE’S A LOT TO BE CONCERNED ABOUT WITH BRONZEVILLE. THE DATA (ARE) GOING TO BRUTALIZE THAT MARKET.‘’ – CRAIN’S CHICAGO, URBAN UPSIDES, 2001
"A LOT OF PEOPLE ARE AFRAID TO BUILD DOWN IN BRONZEVILLE SINCE THE CRASH AND AFTER WE DIDN’T GET THE OLYMPICS," JACOB DOCHÉE, BRONZEVILLE DEVELOPER. – CHICAGO MAGAZINE, 2014
BRONZEVILLE TODAY

- Population: 62,495
- Households: 29,592
- Family HHs: 50%
- Single HHs: 50%
- Homeowners: 26%
- Middle and High Income HHs.
- $50k or higher in 2012: 31%
- Middle and High Income HHs in 2000: 24%
- Median Income: $28,181
- Spend less than 30% on Housing: 46%

15,000+ Employees within 1.5 miles of 43rd and Cottage Grove
BRONZEVILLE TODAY - LEAKAGE

BUSINESS OPPORTUNITY

Unmet Consumer Spending

Full-Service Restaurants: $18.6 million
Limited-Service Eating Places: $25.5 million
Includes: Cafes, Coffee Shops, Juice Bars, Bakeries
Bars and Entertainment: $4.1 million
DISTRICTS

• **43rd Street** – Upscale Retail
• **47th Street (West of King)** – Urban/Multicultural
• **47th Street (East of King)** – Theater & Entertainment
BUSINESS DISTRICTS

WHAT WE HAVE

- DEDICATED BUSINESSES
- STRONG TRANSPORTATION
- POLITICAL WILL
- FUNDING MECHANISMS
- PUBLIC/PRIVATE PARTNERSHIPS
- PREVIOUS SUCCESS
PREVIOUS SUCCESS

BUILD, BUILD, BUILD!

• COMMUNITY ENGAGEMENT
• PUBLIC WAY BEAUTIFICATION
• SPECIAL EVENTS
• NOVEL AND UNIQUE
• PAIR CONCEPTS
BEAUTIFY ACCESS POINTS
LEVERAGE PARTNERSHIPS

ALONE WE CAN DO SO LITTLE, TOGETHER WE CAN DO SO MUCH - HELEN KELLER
THANK YOU!

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