



## 3RD ON THIRD GRANT RECOMMENDATIONS

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Score:	84.2%
Request Amount:	\$45,000
Recommended Amount:	\$45,000

### Bayview Opera House, Inc. (BVOH)

#### Grant Description:

VISION: To inspire meaningful engagement by Bayview merchants, artists, and residents in expansion of a compelling monthly 3<sup>rd</sup> on Third community celebration that represents the district's rich history, vibrant resources and promising future.

Anticipated impacts include:

- Increased awareness and customer traffic for Bayview merchants and organizations through diverse marketing and promotional opportunities linked to appealing 3<sup>rd</sup> on Third event programming
- Enhanced appreciation and support of cultural and artistic resources available in Bayview
- Expanded recognition of 3<sup>rd</sup> on Third as a persuasive indicator of community pride and economic growth by local stakeholders, future tenants, and prospective investors and sponsors

#### Panel Comments:

I thought there was very good collaboration between the Bayview merchants and the Bayview Opera House, Inc. There was good community building, especially with bringing in so many stakeholders and creating partnerships. They have good collaboration between existing community and residents. I thought the budget was pretty on point. I was a little concerned with Mardi Gras being so quick, but they have enough community engagement in the planning process that it would be okay.

I like the fact that BVOH is central to the community and that it's already being used by the community. It's right there in a central place at 3<sup>rd</sup> and Palou, with a few new businesses across the street. There's already a variety of ages and people who congregate in the area that it seems like a natural progression for BVOH to take over the project. I like their ideas for expansion and I think as long as they grow to involve other organizations in 3<sup>rd</sup> on Third it could expand.

There's a fine line between gentrification and engaging the community that is there. The idea of inspiring others to come to the Bayview is great, but I think at the same time they should honor the cultural heritage that's there. The impact seems pretty big, with a lot of interactive engagement. If they continue in that vein, there's an opportunity for families and people of all ages to come together.

It seems like everyone on the management team has a personal investment in the area, which seems like they would likely work really hard to continue the program. I think the budget was sound. The only thing I noticed was that the printing costs seemed low, but they have an opportunity to use social media to the fullest extent and garner attention that way.

I liked the idea about doing a survey of the merchants in the area to measure impact and see if the businesses are making profit. I think BVOH has been a leader in transforming the perceptions of the neighborhood. I would like to see them engage with a more diverse community beyond the 3rd Street corridor, including those in the hills (Hunters Point) or Silver Terrace. I would have liked to see more details about what will happen during the proposed events, though I think it's a great idea that they are focusing on different themes at each event. BVOH has a good connection the Bayview. Their youth programs have brought a lot of families and young people back to the Opera House.