



Photography by Bryon Malik

AFRICAN AMERICAN ART & CULTURE COMPLEX

COVID PIVOT PLAN REPORT

August 2020

REPORT OUTLINE

TOPICS COVERED

- Our Mission, Vision, & Values
- Impact & Community
- Fundraising & Development
- Program Pivot
- Safety & Emergency Planning
- Space - Onsite & Virtual
- Program Calendar
- Measures of Success
- Our Team
- Our Funders
- Call to Action
- Let's Stay Connected

OUR

MISSION

The African American Art & Culture Complex is a space for Black creatives to present, gather, and learn, while being a space for all to experience Black art and culture.

VISION

Our Vision is to be a space for Black Creatives and Communities to thrive



Art By Kemit

VALUES

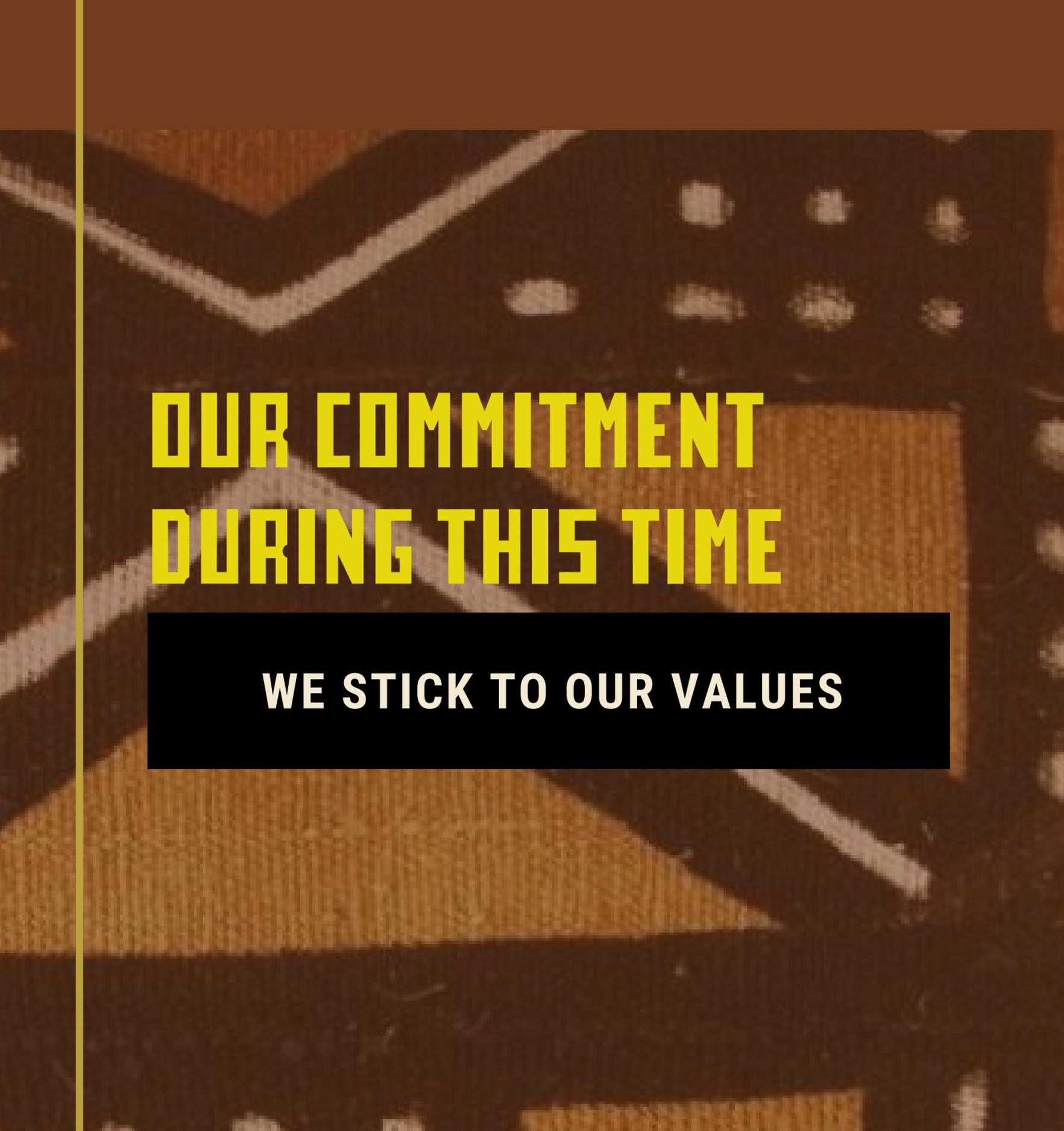
We seek collaborations with individuals and organizations (members or partners) who align with our mission and core values:

- Creative Equity
- Excellence
- Freedom of Expression
- Fun & Innovation
- Health & Wellness



IMPACT & COMMUNITY

Our recovery efforts and support of artists and cultural workers deeply impacted by COVID



OUR COMMITMENT DURING THIS TIME

WE STICK TO OUR VALUES

The African American Art & Culture Complex created a values-based COVID 19 Program Pivot Platform to support our community of artists, activists, seniors, children, youth, and families who have been impacted by the coronavirus. We value Creative Equity, Excellence, Freedom of Expression, Fun & Innovation, and Health & Wellness.

This pandemic has shaken the foundation of our celebrated artist community, gig culture and small businesses - all of whom rely on festivals, concerts, and numerous creative outlets to sustain and support their livelihood and development. Powered by our new webplatform, the program will assist creatives with grant and relief fund applications, provide paid opportunities to both create and showcase their art, and provide hot meals and groceries to community members in need - with a focus on seniors, single mothers, and people with disabilities.



OUR BIGGEST STRENGTH

THE PEOPLE.

Our community is all encompassing. We are our neighborhood. We are our service providers. We are our educators. We are our activists. We are our creatives. We are our parents. We are our elders. We are our children.

OUR CHALLENGES

THE NEEDS OF OUR PEOPLE

FUNDING

- Loss of Jobs
- Gig cancellations
- Capacity to complete granting opportunities

HOUSING

- Unemployment impacts ability to afford housing
- Eviction harrassment from landlords
- COVID Temporary Housing Solution

RESOURCES

- Solution overwhelm - where do you begin?
- How do you know what financial support pathway is for you?
- Access to creative outlets

ISOLATION

- Low vibration due to isolation
- Addressing feelings that come up with loneliness
- Mental health breakdowns from stagnation
- Needing easy access to groups and individuals



FUNDRAISING & DEVELOPMENT

OUR APPROACHES TO FUNDRAISING, GIVEN
THE LOSS OF REVENUE



DIVERSIFYING OUR FUNDS

ARTS ADVOCACY IS ACTIVISM

By re-focusing our use of funds from five key funders and partners, AAACC has been able to start our Online Membership Program and Program Pivot Model for over \$100k and to address concerns around access to funding, resources, and isolation.

We have also raised an additional \$115k as general operating funds to support programs. Lastly, we applied for and received \$94k through the Payroll Protection Plan program.

COVID PIVOT PLAN
PROGRAM BUCKETS AND BUDGET



FUNDING

Ubuntu Resource Program

Derived from the Ubuntu: Can Art Save a Community initiative, the Ubuntu Resource Program is dedicated to providing funding and learning opportunities for Black creatives through a series of grants: Rapid Response Grant, Stimulus Grant, and Re-granting Grant.

We also provide paid learning opportunities through our internship and Fiscal Sponsorship programs.

All participants will have access to one of a kind learning experiences through participation in our Cohort, Fellowship, or Incubator programs.





FUNDING SUPPORT - \$80K

- **STIMULUS GRANT \$25K**
 - 5 Creatives (\$5,050/participant)
- **RE-GRANTING GRANT \$26K**
 - 10 Creatives (Up to \$2,600/per participant)
- **RAPID RESPONSE GRANT \$15K**
 - 5 Creatives (\$3,050/participant)
- **FISCAL SPONSORSHIP \$5K**
 - 5 Creatives
- **REVOLUTIONARY WORK STUDY (INTERNSHIP) \$9K**
 - 5 Creatives (\$1,800/participant)

RESOURCES

Eban Sustainability & Resource Program

Eban - Adinkra symbol of love, safety and security

The Eban Program is our *safe space* Professional Development Accelerator program in partnership with Zakiya Harris's Shapeshift Your Life program. Complete with classes and workshops, we are dedicated to Black people being heard and empowered to express in a space just for us.

By building community based on the Eban methodology, we are establishing an enriching, nurturing, and safe environment for our community to experience art and culture in the Western Addition.





RESOURCES SUPPORT \$38K

- **COMMUNITY BUILDING COHORT \$16,500**
 - 5 Creatives (\$3,300/participant)
- **CREATE YOUR OWN RESIDENCY \$8K**
 - 5 Creatives (\$1,600/participant)

- **FELLOWSHIP \$8,500**
 - 5 Creatives (\$2,400/participant)
- **WEED THE PEOPLE \$5K**
 - Up to 10 Creatives (\$200-\$1k/participant)

CONNECTION

Opulence of Blackness Art & Culture Program

We create platforms for, by, and about Black artists and thought leaders in our commitment to control our own narrative. As Black curators based in the San Francisco/Bay Area, we consider it an honor to share our collective opus about the beauty of Blackness. In addition to sharing our bold love and respect for the genius of Black visual artists, we take pride in our love and commitment to our community and for powerful public programming.





CONNECTION SUPPORT \$253K

- **ART & CULTURE PROGRAMS**
 - Virtual \$75K
 - Onsite \$50K
- **TECH - THE JETEYES \$78K**
 - 10-20 Creatives

- **CLOSER: 6 FEET APART**
 - Exhibition \$40K
- **Awards & Proclamations \$10k**
 - Community legends and luminaries

SO FAR

WE HAVE DONE THE FOLLOWING:

- Awarded Supplies in Amount of:
 - \$7K Mo Magic - Hygiene Kits (ongoing)
- Donated 2000 Masks to Community First Responders
 - Collective Impact
 - The Village Project
 - Boys & Girls Club
 - Mo'Magic
 - Artists As First Responders
- Awarded \$2,500 - Re-Granting Grant
 - Ashara Ekundayo - Artists As First Responders
 - Chef Monifa Dayo - Pay it Forward Food Program
- Awarded \$3k - Rapid Response Grant/Funding Support
 - Mo Magic
 - The Village Project
 - SF Black Educators Alliance
- Paid 20 of 30 select artists for Closer: 6 Feet Apart exhibition participation





SAFETY & EMERGENCY PLANNING

**PLANS IN PLACE TO DEVELOP AND REFINE EMERGENCY PLANS
AND PERSONNEL POLICIES**

PERSONNEL POLICY PLANNING

DEVELOP & REFINEMENT



- Transitioned to Mix Staff Work Plan: Onsite and now- Telecommute
- Tele Staff: maintains a set schedule with check in times and ongoing tracking of assignments and tasks. Participates in weekly staff virtual meetings and group check in.
- On site Staff: Participates in weekly staff virtual meetings and group check in. Adheres to a set schedule, maintains personal cleaning and sanitizing policies, and maintains distance if working in the same room with others.



EMERGENCY PLANNING

DEVELOP & REFINEMENT

- We educated ourselves on best practices and policies to create a safe “social distance” environment. Resources: Seminars, Webinars, other orgs, DPH, news, etc We learned from other institutions who are currently operating.
- We focused on equipment (thermometer guns, thermometer stickers, thermo cameras) and supplies (gloves, masks, sani supplies, cleaning supplies and designated stations) Resources: UOP dental school, Itani Dental and Kaiser website
- Draft Plan that includes: updates on Space use for each room, Entry/Exit Policy, New Bathroom User Map, New Airborne Hazard Policy incl. Access to masks and exit Plan

The background features a solid orange block on the left and a dark brown block on the right. A patterned rug with geometric shapes in brown, black, and white is visible in the dark brown area.

SAFETY & EMERGENCY PLANNING

HOW WE WILL COMMUNICATE OUR SAFETY PLANS



SAFETY IS OUR COMMITMENT

COMMUNICATION

- In-house: Update staff and resident organizations
- Public: neighbors, community partners, and artists



SPACE - VIRTUAL & ONSITE

HOW WE PLAN TO SHARE SPACE

CLOSER: 6 FEET APART PROJECT

EXHIBITION * DOCUMENTARY * BOOK
BROADCAST NETWORK * BLACK JOY
APP

How can we use art as visual explanations of the Black experience during a global pandemic and social justice uprising?

As AAACC's vision is to be a space for Black communities and creatives to thrive, we envision a space where art, culture, and technology intersect to find solutions to issues in the Black community, while discovering and affirming the genius right in our own backyard. Over the next nine months - through December 2020, we will document our opportunities for growth, witness our thought partnerships, elevate various community leaders, and share how we use art and technology to create the changes we want to see.



Photography by Bryon Malik

DOCUMENTING THIS MOMENT THROUGH OUR VALUES-BASED PROGRAMS



CREATIVE EQUITY

ONLINE MEMBERSHIP PLATFORM & VIRTUAL TECHNICAL ASSISTANCE

AAACC is creating a new web platform that answers the call for a more immersive online experience. Our new platform will connect artists, provide ongoing online learning and professional development, live performances and engagements, as well as virtual tours of our space and artists' studios.



EXCELLENCE

PROFESSIONAL DEVELOPMENT ACCELERATOR & TECHNICAL ASSISTANCE

Our commitment to Excellence speaks to our expectation and standard of impeccability and integrity in the arts and the work we do - especially in consideration of both the artists' and communities' experience with us.

Our Professional Development Accelerator is designed to support artists and community members in their creation of a new body of work, project, or product by providing funding, technical assistance, and space to present. Although COVID19 has paused our ability to be in a physical space with the creatives, we are still moving forward to create this opportunity because we feel artists need it the most.



FREEDOM OF EXPRESSION

OPULENCE OF BLACKNESS ART & CULTURE PROGRAMS

Through our commitment to freedom of expression, creatives will have the opportunity to benefit from our art programs and services as both a participant and/or partner. Although shelter-in-place mandates have caused turmoil for many in the arts community, The Center recognizes this as a special moment to share the genius of Bay Area artists, activists, and service providers with the world. We will also provide limited onsite access to document or broadcast certain programs with safety and health in mind.



FUN & INNOVATION

GAMES, SOCIALS, & CONTESTS

In elevating fun and innovation, we will provide artists, DJs, and service providers the opportunity to share their passions, skills, and talents using various tech integrations. As we pivot from the normal management program plan structure, we will create partnerships that offer programs and services that enhance the understanding of and respect for diverse cultural traditions, heritages, and forms of expression. We will also provide limited onsite access to document or broadcast certain programs with safety and health in mind.



HEALTH & WELLNESS

FOOD JUSTICE & SELF-CARE PRACTICE

Although we are not able to provide our physical space, we will provide our virtual space and tech tools to connect service providers with our community. We are committed to supporting the community in being healthy both physically and mentally through meditation, fitness, and yoga classes.

This also includes creating safe spaces for Black and people of color to share and have the tools to face mental health issues - a taboo topic in our community. Also, our Food Justice Program will support programs doing the work to serve those in need during this time with hot meals, groceries - as well as juices and healthy tonics for new and expecting mothers. We will also provide limited onsite access to document or broadcast certain programs with safety and health in mind.

CLOSER: 6 FEET APART PROJECT

Desired Documentation Outcomes

- Exhibition - features 30 Black creatives' response to the global pandemic and/or the social justice uprising (Opens September 2020)
- Documentary - 60 minute documentary highlighting participants in the Professional Development Accelerator and Opulence of Blackness program (Premieres March 2021)
- Book - Publication documenting Black creatives in the Bay Area exhibition (February 2021)
- Broadcast Network - Online portal featuring Black creatives, healers, scholars to the world (March 2021)
- Black Joy App -

PROGRAM CALENDAR

FY 20 & 21

PROGRAM PIVOT MILESTONES



MID-

MARCH

- Create Program Pivot Plan
- Create budget for the program from Q4 funds
- Present Program Pivot to our funders.



APR - JUN

- Share COVID19 Impact Questionnaire
- 10 New Online Members
- Confirm Program Partners
- Launch Web Platform
- Complete and train team on Re-Entry Plan
- Regrant - 1 New Project
- Confirm Content Provider - 1
- Create COVID Second Wave Plan



JUL-SEP

- Survey participants to assess the measures of success
- Document participants (A/V) about the program (July - September) - Closer: Six Feet Apart
- 15 New Online Members
- Regrant - 2 New Projects
- Confirm Content Provider Partner(s) - 2
- Regrant - 2 Project Completions



OCT - DEC

- Survey participants to assess the measures of success
- Report Pivot Program outcomes to funders
- 25 New Online Members
- Regrant - 1 New Project
- Confirm Content Provider Partner(s) - 2
- Regrant - 2 Project Completions
- Implement COVID Second Wave Plan

HOW WE MEASURE SUCCESS

FY19-21 - COVID PROGRAM PIVOT

- PROFESSIONAL DEVELOPMENT ACCELERATOR
- UBUNTU RESOURCE PROGRAM
- OPULENCE OF BLACKNESS ART & CULTURE PROGRAM

MEMBERSHIP

- 50 ONLINE MEMBERS BY DECEMBER 30, 2020
- EACH ARTIST MEMBER PARTICIPATES IN 1-3 CLASS(ES)

PARTNERSHIPS

- 5 TECHNICAL ASSISTANCE PARTNERS
- 5 CONTENT PROVIDERS
- 100 MEALS DELIVERED

RE-GRANT TO SUPPORT

- 5 NEW PROJECTS
- 5 COMPLETE PROJECTS

CLASSES

- PRIMARILY SERIES-BASED
- INSTRUCTIONAL HOURS ARE BETWEEN 30-90 MINUTES (EACH WITH 15 MINUTES FOR SET UP AND BREAKDOWN)

ARTISTS PAID

- \$50-\$300/CLASS OR WORKSHOP
- \$75-250/PARTICIPANT IN ARTIST TALK
- \$50-250/PARTICIPANT IN ART ARTIST SHOWCASE, OPEN MIC, OR VIRTUAL TOUR
- \$100-\$500/SOCIAL ENGAGEMENT
- \$500/COMMUNITY BUILDING COHORT PARTICIPANT

OUR TEAM

THE PEOPLE BEHIND THIS



AFRICAN AMERICAN
ART & CULTURE
COMPLEX



MELONIE GREEN
Programs & Executive Director



MELORRA GREEN
Artistic & Executive Director



JEWEL BUCHANAN-BOONE
Executive Assistant



LISA GRAY
Grants & Compliance Manager



IDRIS HASSAN
Office Manager



CHERI MILLER
Rental & Membership Coordinator



AIMA PAULE
Virtual Program Manager



DON BOWDEN
IT/Tech & Media Manager - Garden



AMINAH JAMES
Program & Services Associate



PHIL CASTILLO
Tech & Facility - Garden



GREEN STREETS
Facility Team

OUR FUNDERS

THANK YOU FOR ALLOWING US TO PIVOT DURING THIS TIME



CALL & RESPONSE

Artists need our support now, more than ever.
Please answer the call to support creatives
impacted by COVID19.

CALL TO ACTION

Help us support creatives with

- **Funding**
 - **Resources**
 - **Future Planning**
- NOW!**



SUPPORT ARTISTS NOW!

Donate via:



paypal.me/aaaccsf



facebook.com/aaaccsf



ADDRESS

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info@aaacc.org

LET'S STAY CONNECTED



WEBSITE
AAACC.ORG



INSTAGRAM
AAACULTURECOMPLEX



FACEBOOK
AAACCSF



NEWSLETTER
SIGN UP!



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LET THIS INSPIRE US:

"This is precisely the time when artists go to work. There is no time for despair, no place for self-pity, no need for silence, no room for fear. We speak, we write, we do language. That is how civilizations heal."

- TONI MORRISON.