

Experience & Engagement: Creating Meaningful Connections and Amplifying Impact Through Strategic Engagement (July 2025)

Presented by Black Cultural Zone Community Development Corporation

What We Do: This area focuses on programs, projects, activities, and/or events designed to create meaningful interactions and build strong connections with various stakeholders. It emphasizes strategic communication, brand activation, and direct interaction to promote organizational visibility and foster positive relationships.

How We Do It (Key Methodologies & Approaches): Our approach to Experience and engagement leverages

- The **Amplification & Advancement System (REACH)** to strengthen organizational capacity, ensure robust funding, and amplify brand visibility.
- We also utilize the **Community Engagement Approach (ACA)** for comprehensive engagement strategies.

Why It Matters: Meaningful engagement builds trust, strengthens relationships, and ensures our work is community-centered and impactful. By cultivating compelling experiences and effective communications, we amplify our mission, attract resources, and foster a vibrant ecosystem of supporters, partners, and beneficiaries.

Our Signature and Strategic Initiatives:

Brand Ambassadors

- Event Ambassadors/Crew
- Friends of BCZ (Volunteers)



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(Culture & Arts) (Experience & Engagement) (Vibrant Places) Brand Activation and Partnerships:

- Influencers/Brand Partnerships
- Vibe Council
- Saturdays: In the Zone
 - Levitt Concert Series
 - AKOMA Grand Market(s)
 - UMOJ Outdoor Roller Skating Rink
 - Activations @ Liberation Park
 - Activations in the East Oakland Black Cultural Zone
 - Community Meals
 - Outdoor Play Day
 - Movie Nights
- Liberation Month
- Liberation Park On The Road
 - NBA All-Star Watch Party
 - SOOO Chocolate Festival
 - Liberation Park On The Road at The Black Joy Parade
 - Laurel Street Festival
- 1955 Broadway Activation
 - Wednesday Bites
 - Art & Soul Fridays
 - Akoma Winter/Spring/Special Markets
- (Community) (Empowerment)(Experience & Engagement) (Vibrant Places) Vibrant Corridors
- BCZ HUBS: Event Management
- BCZ Program/Projects: Event Management Support

Marketing, Media & Communications:

- Vibe Council
- Community Ambassadors (Hype Team)
- The Click Crew

