

Vibrant Places: Cultivating Dynamic, Welcoming, and Safe Community Spaces (Fall 2025)

Presented by Black Cultural Zone Community Development Corporation

What We Do: This area cultivates dynamic, welcoming, and safe physical spaces and properties that enhance community well-being and foster belonging. This area integrates physical activation with community experience.

How We Do It (Key Methodologies & Approaches): Our approach to creating Vibrant Places integrates physical development with human experience. We apply

- **BUILD POWER** for community-centered real estate development, ensuring wealth building and control.
- **The HEART Approach (HEART)** guides integration of culture, arts, healing, wellness, and education within these spaces.
- Crucially, the **Hub Experience** function is driven by **the HOME Method**. This methodology is founded on creating safe spaces where every individual feels inherently connected, supported, embraced, and cared for. HOME stands for Haven, Openness, Mutual Care, and Embrace.

Why It Matters: Physical spaces are vital anchors for community life, identity, and economic activity. By intentionally creating and stewarding Vibrant Places through methods like The HOME Method, we foster a stronger sense of connection, provide accessible platforms for engagement and well-being, and contribute tangibly to the revitalization and resilience of communities. This also establishes a clear career path for Place Managers who champion this human-centered approach.

Our Signature and Strategic Initiatives:

Community Stewards (with Community, Culture & Arts, Empowerment, Experience & Engagement, Partnerships & Outreach, Power Building)

- Cultural Ambassadors
- Beautification Ambassadors
- All Stewards

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Place Stewardship & Care:

- The Hub Experience
- **Black Cross Society: Safety Ambassadors** (with Community, Partnerships & Outreach)
 - **Digital Safety Ambassadors** (with Community, Experience & Engagement)
- **Place Management:**
 - The BCZ H.O.M.E.
 - The Clean Crew
 - Concierge
 - Hub Ambassadors
 - **Ubora Experience**
 - **Hub Tech** (with Commercial Real Estate, Governance & Operations)

Place Activation & Programming: Vibrant Corridors/Districts (with Experience & Engagement)

- **BlacSpace Collective** (with Culture & Arts, Partnerships & Outreach)
- **Brand Activation and Partnerships** (with Culture & Arts)
- **Cultural Markets/Akoma Market** (with Culture & Arts and Empowerment)
- **East Oakland Black Cultural Zone Collaborative** (with Culture & Arts, Partnerships & Outreach, Power Building, Proposals & Fund Development)
- **Food Oasis Pathway: Culinary and Soft Skills Training** (with Community, Empowerment)
- **Healing Gardens** (with Community)
- **Oakland Arts Collective** (with Culture & Arts, Partnerships & Outreach, Power Building, Proposals & Fund Development)
- **Strong Economy Network** (with Community and Empowerment)