

Culture & Arts: Preserving Heritage, Cultivating Expression, and Igniting Community Vibrancy (July 2025)

Presented by Black Cultural Zone Community Development Corporation

What We Do: The Culture & Arts Signature Initiative Area is dedicated to preserving, promoting, and animating the rich cultural heritage and artistic expressions of the Black community, fostering vibrant community life and intergenerational connection. We believe that culture and arts are fundamental pillars of community well-being, identity, and resilience. This area focuses on creating platforms for artistic creation, cultural education, and community-wide celebrations that reflect and amplify our shared heritage.

How We Do It (Key Methodologies & Approaches): Our work in Culture & Arts is underpinned by a commitment to community-centered design and authentic engagement. We minimally leverage the **HEART Approach (HEART)** to ensure our initiatives are Holistic, foster Engagement, promote Access, cultivate Respect, and encourage Transformation within cultural and artistic endeavors. We also integrate principles from other relevant methodologies to ensure sustainable and impactful programming.

Why It Matters: Culture and the arts are essential for building strong, vibrant communities. They serve as conduits for storytelling, healing, education, and collective expression. By investing in this area, we strengthen cultural identity, nurture local talent, bridge generational gaps, and create inclusive spaces where heritage is celebrated and innovated upon.

Our Signature and Strategic Initiatives:

- [Proposed] Cultural Preservation and Heritage Institute Initiatives
- Arts Programming:
 - Artist Support & Incubation
 - Community Programming
 - Youth Programming
 - OUSD Arts Programming
 - Public Art Installations & Murals
 - Exhibitions
 - Cultural Festivals & Events
 - *Art & Soul Fridays*
 - *Malcolm X Jazz Festival (Partnership)*
- Hub, Program, and Project Related

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- **Cultural Travel & Exchange Programs:**
 - Cultural Travel, Immersion and Exchange Programs
 - Ghana Initiative
 - Montgomery Mens Trip
- **(Culture & Arts) (Experience & Engagement) (Vibrant Places) Cultural Site Activation & Licensing:**
 - Heritage Site Activations
 - Licensing: Black Cultural Zone
- **Cultural Research & Education Initiatives:**
 - EBAN LIT! Academy
 - Oakland Arts Collective Research/Afro Portals
 - East Oakland Evoak
- **Cultural Stewardship Ambassadors:**
 - Beautification Ambassadors
 - Cultural Ambassadors
- **Strategic Cultural Partnerships & Thematic Initiatives:**
 - East Oakland Black Cultural Zone Collaborative
 - Remember, Resist, Reclaim (R3) - Just City Initiative
 - Oakland Arts Collective
 - AfroPortals

