

# Signature Initiative Areas

Presented by Black Cultural Zone Community Development Corporation

## 1. Adaptive Governance

The Adaptive Governance area focuses on stewarding, developing, and disseminating the collaborative governance model of the Centers of Excellence Network. Initiatives that fall under this umbrella and, others (indicated in parentheses), include:

- Collaborative Hierarchy
- Teal Organization
- Board Governance (with Governance & Operations)
- Organizational Development (with Governance & Operations)
- Strategic Planning (with Governance & Operations)
- Organizational Resilience (with Proposals & Fund Development)

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## 2. Commercial Real Estate Projects and Places

This area includes initiatives related to the strategic development and management of properties for business or investment purposes, aiming to maximize community benefit. Initiatives that fall under this umbrella and, others (indicated in parentheses), include:

- **NCD Hubs:**

- NCD00 8525 / Passages: Sankofa Transit Hub
- NCD01 7101 / Liberation Park Community Hub
- NCD02A 7101 / Liberation Park Market Hall & Cultural Hub
  - Liberation Park Resilience Hub
- NCD02B 2751 / Liberation Park Residences
- NCD04 7701 / Liberation Kitchen @ Arroyo
  - Arroyo Viejo Culinary & Logistics Academy (AVCLA)
- NCD05 8321 / Liberation Welcome Center
- NCD07 2500 / The Kinship Commons
- NCD08 1955 / Best of Oakland Market
- NCD12 8217 / The Hook & Net
- NCD16 9240-9244 / Residences @ 94th
- NCD17 2750 / The Sankofa Sanctuary
- NCD20 7415-7421-7425 / The Dojo Hub
- NCD26 7525 & 7533 / The Hub on MacArthur
- NCD27 934 / The AYA Exchange
- NCD## [Street # & Street Name]: [Concept]

- **NCD Initiatives:**

- **Capital for Capacity (C4C)** (with Governance & Operations)
- **Liberated Land Stewards** (with Community)
- **Liberated Land Builders**
- **Arroyo Viejo Culinary & Logistics Academy (AVCLA)** (with Community, Empowerment)
- **Hub Tech** (with Governance & Operations, Vibrant Places)
- **Real Estate Career Pathway** (with Empowerment)
- **The Legacy Group** (with Community, Partnerships & Outreach, Power Building)

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## 3. Community Programs and Activities

This area focuses on initiatives to directly engage and benefit the local community, fostering a sense of belonging and general well-being. Initiatives that fall under this umbrella and, others (indicated in parentheses), include:

- **Community Engagement (with Partnerships & Outreach)**
  - Community Stewards (with All Strategic Initiative Areas)
  - Clean Heavy Duty Vehicles
  - Clean Ports
  - Photovoice Project [Closed] (with Culture & Arts)
  - Ide-A-Thon / Solve-A-Thon
  - The Legacy Group (with Commercial Real Estate and Power Building)
  - Liberated Land Stewards (with Commercial Real Estate)
  - Deeply Rooted / Oakland General Plan (OGP) (with Power Building)
  - Neighborhood Initiatives
    - Healthy Havenscourt Initiative
      - Healthy Housing Champions
  - Saturdays in the Zone (with Experience & Engagement)
- **Black Cross Society: Safety Ambassadors (with Partnerships & Outreach, Vibrant Places)**
  - Digital Safety Ambassadors (with Experience & Engagement, Vibrant Places)
  - Rhythms of Resilience
  - Our Soul's Candy
- **Community Resource Navigation**
  - Liberation Park Resilience Hub: Cool Buddy Ambassadors
  - Keep Oakland Housed
  - Little Town Libraries
    - Little Town Library Ambassadors
- **East Oakland Food Oasis (with Empowerment)**
  - Community Meals (with Experience & Engagement)
  - Food Oasis Pathway
    - Culinary and Soft Skills Training (with Empowerment, Vibrant Places)
    - Arroyo Viejo Culinary & Logistics Academy (AVCLA) (with Commercial Real Estate, Empowerment)
    - The Flatlands Alliance (with Partnerships and Outreach)
  - Annual Turkey Giveaway

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- Health and Wellness
  - Healing Hubs
  - Healing Circles
    - African American Latino Actional Alliance
    - Community Camping
    - Sisterhood Circle
    - Men's Wellness Fellowship
  - Healing Gardens
    - Beautifying East Oakland
  - Community Health

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## 4. Culture & Arts Programs and Activities

This area is dedicated to preserving, promoting, and animating the Black community's rich cultural heritage and artistic expressions. Initiatives that fall under this umbrella and, others (indicated in parentheses), include:

- **Alliances**

- **East Oakland Black Cultural Zone Collaborative** (with Partnerships & Outreach, Power Building, Proposals & Fund Development, Vibrant Places)
- Causeway
- **BlacSpace** Collective (with Partnerships & Outreach, Vibrant Places)
- **Oakland Arts Collective** (with Partnerships & Outreach, Power Building, Proposals & Fund Development, Vibrant Places)

- **Cultural Preservation & Heritage**

- Afroportals
- Remember, Resist, Reclaim (R3)

- **Cultural Travel**

- Montgomery Mens Trip
- Ghana Initiative

- **Education**

- EBAN LIT! Academy
- Art in School

- **Markets & Events**

- **Cultural Markets/Akoma Market** (with Empowerment, Experience & Engagement, Vibrant Places)
- **Art & Soul Fridays** (with Experience & Engagement)

- **Community Engagement**

- **Community Stewards** (with All Strategic Initiative Areas)

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## 5. Empowerment Programs and Activities

This area is dedicated to initiatives designed to equip individuals and communities with resources and skills to enhance their economic well-being and quality of life. Initiatives that fall under this umbrella and, others (indicated in parentheses), include:

- **The Strong Economy Network: Supporting Healthy Black Cultural Zones and Cultural Commercial Corridors** (with Community, Experience & Engagement, Vibrant Places)
  - The Legacy Blueprint
    - Financial Thrive Coaching
    - Home Ownership Club
  - Cultural Markets/Akoma Market (with Culture & Arts)
    - Incubator:
      - Akoma Markets @ BCZ Hubs
      - Akoma Counter
      - Liberation Park On The Road
    - Marketplace & Sourcing:
      - Catering/Featured Chef
      - BCZ Procurement
      - Akoma Boxes
      - Best of Oakland
      - The Lookbook
      - Retail Vending
  - Business Thrive Coaching
    - Black Business Briefcase (with Governance & Operations)
    - Black Economy Network / Packages (with Partnerships & Outreach)
  - Career Navigation/ABCs:
    - Rising Leaders (formerly BCCC)
    - Recompete East Oakland
    - BCZ Chief Pathway (with Governance & Operations)
      - Summer/Program Associates
      - Ubora Experience Team
    - BUILD LIT!:
      - Food Oasis Pathway:
        - Culinary and Soft Skills Training
        - Arroyo Viejo Culinary & Logistics Academy (AVCLA) (with Commercial Real Estate)
      - Retail Pathway
      - Real Estate Career Pathway (with Commercial Real Estate):
      - Warehouse and Logistics (with Governance & Operations):
- **Community Stewards (with All Strategic Initiative Areas)**

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# Signature Initiative Areas

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## 6. Experience & Engagement Activations and Campaigns

This area focuses on strategic communication, brand activation, and direct interaction to build strong stakeholder connections and promote organizational visibility. Initiatives that fall under this umbrella and, others (indicated in parentheses), include:

- **Activations @**
  - **BCZ Hubs/Corridors/Districts** (with Commercial Real Estate, Vibrant Places, Empowerment)
    - **Vibrant Corridors/Districts** (with Vibrant Places)
    - **Cultural Markets/Akoma Market** (with Culture & Arts, Empowerment, Vibrant Places)
      - SOOO Chocolate Festival
      - Summer Concert Series
      - Tea Party
      - 420 Pre-Roll
      - Celebrating Mothers' Tea Party
      - 510 Day
      - Dad's and Grad's
      - Juneteenth
      - Free Your 'Fro Day
      - Black Entrepreneurs Month
      - Black Futures Ball
      - Black To School/Black August/Black Family Reunion
      - BCZ Cares
      - Holiday Party
    - **Signature:**
      - Outdoor Play Day
      - Liberation Month
      - Town Flicks\_Community Cinema: Under The Stars (Movie Nights)
      - Wednesday Bites
      - Art & Soul Fridays
      - Community Meals
      - Saturdays in the Zone (with Community)
      - Trunk Or Treat
      - Spring Retreat (Internal)
      - Fall Retreat (Internal)

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- **Special Events:**
  - NBA All-Star Watch Party
  - Inauguration Sunday
  - Oakland Style
  - East Oakland Vibrant Corridors Day
  - East Bay Dragons: Labor Day Block Party
  - Oakland Black Business Expo
  - “School Name” Family Day
  - Texas Takeover - Boots On The Ground/Skate Week
- **Liberation Park On The Road** (with Empowerment)
  - Black Joy Parade
  - Laurel Street Festival
  - Malcolm X Jazz Festival
- **Event Support**
  - Annual Turkey Giveaway (with Community)
  - Art & Soul Fridays (with Culture & Arts)
  - Community Meals (with Community)
- **Strong Economy Network** (with Community, Empowerment, Vibrant Places)
- **Media, Marketing & Communications** (with All Signature Initiative Areas)
  - Media Relations
  - Marketing Campaigns
  - Speeches & Public Speaking
  - Tours
  - Newsletters & Impact Reports
  - Website & Social Media
- **Community Engagement** (with Partnerships & Outreach)
  - **Community Stewards** (with All Strategic Initiative Areas)
    - Liberated Land Stewards
    - **Brand Support:**
      - The Click Crew
      - Vibe Council
      - Hype Team
      - Event
      - All Ambassadors/CREW

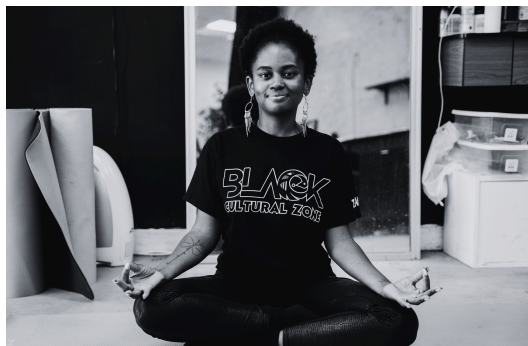


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- Activation Support:
  - Event
  - Cultural
  - Beautification
  - CREW: All (Hub, Property, Clean Team)
- Community Support:
  - Cool Buddy
  - Neighborhood (Messengers)
- Neighborhood/Hub Support:
  - CREW: All (Hub, Property, Clean Team)
  - Safety
- Digital Safety Ambassadors (with Community, Vibrant Places)
- Connectors (Hybrid Team)
  - Core (30+ hours)
  - Specialists (On Call or Embedded)
- Friends of BCZ (Volunteers) (with Partnerships & Outreach)
  - Board
  - Volunteers

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# Signature Initiative Areas

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## 7. Governance & Operations Supports and Systems

This area provides the essential internal functions, structures, and processes that enable the organization to operate effectively, ethically, and sustainably. Initiatives that fall under this umbrella and, others (indicated in parentheses), include:

- **Internal Operations**
  - **Operations**
    - **Administration**
    - **Communications (Internal)** (with Experience & Engagement)
    - **Organizational Development** (with Adaptive Governance)
      - **Strategic Planning** (with Adaptive Governance)
      - **Organizational Resilience** (with Proposals & Fund Development)
    - **Risk Management**
      - **Reporting and Compliance** (with Proposals & Fund Development)
      - **Legal and Compliance**
  - **Finance and Accounting**
    - **Payroll**
  - **Human Resources (HR) / People & Culture**
    - **Sabbatical Programs**
  - **Information Technology (IT)**
    - **Google**
    - **Smartsheets**
    - **Salesforce**
    - **Netsuite**
    - **Paycom**
    - **AI/Tech Initiative(s)**
      - **Capital for Capacity (C4C)** (with Commercial Real Estate)
      - **Fund Development** (with Proposals and Fund Development)
      - **Black Business Briefcase** (with Empowerment)
    - **Hub Tech** (With Commercial Real Estate)

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# Signature Initiative Areas

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## 8. Partnerships & Outreach Campaigns and Activities

This area focuses on building, maintaining, and leveraging external relationships and communication strategies to expand the organization's reach, impact, and visibility. Initiatives that fall under this umbrella and, others (indicated in parentheses), include:

- **Strategic Programs and Projects**

- **Black Cross Society: Safety Ambassadors** (with Community, Vibrant Places)
- **Black Economy Network** (with Empowerment)
- **R3** (with Culture & Arts)
- **BlacSpace Collective** (with Culture & Arts, Vibrant Places)
- **Clean Heavy Duty Vehicles** (with Community)
- **Clean Ports** (with Community)
- **Community Stewards** (with Community, Culture & Arts, Empowerment, Experience & Engagement, Power Building, Vibrant Places)
- **Deeply Rooted / Oakland General Plan (OGP)** (with Community, Power Building)
- **East Oakland Black Cultural Zone Collaborative** (with Culture & Arts, Power Building, Proposals & Fund Development, Vibrant Places)
- **Friends of BCZ (Volunteers)** (with Experience & Engagement)
- **Flatlands Alliance** (with Community)
- **Healthy Havenscourt Initiative** (with Community)
- **Oakland Arts Collective** (with Culture & Arts, Power Building, Proposals & Fund Development, Vibrant Places)
- **The Legacy Group** (with Commercial Real Estate, Community, Power Building)

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# Signature Initiative Areas

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## 9. Power Building Systems

This area focuses on building collective community power for systemic change through advocacy and policy influence. Initiatives that fall under this umbrella and, others (indicated in parentheses), include:

- **Strategic Alliances and Growth Council**
  - Growth and Expansion Strategy
  - Partnership Frameworks
- **Policy Analysis and Legislative Advocacy**
- **Power Building Initiatives**
  - **Community Stewards** (with Community, Culture & Arts, Empowerment, Experience & Engagement, Partnerships & Outreach, Vibrant Places)
  - **Deeply Rooted / Oakland General Plan (OGP)** (with Community, Partnerships & Outreach)
  - **East Oakland Black Cultural Zone Collaborative** (with Culture & Arts, Partnerships & Outreach, Proposals & Fund Development, Vibrant Places)
  - **Liberated Land Stewards** (with Experience and Engagement, Partnerships & Outreach, and Commercial Real Estate)
  - **The Legacy Group** (with Commercial Real Estate, Community, Partnerships & Outreach)



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## 10. Proposals and Fund Development Campaigns and Activities

This area encompasses initiatives focused on securing the financial resources necessary to support the organization's mission, programs, and operations. Initiatives that fall under this umbrella and, others (indicated in parentheses), include:

- **Fund Development**

- Appeals (CEO Quarterly, Giving Tuesday)
- Donor Cultivation and Stewardship
- Grant Writing and Management
- Reporting and Compliance (with Governance & Operations)

- **Signature Campaigns**

- Signature Initiative Areas
- East Oakland Black Cultural Zone Collaborative (with Culture & Arts, Partnerships & Outreach, Power Building, Vibrant Places)
- Capital Campaign
- RISE East Campaign
- 40x40 Campaign
- Biennial Gala
- Oakland Arts Collective (with Culture & Arts, Partnerships & Outreach, Power Building, Vibrant Places)
- Organizational Resilience (with Governance & Operations)

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# Signature Initiative Areas

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## 11. Vibrant Places Systems, and Activities

This area focuses on cultivating dynamic, welcoming, safe physical spaces and properties that enhance community well-being and foster belonging. Initiatives that fall under this umbrella and are not explicitly associated with other Signature Initiative Areas include: Initiatives that fall under this umbrella and, others (indicated in parentheses), include:

- **Community Stewards** (with Community, Culture & Arts, Empowerment, Experience & Engagement, Partnerships & Outreach, Power Building)
  - Cultural Ambassadors
  - Beautification Ambassadors
  - All Stewards
- **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
      - Uhora 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)

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