

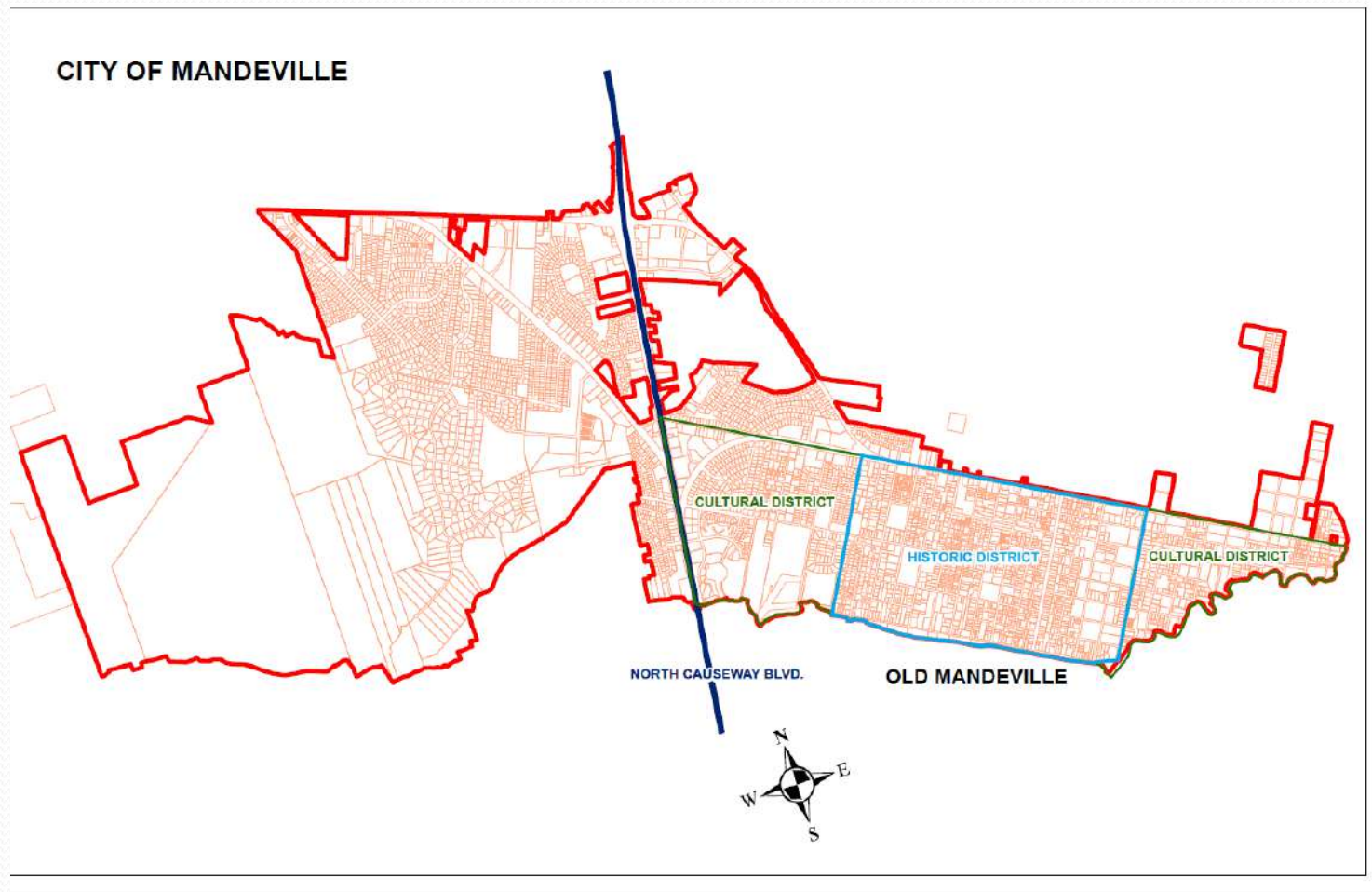


Creative Placemaking City of Mandeville

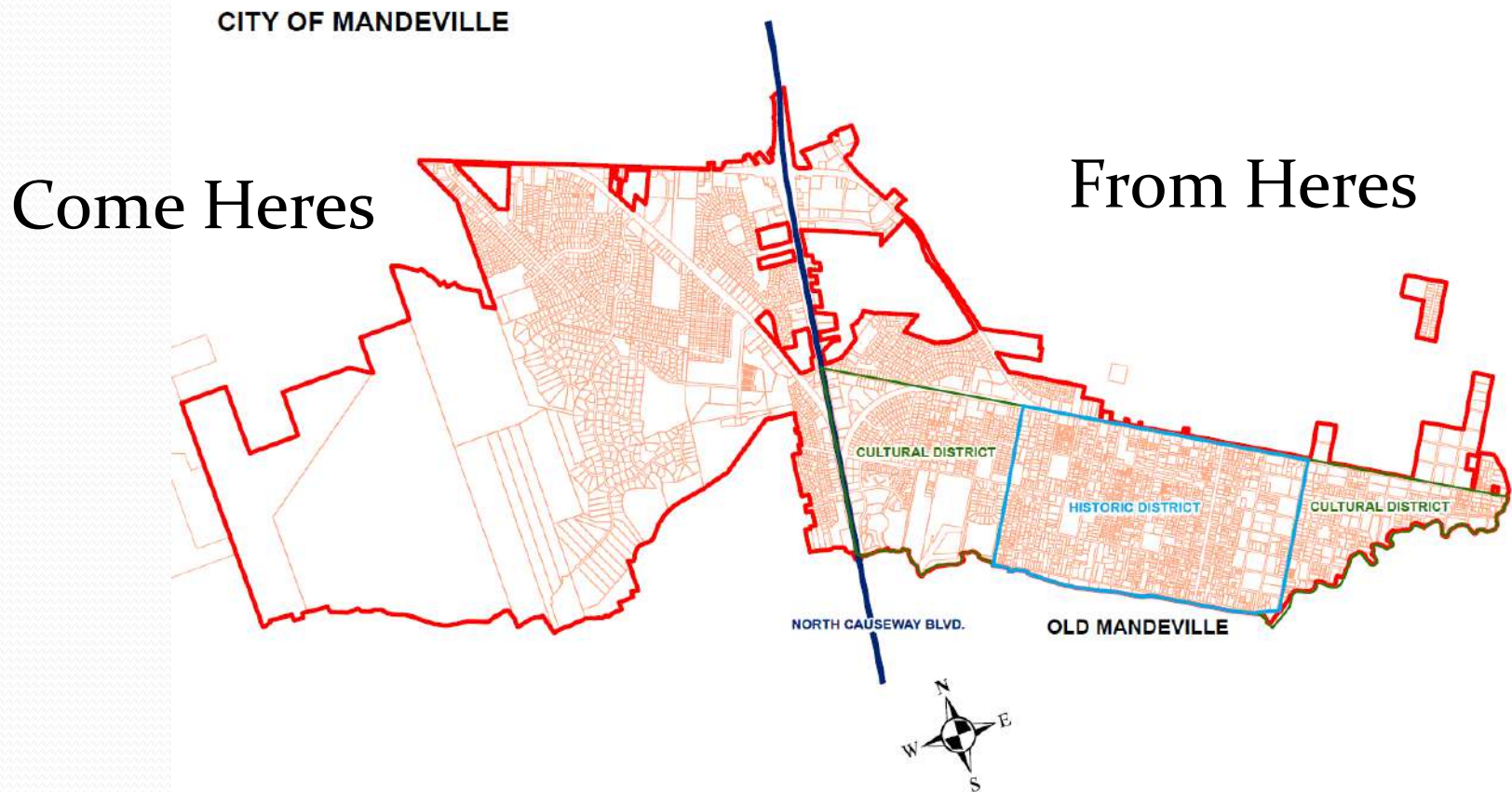
The City of Mandeville is located on the north shore of Lake Pontchartrain, approximately 30 miles from downtown New Orleans.



The Causeway Bridge separates Old Mandeville from the West Side



Post-Katrina the divide was not only physical but emotional



The Creative Community Committee's goal was to pursue creative placemaking by "bridging the divide" and connecting diverse groups throughout the City of Mandeville. . .



through Art, Recreation and Treasures. . .



Out of this initiative, we have created Mandeville A.R.T. (Art, Recreation, Treasures) Collaborative



The Mandeville
A.R.T. Collaborative
will serve as a single
entity/hub to
develop more
collaborative
programs to engage
the community. . .



And stimulate the economy
through the arts. . .



Although some might consider it a sleepy suburb, Mandeville has a unique cultural identity and heritage all its own



The Collaborative will develop and support our Art, Recreation and Treasures including....

Art: art strolls, public art, art in schools, art in public places. . .



Recreation. . .



Fontainebleau State Park



Pelican Park

Treasures..

Some of our treasures include being the only City on the North Shore with a Lakefront. . .



Fontainebleau State Park. . .



Northlake Nature Center. . .



Mandeville Trailhead. . .



Tammany Trace. . .



Dew Drop Social Club . . .



Listed in the Historic Register: Oldest Unaltered Jazz Hall in the Nation.

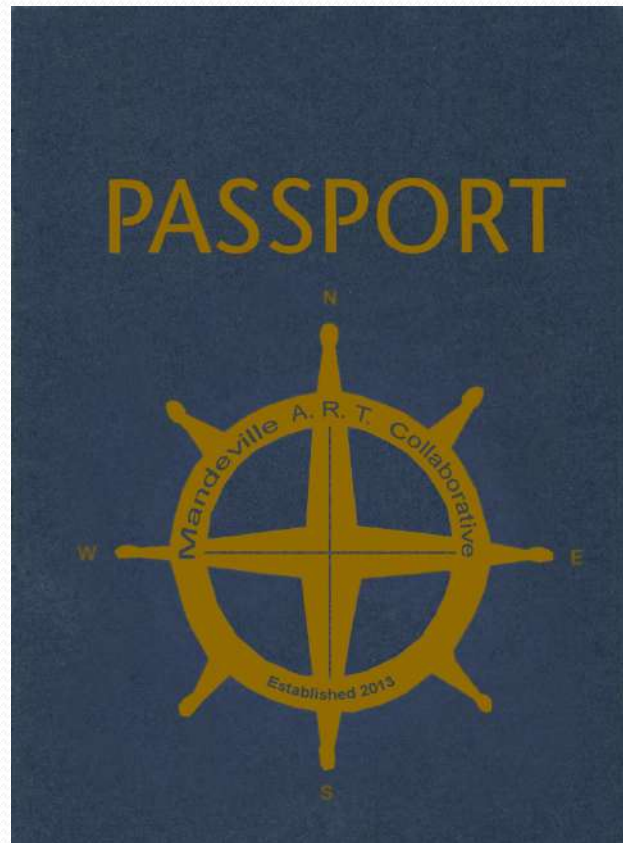
And Annual festivals. . .



What's our plan to:

- Bridge the divide?
- Engage the greater community through Art, Recreation and Treasures?
- Stimulate participation of more residents, more often?

Introducing Mandeville's Passport to the A.R.T.'s . . .



How the Passport works. . .

- All participants receive a passport with a list of Arts, Recreation and Treasures . . .
- A stamp is placed in the Passport for each visit
- When the Passport is complete, the participant drops their completed passport into a drawing

Each drawing results in a winner to a cultural or art event. . .



Community outreach would include collaboration with other arts/cultural organizations, schools and businesses. . .



Timeline for completion:

- November: Define the program, identify destinations for Passport
- December: Prepare sponsorship packages, secure sponsorships and incentives
- January/February: Prepare marketing/press release
- March 14: Kick-off Passport campaign in conjunction with Mandeville Live! Concert



Budget

- Revenue: \$3,000.00
- Expenses: Create a 501(c)(3) non-profit corporation for A.R.T. Collaborative
- Legal Expenses: (\$1,500.00 donated by attorney)
- Filing Costs: \$175.00
- IRS Costs: \$400.00
- Trademark: \$50.00



Passport Costs

- Logo Design: (donated \$2,500.00)
- Printing: \$1,200.00
- Stamps/materials: \$300.00
- Marketing/signage: \$500.00
- Domain/website: \$375.00

- TOTAL BUDGET: \$3,000.00



Long Term Plan – Public Art

- **The Mandeville A.R.T. Collaborative Public Art Project** – Mandeville Sailboats. Local artists will create their version of the Mandeville Sailboat. Their final creations will be distributed throughout the city. We can add to the engagement of the community with this project by having a scavenger hunt once all sailboats are installed. The prize can be a miniature or painting of their favorite sailboat.



Using the iconic sailboat as a canvas



What do we hope to accomplish?

- **CREATIVE PLACEMAKING IMPACT:**
- **Community Development** – Create an environment where all residents feel a sense of place
- **Community Outreach** – collaborating with other arts/cultural organizations, schools and businesses
- **Community Engagement** – seeking the input of the community to provide Art, Recreation and Treasures to meet their needs
- **Community Beautification** – creating programs for public art, in order to make our cultural identity more visible throughout the community

This grant will allow us the opportunity to enhance the quality of life in Mandeville through the arts.

