**PROJECT STATEMENT**

INTRODUCTION

The fledgling Vibrant Village Society of Inglewood & Ramsay is excited to present **Find It** - a project designed to pull Inglewood and Ramsay into the heart of Calgary 2012 activities. **Find It** will highlight and build on the arts-, culture- and heritage-rich character of Inglewood and Ramsay by presenting "pop-ups" that focus on these three themes.

1. OUR VIBRANT VILLAGE

These neighbourhoods are not just the backdrop for **Find It**; **Find It** is *about* Inglewood and Ramsay. Pop-ups add a new layer to the many ways that art, culture and heritage are part of day-to-day life here - they’re new growth in an already fertile field.

It’s an exciting time to be in our vibrant village, and a good time to unite the two communities. Century-old heritage buildings are being restored and rejuvenated. Oscar-nominated filmmakers reside alongside printmakers, poets, painters and musicians. Community elders still live in the homes their parents built.

From the Festival of Animated Objects to the Old Trouts, the tradition of grassroots art in both neighbourhoods is stronger than ever. We want to nurture that, entrench it, celebrate it – and share it!

Our communities offer many unique settings for art inside and out, on the street, in funky buildings and in our many natural areas, such as Pearce Estates Park, the new Bow River weir, the Inglewood Bird Sanctuary, and Scotsman’s Hill.

Not many neighbourhoods in Calgary could support this kind of activity, but Inglewood and Ramsay give birth to it naturally.

2. FIND IT

What is a pop-up? It could be:

* an "iron chef" type competition for professional sculptors in a park
* an outdoor screening of locally produced film at the weir
* lawn signs featuring: QR codes to link you to stories of heritage homes; a ten-block-long poem by our Poet Laureate; kids' art
* a pop-up community dinner featuring local chefs and a community-built clay oven
* a pop-up garden
* opera singers on Scotsman’s Hill
* a yarn-bombing of the bridge
* a street corner salsa dance lesson
* a cartoon strip along a row of garages
* a spoken word walking tour

In short, it could be anything our creative communities can think up. As people get into the swing of this, we think the ideas will get more and more creative.

**Find It** encourages diverse participation and collaborations.

* We’ll seek artists from many disciplines including non-Western art forms
* Cross-disciplinary collaboration will be encouraged
* Our use of unique public spaces will prompt collaborations, and even collisions, between diverse artists
* Schools will be encouraged to do pop-ups, e.g. children’s art/stories projected on a prominent building
* We’ll bring explorers from Calgary’s far corners into the inner city

3. OUR PROCESS

As facilitators of **Find It**, the Board and members of the Vibrant Village Society will:

-Establish the **Find It** brand

-Build partnerships with artists and other potential presenters

-Define and develop each event

-Encourage neighbourhood participation and involvement

-Implement a good neighbours policy to ensure events have the support of residents

-Provide marketing and signage

-Oversee payment of artists

-Build sponsorship agreements

-Fundraise in the public and private sectors

-Expand VVS membership and build a volunteer crew

There are three categories of **Find It** events:
A.  Curated Program
B.  Partner Program
C.  Community Program

Through these three levels, we are able to feature professional artists, collaborate with local businesses, and actively engage non-professional artists and community residents. The bulk of our grant funding will go towards our curated program. The second two categories will require minimal financial support, and indeed may become sources of revenue. The VVS will establish guidelines for the three levels of pop-up programming.

A. Curated Program

When selecting programs, the VVS Board or a designated jury will look for:

* A diversity of arts, cultural and heritage events
* A high level of creativity, originality and unexpected elements
* A good fit with Inglewood/Ramsay
* Quality and professionalism
* Ability to work within the budget provided by the VVS (up to $1000 per pop-up) or likelihood of attracting additional funding from other sources.

We will encourage food-themed pop-ups as part of the cultural component of our project.

B. Independently Produced Pop-Ups

Events produced and funded by a local business or organization – e.g. a pop-up gallery presented by DaDe - that meet the VVS criteria for using the **Find It** logo and marketing.

C. Community/Individual Events

Events produced by community members or independent artists – e.g. a block party – that meet the criteria for using the **Find It** logo and marketing. We will support Community Pop-Ups with hands-on how-to workshops and creative input whenever possible.

4. STAFFING

When budgets permit, the first hire will be a part-time Animateur – a public programming and communications specialist.

5. MARKETING STRATEGY

Our marketing has to be as surprising, spontaneous and community-elevating as our programming. To make **Find It** a well-known name in Calgary’s arts scene we’ll use:

* Social media and a strong web presence to help seekers “find it”
* Gimmicks such as car magnets and beer coasters in pubs
* Local media PSAs and event websites plus in-depth coverage by **Find It** media partners
* Pop-ups as marketing, e.g. opera singers singing about an upcoming opera event
* Direct email marketing
* Community newsletters, websites and new centrally-located notice boards
* Calgary 2012, calgaryculture.com, Tourism Calgary and Travel Alberta event calendars
* Collaborative marketing through Inglewood & Ramsay businesses
* Video postings on YouTube
* Marketing to artists to participate in **Find It** (with broader public impact)

6. CONCLUSION

Many Calgarians already know and love this historic yet contemporary village in the city’s heart. Artists flock here to live and work. **Find It**’s legacy will be its longevity and its close bond with our communities. Long after our year as Cultural Capital of Canada, **Find It** will still be proving Calgary to be a hotbed of cool culture, and Inglewood/Ramsay a place of fun surprises, where you never know what you’ll find next.