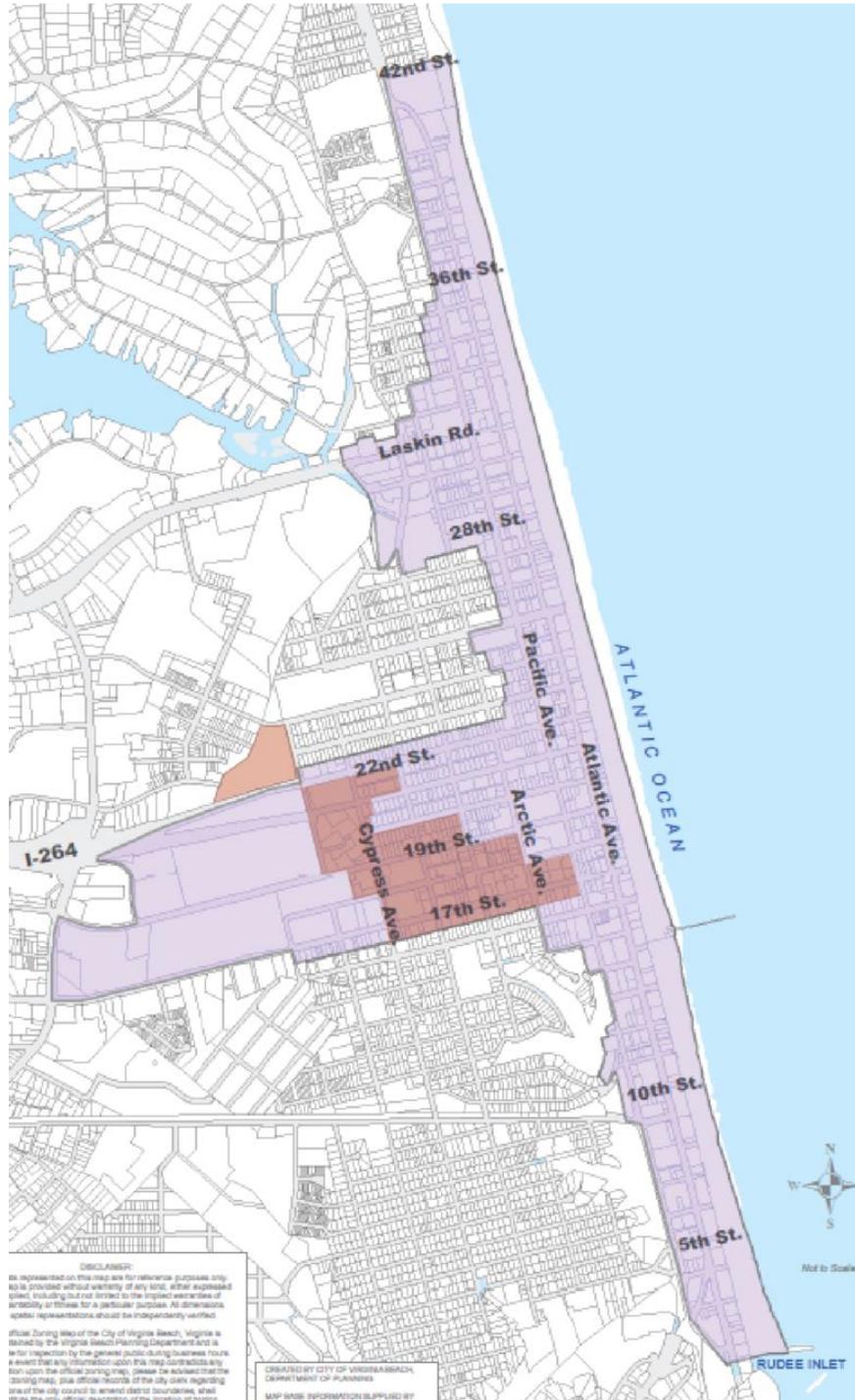




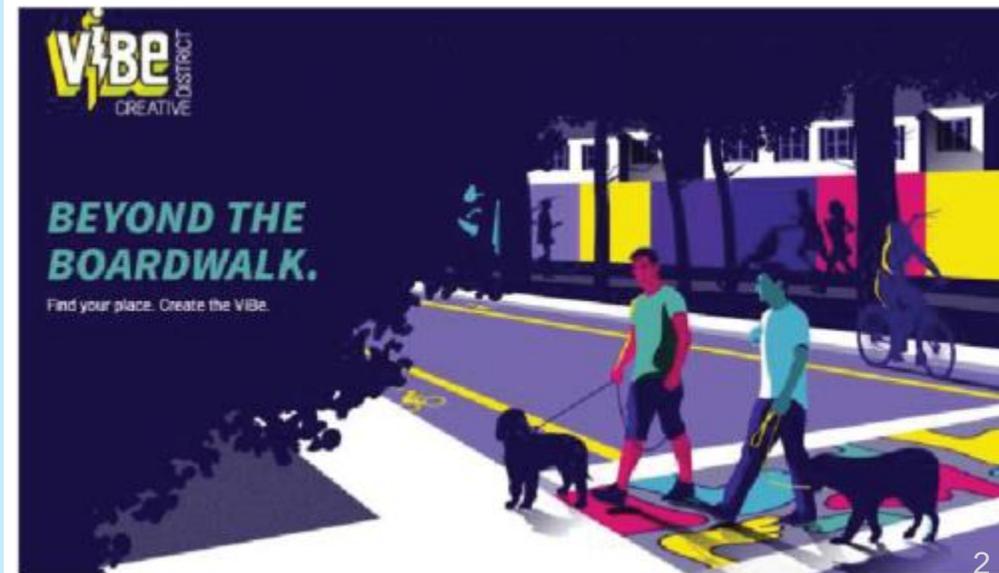
# **DIVERSITY & INCLUSION EFFORTS**

# What is the ViBe in Virginia Beach?

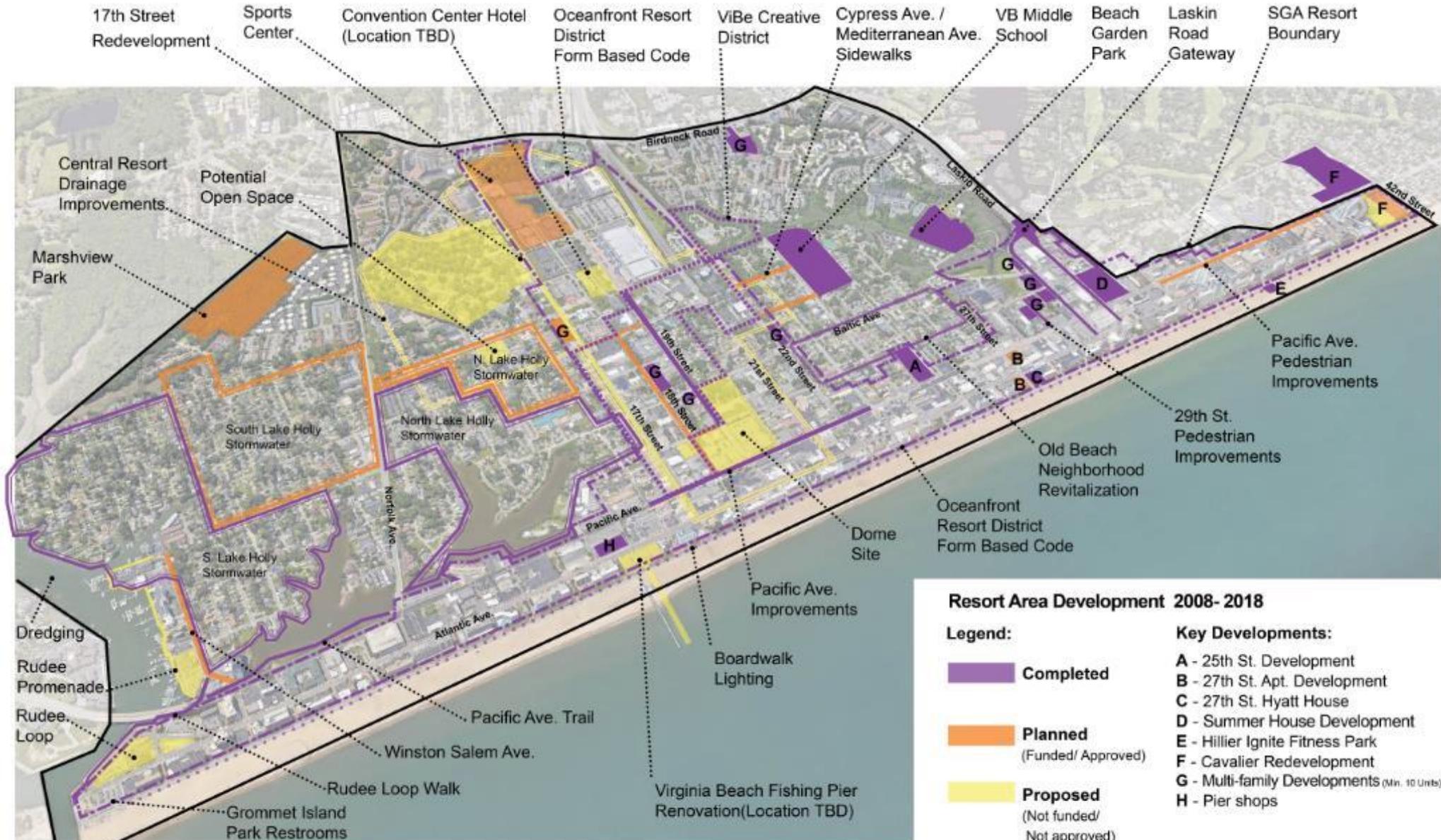
- ⚡ ViBe is Virginia Beach's first arts district
- ⚡ Located within the Virginia Beach Resort Area
- ⚡ Central Beach District / Entertainment District



## Oceanfront Form-Based Code



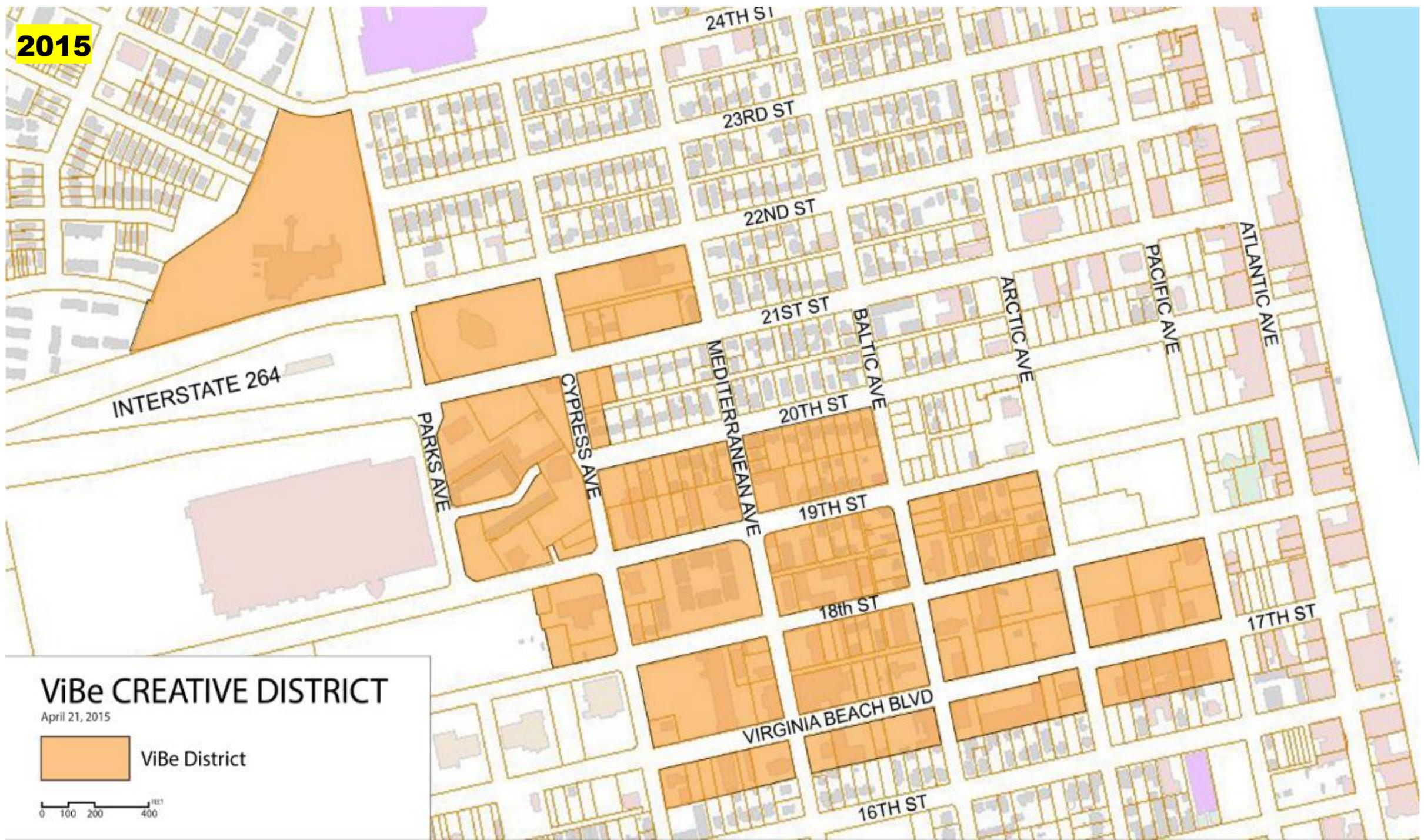
# VB Resort Area Strategic Plan Map





VIRGINIA BEACH  
CENTRAL BEACH RESORT DISTRICT

2015



# ViBe CREATIVE DISTRICT

April 21, 2015

 ViBe District

0 100 200 400 FEET

# VIBEDISTRICT WALKING MAP



# **VIBE = Virginia BEach**

**#1 – A geographic location designated by our local City Council**

**#2 – A non-profit established by local community leaders following a grass roots effort**



# Why a non-profit?



ViBe District Virginia Beach dba as ViBe Creative District was recognized as a 501© nonprofit by the IRS in 2015. Since then, the organization has raised over \$1 Million in support of the following mission, vision and goals.

## **MISSION**

- To promote, support, connect, and inspire the arts and creative industries to boost our local economy, grow jobs, and enhance our quality of life.

## **VISION**

- To create and revive economic vibrancy in our neighborhood with a remarkable local vibe.

# **ViBe District Non-profit Co-Founders:**

**Andrew Fine – The Runnymede Corporation,  
2017 Philanthropist of the Year, Power List multiple years**

**Laura Wood Habr – Croc's 19<sup>th</sup> Street Bistro,  
2018 First Citizen of Virginia Beach  
2019 Inside Business Power List**

**> Executive Director received Top 40 Under 40 2019  
Virginia Business Magazine 100 People to Meet in 2020**

**> Nonprofit received award at the 2019 Human  
Rights Commission Awards**

**> Nonprofit received an award at the VB Schools  
Arts Division Awards**



# Non-profit & Business Association

- ⚡ Over 100 Local business supporters
- ⚡ Passionate community leaders
- ⚡ Philanthropic individuals



# **ViBe = POSITIVE PRESS FOR CITY OF VB**

## **SINCE THE CREATION OF THE VIBE CREATIVE DISTRICT IN 2015:**

- ⚡ **50+** new or expanded small businesses have opened
- ⚡ **DOZENS** of large-scale murals (50+) were added
- ⚡ **HUNDREDS** of artists commissioned to create new works (200+)
- ⚡ **HUNDREDS** of new public artworks for the community (350+)
- ⚡ **HUNDREDS** of earned media articles, blogs and videos (750+)
- ⚡ **THOUSANDS** of public participants at community events
- ⚡ **\$200,000** paid out in artist stipends since 2016
- ⚡ **\$1 MILLION** dollars raised by nonprofit since 2016
- ⚡ **Over 1.4M** organic impressions on social media pages with 25,000 followers since 2019
- ⚡ **MILLIONS** in private commercial development
- ⚡ **\$45+ MILLIONS** increased real estate values from 2015

⚡ **ALL GARNERING NATIONAL ATTENTION**

**ADJACENT  
TO NORFOLK,  
THIS CITY  
HAS ABOUT 30 MILES  
OF OCEANFRONT &  
A CREATIVE DISTRICT  
CALLED ViBe**

**JEOPARDY!**<sup>®</sup>

# 2016-2019 Diversity & Inclusion Efforts

## Doing different things for different people:

- Exploring projects for people all ages and skill levels – fence murals and crosswalks versus large murals and sculpture
- Exploring diversity among mediums and styles of art – poetry, dance, writing, sculpture, music, etc.
- Beginning school outreach with partnership in diverse demographic summer camps



# 2016: RAINBOW CROSSWALK



# 2017: ARTIST DESIGNED STAGE



**A PLACE TO CELEBRATE MULTIPLE FORMS OF ART**

# 2017: Online Google Mural Map – over 380,000 views

**ViBe Creative District - ...**

Use this handy map tool to explore the ViBe Creative District on a self-guided mural tour. Enjoy a leisure walk or bike  
238,617 views

[SHARE](#) [EDIT](#)

**Murals in the ViBe Creative District**

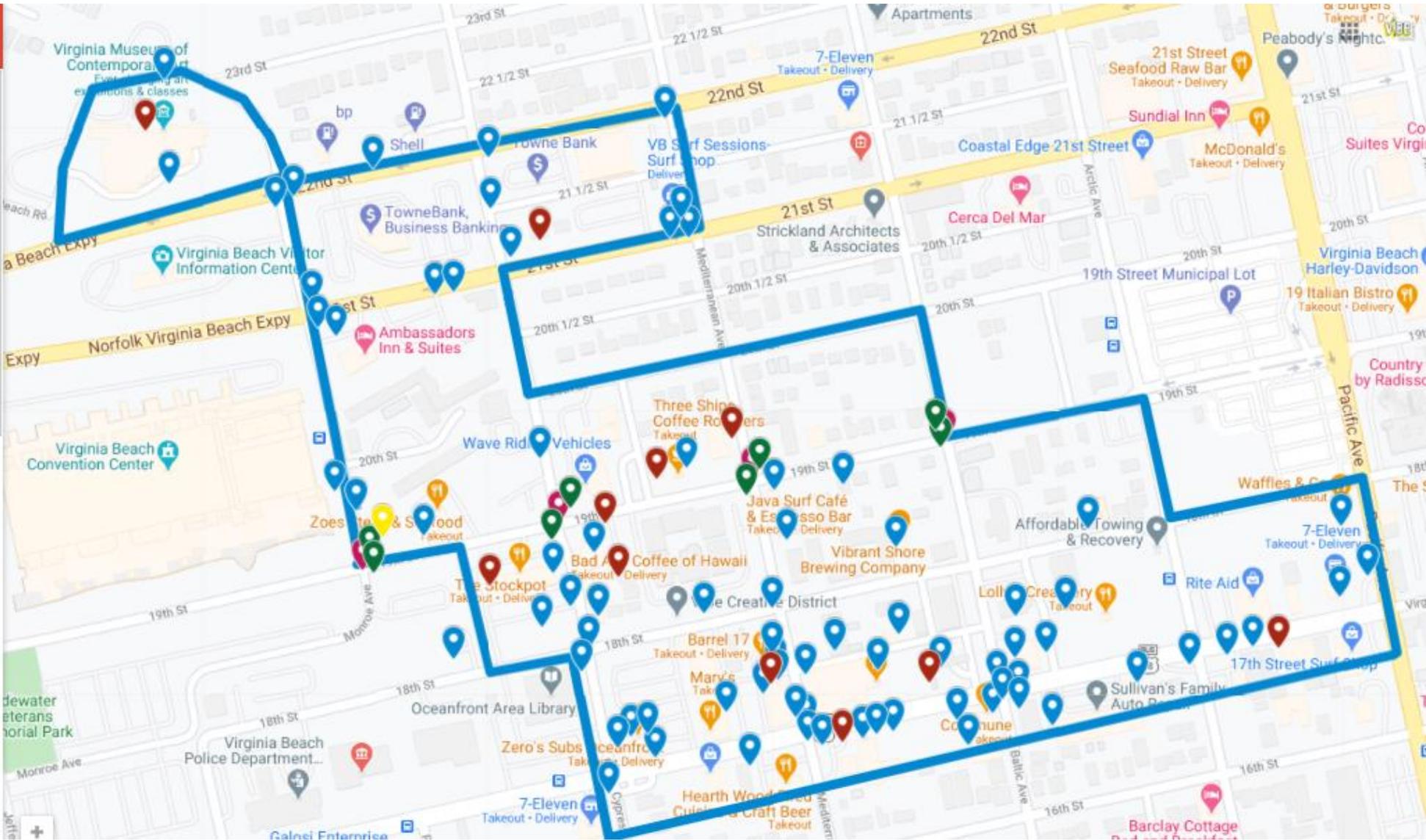
- ViBe Creative Crosswalk #1 - Street Mural
- ViBe Creative Crosswalk #2 - Street Mural
- Croc's 19th Street Bistro Murals
- Commune Garage Mural
- ... 52 more

**2018 ViBe Mural Festival presented b...**

- ViBe Mural Festival presented by Towne...
- ... 6 more

**2019 ViBe Mural Festival**

- 2019 ViBe Mural Festival presented by T...



# 2018: ARTIST DESIGNED LOVE SIGN



IN PARTNERSHIP WITH VIRGINIA IS FOR LOVERS STATE TOURISM

LOCATION: VIRGINIA BEACH PUBLIC LIBRARY



# 2018: SEASON FOR NONVIOLENCE EVENT



PARTNERSHIP WITH THE VIRGINIA BEACH HUMAN RIGHTS COMMISSION

# 2019: UTILITY BOX WRAPS – DIGITAL ART



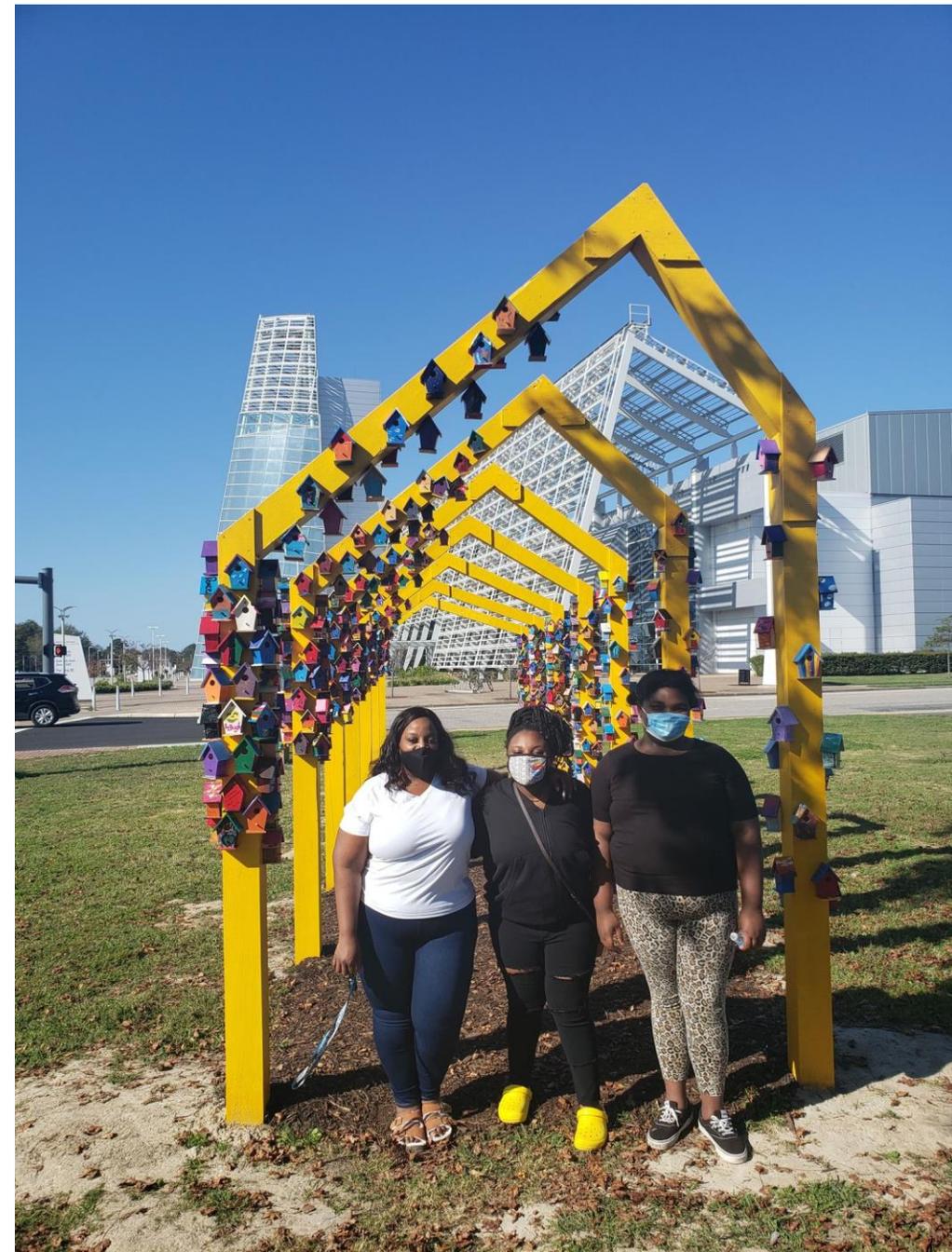
# 2019: SAMARITAN HOUSE MURAL



RAISING AWARENESS FOR DOMESTIC VIOLENCE IN OUR COMMUNITY

# 2020 Adoption of the Cultural Equity Statement

The ViBe Creative District believes in equal access to opportunities that reflect our Virginia Beach community. ViBe highlights diversity, equity, accessibility and inclusion as a key focus of its goals and programming. We acknowledge that equity requires deliberately applying time, resources and consideration to achieve this initiative. Social practice engages the creative sector with the community in creating and developing collaborative change.



# RESPONDING TO NATIONWIDE UNREST



RAEESAH ISLAM & POETRY JACKSON



AMBER ROBINSON PIERCE



CHRIS GREEN & TYLER MUNTZ

**Utopia Feni Partners with ViBe District to Spotlight Diverse Artists**

Media Attention: [WTKR Channel 3](#) / [WAVY 10 News](#) / [13 News Now](#) / [VEER](#) / [The Virginian-Pilot VB Beacon](#)

# Publicly Supporting Our Peers

Supporting Our Local Black Owned Businesses And Artists. We Hear You. We See You. We Stand With You.



# TEENS WITH A PURPOSE Family Friendly Spoken Word Event

BREATHE  
BREATHE  
BREATHE  
BREATHE  
BREATHE  
BREATHE

AN OPEN MIC WITH A PURPOSE

SEPT 18TH | 4PM - 6PM  
VIBES DISTRICT STAGE

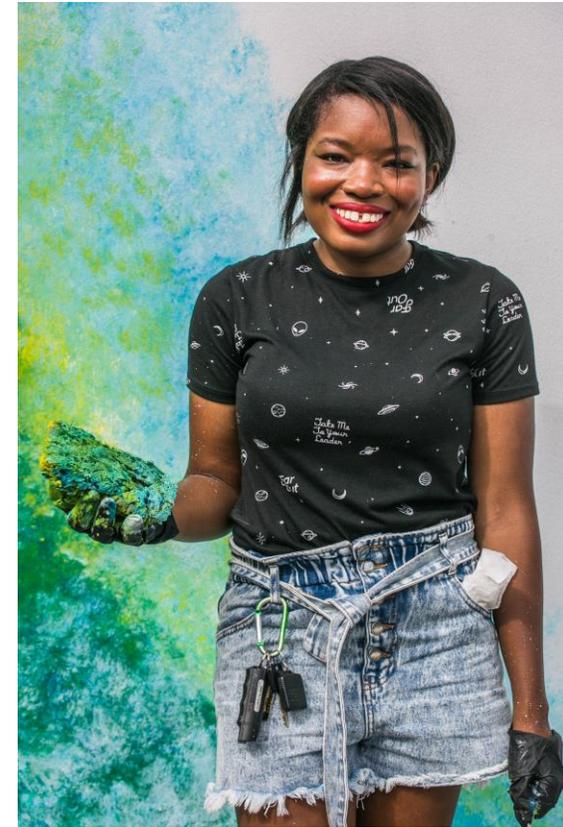
CELEBRATE YOUTH VOICE, FREELY DISCUSS BLACK LIVES MATTER, AND EXPLORE VOTING AS FIERCE ACTIVISM

BREATHE IS AN OPEN INVITATION TO PARTICIPATE IN ART MAKING THAT EMPOWERS, EDUCATES, AND ACTIVATES YOUNG PEOPLE TO USE THEIR VOICE AND EXERCISE THEIR RIGHT TO SPEAK, BE HEARD AND TO VOTE! PROMPTED BY THE DIRECT ACTIONS OF MILLIONS OF YOUNG PEOPLE LOCALLY AND GLOBALLY AS THEY AFFIRMED "BLACK LIVES MATTER". BREATHE BRINGS ALL PEOPLE TOGETHER IN HARMONY TO CELEBRATE YOUTH VOICE AND EXPLORE VOTING AS FIERCE ACTIVISM.

VIBES DISTRICT STAGE  
INCLUDES MUSIC, INTERACTIVE ART AND POETRY

# Brianna Cole – Croc's 19<sup>th</sup> Street Bistro

## 1<sup>st</sup> Featured Black Artist featured in annual ViBe Mural Festival



# Clayton Singleton & Josh Wade for Virginia MOCA – commUNITY mural



MURAL TO BE PERMANENTLY INSTALLED AT THE VIRGINIA BEACH CENTRAL LIBRARY IN FEB 2021

**SUPPORTING OUR  
CREATIVE  
COMMUNITY:**

**Members of the  
ViBe District  
nonprofit  
supported a  
grassroots effort  
that wanted to  
make a public  
statement of  
support of Black  
Lives Matter in  
Virginia Beach.**



# 2020 Birdhouse Project – including 1,000 bird houses painted by diverse youth



## 2021 and the future:

- Rainbow Crosswalk Installation unveiled
- A dedicated call for artists from diverse cultural backgrounds
- Diversity outreach into historically black neighborhoods which used to make up the ViBe District
- Singer Songwriter Saturdays organized by local black musician / showcasing black talent and other diverse backgrounds
- Pride in the ViBe
- New forms of artworks – parking meters
- New forms of creative placemaking – urban gardens

# 2021 Permanent Rainbow Crosswalk



NATIONAL DESIGN AWARD  
FOR HARDSCAPING PROJECTS

Image credit: Lyfted Media

# 2021 Neighborhood Identifier Sculpture Murals – diverse artists

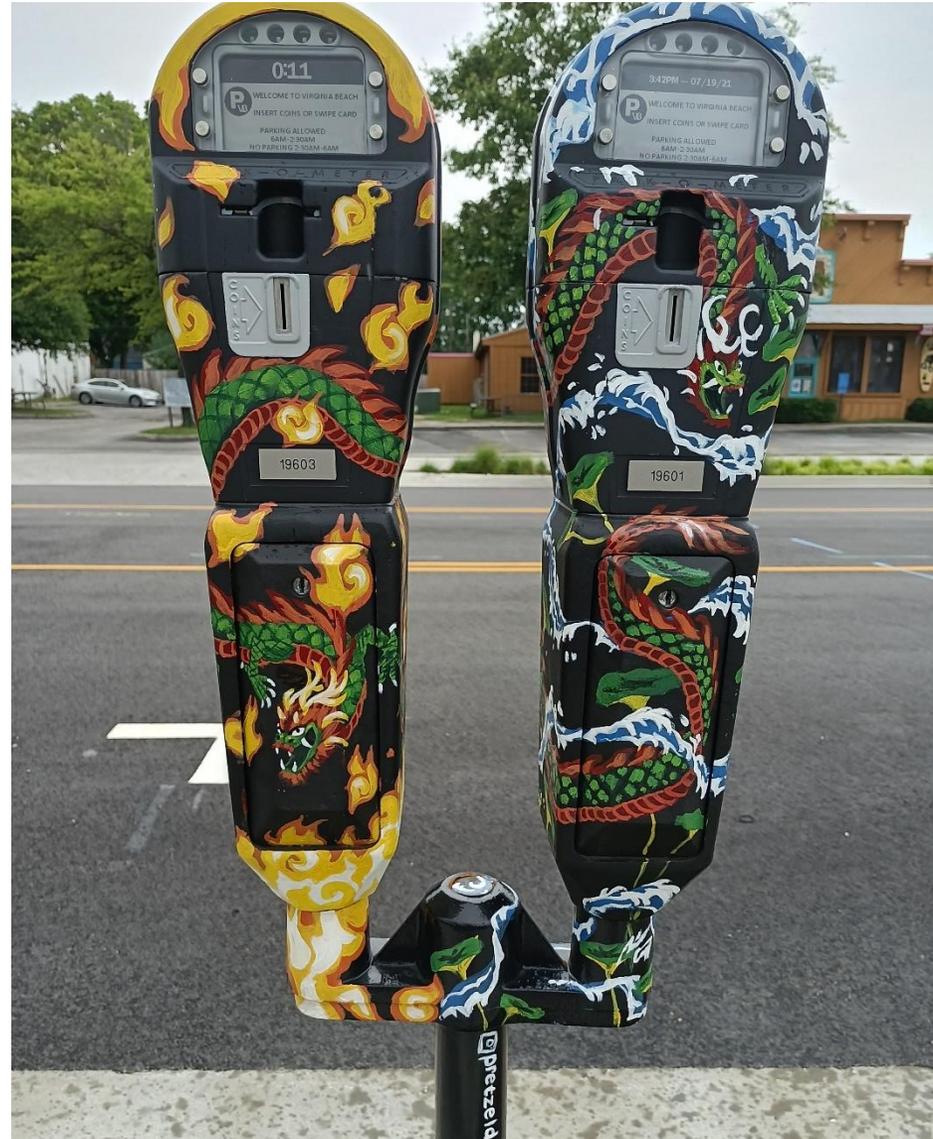


# 2021 - Paint the Parking Lot w/ VB Schools





# 2021 - 19th Street Parking Painted Meters



# 2021 - Urban Garden Tours & Environmental Gardens

## VIBE DISTRICT URBAN GARDEN GUIDE



THE WILD WANDER

Artwork created by The Wild Wander.

The Wild Wander is the creative studio of Virginia based wildlife illustrator Clara Cline



AWARD FOR ENVIRONMENTAL DESIGN FROM VIRGINIA GREEN

# 2021: Mental Health Mural partnership with NAMI Coastal Virginia in Green Belt Pollinator Garden



ASLA VA AWARD FOR COMMUNITY DESIGN PROJECT

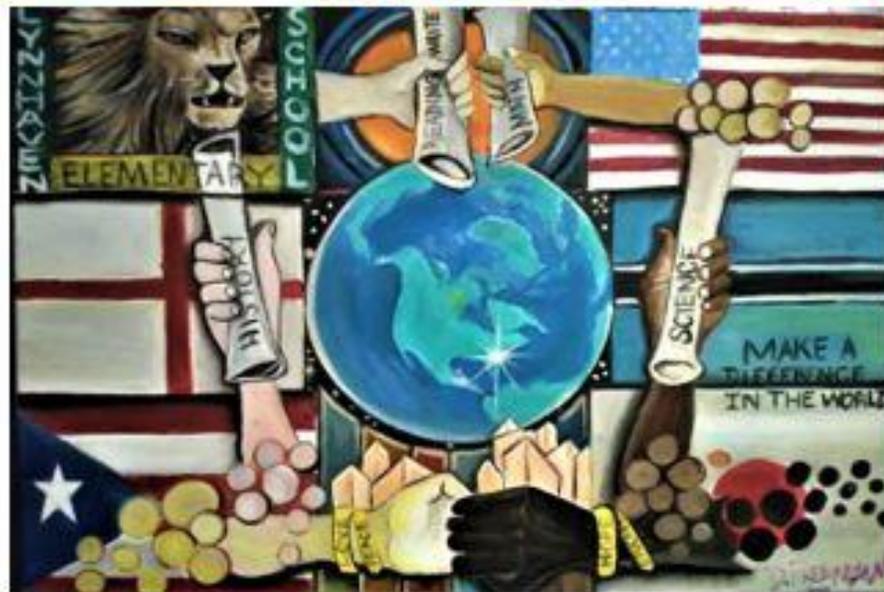
# 2021 - Performing Arts | Singer Songwriter Saturdays



# 2021: Pride in the ViBe with Hampton Roads PRIDE



# 2021: Better Together Title I School Murals



# 2021: Mural Festival: Painting w/ Purpose

## RICK RICKETTS JR

w/ Mike Wedmer

### KEEP IT BEACHY CLEAN



2021: Mural Festival: Painting w/ Purpose

# VICTORIA WEISS - BUTTERPOP

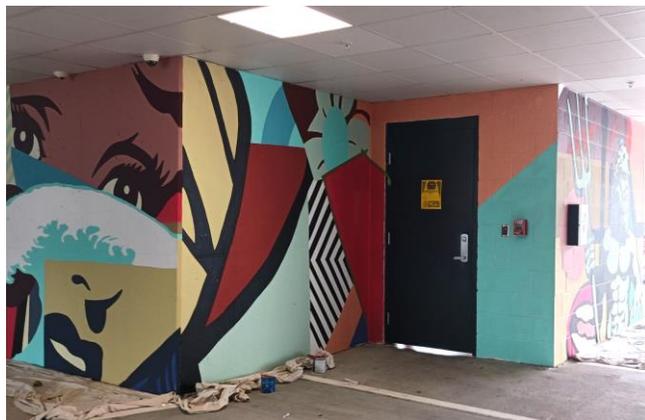


ARMED  
SERVICES  
ARTS  
PARTNERSHIP



# 2021: Mural Festival: Painting w/ Purpose

## MARLON DIGGS aka Marly McFly



# 2021: Mural Festival: Painting w/ Purpose DUSTIN SPAGNOLA for the Kids



 **StandUp**  
for kids  
HAMPTON ROADS

*in honor of a Season for Nonviolence*



# THE *Art* OF HUMANITY

**Monday, April 4<sup>th</sup> at 5pm | 21<sup>st</sup> St & Cypress Ave**

All are welcome to join in the closing event:

Acknowledgement of the Season

Original poem reading by Young Poets in the Virginia poet Laureate initiative

Dedication of the Season for Nonviolence Bench in honor of Herta Okonkwo

Presentation of Gift from our Community



Virginia African American Cultural Center

& the Virginia Beach Season for Nonviolence Collective

## VIBE DIVERSITY & INCLUSION EFFORTS

**“Be the Change You Wish To see in the World.”**

**–Mahatma Gandhi**

**Kate Pittman, Executive Director**

**757-202-9533**

[kate@vibecreativedistrict.org](mailto:kate@vibecreativedistrict.org)

