

# Annual report



# EXECUTIVE DIRECTOR'S STATEMENT

2021 has seen growth in the Arts Chambers core activities of Creative Placemaking and Exhibitions.

## Creative Placemaking was a major theme

1. For the Lots of Art on the Hodiament Tracks we:
  - Completed the Missouri Humanities Collaboration on the Oral History project for the seven neighborhoods.
  - Installed the mural on the Tracks (in 100 degree weather!) installed the native garden in front of the mural (in 100 degree weather!)
  - Installed all 10 Little Free Libraries and have more than 1,000 books to keep the libraries full this year while participating in the Read in Color program. (in 100 degree weather!)
  - For the Delmar Boulevard project we have established our team
  - For the Downtown Community Improvement District we painted 31 Jersey Barriers. (in 100 degree weather!)
2. For the Delmar Boulevard project we have established our team
3. In addition we are members of the Downtown Beautification Committee of the CID.
4. For the Baden Neighborhood Revitalization we are installing a Little Library, butterfly garden and vegetable garden with Urban Thinkscape designs at the River Roads Lutheran School and surrounding area. (In December when it was not hot!)
5. We have begun discussions with our partners to include creative placemaking in the new business developments in North St. Louis.

## Exhibitions and Performances

The exhibitions worked on in 2022 will be realized in 2023.

1. Our student interns have begun creating the resident portraits for the mural wall, the story walk additions to the Hodiament Tracks and the student exhibit to be held at the opening of the parks.
2. 25 Million Stitches is in planning stages to be exhibited in the redesigned RAC Building
3. Our “branch” of the Soul Box tree is being developed with the Students from the Visual and Performing Arts School subsequent to the school shooting last fall to be exhibited at the park openings this spring.
4. Completed the exhibition of the Silent Skies Mural with the StL Zoo

# Administration

## Marketing

Our programmatic marketing has drawn attention from community leaders including Greater St. Louis Inc., the Loop, the Maker's District, Great Rivers Greenway and Downtown Community Improvement District resulting in discussion for 2023 programs and beyond. HEC TV developed the first part of a two part series on the Mural project. It was aired on Artist's Spotlight and, unusually, received several positive call ins.

This has buttressed our organizational marketing efforts as the organizational brand is included in all of these efforts. Specific to organizational marketing, we began working with technical support teams from the National Endowment for the Arts to create a 1 page, 3 page and full deck presentation highlighting the STL Arts Chamber's contribution and impact to the community which will be complete in January of 2023.

## Development

Our grant writing efforts of 2021 came to fruition in 2022. We received more than \$117,000 in local, regional and national grants. With many more 2022 opportunities in the pipeline specifically for our creative placemaking approach, 2023 is promising!

And hopefully, not as HOT!

# Community engagement: creating economic opportunities for artists



In addition to the difficulties artists have in creating sustainable careers, two years of COVID closing venues, galleries, performances etc. has wreaked havoc on artists. There are multiple paths for artists and performers to learn technique, audition, apply for shows etc. The St. Louis Arts Chamber has chosen to create a different income stream for artists, particularly artists interested in community improvement and social change through our creative placemaking and timely themed exhibitions.

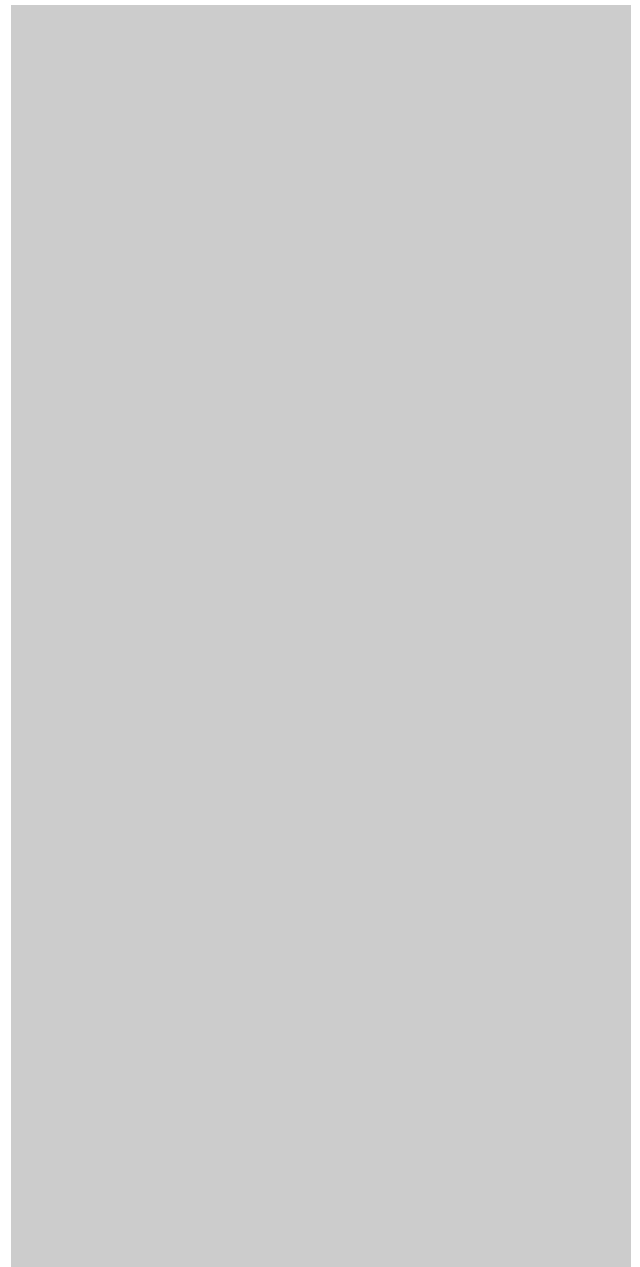


# Outcomes and Impact

We are developing our complete rubric to measure outcomes in conjunction with support from the National Endowment for the Arts LISC project. A range of measures for impact include data from baseline for five years forward on

- climate such as average street temperatures in the neighborhoods, bird and butterfly populations, and tree effects;
- use of the parks including types and number of events and numbers of people including demographic make up.
- property values in a 3 block radius around the creative placemaking projects.
- traffic safety with statistics from the Missouri Traffic Safety Data broken down by neighborhood
- crime in a 3 block radius around the creative placemaking projects with neighborhood statistics from St Louis Metropolitan Police Department.
- neighborhood conservation efforts and school/after school programming for students in this area.
- numbers of books distributed and rates of school retention for students in the area.

Most of our projects are too new to have an impact. This year we are collecting the baseline data for our rubric for most of the projects. However, there have been some measurable changes in the Hodiamont Tracks Neighborhoods and Downtown around the Jersey Barrier project.



# Creative Placemaking

## Outcomes So Far

While it is not a quantitative measure, the resident participation in our creative placemaking efforts continues to grow. Community meeting attendance is up as well as responses to social media posts of our progress by neighborhood residents. Also as a qualitative measure of impact, Greater St. Louis Inc, Great Rivers Greenway and the Arch Foundation said “it can be stated with confidence that it has made a huge difference in the look and feel of the street. They remain in good condition and have set a precedent for how to quickly and affordably beautify the city streets.

As a quantitative measure, though, the number and level of partners in these projects continues to grow. From SLACO and the STL Arts Chamber in 2021 to now include Engineers Without Borders, Missouri Department of Conservation, Forest ReLeaf, The City of St. Louis and multiple departments, Metropolitan Sewer District, and The Maker’s District. Additional partners are coming on board in 2023.

## Other quantitative measure include:

- the collection of more than a thousand books for the Little Libraries on Hodiament with weekly distribution of, on average, 25-35 new books in the Libraries.
- While the Jersey barriers limited parking on Market along Kiener Plaza, they were also designed to provide public interest and decrease loitering, gun fire, drugs and prostitution in the angled parking spaces. As a result of the project, visitors are taking pictures of themselves sitting on the barriers. In addition, loitering, especially drug use and gun discharge has dropped significantly in the area. While no one change can be attributed to the change in numbers, the crime statistics for downtown, including societal crime (loitering, drugs, gun discharge, prostitution etc.) dropped, on average, more than 30% year over year July through December.
- increase in property value around the West End lot developed in 2021 of 12%, more than the average increase of homes in the area.
- decrease in societal crime around the West End park is more than 35% from 2021-22.

As our rubric is more complete and as our programs have had time to make an impact, we anticipate additional positive community outcomes in 2023.



# Thank you to our Grantors, Donors and Volunteers

## Grantors

Brightside Nature's Naturescaping  
Forest ReLeaf  
Greater St. Louis Inc.  
Regional Business Council  
Regional Arts Council  
National Endowment for the Arts

## Donors

St. Louis Composting  
Frank Wilson

Engineers Without Borders  
St. Louis Street Department  
And Our Board!

**And of course all of our amazing volunteers!**