I. Introduction of Arts 4 LA: Activate program (Cultural Policy)
   I. Brief introduction of my work and background.

II. Overview of (Re) Imagine Park Project
   I. Why Edward Vincent, Jr. Park?
      I. Inglewood Playhouse
      II. Amphitheater

III. (Re) Imagine Ideas

IV. Benefits of project

V. (Cultural) Policy Recommendations

VI. Now...What do you Imagine?

VII. Questions

IT TAKES A PLACE TO CREATE A COMMUNITY AND A COMMUNITY TO CREATE A PLACE.
ARTS FOR LA  ACTIVATE PROGRAM

• Arts for LA recognized the current need to not only identify key arts education advocates living within communities but also to develop the leadership skills of these advocates so that they have the capacity to strengthen and sustain local arts education initiatives. To address this need, Arts for LA developed ACTIVATE, an advocacy leadership initiative.

• ACTIVATE provides professional development in personal leadership, advocacy best practices, education policy, and communication strategies to community members living in neighborhoods across Los Angeles County.

• ACTIVATE was developed in partnership with LA County Arts Commission. ACTIVATE is funded by The Boeing Company, LA County Arts Commission, the Louis J. Borick Foundation, and Arts for LA Contributing Members.
MEET THE CULTURAL POLICY FELLOW

• Brief Bio: Mrs. Selina Barajas was born and raised in Tucson and moved to the City of Angels to receive her Master’s Degree in Urban Planning from UCLA. While at UCLA, Selina served as Co-Director of the student group, Planners of Color for Social Equity (PCSE), which promotes critical thinking and grassroots activism that translates into socially just planning. Selina has over ten years of experience advocating for social, cultural, and economic development initiatives for marginalized communities of color. Throughout the programs and services she oversaw, Selina has kept a similar vision of providing greater opportunity and dignity for the diverse communities she has worked with. Today, Selina and her family reside in Inglewood. This project, (Re) Imagine Parks will look at ways in which the infrastructure and activities can transform a specific park in Inglewood into a vital place that will highlight local assets, spur rejuvenation and spark dialog amongst one another. The project will include relevant examples of other park sites and spaces in the Los Angeles region and beyond.
MY PROJECT:
RE•IMAGINE INGLEWOOD THROUGH PUBLIC PARKS

• Urban parks were originally created so people could escape from the “dirty reality of city life.” In the 21st Century, the best city parks are also multi-use destinations and catalysts for community development (i.e., NYC Central Park).

• If urban parks can evolve from their current, primarily recreational role, into a new role as a catalyst for community development and enhancement, parks will be an essential component in transforming and enriching our cities.

• A park and its surrounding area can be not only a place to understand and relate to nature, but it can also be a place for social and cultural exchange. A park can be alive and teeming with entrepreneurial activities such as markets; physical activities such as children playing or people skating, walking or jogging; for cultural activities, such as art and community events; or for simply socializing with friends.

OVERVIEW

• The (re) image or revitalization of The Inglewood Playhouse and Amphitheater, both at Edward Vincent, Jr. Park will support the City’s goals of providing:
  • new cultural facilities and live music venues,
  • incubator spaces for (local and emerging) artists,
  • rehearsal and performing spaces,
  • and other creative cultural uses.

• The revitalization of the Inglewood Playhouse and Amphitheater can be supported through both physical improvements and the support of specific programming opportunities.
STRATEGY

1. (Re) Imagine a range of theater and cultural art spaces for Inglewood’s Playhouse and Amphitheater at Edward Vincent, Jr. Park.

2. Ongoing programs and events at these spaces must reflect the cultures and stories of Inglewood residents.

3. Develop a (new) relationship with music, drama and dance companies that are local, but may also reside outside the city’s boundaries (i.e. City of Santa Monica Cultural Affairs, Los Angeles Theater Center).

4. Create a Public Relations plan to advertise and promote these programs (i.e. Utilize social media).

5. Improve on capital funding and capacity building.

* City of Inglewood (Department of Recreation & Community Services). Cultural Arts Master Plan June, 1996.
SITE: EDWARD VINCENT JR. PARK

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WHY EDWARD VINCENT, JR. PARK?

- 55-acre park has multiple playgrounds, plus athletic facilities, picnic areas & a pool.
- Edward Vincent Park will serve as the catalyst for rest of Inglewood parks and/or public spaces (i.e. City Hall Lawn, Civic Center).
- Linkage to future developments (i.e. Metro LAX/Crenshaw Line, City of Champions Revitalization NFL Project)
- Already existing events and programs (i.e. Movie Night, Afro Latino Festival)
METRO LAX/CRENSHAW LINE

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CITY OF CHAMPIONS REVITALIZATION PROJECT: LOS ANGELES RAMS NFL STADIUM

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THE INGLEWOOD PLAYHOUSE

- Inglewood has limited venues suitable for the presentation of professional quality visual and performing artists. Many of the existing auditoriums are located in schools, churches or recreation centers. However, there is a gem tucked away in one of our city's parks- The Inglewood Playhouse. The Inglewood Playhouse is located inside Edward Vincent Park and can seat 50 people. Currently, the City is renovating inside, as it has been vacant for the past few years. The Inglewood Playhouse is anticipating a re-opening in the near future.
THE INGLEWOOD PLAYHOUSE

IT TAKES A PLACE TO CREATE A COMMUNITY AND A COMMUNITY TO CREATE A PLACE.
RE•IMAGINE IDEAS

- Cultural programming theater
- Music classes and trainings
- Writing workshops
- Children programming (i.e. Puppet shows, Story Time)
- Film Screenings
- Live music
- Art events and galleries
- Speaker Showcase Series

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ECHO PARK FILM CENTER

IT TAKES A PLACE TO CREATE A COMMUNITY AND A COMMUNITY TO CREATE A PLACE.
HIGHWAYS PERFORMANCE SPACE

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AMPHITHEATER

- The outside amphitheater includes a performance stage with over 250 seats. The amphitheater is not busy and only used on minimal occasions. The City’s Parks, Recreation and Library Services Department has one movie night in the summer and Inglewood’s Cultural Arts held its first Afro-Latino Festival at the amphitheater. Besides that, the amphitheater is used for informal exercise sessions and residents use it to lounge. The City has discussed partnerships and would like to seek funds to improve the infrastructure of the amphitheater (i.e. increase shade).
TODAY

IT TAKES A PLACE TO CREATE A COMMUNITY AND A COMMUNITY TO CREATE A PLACE.
RE•IMAGINE THE AMPHITHEATER

- Music concerts (i.e. Summer Series)
- Dance classes and showcases
- Festivals
- Sports (LA Rams) viewing parties
- Outdoor summer cinema and “A Day in the Park” – with food trucks, live music and information booths

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MACARTHUR PARK, LEVITT PAVILION

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BENEFITS OF (RE) ACTIVATING THE PARK

• Improving public safety and beautification of the Edward Vincent Park.
• Providing opportunities for engaging public spaces- places for people to visit, relax, and enjoy being with other people (from diverse backgrounds).
• Providing affordable opportunities and access to the arts.
• Celebrating visual and performing arts by creating areas to showcase the work of local artists.
• Expanding the pedestrian network and connectivity to other parks of Inglewood (i.e..Metro link, bike paths).
• Highlighting historical assets (i.e. The Playhouse).
LONG TERM VISION

• Build a City of Inglewood Parks, Recreation & Library Services Office onsite at the park
  • Office space can be utilized as a resource center and will build an awareness of all the cultural amenities that will be offered at the park and will help monitor safety.

• Create a Cultural Arts Division
  • Under Parks, Recreation and Library Services Department
WHAT DO YOU IMAGINE?

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