BMNHA Feasibility Study

Appendix 2: Community Engagement and Public Involvement



Appendix 2: Civic engagement and public involvement



Feasibility Study Public Engagement, Marketing, and Communication Strategy

At the outset of this project, the Commission set forth a strategy to to promote public understanding of the study; maximize participation and contributions of interested and affected organizations and individuals; assess public support for designation; assess capacity and commitment of local entities/individuals to the program and protection of the National Heritage Area. Moving forward the Commission will continue to use this strategy as a guide to future public outreach and engagement activities.

1. Communications Collateral

- a. Design a fact sheet with FAQ's about the project
- b. Develop a calendar of public events where information can be distributed
- c. Maintain a project website with more interactive tools for civic engagement
- d. Develop a media promotion plan for the project including a public engagement plan for TV appearances, neighborhood newspaper briefings, radio interviews, etc.

2. Background Information

- a. Update historic asset maps previously developed with CMAP
- b. Identify, analyze, and map natural and cultural resources (assets) in the area
- c. Interview key stakeholders to capture the history and cultural significance of the area Gather historical, current and projected demographics as well as economic data for the study area
- d. Economic Analysis: analyze economic trends in the study area to assess the potential economic impacts of the designation

3. Assemble existing Resources

- a. Bibliographies, discographies
- b. Websites, on-line links
- c. Curriculums, i.e.: Black Metropolis Teaching with Historic Places (NPS)

4. Stakeholder Identification

- a. Communicate plans with Resource Collaborators: Chicago Landmarks Commission, NPS, Landmarks IL, Millennium Reserve, IL NHA's, Preservation Chicago, Chicago Park District, Chicago History, Field Museum, Openlands, Trust for Public Lands, National Park Service, Chicago Department Cultural Affairs, Choose Chicago, MPEA (September 2012)
- b. Identify key stakeholders including local leaders, residents, and businesses



- c. Develop strategy for individual and organizational outreach, workshops and meetings
- d. Identify key contacts in the community
 - i. Aldermen
 - ii. City Departments such as HED/Historic Preservation (HPres) and DCASE
 - iii. Quad Communities Development Corporation (QCDC)
 - iv. Bronzeville Alliance
 - v. Bronzeville Community Club House
 - vi. Bronzeville Area Residents and Commerce Council
 - vii. Others
- 5. Media Relations/Publicity Plan
 - a. Develop key message points, determine and train spokespersons
 - b. Media Announcement of Feasibility Study and LTA Grant
 - c. Piggyback on Upcoming announcements,
 - d. Issue Media Release
 - e. Schedule Media Appearances and interviews with local media outlets
 - f. Publicize Website and other social media
 - g. Media Windows: Black History Month etc.
- 6. Community & Private Sector Conversation Timeline
 - a. Community meetings, alderman's ward meetings, congressman's town hall meetings, and public forum to seek input from stakeholders
 - b. Identify strategies for increasing private sector support and opportunities to match federal investment. Reach out to potential sponsors in the private sector by conducting presentations to private firms and organizations.
 - i. Develop series of Coffee event
 - ii. Schedule presentation with Rotary Club, Central Committee, Civic Committee, ABLE, Chicago United
- 7. Ongoing Communication around National Heritage Area Themes
 - a. Strengthen relationships, develop affiliate memberships with Institutional Partners and partnership programs
 - b. Black Metropolis Project DePaul
 - c. Drake Center, Roosevelt
 - d. Chicago Black History Forum
 - e. Local Historian Timuel Black & Dr. Christopher Reed
 - f. Woodson, Hall, and Harold Washington libraries
 - g. DuSable and Chicago History museums
 - h. Columbia College Center for Black Music Research
 - i. Smithsonian Institution National Museum of African-American History and Culture (John W. Franklin)
 - j. Schomburg Center for Research in Black Culture (New York, NY)
 - k. City of Chicago Historic Preservation Division



- 1. Black Metropolis Research Consortium
- 8. On-going and Annual Promotion Opportunities Affiliate Associations
 - a. The Great Migrations
 - b. Civil Rights
 - c. Politics
 - d. Music (Jazz, Blues, Gospel, etc.), Chicago Festivals
 - e. Sports (Negro League Baseball, Boxing, etc.)
 - f. Other (traditions, customs, beliefs, and folk life that characterize the study area)
 - g. National Register Landmarks
 - h. Local Landmark Districts (Black Metropolis, Motor Row/ Record Row etc.)
 - i. Chicago Black Renaissance Literary Movement
 - j. Individual Local Landmarks
 - k. Parks
 - 1. Others
- 9. Financial Investment & Private Sector Partnerships that support key NHA components of Preservation, Conservation, Heritage Tourism, Education/Interpretation
 - a. Highlighted in on-line newsletter, social media
 - b. Identify potential future investments by the City or state that could qualify as federal match
 - c. Gospel Museum
 - d. Civil War Museum
 - e. Blacks in Wax
 - f. Bronzeville Cookin'
 - g. Hyatt Hotel Tower Illinois
 - h. 31st, 35th Street Bridge
 - i. Green Line/Red Line Intermodal Stations
- 10. Special Events Marketing & Publicity: September 2012 February 2013
 - a. Announcement Governors Great Migration Centennial Commission
 - b. Book Event Chicago's Black Renaissance
 - c. Celebrate Bronzeville as Cultural Neighborhood Hubs
 - d. In Motion Exhibit Installation (statewide)
 - e. Updated Tribute Markers of Distinction (Southside)
 - f. Bronzeville Obelisk
 - g. Congressional Legislative Milestones
 - h. Joint Session of NHA's at IL Governors Conference on Tourism
- 11. Evaluation of Public Support and Commitments: January March 2013
 - a. Evaluate public support for the NHA designation and commitment to partnerships
- 12. Marketing the Final Feasibility Study: (March-June 2013)
 - a. Media desk side briefings
 - b. Distribution of hard copies
 - c. Mailing with cover letter to key stakeholders

