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
VB Resort Area Strategic Plan Map

VIBE = _V_lashington _B_each

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

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

Why a non-profit?

©
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 19th 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
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
2017: ARTIST DESIGNED STAGE

A PLACE TO CELEBRATE MULTIPLE FORMS OF ART
2017: Online Google Mural Map – over 380,000 views
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
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

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 EN 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 19th Street Bistro
1st Featured Black Artist featured in annual ViBe Mural Festival
Clayton Singleton & Josh Wade for Virginia MOCA – commUNITY mural

MURAL TO BE PERMANENTLY INSTALLATED 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 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

1. VIRGINIA MOCA
2. CONVENTION CENTER
3. WRV
4. VIBE PARK
5. CROC'S
6. THREE SHIPS & THE ALLEY
7. VIBE PARKLET
8. MEDITERRANEAN AVE. BUTTERFLY GARDEN
9. PROSPERITY KITCHEN
10. ESOTERIC

THE WILD WANDER
Artwork created by The Wild Wander.
The Wild Wander is the creative studio of Virginia based wildlife illustrator Claire 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
VIBE DIVERSITY & INCLUSION EFFORTS

“The Art of Humanity”
Monday, April 4th at 5pm | 21st 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

& the Virginia Beach Season for Nonviolence Collective

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

–Mahatma Gandhi

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