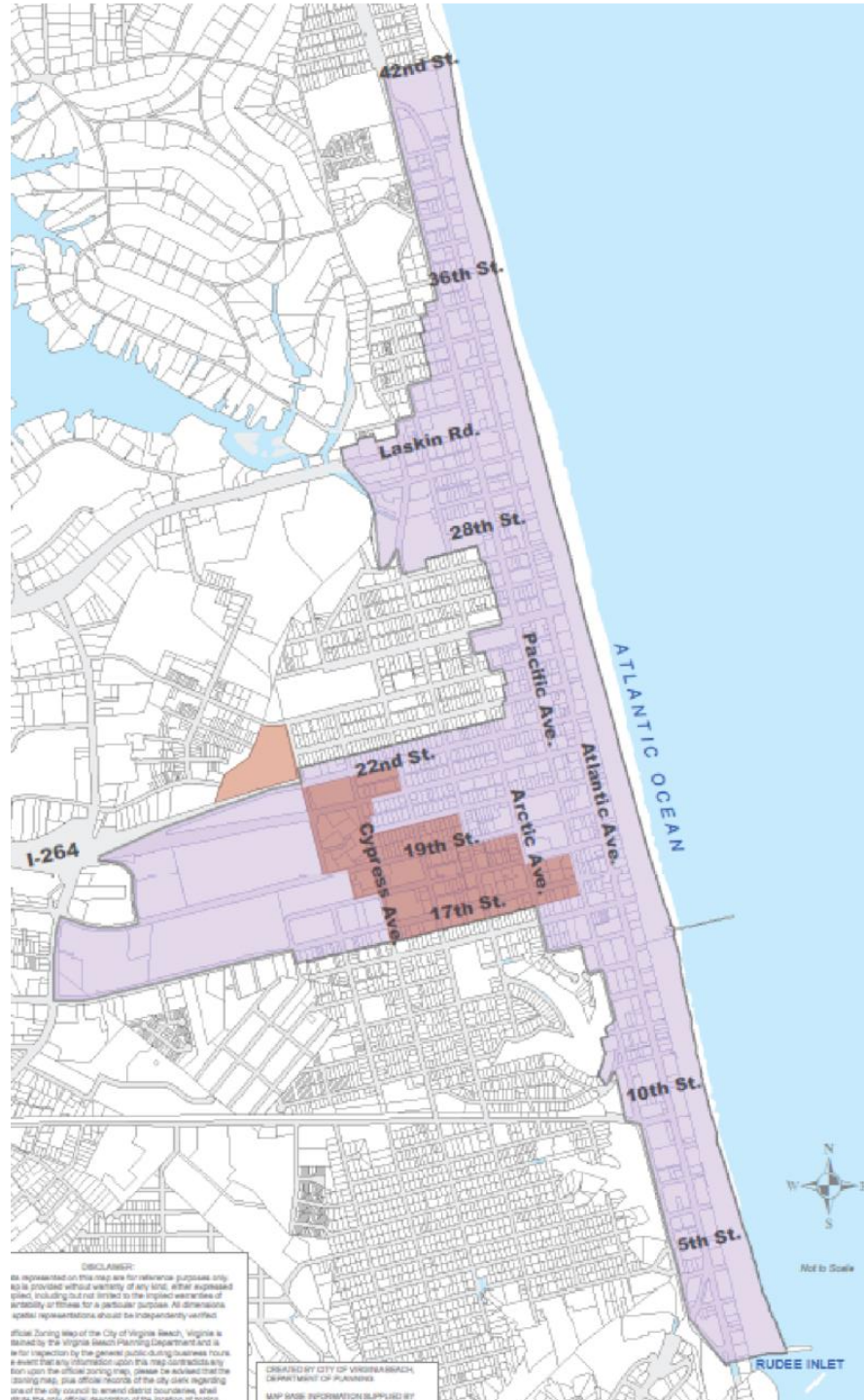




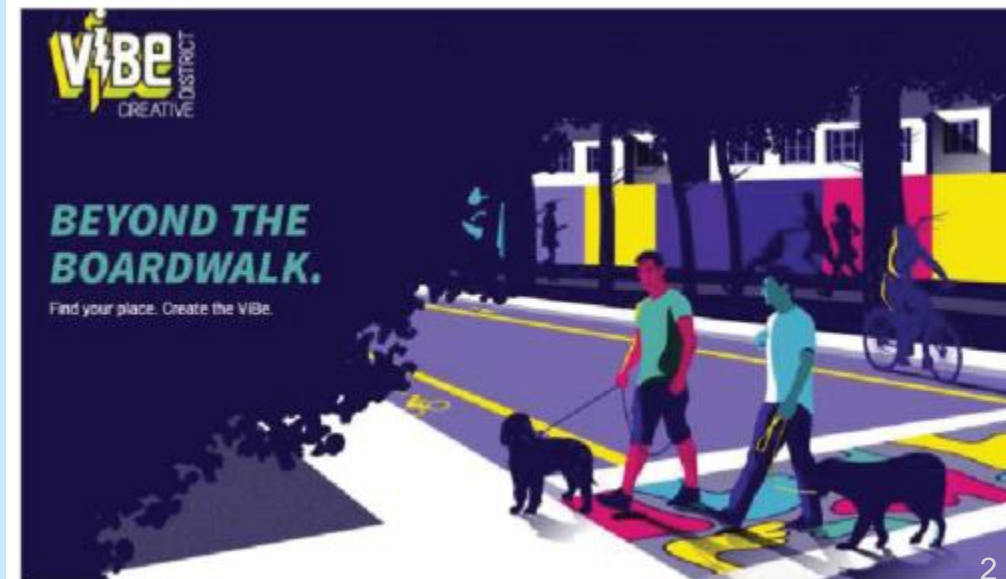
DIVERSITY & INCLUSION EFFORTS

What is the ViBe in Virginia Beach?

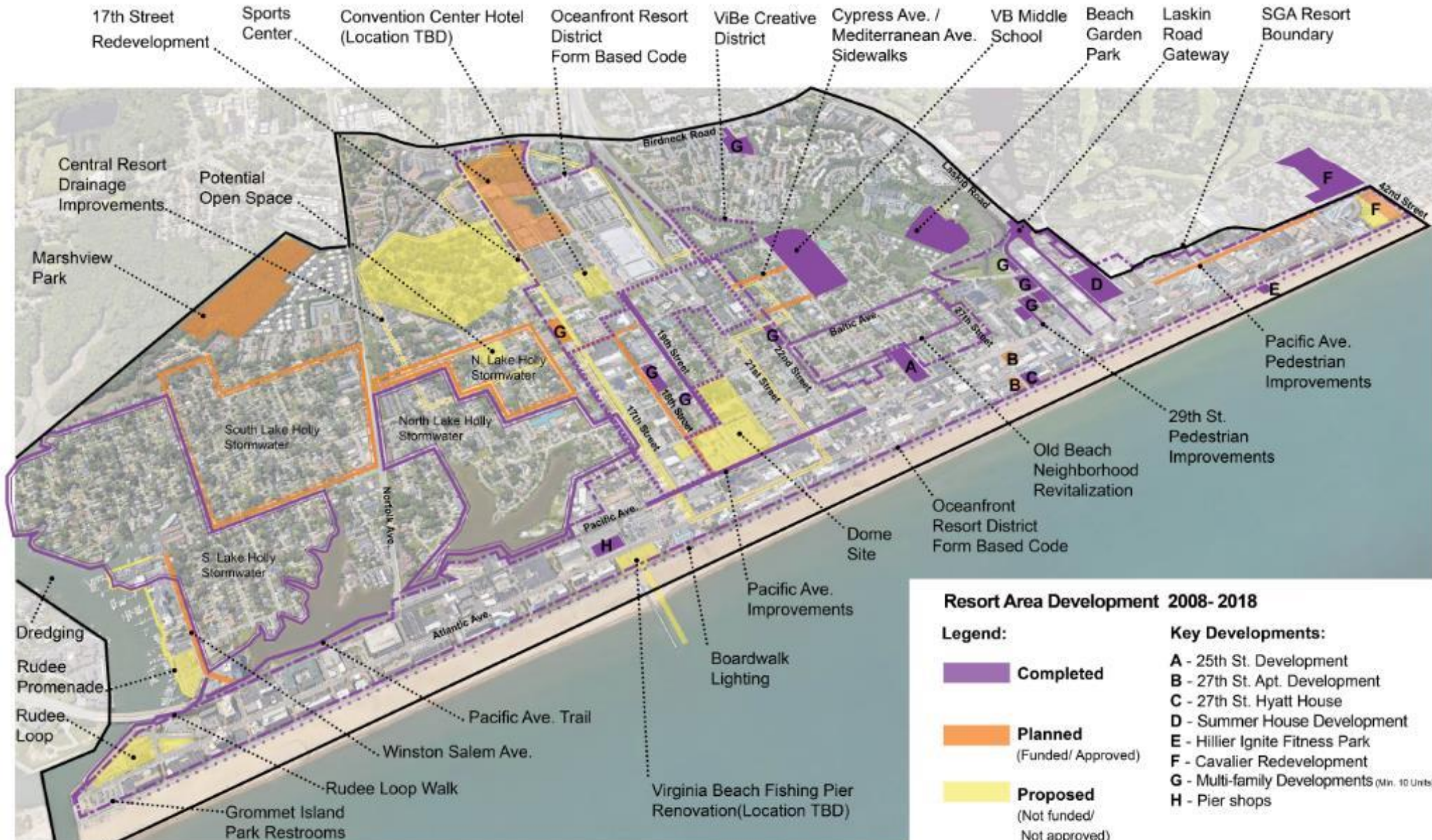
- ⚡ ViBe is Virginia Beach's first arts district
- ⚡ Located within the Virginia Beach Resort Area
- ⚡ Central Beach District / Entertainment District



Oceanfront Form-Based Code



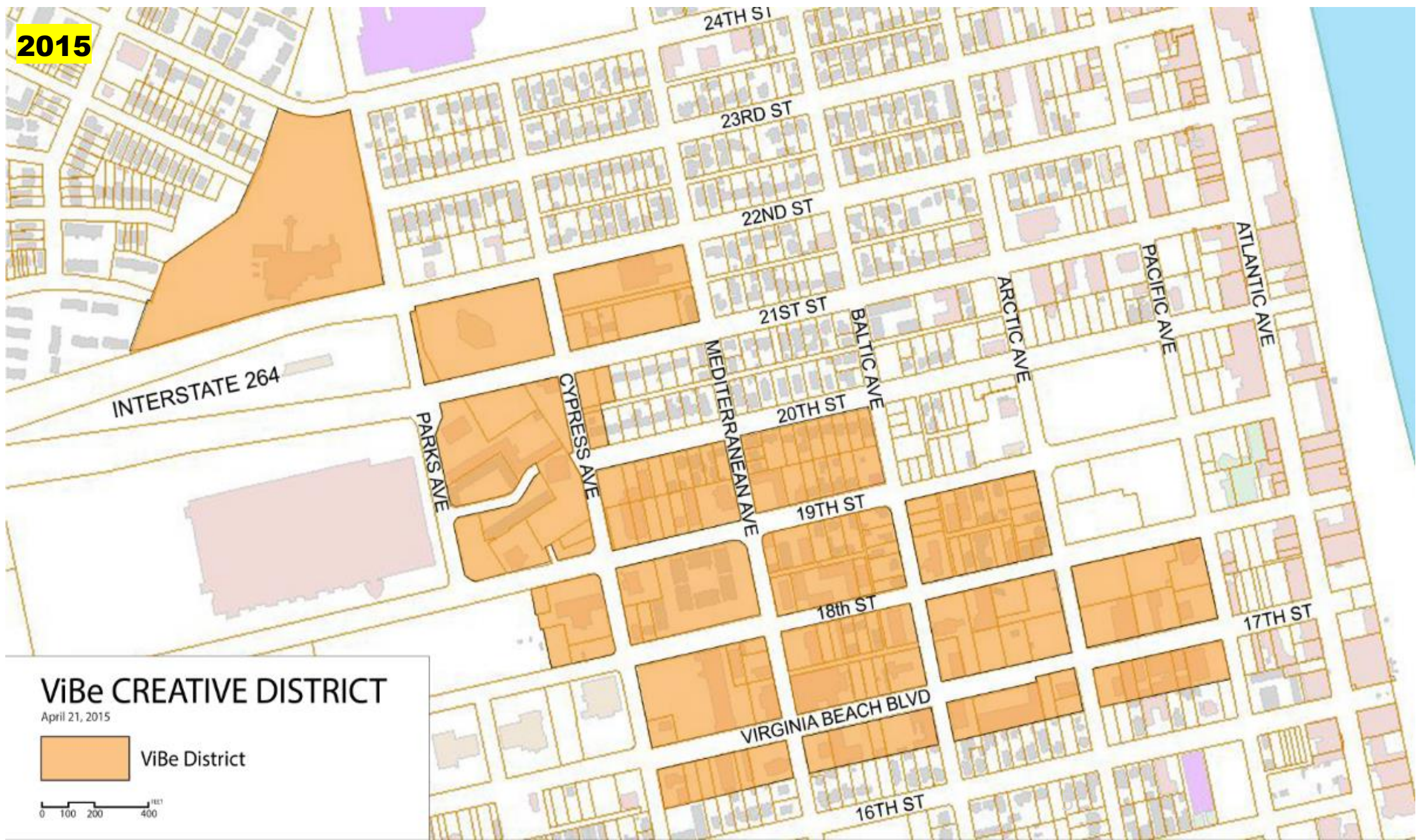
VB Resort Area Strategic Plan Map





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 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**

JEOPARDY![®]

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...

📍

ViBe Mural Festival presented by Towne...

📍

ViBe Mural Festival presented by Towne...

📍

ViBe Mural Festival presented by Towne...

... 6 more

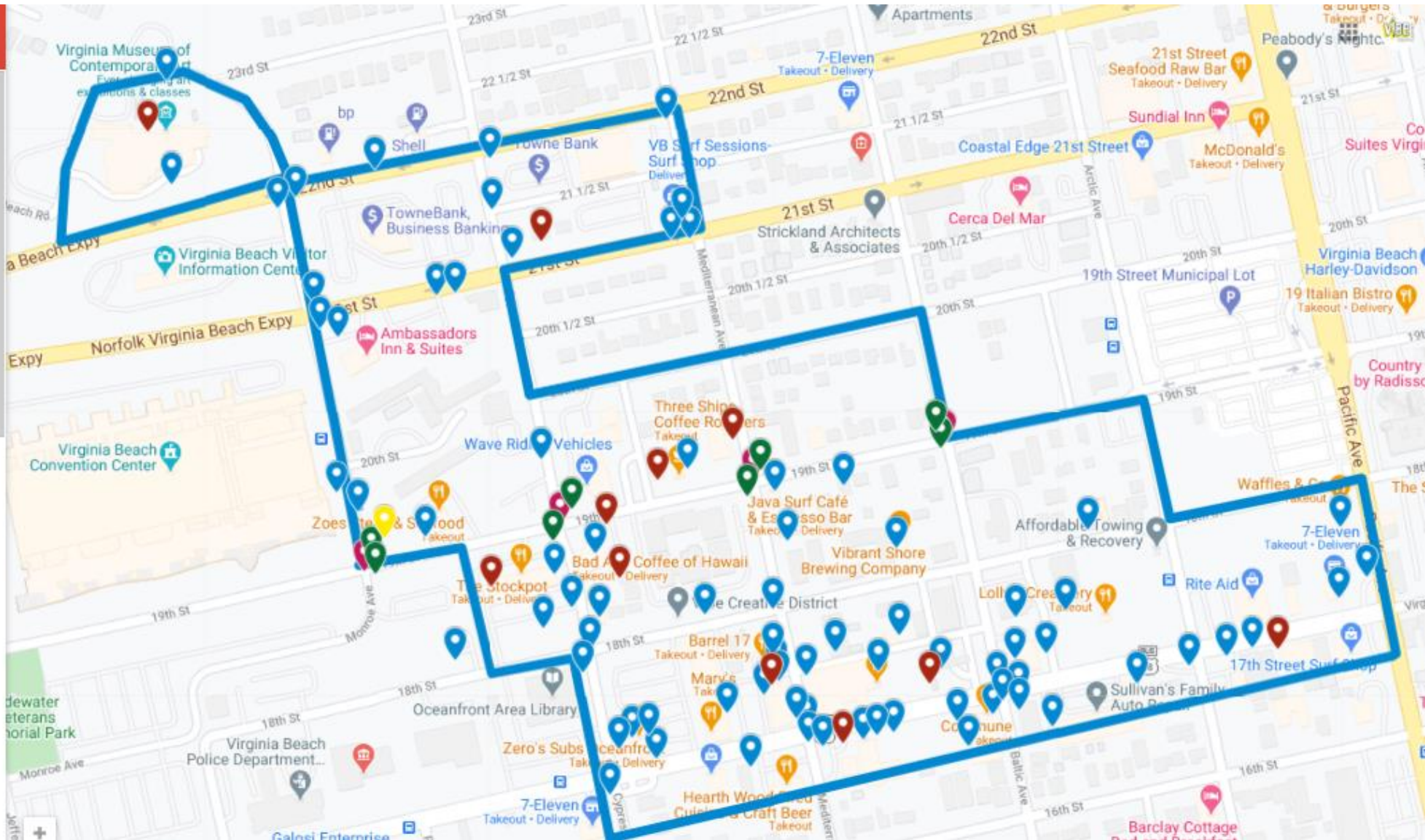
☑

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

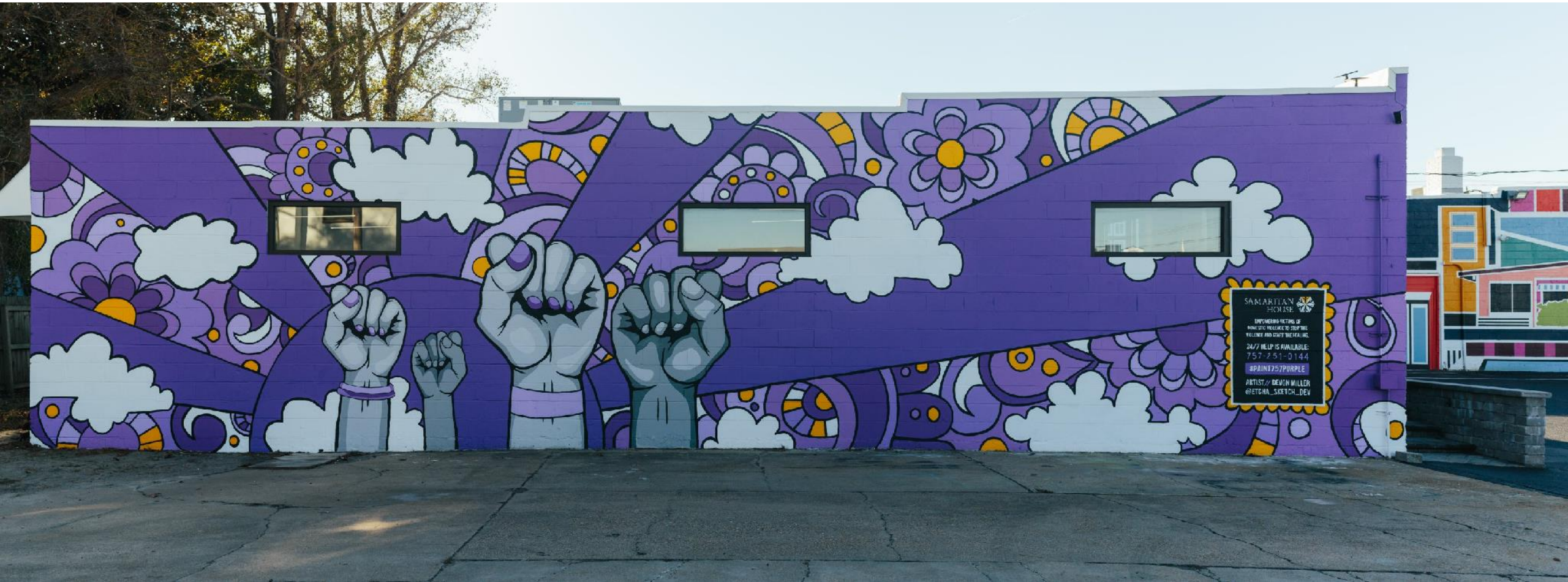


PARTNERSHIP WITH THE VIRGINIA BEACH HUMAN RIGHTS COMMISSION

2019: UTILITY BOX WRAPS – DIGITAL ART



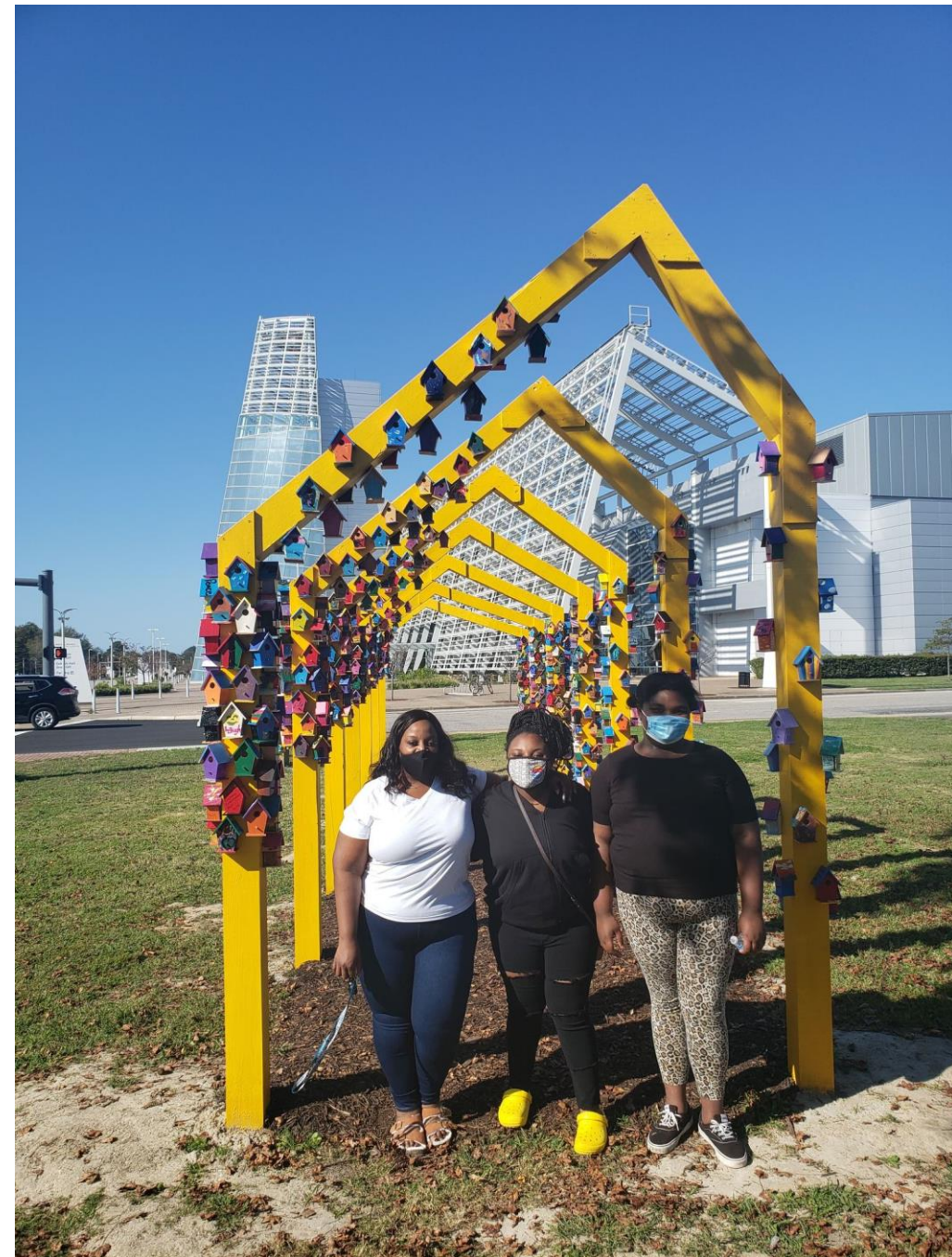
2019: SAMARITAN HOUSE MURAL



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



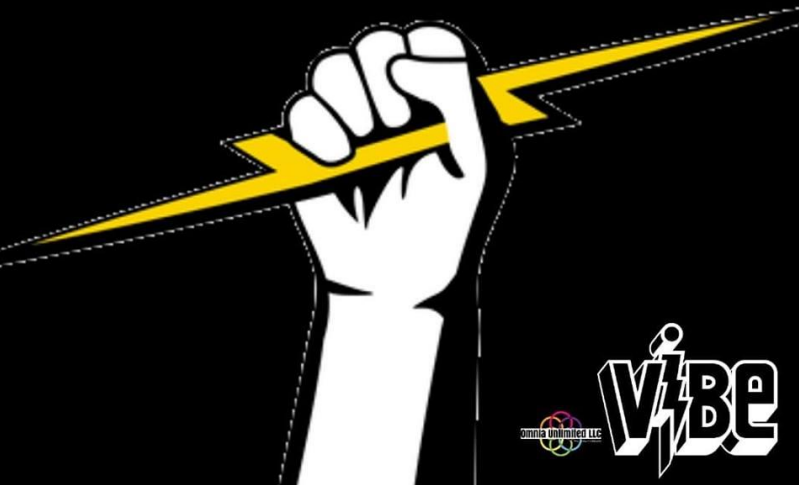
CHRIS GREEN & TYLER MUNTZ

Utopia Feni Partners with ViBe District to Spotlight Diverse Artists

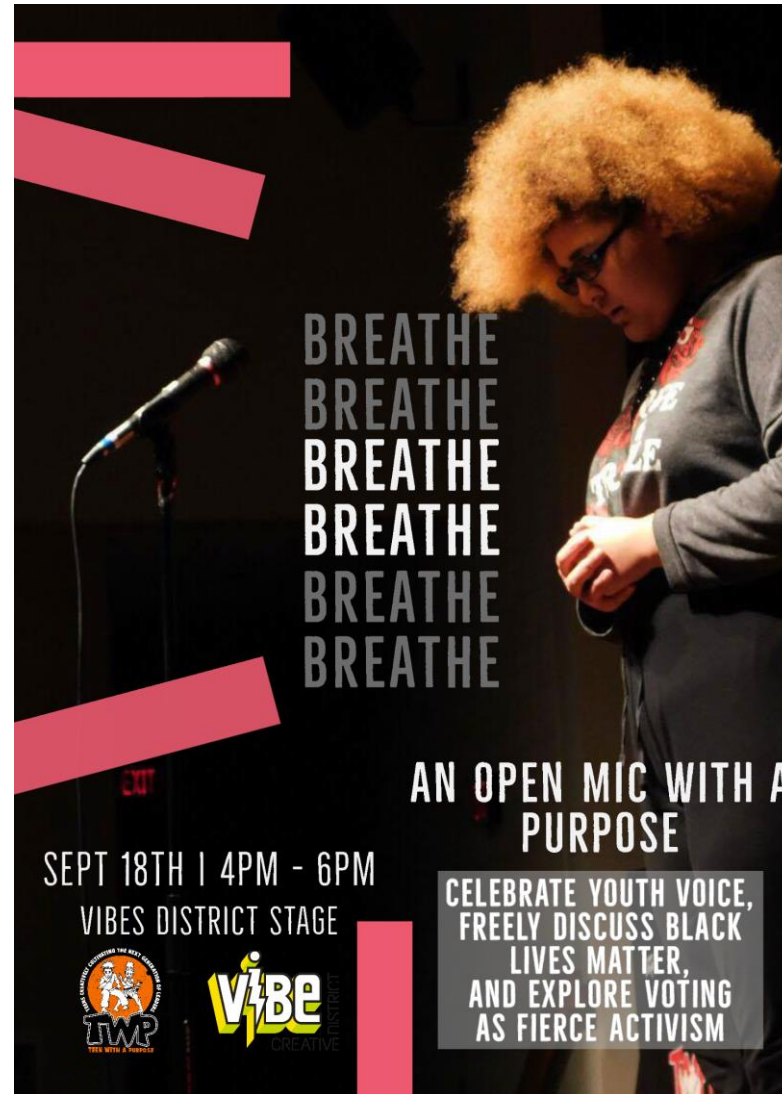
Media Attention: [WTKR Channel 3](#) / [WAVY 10 News](#) / [13 News Now](#) / [VEER](#) / [The Virginian-Pilot VB Beacon](#)

Publicly Supporting Our Peers

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

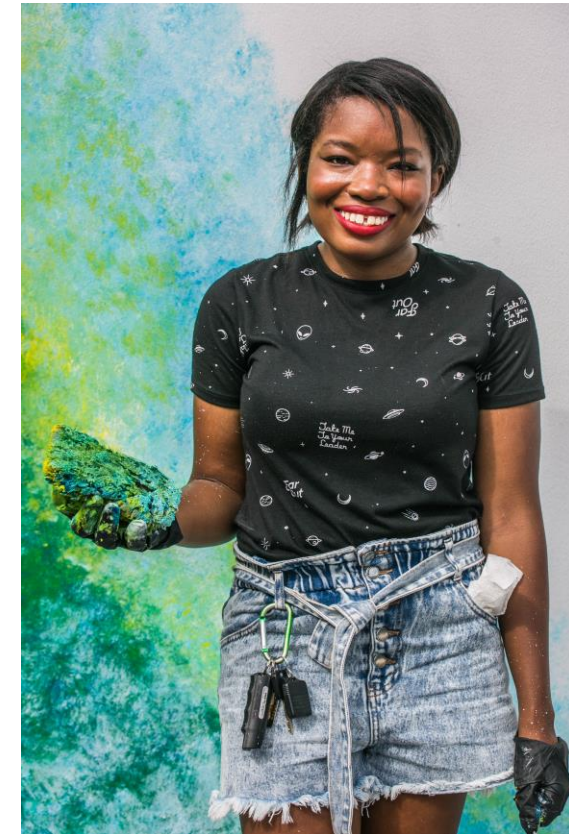


TEENS WITH A PURPOSE Family Friendly Spoken Word Event



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 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

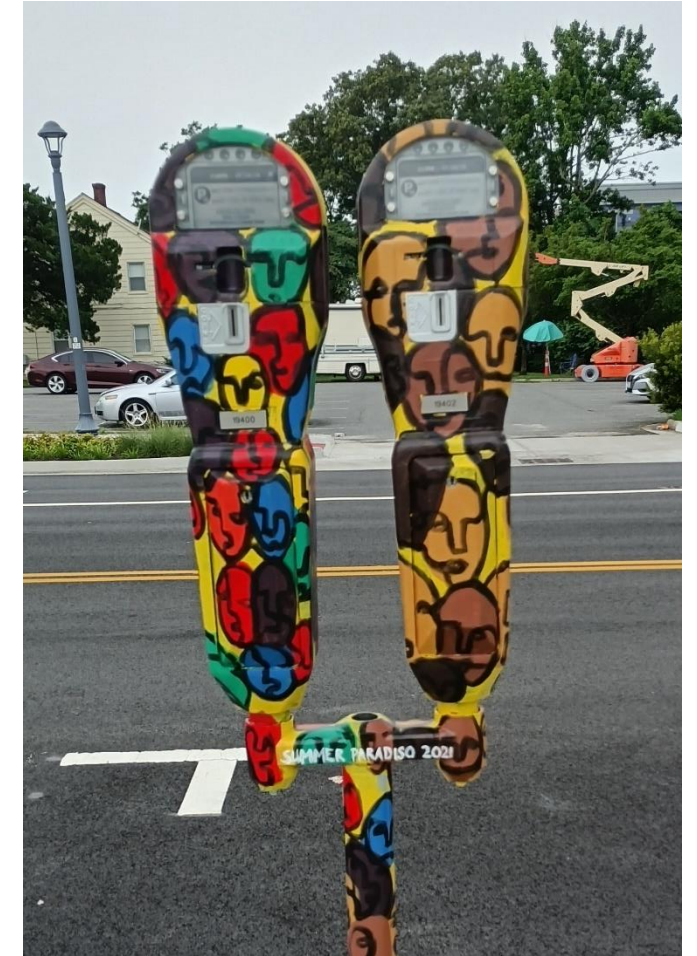


2021 - Paint the Parking Lot w/ VB Schools





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

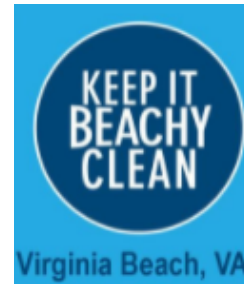


2021: Mural Festival: Painting w/ Purpose

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

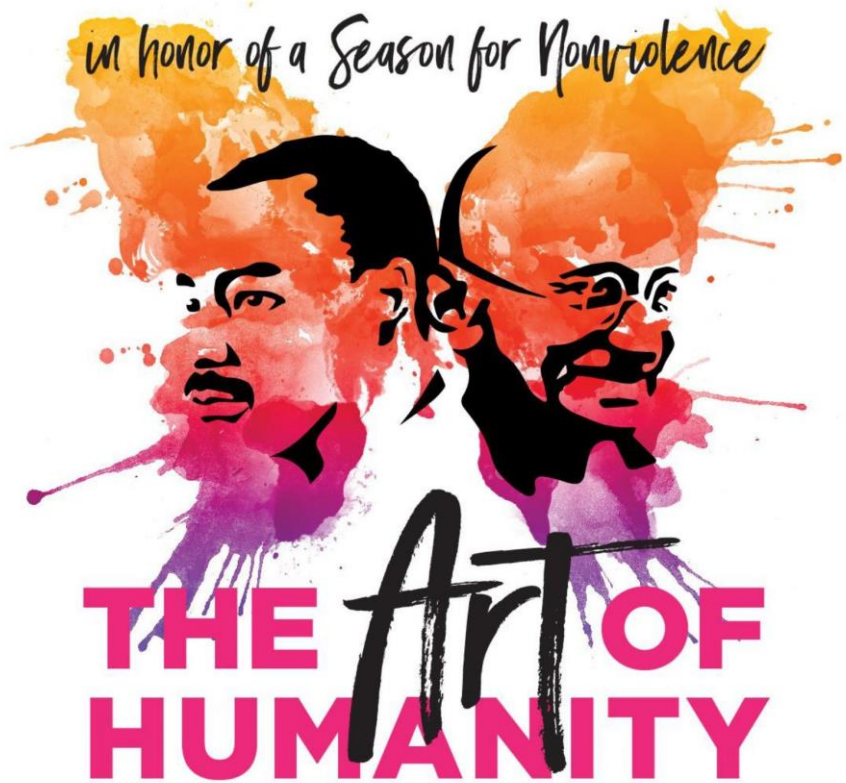


2021: Mural Festival: Painting w/ Purpose

DUSTIN SPAGNOLA for the Kids



 **StandUp**
for kids
HAMPTON ROADS



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



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
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kate@vibecreativedistrict.org

