



THE CITY OF SAN DIEGO

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Mayor Unveils Plan to Create an “Arts and Culture District” at The Village at Market Creek

Funded by Prestigious *Our Town* Grant from the National Endowment for the Arts

San Diego—Today, Mayor Jerry Sanders shared *The Village at Market Creek Art + Design Plan* that will help grow this area of southeastern San Diego into one of our most lively, multi-cultural arts destinations. Funded by a prestigious *Our Town* grant from the National Endowment for the Arts (NEA) and matched dollar-for-dollar by the Jacobs Center for Neighborhood Innovation (JCNI) and the Jacobs Family Foundation, this plan envisions what public art in The Village can be now and in the future. The grant, secured by the City of San Diego Commission for Arts and Culture, was one of only 51 awarded nationally during the first round of *Our Town* funding last year.

“I couldn’t think of a better way to commemorate the end of National Arts and Humanities Month,” said Mayor Sanders, who was joined by Council President Tony Young (District 4), members of the City of San Diego Commission for Arts and Culture, JCNI, and residents of southeastern San Diego. “Creating a new arts and culture district will help build our community’s economic strength and enhance its beauty and vitality, and that is something we can all celebrate.”

The plan was developed through a series of innovative community workshops facilitated by a team of local and national urban planners and experts. It included more than nine months of conversations and gatherings by hundreds of residents, and the involvement of local and nationally recognized artists. The result is a comprehensive plan that does everything from set out design guidelines for buildings and landscaping in The Village to identifying types and locations for pieces of public art in the neighborhood. Following the public unveiling of the plan, developed by a team of consultants led by MIG, Inc., the design and implementation phases will begin. This will include the involvement of more artists and fundraising to attract resources to the effort.

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Our Town is the NEA's latest investment in creative placemaking, through which partners from both public and private sectors come together to strategically shape the social, physical, and economic character of a neighborhood, town, city, or region around arts and culture activities.

National Endowment for the Arts Chairman Rocco Landesman said, "Communities across our country are using smart design and leveraging the arts to enhance quality of life and promote their distinctive identities. In this time of great economic upheaval, *Our Town* provides communities an opportunity to reignite their economies."

The *Our Town* project will harness the power of arts and culture to unite neighbors and strengthen community identity. Creative solutions such as this are crucial to the successful recovery of this community as part of an expanding, thriving urban core," said Victoria Hamilton, executive director, City of San Diego Commission for Arts and Culture.

The mission of the **City of San Diego Commission for Arts and Culture** is to vitalize the city by integrating arts and culture into community life while supporting the region's cultural assets and showcasing San Diego as an international cultural destination. For more information call (619) 236-6778 or visit www.VibrantCultureVibrantCity.com

The **National Endowment for the Arts** was established by Congress in 1965 as an independent agency of the federal government. To date, the NEA has awarded more than \$4 billion to support artistic excellence, creativity, and innovation for the benefit of individuals and communities. The NEA extends its work through partnerships with state arts agencies, local leaders, other federal agencies, and the philanthropic sector. www.nea.gov

The **Jacobs Center for Neighborhood Innovation and Jacobs Family Foundation** partner with resident teams in an underinvested community called the Diamond Neighborhoods in southeastern San Diego, California. Our mission, "Resident Ownership of Neighborhood Change," is based on the philosophy that residents must envision, drive, and own change in their community to make it meaningful and sustainable. Together with residents, JCNI and JFF are working on a comprehensive development plan to transform 60 unused, untended, and underutilized acres into The Village at Market Creek, a vibrant community center and cultural destination in the heart of San Diego. A series of social enterprises, ultimately owned by residents, include a conference and community center, retail establishments, service providers, educational hubs, affordable housing, and a variety of marketplaces.
[http:// www.thevillageatmarketcreek.com/](http://www.thevillageatmarketcreek.com/)

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