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212 260 4080

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CLEMENTE SOTO VÉLEZ CULTURAL & EDUCATIONAL CENTER AWARDED LOWER MANHATTAN DEVELOPMENT CORPORATION GRANT FOR MASTER PLAN

The Lower Manhattan Development Corporation has announced a \$250,000 grant to the Clemente Soto Vélez Cultural & Educational Center, 107 Suffolk Street on Manhattan's Lower East Side "to support interior planning and design efforts."

"LMDC is proud to support such wonderful organizations in Lower Manhattan", stated LMDC Chairman Avi Schick, "The Clemente Soto Velez Cultural and Educational Center has played a crucial role in helping transform Lower Manhattan into a cultural destination."

In phases, the proposed project will measure and create CAD drawings of the building to identify current common and tenanted spaces and their usage; survey current common spaces and studio, office, and theater residents as to the suitability of the spaces to both current and projected needs; survey Lower East Side Latino and multicultural not for profit and for profit organizations, arts and non-arts, as to current and projected community service provision by, and collaborations with, CSV; and develop a community design charette, indicating how existing common and tenanted space can be redesigned or adapted to bring internal CSV cultural resources into line with the needs of identified external cultural partners from the surrounding community.

The research and surveys will create a plan to answer such questions as: Is CSV effectively identifying and reaching out to Lower East Side Latino and multicultural groups, arts and non-arts, as to the cultural services CSV can provide them? How do we insure that CSV's renovated spaces attract more Latino artists and audiences? How do we insure that CSV's facilities attract families and the elderly? What kind of spaces or facilities will attract artists working in new media? What does a broader and deeper review of Manhattan and city-wide organizations suggest are the key areas for CSV to provide leadership in activities and services? What resources might our resident members & organizations provide with their current and future capacity to ensure that CSV achieves its mission, vision, core values, & philosophical statement of intent?

The survey will consider what resources CSV resident members and organizations do and can provide with their current and future capacity. The survey will review the Lower East Side's neighborhood resources (health & social service agencies, arts/cultural organizations, educational resources including ESL, and Puerto Rican/Latino and inclusive multicultural nonprofits) to see where gaps in programming, activities, and services exist. CSV resident groups such as La Tea, Society of the Educational Arts, Hispanic Organization of Latin Actors, Dynamic Forms Inc., Afro-Brazil Arts, and others have extensive and ongoing relationships and partnership with organizations both inside and outside the neighborhood. The challenge of gentrification and subsequent displacement of longtime immigrant Latino populations in the area will be addressed by the survey, which will then be broadened to include Manhattan and city-

wide organizations. CSV's statements of mission, vision, cores values, & philosophy will guide the research. Outside of population/demographics statistics and needs assessment of the targeted populations, programming will be key. Improved facilities will improve CSV's ability to compete as a viable venue for many of the City's ongoing Latino and multi-cultural theater, visual arts, festivals, and the growing film industry. CSV can begin to expand its in-house national & international Latino productions in the performing arts, dance, music, etc.

There is a tremendous need for the renovation of the artists' spaces. CSV's unique history and location provide tremendous access and credibility to the Latino community as a whole. CSV has a proven track record/history of attracting not only Latinos but other audiences. CSV will expand & enhance that history.

A marketing and audience development strategy targeting Latinos and the City's multicultural audience base and based on population statistics will be based on the survey. The grant may be used to help assess the more recent picture of the potential Latino residents and users. CSV will improve its website and develop a comprehensive "list serve", and media contact data base.

The site must be accessible to accommodate all. As to children, the place must be safe and attractive. The essentialness of providing venues and activities at affordable rates and fees is primary. Daytime programming, collaborating with appropriate organizations dealing with education, seniors, and children, will be studied. Cross programming, utilizing internal CSV resources, can be developed for children and grandparents.

Please visit www.csvcenter.net for information on the RFP (Request for Proposal) process by which the appropriate surveying consultant will be selected, phone 212 260 4080 Ext 12 for information, or email Executive Director Jan Hanvik at jhanvik@csvcenter.net.

The Lower Manhattan Development Corporation was created in the aftermath of September 11, 2001 to help plan and coordinate the rebuilding and revitalization of Lower Manhattan. LMDC is charged with ensuring Lower Manhattan recovers from the attacks and emerges even better than it was before. The \$250,000 allocation to CSV was made possible by the LMDC through its \$ 37 million in Cultural Enhance Fund dedicated to strengthening existing and creating new cultural facilities in Lower Manhattan

The Clemente Soto Vález Cultural & Educational Center Inc. is a Puerto Rican/Latino cultural institution that has demonstrated a broad-minded cultural vision and a collaborative philosophy. While CSV's mission is focused on the cultivation, presentation, and preservation of Puerto Rican and Latino culture, it is equally determined to operate in a multi-cultural and inclusive manner, housing and promoting artists and performance events that fully reflect the cultural diversity of the Lower East Side and the city as a whole.