AGENDA

1) Public Comment
   a. Members of the public will be given the opportunity to directly address the Committee on any item listed on the agenda.

2) Informational Update on Arts & Culture Initiative and Development of Citywide Arts and Culture Plan

3) National Fitness Campaign’s Outdoor Fitness Court Design – Jean-Michel Basquiat Special Edition Licensed Mural Design

4) Future Agenda Items Discussion
5) Adjournment

Huma Ahmed
City Clerk

Posted: August 20, 2021

A DETAILED LIAISON AGENDA PACKET IS AVAILABLE FOR REVIEW AT
WWW.BEVERLYHILLS.ORG

Pursuant to the Americans with Disabilities Act, the City of Beverly Hills will make reasonable efforts to accommodate persons with disabilities. If you require special assistance, please call (310) 285-1014 (voice) or (310) 285-6881 (TTY). Providing at least forty-eight (48) hours advance notice will help to ensure availability of services.
In 2019, City Council authorized the expansion of the City’s Fine Art Commission to include cultural arts under their purview. City Council renamed the Fine Art Commission to the new Arts and Culture Commission. This commission retains the responsibility for acquisition and/or acceptance of donations or loans of Fine Art, just as the Fine Art Commission did in the past. Additionally, the newly established commission expands its framework so that there is enhanced citywide support for arts and culture programs and events and to help identify and foster new partnerships as part of greater engagement with the arts community and continued support of a thriving arts and culture community here in Beverly Hills.

Karen R. Constine Public Affairs & Arts/Culture Management Consulting, was contracted by the City for cultural arts pre-planning and facilitation. Karen and her colleague Jessica Cusick have helped the City throughout this arts and culture expansion. Ms. Constine is a consultant that specializes in providing strategic counsel, public affairs and arts and culture services. She frequently works with agencies where arts and culture are intrinsically linked and tied to economic and community development programs and strategies. Karen was also Interim General Manager for the City of Los Angeles Department of Cultural Affairs, and served as Senior Advisor to Mayor Villaraigosa, Head of the Bill Commission for the State of California under Governor Gray Davis, as well as Chief of Staff to Los Angeles City Councilmember Laura Chick. Jessica Cusick is a consultant that specializes in cultural planning and policy development with over thirty years of experience working in community development and the arts for governmental agencies. Jessica was the Cultural Affairs Manager for the City of Santa Monica from 2005 through 2015.

In May 2019 the Beverly Hills Arts and Culture Commission was established and an ordinance of the City amending the Beverly Hills Municipal Code to change the Fine Art Commission to the Arts and Culture Commission was adopted. The Work Plan for the new Arts and Culture Commission was approved shortly thereafter (June 2019) by City Council to help guide the work and priorities for the following two years. Since July 2019, the Commission has been engaged with implementation of the Arts and Culture Work Plan and completion of its priorities and goals. As part of this ongoing work, staff presented on a monthly basis an updated table for the Commission to review and discuss planning, action items and deadlines.
As part of the community engagement in this process, the Arts and Culture Commission hosted a kick off meeting that celebrated and launched the City of Beverly Hill’s Arts and Culture Expansion Initiative in October 2019. This event presented the expansion initiative, and encouraged interested stakeholders to get actively involved by informing this community engagement process through their participation which was robust. An arts community survey was released the day of that meeting. This survey allowed the Arts and Culture Commission to hear from arts stakeholders (local performing arts groups, art galleries, musical groups, artists and City residents) on how best to expand Arts & Culture programming in Beverly Hills. The early readings of the data compiled has helped inform the Beverly Hills Arts and Culture Commission and the City’s work going forward.

In November 2019 to further the community outreach and public engagement process, the Arts and Culture Commission started listening tours, allowing local arts and culture stakeholders to introduce to the commission the work of their organizations. After wrap up of listening tour in July 2020, findings from the “Listening Tour” presentations were analyzed and shared with the Commission. Findings from the arts and culture community survey also provided insight on what types of art and culture events the community would like to see in the future. The four major recommendations from the tour presentations included: future programs and events, art facilities in Beverly Hills or expanded venues, potential partnerships, and outreach & marketing opportunities.

Beginning in the summer of 2020, the Arts and Culture Commission then worked with the art consultants in an initial citywide review of ordinances, policies, plans, and other key documents that affect the arts and culture in Beverly Hills. As part of this project, the art consultants proposed a new public art framework and policy in December 2020. The art consultants met with the Fine Art/Public Art Ad Hoc and the City Attorney’s Office to develop a framework which includes existing city ordinances, policies, and administrative regulations that address works of arts owned by the City of Beverly Hills and displayed in public places. To manage the wide range of public art, the Commission wishes to develop three broad categories including Fine Art Collection, Temporary Public Art, and City Collection. The Temporary Public Art Policy focuses on temporary art installations within the context of a City cultural program, special event or initiative. The policy’s components are: Purpose & Goals, Application, Review & Approval Process, Funding, Contract & Key Obligations, and Definitions. These components will aid the Commission in the application of public art acquisition and will be incorporated into the larger Citywide Arts and Culture Plan.

During this past fiscal year, despite the impact of the pandemic, the Arts and Culture Commission celebrated the power of art to enrich people’s lives and the intrinsic value of the City’s Fine Arts Collection and arts and cultural events to Beverly Hills residents and visitors. The work of the Arts and Culture Commission continued to invite public engagement and bring the community together through innovative arts and cultural events and experiences including: virtual events, socially distanced events, hybrid events which mixed digital and onsite in-person participation and outdoor art installations.

Between July 2019 and July 2021, the Arts and Culture Commission has reached the priorities and outcomes set forth for this period as part of this ongoing process. (See attached Work Plan Accomplishments). Now in the Phase 3 of the Arts & Culture Initiative, Commissioners hope to work with City Council, City commissions and committees, our consultants, staff and community stakeholders on the development of Citywide Arts and Culture Plan which will craft a vision for arts and culture in Beverly Hills. Major elements of this plan will include a mission statement for
arts and culture, further define policies and programs, areas of responsibility and strategic funding sources. The Commission seeks to increase the visibility of arts and culture, expand awareness of cultural facilities and spaces, and encourage more arts and cultural activities in Beverly Hills such as site-specific public art installations, performances, artist-generated engagements, arts and culture events and festivals. The goal of the proposed City Arts and Culture Plan is to develop a process to guide arts and culture program and event development, foster increased arts engagement, public art and unique experiences through the arts in the City, and explore development of innovative funding strategies, and build capacity through strategic community partnerships and sponsorship opportunities.
2019-2020 Arts & Culture Workplan

Goals & Objectives
Increase the visibility and awareness of the arts and culture in Beverly Hills.
• Promote arts and cultural programming/events in Beverly Hills to the community and visitors.
Expand awareness of cultural facilities and spaces in Beverly Hills.
• Raise awareness of cultural facilities/spaces in Beverly Hills to encourage artists, arts organizations, and partners to perform/exhibit in Beverly Hills.
Encourage more arts and cultural activities in Beverly Hills.
• Bolster arts and cultural offerings and opportunities in Beverly Hills by encouraging artists, arts organizations, partners, etc., to perform and exhibit in Beverly Hills.
2019-2020 Arts & Culture Workplan Priorities/Accomplishments

- Create an arts & culture website and calendar - ✓
- Hold a kick-off event to launch the arts & culture initiative - ✓
- Review City Council adopted Goals & Priorities for FY 19/20, in regard to the arts - ✓
- Align Commission Ad Hoc Committees to encompass new ACC duties - ✓
- Continue to work on existing Fine Art and public art installations - ✓
- Recommend & support the creation of one new event or initiative in FY 19/20 - (Open)
- Plan for new Greystone Theater opening festivities - ✓
  
  *(Scope impacted by Covid)*
ADDITIONAL OUTCOMES

2020-2021

• Conducted a listening tour of strategic & arts partners - ✓

• Conducted a survey of community & stakeholders - ✓

• Feedback from listening tour & survey has been tabulated & shared - ✓

• Commission expressed interested in focusing on a signature event - ✓

• Consultant prepared draft policies and an overview of Art in Public Places in Beverly Hills - ✓
PRESENTATION TO THE
BEVERLY HILLS
ARTS AND CULTURE
COMMISSION
10 AUGUST 2021
City of Beverly Hills studies expanding the duties of its Fine Art Commission
- To encourage broader participation in arts and cultural activities and events by its residents and visitors

City of Beverly Hills establishes its Arts and Culture Commission.
- ACC began its duties in summer of 2019.
- Responsibilities include advocating for arts and culture, overseeing the Fine Art program, and expanding access to all forms of the arts.
- ACC adopted its first two-year workplan to guide arts and culture programs and its work.

The work of the Arts and Culture Commission continues including:
- Listening tour begins
- Outreach to strategic partners
- Kick Off Meeting
- Community/Stakeholder survey
- Development of draft Art in Public Places policies

2018

2019

2019–2020
What type of arts and cultural activities would you like to see more of?

When asked to rank the top three types of cultural activities they would like to see increase, a substantial majority selected the following three priorities:

• performing arts activities (theater, dance, concerts, etc.) was selected by 69 of 81
• visual arts activities (Fine Art, public art, art shows, etc.) was selected by 63 of 81
• a signature festival or event was selected by 58 of 81
If you could ask for one new art or cultural event or initiative in Beverly Hills what would it be?

32% of respondents prioritized a festival. Suggestions for the type of festival range widely, from an international cultural festival, to a theater or film festival.

Others prioritized the following options:
- more concerts
- more public art
- more classes
- more events at Greystone
Listening Tour
2019/2020
KEY FINDINGS
SUGGESTIONS FROM THE LISTENING TOUR

Representatives from the Beverly Hills arts and culture community provided input to the ACC.

The input fell into four general categories and included suggestions for:

- Future Programs & Events
- Arts and Culture Facilities in BH
- Potential Partnerships
- Outreach and Marketing Opportunities
1. Future Programs & Events
   • There is a great deal of appreciation for the arts in Beverly Hills. This translates into a desire for more local arts & cultural programs and events.
   • Like the survey respondents, listening tour/meeting participants suggested establishing a signature festival or event.

2. Arts & Cultural Facilities in BH / Expanded Venues
   • Suggestions revolved around the need for more venues or places where art & culture programming and installations could take place.

3. Potential Partnerships
   • Listening Tour participants expressed great willingness to partner w/ BH on future projects.

4. Outreach & Marketing Opportunities
   • BH arts and culture organizations expressed interest in the City’s new Arts and Culture website and willingness to share information for its calendar; although some concerns were expressed regarding maintaining listings.
   • Several suggested that enhancing shared marketing efforts of arts and culture in BH would be beneficial for all.
Towards an arts and culture plan for Beverly Hills

NEXT STEPS
As envisioned, a strategic Arts and Culture Plan will assist the City of Beverly Hills in:

- Broadening and sustaining its arts and culture policies and programs;
- Leveraging the City’s investment in the arts through strategic partnerships;
- Encouraging joint initiatives among various departments to further bolster the arts and culture, cultural tourism, economic development, beautification; and
- Providing program and workplan opportunities for future years.
A draft document was presented to the Commission in December 2020.

Gathers:
- Existing City ordinances, policies, and administrative regulations regarding works of art owned by the City and/or displayed in public places;
- Proposes updates to some policies, and additional supplemental policies to cover new priorities and initiatives.
- Will include a master list of proposed locations for public art.
- Responds to the expanded duties of the Arts and Culture Commission and its programs.

Always been envisioned to be part of a larger strategic arts and culture plan.
NEXT STEPS FOR AN ARTS AND CULTURE PLAN

Work with City Commissions, Committees, stakeholders, and staff.

Craft a vision for arts and culture in Beverly Hills that is sustainable and executable.

Elements of the plan will include:

- Mission statement for arts and culture;
- Defined programs;
- Areas of responsibility; and
- Funding sources.
ACTION ITEMS

• Form a working group of 5 to 6 people including 2 Arts & Culture Commissioners and other key stakeholders.
• Set a monthly meeting schedule.
• Provide quarterly progress reports.
• Target 6 to 8 months to complete draft.
• ACC and Council to review and approve the final Plan.
National Fitness Campaign (NFC), is a social enterprise based in San Francisco and founded in 1979, which partners with local communities and nationwide sponsors to promote healthy infrastructure. The Fitness Court ecosystem combines digital tools, evolving challenges and best in class equipment to create the world's best outdoor gym experience. With original locations in 4,000 cities worldwide, a flagship installation in San Francisco and 100 new locations across the United States, National Fitness Campaign is committed to making world class fitness free for everyone.

When a city or organization joins the National Fitness Campaign, they become part of a 21st Century Healthy Infrastructure, which in addition to the Fitness Court includes strategic planning studies for site feasibility and design, campaign funding support, the Fitness Court mobile app, Ambassador Training, and support with the public relations surrounding the launch and activation of the court.

Last year the National Fitness Campaign added an additional element to their program, seeking to build an outdoor art gallery across America, which features a special edition licensed mural design to adorn the Fitness Court. Participation in the Featured Artist program is by invite only, and only ten exclusive licenses will be issued each year, each featuring a different design inspired by the same artist. The inaugural featured artist for 2021 is Keith Haring, with a Fitness Court in Indian Wells, California being the only location in California to receive a Keith Haring Fitness Court.

As the outdoor Fitness Court network grows across America, NFC is pleased to present the 2022 Featured Artist, Jean-Michel Basquiat. This one-time only, exclusive curated collection developed in collaboration with The Estate of Jean-Michel Basquiat in New York will unite art and fitness in iconic public spaces across America. Basquiat works are considered edgy and raw, and through a bold sense of color and composition, he maintains a fine balance between
seemingly contradictory forces such as control and spontaneity, menace and wit, urban imagery and primitivism.

The City of Beverly Hills has been invited to participate in the 2022 Featured Artist Collection and receive one of ten limited edition licenses to display the work of Jean-Michel Basquiat on the Fitness Court. Each of the ten designs feature unique Basquiat art, which is applied to the metal surface of the Fitness Court on a film, similar to the film used to wrap cars, buses and utility boxes, with a layer of graffiti resistant coating also incorporated into the film.

The cost to obtain one of the Basquiat Fitness Courts is $220,000, and that includes turnkey installation of the equipment, art, and graphics, plus the full suite of campaign services such as sponsor and fundraising support, launch event planning, and access to the mobile app. The only significant additional cost is the pouring of a 38’ x 38’ concrete slab to place and secure the Fitness Court and equipment. The concrete slab cost is not known at this time due to the volatility in the price of construction materials and services during the pandemic.

Should the City move forward with the National Fitness Campaign and purchase and install one of the Basquiat Fitness Courts, the court will belong to the City in perpetuity. However, the Basquiat artwork that is affixed to the exterior of the Fitness Court is a five-year lease of the art, and at the end of the five years, the art will be removed and returned to the Basquiat Estate. At that time, the City would have several options, the City could choose to continue participation in the Featured Artist program and purchase another five-year lease of art from the Featured Artist at that time (2027), at the estimated cost of $25,000 for five years. Another option would be to work with NFC and the Basquiat Estate to purchase another five-year license of his art, for $10,000 per year. For a more permanent design, the City could commission a local artist to design a mural for the Fitness Court. If the local artist option is pursued, NFC provides a $5,000 grant to the artist and the cost to the City for the design, production, and installation is $25,000. The last option would be opting for the standard blue design found on all the Fitness Courts that are not associated with a Featured Artist, the cost for this option is currently $10,000.

Excluding the cost of the concrete slab, the cost to the City to receive a Basquiat Fitness Court is $220,000, which can be supported through a variety of funding sources. Fundraising and seeking donations are an integral part of every Fitness Court project, and could include in-kind donations of the concrete slab from a construction company or monetary donations from gyms such as LA Fitness or Equinox, or hospitals and healthcare providers, like Cedars-Sinai. The City’s General Fund would likely support the majority of the cost of the project.

The Basquiat Fitness Court was presented to the Arts & Culture Commission at their August 10, 2021 meeting by City staff and staff from the National Fitness Campaign. The Commission unanimously voted to approve the concept of the Basquiat Fitness Court and present to the City Council for approval. The Recreation and Parks Commission will receive the same presentation at their meeting on August 24, 2021.

Should the ACC Liaisons endorse this project, staff will then work with NFC on a feasibility study and site analysis to determine the most appropriate locations within the City, and take the study through the Commission and Liaison process before ultimately recommending a site and funding plan for City Council approval.

If directed to move forward, the NFC has informed staff that the process to determine a feasible location, develop and implement a funding plan, and selection of the art will take approximately six to eight months. Once the site and funding plan is confirmed, a contractor will need to be hired to pour a concrete slab, which will then take 28 days to cure, actual installation of the Fitness Court and the artwork will take four days.
National Fitness Campaign is building an outdoor art gallery across America.

Join us and become a Collector.
WHO WE ARE
National Fitness Campaign is a San Francisco based social enterprise and consulting firm.

WHAT WE DO
NFC develops partnerships with cities, schools and sponsors to build healthy communities.

CAMPAIGN STORY
Past, Present, Future

1979
FITNESS COURT INVENTED

1980-2000
CAMPAIGN EXPANDS

2012
A NEW CAMPAIGN & WORLD CLASS TEAM

2018 & PRESENT
WELCOMING OUR 500TH HEALTHY COMMUNITY

2030
EXPANSION TO 10,000 COMMUNITIES

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WHAT WE DO
NFC develops partnerships with cities, schools and sponsors to build healthy communities.
OUR MISSION
BUILD A FREE OUTDOOR FITNESS COURT
WITHIN A 10 MINUTE BIKE RIDE OF EVERY AMERICAN
A Comprehensive Wellness Program

The Campaign is a collection of resources and services designed to activate, encourage and support participation in outdoor fitness activities. Our campaign is separated into two stages: Healthy Infrastructure & Campaign Services. All Cities and schools awarded in the program receive all products, tools and services described on this page and detailed in this executive summary document.
NATIONAL FITNESS CAMPAIGN’S FITNESS COURT®
WORLDS BEST OUTDOOR GYM
FITNESS COURT®
Design & Planning Consulting

- Strategic Planning & Feasibility Study
  Demographic, Political, & Pedestrian Activity Inventory

- Circulation Planning
- Site Plan Integration
- View-Shed Study
- Phase Plan & Site Mapping

Funding & Installation Support

- Expert Partnership Support

- NFC Grant Funding
  Grant funding available through NFC’s national partners & sponsors via application

- Sponsor Strategy
  Consultation on building consensus and best practices for building local sponsor relationships

- NFC Factory Install
  NFC’s National Install Partner EIS available for installation guidance & support
Ambassador Training
Certified Training Team & Local Community

Launch & Public Relations
Professional Media Consulting Services

NFC Official Fitness Court Ambassador Training
American Council on Exercise Approval

Featured Stories Highlighted through Press and Local Media of Launch Days and On-Going Programming
21st Century Healthy Infrastructure

National Fitness Campaign’s Fitness Court is the centerpiece to its holistic health and wellness initiative. The Fitness Court is an outdoor bodyweight circuit training center with functional fitness DNA. The best-in-class system provides a full-body workout to adults of all ability levels. With 7 functional fitness zones, the Fitness Court can be used in thousands of ways. The Fitness Court is the world’s best outdoor gym!

Strategic Planning & Feasibility Study, Site Design Consulting

Campaign Funding Support
Sponsor Strategy, Best Practices, National Installation Team Support

Fitness Court App
Free digital App Delivering Programming, Workouts & Content

Ambassador Training
NFC Fitness Court Ambassador Training
ACE Certified (America Council of Exercise)

Launch & Public Relations
Featured Stories Highlighted through Press and Local Media

2022 Fitness Season
Spring/Summer/Fall national & local training, classes & challenges series
Introducing Public Art
Interactive Public Art Across America

West Allis, WI
Fitness Court® Local Artist
FEATURED ARTIST 2021 - KEITH HARING
Keith Haring was an American artist whose pop art and graffiti-like work grew out of the New York City street culture of the 1980s. After public recognition he created larger scale works, such as colorful murals, many of them commissioned. His imagery has "become a widely recognized visual language."
NFC FUNCTIONAL PUBLIC ART GALLERY

2021 Featured Artist - Keith Haring

NFC Public Art Gallery | Keith Haring Fitness Court® Collectors

Jackson, MS
Kutztown, PA
Santa Fe, NM
Henderson, NV
Green Mt Falls, CO

KEITH HARING'S HOMETOWN
2022 Featured Artist

Jean-Michel Basquiat Fitness Court® Collection
Limited Edition, Interactive, Outdoor Public Art

As the outdoor Fitness Court® network grows across America, NFC is pleased to present the 2022 Featured Artist Jean-Michel Basquiat. This one-time only, exclusive curated collection developed in collaboration with The Estate of Jean-Michel Basquiat in New York will unite art and fitness in iconic public spaces across America. One hundred cities of all sizes who demonstrate a commitment to both arts and wellness infrastructure have been selected to learn about this unique program. Qualifying cities who succeed in their application for the program will be selected nationwide to curate this collection.

Collectors of the Basquiat Fitness Court® Collection will join ten other cities who curated the 2021 Keith Haring Fitness Court® Collection to join the campaign as an exclusive collector of NFC’s Outdoor Public Art Gallery.

Participation is by Invite Only.
Jean-Michel Basquiat is one of the best known artists of his generation and is widely considered one of the most important artists of the 20th century. His career in art spanned the late 1970s through the 1980s until his death in 1988, at the age of 27.

Basquiat works are **edgy and raw**, and through a **bold sense of color** and composition, he maintains a fine balance between seemingly contradictory forces such as **control and spontaneity**, menace and wit, **urban imagery and primitivism**.
Untitled, 1984
$110.5 Million

One of the most expensive paintings ever purchased.
Set a new record high for an American artist at auction.
SOLD AT AUCTION

#2

In This Case, 1983
$93.1 Million
#3

**Untitled (Devil), 1982**

$57.3 Million
#5 Dustheads, 1982
$48.8 Million

#4 Versus Medici, 1982
$50.8 Million
NFC IS PROUD TO PRESENT THE
BASQUIAT FITNESS COURT® COLLECTION
10 UNIQUE LIMITED EDITION LICENSES AVAILABLE FOR 2022
THE
BASQUIAT
FITNESS COURT®
COLLECTION

Choose from 10 Unique
Limited Edition Designs

JEAN-MICHEL BASQUIAT
2022 FEATURED ARTIST
FITNESS COURT® COLLECTION
NFC INVITE ONLY EXCLUSIVE | LIMITED EDITION FOR TEN CITIES

FEATURED ARTIST COLLECTION

Basquiat Fitness Court

BQ-1

‘Untitled’ Skull
1981

‘Untitled’ Fallen Angel
1981

‘Untitled’
1980’s

JEAN-MICHEL BASQUIAT
2022 FEATURED ARTIST
FITNESS COURT® COLLECTION
BQ-2
‘Untitled’ The Devil
1982

Sold for $57.3 Million
Auction: Christie’s, May 2016
Owner: Yusake Meazawa
BQ-3

‘Boy and Dog in a Johnnypump’
1982

Sold for +$100 Million
Owner: Ken Griffin
2022 FUNDING REQUIREMENTS

2022 Featured Artist - Jean-Michel Basquiat

JEAN-MICHEL BASQUIAT

2022 FEATURED ARTIST
FITNESS COURT® COLLECTION

BASQUIAT FITNESS COURT®
Turn Key Install & Campaign Services

$220,000 + Concrete Slab

INCLUDED SERVICES

1 of 10 Basquiat Licensed Fitness Courts®
5 Year Art Lease

Custom Powder Coating
Full Bleed Art
Limited Edition Plyo Box & Bend Station Designs

Turn Key Installation
EIS Factory Install
Art & Graphic Installation Included

Campaign Services,
Promotions of Partnership,
Sponsor Support

Concrete Slab Not Included
2021 FEATURED ARTIST
Keith Haring Fitness Court® Collection

NFC 2021 Featured Artist | Keith Haring

Limited Keith Haring Fitness Court® License Still Available - Join the Gallery
OVER 500 SPONSORS NATIONWIDE
Custom Powder Coating Color
Red

Custom Side Panels
Artist Profile

Keith Haring Feature Wall

32’ x 6’ Keith Haring Mural Wall Canvas

Keith Haring Feature Wall

Keith Haring Art Integration into all elements

Custom Powder Coating Color
Red

Custom Side Panels
Artist Profile

Keith Haring Feature Wall

32’ x 6’ Keith Haring Mural Wall Canvas

Keith Haring Feature Wall

Keith Haring Art Integration into all elements
Please Note:
These materials are the property of NFC and are made available to qualified candidates who are being considered for funding and or participation in the Campaign and NFC Healthy Infrastructure program.

Any reproduction or sharing of these materials is strictly forbidden and use of these materials is for work done in conjunction with NFC and its partners and sponsors.

A Note from the NFC Team:

The following analysis overview of Jackson is presented as part of NFC’s Healthy Infrastructure services that provide support and guidance for building a healthy city network.

These data sets and resources have now been made available to invited partners who are now moving forward with city-wide campaigns and programs.

The following pages represent an executive summary of NFC’s urban design and planning services that assist active campaign partners in strategic planning efforts to build towards health impact in their community. In addition, this work assists your community in pre-qualifying for NFC Grant Funding.

We look forward to working with you further to develop this strategic plan and partnership.

Thank you,
NFC Team
ACTIVITY NETWORK
Running, Biking, Walking

POPULATION DENSITY
People per sq. Mile

EQUITY MAP
Median Household Income
Mississippi Museum of Natural Science (Subject to Master Plan review)
North of Lakeland Drive
Smith Park
Convention Center (Potential Alternate Site)
Battlefield Park
Jayne Avenue Park
Bellhaven Heights Park (Potential Alternate Site)
NEXT STEPS

1. CONSENSUS
   Share Video - Build Consensus

2. FEASIBILITY STUDY PRESENTATION
   Qualification Stage - Design Studio Introduction

3. LICENSE QUALIFICATION APPLICATION
   NFC Releases Application if Appropriate

4. PROGRAM AWARD SELECTIONS
   NFC Awards License, Funding Development Begins