

# BLOCK BY BLOCK

## CROCKER art museum

The Crocker Art Museum's Block by Block (BxB) initiative seeks to enhance cultural participation and quality of life throughout Sacramento's urban core.

To do so, the Crocker co-creates hyper-local experiences with and for its diverse community, designed to promote interconnectivity and arts engagement.

A unique approach to Museum work, BxB is inspired and informed by a community advisory team committed to collaboration and collective impact.

Since its inception in 2015, Block by Block has engaged more than 40,000 community members, 400 artists, and employed an ever-growing number of "art-ivists" through its Youth Street Team and Art Impact Fellows programs.

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### 2017-19 OBJECTIVES

- **Establish and maintain a strong presence** within Sacramento's Promise Zone, a federally designated area targeted for economic development
- **Leverage the resources and power** of Sacramento residents, the arts, and the Crocker to create more opportunities, possibilities, and common ground for community building and bridging
- **Create job opportunities** and provide college and career readiness training for youth living or attending school in the Promise Zone
- **Conduct extensive evaluation** of the project and share results and lessons learned with the community, other organizations, and the Museum field
- **Most of all, provide art experiences** that produce moments of transformation, recreation, and education

### 2017-19 OUTCOMES

Serve **9,000**  
Promise Zone residents



Distribute **6 ISSUES**  
**OF BXB ZINE**

designed to showcase  
community-based artists  
and events

Offer service-learning  
internships to  
**8 - 12 YOUTH**  
+  
**2 - 3 ENTRY LEVEL  
POSITIONS**  
to emerging culture  
professionals

**PROVIDE 5 - 10  
ART ARK VISITS**  
within the Promise Zone

**CROCKER  
art museum**  
Mobile Art Center

Create more than  
**16 POP-UP ART  
EXPERIENCES**  
throughout the  
Promise Zone

**ESTABLISH AN ART  
IMPACT TEAM**  
that will partner, advise, and  
support high-impact programs and  
events along with best practices  
for the initiative.