

The logo features the words "HIP HOP" in a large, bold, black, stylized script font. Below it, the words "CULTURE CENTER IN HARLEM" are written in a smaller, black, sans-serif, all-caps font. The entire logo is centered within a white rectangular area on a yellow background.

HIP HOP
CULTURE CENTER IN HARLEM

Funders Presentation

Contact: Terry Nelson, Executive Director
Global Artists Coalition at (917) 855-777
or email director@globalartistscoalition.org

THE FOUNDERS OF THE GLOBAL ARTISTS COALITION

- As professionals with over 25 years of experience in the fields of advertising, marketing, and advertising job placement, we have witnessed the steady growth of urban culture and its use as a tool to market and sell products and services.
- Hip-hop culture is used to sell beverages, fast food, athletic shoes, clothing and apparel, automobiles, entertainment and more, with companies investing billions of dollars in advertising, marketing and entertainment to develop and promote themes that originate in the inner cities.
- Despite the magnitude of these financial opportunities, the youth that live in these urban communities and provide a steady stream of trends and cultural icons receive little economic benefit, and in fact are given limited access and opportunity to pursue careers in the related fields.
- We understand the use of Hip Hop as a powerful marketing tool and it's intense connection to youth. Our goal is to use Hip Hop to transform the creators of urban culture into career earners, business owners, and successful adults.

FUTURE MATTERS

- GAC uses Hip Hop as a motivator and a tool for education, engaging youth in underserved communities on social issues that effect their future, while preparing them for stimulating career pursuits that has them thinking about the future.
- These new and innovative programs and the launch of The Hip Hop Culture Center comes at the same time that Mayor Bloomberg's Commission for Economic Opportunity has identified "disconnected youth," as one of the targets for poverty alleviation.
- The disconnected rate for New York City is higher than the nation's due to the low labor market participation rates among our out of school youth, at 68.3% percent for New York males versus 85.2% male youth nationally.
- The cost of inaction is enormous: wasted potential as income earners and taxpayers, and the price of incarceration at \$20,000 - \$30,000 per person annually are just two.
- Efforts to improve New York City Schools must be complemented by employment-based programs that address the needs of the city's out of school and out of work youth.

FUTURE MATTERS

The ability to use the power of Hip Hop to promote social responsibility and effect positive change now exists through the Global Artists Coalition and this Center.

WHY HIP HOP?

- According to Edison Media and Research, 12 to 24 year-olds prefer Hip Hop to any other form of music.
- Three out five music purchases today are Hip Hop albums, and 80% of those purchases are made by Caucasian consumers.
- The average U.S. Hip Hop patron is 25 years-old. The implications of this average means that an age as low as 13 years-old produces a high as mature as 37 years-old to the same degree. In short, today's patron could easily be parent or child.
- Hip Hop is growing as an innovative and pedagogical cultural resource, with nations most prestigious academic institutions establishing their own courses of study, including Harvard University which established its "Hip Hop Archive" six years ago.

OUR SUPPORTERS

- GAC has worked with Columbia University, Riverside Church, The Mott Haven Public School, Medgar Evers College (Brooklyn, NY), Roberto Clemente Center, Community Board 10, Ossining High School, School Community Works, Abyssinia Development Corporation and Minisink Townhouse, amongst others.
- Notably, The Hip Hop Culture Center has been identified as a catalyst for economic growth in Harlem by a number of City organizations including:
 - **The New York City Economic Development Corporation**
 - **The Office of the Deputy Mayor for Economic Development and Rebuilding**
 - **The 125th Street Business Improvement District (BID)**
 - **Harlem's Community Board 10**
- Visitors to the Hip Hop Culture Center include Officials from Lieutenant Governor Patterson's office, Senator Bill Perkins, assemblyman Keith Wright, Benjamin Chavis, from Russell Simmon's Hip Hop Action Network and many others.

THE PROCESS

JOB PLACEMENT

NETWORK BUILDING

ACCESS, RELATIONSHIPS, MENTORING

SKILL DEVELOPMENT

INTERNSHIPS, MENTORING, TECHNICAL SUPPORT

PROGRAM EVALUATION / LINKS TO AVAILABLE RESOURCES

EVALUATIONS FROM PARTICIPANTS, STAFF, PATRONS
BROCHURES, ONLINE, VOCATIONAL TRAINING, EDUCATION

CAREER DISCOVERY WORKSHOPS

ARTS, COMMUNICATIONS, ENTERTAINMENT, ADVERTISING

EDUTAINMENT - SOCIAL ISSUES

FINANCIAL LITERACY, HEALTH CONCERNS, LEGAL RIGHTS

USE OF HIP HOP AS A MOTIVATOR

AND TOOL FOR EDUCATION

PERMANENT HIP HOP HISTORY & CULTURE ATTRACTION



PERMANENT HIP HOP HISTORY AND CULTURE ATTRACTION

- Hip Hop music and art has grown in the last thirty years from an exclusively urban-American art form to a cross-cultural, multi-generational culture that has transformed how we listen to music, value and consume products, communicate, think, work and live.
- With dynamic exhibitions as its center piece, screening of rare historical footage in theater, displaying cultural documents and artifacts, producing symposiums, music demonstrations, special events, vocational training and community services, the Center will be an attraction for New York City's youth and cultural tourists alike.
- Funding support to sustain and expand the programs of The Global Artists Coalition will serve to attract more visitors and impact more youth. This, in turn will grow the City's collaborative involvement, corporate interest, and the Center's visibility as a respected arts and education institution for youth.

YOUTH PROGRAMS AFTER-SCHOOL

- GAC's After-School Youth program meets the criteria of an OST.
From 3:00 - 7:00 pm, GAC programs engage the youth while addressing many of the social and economic indicators of "disconnection" head-on.
- These programs are led by business leaders, full-time staff, counselors and tutors, providing homework assistance, computer and internet services, volunteer opportunities, health education, leadership training and mentoring.
- In addition to these After-School support services, GAC's premiere "Edutainment" and Career Discovery Workshops will be offered as a regular part of the After-School curriculum.

YOUTH PROGRAMS

EDUTAINMENT



- Using lyric samples from the latest Hip Hop music, Edutainment is an aid that makes learning fun.
- Edutainment uses a multi-sensory approach, engaging at-risk youth early in the social development, to avoid the pitfalls that lead to “disconnection”.
- The range of topics include financial literacy, HIV/AIDS prevention, health and hygiene, teen pregnancy, peer pressure/peer mediation, and civil rights.
- Edutainment workshops are augmented with on-site experts and with comprehensive materials that provide detailed information subject matter.

YOUTH PROGRAMS

CAREER DISCOVERY



- GAC's Career Discovery Workshops will also be offered as a regular part of the After-School curriculum.
- The workshops operate in a fun conversational settings, with mentors presenting stimulating themes and case studies from their own professional history, revolving Hip Hop themes.
- GAC supports career workshops with links to available resources to pursue career in these fields including, mentors, internships, vocational schools and colleges, scholarships, mentors, internships, trade associations, and job placement.

HIP HOP CULTURE CENTER WEEKLY PROGRAM SCHEDULE

The Hip Hop Culture Center Weekly Program Schedule

	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat./Sun.
11:00 a.m.	Museum Open	Museum Open	Museum Open	Museum Open	Museum Open	Museum Open
12:00 p.m.	↓	↓	↓	↓	↓	↓
1:00						
2:00	↓	↓	↓	↓	↓	↓
3:00	After-School Program	After-School Program	After-School Program	After-School Program	After-School Program	
4:00	Edutainment Workshop	Health Program	Edutainment Workshop	Career Discovery	Edutainment Workshop	↓
5:00	↓	↓	↓	↓	↓	↓
6:00	↓	↓	↓	↓	↓	↓
7:00	Lectures, Symposiums	Lectures, Symposiums	Lectures, Symposiums	Lectures, Symposiums	Lectures, Symposiums	Open for receptions & performances
8:00	↓	↓	↓	↓	↓	↓
9:00	Open for receptions & performances	Open for receptions & performances	Open for receptions & performances	Open for receptions & performances	Open for receptions & performances	↓
10:00	↓	↓	↓	↓	↓	↓
11:00	↓	↓	↓	↓	↓	↓

Hip Hop Culture Center Program Benchmarks

Program	# of monthly events	# of annual events	# of participants in 2006	2007 Goal*
Edutainment	0-2	15	3,000	12 workshops/mo 50,000 youths/year
Career Discovery	0-1	6	500	4 workshops/mo 10,000 youths/year
Job Placement Program	N/A	36	120 (job placements)	150 job placements
Internship Program	N/A		2 (internship placements)	300 internships
Hip Hop Culture Center	1		2000 visitors/mo (not incl. GAC youths)	8,333 paying museum visitors/monthly

The ability to set benchmarks at the Center and other events will facilitate quantitative evaluation of GAC's progress.

Hip Hop Culture Center Evaluation

Three qualitative mediums of ongoing and subjective evaluation:

1. Evaluation cards culled from youth participants at conclusion of workshops
2. Evaluation reports from employers of interns at conclusion of internships
3. Evaluation cards culled from museum-goers on-site and online

Both quantitative and qualitative evaluations will be recorded and updated, producing **four reports**:

- One evaluates the number of people impacted based attendance figures
- Three reports that evaluate program quality based off of personal feedback.

Hip Hop Culture Center Funding Request

- GAC programs effectively speak to priorities of Mayor Bloomberg and other Corporate Community Relations and Civic organizations concerning “disconnected youth”.
- We look to the support of donors to help cover the administrative costs to conduct programs.
- Once the Center launches, revenues from admission, membership fees and merchandise will help cover these increased costs. But in the meantime, funds to execute GAC programs and operate the Center have been spread very thin.
- GAC’s After-School youth program runs from 3:00 -7:00 pm, Monday through Friday, accounting for 30% of overall personnel time and administrative costs (a total of four hours out of the twelve hours the Center is open for operation).

Hip Hop Culture Center Funding Request

GAC is requesting sponsorships of :

One of the Five workshops: (3) Edutainment (1) Health Program (1) Career

(3) Three sponsored Edutainment programs per week, from one of the themes below or customized to a sponsor:

- Financial Literacy
- Pregnancy Prevention
- Obesity/Diabetes
- Aids/HIV Awareness
- Peer mediation
- Civil Rights
- Drug & Alcohol abuse
- Hip Hop History

(1) Health program per week - including community service component

(1) Career behind the Hip Hop industry (Arts, Communications, Media)

Hip Hop Culture Center Funding Request

Youth Program Expenses	Monthly Expense	Annual Expense	@ 20% of total cost	@ 30% of total cost	SUB- TOTAL	TOTAL
Edutainment Programs	\$22,200	\$266,400	\$53,280			
Exhibitions	(quarterly)\$115,500	\$284,100	\$56,820			
Youth Programs	\$12,200	\$122,000	\$24,400			
Magazine Internships	\$5,275	\$8,300	\$1,660			
Career Development Programs	\$12,400	\$128,000	\$25,600			
Sub-Total		\$808,800	\$161,700		\$161,700	
Occupancy Expenses						
Rent	\$24,000	\$288,000		\$86,400		
Security	\$6,000	\$72,000		\$21,600		
Cleaning	\$2,000	\$24,000		\$7,200		
Maintenance	\$500	\$6,000		\$1,800		
Overhead	\$2,938	\$35,250		\$10,575		
Insurance	\$1,500	\$18,000		\$5,400		
Sub-Total	\$36,938	\$443,250		\$132,975	\$132,975	
TOTAL						\$294,735

