CultureBank

Mobilizing Community Cultural Assets for Social Impact
As a founding partner, Yerba Buena Center for the Arts creates the conditions for cultural shift that leads to systems change.

Our mission: To *generate culture that moves people*, because culture is the essential catalyst for change.
We Need a New Paradigm

The consequences of living in poverty are increasingly severe. Individual and community health and well-being are heavily influenced by social, environmental, and economic conditions.

The new paradigm involves understanding “poor” communities as communities with assets of value, opportunity and inspiration.

Investors do not have the capacity to understand the value of these existing and often hidden assets in community.

To date, we have missed the opportunity to enable artist entrepreneurs to unleash these hidden assets and generate community health and shared prosperity.
CultureBank creates a new investment paradigm.

Unlike traditional models, we place culture at the core of the investment strategy instead of a hoped-for benefit of the investment process.

And we bring this model directly to where cultural shift is happening: creative entrepreneurs and their enterprises.
We Can Change the System

Develop the existing but undercapitalized ecosystem of artist entrepreneurs who build value and nurture wellbeing in communities.

Invest in artists to develop undervalued community assets that contribute to community health and wellbeing, including food security, social cohesion, and community safety.

Invest productively and imaginatively through integrated capital.

Produce compelling and replicable examples of artist entrepreneurs leveraging community change to achieve community health and shared prosperity.
Our model draws from the best attributes of community banks, social financiers, community development finance institutions (CDFIs) and placemaking.

We have the opportunity to develop an untapped ecosystem of artist enterprises focused on individual and community health and well-being, and the ability to connect them to growing efforts to integrate economic, social and environmental issues into healthcare systems.
Communities have valuable cultural assets.

- **Diverse Languages**
  - building communication
- **Natural Green Spaces**
  - knowing geographies
- **Cultural Traditions**
  - sharing unique backgrounds
- **Cross Generational Knowledge**
  - passing it on
- **Creative Problem Solving**
  - shared visions of a prosperous future
- **Historical Knowledge**
  - the real story
Artists have a unique capacity to work in and with communities investing in and illuminating these valuable assets.
CultureBank creates collaborative investments with artists and communities that lay the ground work for shared prosperity.
Principles of CultureBank

- Utilize cross and intergenerational perspectives and strategies
- Hold the vision of a culture of equity
- Elevate the role of celebration to magnify stories of successful investment
- Create a sustainable, highly-adaptable and replicable model
- Make good use of underutilized and undervalued assets
- Design with stakeholders and citizens
Three innovations that make CultureBank distinctive:

1. Non-financial assets are valued and used to capitalize CultureBank and within CultureBank investment structures.

2. Social Impact, and long term social outcomes brought about by cultural activities are highly valued, and creating the conditions to build this value is the primary goal of CultureBank.

3. Every actor in the CultureBank model is an investor – Artists, communities, enlightened donors and persons with financial wealth. The work is supported through radical collaboration.
Proof of Concept Phase

Early- Mid 2018

Identify artist entrepreneurs who do the kind of work that CultureBank wants to support.

Develop a knowledge base through creating and sharing Case Studies and Case Examples.

Make CultureBank clear and concise for a broad audience.

Clarify the interest areas and strategies for the pilot.
Pilot Phase

Late 2018/2019

Demonstrate the investment and the core business components.

Focus in at least two communities of interest where CultureBank has built critical collaborators and allies.

Deepen and develop partnership with CultureBank Dallas.
The **Pilot** phase is made up of four programmatic elements:

1. Asset Discovery & Development
2. Demonstration Investments & Funds Development
3. Knowledge Building & Storytelling
4. Education & Convening
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Asset Development & Advisory Services

<table>
<thead>
<tr>
<th>Artist Led Community Gathering</th>
<th>Work with community to envision the future, illuminate assets, and illustrate their value within the community.</th>
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<tbody>
<tr>
<td>Technical Workshops</td>
<td>Preparation for CultureBank investment with several artist entrepreneurs within a community.</td>
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<tr>
<td>Advisory Meetings</td>
<td>Deepen the network among stakeholders including enlightened donor/investors, artists, and community leaders.</td>
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2 Funds Development & Demonstration Investments

- **Investment fundraising**: Secure $2 Million in donor field of interest monies and art assets as pledges to CultureBank.

- **Additional funds development**: Secure $2 Million in additional funds for CultureBank at YBCA.

- **Demonstration Investments**: Invest in artist entrepreneurs using the Integrated Capital Model in Pilot communities.
Knowledge & Storytelling

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- **50 Additional Case Examples within Pilot Communities**
  - Continue to increase the knowledge base
  - Increase knowledge of where to invest.

- **Share milestones and begin outreach**
  - Create a league of allies in new communities
  - Seek out places where we can replicate the CultureBank model with new partners.
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Education & Convening

Hold two major convenings with the Federal Reserve Bank and other partners.

Educate our audience of institutions, health organizations, and foundations about CultureBank.
Learn about and engage new collaborating partners.
Amplify our knowledge base as it grows including case examples, white papers, and early data.
Thank you!