#NEWGRANADASTEAM

THE CENTRE OF **CONNECTEDNESS**

A summary of ideas and thoughts from regional leaders in Science, Technology, Engineering, Entertainment, Arts, Math and Media.

Advancing development plans for the New Granada Theater in the historic Hill District of Pittsburgh, PA.

HILLCDC

HILL CDC

The Hill Community Development Corporation (Hill CDC) serves the Greater Hill District of Pittsburgh, PA by working in partnership with residents and stakeholders to create, promote, and implement strategies and programs that connect plans, policies, and people to drive compelling community development opportunities.

The Hill CDC works with developers in early stages of planning, design, and implementation of community development projects to assure alignment with appropriate stakeholders and the Greater Hill District Master Plan.

STEAM TASKFORCE

A task force comprised of experts and professionals in the areas of **Science, Technology, Engineering, Entertainment, Arts, Media,** and **Math** was created to support the Hill CDC in its development plans to advance the New Granada Theater and surrounding block (New Granada Square).

The STEAM Task Force will help the Hill CDC envision a dynamic role for the use of this project as a place for innovation, demonstration, training and entrepreneurship in STEAM industries. The task force will help the leadership of the Hill CDC connect the community to viable enterprises designed for “right now” opportunities, supported by mainstream industry and commerce.

Task force members will continue to be in engaged to design programming and connect to traditional and non-traditional partners and funding sources.

The Hill CDC would like to extend a special thanks to Mike Cherock at AE works for facilitating the World Café Event and to Emily Marko who provided graphic recording for the event as well as the design of this summary document. The Hill CDC would also like to express sincere appreciation to the members of the New Granada STEAM Task Force!

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HILL DISTRICT TOUR

The Hill District is known for its rich cultural legacy, active citizenry, and prime location. It was formed as a diverse city within a city attracting African American Southerners and European immigrants who formed a socially, culturally, and economically active neighborhood. Between the 1920s and 50s, the Hill District was established as the place to stop for jazz and entertainment between Harlem and Chicago.

Today, the Hill District spans 1.8 square miles and will be the focus of over $1.5 billion of real estate and economic development over the next decade. The neighborhood sits in the heart of Pittsburgh between two of Pennsylvania's top commerce and innovation centers -- Downtown and the Oakland area.

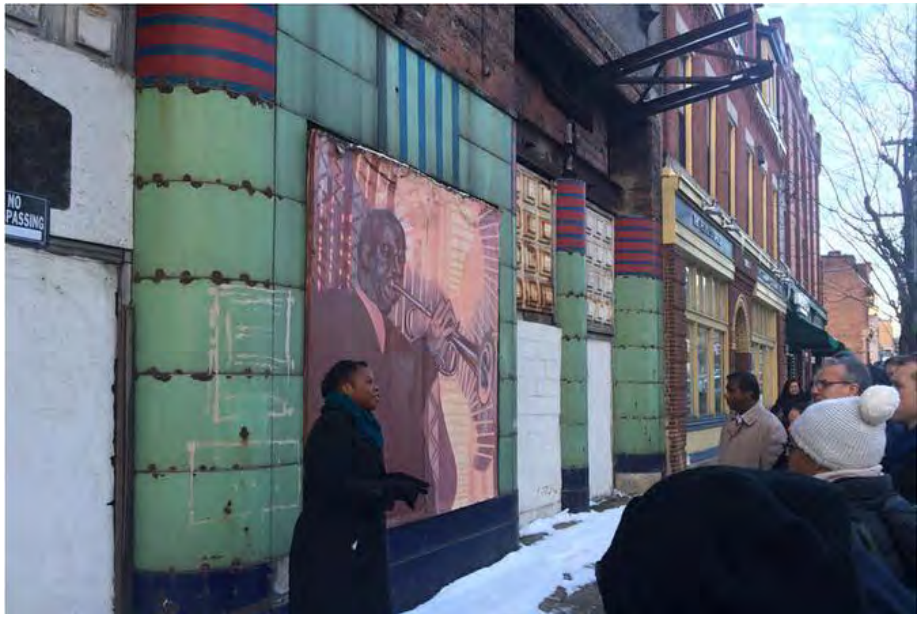
The STEAM Task Force members filled a Molly's Trolley and received a historical tour of the Hill District.

NEW GRANADA THEATER TOUR

The New Granada Theater is an icon representing the rich cultural heritage of Pittsburgh, Pennsylvania.

Originally constructed in 1928 as the Pythian Temple, the four-story masonry structure with Art-Deco detailing was designed by one of America's early African American architects, Louis A. S. Bellinger (1891-1946).

During its most celebrated days, the Theater, and its famous second floor New Savoy Ballroom were fixtures in the jazz culture. Through the decades, the Theater served many roles; it closed permanently in the late 70s. The Hill CDC purchased the New Granada Theater in the 90s.



Task force members had the opportunity to tour the New Granada Theater to understand the potential and capacity of the space.

NEW GRANADA WORLD CAFÉ

The STEAM Task Force gathered on January 22, 2016 and used The World Café model to harness the power of conversation. The event was facilitated by Michael Cherock from AE Works, a Pittsburgh-based architecture and engineering firm, who has regularly facilitated World Café meetings.

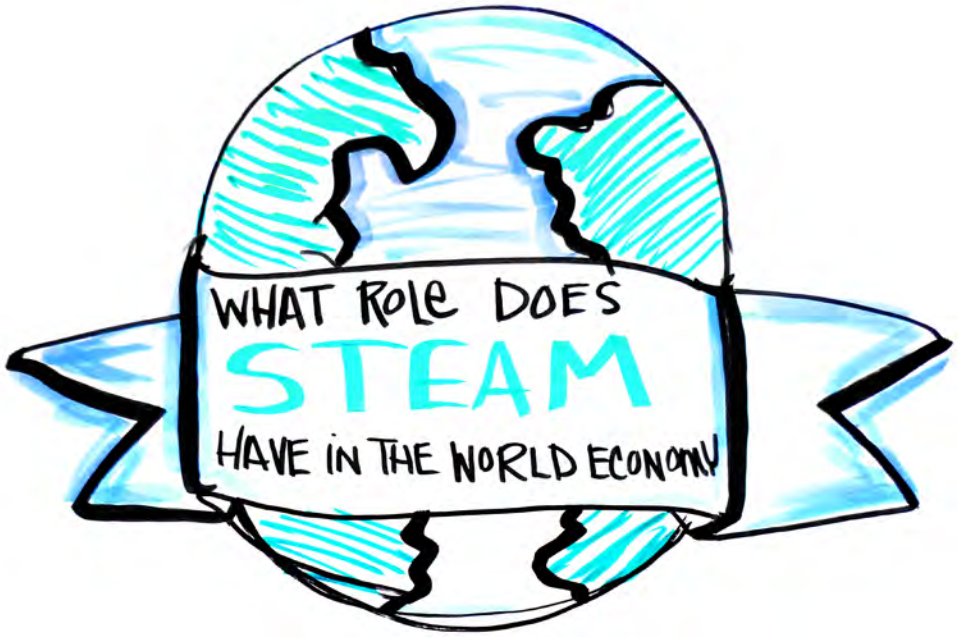
The World Café model is based on the principle that the best ideas come from break time conversation. The model created a unique environment where a living network of collaborative dialogue occurred between the STEAM Task Force members. The session allowed participants to share their collective knowledge and focus on opportunities to shape the future of the New Granada Theater, with a specific focus on the third floor.

Major tenets of the World Café Model are:

- Slow down, think, and reflect
- Listen for patterns, insights, & deeper connections
- Link and connect ideas
- Contribute thinking

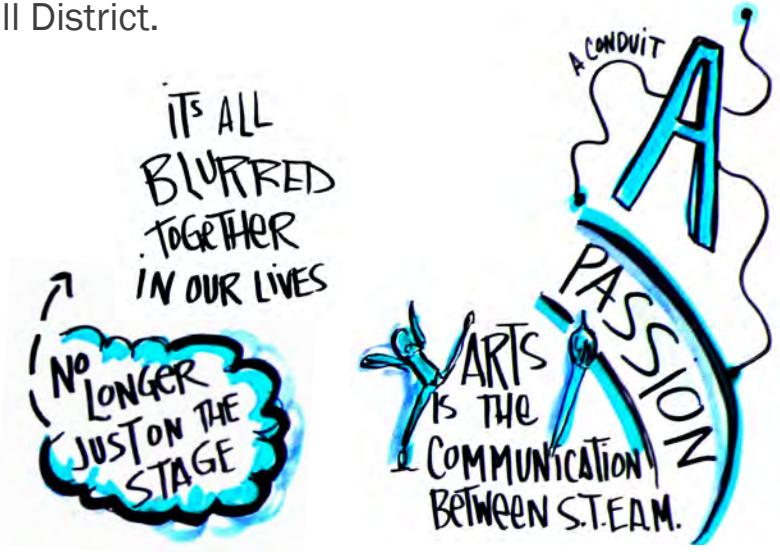
As participants shared their insights, key points of the discussion were captured in graphic recordings.

Participants buzzed, dreamed and dug-in on four challenging questions!



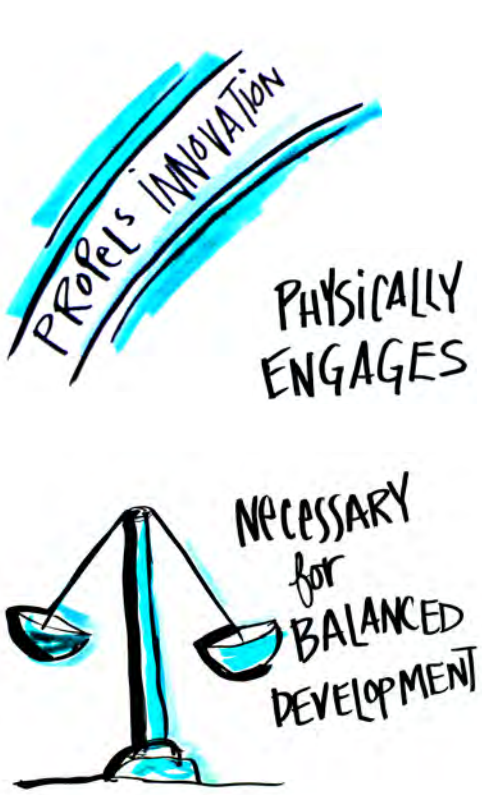
ART IS THE LINK IN STEAM.

- Art incites passion, leads to creativity, and expands the mind.
- Art is the communication among all people and links professionals from all disciplines.
- Art provides design for technology and is core to entertainment and media. Art plus tech innovation can transform lives.
- Entertainment and media opens the door to the younger generations to contribute; art is not just performed on a stage or a canvas anymore.
- Art can allow us to build on the legacy of jazz in the Hill District.



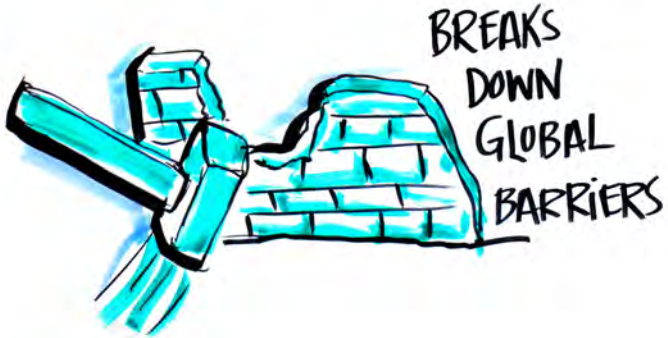
STEAM SERVES AS A **CATALYST.**

- The STEAM industries serve as a catalyst and economic engine.
- All the elements of STEAM are necessary for balanced development and can be an anchor for the economy.
- STEAM is a driver: allowing for new markets, greater production, and wider delivery of services.



STEAM IS A **BRIDGE.**

- Technology allows more global connection and the ability for a smaller world.
- With the integration of the entertainment and media disciplines, there is more accessibility to STEAM industries for those who have been traditionally left out.
- STEAM can be a way for the Hill District to reconnect to Pittsburgh and the rest of the world.
- The new global world means programs are no longer focused on place-based initiatives. There needs to be a connection between the online global world and the physical space in the New Granada Theater and the Hill District.



OPPORTUNITIES EMERGE FROM STEAM.

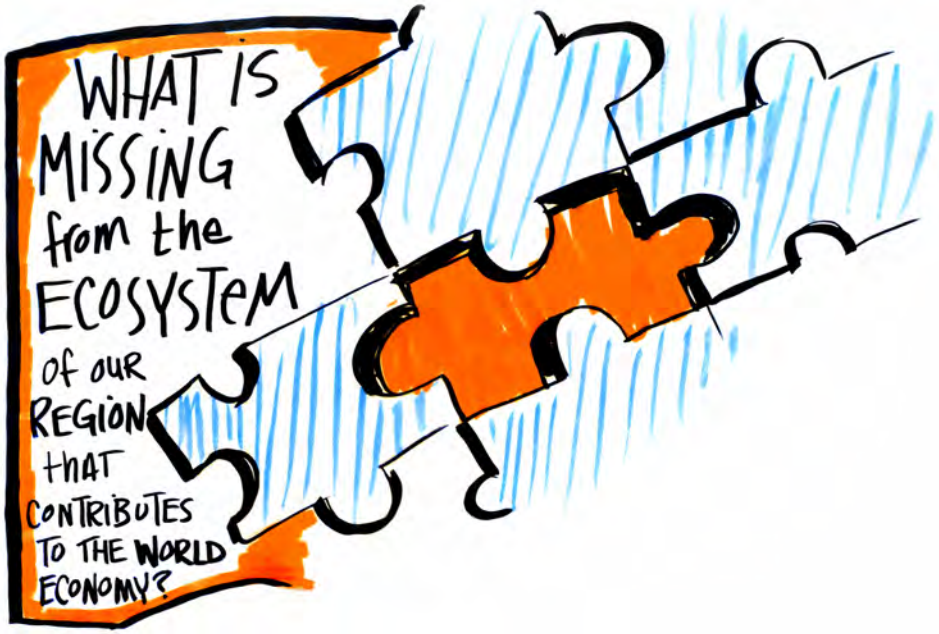
- Main Street is changing and we need to notice how the rise of STEAM industries both positively and negatively impacts local economies.
- How is the advancement of technology affecting jobs? Is it creating or eliminating jobs? Who is benefiting?
- Are we on the verge of a job revolution and change to the 40-hour work week?
- The inclusion of Entertainment and Media in the STEAM acronym expands opportunities for business.
- STEAM is opening up new markets.

STEAM IS INNOVATIVE.

- The intersection of STEAM industries is a place for creative problem solving.
- The new world is less about jobs and more about mastery. Investing in mastery provides more room for innovation.
- There should be a focus on building entrepreneurs in the Hill District to support new and non-traditional ideas.

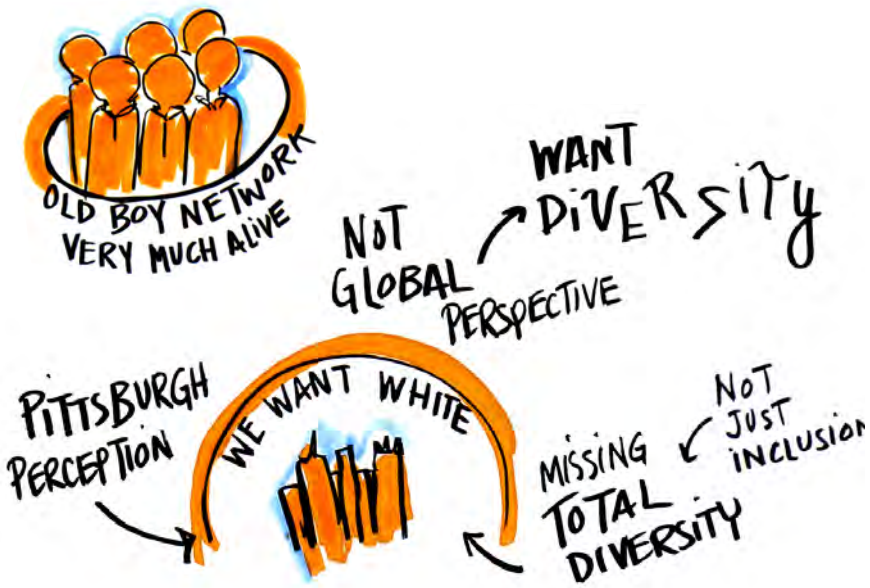
PITTSBURGH NEEDS A **BRAND.**

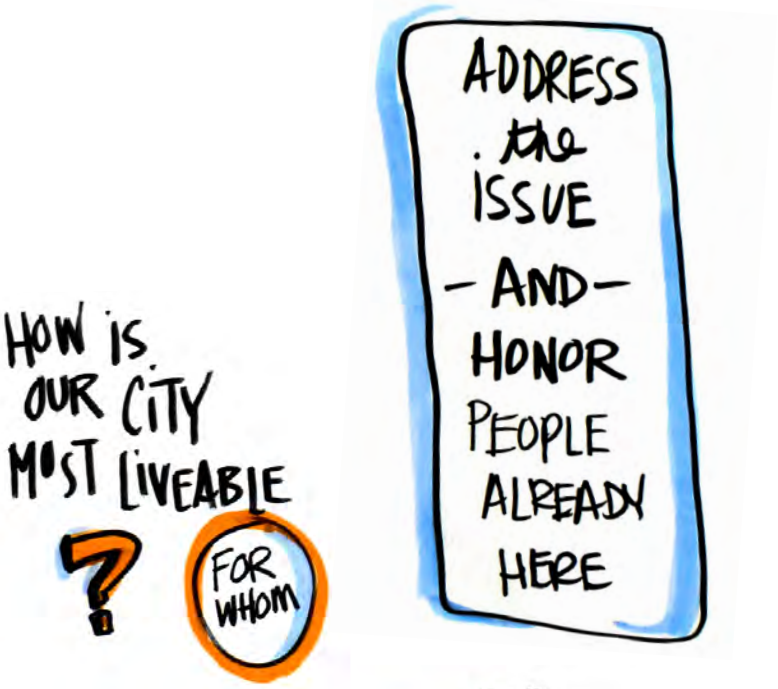
- There has been a loss of local pride and self-esteem.
- There is no focus on branding the city's identity.
- Pittsburgh needs to balance its history and future.
- Building a small business culture creates local leaders and neighborhood identity.



PITTSBURGH IS NOT **INCLUSIVE.**

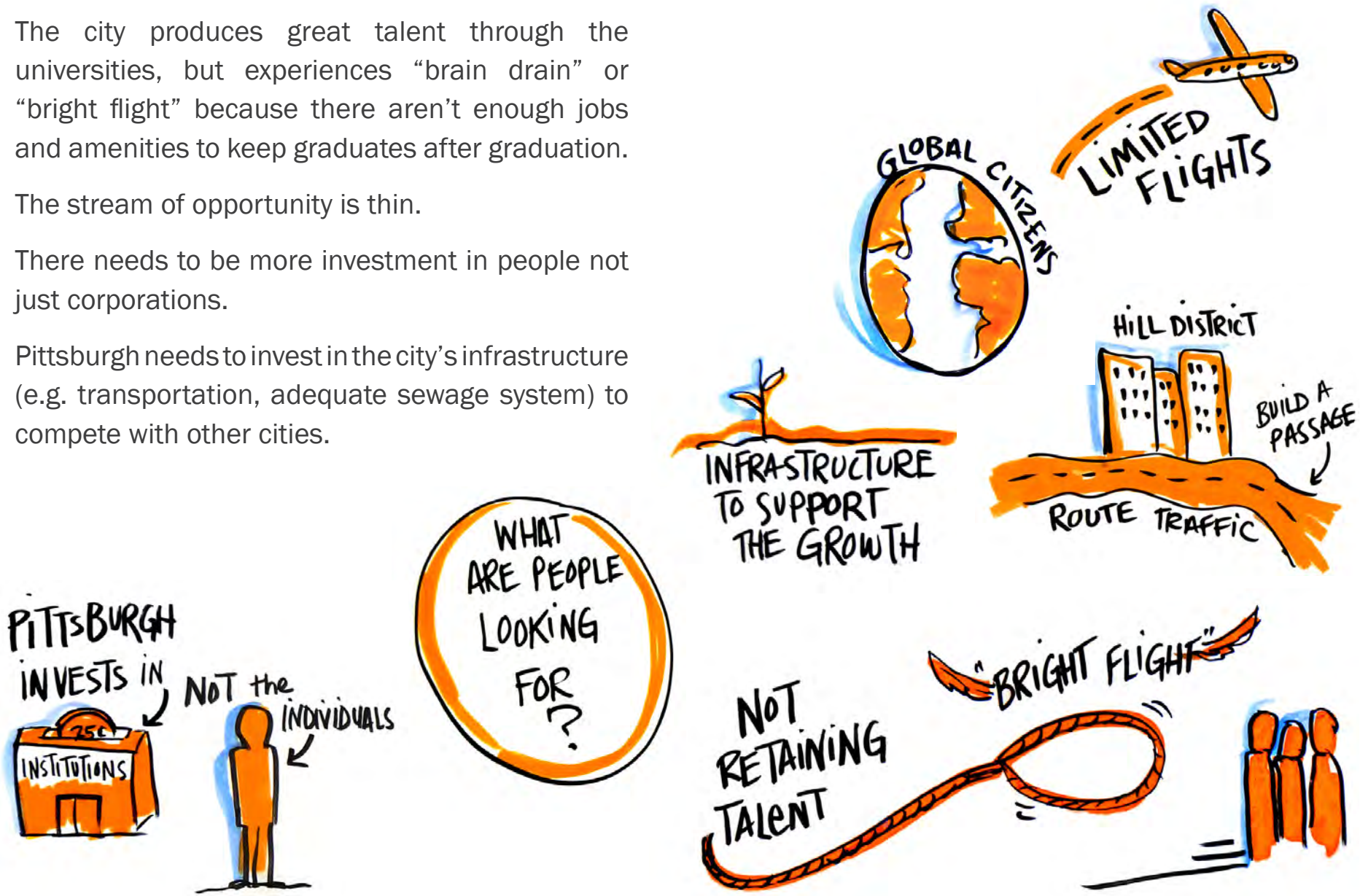
- Cultural diversity and open-mindedness is missing.
- The city is still segregated by race and there is no regular and genuine interaction between groups.
- Pittsburgh lacks diversity and inclusion for the LGBT community and international people.
- There are not enough women in central positions of influence.
- “Most livable city” for whom? Residents of low-income communities are often left out of the conversation.





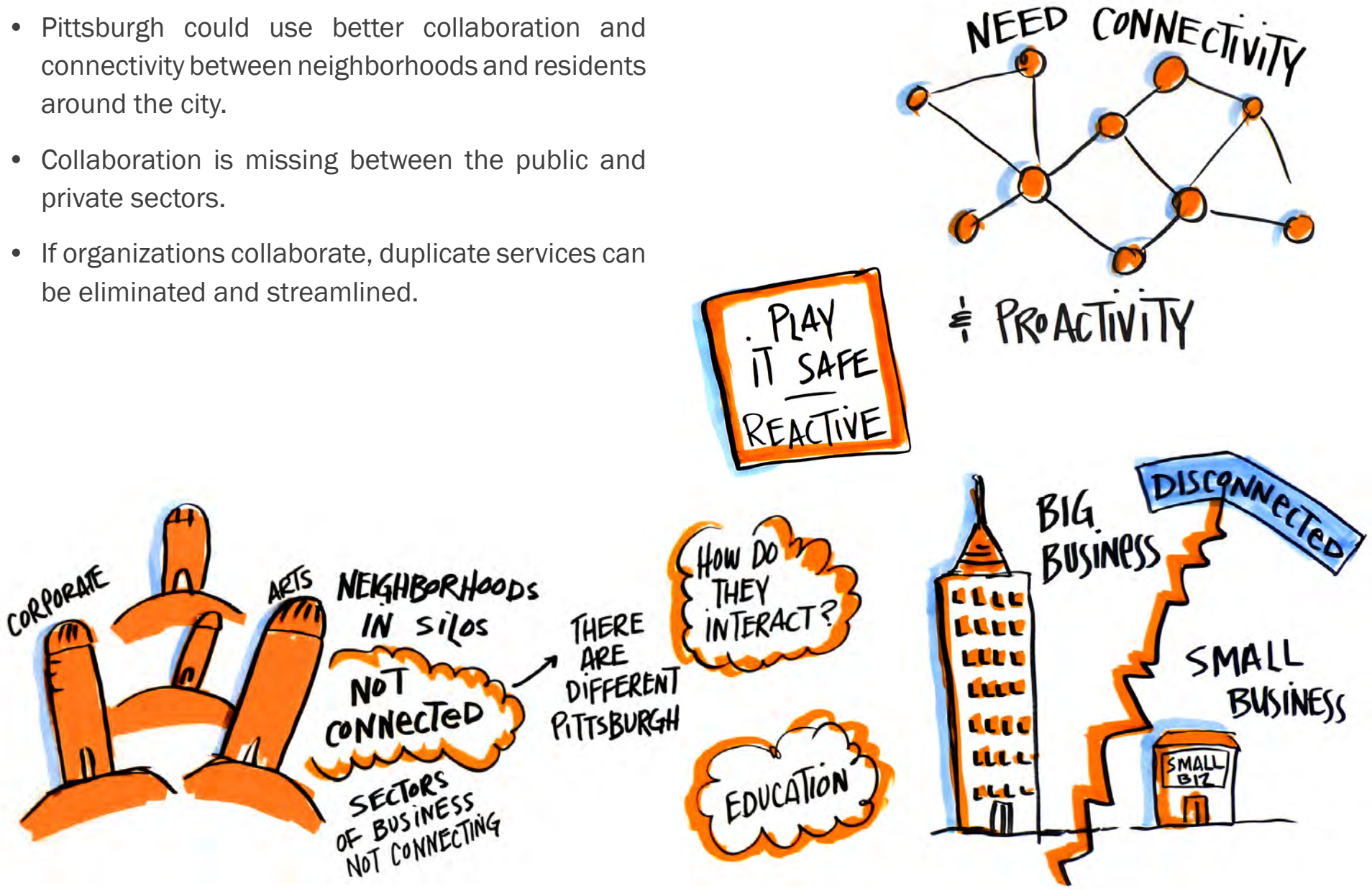
PITTSBURGH NEEDS TO **RETAIN TALENT.**

- The city produces great talent through the universities, but experiences “brain drain” or “bright flight” because there aren’t enough jobs and amenities to keep graduates after graduation.
- The stream of opportunity is thin.
- There needs to be more investment in people not just corporations.
- Pittsburgh needs to invest in the city’s infrastructure (e.g. transportation, adequate sewage system) to compete with other cities.



PITTSBURGH IS **DISCONNECTED.**

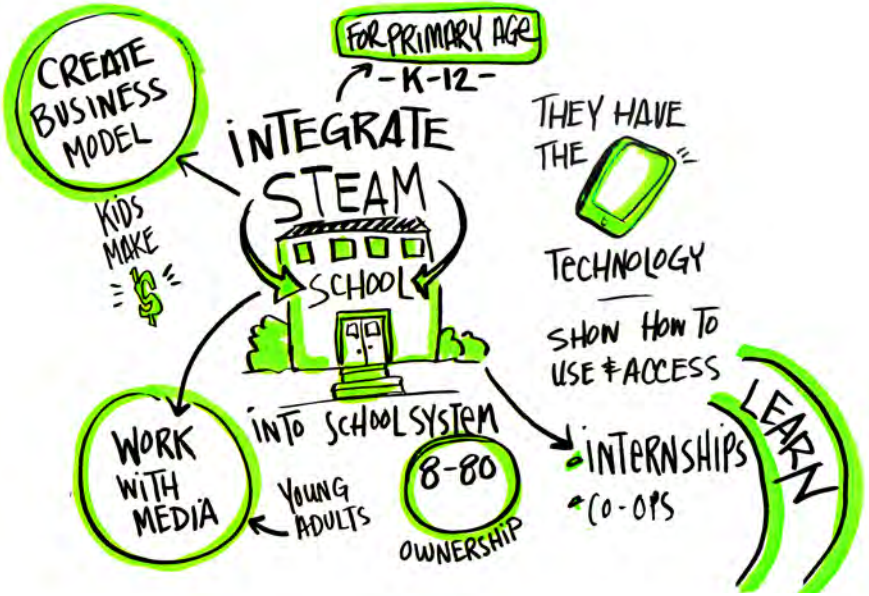
- Pittsburgh could use better collaboration and connectivity between neighborhoods and residents around the city.
- Collaboration is missing between the public and private sectors.
- If organizations collaborate, duplicate services can be eliminated and streamlined.

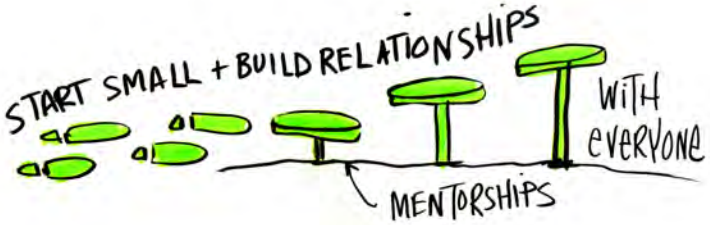


WHAT
CAN WE DO TO
CLOSE THE GAPS
& CREATE OPPORTUNITIES
FOR STEAM IN OUR REGION?

PROVIDE **REAL-LIFE LEARNING OPPORTUNITIES.**

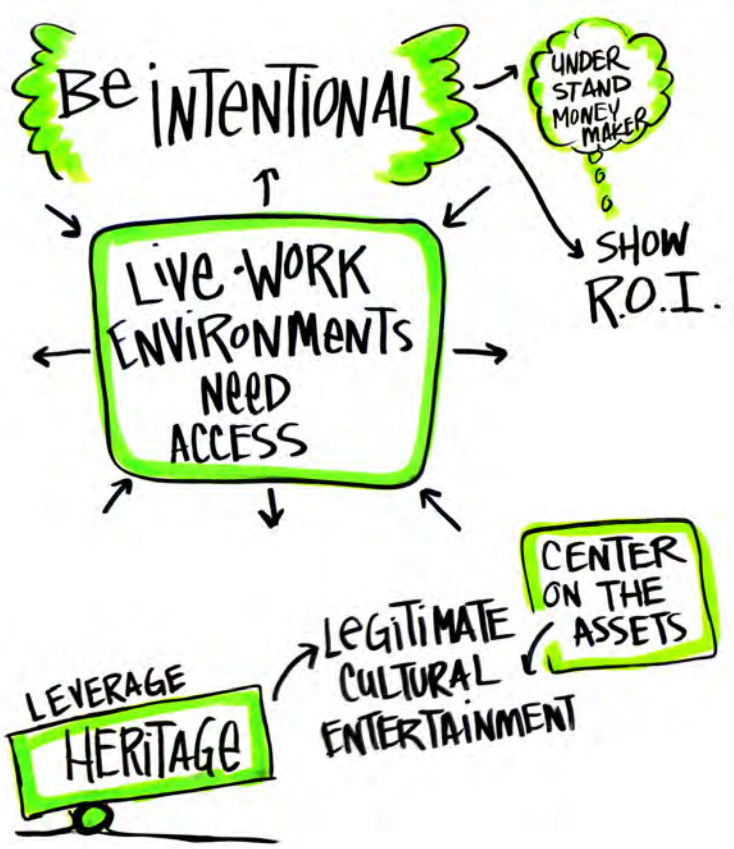
- Create internships starting in elementary school that allow students to have a hands-on learning experience.
- Mentorship/apprenticeship programs integrating STEAM disciplines will allow people of all ages to learn from someone currently in the field.
- Teach people how to master: how to create, solve difficult problems, and how to adapt to each next generation of technology and tools.
- Create opportunities for isolated populations to access the innovation economy as producers of content and ownership of technology.
- Build a sense of entrepreneurship from a young age by giving specific projects for youth to complete from idea to market.
- Teach people usable skills (e.g. code camp) and provide micro-credentials that are attainable.
- Find opportunities between manufacturing and tech.





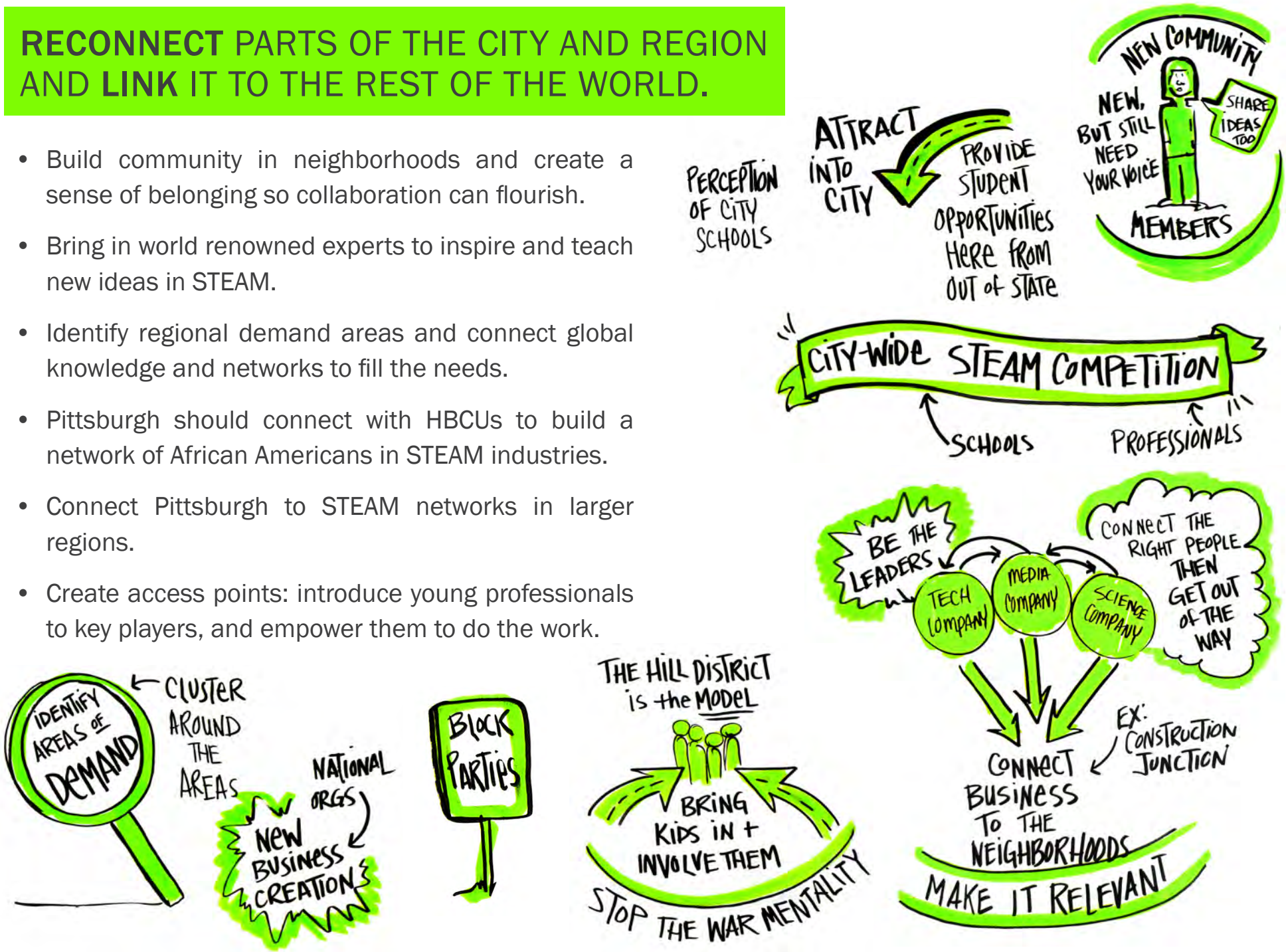
CREATE AN INFRASTRUCTURE THAT SUPPORTS **OPPORTUNITIES FOR CREATIVITY.**

- Build a community where people are excited to engage one another.
- Integrate elements of STEAM throughout the Hill District and use the New Granada's third floor as a creative laboratory to harness the talent.
- Make STEAM opportunities accessible to people who traditionally do not have access.
- Improve safety in communities and dispel myths and perceptions of low-income communities.
- Increase and improve diversity by improving leadership on all levels.



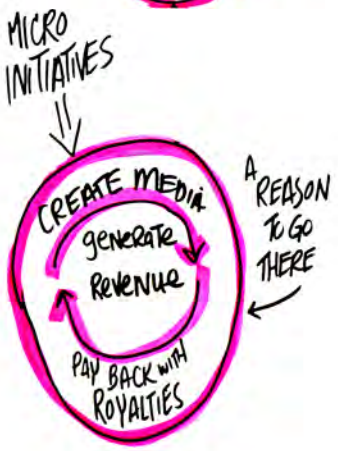
RECONNECT PARTS OF THE CITY AND REGION AND **LINK** IT TO THE REST OF THE WORLD.

- Build community in neighborhoods and create a sense of belonging so collaboration can flourish.
- Bring in world renowned experts to inspire and teach new ideas in STEAM.
- Identify regional demand areas and connect global knowledge and networks to fill the needs.
- Pittsburgh should connect with HBCUs to build a network of African Americans in STEAM industries.
- Connect Pittsburgh to STEAM networks in larger regions.
- Create access points: introduce young professionals to key players, and empower them to do the work.



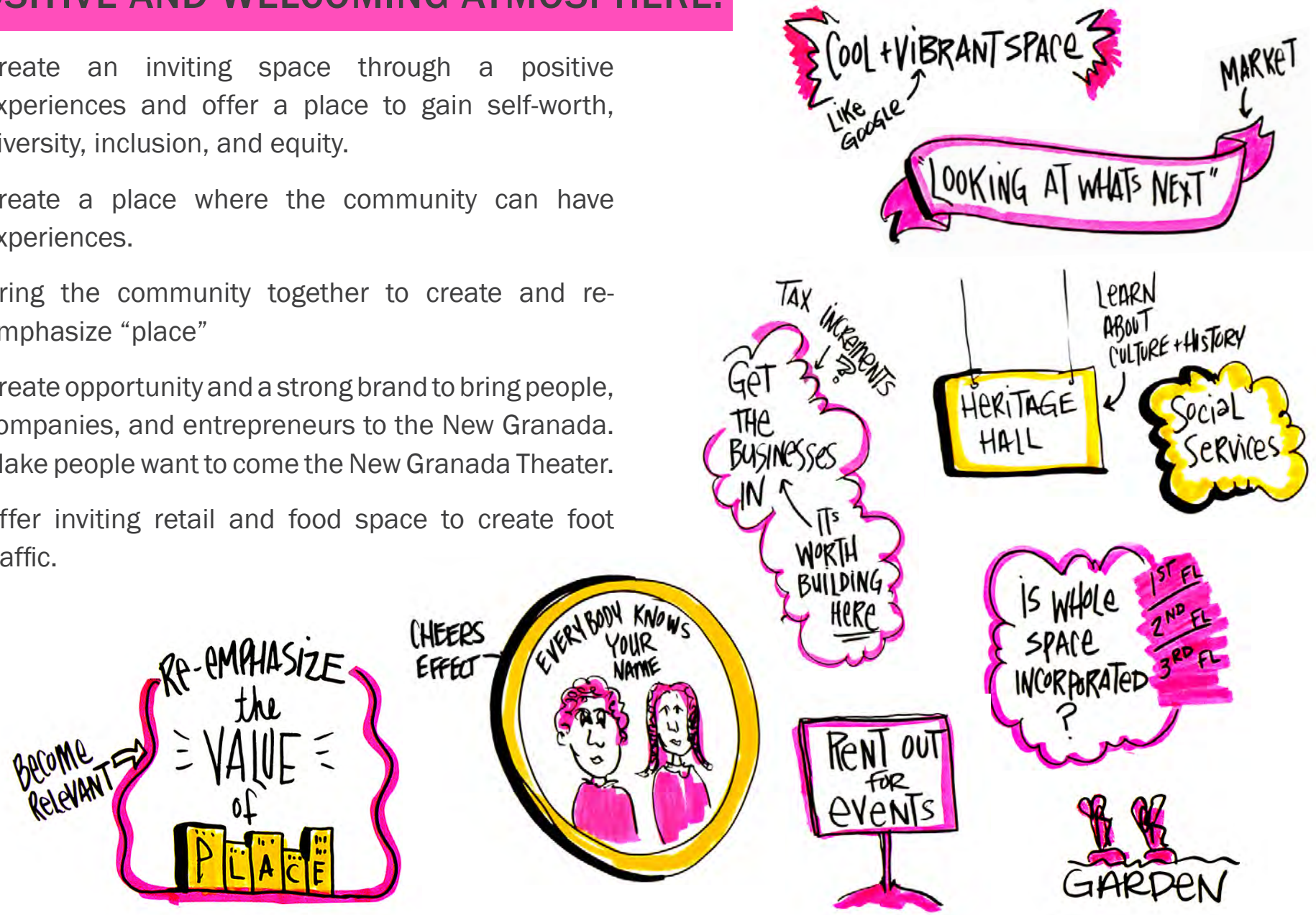
THE NEW GRANADA SHOULD **INCORPORATE MEDIA AND ART.**

- Create relationships with artists to create a space for art gallery or art retail space.
- Create a space for entertainment/media production (music, tech, gaming, etc).
- Integrate technology. For example, virtual reality walk or TED talk type events.



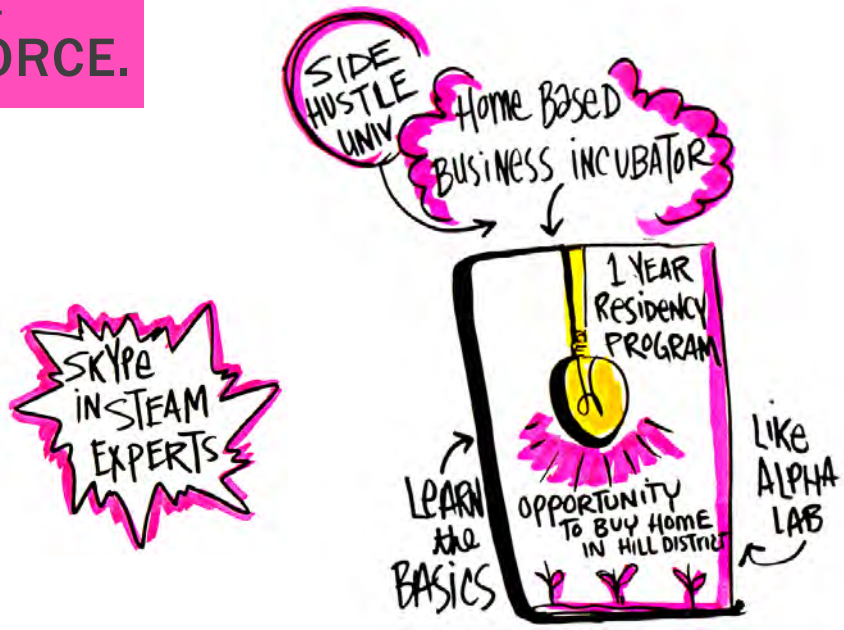
THE NEW GRANADA MUST CREATE A **POSITIVE AND WELCOMING ATMOSPHERE.**

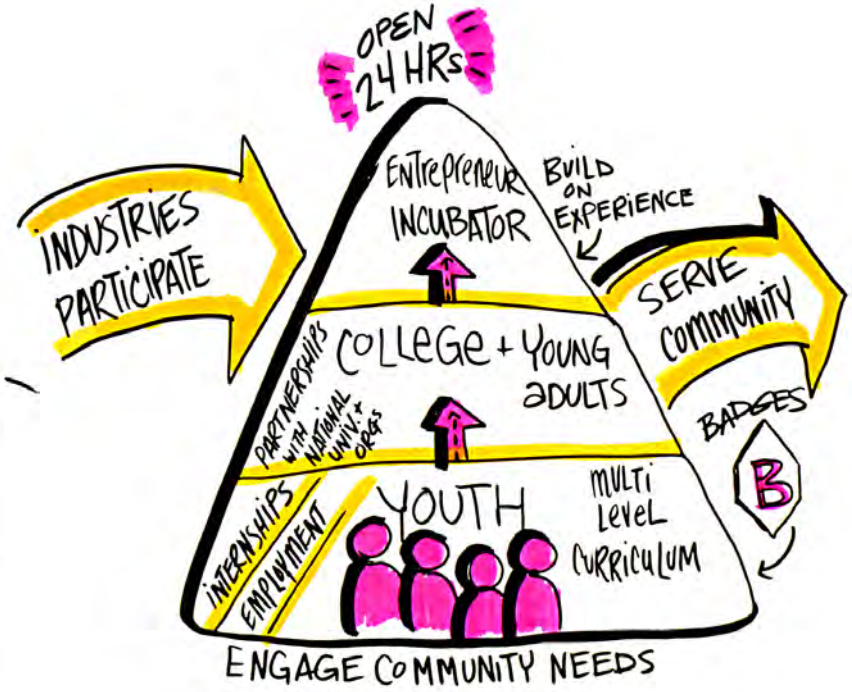
- Create an inviting space through a positive experiences and offer a place to gain self-worth, diversity, inclusion, and equity.
- Create a place where the community can have experiences.
- Bring the community together to create and re-emphasize “place”
- Create opportunity and a strong brand to bring people, companies, and entrepreneurs to the New Granada. Make people want to come the New Granada Theater.
- Offer inviting retail and food space to create foot traffic.

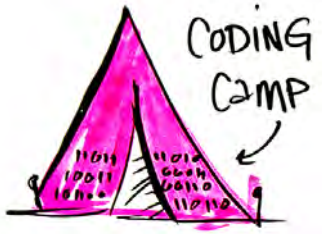


THE NEW GRANADA MUST WORK WITH THE COMMUNITY TO **BUILD-UP STEAM WORKFORCE.**

- Build opportunity and inspire community to be involved. Connect and engage the area.
- Create a center for career development/workforce development.
- Work with people of all ages.
- Work/mentor youth to produce stronger interest in STEAM. Teach skills, offer summer internships, or other opportunities that are not offered in the community.
- Incubate and encourage small business growth/ ideas. Focus on entrepreneurship.
- Attract STEAM talent through funding and culture.

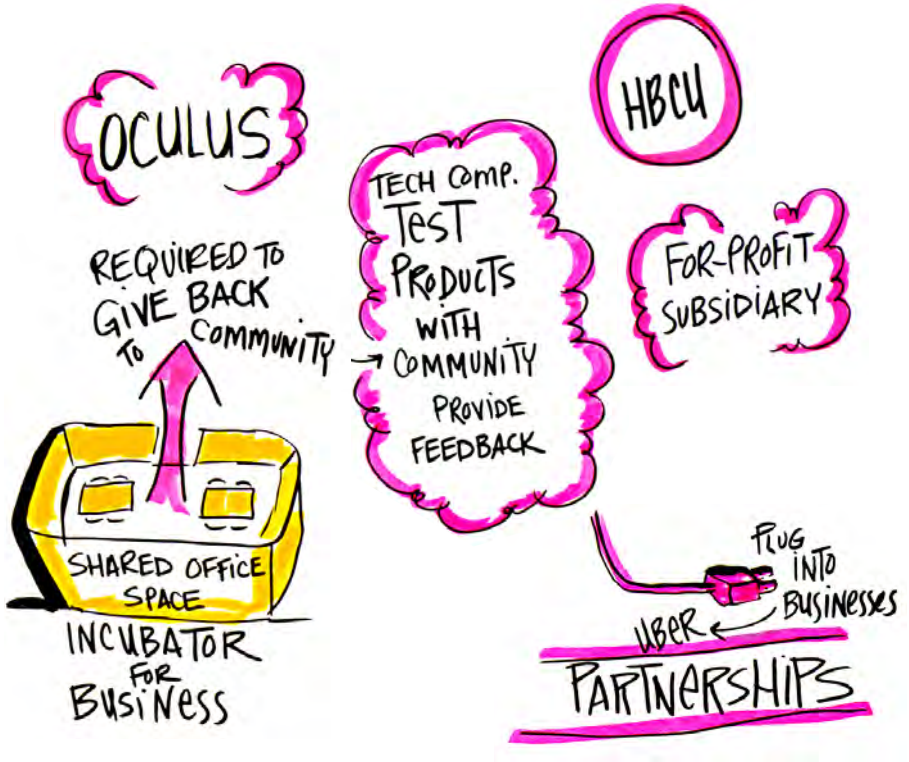






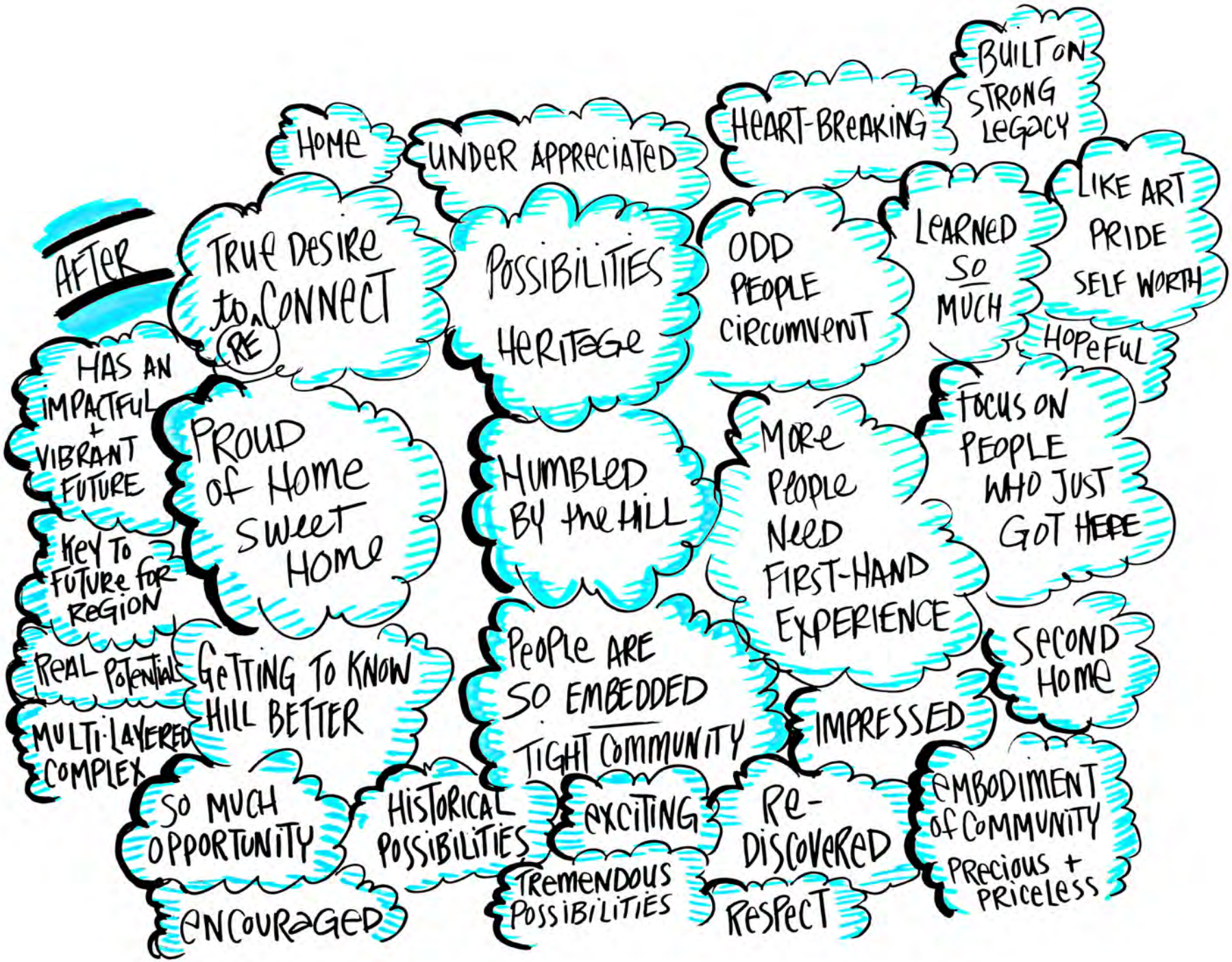
THE NEW GRANADA MUST **CULTIVATE STRONG PARTNERSHIPS.**

- Build/seek sustaining partnerships with companies such as Google, Oculus (Google), Uber, etc.
- Cultivate community partnerships to bring strong community initiatives.
- Create partnerships with Historically Black Colleges and Universities (HBCUs) and local Universities.



At the close of the day, the group shared their initial perceptions of the Hill District before they became involved with the task force project.

The group then discussed how their perceptions changed after working with the task force. It is apparent in the comments that as a collective group the possibilities for the area are recognized, especially based on the community and heritage of the Hill District.


AFTER
HOME
UNDER APPRECIATED
HEART-BREAKING
BUILT ON STRONG LEGACY
TRUE DESIRE TO CONNECT (RE)
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PROUD OF HOME SWEET HOME
HUMBLED BY THE HILL
MORE PEOPLE NEED FIRST-HAND EXPERIENCE
FOCUS ON PEOPLE WHO JUST GOT HERE
KEY TO FUTURE FOR REGION
REAL POTENTIAL
GETTING TO KNOW HILL BETTER
PEOPLE ARE SO EMBEDDED
TIGHT COMMUNITY
SECOND HOME
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RESPECT

The Hill CDC works in partnership with residents and stakeholders to create, promote, and implement strategies and programs that connect plans, policies and people to drive compelling community development opportunities in the Greater Hill District.

Your front door to the Hill District. | hilldistrict.org

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