



Education

Brooklyn Cultural Adventures Program (BCAP), a day camp that began in 1998, is the signature program of Heart of Brooklyn. BCAP introduces children ages 9 - 12 to the resources in their own communities through fun-filled visits to HOB member institutions. Through hands-on exploration, BCAP campers become engaged with arts, culture, humanities, nature and the sciences. Educators at each institution coordinate their curriculum across the sites, giving campers an integrated experience in accordance with NY State Learning Standards. Generous tuition assistance ensures that children from all economic circumstances are able to attend BCAP, creating a camp that reflects the diversity of our borough.

Research

A Multi-Institution Cultural Consumer Study was undertaken in two phases in the fall of 2002 and spring of 2003 to better understand the users (and non-users) of member institutions. By surveying visitors at member sites, HOB has been able to identify strengths and challenges of its institutions and respond to community feedback. This longitudinal survey has greatly enhanced HOB's ability to market effectively and better serve its visitors.

In spring of 2006, the next phase of data collection will begin and result in a report to be presented in fall 2006. Alan S. Brown, a nationally recognized leader in audience research, has led all phases of this survey.

In 2005, HOB began a comprehensive Education Survey. The purpose of the study is to assess current school visitation to HOB members, which will enable HOB to create strategies to improve public participation in these programs and increase overall visitation.

Marketing

HOB created a quarterly Member Calendar as an attractive and an easy reference guide to the variety of engaging activities at HOB institutions. HOB also posts the calendar highlights on our web site and circulates Heartbeat, a monthly e-newsletter. To further promote the culture, nature, life, and history of the entire borough, HOB created BKLYN, a quarterly magazine. Since Fall 2004, Townhouse Communications, a Brooklyn-based publisher, has controlled the magazine. HOB Calendars are inserted into and distributed with this popular publication.

To increase accessibility, HOB runs the Heart of Brooklyn Trolley on weekends and holidays among the member institutions and through Prospect Park. The free trolley service is available hourly and new signage indicates trolley stops and schedule.

Tourism

HOB launched its Experience the Heart of Brooklyn cultural tourism initiative to increase visitation to Heart of Brooklyn members and central Brooklyn. Targeting both group tours and individual travelers, HOB has worked to create themed packages and itineraries for the travel market. As a member of the Brooklyn Tourism Board, formed by Borough President Marty Markowitz, HOB is also dedicated to promoting all of Brooklyn as a prime tourist destination. To further visitation to Brooklyn, HOB has introduced a multiple admission tourism pass, The Brooklyn Pass, in partnership with Leisure Pass North America and Brooklyn Tourism.

Community Development

Economic Development has always been an important part of HOB's long-term goals. In 2003, HOB began its Crown Heights Renaissance initiative to strengthen the capacity of businesses in Crown Heights. Summary

HOB's Partnership with Center for Employment Opportunities (CEO) and Medgar Evers College provides opportunities to formerly incarcerated men and women in the Crown Heights community. CEO participants work in maintenance crews on Washington Avenue and Flatbush Avenue, and receive cultural and educational enrichment in areas such as horticulture, and general job-seeking skills at HOB member institutions.

Outreach

In another program serving the local community, HOB is launching the NYCHA Outreach Project, which will introduce under-served Brooklyn residents to the free and low-cost programs offered by HOB's members. This program is a proactive approach to engaging the more than 200,000 Brooklyn residents in New York City Housing Authority (NYCHA) developments over the long term.

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