Case FOR Support

3RD EYE

YOUTH EMPOWERMENT

WHO WE ARE

Founded in 1998 by three young New Bedford residents, 3rd EyE Unlimited has built two decades of cultural infrastructure through hip hop, creativity, and community organizing.

20+ YEARS OF IMPACT

- Activated public spaces through arts & culture
- Developed youth leadership pipelines
- Produced intergenerational programming
- Built cross-neighborhood relationships
- Created accessible community entry points

SIGNATURE PROGRAMS

- Youth Leadership Academy
- 5 Pillars of Hip Hop
- Open Art Sessions
- Community Festivals
- Creative Entrepreneurship
- Public Art Activations







Arts • Youth • Culture • Community

WHY THIS MATTERS NOW

The 230 Union Street acquisition secures Third EyE's permanent foothold before cultural displacement closes the door.

NEW BEDFORD TODAY

- Accelerated downtown redevelopment
- Rising commercial property values
- Increased displacement pressure
- Shrinking accessible cultural space
- Limited grassroots-controlled infrastructure

THIRD EYE'S RESPONSE

- Cultural Preservation
- Economic Participation
- Community Permanence
- Youth-Centered Downtown
- Access
- Long-Term Org Sustainability





THE OPPORTUNITY

UNION 230 STREET

A Permanent Home for Community Culture

- **Program HQ**
- **Youth Organizing Space**
- **Community Gathering**
- **Retail & Pop-Up Venue**
- **Creative Incubator**
- **Arts & Performance**



Downtown location • Visibility • Accessibility• Partnerships • Activation

EXISTING COMMUNITY IMPACT

FREE
Public Programming

20+
Years of Operation

100s
Youth Served

$0
Permanent Space
(Until Now)

WHAT 25 YEARS BUILT

- Produced annual community arts festivals for over two decades
- Supported youth artists, organizers, and creative entrepreneurs
- Bridged neighborhoods and downtown through cultural activation
- Supported local creatives during COVID-19 with paid opportunities
- Created free public programming with consistent grassroots participation





SIGNATURE PROGRAMS & PUBLIC ENGAGEMENT





THE THIRD EYE OPEN

- Annual downtown hip hop festival
- Live music & dance battles
- Street art & community vendors
- Youth performances & workshops

YOUR NEW BEDFORD

- Connects neighborhoods & downtown
- Supports local artists
- Dialogue around local issues
- Strengthens the creative economy

YOUTH LEADER-SHIP

- Event production & public speaking
- Media production & organizing
- Community outreach programs
- Creative entrepreneurship







REVENUE STRATEGY & SUSTAINABILITY

A diversified earned-income model combining community programming with sustainable revenue.

SPACE RENTALS

- Reggae on West Beach office rental
- Movement & fitness programming
- Wellness practitioner opportunities

RETAIL & POP-UPS

- Community thrift activation
- Vendor collaborations
- Seasonal creative markets

EVENTS & FUND-RAISING

- Vinyl fundraiser: $2,500 raised
- Micro-fundraising strategy
- Annual festival sponsorships

FUTURE OPPOR-TUNITIES

- Co-working memberships
- Artist residencies
- Cultural tourism partnerships



Transitioning from event-based activation → permanent cultural infrastructure revenue.

DEMONSTRATED COMMUNITY SUPPORT

Community members and local entrepreneurs are already contributing time, materials, and energy to Third EyE's future. This level of participation reflects strong grassroots trust in Third EyE's vision and future.



Volunteer Labor



Material Donations



Equipment Support



Creative Partnerships



Program Collaboration



Volunteer Activation Days

Community-built. Community-owned. Community-sustained.

RECENT EXAMPLES: Furniture donations · Appliance support · Creative inventory · Community-led buildout days

ECONOMIC & COMMUNITY DEVELOPMENT ALIGNMENT

Third EyE contributes to a healthier downtown ecosystem — increasing foot traffic, cultural activity, and inclusive community engagement.

Downtown Revitalization

Creative Economy Development

Cultural Tourism

Community Wellness

Youth Retention

Inclusive Economic Participation

Small Business Incubation

Public Arts Activation



ALIGNED WITH COMMUNITY DEVELOPMENT PRIORITIES:

Bristol County • Barr Foundation • Community Investment Partners

WHY INVESTMENT MAKES SENSE

THIS INVESTMENT SUPPORTS:

- Organizational Sustainability
- Community Ownership
- Youth Leadership Development
- Cultural Continuity
- Economic Participation

25+ years of community credibility

Proven program history & public visibility

Active partnerships & earned-income potential

Community participation already underway

Viable long-term infrastructure



Transitioning from event-based activation into permanent cultural infrastructure.

WHAT YOUR SUPPORT MAKES POSSIBLE

Investment + financing support =
cultural permanence for the next generation.

Secure long-term building control

Complete occupancy & infrastructure improvements

Expand programming capacity year-round

Increase earned-income generation

Stabilize operational infrastructure

Create permanent downtown cultural space



IMMEDIATE PRIORITIES

NEAR-TERM GOALS

- Secure financing pathway
- Strengthen operational infrastructure
- Formalize rental agreements
- Expand earned-income tracking
- Develop fundraising systems
- Build donor stewardship strategy
- Prepare occupancy improvements

LONG-TERM GOALS

- Full building acquisition
- Expanded cultural programming
- Sustainable staffing model
- Multi-use community activation
- Permanent downtown cultural hub



Building toward ownership one step at a time — with community at the center.

COMMUNITY-CENTERED GROWTH

Third EyE's growth strategy is rooted in relationships, accountability, and the belief that communities deserve to shape their own cultural and economic future.

Relationship Building

Intergenerational Participation

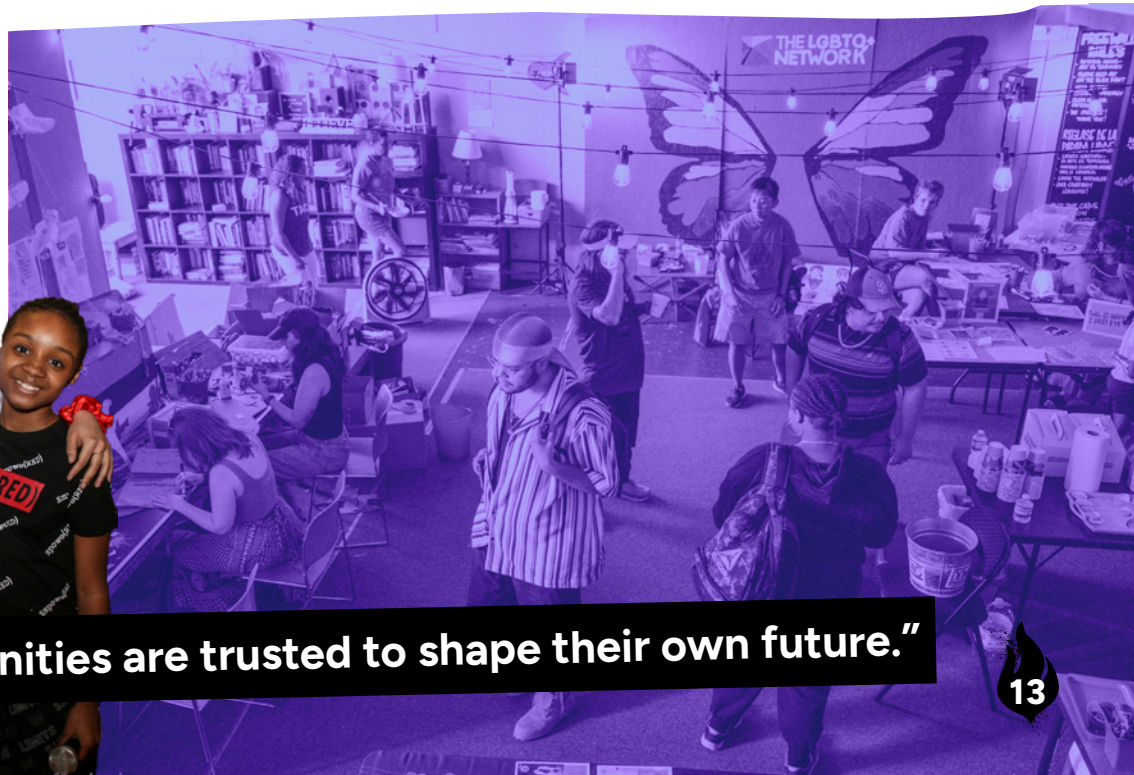
Youth Leadership

Cultural Expression

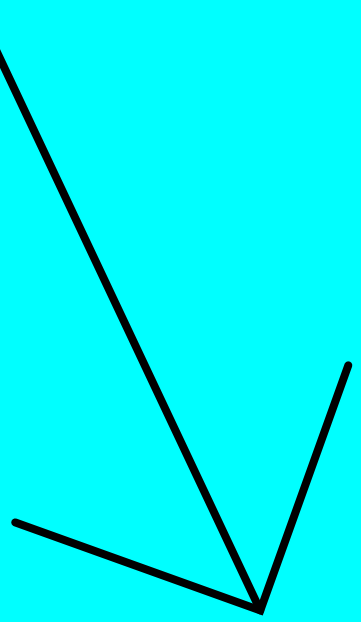
Community Accountability

Grassroots Sustainability





"What becomes possible when communities are trusted to shape their own future."



LET'S BUILD SOMETHING Permanent.