



# The Bordeaux Collaboration

*Empowering the community through creative partnerships*

Submitted By:

**Charmin Bates**  
CEO, Creative Girls Rock®

**Sallie Hussey**  
CEO, FiftyForward

# TABLE OF CONTENTS

- 01** About Creative Girls Rock<sup>®</sup>
  - 02** About FiftyForward
  - 03** History of the Collaboration
  - 04** Building Specifics
  - 05** Building Renderings
  - 06** Impact
  - 07** Bordeaux Statistics
  - 08** Closing/Contact Us
-



## About CGR

Creative Girls Rock® (CGR) is a 501(c)(3) Nashville based nonprofit organization, founded in 2017 through a passion for creative arts, youth development, community engagement and a therapeutic method for anxiety.

Our mission is to educate and empower young girls and women to utilize their creative talents to enhance their lives and the world around them.

Creative Girls Rock® serves predominantly young girls and women of color and low-to-moderate income families both locally and globally.

## What We Do

CGR goal is to provide a safe space for girls and women to express themselves through creativity, develop strong relationships with peers and mentors, and develop an enhanced educational and innovative experience.

CGR offers free programming, **The CGR Master Class**, within the Nashville community, which extends globally to involve participants around the world, as a platform for creative expression, arts and crafts, artistic design, visual arts and empowerment workshops.

The CGR Master class helps our youth and women to explore their emotions, develop self-awareness, cope with stress, anxiety and boost self-esteem.

The CGR Master Class is also used as a therapeutic outlet for participants to help with overall work-life balance. Creative expression provides a sense of fulfillment and restorative health, and we have seen through our classes that young girls and women are seeking these types of artistic outlets to help with mental health and wellness.

### CGR KEY INITIATIVES:

- Creative Arts
- Mental Health & Wellness
- Women Empowerment
- Youth Development





## About FiftyForward

At FiftyForward seven lifelong learning centers in Davidson and Williams Counties, members participate in hundreds of educational and wellness programs as well as virtual programming. The agency's volunteer arm provides numerous opportunities, the official Foster Grandparent program, or MNPS tutoring positions, for older adults who want to volunteer.

Through supportive care programs, the agency provides support to older adults and family members with the goal of helping individuals age the way they want and with the resources they need. Living At Home Care Management Services and offer essential services (food, mental health access and more) to those who need support at home.

FiftyForward Founded in 1956, annually touches the lives of more than 20,000 individuals – senior adults, children, and families in Middle Tennessee. **The agency's mission is to support, champion, and enhances life for those 50 and older.** FiftyForward is the leading resource for adults 50+ in Middle Tennessee who seek to live longer, more fulfilling lives.



The agency has outstanding performing arts, travel, and volunteer opportunities that will continue to serve older adults' changing needs. For older adults searching for new activities in retirement, or for families in need of help and support of older loved ones with at-home assistance, FiftyForward has provided outcome driven, evidence-based programs and services to support aging and combat isolation for over 66 years.



# History of the Collaboration



In late 2019, over one dozen nonprofit organizations came together to discuss needs in the Bordeaux community and gaps in services for residents. Those conversations progressed virtually as the pandemic hit and in 2021 four organizations agreed to move forward toward something new. Today, two organizations stand together determined to build a facility for the Bordeaux community to thrive.

This partnership will provide resources to the community, share information and connect individuals and families to services, and create a shared space for the residents of Bordeaux and North Nashville similar to community centers other Nashville neighborhoods currently enjoy.

## A new shared facility will allow:

- Access to resources for more vulnerable families and individuals
- Agencies to share operational expenses (and potentially some back-office costs)
- Agency collaboration on program opportunities (two new program collaborations recently developed with funding secured for one)
- Community gathering space in Bordeaux

Similar to nonprofit shared spaces or resource hubs in other areas of town (Youth Opportunity Center on Charlotte Avenue and Casa Azafran on Nolensville Pike), the Bordeaux Collaboration will not only connect residents to needed help, but also allow the two agencies housed there to become a greater part of the community and work daily with the residents to help meet growing needs and emerging challenges.

# Building Specifics

3315 John Mallette Drive, Nashville, TN 37218



The new Bordeaux Connection Center will be located at 3315 John Mallette Drive, Nashville, TN 37218 -- a lot (.92 acres) currently owned by FiftyForward. The agency's 1,800 square foot senior center will be razed for the new center.

Current building plans have been constructed by architect Moody Nolan to include:

**Two anchor nonprofit agencies** – Creative Girls Rock® and FiftyForward Bordeaux Senior Center

**Adult Day Service** – a licensed, fee-for-service day program for older adults with cognitive, memory, health or physical needs.

**After-school creative arts programming** – The CGR Master Class, that educates and empowers young girls and women to utilize their creative talents to enhance their lives and the world around them. The CGR Master class is a free service that provides programming for low-to-moderate income families both locally and globally.

**Partner or shared offices** – a group of “We-Work” style offices designed for partner agencies, both with formal and informal collaborations, state and local services, and incubator space that companies can use for no or little cost.

**Community space** – 1,500+ square feet of flexible space, and kitchen, available to the community for leadership trainings, meetings, conferences and private gatherings.

# The Building Renderings

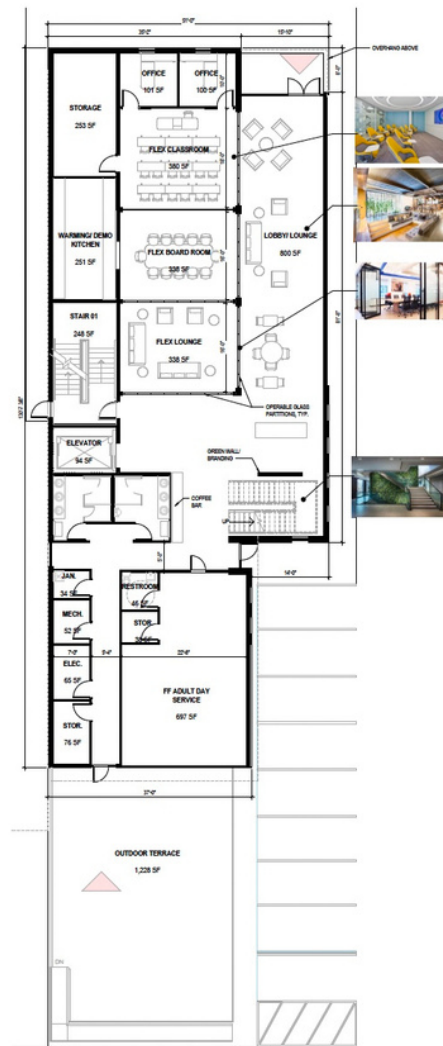
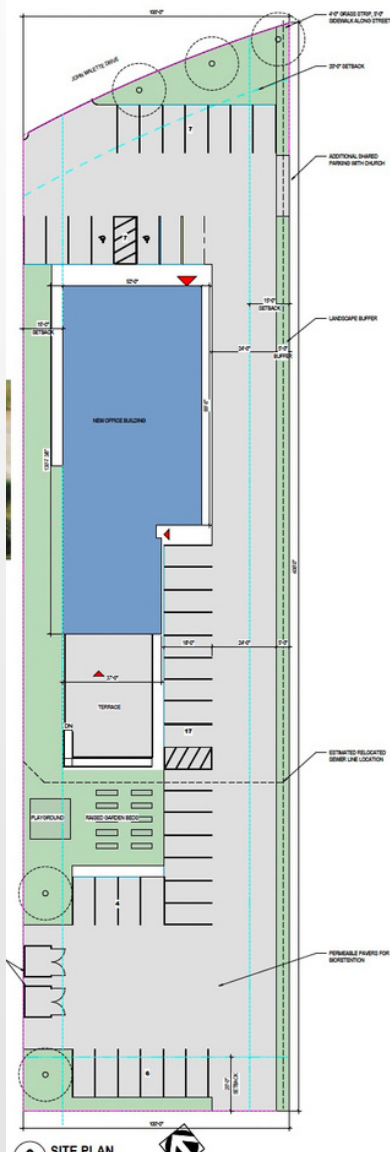
Renderings provided by Moody Nolan

9,800 sq. ft.

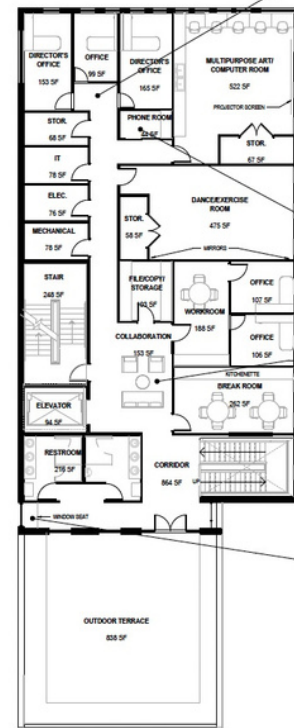
\$5.3 million dollars, estimated

Currently secured \$1.25M in funding to date.

Estimated groundbreaking Summer 2023



1 LEVEL 01  
187' x 110'



2 LEVEL 02  
187' x 110'

**GROSS SQUARE FOOTAGE**

LEVEL 01: 5,900SF

LEVEL 02: 4,600SF

TOTAL: 10,500SF

Bordeaux Office Building



# The Impact

## Statistics

Beginning March 2022, Creative Girls Rock® and FiftyForward collaborated to offer free creative arts programming for seniors, under the Creative Girls Rock® Mental Health & Wellness initiative entitled, Color Psychology: The fundamentals of understanding how color impacts human behavior and emotion.



During these free interactive workshops, participants learn how different color hues affect our feelings, behavior and decision-making processes. Color optimization is a skill used in many fields, including branding and marketing, design, art and more.



Studies from the National Endowment for the Arts have shown that both children and adults benefit from art and creating art to deal with trauma, depression, anxiety, and stress. Art is also linked to improved memory and resilience in aging.

In addition, low-income students who are highly engaged in the arts are twice as likely to graduate college as their peers with no arts education.

Metropolitan Nashville's own **Social Services Strategic Planning and Research** group published findings earlier this year citing that the situations facing older individuals living in Nashville have become increasingly difficult adding these challenges and accessing resources have grown arduous for Nashvillians over 65. (*The High Costs and Challenges of Aging in Nashville, Metropolitan Social Services*)



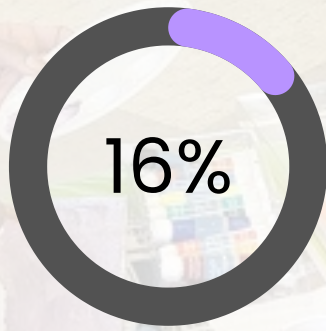


# Bordeaux Statistics

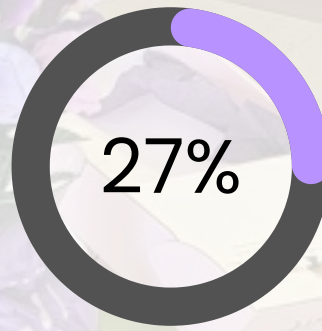
## Zip Code: 37218

Live below the poverty line

Adults over 65



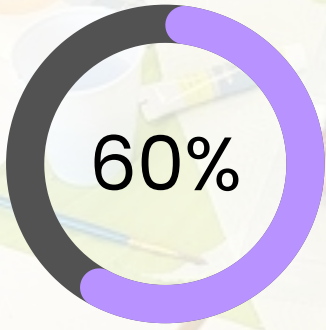
Children under 18



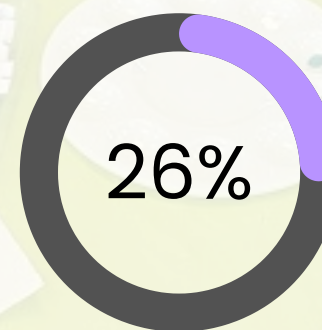
## Zip Code: 37208

Live below the poverty line

Adults over 65



Children under 18



- Approximately 36,000 individuals in these zip code areas
  - Young women and girls, families, seniors - all could benefit in some way from The Bordeaux Collaboration Center
- Davidson County expects to see a 30% increase in individuals over the age of 65 by 2030

# Closing

A Nashville Business Journal report in 2021 mentioned that of this city's great growth over the last ten years, the Bordeaux community has missed out on much of it. In recent years mixed-use development and commercial property, including new investments from residents, are shining light on Bordeaux and North Nashville. Just as it is in other areas of the city, dozens of social service agencies provide services and support to the most vulnerable residents of *this* community connecting them to vital help.

The nonprofit community in Nashville historically works in great partnership with our city's government and the for-profit sector to provide programs and services not offered by state or local government agencies, but to support the most economically disadvantaged and vulnerable individuals.

With a shared community space, and an investment of five million dollars from the American Rescue Fund, Creative Girls Rock and FiftyForward are excited to continue this city's unique way of collaboration by building the Bordeaux Connection Center.

The building, designed purposefully to maximize every inch and with a shared concept will focus on creating community, welcoming intergenerational programming, providing volunteer opportunities, and will seek to provide help and support for all those in the area. Over one dozen nonprofit agencies who participated in early 2019 discussions around community needs will have opportunities to meet in this collaborative space.

Agencies like Bethlehem Centers, Catholic Charities, Rebuilding Together Nashville, Urban Housing Solutions, Nashville Adult Literacy Council, Senior Ride Nashville, and so many more will share their programs and knowledge to address needs the community identified long ago.

Creative Girls Rock and FiftyForward are eager and welcome your thoughts. Thank you for your support and we hope to see you in Bordeaux.

## Contact Us:

### Charmin Bates

Creative Girls Rock®  
PO Box 330812  
Nashville, TN 37203  
[Info@creativegirlsrock.org](mailto:Info@creativegirlsrock.org)

### Sallie Hussey

FiftyForward  
174 Rains Avenue  
Nashville, TN 37203  
[shussey@fiftyforward.org](mailto:shussey@fiftyforward.org)

