



UPDATE February 1, 2013

The Tresser/Ellis Heights "Treasure Hunt" proposal was executed in December of 2012.

These actions are specific to the Ellis Height Neighborhood but serve as part of the basis for the Artisan Infrastructure Inventory and Development project across the City of Rockford.

Initial meetings occurred January 31st and February 1st. Over the course of these two days, the ground work was set during 13 community meetings for the efforts going forward. The community meetings reached over 120 artisans, arts supporters, RHA resident programs staff, Fairgrounds Valley housing Resident Council, economic development professionals, the Mayor and City staff.

The meetings shared the intent of the "treasure hunt" as well as the success plan; a strategy previously executed with success by Mr. Tresser in other neighborhoods. And before the "cultivating" was concluded the first asset was discovered... a Fairgrounds Valley (RHA public housing site) resident jewelry maker... more to come.



Ron Clewer, RHA CEO addresses EDEEN



Tom Tresser addresses EDEEN



Tresser shares neighborhood potential



Meeting in the Mayor's Chambers



Tresser shares vision with Arts "team"



Tresser/Ellis Academy of Arts Principals



Tresser identifying gang "hot spots" with the community officer to establish potential performance areas



RHA Resident Council Meeting



Incredible find - 1st Artisan



Tresser and Artisan review product



RHA Resident artisan with her work

Another rare find...

During the 1/31 pm artist meeting Malik Yusef Jones* now a Rockfordian and resident artist came forth as a testament to the work Tresser is doing. Jones grew up in the Roger's Park effort Tresser executed in the 1990's and *"carried a pistol until Tom showed me I had another way to survive.. my words."*

**Huffington Post - Malik Yusef Jones is a Grammy-winning songwriter, spoken word artist, poet, film producer, actor, philanthropist and father. "All Of The Lights," a song that he wrote with Kanye West won the 2012 Grammy's for Best Rap Song and Best Rap/Sung Collaboration. Jones is from Chicago and maintains close ties with fellow Chicago artists, including West, Common, and Lupe Fiasco.*