

Our Client

Mission: *“To provide low-income and formerly homeless people free mosaic art workshops using recycled materials to develop marketable skills, self-confidence, earned income and an improved quality of life”*

Piece By Piece is a Los Angeles nonprofit which aims to uplift the disadvantaged individuals of Skid Row and South Los Angeles through free mosaic arts learning workshops. Through these workshops, participants are able to learn new skills, earn an hourly wage, and ultimately become productive community members who have gained the confidence and ability to support themselves financially.

The Storefront

In September 2015, Piece By Piece opened their first brick and mortar store located within Mercado La Paloma with the purpose to uplift local artisans, build creative economy, and create a calendar of events. This was made possible through a partnership with Esperanza Community Housing, and is currently being funded by the California Arts Council and the National Endowment for the Arts.

Project Overview

Piece By Piece first approached LACI looking for key strategies to increase storefront sales, event attendance and general visibility at the Mercado La Paloma. In addition, Piece By Piece also expressed a need for a Mercado-focused social impact metrics system for grant reporting and internal usage. Therefore, our recommendations aimed to answer the following key question:

Key Question:

How can Piece By Piece more efficiently market its operations to improve sales and awareness at the Mercado La Paloma and record and communicate its impact for stakeholders and internal use?