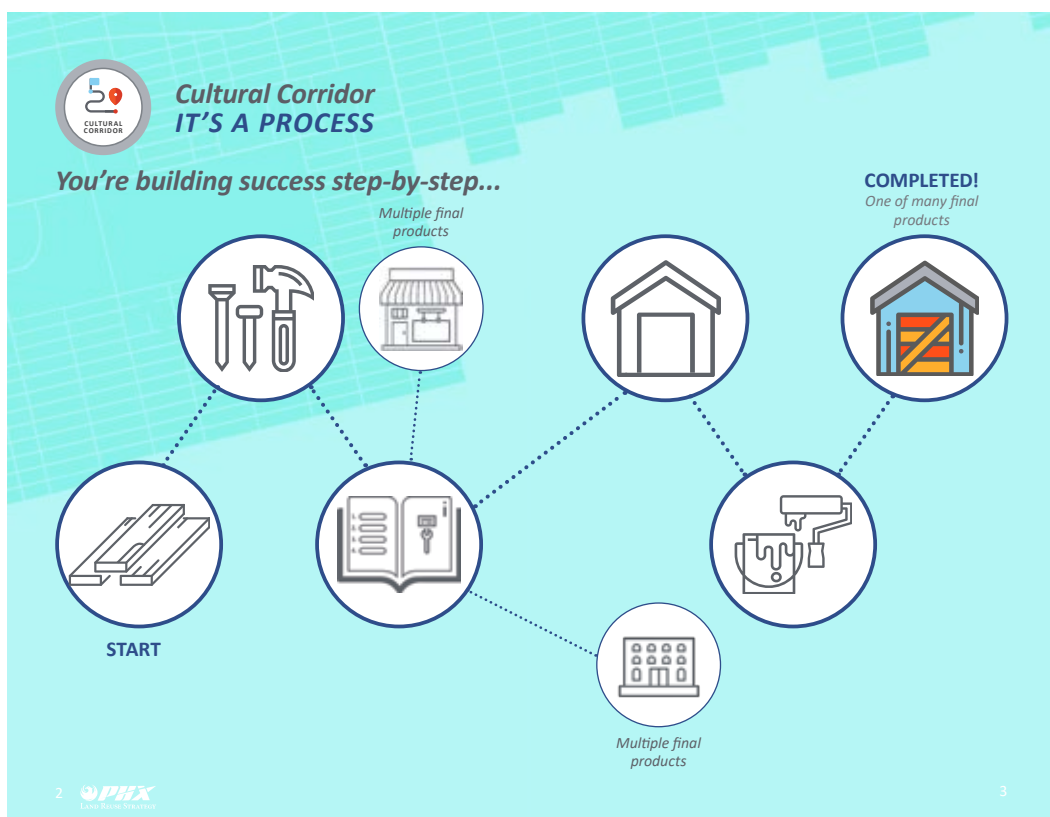




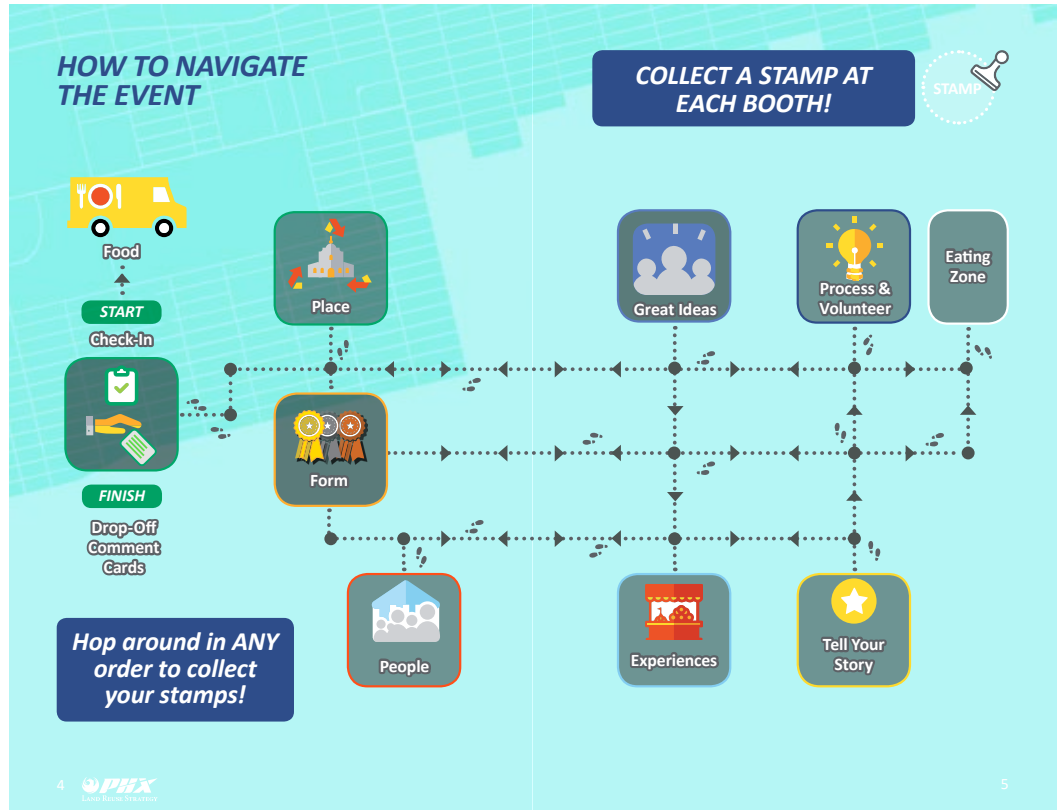
**04.04.2019**  
**CULTURAL CORRIDOR**  
**STORIES**

**MEETING MATERIALS**

- Actual size 5"x8.5"



- Actual size 5"x8.5"



### What is the CULTURAL CORRIDOR?

A designated heritage pathway linking multiple neighborhoods and will include historic markers, “story-telling” signage and community identity.

### Why are we here?

- The Cultural Corridor Idea Sharing Event picks up where the Phase 1 Community Vision & Planning left off.
- Your community’s feedback and vision will be the basis for the creation of Design Standards and Requests for Proposals. These documents will frame the picture as we take the next steps towards building the Cultural Corridor.

This meeting will not result in the final content, form or location of the Corridor, but it will help to collect and understand your community’s priorities. Although we are not designing the Corridor, let’s share our ideas and planning on how to bring it to life.

**WHAT** are the FORMS that the Cultural Corridor could take?

**WHO** are the PEOPLE you would like to honor?

**WHERE** are the cultural PLACES you would like to celebrate?

**WHAT ELSE** can it be?

**HOW** can we create a PROCESS to get the Cultural Corridor built?

### TODAY: HOW IT WORKS

**START** **Check-In**  
Collect your Event Guide, Info Flyer, Food Ticket, and Comment Card

**Explore The Booths**  
Stop by all the booths in ANY order and collect a stamp at each booth


**Have a Bite To Eat**  
Use your ticket for food anytime

**Eating Zone** **Head To The Eating Zone**  
Enjoy your meal

**Collect your Prize**  
Show all of your stamps

**FINISH** **Drop Your Comments HERE!**  
Tell us what YOU think!

- Actual size 5"x8.5"



## FORM:

### What will the Cultural Corridor look like?

STAMP

**PURPOSE**

*Help us identify what physical forms should be used to communicate your community's culture.*

**WHAT IS "FORM"?**

"Form" describes the physical markers that are used to communicate your community's cultural stories and history.

Form is broken down into three categories: Gold, Silver, and Bronze. These categories have been identified based on their associated cost, scale, and impact on your community.

**GOLD**

These are large-scale ideas that are the **most costly** and **most ambitious** to implement.


**SILVER**

Medium-scale ideas that are **somewhat costly** and **moderately challenging** to implement.


**BRONZE**

Small-scale ideas that are the **most affordable** and **easiest** to implement.


**EXAMPLES**




Sculptures




District Naming




Wayfinding



Gateways



Sign Toppers



Banners

**GOLD**

\$\$\$

**SILVER**


\$\$


**BRONZE**

\$

**WHAT TO DO**

- 1 Booth staff will provide you with a set of **3 green dots** and **1 red dot**.
- 2 Use the **3 green dots** to **"like"** your favorite form ideas in each category.
- 3 Use your **red dot** to **"dislike"** your least favorite form idea.
- 4 Use the **Post-its** located at the booth to **write-in any form ideas** you'd like.

8 
9



## PEOPLE:

### Who are the people we might honor?

*Identify Your Cultural Heroes*

STAMP

**PURPOSE**


*Help us identify your community's cultural heroes you think are most important.*

**HOW DO WE DEFINE "PEOPLE"?**


"People" describes the influential individuals who have played a significant role in shaping your community.

By identifying people of significance, the Corridor can act as a community unifier and could educate potential visitors.


**EXAMPLES\***




Father Albert Braun O.F.M.



The Honorable Calvin C. Goode



Ann E. Ott



César Chávez


\* These are only a few examples to start the conversation. They do not represent everyone who is significant to your community.

**WHAT TO DO**

- 1 Booth staff will provide you with a set of **"People Stars" (3)**.
- 2 Use your **"People Stars"** to identify the people you think are **most important** to your community.
- 3 Use the **Post-its** located at the booth to **suggest anyone**.

**Suggestions**

- ▶ *Based on your experiences, who do you wish to honor?*
  - ▷ Your parents? Your grandparents? Other relatives?
  - ▷ Your role models?
  - ▷ Your neighbor?
  - ▷ Someone personal to your district?
  - ▷ A business owner?

10 
11

- Actual size 5"x8.5"

PLACE:
STAMP

### Where can we celebrate?

*Identify Your Places of Heritage/ Memories*

**PURPOSE**

Help us identify the places (buildings, sites, etc.) of heritage/memories that are most important to you and your community.

**WHAT ARE PLACES THAT DESERVE "CELEBRATION"?**

Places that deserve celebration are historically and culturally significant locations and spaces within your community. These places can include designated historical resources along with others that could become eligible for designation in the future.

**EXAMPLES\***

Eastlake Community Center & Park

Sacred Heart Church

Santa Rita Center

\* These are only a few examples to start the conversation, they do not represent every place that is significant to your community.

12 
13

EXPERIENCE:
STAMP

### What else can it be?

*Culture through Events + Experiences*

**PURPOSE**

Help us identify cultural experiences that may already take place in your community. What other experiences would benefit your community?

**WHAT ARE "EXPERIENCES"?**

"Experiences" are community events and happenings that bring together your community through shared values and help to shape the spirit of the area.

**EXAMPLES\***

Valley of the Sun Juneteenth Celebration  
*Eastlake Park*

César Chávez Birthday Celebration  
*Santa Rita Center*

Family-Oriented Activities  
*Green Valley Park*

\* These are only a few examples to start the conversation. Please provide us information about cultural events and experiences currently happening, happened in the past, or ideas for events/experiences that would be new to your community.

14 
15

- Actual size 5"x8.5"



### GREAT IDEAS:

Listen to your community.  
*Cultural Corridor Concepts in the Works*

**PURPOSE**

*Listen to some of the great ideas your fellow neighbors have come up with about the Cultural Corridor.*

**WHAT TO DO**

- 1 Listen to **your neighbors** share their ideas about the Cultural Corridor.
- 2 Use the **blank 11"x17"** pages located at the booth to share your ideas about the Cultural Corridor.



### TELL YOUR STORY:

Our living legacy.  
*Share Memories of Your Neighborhood*

**PURPOSE**

*Help us collect your stories so we can learn more about you and your community.*

**WHAT TO DO**

- 1 Use the **Post-its** located at the booth to **share your personal experiences in your community** and leave us **your contact information** at the booth.

*Remember the Past*

- ▶ Describe your favorite day. . .
- ▶ My family lived here when. . .
- ▶ My favorite story from the neighborhood. . .

*Dream The Future*

- ▶ I picture the Cultural Corridor to be. . .
- ▶ I think tomorrow will be. . .
- ▶ My name for the Cultural Corridor will be. . .

16  LAND REUSE STRATEGY
17



### PROCESS:

How will it get done?  
*Ideas to Organize & Fund the Cultural Corridor*

**PURPOSE**

*Meet with city staff to discuss the various ways funding, organizing, and implementation of the Cultural Corridor can occur. Your comments will help to inform the IOC as they discuss implementation solutions.*

**IMPLEMENTATION OVERSIGHT COMMITTEE (IOC)**  
A guidance group with representation from neighborhood groups, local businesses and non-profit organizations, and various City departments.

**Grassroots-Led**  
*Local Community Groups & Non-profit Organizations*

- » Fundraising
- » Requests-for-Proposals (RFPs)
- » Proposal Review
- » Plan & Design Review
- » Maintenance

**Business-Led**  
*Local Businesses & Associations*

- » Business Promotion
- » Corridor Promotion
- » Requests-for-Proposals (RFPs)
- » Proposal Review
- » Plan & Design Review

**City & Developer-Led**  
*Public & Private Partnership*

- » Grant Champion
- » Requests-for-Proposals (RFPs)
- » Maintenance
- » Corridor Promotion

### EXAMPLES



Grassroots-Led



Business-Led



City & Developer-Led

**WHAT TO DO**

- 1 Listen to **city staff** share different approaches for implementing the Cultural Corridor.
- 2 Ask **city staff questions** you might have related to the implementation process.
- 3 Use a **green dot to "like"** your favorite approach.
- 4 Use the **Post-its** located at the booth to **suggest any resources or organizations** you may know of.
- 5 Use the **Post-its** to **address the suggestions and provide your feedback or comments** related to any/all processes.

**VOLUNTEER HERE!**

**Sign-up as a "Cultural Ambassador".** As a Cultural Ambassador you will have the opportunity to play a more active role in shaping how the Cultural Corridor expresses your community's history, heritage, and identity.

18  LAND REUSE STRATEGY
19

- Actual size 5"x8.5"

 YOUR NOTES

Lined area for taking notes on page 20.

Lined area for taking notes on page 21.

 YOUR NOTES

Lined area for taking notes on page 22.



**THANK YOU!**

Your ideas and vision for the Cultural Corridor will be used to create Design Standards and Requests for Proposals (RFPs). These documents are tools to implement aspects of the Cultural Corridor as development occurs.

The final content, form, and location of the corridor will be established organically – which means it will be community-led.

Stay tuned for more information to come during Community Meeting #6!

 [www.implementphx.com/cultural-corridor](http://www.implementphx.com/cultural-corridor)

**KEEP 2 IN TOUCH** **IMPLEMENTATION**  
PHX LAND REUSE STRATEGY

 LRS@phoenix.gov | 602.532.6222  
[www.SKYHARBOR.com/LandReuseStrategy](http://www.SKYHARBOR.com/LandReuseStrategy)



- Actual size 8'x2'



**CHECK-IN**  
*Collect your event guide*  
**YOUR COMMENTS:** *Tell us what YOU think!*



**FORM:**  
*What will it look like?*



**EXPERIENCE:**  
*What else can it be?*



**PEOPLE:**  
*Who will we honor?*



- Actual size 8'x2'



**PLACE:**  
*Where can we celebrate?*

This banner features a green background with a faint grid pattern. On the left, there is an icon of a grey building with a red roof, surrounded by four red arrows pointing outwards. The text is in white, with the word 'PLACE:' in a bold, sans-serif font and the subtitle 'Where can we celebrate?' in a white, italicized serif font.



**PROCESS:**  
*How will it get done?*

This banner has a dark blue background with a faint grid pattern. On the left, there is an icon of a glowing yellow lightbulb with several small yellow squares around it, representing light or ideas. The text is in white, with 'PROCESS:' in a bold, sans-serif font and 'How will it get done?' in a white, italicized serif font.



**TELL YOUR STORY:**  
*Our living legacy*

This banner features a yellow-to-orange gradient background with a faint grid pattern. On the left, there is a white star icon inside a white circle. The text is in white, with 'TELL YOUR STORY:' in a bold, sans-serif font and 'Our living legacy' in a white, italicized serif font.



**GREAT IDEAS:**  
*Listen to your community*

This banner has a blue background with a faint grid pattern. On the left, there is an icon of three grey silhouettes of people, with three small white squares above them, suggesting a group or community. The text is in white, with 'GREAT IDEAS:' in a bold, sans-serif font and 'Listen to your community' in a white, italicized serif font.

- Actual size 10'x8'

# CHECK-IN



## What is the CULTURAL CORRIDOR?

A designated heritage pathway linking multiple neighborhoods and marked by historic markers, interpretive signage and community branding.

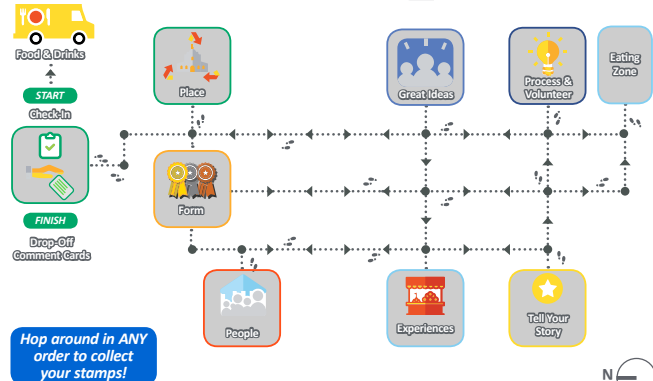
## WHY are we here?

- The Cultural Corridor Idea Sharing Event picks up where the Phase 1 Community Vision & Planning left off.
  - Your community's feedback and vision will be the basis for the creation of Design Standards and Requests for Proposals. These documents will paint the picture as we take the next steps towards building the Cultural Corridor.
- This meeting will not result in the final content, form or location of the Corridor, but it will help to collect and understand your community's priorities. Although we are not designing the Corridor, let's share our ideas on how to bring it to life.
- WHAT** are the FORMS that the Cultural Corridor could take?
  - WHO** are the PEOPLE you would like to honor?
  - WHERE** are the cultural PLACES you would like to designate?
  - WHAT ELSE** can it be?
  - HOW** can we create a PROCESS to get the Cultural Corridor built?

## TODAY HOW IT WORKS

- START** **Check-in**  
Collect your Event Guide, Rack Card, Food Ticket, and Comment Card
- Hop Around**  
Stop by all the booths in ANY order and collect a stamp at each booth
- Have a Bite To Eat**  
Use your ticket for food and drink anytime
- EATING ZONE** **Head to the Eating Zone**  
Enjoy your meal
- Collect Your Prize**  
Show all of your stamps
- FINISH** **Drop Your Comments HERE!**  
Tell us what you think

## EVENT LAYOUT MAP



COLLECT A STAMP AT EACH BOOTH!

Hop around in ANY order to collect your stamps!

# FORM: What will the Cultural Corridor look like?



## PURPOSE

Help us identify what physical forms should be used to communicate your community's culture.

**GOLD (BIGGEST IMPACT):** Large-scale ideas that are the MOST COSTLY and AMBITIOUS to implement.

**YOUR OWN IDEAS**



Museum/Cultural Center



Festivals



Historic Adaptive Reuse



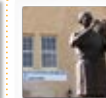
Murals/Street Art



Water Fountains



Gateways



Sculptures



Infrastructure

Based on your experiences, what elements would you like to see?

Use Post-its to suggest any form ideas you'd like.



### I Like It!

Use a green dot to "like" your favorite form idea. Use a sticky note to share comments.

### I Dislike It!

Use a red dot to "dislike" your least favorite form idea. Use a sticky note to share comments.

- Actual size 10'x8'

# FORM: What will the Cultural Corridor look like?



**PURPOSE**

Help us identify what physical forms should be used to communicate your community's culture.

**SILVER (MEDIUM & MEMORABLE IMPACT):** Medium-scale ideas that are SOMEWHAT COSTLY and MODERATELY CHALLENGING to implement.



Paving Medallions



Events



Historic Markers



Sign Toppers



Urban Walk APPs



Tree Guards



Art Displays



District Naming

**YOUR OWN IDEAS**

Based on your experiences, what elements would you like to see?

Use Post-its to suggest any form ideas you'd like.



**I Like It!**

Use a green dot to "like" your favorite form idea.  
Use a yellow sticky note to share comments.

**I Dislike It!**

Use a red dot to "dislike" your least favorite form idea.  
Use a blue sticky note to share comments.



COMMUNITY MEETING APRIL 2019 | THE CULTURAL CORRIDOR IDEA SHARING  
GateWay Community College, Central City Campus, 1245 E Buckeye Rd, Phoenix | April 4, 2019

# FORM: What will the Cultural Corridor look like?



**PURPOSE**

Help us identify what physical forms should be used to communicate your community's culture.

**BRONZE (SMALL BUT MIGHTY IMPACT):** Small-scale ideas that are the MOST AFFORDABLE and EASIEST to implement.



Pavers



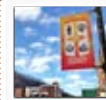
Commemorative Books



Crosswalks



Benches



Banners



Wayfinding



Booklet/Collaterals



Audio Tales

**YOUR OWN IDEAS**

Based on your experiences, what elements would you like to see?

Use Post-its to suggest any form ideas you'd like.



**I Like It!**

Use a green dot to "like" your favorite form idea.  
Use a yellow sticky note to share comments.

**I Dislike It!**

Use a red dot to "dislike" your least favorite form idea.  
Use a blue sticky note to share comments.



COMMUNITY MEETING APRIL 2019 | THE CULTURAL CORRIDOR IDEA SHARING  
GateWay Community College, Central City Campus, 1245 E Buckeye Rd, Phoenix | April 4, 2019

- Actual size 10'x8'

# PEOPLE: Who are the people we might honor?



**PURPOSE**  
Help us identify your community's cultural heroes you think are most important.

**IDENTIFY YOUR CULTURAL HEROES** Use to identify 3 people that you think are most important to your community.

<p><b>John V. T. Smith</b> (1918-2002) One of the first non-Asian officers, Smith was the first to become a military aviator. He was the first to be a major and the first to be a lieutenant colonel.</p>	<p><b>Concepción "Chona" Faj</b> (1917-2018) Being named Concepción "Chona" Faj, the family name 1917, a high school on the island. Through her efforts, the school was named in her honor.</p>	<p><b>James Watkins Family</b> (1940-2010) Worked for the Arizona Highway Department and later for the Arizona Department of Transportation. He was the first to be a major and the first to be a lieutenant colonel.</p>	<p><b>Father Albert Braun O.S.A.</b> (1918-2012) He was the first to be a major and the first to be a lieutenant colonel. He was the first to be a major and the first to be a lieutenant colonel.</p>	<p><b>Adam Diaz</b> (1918-2012) He was the first to be a major and the first to be a lieutenant colonel. He was the first to be a major and the first to be a lieutenant colonel.</p>	<p><b>Pedro "Pete" Rugina</b> (1917-2006) A pioneer in the field of... He was the first to be a major and the first to be a lieutenant colonel.</p>	<p><b>Winstona Aldridge</b> (1917-2017) A pioneer in the field of... He was the first to be a major and the first to be a lieutenant colonel.</p>	<p><b>César Chávez</b> (1917-1993) He was the first to be a major and the first to be a lieutenant colonel. He was the first to be a major and the first to be a lieutenant colonel.</p>
<p><b>Moses Sherman</b> (1917-2017) He was the first to be a major and the first to be a lieutenant colonel. He was the first to be a major and the first to be a lieutenant colonel.</p>	<p><b>John W. Lewis</b> (1917-2017) He was the first to be a major and the first to be a lieutenant colonel. He was the first to be a major and the first to be a lieutenant colonel.</p>	<p><b>J. Parker Van Zandt</b> (1917-2017) He was the first to be a major and the first to be a lieutenant colonel. He was the first to be a major and the first to be a lieutenant colonel.</p>	<p><b>Wing F. Ong</b> (1917-2017) He was the first to be a major and the first to be a lieutenant colonel. He was the first to be a major and the first to be a lieutenant colonel.</p>	<p><b>John Diaz</b> (1917-2017) He was the first to be a major and the first to be a lieutenant colonel. He was the first to be a major and the first to be a lieutenant colonel.</p>	<p><b>Silvestre S. Herrera</b> (1917-2017) He was the first to be a major and the first to be a lieutenant colonel. He was the first to be a major and the first to be a lieutenant colonel.</p>	<p><b>Pastor Marye A. Hutchings</b> (1917-2017) He was the first to be a major and the first to be a lieutenant colonel. He was the first to be a major and the first to be a lieutenant colonel.</p>	<p><b>The Honorable Calvin C. G.</b> (1917-2017) He was the first to be a major and the first to be a lieutenant colonel. He was the first to be a major and the first to be a lieutenant colonel.</p>
<p><b>Jose M. Ibarri</b> (1917-2017) He was the first to be a major and the first to be a lieutenant colonel. He was the first to be a major and the first to be a lieutenant colonel.</p>	<p><b>Wade H. Hammond</b> (1917-2017) He was the first to be a major and the first to be a lieutenant colonel. He was the first to be a major and the first to be a lieutenant colonel.</p>	<p><b>Ann E. Ott</b> (1917-2017) He was the first to be a major and the first to be a lieutenant colonel. He was the first to be a major and the first to be a lieutenant colonel.</p>	<p><b>Sister Mary Luca</b> (1917-2017) He was the first to be a major and the first to be a lieutenant colonel. He was the first to be a major and the first to be a lieutenant colonel.</p>	<p><b>W. A. Robinson</b> (1917-2017) He was the first to be a major and the first to be a lieutenant colonel. He was the first to be a major and the first to be a lieutenant colonel.</p>	<p><b>Noah G. Billings</b> (1917-2017) He was the first to be a major and the first to be a lieutenant colonel. He was the first to be a major and the first to be a lieutenant colonel.</p>	<p><b>Lincoln J. &amp; Eleanor Rigdale</b> (1917-2017) He was the first to be a major and the first to be a lieutenant colonel. He was the first to be a major and the first to be a lieutenant colonel.</p>	<p><b>Carver Barnes</b> (1917-2017) He was the first to be a major and the first to be a lieutenant colonel. He was the first to be a major and the first to be a lieutenant colonel.</p>

**YOUR PERSONAL HEROES**

Based on your experiences, who do you wish to honor?

Use the Post-its to suggest anyone.

My uncle was a part of...

My grandma built her house...

My neighbor often...

I remember someone special to our district...

# EXPERIENCE: What else can it be?



**PURPOSE**  
Help us identify cultural experiences that may already take place in your community. What other experiences would benefit your community?

**IDENTIFY CULTURE AS EXPERIENCE AND MEMORIES**

<p><b>Annual Martin Luther King Jr. Birthday Celebration</b> (1917-2017) An annual march and festival to honor the birthday of Dr. Martin Luther King Jr.</p>	<p><b>Annual Valley of the Sun Juneteenth Celebration</b> (1917-2017) An annual festival celebrating the end of slavery in the U.S.</p>	<p><b>Sacred Heart Church Christmas Mass</b> (1917-2017) A special Christmas Mass at Sacred Heart Church.</p>	<p><b>Cesar Chavez Birthday Celebration</b> (1917-2017) A three-day event celebrating the life and work of Cesar Chavez.</p>	<p><b>Establish Jazz Concert Series</b> (1917-2017) A series of jazz concerts featuring local and national artists.</p>	<p><b>Seasonal Market / Farmers Market</b> (1917-2017) A weekly market for fresh produce and local goods.</p>	<p><b>Street Eat Festival / Food Trucks</b> (1917-2017) A festival featuring food trucks and live music.</p>	<p><b>Student Performing Arts Night</b> (1917-2017) An annual event showcasing student talent in performing arts.</p>	<p><b>"G.A.I.N." Event</b> (1917-2017) A community event focused on giving back and supporting local businesses.</p>	<p><b>Community Connection Fair</b> (1917-2017) A fair connecting people and organizations in the community.</p>
<p><b>I Like It!</b> Use a  to "like" your favorite experience ideas. Use a  sticky note to share comments.</p>									
<p><b>I Dislike It!</b> Use a  to "dislike" your least favorite experience idea. Use a  sticky note to share comments.</p>									

**YOUR CULTURAL IDEAS**

Based on your experiences, what cultural events would you like to see?

Use the Post-its to write-in any experiences you'd like.



- Actual size 10'x8'

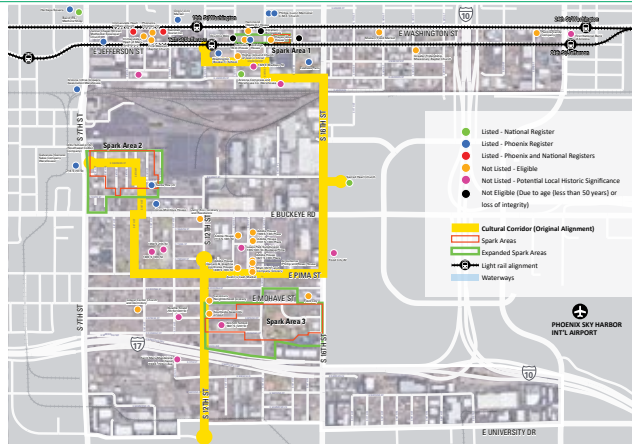
# PLACE: Where can we celebrate?



**PURPOSE**

Help us identify the places (buildings, sites, etc.) of heritage/memories that are most important to you and your community.

**IDENTIFY YOUR PLACES OF HERITAGE/MEMORIES**



Use the Post-Its to comment on your favorite places and spaces located in your community.

**YOUR OWN PLACES**

Based on your experiences, what places should we identify?

- Where did you like to shop? Play?
- Where did your friends live?
- Where was your parent's house?

Use the Post-Its to write-in any places that were important to you.

# PROCESS: How will it get done?



**PURPOSE**

Meet with City staff to discuss the various ways funding, organizing, and implementation of the Cultural Corridor can occur.

**IDEAS TO ORGANIZE & FUND THE CULTURAL CORRIDOR**

Listen to city staff share different approaches for implementing the Cultural Corridor; ask city staff questions you might have related to the implementation process.

**Volunteer Here!**

Use the Post-Its to Sign-up as a "Cultural Ambassador". As a Cultural Ambassador you will have the opportunity to play a more active role in shaping how the Cultural Corridor expresses your community's history, heritage, and identity.

**GRASSROOTS-LED PROCESS**

**Local Entities & Community Involvement**

- Fundraising
- Requests-for-Proposals (RFPs)
- Proposal Review
- Planning & Design Review
- Maintenance

Interested in this approach?	Any resources suggested?	Any comments/feedback?
Use the Post-Its to "like" your favorite approach.	Use the Post-Its to suggest any resources or organizations you're interested in.	Use the Post-Its to provide your feedback or comments.

**SUPPORTIVE EXAMPLE: CALLE 24 LATINO CULTURAL DISTRICT, San Francisco, CA**

A living Latino culture center created and preserved by a community-led grassroots showcase of Latino cultural events, foods, businesses, activities, art, and music.

- Encourages culturally-related businesses, local restaurants and local shops
- Preserves a unique cultural character through public spaces, local art galleries and murals
- Promotes culture-critical events including César Chávez Parade & Festival, Puerto Vallarta, Día de los Muertos, Fiesta de la Abundancia, etc.
- An all-volunteer leadership structure
- Strong members, membership dues, regular community meetings, and program advisory committees

**BUSINESS-LED PROCESS**

**Local Business Owner Involvement**

- Business Promotion
- Corridor Promotion
- Requests-for-Proposals (RFPs)
- Proposal Review
- Planning & Design Review

Interested in this approach?	Any resources suggested?	Any comments/feedback?
Use the Post-Its to "like" your favorite approach.	Use the Post-Its to suggest any resources or organizations you're interested in.	Use the Post-Its to provide your feedback or comments.

**SUPPORTIVE EXAMPLE: WYNWOOD ARTS DISTRICT, Miami, FL**

An eclectic destination, features one of the largest open-air street art installations in the world and is home to art galleries, retail stores, antique shops, eclectic bars, and craft breweries.

- Encourages 50 city blocks, home to 400+ businesses, 200+ street murals and 30+ artbars
- Attracts over 2 million out-of-town visitors who bring in \$488 million local spending
- Supports over 1,000 local jobs
- Highly urban development around the district (over 400,000 sq ft of office and retail in construction, more than 800,000 sq ft of new development are planned)
- Managed by Wynwood Business Improvement District - a non-equity based representing more than 400 properties

**CITY & DEVELOPER-LED PROCESS**

**Public-Private Partnership**

- City collaborates with developers
- Grant Champion
- Requests-for-Proposals (RFPs)
- Maintenance
- Corridor Promotion

Interested in this approach?	Any resources suggested?	Any comments/feedback?
Use the Post-Its to "like" your favorite approach.	Use the Post-Its to suggest any resources or organizations you're interested in.	Use the Post-Its to provide your feedback or comments.

**SUPPORTIVE EXAMPLE: INDIANAPOLIS CULTURAL TRAIL, Indianapolis, IN**

An 8-mile world class urban bike and pedestrian path building upon the City's right-of-way that connects six cultural districts, neighborhoods, and entertainment amenities in Downtown Indianapolis.

- Public-private Partnership structure (City, Private Foundations, and Non-profit Organizations)
- \$100 million raised for initial design studies & concepts
- \$120 million bond issue by Eugene and Marjorie Glick Family Foundation
- \$20.5 million 100% grant from the U.S. Department of Transportation
- Indigenous Cultural Trail Inc manages, maintains, and provides regular improvements

- Actual size 10'x8'

# TELL YOUR STORY: Our Living Legacy



**PURPOSE**

Help us collect your stories. This will kick-off a year-long "Tell Your Stories" campaign.

Share memories of your neighborhood

**REMEMBER WHEN...**

- Describe your favorite day.
- My family lived here.
- My favorite story from the neighborhood.

Use the Post-its to share your personal experiences in your community and leave us your contact information at the booth.

**DREAM THE FUTURE**

- I picture the Cultural Corridor to be...
- I think tomorrow will be...
- My name for the Cultural Corridor will be...

Use the Post-its to share your ideas about the future of the Cultural Corridor and your neighborhood.



IMPLEMENTATION

COMMUNITY MEETING APRIL 2019 | THE CULTURAL CORRIDOR IDEA SHARING  
GateWay Community College, Central City Campus, 1245 E Buckeye Rd, Phoenix | April 4, 2019

# GREAT IDEAS: Listen to your community

What else can all of us do?



More ideas? Your ideas?

**PURPOSE**

Listen to some of the great ideas your fellow neighbors have come up with about Cultural Corridor.

Cultural Corridor concepts in the works

HEAR YOUR NEIGHBORS' IDEAS

Your Land	Father Albert Braun O.F.M. Veterans Memorial District: Heritage Forum of Honor	Craig Suiter's Ideas

SHARE YOUR IDEAS (Use the blank 11"x17" pages to share your ideas about the Cultural Corridor.)




IMPLEMENTATION

COMMUNITY MEETING APRIL 2019 | THE CULTURAL CORRIDOR IDEA SHARING  
GateWay Community College, Central City Campus, 1245 E Buckeye Rd, Phoenix | April 4, 2019





**Craig Suiter**

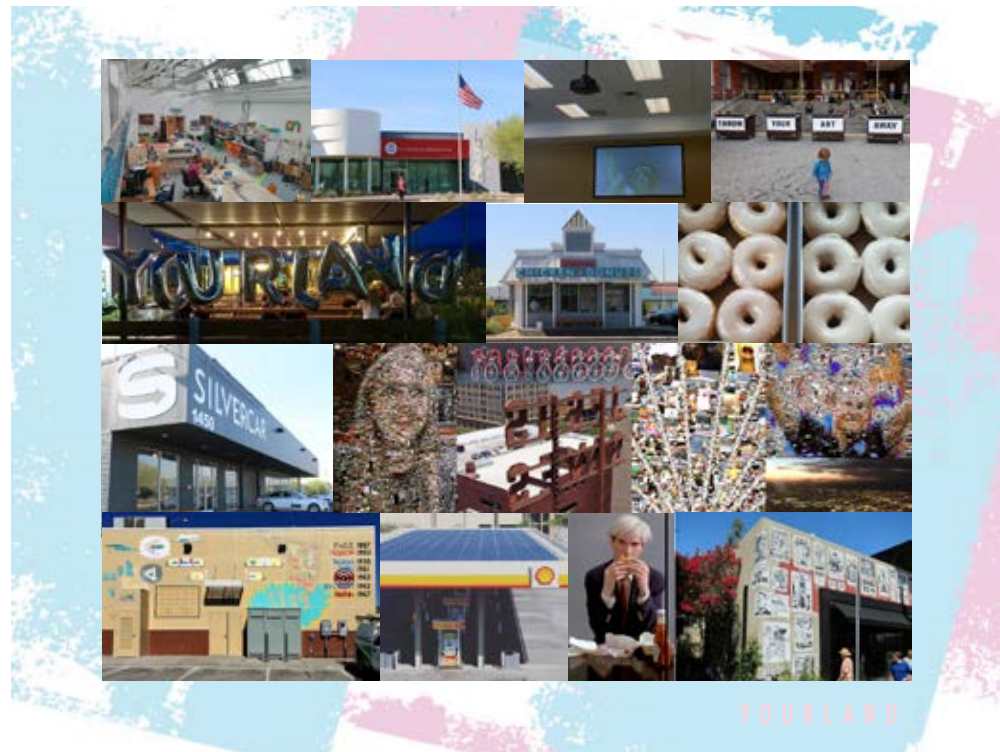
- Preferred Spark Area 2 appears to have a diagonal pedestrian walkway
  - Recommends multiple cultural displays along this walkway in the form of:
    - » Statues
    - » Murals
    - » Water Fountains
    - » Art Displays, etc.
    - » Each with a plaque explaining cultural significance
  
- Likes the idea of using the small stone house on CPLC property for an audiovisual museum
  - Monitor presents 15 minute historical perspective on the area
  - Walls lined with historical photos
  
- Capture a verbal history from elderly residents
  - Verbal history/reflections would be part of the AV presentation
  - Production estimate cost \$25,000-\$50,000



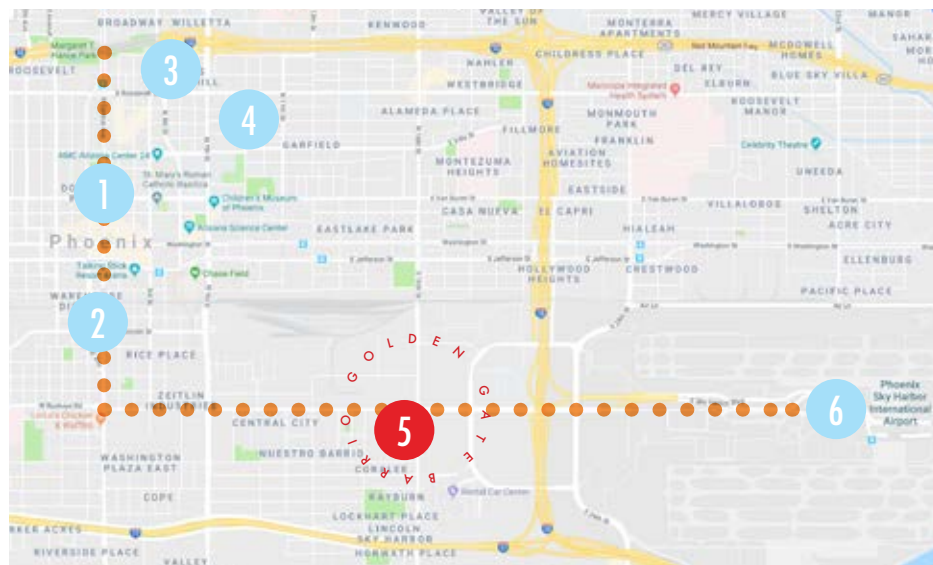
**Sloane McFarland**



Sloane McFarland



Sloane McFarland

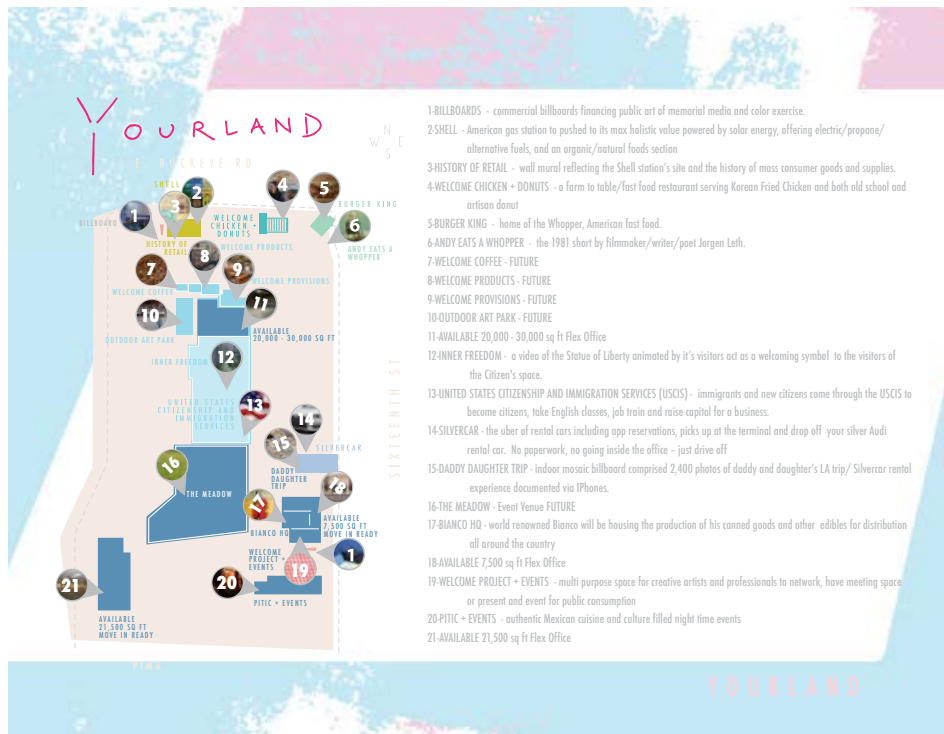


- 1 - Downtown Phoenix
- 2 - Warehouse District
- 3 - Roosevelt Row Arts District
- 4 - Welcome Diner/ Garfield Historic District
- 5 - Yourland
- 6 - Phoenix Sky Harbor Airport

Sloane McFarland

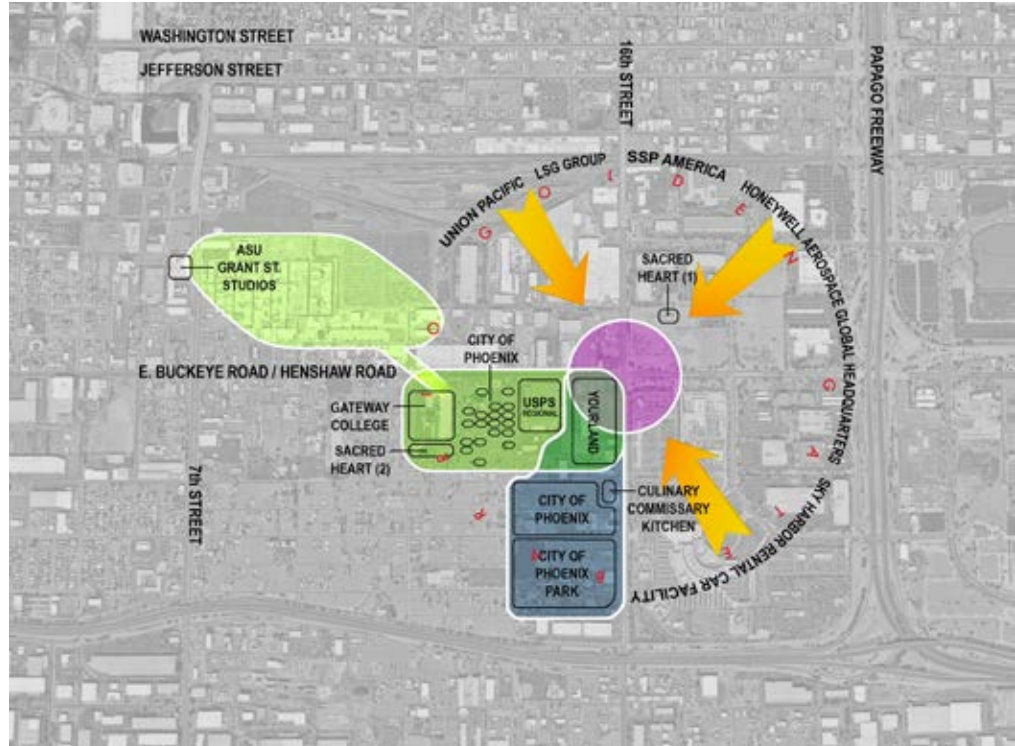


Sloane McFarland





Sloane McFarland



Listen & Learn

St. James Hotel

Use your cell phone  
to explore the site

334.450.0130

Press 348

1 Rewind  
2 Pause/Play  
3 Fast Forward  
\*0 Feedback

ALABAMA  
BLACK BELT  
HERITAGE AREA

SELMA, ALABAMA  
TOURISM

This is a great example of audio tales and a cultural plaque, located in Selma, Alabama. Try it out and discover how it works!

- Actual size 3.5"x8.5"



## What is the CULTURAL CORRIDOR?

A designated heritage pathway linking multiple neighborhoods and marked by historic markers, "story-telling" signage and community identity.

### Why are we HERE?



The Cultural Corridor Idea Sharing Event picks up where the Phase 1 Community Vision & Planning left off.

*Archaeological Field and Analytic Studies (2011)*    *Seeds of Growth Book (2013)*    *Archaeology & Historic Properties Management (2017)*

**Phase 1** **Phase 2**

*Settling the Salt River Floodplain (2013)*    *Preserve PHX (2015)*    *Recuerdos Book (2015)*



With the cultural trail defined, let's share all kinds of ideas about how to bring it to life.

**WHAT** are the FORMS that the Cultural Corridor could take?


**WHO** are the PEOPLE you would like to honor?

**WHAT ELSE** can it be?

**WHERE** are the cultural PLACES you would like to celebrate?

**HOW** can we create a PROCESS to get the Cultural Corridor built?

We are not designing the corridor at this stage, instead, we are using your input to structure a framework and to develop guidelines.



# TODAY

## HOW THIS WORKS:

- START** **Check-In**  
Collect your Event Guide, Info Flyer, Food Ticket, and Comment Card
- Explore The Booths**  
Stop by all the booths in ANY order and collect a stamp at each booth
- Have a Bite To Eat**  
Use your ticket for food anytime
- Eating Zone** **Head To The Eating Zone**  
Enjoy your meal
- Collect your Prize**  
Show all of your stamps
- FINISH** **Drop Your Comments HERE!**  
Tell us what YOU think!

# Next Steps

