

Arts and Culture Focus Group Meeting April 18, 2019

Draft Meeting Memo

April 18, 2019
5 PM to 7 PM
Xico Inc
1008 E Buckeye Rd, #220
Phoenix, AZ

Meeting Objectives & Themes

The intent of this small group meeting was to 1) review the input received at the April 4 Community Meeting addressing how the Cultural Corridor may take shape; and 2) discuss tangible ideas for how to bring the Cultural Corridor to life through arts and cultural programs, especially through funding, partnerships, and actionable steps.

Twelve (12) stakeholders along with six (6) project team members participated in that evening's roundtable discussions. A list of attendees is provided below:

Focus Group Stakeholders Attending:

- Gary Martelli, Phoenix Airport Museum, City of Phoenix Aviation Department
- Ed Lebow, City of Phoenix Office of Arts and Culture
- Dr. Pete Dimas, Historian
- Donna Valdes, XICO, Inc.
- Richard Yarbough, Eastlake Arts & Pilgrim Rest Foundation
- Kimber Lanning, Local First Arizona
- Blaine Bandi, Wesley Community Center
- Princess Crump, Carver Museum
- Craig Suiter, Porter Barn Wood
- Sloane McFarland, Yourland
- Virgil "Jackie" Berry, Eastlake Arts

PHX LRS Implementation Team Members Attending:

- Courtney Carter, City of Phoenix Aviation Department
- Jazmine Hayes, City of Phoenix Aviation Department
- Jessica Bueno, Phoenix Revitalization Corporation
- Katie Sprague, CRTKL
- Kurt Nagle, CRTKL
- Jie Miao, CRTKL

Observers:

- Abe Arvizu, Booker T. Washington Neighborhood Association

[PHX LRS Project Overview and April Community Meeting Recap](#)

Ms. Katie Sprague, Senior Vice President, CRTKL welcomed the group and opened the meeting by briefly introducing the intent of the evening’s roundtable discussions. Mr. Kurt Nagle, Senior Associate Vice President, CRTKL provided a brief overview of the PHX LRS project, the current stage of the planning process, and the ideas, policies and strategies pertaining to the Cultural Corridor that were collected and developed during the Vision and Planning Phase of the Land Reuse Strategy. Ms. Sprague then provided a short recap of the Cultural Corridor Idea Sharing event held on April 4, 2019. The brief Q and A session that followed addressed the following topics:

- A small session of the Cultural Corridor Idea Sharing Meeting needs to be held at the Eastlake Park Community Center.
- How to tie together the different neighborhoods within the Planning Area?
- Should the Cultural Corridor be expanded?
- The alignment of Cultural Corridor is not set and can be adjusted as the project moves forward.
- Should Historic Sacred Heart Church be part of the Cultural Corridor?

[Roundtable Discussions](#)

The roundtable discussions provided a format for each of the participants to share their experience in the implementation of arts and cultural programs. The attendees were divided into three groups based on their interests of the topics, including:

- **Arts and Cultural Partnerships**
- **Financial Considerations**
- **Cultural Corridor Tangible Next Steps**

The intent of the group discussions was to create a more casual and comfortable setting for encouraging attendees to speak freely, listen, and interact with others; and to avoid one or two dominant voices in the room. A member of the Project Team facilitated the discussions within each group. After approximately 45 minutes of group discussion, an individual was selected from each group to report on key insights and ideas; participants from other groups provided additional comments and insights as appropriate.

A summary of the shared ideas collected from the roundtable discussions is provided on the following pages.



A select group of experts on arts and culture focused their discussion on implementation of the Cultural Corridor.



Project Team members introduce the meeting topic and intent to the attendees.

ARTS & CULTURAL PARTNERSHIPS

- Revisit the processes used by the Airport Museum to engage the Golden Gate Barrio neighborhood (commemorative book, window displays, 16th St murals, postcards, etc.).
- Share the Airport Museum’s database together with local historians’ oral history materials.
- Produce a mission statement for the Cultural Corridor that can be incorporated in the guidelines, development agreements and Requests-for-proposals (RFPs).
- Generate a marketing plan for the Cultural Corridor.
- Establish Collaboration Agreements and Public Mutual Partners.
- Secure funding in a short time period; should act immediately.
- Reach out to those partners who have historical interest and stake in the area (Xico, CPLC, PRC, etc.)
- A good opportunity to locate the new Latino Cultural Center in the LRS area; the City is considering 3-4 locations for the facility.
- ASU Library has available grant funding and resources for archiving individual histories and stories.



A casual and comfortable setting encouraged attendees to speak freely, listen and interact with one another.

ARTS & CULTURAL PARTNERSHIPS (Cont'd)

- Need to think about how outsiders, including downtown investors, envision this area; consider the relationship to Sky Harbor Airport and major employment centers, including downtown.
 - Who asks for the money and why?
 - What's the rationale for the requests?
 - What benefits can development bring to the area and to the City?
 - What do investors/developers think about this area?
- Should not ignore any segment of the history of the LRS area.
 - Lewis Park as a focal node – horse riding, Latino dances, “Le Padefane” in the history.
 - Segregation history in the area.
 - Prehistoric past: canal system, farming, etc. – these can be marketing points.
- A list of potential partnerships includes:
 - Sky Harbor Airport Museum
 - CPLC (Chicanos Por La Causa)
 - City of Phoenix Office of Arts and Culture
 - Xico
 - YourLand
 - Braun Sacred Heart Center
 - Arts Ad Hoc Committee
 - ASU Library
 - South Mountain Community College (SMCC) Storytelling Institute
 - Local artists
 - Phoenix Elementary School District #1
 - Faith based groups
 - Eastlake Arts
 - Neighborhood groups
 - Culture Clubs
- Consider the next steps of the LRS project to ensure implementation of the Cultural Corridor is sustained:
 - Establish a committee (newly formed or based on existing non-profit organizations that will coordinate partnerships and secure funding.
 - Bring together different specialties, including arts, church and faith based organizations, economic development, potential funders, etc.

FINANCIAL CONSIDERATIONS

- Consider partnerships and leverage funding sources; the City should collaborate with other sources of funding.
- Need to create legacy and kick starter projects.
- Revisit existing sources of funding and support:
 - Opportunity Zone designation – tax benefits program for investors with capacity to attract investments into designated low-income areas; the LRS Planning Area is designated as an Opportunity Zone.
 - Arizona Commerce Authority.
 - Arizona Grant:
 - The Choice Neighborhood Grant
 - Arizona Community Foundation – a synergy of local small foundations:
 - GoDaddy fund
 - PhoenixIDA
 - Bob & Renee Parsons Foundations
 - Local businesses
 - National Foundations:
 - Ford Foundation – community welfare
 - Kresge Foundation – arts and culture, community development, etc.
 - Bloomberg Grants – adaptive reuse, public arts
 - Robert Wood Johnson Foundation – public health
 - Large contractors: public transit + infrastructure
 - Valley Metro light rail
 - Airport expansion
 - Smaller grants from the City:
 - Neighborhood Services Department
 - Office of Arts and Culture – public arts program
 - Local philanthropists/foundations: Jerry Colangelo, Piper Trust, Pulliam Trust, etc.

FINANCIAL CONSIDERATIONS (Cont'd)

- Funding can be specific – needs to define its purpose to better assist the area of development.
- Need to define “Arts + Culture” – not only visual arts, but also music and events.
 - Revisit Eastlake-Garfield TOD Policy Plan; incorporate some of the Plan’s content into the LRS project.
 - Eastlake Arts District “Soul of the City” – creates an entertainment buzz along Jefferson and Washington LRT corridor which can trigger more moves in the Eastlake area.
- Revisit and build on existing city programs/prior work; don’t repeat what’s been done already: i.e., historical assessment of LRS; Dr. Pete’s report of Nuestro Barrio; Braun Sacred Heart Center’s videos of personal stories; etc.
- Cultural Corridor design –
 - Currently, much of the path is not walkable; a lot of vacancies create negative impact.
 - Streetscape improvements – make more walkable, cool with shade; combine practical solutions with culture and arts.
 - Park space is missing from many areas; area with parks can be activated.



Attendee shared ideas of funding sources.



City Staff talked about how to integrate arts with private development.

CULTURAL CORRIDOR TANGIBLE NEXT STEPS

- Create bigger ticket items (focal nodes) along the corridor: draw the attention of the tourists to one location which serves as a trigger for them to visit and walk to the other locations.
 - For example, an observation tower at 16th and Buckeye with audio stories, children amenities, etc.
 - Yourland partners with Aviation Museum.
- How do we tie things together and activate the corridor? Buckeye Rd and Mohave St are important corridors as they are key thoroughfares for people traveling through the area; Mohave St is more pedestrian friendly while Buckeye Rd is more auto friendly.
- How to define culture beyond “this happened here”?
- The Cultural Corridor should reflect both history and contemporary culture.
- Secure a percentage of development revenue to support the Cultural Corridor and area improvements:
 - “Earmarking.”
 - Community benefit agreements – to set aside funds from business revenues in the development agreements.
 - Percentage for the Arts – percentage of private development revenue set aside for the arts.
- Create a history repository – start to collect personal stories and neighborhood history materials and archive these stories at one place – this step should be done sooner than later; Braun Sacred Heart Center and Mr. Calvin C. Goode have documented a number of neighborhood stories.
- Add Buckeye Rd to the Cultural Corridor; it is the major thoroughfare between downtown and the airport.
- Naming and branding of Buckeye Rd: “Gateway to Phoenix’s Past and future” – acknowledges Phoenix’s past and celebrates its future.
- The LRS area is the gateway to Phoenix; the centerpiece of Phoenix with a rich history and the link between the airport and downtown.



Attendee talked about how to capture development revenue in the area.



Attendee suggested building upon City programs and prior work.

Immediate Actions

The LRS Project Team consolidated the information from the Focus Group into a summarized strategy to help the Cultural Corridor move forward. There are three main areas of focus.

TELL THE STORY OF THE CULTURAL CORRIDOR

Develop and communicate a clear vision and key points to tell the story of the Cultural Corridor simply.

- Draft a **mission statement** for the Cultural Corridor. Build on the content ideas generated:

The Cultural Corridor represents vital linkages for the City of Phoenix... as a link between the airport and downtown, as a connection between the historical agricultural foundation and the urban development of the city; as a gateway between Phoenix's rich past and the promise of its future.
- Incorporate the mission statement in key documents: design guidelines, development agreements, RFPs, etc.
- Create a **marketing plan** for the Cultural Corridor.
- **Share and combine archived databases** of neighborhood stories, local artists, etc.
- Continue to **archive personal and neighborhood stories** before these stories are lost.
- Revisit **previous work documenting that area's past**, especially the work completed by the Aviation Department and local historians.

UTILIZE PARTNERSHIPS AND STEWARDSHIP TO SPUR ACTION

From the creation of an executive committee to collaborative agreements, the key to the future of the Cultural Corridor rests in the hands of a strong collective.

- Establish a **Cultural Corridor executive committee** (a non-profit organization) to coordinate funding and partnerships.
- Create a **partnership and funding list**; start to contact and secure funding sources.
- Develop a **collaboration agreement** and pursue **public mutual partners** (PMPs).

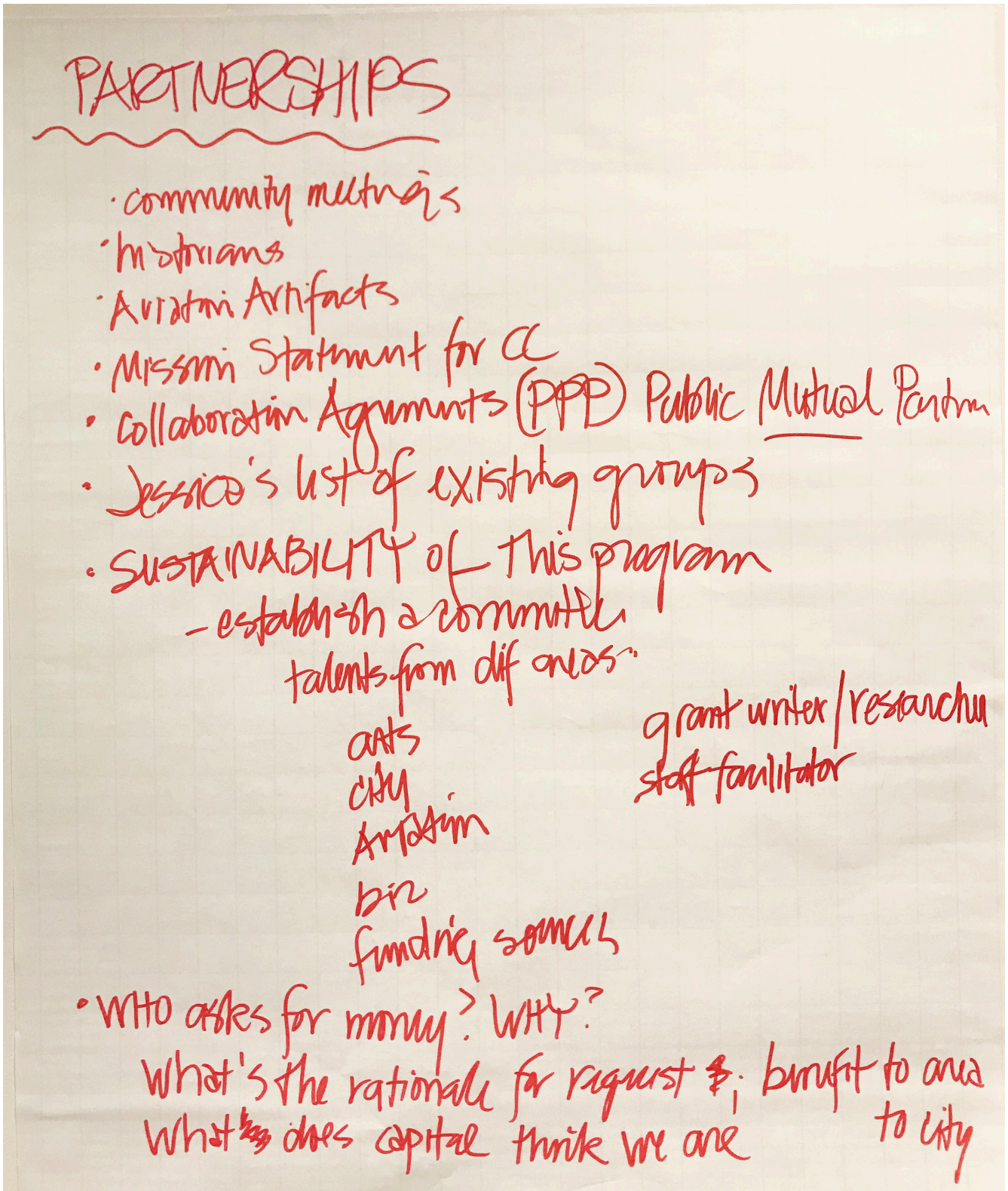
INCLUDE FOCUS GROUP INFORMATION IN THE PLANNING DOCUMENTATION

Document the tangible information in design guidelines, RFPs and development agreements.

- Integrate **key ideas into the design guidelines** for the Cultural Corridor, including:
 - a. Identify focal nodes ("Big Ticket Items") along the Cultural Corridor
 - b. Eastlake-Garfield TOD Policy Plan and Eastlake Arts District: create buzz along light rail corridor – music, events, etc.
 - c. Consider Buckeye Rd and Mohave Rd as additions to the Cultural Corridor.
 - d. Highlight 16th St as the spine that connects the Eastlake neighborhood and Barrios Unidos area.
 - e. Provide streetscape improvement: cool, shaded, and walkable with arts and culture elements.
 - f. Integrate park space to change the image and activate the area.
 - g. Yourland ideas.
- Specify **public benefit terms** in land leases, RFPs, and development agreements to capture development revenue for arts and culture.

APPENDIX: Arts and Culture Focus Group Discussion Flip-Chart Notes

Arts & Cultural Partnerships:



APPENDIX: Arts and Culture Focus Group Discussion Flip-Chart Notes (Cont'd)

FINANCIAL CONSIDERATIONS:

funding -
 existing sources

- opportunity zone designation - tax benefit
bring assets to area
- Communicate opportunity
- Arizona grant makers.
- foundations - "big ones" not local an issue
- kick starter

smaller items

- Arizona Community Foundation
 - aggregate foundations
 - smaller
 - local foundations

* syndicate of foundations to assist

- businesses that give back to the community
- art's private development
% for arts (RFPs)

* culture as broader
bring people in & stay awhile

APPENDIX: Arts and Culture Focus Group Discussion Flip-Chart Notes (Cont'd)

FINANCIAL CONSIDERATIONS (Cont'd):

arts district vs "line"

entertainment district along lt. rail

~~Eastlake Arts~~
"Soul of the city"

* Art = Private Development
culture as important ask

city programs / prior work -
build on existing content
+ small grant programs

Cultural Corridor

- much of the line is not walkable
- vacancies - negative impact
- how make more walkable
- shade → as artful display
- combine practical ~~with~~ solutions w/ culture

* non-profit org to push forward
new or existing to implement programs

APPENDIX: Arts and Culture Focus Group Discussion Flip-Chart Notes (Cont'd)

Tangible Next Steps:

TANGIBLE NEXT STEPS

- Bigger ticket items
- Nearby assets to highlight culture
- Go to one location, branch out from there
- Drive to one, walk to others
- 16th + Buckeye - observation tower like Guggenheim, w/ walking ramp
 - audio stories
 - watch planes land
- Very important topics need to go forward; - what's the process?
- What's the funding source.
- Walkability along Buckeye, but where's culture?
- How to define culture beyond "THIS HAPPENED HERE"
- Both history AND contemporary culture
- Don't lose history, story, narrative; It's written down.

APPENDIX: Arts and Culture Focus Group Discussion Flip-Chart Notes (Cont'd)

Tangible Next Steps (Cont'd):

- Eastlake swimming, grandma — stories not written down.
- Capture history, personal side of it
- Bram Sacred Heart has 100 videos for over 40 years
- Calvin Goode - collect his & others now
- RFP & Spark A's = % for art
- Rental income = % stays here to support CC programs | "EARMARKING"
"COMMUNITY BENEFITS AGREEMENTS"
set aside funds from lease revenues
- Marketing Plan once it's built; people aren't familiar with it now
- 2002 collected stories

- "GATEWAY TO PHOENIX'S PAST" REPEATS ITSELF
acknowledges iniquities of PHX past & celebrates its future. " -Kimberly
- GATEWAY: past → future; from growing field to consumption
from airport to downtown; NEW GATEWAY