

EXHIBIT A

Govalle Cultural District

City of Austin Application Materials

Vision & Values

Welcome to the Govalle Cultural District

Located in the heart of East Austin, the Govalle Cultural District is a vibrant, community-rooted hub for arts, education, and creative collaboration. Anchored by organizations like The Museum of Human Achievement (MoHA), Bike Texas, Canopy, Govalle Elementary, and 979 Springdale, this district nurtures artists, celebrates cultural heritage, and champions long-term affordability in Austin's rapidly changing landscape.

Our Vision

A thriving, inclusive district where art, education, green space, and community converge to tell the stories of East Austin — past, present, and future.

Key Goals

- Preserve affordable creative spaces for artists and cultural workers
- Integrate arts programming with Govalle Elementary and youth audiences
- Build and share Govalle's rich cultural identity through storytelling and public art
- Enhance walkability and safety through creative infrastructure
- Host signature events like the First Saturdays and the East Austin Studio tour
- Support artist careers with business tools, mentorship, and visibility
- Practice equitable development grounded in community input and shared power

Core Values

Affordability and Access

We prioritize the preservation and creation of affordable space for artists, nonprofits, and community members to thrive.

Community-Led Planning

Our district uplifts grassroots leadership and centers residents, culture-bearers, and youth in shaping our shared future.

Inclusion and Fair Representation

We work to remove barriers and ensure that people of all backgrounds—especially those historically left out—can participate, lead, and benefit from district opportunities.

Creative Sustainability

We believe artists and cultural workers are essential to the vitality of our economy and community, and we support their long-term ability to live and work in Govalle.

Cultural Memory and Storytelling

We honor Govalle's past and future by amplifying neighborhood history, intergenerational narratives, and locally rooted creativity.

Stakeholder Engagement

The planning process for the Govalle Cultural District has been deeply rooted in broad, sustained, and inclusive community input. Our engagement strategy combined facilitated group meetings, individual conversations, and accessible digital participation methods to ensure stakeholders from across the neighborhood could contribute meaningfully.

Engagement Activities and Participation Overview

The activities and participation outlined below informed the full draft of the application. The participation is also specifically reflected in the summarized SWOT analysis and the 10 strategic objectives now included in the district plan.

Stakeholder Meetings:

Three facilitated community meetings were held between March and April 2025, with a total of 35 participants. Meetings included:

- A SWOT analysis to understand district strengths and needs, with stakeholder feedback incorporated below
- Discussion of Govalle's neighborhood history and how the Govalle Cultural District can best reflect community goals and support neighborhood engagement
- Review and refinement of draft goals and objectives for the Govalle Cultural District Strategic Plan
- A five-year "Headline News" exercise in which stakeholders discussed long-term goals through a visioning exercise that yielded the following statement: "In 2029, this district will be known as a neighborhood where creativity and community thrive—preserving the past, shaping the future, and making space for all to belong." Three facilitated community meetings were held between March and April 2025, with a total of 35 participants. Each meeting included:

One-on-One Input Sessions:

12 stakeholders participated in in-person meetings to review the draft district strategy and offer direct feedback.

Phone Outreach:

9 additional stakeholders were consulted by phone to share feedback, confirm support, and suggest edits.

Email and Document Review:

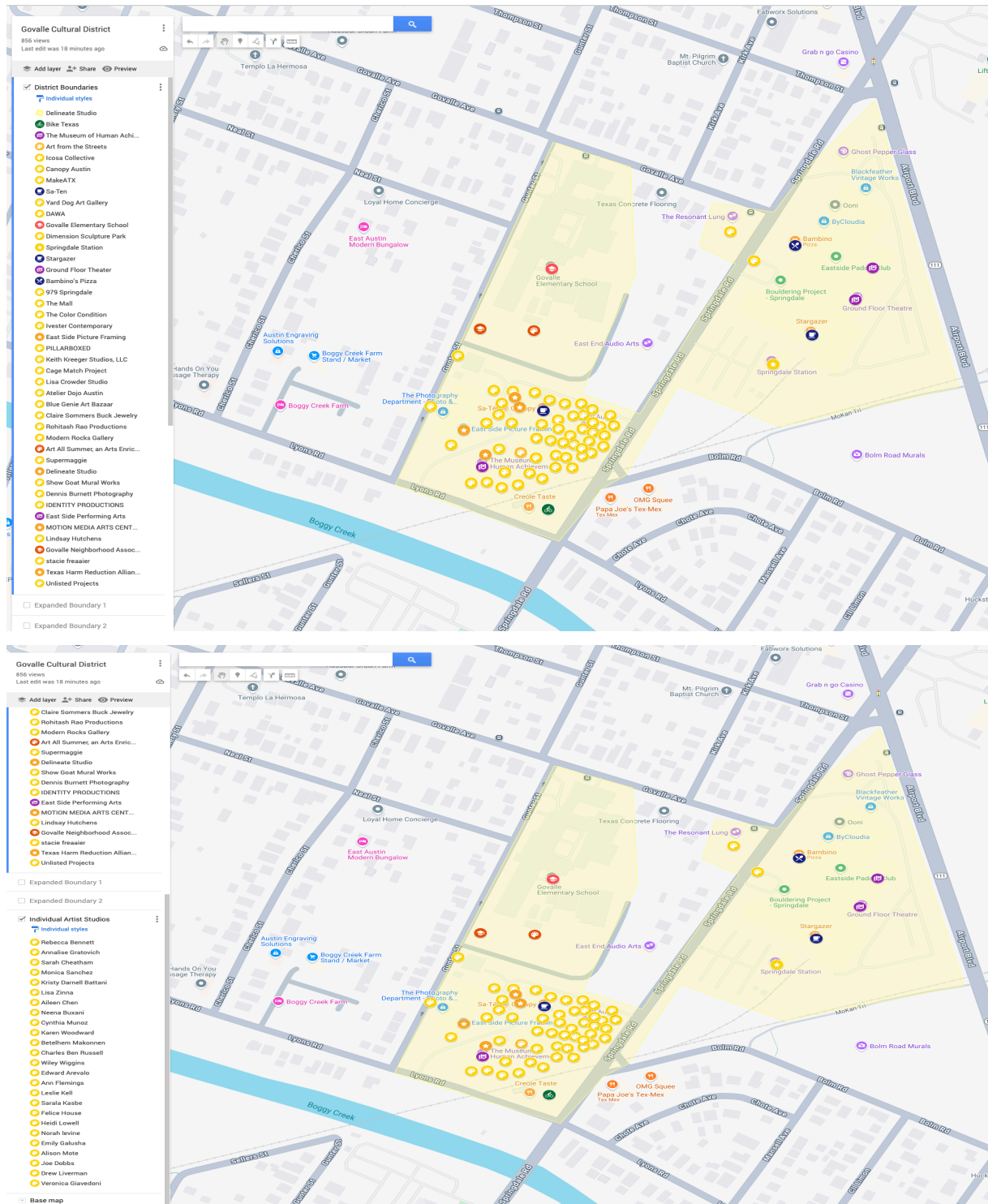
The application draft was shared with stakeholders via Google Docs, with individuals invited to provide inline comments, suggest edits, or reply directly via email.

City & Partner Briefings:

The City of Austin's Economic Development Department (EDD) and Rally Austin were briefed at each major stage of the stakeholder process.

A presentation summarizing district planning and objectives was delivered to the Austin Arts Commission on May 19, 2025.

Cultural Asset Map - [Link](#)



Organization Capacity

The Govalle Cultural District will be fiscally sponsored by **The Museum of Human Achievement (MoHA)**, a 501(c)(3) nonprofit based in East Austin. Founded in 2012, MoHA brings over a decade of leadership in grassroots cultural organizing, fiscal sponsorship, and support for artists experiencing economic displacement.

MoHA currently fiscally sponsors projects through Open Collective (an open-source and transparent platform for fiscal sponsorship) and has developed deep infrastructure for financial accountability, legal compliance, community accountability, and fundraising support. All sponsored projects operate under MoHA's organizational bylaws, code of conduct, and conflict resolution procedures, which have been shaped over 13 years through community participation.

MoHA's core focus is building economic mobility pathways for artists and culture-bearers across Austin, particularly those who are BIPOC, LGBTQIA, low-income, neurodivergent, and/or immigrants. In 2023 and 2024, MoHA hosted **28 free grant assistance workshops**, resulting in **over \$2.2 million in secured grant funds** for artists and organizations, **70% of whom were first-time applicants**. Its **Community Abundance** initiative includes public workshops, peer learning, exhibition opportunities, and tailored cohort-based support through residencies, mentorship, and no-fee fiscal sponsorship. MoHA provides no or low-cost access to space, paid stipends for community leadership, and Spanish/English bilingual access across programs. The organization's practices are designed to create economic self-determination and sustainable networks for community-rooted artists.

MoHA's fiscal sponsorship will include:

- Oversight of bookkeeping, contracting, and reporting
- Inclusion of the district under its code of conduct, bylaws, and established governance procedures
- Use of shared platforms (e.g., Open Collective) for transparency, community access, and shared leadership

Governance and Membership Structure

To ensure long-term sustainability and shared leadership, the Govalle Cultural District will establish three working committees:

- **Community Outreach & Marketing**
- **Strategic Vision & Planning**
- **Fundraising & Financial Stewardship**

These committees will initially follow MoHA's proven models for community input and shared governance, with the flexibility to evolve based on feedback and neighborhood needs. Governance roles and responsibilities will be published annually and submitted to City staff in accordance with the Economic and Cultural District program requirements.

This sponsorship model, combined with a community-led governance structure, ensures that the Govalle Cultural District is equipped with robust infrastructure, trusted leadership, and transparent, accountable systems aligned with City requirements.

Petition Survey Summary

As part of the petition process, stakeholders were asked to indicate their relationship to the district and areas in which they were willing to offer further support.

Self-Identified Roles in the District

A total of 72 petition respondents shared the following affiliations (note: many selected more than one category):

- Individual Artist, Organizer, or Community Member – 49
- Small Business – 18
- Creative Business – 19
- Property Owner – 13
- Non-profit Cultural Organization – 11

Willingness to Support the Process

Stakeholders indicated areas where they would like to contribute to the district in the future as well as the application process:

- Community Outreach – 27
- Serving on a Committee or Governance – 25
- Strategic Plan Creation – 15
- Marketing Plan Creation – 11
- Creation of A/V Materials – 9

Petition Summary - [Link](#)

Govalle Cultural District – Consolidated SWOT

Analysis

Strengths

- Deep Cultural Infrastructure: Longstanding organizations like MoHA (14 yrs), Canopy (12 yrs), and others form a dense and active arts ecosystem.
- Strong History of Collaboration: Existing partnerships and community trust enable organic co-programming and cross-support.
- High Visibility and Engagement: Major events like EAST and First Saturdays bring thousands of visitors and strong public awareness.
- Diverse Community Base: The district includes youth, artists, neighborhood leaders, and social impact orgs from various racial, economic, and social backgrounds.
- Accessible Location: Proximity to downtown, the greenbelt, and walkable/bikeable infrastructure with existing bus routes.

Weaknesses

- Economic Vulnerability: Rising real estate costs, organizational burnout, and time/resource constraints pose sustainability challenges.
- Brand Identity Confusion: Overlap with EAST and other district names causes unclear identity and messaging.
- Documentation Gaps: CAMP map is out of date; lack of centralized data or quality marketing materials.
- Limited Capacity: Many stakeholders are stretched thin, making it hard to take on large-scale initiatives like the district plan.

Opportunities

- Placekeeping & Placemaking: Creative strategies can enhance walkability, wayfinding, and cultural visibility.
- Youth Integration: Proximity to Govalle Elementary offers natural partnerships for intergenerational programming.
- Funding & Policy Tools: New city/state tools, including restrictive covenants and cultural designations, are available.

- Community Momentum: Stakeholder enthusiasm, local trust, and mutual respect offer strong foundations for deeper collaboration.
- District Cohesion: Shared events and identity-building can unite Govalle's venues and organizations under a clear cultural brand.

Threats

- Displacement: Rising rents, property speculation, and a lack of artist protections could push out key contributors.
- External Pressures: "Bigger/Better Austin" narratives risk diluting local identity and over-commercializing the district.
- Gentrification Without Memory: The Influx of new residents unaware of Govalle's cultural history may erode neighborhood character.
- Political Instability: Potential restrictions on funding, censorship, or policy shifts may affect cultural and community support structures.

District Strategy / Implementation Plan

Objectives

1. Model Artist-Led, Community-First Design Practices

Objective: Use artist facilitation and grassroots planning to shape public space, resource distribution, and cultural programming in Govalle. Ensure inclusion, representation, and community-led visioning through artist-facilitated planning and design across the district.

Strategies:

- Use artist facilitation, neighborhood input, and grassroots planning to shape public space, resource distribution, and cultural programming in Govalle.
- Grassroots neighborhood informed planning
- Center community members/neighborhood residents as co-creators in space use and visioning.
- Compensate community members for leadership, creative labor, and visioning contributions.
- Use participatory design to translate wellness, equity, and creativity into infrastructure solutions.
- Use consensus models and participatory design to ensure decisions reflect community needs.
- Regularly evaluate access, representation, and impact using data-driven methods.

Activation Ideas:

- Form a “Govalle Cultural Council” of residents and artists.
- Host “speed-dating” style workshops with neighbors, artists, planners, and stakeholders.
- Host bilingual listening sessions and publish annual results.
- Commission artist-designed zines or toolkits visualizing district priorities and insights.
- Produce public documentation (video/zine) that tells the story of the district’s planning and implementation process.

Timeline:

- Year 1: Select artists and partners, begin planning implementation workshops
- Year 2: Conduct community design events and begin toolkit development
- Years 3–5: Finalize toolkits, share public documentation, and implement findings across the district

2. Preserve and Expand Affordable Space for Arts and Culture

Objective: Ensure long-term, equitable access to creative space for artists, cultural workers, and nonprofits in Govalle.

Strategies:

- Advocate for long-term leases, ownership models, and tax abatement (e.g., nonprofit property tax relief).
- Test feasibility and implementation plans of a rent equity redistribution model across creative spaces in the district.
- Engage foundations and city partners in a shared affordability campaign.

Activation Ideas:

- Host a district-wide “Space Sustainability Summit” to share tools and models.
- Launch a rent transparency map showing below-market spaces and equity practices.
- Partner with legal aid and architects to offer tenant support clinics.

Timeline:

- Year 1: Convene summit, launch rent map, host clinics
- Years 2–3: Advocate for leases, negotiate shared affordability agreements
- Years 4–5: Secure long-term agreements, evaluate impact

3. Support Youth and Intergenerational Programming with Govalle Elementary

Objective: Deepen arts access and cultural engagement for local youth, especially students at Govalle Elementary.

Strategies:

- Integrate artists into the school through visiting workshops and after-school residencies.
- Build reciprocal programming where students share work publicly in neighborhood spaces.
- Create mentorship pipelines between working artists and local youth.

Activation Ideas:

- Start an “Artists-in-Schools” pilot funded through a shared grant pool.

- Present student-created work during First Saturdays or EAST.
- Develop a youth storytelling zine or mural series featuring students' voices.

Timeline:

- Year 1: Design pilot program, secure school partnership
- Year 2: Launch residencies and showcases
- Years 3–5: Expand and institutionalize programming

4. Strengthen Cultural Identity and Storytelling of the Govalle Neighborhood

Objective: Amplify the neighborhood's unique history, voices, and creative contributions through narrative strategies and placekeeping.

Strategies:

- Support projects that collect and preserve local oral histories.
- Identify and meet with long-term community members to collect Govalle district oral histories.
- Develop cohesive district-wide storytelling (branding, signage, digital platforms).
- Fund community-led cultural interpretation (e.g., walking tours, installations).

Activation Ideas:

- Produce a Govalle History Audio Walk.
- Install "Story Stops" at key locations using QR codes and mini-monuments.
- Partner with local historians to co-create storytelling workshops with elders and youth.

Timeline:

- Year 1: Develop a branding and storytelling plan
- Year 2: Begin oral history and audio walk projects
- Years 3–4: Installations and storytelling events
- Year 5: Publish and archive work

5. Increase Safety, Access, and Walkability within the District

Objective: Make the cultural district welcoming and navigable for all, especially pedestrians, cyclists, and youth.

Strategies:

- Improve physical infrastructure (lighting, signage, sidewalks).
- Advocate for safer routes and crosswalks near hubs.
- Create creative wayfinding and seating elements.
- Strategic integration with city transportation and trail expansion plans to improve safe, non-motorized access (walking and cycling) throughout the district.

Activation Ideas:

- Host a “Walk the District” audit day with neighbors, planners, and artists.
- Install artist-designed bike racks and benches.
- Launch a crosswalk art project with Govalle Elementary students.

Timeline:

- Year 1: Conduct audits and planning
- Year 2: Begin installation and advocacy
- Years 3–5: Monitor, expand improvements

6. Foster Collaboration Across District Stakeholders

Objective: Build a culture of collaboration and shared resource development among local institutions, nonprofits, and creatives.

Strategies:

- Formalize a district coalition or working group.
- Share infrastructure like marketing platforms, event calendars, and shared staff.
- Develop coordinated programming that weaves together orgs’ strengths.

Activation Ideas:

- Launch a monthly “Govalle Exchange” mixer for org staff and artists.
- Create a district-wide shared Google Calendar and resource list.
- Organize an annual “Govalle Planning Retreat” to align programs and goals.

Timeline:

- Year 1: Form a coalition and create shared tools
- Years 2–3: Launch coordination programs
- Years 4–5: Refine collaboration and evaluate outcomes

7. Sustain Signature Public Events

Objective: Build Govalle’s identity around recurring cultural events that engage neighbors, attract visitors, and celebrate local talent.

Strategies:

- Program seasonally or quarterly to complement EAST and First Saturdays.
- Center underrepresented creators and grassroots orgs.
- Tie events to neighborhood themes, spaces, and histories.
- Provide and facilitate social space and activities to introduce new and long-term community members

Activation Ideas:

- Host a “Govalle Creative Crawl” (art, music, food, history stops) during EAST.
- Co-host a “Youth Futures Festival” with Govalle Elementary and Bike Texas.

Timeline:

- Year 1: Design and brand 1–2 pilot events
- Years 2–5: Launch, evaluate, and scale events

8. Secure and Stabilize Artist & Nonprofit Tenure in the District

Objective: Prevent displacement and ensure long-term stability for artists, makers, and cultural nonprofits.

Strategies:

- Engage landlords and developers in proactive conversations.
- Educate tenants on lease negotiation and collective bargaining.
- Pilot artist-in-residence or anchor-tenant models in new developments.
- Exemplify a thriving, mutually beneficial partnership model involving artists, nonprofits, and developers.

Activation Ideas:

- Host a “Creative Tenure Toolkit” training series.
- Offer a shared lease template and landlord engagement guide.
- Include artist tenure metrics in annual district evaluation.

Timeline:

- Year 1: Launch toolkit and workshops
- Years 2–3: Establish pilot agreements
- Years 4–5: Broaden tenure protections

9. Promote Economic Sustainability for Artists and Cultural Workers

Objective: Support artists’ ability to earn a living and build careers in Govalle through visibility, tools, and resource navigation.

Strategies:

- Expand fiscal sponsorship and resource sharing.
- Offer skills development, grant writing support, and co-marketing.
- Incentivize local patronage through shared district campaigns.

Activation Ideas:

- Launch a Govalle Creative Business Directory (online + print).
- Host a monthly Artist Business Lunch & Learn series.
- Offer artist-led pop-up retail and vendor opportunities during events.

Timeline:

- Year 1: Launch directory, start workshops
- Years 2–5: Expand support and economic campaigns

10. Green Infrastructure and Creative Placemaking

Objective: Integrate nature, sustainability, and creative design into the built environment of the district.

Strategies:

- Design outdoor spaces with multifunctional, creative uses.

- Invest in climate-resilient design (shade, water capture, biodiversity).
- Empower artists to design infrastructure alongside architects.
- Center biking and walkability as integral parts of green placemaking

Activation Ideas:

- Create a community-built rain garden or bioswale installation.
- Launch a “Shade & Stage” initiative with pop-up canopies and outdoor art.
- Commission community-designed benches or bus shelters.

Timeline:

- Year 1: Community design sessions
- Years 2–3: Build pilot installations
- Years 4–5: Maintain, expand, evaluate impact

Timeline

Immediate (Year 1–2)

- **Ombudsman assignment** – City of Austin Economic Development Dept
- **District identity signage support** – City Planning / Cultural Arts
- **Govalle cultural asset remapping via CAMP** – CoA + MoHA
- **School programming support grant** – AISD + City of Austin
- **Management entity planning toolkit** – MoHA + consultants

Mid-Term (Year 3–4)

- **Strategic planning alignment** – City Planning + MoHA
- **Creative District Overlay application** – CoA Development Services
- **PID feasibility study** – MoHA + neighborhood business reps
- **Launch Cultural Placemaking Fund** – City of Austin + private funders
- **Wayfinding implementation** – CoA Public Works + artists

Long-Term (Year 5+)

- **Historic/Cultural designation application** – MoHA + Preservation Office
- **TIF district exploration** – City of Austin + neighborhood coalition
- **Artist tenure protection tools (Right of First Refusal / Covenants)** – Legal Aid + MoHA
- **Foundation-funded program expansions** – MoHA + private sector/funders

Timeline & Milestones

- **2025:** Launch youth partnerships, artist business support, and walkability audits
- **2026:** First signature district-wide event, artist tenure protections, shared calendar
- **2027–2028:** Infrastructure improvements, district-wide branding, community installations
- **2029–2030:** Measurable cultural equity impact, sustained programming, and legacy planning

Programs, Tools & Resources

The suggestions and ideas below are medium to long-term opportunities for the district to explore.

Exploring City of Austin Programs & Support Services to be navigated at a future date

Operational Support

- Ombudsman Support to assist with City navigation
- District Management Entity Toolkit to help form a coalition or sponsor
- Organizational training and legal resources (bylaws, governance, sustainability)

Identity & Placemaking

- Identity District Agreement to formalize and promote the district
- Wayfinding Signage and creative wayfinding programs
- Cultural Asset Mapping Project (CAMP) support for asset identification and visibility

Planning & Infrastructure

- Strategic planning assistance (land use, zoning, district roadmap)
- Capital improvement planning with City departments
- Business Partnering Program for right-of-way improvements (lighting, shade, accessibility)

Funding Mechanisms

- Special Revenue Funds and impact fee access for place-based improvements
- Equitable Cultural District Funding support (especially for equity and inclusion-driven programming)

Policy Tools & Regulatory Supports

- Creative District Overlay for density bonuses and affordability incentives
- Historic or Cultural District Designation via the Preservation Office
- Public Improvement District (PID) feasibility for long-term sustainability
- Tax Increment Financing (TIF) advocacy for infrastructure support

External Tools & Opportunities

- Texas Commission on the Arts Cultural District Designation for state-level support
- Private foundation partnerships for multi-year funding (NEA, Ford, Kresge, etc.)
- Artist and Nonprofit Stabilization Tools
 - Lease negotiation assistance
 - Right of First Refusal policies
 - Creative Space Covenants (affordability agreements)

Additional Requests & Proposals

- Cultural Placemaking Fund for Govalle-specific public art and green infrastructure
- Creative Mobility Pilots in collaboration with Bike Texas and City's Transportation Department
- School Partnership Grants for embedded artist residencies and youth co-programming with Govalle Elementary

Precedence and References

National Initiatives

Dallas Arts District (Dallas, TX) - <https://www.dallasartsdistrict.org/about/>

Spanning 68 acres over 19 contiguous blocks, the Dallas Arts District is the largest urban arts district in the U.S. It integrates major institutions like the Dallas Museum of Art, Nasher Sculpture Center, and AT&T Performing Arts Center, alongside public parks and educational facilities, forming a walkable cultural hub.

Kensington Corridor Trust (Philadelphia, PA) - <https://kctphilly.org>

Established in 2019, the Kensington Corridor Trust (KCT) is a community-led initiative aiming to revitalize a disinvested commercial corridor through collective ownership. By acquiring and redeveloping real estate, KCT seeks to preserve culture, maintain affordability, and build neighborhood wealth.

Pittsburgh Cultural Trust (Pittsburgh, PA) - https://trustarts.org/pct_home/about/cultural-district

Since 1984, the Pittsburgh Cultural Trust has transformed a 14-block area of downtown into a vibrant Cultural District. Through the development of theaters, galleries, and public art spaces, the Trust has revitalized the area, enhancing Pittsburgh's cultural and economic landscape.

Railyard Arts District (Santa Fe, NM) - <https://www.santaferailyardartsdistrict.com/>

Located in Santa Fe's historic Railyard, this district hosts contemporary art galleries, SITE Santa Fe, and the Santa Fe Farmers' Market. The adaptive reuse of warehouse spaces has created a dynamic environment for art, community events, and local markets.

Bronzeville Arts District (Chicago, IL) - <https://www.bronzevilleartdistrict.com/about>

Bronzeville is a historic African American neighborhood in Chicago, rich in music, literature, and visual arts. The Bronzeville Art District comprises several galleries and cultural institutions working together to celebrate and promote African American culture and heritage.

El Paso Downtown Arts District (El Paso, TX) - <https://epmcad.org/experience-art/arts-district/>

Designated by the Texas Commission on the Arts in 2011, El Paso's Downtown Arts District encompasses museums, performance venues, and cultural institutions. It serves as a central hub for arts and culture, attracting both residents and tourists. [El Paso Texas+1epmcad.org+1](https://epmcad.org/)

Austin-Specific References

Red River Cultural District (Austin, TX) - <https://redriverculturaldistrict.org>

The Red River Cultural District is a live music and entertainment area in downtown Austin. It supports local musicians and venues, fostering a vibrant nightlife and cultural scene. The district's strategic plan focuses on sustainability, infrastructure improvements, and community engagement.

Six Square Cultural District (Austin, TX) - <https://www.sixsquare.org/about/>

Six Square is Austin's Black Cultural District, dedicated to preserving and celebrating the cultural legacy of the African American community in East Austin. It offers educational programs, cultural events, and heritage preservation initiatives to honor the area's rich history.

Marketing Plan

Goals:

- Celebrate and preserve the rich cultural heritage of the Govalle neighborhood.
- Increase awareness and participation in district events and programs.
- Foster community pride and engagement among residents.

Messaging:

- Highlight the district's commitment to inclusivity, creativity, and community-driven initiatives.
- Emphasize the importance of cultural preservation amidst urban development.

Target Audiences and Demographics

Primary Audiences:

- Local residents, including families and youth
- Students and families of Govalle Elementary School (Note: Over 90% Hispanic/Latino student body, with a majority qualifying for free/reduced lunch – outreach should prioritize bilingual access and culturally relevant content)

Secondary Audiences:

- Artists and cultural practitioners in Austin
- Visitors and cultural tourists interested in authentic East Austin experiences

Branding and Storytelling Strategies

- Develop a cohesive visual identity that reflects the district's cultural diversity and creative vibrancy.
- Share stories of local artists, residents, and landmarks through web features, short videos, and exhibitions.
- Use bilingual messaging (English/Spanish) to maximize accessibility and inclusion.
- Anchor branding in core values of affordability, equity, creativity, and community care.

Promotional Tools

Digital Tools:

- Dedicated website with calendar, artist profiles, and news updates
- Email newsletters (monthly or seasonal) with bilingual content

Print Tools:

- Flyers, posters, and maps for distribution in schools, libraries, and businesses
- Brochures highlighting programs, events, and district identity

Social Media:

- Facebook, Instagram, and TikTok for real-time engagement
- Interactive content like behind-the-scenes artist features, story takeovers, and polls
- Encourage user-generated content using a branded hashtag (e.g., #GovalleCreates)

Outreach

Collaborations and Outreach Strategies

- Partner with Govalle Elementary for co-created events and student exhibitions
- Collaborate with local businesses (e.g., 979 Springdale, Canopy tenants) for event cross-promotion
- Engage community orgs (Bike Texas, MaxPot, nonprofits) for co-hosted events, design workshops, and outreach
- Identify neighborhood leaders as community ambassadors for hyperlocal promotion

Administrative

Budget and Funding Sources

Estimated Budget Allocation:

- Marketing and Promotions: 30%
- Community Engagement Activities: 25%
- Event Production: 20%
- Staffing and Administration: 15%
- Contingency and Miscellaneous: 10%

Potential Funding Sources:

- City of Austin Cultural Arts funding and District Planning support
- National Endowment for the Arts (Our Town, Challenge America)
- Texas Commission on the Arts grants (once designated)
- Private foundation support (e.g., Ford, Surdna, Kresge)
- Local business sponsorships and earned revenue through events

Timeline for Activities (2025 – 2030)

Year 1

- Establish district branding and identity
- Launch initial marketing campaigns (digital and print)

- Develop partnerships with schools, businesses, and artists

Years 2–3

- Expand visibility through larger events and public installations
- Deepen partnerships and refine messaging based on community input
- Create district signage and interactive wayfinding tools

Years 4–5

- Evaluate campaign outcomes
- Invest in long-term visibility through storytelling assets (video, archival, publications)
- Secure sustainable funding for ongoing marketing infrastructure

Evaluation and Success Metrics

- Track event attendance and participation rates
- Monitor digital engagement (social media insights, email open rates)
- Conduct community surveys and feedback sessions (quarterly or annually)
- Measure growth in partnerships, artist visibility, and resident awareness
- Assess translation and bilingual outreach effectiveness