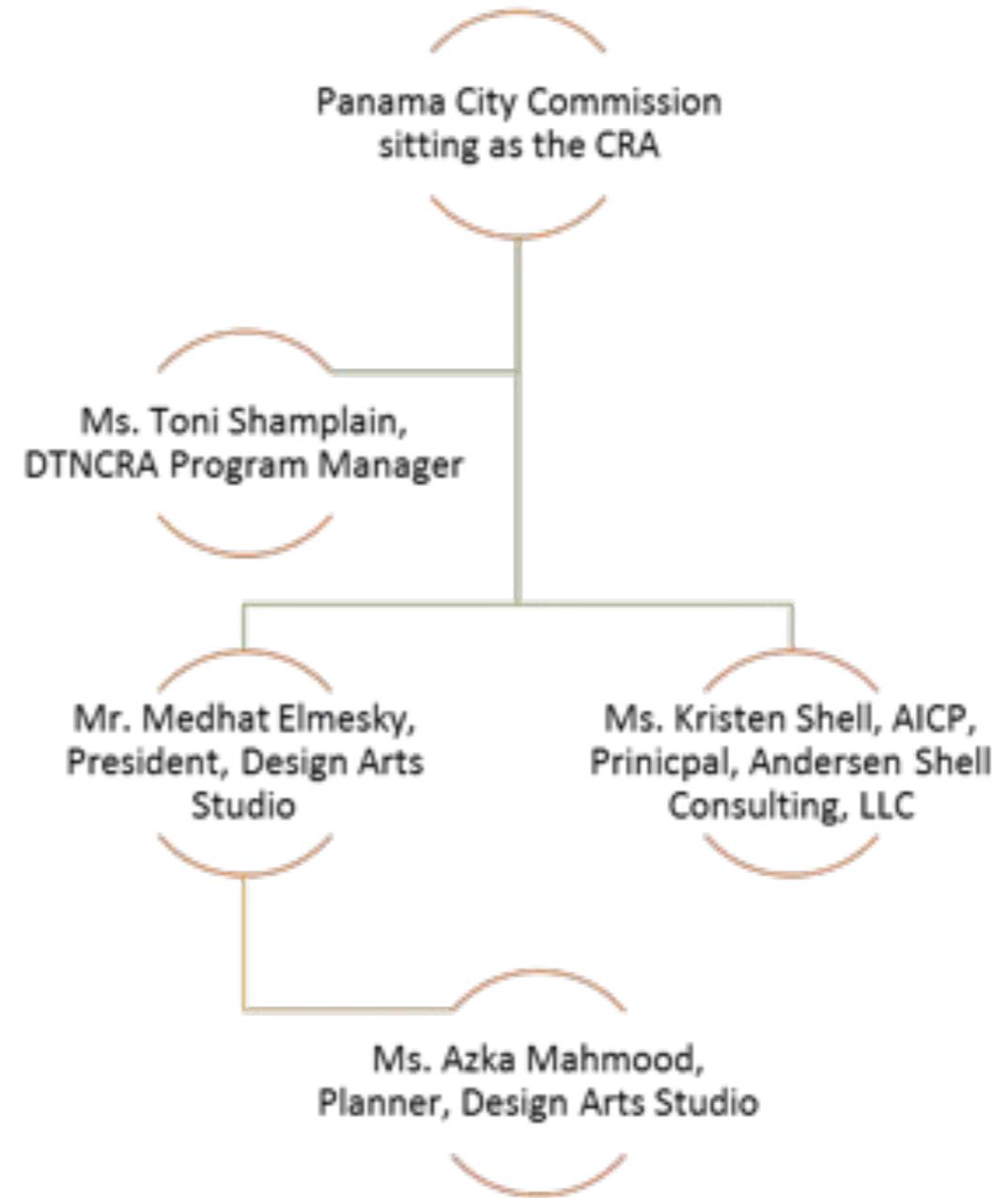


Focus Group Introduction



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Project Team



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Project Basics

- Develops a Cultural Heritage Tourism District
- Feasibility Study, Master Implementation Plan, and Replicable Community Model
- Builds on previous work and ongoing redevelopment activities
- Builds on existing assets and linkages
- Has a substantial economic component
- Place Making – the intersection of urban planning, design, and economic development



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Big Picture



Physical Environment

- Existing Structures
- Safety
- Aesthetics
- New Venues
- Visitor Services



People

- Events
- Artists
- Musicians
- Local Businesses



Market Development

- Partners
- Branding
- Targeting

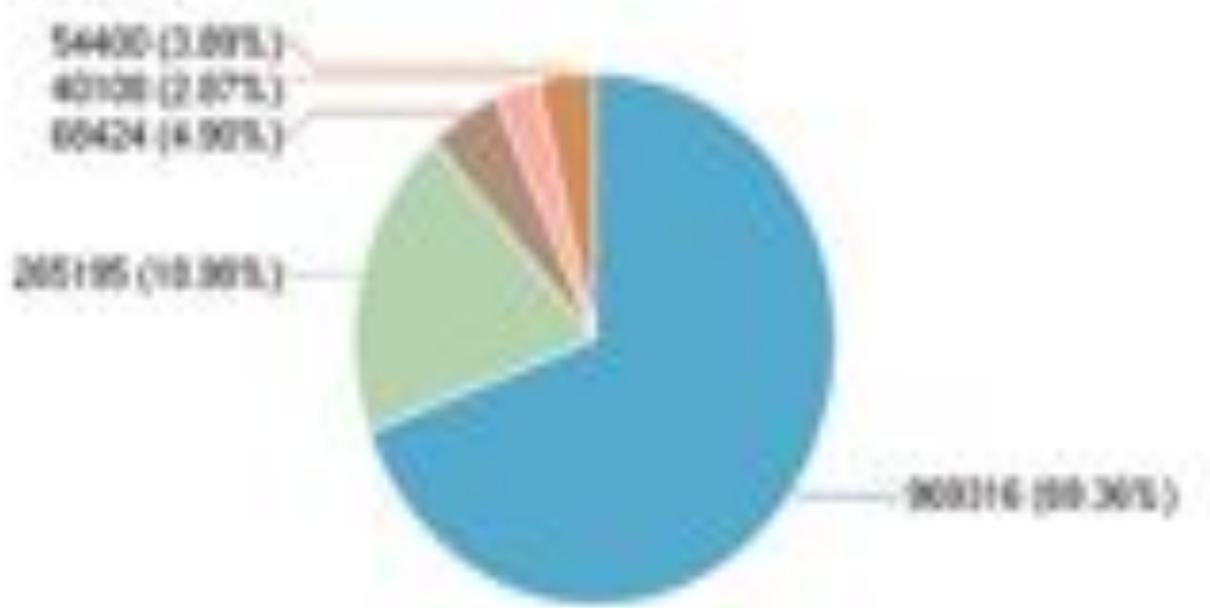


The Northwest Florida Beaches International Airport, Bay Line and CSX rail, Interstate 10, and Port Panama City, which serves as a foreign trade zone, provide Bay County with a unique transportation infrastructure.

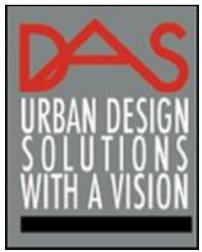
Source: <http://www.floridasgreatnorthwest.com/regional-overview/county-information/bay>



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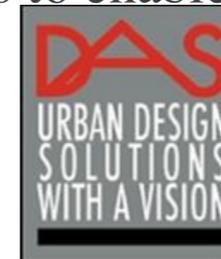
Source: <http://www.floridasgreatnorthwest.com>



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Why a Cultural District?

- Enhance the competitiveness of Panama City for business and attractiveness for young and talented citizens – the creative class
- Provide an economic base for an area of the City in need
- Studies have demonstrated that active involvement in and exposure to the arts has a positive impact on young people
- Create a culturally diverse and unique urban area that is an asset for local and non-local tourists
- Create a mechanism for bringing local history to life – capitalize on existing resources
- Grow the culture of arts in Panama City – link existing assets to enable capitalization through aggregation



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District Demographics

- There are approximately 840 residential units within the District
- The population of the District is approximately 2500 persons
- There are approximately 13 commercial or non residential land uses within the district, including 3 restaurants and 6 retail establishments
- The District is anchored by US 231 and the Panama City Mall and the Bay Medical Facility
- The District is located approximately 20 miles from Panama City Beach – a major tourist destination
- Panama City is situated in the Florida Panhandle – Florida’s Great Northwest
- Market potential extends far beyond the District itself

Examples in Other Places



**TINNER HILL
BLUES
FESTIVAL**

Falls Church
All Blues. All Weekend.
All Over Town
JUNE 10-13

The Little City Virginia *is for Lovers*

Buy a Headline Pass for \$15 to get Reserved Seating at the Festival.

The poster features three musicians: a woman on the left playing a guitar, a woman in the middle, and a man on the right playing a guitar and singing into a microphone. The background is a solid purple color.

**Get Involved with
Tinner Hill**

The display case contains a black and white photograph of a group of people, a gold ring, and a document with the name "Nelle" written on it. The text "Get Involved with Tinner Hill" is overlaid in yellow and white.

Tinner Hill, Falls Church Highlights

- Grassroots Tinner Hill Foundation
- Cultural Heritage Trail
- Successful Blues Festival
- Pedestrian Scale Urban Design
- Bicycle and Pedestrian Network
- Parks and Open Space



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THE GADSDEN ARTS CENTER



Gadsden County, Florida celebrating Quincy's rich cultural history through art!



The Belmont De Villiers Neighborhood in Pensacola, FL features two very successful restaurants and an art gallery known for unique multi-cultural art

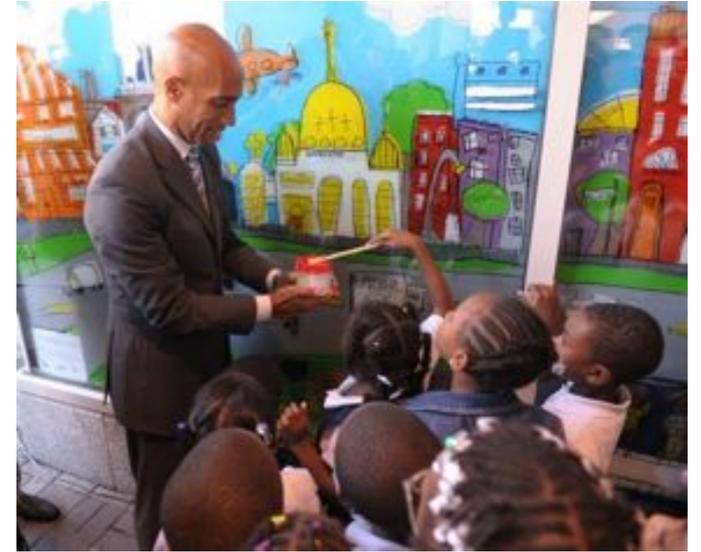
INDIANAPOLIS
CULTURAL TRAIL
A Legacy of Gene & Marilyn Glick

The Indianapolis Cultural Trail: A world-class urban bike and pedestrian path that connects neighborhoods, Cultural Districts and entertainment amenities. Serves as the downtown hub for the entire central Indiana greenway system.



Common Cultural District Components:

- Museum of Local History
- Cultural Heritage Trails
- Walking or Biking Tours of Public Art
- Art Galleries and Venues
- Restaurants and Shops Centered on Cultural Cuisine and the Arts
- Artists Spaces
- Programs and Places Centered on Children
- Events and Programs to Showcase Local Music, Art, and Culture
- Great Public Spaces – Open Parks and Venues
- Rich Local History, Story Telling through Urban Form



First Community Meeting – June 27 2013

q Approximate attendance:
200 residents and owners

q Sticky note exercise

q Map marking exercise



Community input

Top 5 Assets

The people

The history

Churches

African-American Cultural Center

Waterfront

Top 5 Liabilities

Vacant/abandoned lots

Poorly maintained lots

Lack of entertainment and recreational facilities

Poor business access along MLK Blvd

Lack of activities for young people

Economic and Tourism Development Focus Group

- Cultivate Glenwood identity and pride to create a vibrant area first and foremost for locals
- Connect the District to Downtown and St. Andrews
- Anchor to Hwy 231
- Center around ethnic food and restaurants
- Community center to foster a sense of belonging
- Fulfill basic needs: grocery stores and safety

Artists' focus group

- u Capture Glenwood history and heritage with public art and markers of important events and places
- u Parks and venues for community gatherings, festivals, performances
- u Arts and culture-based activities to combine recreation and education
- u Walking tour of noteworthy historic sites in the area

Downtown North and Glenwood Design Committee Focus Group

- u Preserve and portray authentic Glenwood values and heritage
- u Showcase southern and regional character of Glenwood in activities and aesthetic
- u Develop MLK Blvd as commercial core
- u Relationships with other CRAs to strengthen economy

African American Cultural Center focus group

- u Markers for heritage trail: Rosenwald High School, Lady Ethel's Beauty College, Russ' Shoe Shop, the house of Hawk Massalina
- u Need for a community theater and performing arts space
- u Develop existing cultural center into multi-story building and utilize first floor for performing arts and other levels for artifacts



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A Few Ideas Based on the Public Input to Date:

- Establish a district core near the A.D. Harris Learning Center and the intersection of MLK, Jr. Blvd and 11th St.
- Land Use Changes - propose a Cultural District Overlay that changes the regulatory framework to facilitate local land use activities
- Find a site in the core for a large open space park - could incorporate children's play spaces and art such as a splash pad that uses sculpture to move the water. This idea entails the separation of the park from social services.
- Promote an urban farm in the district that can be linked to a farmers market and local restaurants – potential venue showcase agricultural history.
- Bike/ped multi use path that links the downtown, St. Andrews and Bay Med to the District – look for cultural/art linkages.

6



"The urban fabric of a city can be used as a metaphorical and physical device for shaping collective memory and shared experiences."



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A Few Ideas Based on Public Input to Date:

- A.D. Harris redeveloped as a cultural center -This would entail moving social services out of the building and creating a space for music, art and history with ancillary development along the intersection of MLK Jr. and 11th
- Development of a cultural heritage trail with markers
- Establishing gateways to the District – moving the gateway to HWY 231
- Promotion of retail, grocery and restaurants – cultural cuisine



"The urban fabric of a city can be used as a metaphorical and physical device for shaping collective memory and shared experiences."

Where are We?



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- Project Website: <https://sites.google.com/site/pculturalheritagedistrict/>

- Project Facebook Page: <https://www.facebook.com/pages/Panama-City-CRA-Cultural-Heritage-Tourism-District-Project/534065793321635>



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