Mayors Innovation Project
Mayor Mark Stodola
City of Little Rock
Aggregation of Arts Organizations Drives Economic Development

AR Symphony, Ballet AR, Rep. Theatre, Art Galleries, Restaurants & more...

Used Creative Placemaking
Downtown: the 'Place' to be

Placemaking, as defined by the Project for Public Spaces, is the active shaping of public places to maximize shared value. Placemaking aims to gather people more collectively and intentionally shape our future together on the planet.


South Main aims for cozy vibe

Hands-on investors Davis, Fox gave rebirth its momentum

By Jessica Seaman

said the symphony's board

Main to get another big mixed-use project

By Jack Weatherly

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said the symphony's board

Main Street revival

Since the Arkansas Times is headquartered in downtown Little Rock, it has paid special attention to the area's development. In the last decade, the city has been revitalized, filled with the visions and ideas of local entrepreneurs.
RESULT:
$110M in Economic Development
$22M Obligated
How We Did It

1) Strong Passionate Leadership
2) Perfect Partners
   A lot of Social Equity
3) Ripe for Development
   Good Building Stock
Social Equity

- Meetings
- E-mails
- Charrettes
- Programs
- Decisions
- Recognition
Given the new mix of uses dominated by the cultural arts and residential, Main Street must be livable after work hours—24/7.
Challenges

• Developer Under Capitalized
• Trees
• Parking
• Safety
• Maintenance of LID
Creative Use of Multiple Funding Streams
EPA/NEA/CLR
Art Place/Other Foundations
The Icing on the Cake

Received grant funding from ArtPlace
ADVICE

• Immerse yourself

• Think outside the box

• Grow the vision

• Regular stakeholder meetings

• Have Grant Writer attend and learn (language, projects, relationships)