

ACDS BREAKTHROUGH SOLUTIONS

Clarksville – Johnson County
Regional Chamber of Commerce



Need for Project

Chamber of Commerce

Emphasis on downtown revitalization

Proposals of the downtown development committee:

- ▶ Joined Arkansas Downtown Network
- ▶ Historic street signs and posts
- ▶ Façade Grant Program
- ▶ Murals Project

Downtown Revitalization

Murals are an opportunity to bring the community together

- ▶ University Students
 - younger demographic
- ▶ Jo Co Historical Society
 - older demographic
- ▶ Local artists
 - fostering an art-centered environment & creating mediums for locals
- ▶ Downtown Merchants & Owners
 - need a boost
- ▶ Chamber of Commerce
 - Providing the structure and leadership

Principles of Good Practice

Representative Participation

- ▶ collective, not one individual or group

Engage Community Members

- ▶ murals will reflect historical significance of community

Diverse Interests & Cultures

- ▶ young & retired, new and hip & historic, diverse committee make up
- ▶ creation of “graffiti alley”
- ▶ kids’ wall

Enhance Leadership Capacity

- ▶ Committee approach and consensus gathering to projects

Long Term Sustainability


- ▶ Investments made in downtown will foster greater participation and more investment from others waiting for something to happen

Who Benefits?

- ▶ Downtown Merchants
 - ▶ Downtown building owners
 - ▶ University
 - Art Department
 - ▶ Artists
 - cultivates an artistic environment
 - ▶ All citizens (pride)
 - ▶ Visitors (experience)
 - ▶ Chamber of Commerce
 - ▶ Everybody
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Funds Utilization

2 Projects proposed

- ▶ Paint
 - ▶ Tools
 - ▶ Equipment
 - ▶ Tangible materials
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Leveraging the Funding


Chamber of Commerce

- ▶ funds
- ▶ time, staff, coordination efforts

Artists


Canvases

Goal is that it will be a spark that creates a much larger fire



Timeline


- ▶ May 8th
 - ▶ May 15th – Project 1 materials
 - ▶ May 22nd – Project 1 begins
 - ▶ June 5th – Project 1 completion

 - ▶ Sept 16th – Project 2 materials
 - ▶ Sept 23rd – Project 2 begins
 - ▶ Oct 14th – Project 2 completion
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Proposed Projects


#1 – Peden Foundary Building

#2 – Johnson County Historical Society

- ▶ In collaboration with the efforts of our Historic Downtown Beautification/Revitalization Committee, to create a picturesque environment for our residents and visitors, a plan of action has been devised to paint murals on selected buildings and alleyways that depict the features indigenous to our area.
 - ▶ Capturing, at a glance the unique personality of not only the City of Clarksville, but the people who live here.
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With perpetual community development at the fore, every effort has been made to invite a broad spectrum of individuals, with diverse interests viewpoints and cultural backgrounds to participate. Art teachers and students from the University of the Ozarks, local high schools, Art Waves, unaffiliated artists and community at large, incorporating people of all ages and unique talents

- ▶ Encouraging open expression, with a common goal to enhance our surroundings, we are building mutually beneficial relationships .
 - ▶ As we continue to work together towards the long term sustainability of our community, it is our wish that we may move others to do the same.
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- ▶ Individually, with a City population of 9,200, 25,000 County wide, it is our anticipation that the quality of life of all may be enhanced, if only for a moment as they look upon these works of art created just for them.
 - ▶ Collectively, as a group it is our intention that the murals be a window through which those on the outside, the visitor, the tourist may see into the spirit of the community, past present and future.
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Like a pebble thrown into a pond, it's ripple effects inspiring and motivating others perpetually. Engaging all in the mindset that any efforts to better the future vision of the community will far outreach those of the present.

With all artwork contributed/donated, the monies requested will be used to purchase scaffolding, ladders, paints, brushes, drop cloths, permanent top coats, anti graffiti products, etc.

We appreciate very much the opportunity made possible by the Arkansas Community Development Society to compete for this Breakout Solutions Grant.

Thank You

CJCOCC

