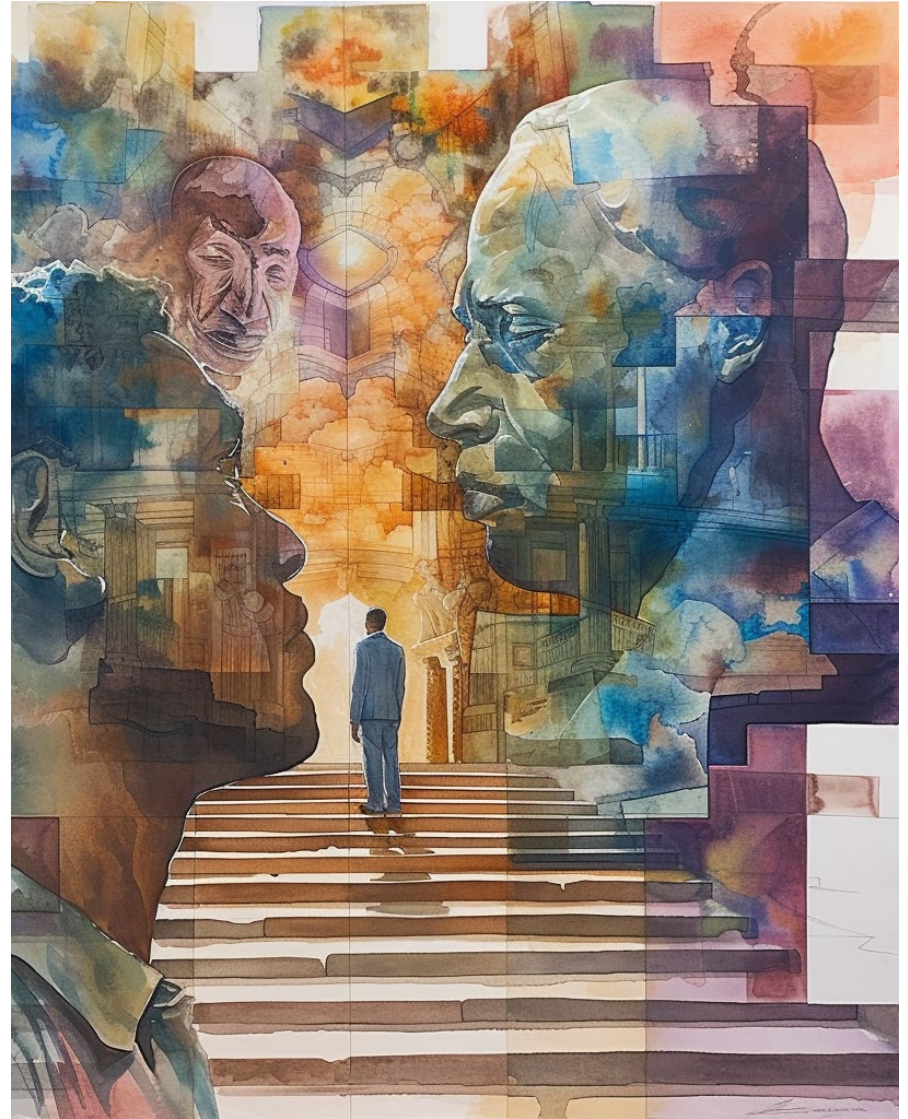


Third Ward Cultural Tour

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Background

The City of Grand Rapids is committed to enhancing community spaces to reflect the diverse narratives and histories of its residents



Third Ward Cultural Tour

- Vibrant and historically rich African American culture
- Immersive experience highlighting significant contributions
- Scalable platform for progress and innovation



Celebrating Influential Figures

- Floyd Mayweather Jr.
- The DeBarge Family
- Al Green
- Lyman Parks
- William Glenn
- Reuben Smartt
- Helen Claytor
- Floyd Skinner
- John M. Burgess
- Countless other stories...

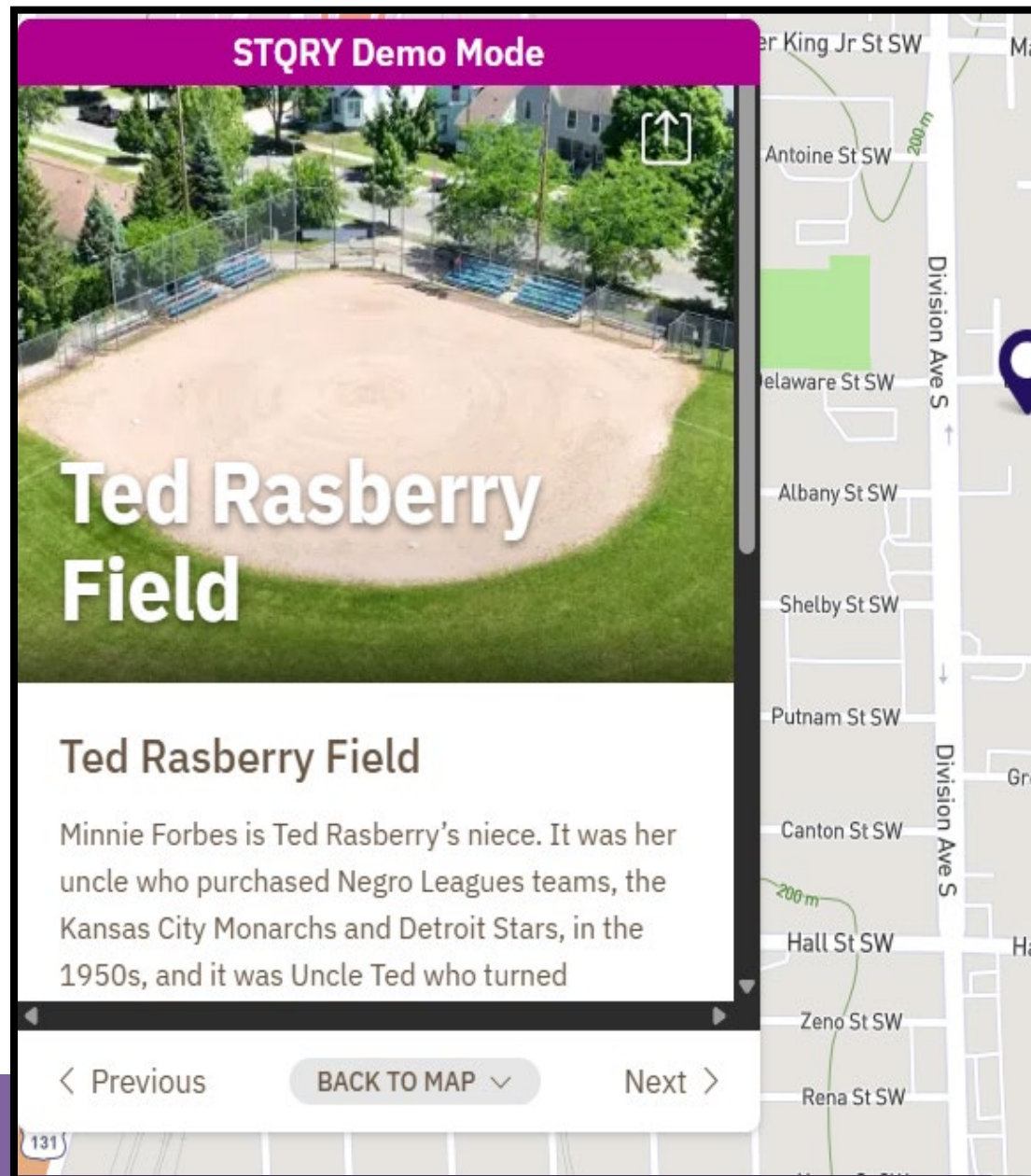


Grand Rapids African American Museum and Archives

Progress So Far

- The research process
- Preview of the App
- Crowdsourcing additional community stories

<https://25707.preview-us.stqry.es/?demo=true>



Third Ward Mural Initiative

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Strategic Alignment

- Supports City Strategic Plan
- Reinforces Third Ward cultural identity
- Advances Southtown Area Specific Plan
- Public process shapes mural name & design
- Promotes Third Ward identity
- Supports local artists
- Fosters community ownership & pride
- Advances beautification & storytelling

Key Partners

- GRAAMA (Grand Rapids African American Museum & Archives)
- Southtown Corridor Improvement Authority
- Local artists & residents
- Art Advisory Committee (AAC)

Next Steps: Project Manager RFP

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Project Manager

- Develops and issue Artist RFP
- Coordinates engagement sessions with GRAAMA
- Calls for building owners to host murals
- Oversees design and installation phases