

**Singing and
Dancing on
Main Street
*“Little Rock Style”***

**Mark Stodola
Little Rock Mayor**



Creative Placemaking

Aggregation of Arts Organizations

AR Symphony
Ballet AR
Rep. Theatre
& more...



Drives Economic Development

Leadership



The Mayors'
Institute
on City
Design



Creative Use of Multiple Funding Streams

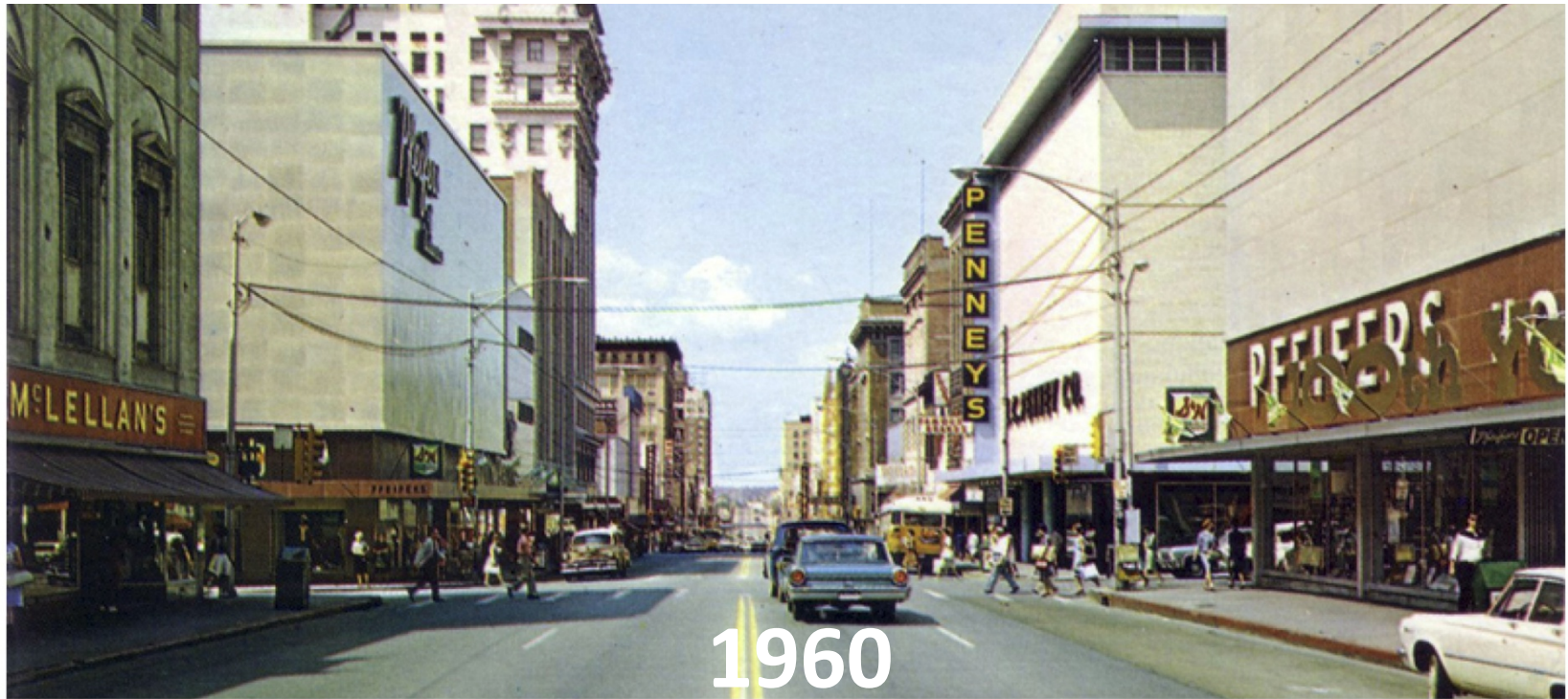
EPA/NEA/CLR



Buy-In Partnerships/Stakeholders

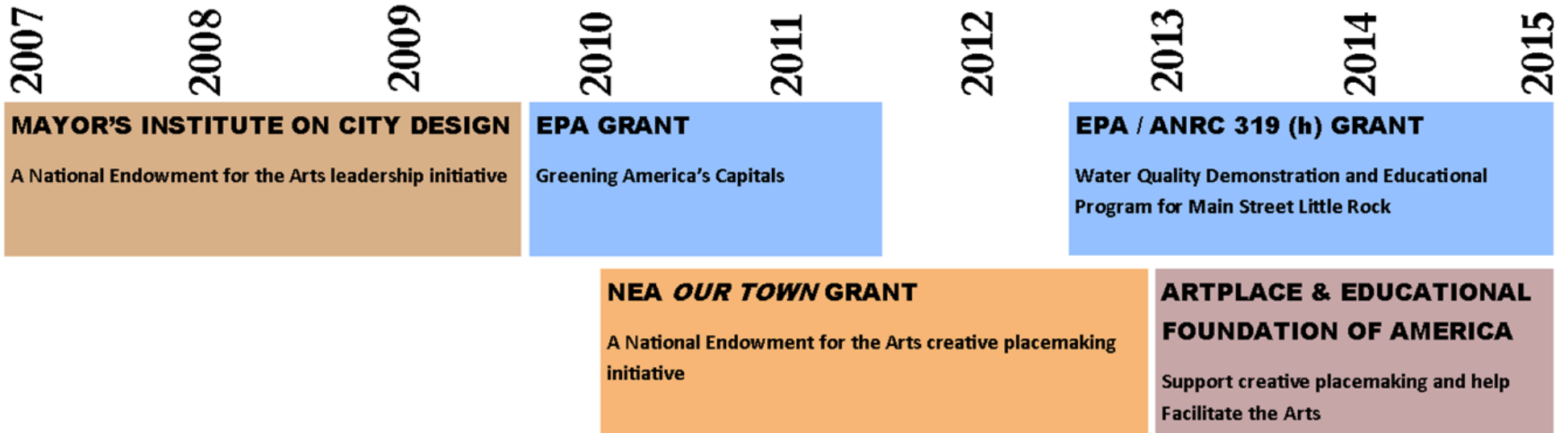
- Meetings
- E-mails
- Charrettes
- Programs
- Decisions
- Recognition



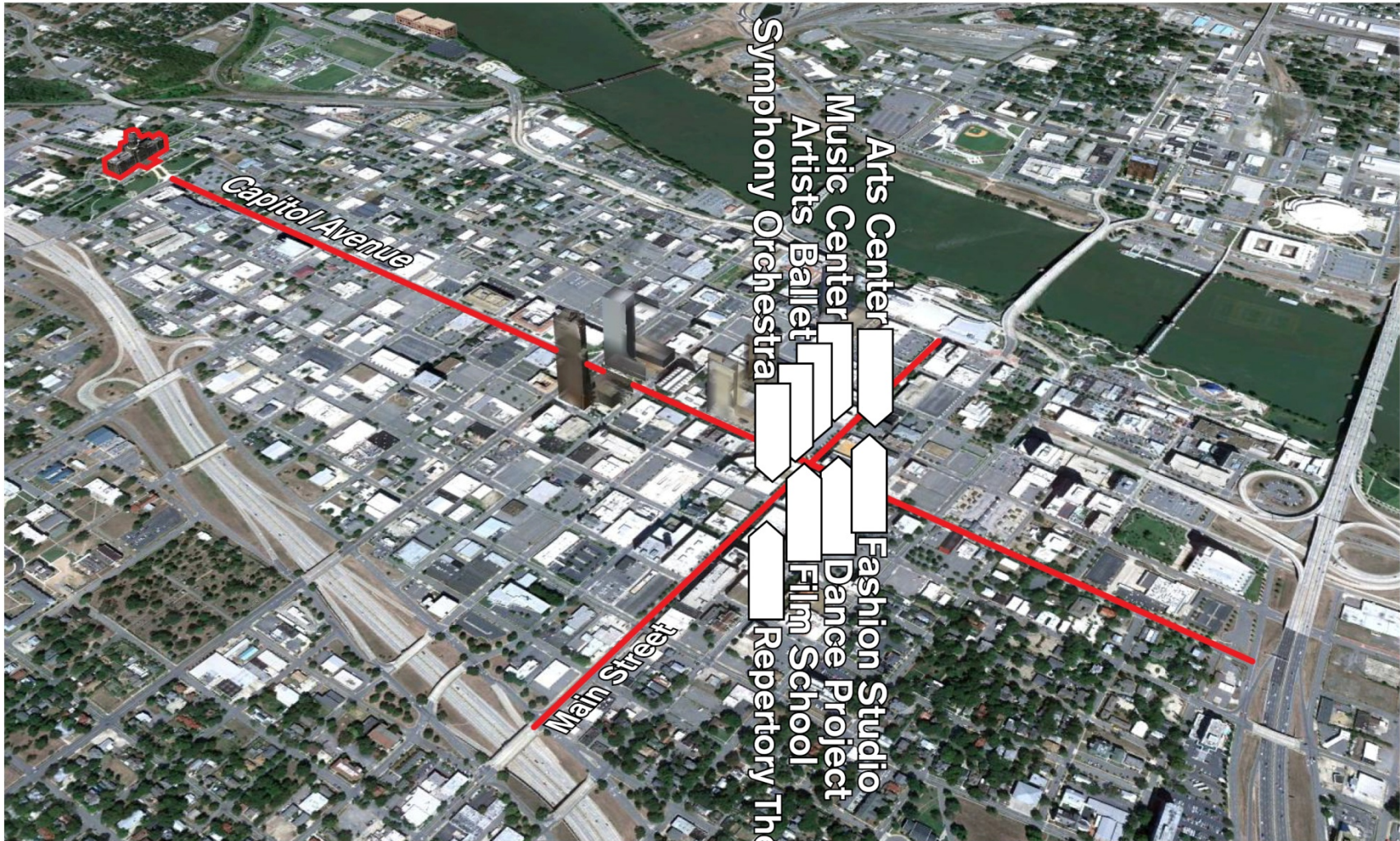


CREATIVE CORRIDOR INITIATIVES

Stakeholder Participation



Reed Realty Advisors Arkansas Building Authority
 Wig Shop Doyle Rogers Construction Consortium of Visual Artists Stephens Inc.
 Arkansas Symphony Orchestra Donaghey Building
 Moses Tucker Real Estate RAO City of Little Rock WD & D Architects
 LR Convention & Visitors Bureau Metroplan Downtown Partnership
 Ballet Arkansas Centre for the DansArts KATV Arkansas Arts Center Crafton Tull
 Township Builders eStem Charter Schools East Harding Construction Orbea
 Arkansas Repertory Theatre Arkansas Teacher Retirement System Bruno's
 Doug Meyer Bennett's Military Surplus CJRW Cranford Co.
 Arkansas Historic Preservation Program Maduro Cigar Bar & Lounge
 Level Mann on Main Samantha's Tap Room Matt McLeod Fine Art



Aggregated Creative Corridor

Given the new mix of uses dominated by the cultural arts and residential, Main Street must be livable after work hours—24/7.









RESULT:

**\$76M in Economic
Development
\$22M Obligated**



MAIN STREET WELCOMES CREATIVE CLASS

A tipping point for Little Rock

Perhaps downtown Little Rock is finally at a tipping point. Last afternoon when I parked

Downtown: the 'Place' to be

Placemaking, as defined by the Project for Public Spaces, is the process of shaping of public places to maximize shared value. Placemakers help people more collectively and intentionally shape our environment on the planet.

Arkansas Symphony Orchestra to Move Offices to Main Street

by **Kate Knable**
Posted 1/28/2013 11:47 am
Updated 1 year ago

The Arkansas Symphony Orchestra has executed a plan to move its practice space and offices to Main Street in Little Rock.

Christina Littlejohn, executive director of the orchestra, said the symphony's board

<http://www.arkansasonline.com/news/2013/jun/02/south-main-aims-cozy-vibe-20>

South Main aims for cozy vibe

Hands-on investors Davis, Fox gave rebirth its momentum

By Jessica Seaman

\$22 million Main Street redevelopment project dedicated

Gavin Lesnick [twitter](#)

Article was published today at 8:41 a.m. Updated today at 11:18 a.m.

THAT'S BUSINESS

Main to get another big mixed-use project

By Jack Weatherly

This article was published February 16, 2014 at 3:06 a.m.

Main Street revival

... of Crystal LLC, says he is on the verge of announcing a new project in Little Rock.





CHALLENGES

- **PARKING**
- **TREES**
- **SAFETY**
- **Maintenance of LID**

