Singing and Dancing on Main Street “Little Rock Style”

Mark Stodola
Little Rock 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

2007
MAYOR'S INSTITUTE ON CITY DESIGN
A National Endowment for the Arts leadership initiative

2008

2009

2010
EPA GRANT
Greening America's Capitals

2011

2012
EPA / ANRC 319 (h) GRANT
Water Quality Demonstration and Educational Program for Main Street Little Rock

2013

2014
NEA OUR TOWN GRANT
A National Endowment for the Arts creative placemaking initiative

2015
ARTPLACE & EDUCATIONAL FOUNDATION OF AMERICA
Support creative placemaking and help Facilitate the Arts

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
Arkansas Repertory Theatre
Arkansas Teacher Retirement System
Bruno's
Doug Meyer
Bennett's Military Surplus
CIRW
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
A tipping point for Little Rock
Perhaps downtown Little Rock is finally at a tipping point...
CHALLENGES

• PARKING
• TREES
• SAFETY
• Maintenance of LID