

Submitted November 15, 2011 online at <http://www.artplaceamerica.org/loi/>

Name of organization or individual applicant: **Ethnic Cultural Tourism Destinations Collaborative (ECTD)**

One sentence description of the work for which you are seeking support:

RADIATE multiplies the impact of existing placemaking strategies by connecting nearby neighborhood ethnic cultural and commercial districts to Central Corridor Light Rail Transit (LRT) via dynamic intercultural activities and permanent physical project installations.

Amount requested from ArtPlace: \$600,000

Annual operating budget: CBF Org = \$80,000

Name of fiscal agent (if applicable): CultureBrokers Foundation, Inc.

Name of contact person: Lisa Tabor, Director

Address: 909 Selby Avenue, Suite A

City: Saint Paul

State: MN

Zip: 55104

Email: lisa@culturebrokers.com

Phone: 651-235-3437

Website: www.culturebrokersfoundation.org

Type of Organization: Non-Profit

Address of the proposed work (if different from address above):

Along six streets connecting to six historic, existing and emerging ethnic cultural destinations in Saint Paul and Minneapolis: African American Heritage Corridor, Historic Rondo Neighborhood, Little Mekong, American Indian Cultural and Economic Corridor, and the World Cultural Heritage District.

How did you become aware of this funding opportunity? (Please select all that apply): Various sources in our networks (via email)

Describe the work you want to do for which you are seeking ArtPlace support (250 words maximum):

Since 2005, ECTD members have worked to develop neighborhood-based destinations that emit a light and warmth and beauty compelling enough to ignite curiosity, lure the adventurous, inspire creativity and attract entrepreneurs and investors.

The influence of efforts to stimulate creative engagement in Minneapolis-Saint Paul (such as Irrigate on University Avenue and the Hennepin Avenue Cultural Corridor) now offers an opportunity to focus our efforts on specific communities. RADIATE will ensure that the benefits of multiple investments in infrastructure, human capital and marketing spread deep into some of the highest-potential - yet most challenged - neighborhoods in the Twin Cities.

RADIATE multiplies the impact of existing placemaking strategies by connecting nearby neighborhood ethnic cultural and commercial districts to Central Corridor Light Rail Transit (LRT). Six groups of partners will develop and market intercultural activities and permanent physical project installations that entertain, educate, stimulate and activate audiences. People will be led – walking or biking – through diverse communities, exploring alternative viewpoints and discover hidden histories like clues in a treasure hunt. The prizes waiting at the end of the journey are the restaurants, retailers, galleries, cultural organizations, community gathering spots, historic sites, public art and other amenities along the neighborhoods' commercial corridors.

RADIATE is coordinated by five ethnic cultural tourism destination developers (African American Heritage Corridor, Historic Rondo Neighborhood, Little Mekong, American Indian Cultural and Economic Corridor, and the World Cultural Heritage District) and their local partners, including arts and culture organizations, writers, designers, architects, media professionals, tourism experts, and recreation specialists.

What impact do you hope your work will have? (100 words maximum)

Build intercultural literacy through the use of art, literature, history, media, design, architecture and targeted communication strategies. Build human capital by strengthening the local environment for formal and informal artists and cultural organizations. Build cultural capital by encouraging residents and businesses to engage in „everyday art and design“. Draw thousands of visitors to discover the ethnic cultures leading in the development of neighborhoods. Build financial capital by maximizing the existing efforts of small business and neighborhood-level commercial corridors to attract new customers. Spread wealth by employing neighborhood residents (including youth), purchasing from local businesses and contracting with local grassroots organizations.

If your work is part of a larger portfolio of strategies to change the trajectory of your community, please name the major partners in the development and execution of those strategies. (Please do not list supporters, only full partners.) (100 words maximum)

Active Partners are: American Indian Family Center, ARTS-U's, Asian Economic Development Association, Aurora-St. Anthony Neighborhood Development Center, Black Bear Crossings on the Lake, City of Saint Paul, Ramsey County Commissioner Toni Carter, Saint Paul Council Member Melvin Carter III, CultureBrokers Foundation, CultureBrokers LLC, East Side Neighborhood Development Company, Explore Minnesota Tourism, Little Mekong, Local Flavor Travel, Metropolitan Council, mPaisley's, Minnesota Chicano Latino Affairs Council, Native American Community Development Institute, artist Chamath Perera, Preservation Alliance of Minnesota, Preserve & Benefit

CultureBrokers® LLC
The Intercultural Innovators

Historic Rondo Committee, Selby Avenue Action Coalition, University of Minnesota
Tourism Center, Visit Saint Paul, and Walker West Music Academy.