

## **TERM SHEET**

### **African American Cultural and Entertainment District Market Study**

#### **Project:**

Through a comprehensive and systematic approach, the goal of this study will be to determine the feasibility of an African-American Entertainment and Cultural District. In determining the feasibility of this district, the study will identify preferred uses consisting of, but not limited to a performing arts theater, cultural museums, African-American themed restaurants, clubs, or venues and what impact they might have, and the required uses to serve both regional audiences and local community needs.

The study should assist leadership in their efforts to form partnerships that will support the development, funding, and operations of the cultural district.

The market study will identify the current and future needs of the community and consider the specified needs to help determine whether this cultural district can meet the needs and interests of the community.

#### **Project Area:**

The proposed African American Cultural and Entertainment District is generally bounded by Meinecke Avenue on the north, Garfield Avenue on the south and west North Avenue from MLK Jr. Drive to 7<sup>th</sup> Street.

#### **Project Scope of Work:**

Perform a market analysis study that addresses the following:

1. Partnerships & Providers:
  - Review of local art provider/groups and facilities and identify the needs of each provider/group and their ability to locate within the district
  - Review local, regional, and national providers of preferred uses and their ability to locate within the district
  - Present an analysis on whether the partners are able and willing to support the district
  - Address management structures for the district looking at immediate and long term maintenance
2. District Feasibility:
  - A comparison of other successful planned African-American and multicultural districts
  - Identify the market niches of each of the preferred uses
  - Identify and assess each of the preferred uses and potential providers
  - Determine the physical components of the preferred uses and the gross operational costs by each component
  - Determine each of the user's ability to support the district financially
  - Present an analysis for what levels of funding are needed for the community and the city to invest in the construction, maintenance, and day-to-day operations of the district;

3. District Plan:

- Provide suggestions for two catalytic projects within the district with locations, funding requirements, and construction costs
- Provide a preliminary district land use plan
- Provide preliminary streetscaping and design guidelines for the district
- Provide guidance of anticipated next steps

**Consultant:**

CH2MHILL

**City Contribution:**

The City will contribute \$35,000 from the Advance Planning Fund.