

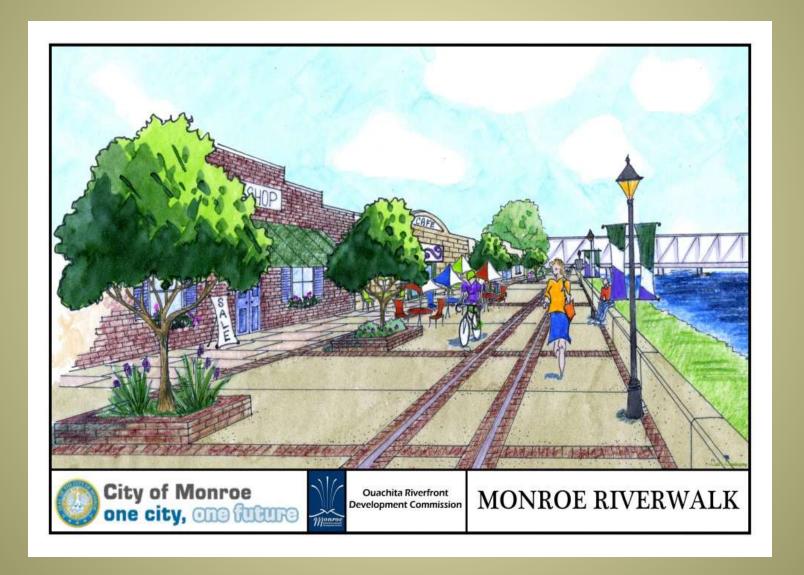
Ally the Alleys

The overarching goal of the Ouachita Parish Creative Placemaking Team is to energize and connect Monroe and West Monroe through arts and culture. Since Monroe has Art Alley and West Monroe has Antique Alley, streets where the arts are already concentrated, the team has adopted the slogan "Ally the Alleys" to encapsulate this goal.

Existing Assets

- The Ouachita River, a beautiful waterway just a few yards from both downtown areas
- Active arts organizations that already work across geographic and cultural lines
- Two downtown cultural districts that include nine art galleries, four museums, one performing arts center, and the RiverMarket—a nine-month, Saturday public market including food, arts, crafts, music, cultural events, etc.
- This team of dedicated community activists

Asset #1: the beautiful Ouachita River



Projects, planned and underway

Connectivity:

- Trolley connecting downtown areas during events (re-instituted during Downtown Gallery Crawl 10/3/2013); pedicabs also proposed for future
- Bridges between twin cities—make them symbolic, attractive and practical connectors (use artistic lights, sculptures, etc.)
- Gateway areas on both sides of Endom Bridge perception of safety, attractiveness—landscape architect began working on West Monroe side in August 2013



More projects....

Visual & Performing Arts:

- Signage for easy locating of art galleries, museums, and performing arts venues
- Crosswalks designed and painted by local artists to designate cultural area
- Murals painted by local artists on downtown buildings
- Public sculpture initiative, utilizing area universities' art students
- Bus stops' redesign initiative
- Staging area to further incorporate performing arts in downtown cultural districts



And more projects....

Engagement:

- Downtown Christmas tree decoration contest for schools (already in place, sponsored by CVB)
- Juried window displays in cultural districts
- Food trucks incorporated into downtown cultural events
- Outdoor theater, dance, and musical performances in conjunction with other arts events
- Evaluation of scheduled programs, such as the upcoming 2014 Food and Wine Festival, to refine plans for the future



\$3,000 Grant Proposal—a beginning....

- Employ local artists to propose and execute innovative designs for city street crosswalks – cool, fun, attractive
- Have small committee working with Masur Museum to jury process
- Design and produce signage with a cohesive look—work with CVB for clear wayfinding throughout the Cultural Districts

Creative Placemaking, ongoing....

- The Downtown Arts Alliance (DAA), a 501c3
 organization of nine art galleries in downtown
 Monroe and West Monroe, will be central to
 creative placemaking collaborative endeavors.
- The DAA has agreed to take the lead in keeping this initiative alive and engaged should incentive funds be awarded—or even if they are not.
- The group leaders making up this team will continue to meet on a monthly basis to promote and facilitate coordination between the two cities and among all arts/culture groups.