

Land Lab

Team Name: Movie Night

### **Overview of idea:**

While some of us live and work in the Central West End, we are frequent visitors to the Old North area and have watched with interest the improvements and changes to that neighborhood over the past several years. We think the Land Lab is a great way to finally act on our hopes and dreams for the area, and to help bring pedestrian traffic to the 14<sup>th</sup> street commercial corridor both daytime and evening.

Our idea is to add value to site #2. We propose to set up a weekly "movie night" with portable screen and family-friendly movies projected at one end of the lot. We will make some small improvements in terms of seating with wooden and concrete benches and a few small water fountains to encourage strollers and dog walkers to come enjoy the setting. During movie nights we will invite food trucks and street performers to attend before dusk to encourage more pedestrian traffic.

Volunteers from the students in St. Patrick Center's landscaping program will help improve the property with some donated materials and low maintenance plantings. The lot can also be used as a training area for the St. Louis Art Works students next door for completing and displaying their art projects.

Anticipated budget would be \$20,000, with funds raised from community organizations. This will be used for site improvements, and water and electric hookups. The goal is to keep improvements to a small scale and attract pedestrian traffic gradually to make the 14<sup>th</sup> street corridor a more livable and interesting block.

### **Potential site plan: (site 2)**

See accompanying PDF

### **Team qualifications:**

**David Strom** is an internationally recognized expert on network and Internet technologies. He is a graduate of Focus St. Louis Leadership St. Louis program and has worked on the RCGA Bounceback St. Louis team leading job and skills training workshops around the region. He has his own freelance writing business based in the Central West End and has been a resident of the city for more than six years. He has raised funds for numerous charities from a large and devoted personal network of his readers from around the world.

**Rhae Yancey** is a graduate of Focus St. Louis Leadership St. Louis program and is a market development manager for The Private Client Reserve of U.S. Bank. She serves on the Charitable Leadership team of U.S. Bank, with is one of St. Louis most generous corporations, contributing over \$3 million a year to the community

through the U.S. Bank Foundation and corporate and trustee relationships. She has over 30 years of public relations/marketing experience, many of those serving non profit agencies in development and public relations roles.

**Michael Felton** is a professional architect, a long-term resident of the St. Louis area, and a senior leader with Cannon Design; a firm nationally known for urban planning, design excellence, and sustainable solutions. In addition to his work with corporations and institutions nationally, he is integrally involved with initiatives for local charitable agencies including St. Patrick's Center and Safe Connections.

**Advisor: Blair Forlaw** is the Interim Vice President for Talent Strategy for the St. Louis RCGA. She supports a variety of activities for our regional economic development organization in bringing business, government, education, and civic leaders together to develop and implement a broad regional workforce strategy. For several years she developed and ran BounceBack St. Louis, a public-private partnership that instituted a series of training workshops and community meetings to address new talent from a metropolitan perspective. She is currently assisting business leaders in developing and implementing an initiative to increase college completion rates among working adults. She has collaborated with business enterprises, non-profits, government agencies, faith-based groups, professional associations, and change-makers within many organizations.