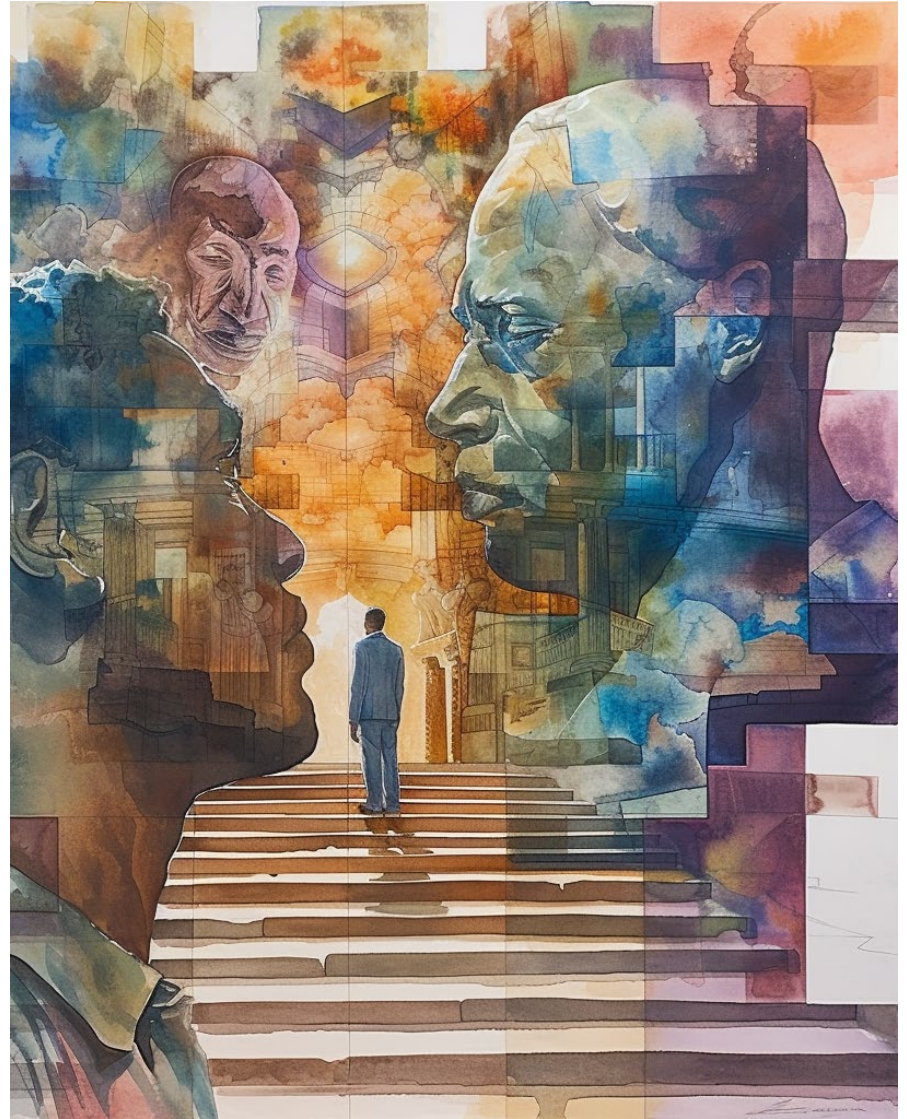


Third Ward African American Cultural Tour



Background

The City of Grand Rapids is committed to enhancing community spaces to reflect the diverse narratives and histories of its residents



The Opportunity of Cultural Tours

- Supports local economies and tourism
- Benefits local businesses and artisans
- Preserves historical understanding for future generations



Third Ward African-American Cultural Tour

- Vibrant and historically rich African American culture
- Immersive experience highlighting significant contributions
- Scalable platform for progress and innovation



Celebrating Influential Figures

- Floyd Mayweather Jr.
- The DeBarge Family
- Al Green
- Lyman Parks
- William Glenn
- Reuben Smartt
- Helen Claytor
- Floyd Skinner
- John M. Burgess
- Historical Churches
- Historical Businesses
- Countless other stories...



GRAAMA: JUST RETURNED FROM A CULTURAL TOUR



NEVER TO BE ERASED

BUS EXCURSION and FUNDRAISER



**Charles H. Wright Museum of
African American History**

**August Wilson African
American Culture Center**

**National Museum of African
American History and Culture**

Rock & Roll Hall of Fame

OCT 3-6, 2024

4 DAYS and 3 NIGHTS

The trip includes transport and admission to all four (4) venues, overnight hotel accommodations with occupancy two (2) per room, beverages, snacks, and more for \$600.

Order your tickets by scanning the
QR Code, using the URL:
givebutter.com/GRAAMA_BusTour
or text GRAAMA to 53555



GRAAMA's Proposed Budget
Third Ward African American Cultural Tour Expenses
Year 1

SALARIES	
Project Coordinator	\$ 30,000
Intern - Logistics	\$ 15,000
Intern - Research	\$ 15,000
Project Manager	\$ 25,000
Sites Manager	\$ 7,000
Actors	\$ 10,000
Videographer	\$ 5,000
MARKETING	
Marketing Budget	\$ 42,000
RESEARCH	
Research Budget	\$ 7,500
Plaques (Design, Fabrication, Installation, Maintenance)	\$ 21,000
Total	\$ 177,500

GRAAMA: PARTNERS

Grand Rapids African-American Archives and Museum

- Locating sites to promote
- Markers
- Stories, videos, documents, pictures, etc.

City of Grand Rapids

- Initial funding through Third Ward Equity Fund

Experience GR

- Hosting of materials electronically
- Promotion of tour

PROJECT OUTCOMES

- Increased community engagement and pride through artistic and cultural expression
- Enhanced cultural and economic tourism in Grand Rapids
- Enhanced cultural and economic tourism in the Region
- Strengthened local identity and heritage preservation
- New artist engagement, increased support for the arts and increased cultural resources in the community
- Ongoing connection of existing cultural and artistic resources in a new and meaningful way
- Develop a platform suitable for other cultural and economic tours

TIMELINE

October 8, 2024

- The Grand Rapids African American Museum & Archives Presents Cultural Tour at EDPT.

October/November, 2024

- COW – Experience GR gives a general update
- Fiscal – Annual Experience GR contract brought forward for consideration
- Fiscal – Third Ward Cultural Tour Agreement brought forward for consideration

November-February 2025

- Initial cultural stops confirmed and text for those locations confirmed
- Physical marker sites confirmed
- Recording of audio-video components for digital cultural tour stops

March 2025

- Beta-Testing

April 2025

- Physical markers begin to be installed
- Go live with Third Ward Cultural Tour

QUESTIONS?
