



# Creative Approaches for Engaging the Community

Kelly Clarke  
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# Starting with Blight



# Empty Spaces



# Highlighting the History



# Early Engagement

What other fun events do you think of for Washington Square?

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Open Every Art Hop

five & Dime (DEC style)  
Bon Franklin  
Toy store etc.

Razor Tag

folk music on the street

Palm Reading

mariachi bands

Yoga

Arts & Crafts

concerts in the summer on Art Hop nights

Shirt Screen Printing

Sculpting

Lingo

Teen Club for dances & music

Handrotomat

Coffee Shop, Cafe and Deli

MORE NEIGHBORHOOD GARDENS

# Using art to engage



# Bringing in new business





# More new business



# Welcoming neighborhood residents



# Finding creativity in unexpected places



# Creating Excitement



# Making it Joyful



# Planning Improvements



and transforming spaces



# Connecting people





# Supporting local entrepreneurs



# Including artists & performers



Fun, games, & something silly



# Popping up in vacant spaces



# Thinking outside the box



# Building on Success



# Partnerships make it work



KCLB

LISC

City of Kalamazoo

Edison Neighborhood Association

Kalamazoo Farmers Market

Howard's Liquor Store

Community Promise Credit Union

Tremolo Guitar Shop

Bellydance Kalamazoo

Jersey Giant SUBS

Kzoo Nutrition

Local non-profits, businesses & vendors

Local musicians and artists

# Fare Games



CALLING ALL ENTREPRENEURS, FOODIES, AND ARTISANS!  
IF YOU'VE GOT A PASSION FOR FOOD AND GROWING  
A FOOD BASED BUSINESS, WE WANT YOU!

Washington Square is on the hunt for a new restaurant, cafe, coffee shop, or corner kitchen at 1301 Portage Street. The race is on to find the best new food business for this space - so join the Fare Games! Look for more information and subscribe to our contact list for updates, deadlines, and more details!

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