

## **Jackson Medical Mall Arts & Cultural Assets Mapping Project**



This is a collaborative project with the Jackson Medical Mall Foundation and Jackson State University/Mississippi Urban Research Center to determine what arts and cultural activities currently exist, and are needed in a target area surrounding the Jackson Medical Mall located in Jackson, Mississippi. The Mississippi Urban Research Center (JSU/MURC) will perform the following activities in support of the “Arts & Cultural Assets Mapping Project”:

- \* **Review of Existing Inventory Materials** --- including secondary data sources identifying existing cultural assets in targeted area (e.g., census data, government records, tourism records, business records)
- \* **Survey Public, Private, and Non-Profit Organizations** --- including designing and administering survey instruments to organizations regarding existing and desired cultural assets in targeted area (e.g., city/county officials, neighborhood, homeowners, business associations & community groups)
- \* **Conduct Neighborhood Canvassing** --- to identify neighborhood specific arts and cultural assets at the community level.
- \* **Conduct Neighborhood Focus Group Meetings** --- to gather citizen/community input on existing and desired arts and cultural assets.
- \* **GIS Mapping of Assets** --- where possible, geo-code identified cultural assets and prepare maps identifying the assets and their location.
- \* **Report Analysis and Preparation** --- collect, analyze, and interpret findings from inventorying, canvassing, and focus group activities.