



# Better Together

a conversation to create a prosperous, shared  
community

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**So why this conversation? Why now? What's the purpose?**

**What if I told you I don't  
believe in DEI as the primary  
deliverable for an improved  
society?**

I'm not here to get you to like anyone. Or appreciate anyone. I'm here so we can discuss how we create unique experiences for everyone in globalized world that benefits the business community- specifically in Downtown Spokane

# What currently discourages people from convening downtown? Pre-COVID/COVID

## Pre- COVID

- Trash
- Traffic
- Danger/Crime
- Nothing they liked
- Homeless
- People
  
- YOU

## COVID

- Physical proximity
- Cleanliness/Lack of
- Safety
- Garbage & Graffiti
- Drifters/Vagrants/homeless
- Shut down
  
- You (you're still downtown)

**I want you to believe  
something different.**

# So what are cultural activations?

- ***Art***
  - ***Cultural Heritage celebrations***
    - ***Music Activations***
  - ***Historical and celebratory pop ups, performances & Activations***

Proven economic benefits around cultural Activation and Cultural spaces including:

1. Lively public spaces usually have “spillover affects” for local businesses and small vendors
2. Instrumental in creating ‘18 hour’ neighborhoods
3. A key part of economic revitalization in the Northwest (Leavenworth, Portland, Seattle, Tacoma)
4. Rents are higher in blocks with cultural uses
5. Blocks with cultural uses and frequent cultural activations have more business open at 10 PM
6. In Preservation Green Lab’s Study, cities with older, smaller building, contribute to local economies and create distinctive and livable neighborhoods (Spokane is prime for this)
7. Cultural activations (and cultural space) add to neighborhood desirability, character & uniqueness

# What does a cultural activation LOOK like?



Little Italy (San Diego)



China Town (San Francisco)



**Leavenworth (Washington)**



**Oktoberfest**

## There are clear deliverables (and not just feel good moments):



1. My peoples market – diverse multicultural vendors, small business & services market
2. Vibrancy & imagination is key- staged in various areas of the city, specific focus on artists, craft breweries, & makers.
3. Specific connection with regional super markets and providers: several vendors have had deals result from market including with Fred Meyers & New Seasons.
4. “Spill over effect”. A revolving market in specific areas of Portland have activated under utilized spaces. Competitive request now exist to “host "the market.
5. Competitive effort to be apart of the program and enter into the “incubator” program – to help develop new business
6. Several have moved into brick & mortar buildings
7. This work is centered around business and community activation

# The Mercado (Portland)



## Deliverables:

1. First (in Oregon) Latino Public Market
2. Under used land, long term leased to have a weekly activation
3. Business development (economic development) serving as an 'incubator space' for Latino Business
4. Area businesses have seen positive spill-over effects, including new clients and customers
5. Multiplier effect- activation has brought fresh produce, to a former 'fresh food desert'.

# Cool story bro....so where do we go from here?

1. Start with a re-imagination of what “community”, “activation”, “equity” and “justice” look like for this community.
2. Demystify this work; a lot of this work is aligned with things you already do in your business; aka expanding into new markets, continuous process improvement, and creative new products of the future.
3. Make it intentionally intersectional- again, THERE IS NO REQUIREMENT TO LIKE ANYONE. Perhaps the goal should be to examine the work you do, and make sure it can be done in a way that creates the space intentionally for everyone. And if there is anything that eliminates the ability for us to exist safely together in our shared work or activation spaces, then do the work to eliminate it.
4. Create and cultivate new relationships.
5. Work to activate space in a new way.
6. If you can't talk about equity, or don't believe in it- talk about justice.
7. Create achievable goals. One step at a time.

# Questions?

Let's be friends:

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