

ART ALLEY

May 3, 2010



The galleries on North 2nd Street. From top left (clockwise): UPSTAIRS, Crawlers gather on North 2nd Street for a New Orleans-style parade in memory of the late Edmund Williamson, Mystic Art Gallery, Sugar Gallery, ARENDER studio + gallery, Becton Gallery, the Downtown Gallery Crawl logo. Not pictured: big room gallery, the newest addition to the North 2nd Street galleries, will make its debut at the June 3 Downtown Gallery Crawl. big room is located across the hall from UPSTAIRS above the ARENDER, Sugar and Mystic galleries.

The art galleries of North 2nd Street are

- ARENDER studio + gallery
- Becton Gallery
- big room gallery
- Mystic Art Gallery
- Sugar Gallery
- UPSTAIRS

Other nearby galleries include

- Livaudais Studio
- Ouachita River Art Gallery

BIRTH OF A CULTURAL DISTRICT

from north 2nd street to art alley

By Amy Scott, Th!nk Tank

In 2007, the landscape of Downtown Monroe began to make a major transformation when several galleries opened their doors for the first Downtown Gallery Crawl, a free, community arts event, hosted by the Downtown Arts Alliance, a non-profit community of artists.

Since that first Downtown Gallery Crawl was held over three years ago, the galleries and artists that produce this fine event have noticed an increased attendance and a bigger awareness of an area that is shaping up to be the cultural centerpiece of Northeast Louisiana.

Every other month, beginning in February, the Downtown Arts

Alliance works as a team to provide a free inspirational arts experience to the community at large. As many as a thousand arts enthusiasts from around the 12-parish area continue to patronize the Downtown Gallery Crawl every other month and that number is on the rise.

In the last 12 months, the Downtown Gallery Crawl artists and galleries have experienced increased exposure around the state, including recognition in the premiere statewide lifestyle magazine Louisiana Life. The renaming of North 2nd Street to Art Alley would add value to the Downtown area as well as to the marketing of the newly anointed Riverside Cultural District.

The key benefits of the renaming of North 2nd Street to Art Alley include aiding in identifying an alleyway that's currently separate from the rest of the street it's named after, increased awareness of the Downtown cultural movement that's been building momentum, added value to promotional materials targeting businesses and convention/tourism marketing, permanence for the artist's and six galleries of North 2nd Street and increased recognition for the Riverside Cultural District, among other benefits.

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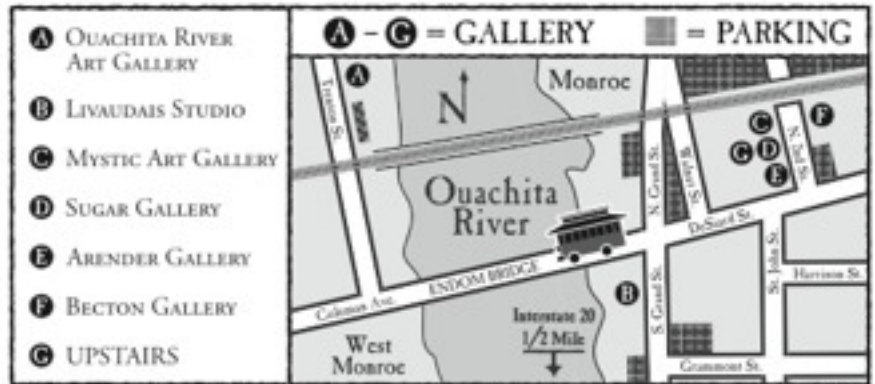
ART ALLEY

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Because of the reasons listed below, I ask the City of Monroe's Planning and Zoning Committee to consider renaming North 2nd Street to Art Alley. It's a small change that has potential to make a huge impact for the artists and galleries in and around Downtown, while adding value to the entire Riverside Cultural District.

Sincerely,

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The Downtown Gallery Crawl Gallery Map. Not pictured: big room gallery (located next to UPSTAIRS)

For more information about the Downtown Arts Alliance, the Downtown Gallery Crawl or individual galleries, visit www.downtowngallerycrawl.com or find them on Facebook @ Downtown Gallery Crawl.

Benefits of Art Alley

- **The new name Art Alley will help people identify the location of this blocked off alleyway that is separate from the rest of North 2nd Street**
- **Art Alley can be used to promote the Downtown area as part of an up and coming business and cultural center.**
- **By naming North 2nd Street, a street with a high concentration of art galleries and artist space, the City shows its support of the growing arts and culture movement taking place downtown.**
- **Art Alley will give the residents and galleries of North 2nd a permanent home that will continue to grow by helping to attract new residents, artists and other galleries and studios.**
- **The new name Art Alley will be used in promotional materials the same way Antique Alley in West Monroe is used when promoting Monroe-West Monroe for tourism, business meetings and conventions.**
- **Art Alley brings Downtown Monroe and West Monroe together for a common goal (many shoppers interested in items found in Antique Alley will be interested in the offerings on Art Alley as well) and both Alleys will serve to compliment one another.**