The Multicultural Guide Project

Final Project Presentation
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Prepared by
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The Actors Involved

- Visit Florida
- The Arts Council of Hillsborough County
- The Pinellas County Arts Council
- The Tampa Bay CVBs
- The Hillsborough County Tourist Development Council
- The USF Departments of Anthropology & Communication (Graduate Students)
Brief Definition/Description of the Project

- **Goals**: To produce and publish a multicultural Guide
- **Population targeted**: African Americans, Asians, Hispanics
- **Budget**: $65,000
- **Duration**: About 6 months
Dividing Up Tasks

• Arland Nguema Ndong: African-American segment (USF Department of Anthropology)
• Fred Pirone: Hispanic segment (USF Department of Anthropology)
• Maressa Dixon: CVB (USF Department of Anthropology)
• James Kuzin: Asian-American segment (USF Department of Communication)
• Mary Jo Melone: African American segment
• Anne Arthur: Facilitator (Hillsborough County)
• Art Keeble: Project Director/Facilitator (Arts Council)
Our Mission in the Project and the Reality on the Ground

- Identifying multicultural businesses, services, organizations, and points of interest

- The methodology used
Arland: African American Communities

- Identity issues: what it means to be an African American?
  - U.S. blacks-owned businesses/organizations
  - Caribbean blacks-owned businesses/organizations
  - Continental Africans-owned businesses/organizations
- Existing tourism directories
- Key contacts in the community
- Prominent leaders & relevant institutions
Maressa: CVBs

- Background research: what do they already do?
  ~CVB Services
  ~Tampa Bay history
- Interviews and questions: Who do I need to talk to?
  ~Michele Chester Pruitt
  ~Shelby Jones
- What else do we want?
  ~Norwood Smith and the SuperBowl Business Development Plan
Deliverables: Arland

- Churches
- Restaurants & Caterers
- Cultural Institutions
- Media
- Barbers & Beauty Shops
Deliverables: Maressa

• A guide for the Guide: The Louisville model

• Adding Voices to Tampa’s History
Follow-up with the Arts Council

• Group meetings
  ~ 4 meetings within 3 months: Sept 13, Oct 13, Oct 27, Nov 17

• On-line communication
  ~ minorityconventiongrant@googlegroups.com

• An ongoing project
  ~ last meeting at the Arts Council on Dec 6, 2006
Recommendations

• Introducing a non-denominative approach
• Developing a timeline-type approach to writing the history of the Tampa Bay area
• Emphasizing a participative approach vis-à-vis the communities
• Getting the CVBs more involved
• Website capacity and reach