

PROUDLY MOVING

**FONDREN
FORWARD**

EST. 1894





Welcome.

We're so glad that
you're here!

We're so glad that you're here!

- **We don't judge success by headcount**
- **We never know about turnout**
- **You're fulfilling your civic responsibility**
- **Pat yourselves on the back**

Who's Driving Fondren Forward?

- Fondren Renaissance Foundation
- Steering Committee
- Coordination with the City of Jackson
- City Collective + Kimley-Horn
- Project Manager

Who's Here Tonight?



Blake Reeves



Tenecia Jones



Abigail Gillin



Ross Boone

Rebecca Garrison

Sandy Carter

Evan Ciarloni

What is Fondren Forward?

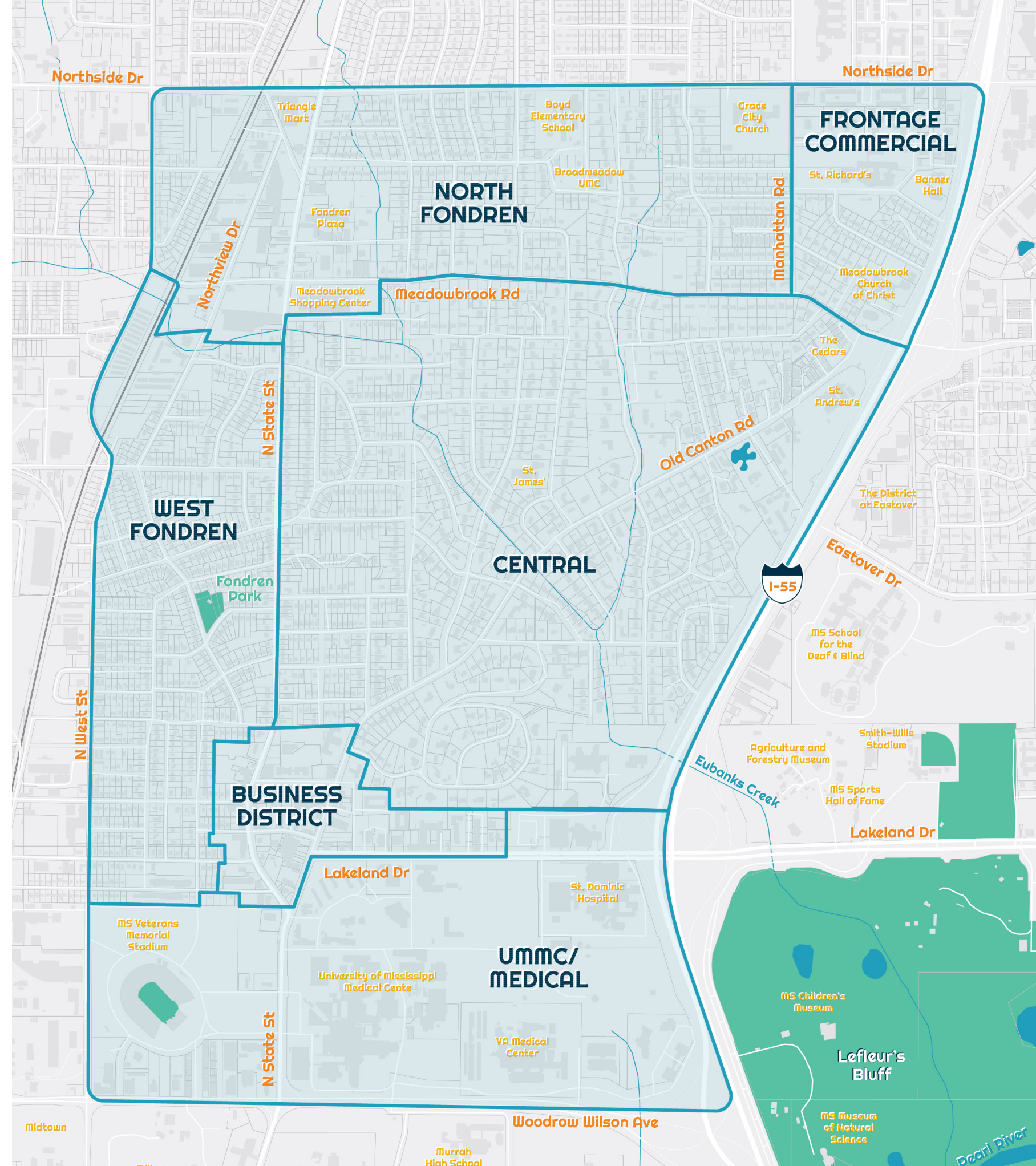
- **Inclusive, community-driven plan:**
 - Long-term master plan
 - Campaign for community engagement
 - Fundraising effort to support the project vision
 - Things we might consider: development, mobility, open space, amenities, sustainability, safety, etc.

Why is Fondren Forward important?

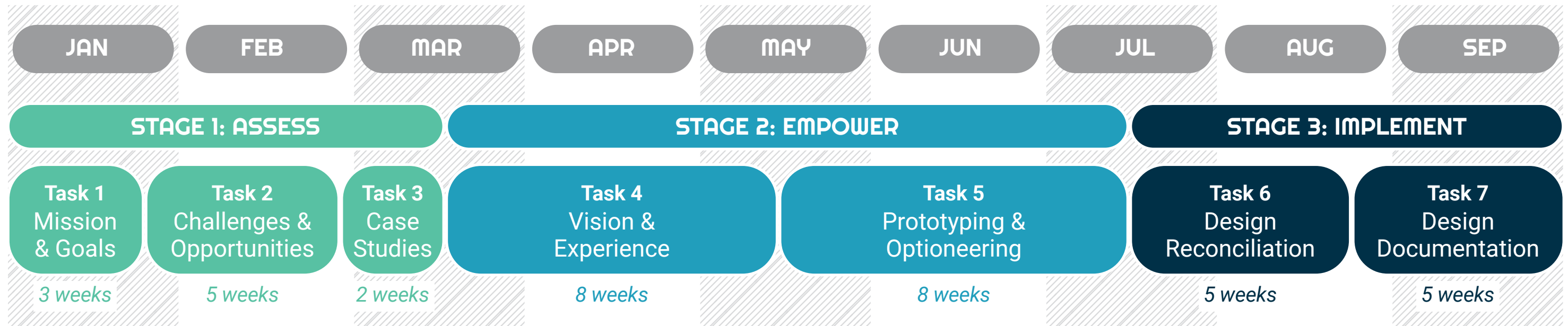
- Vision for decision-making
- Prioritizing needs, actions, and investments
- Establishing consensus
- This is what great communities do
- This is how you change your fate
- This is a significant step!

What areas are being considered?

- Our working map
- Meeting the specific needs of every unique area
- We are thinking of Jackson as well



What is the Fondren Forward timeline?

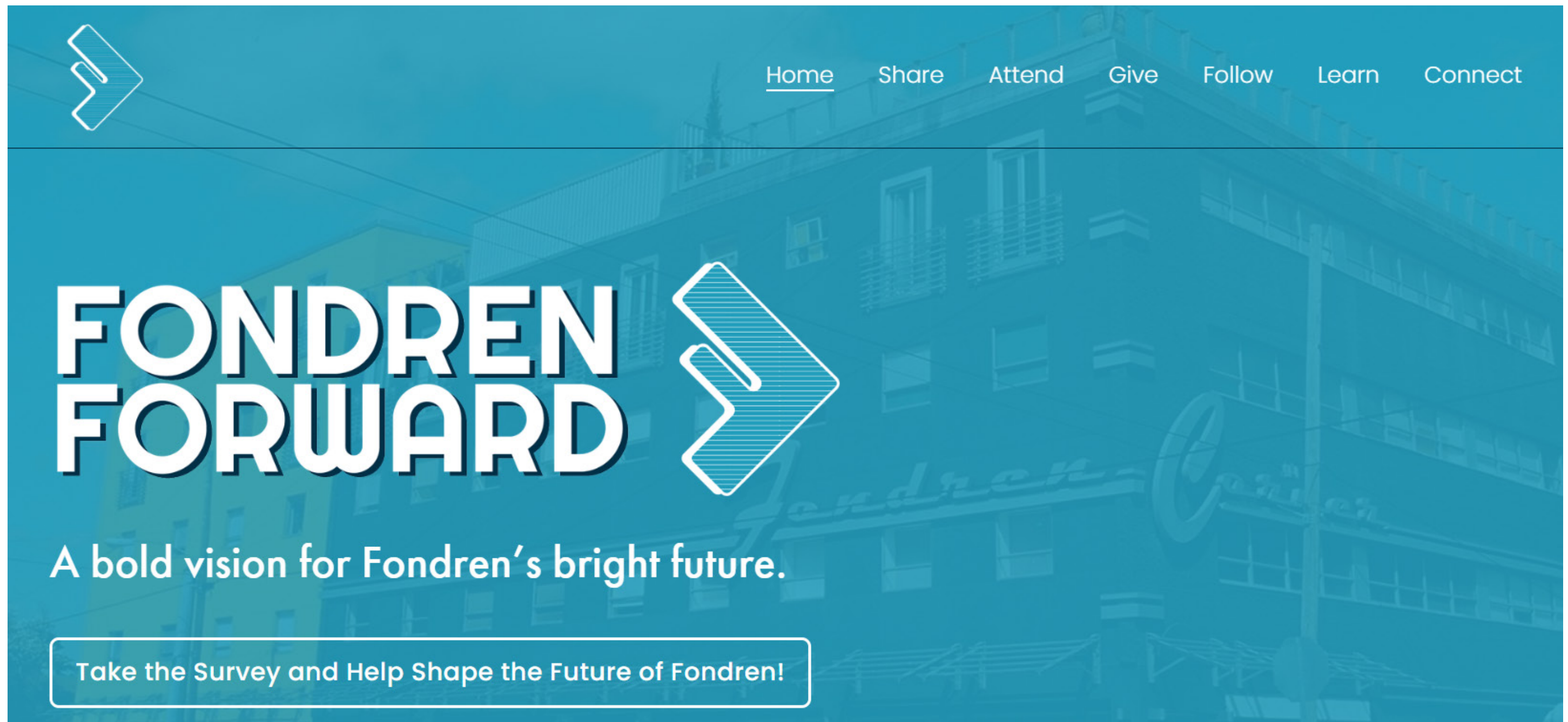


- At least three engagement workshops
- Running survey on the project website
- Rolling input through digital platforms

Why are we engaging the community?

- Great communities give a voice and ownership to everyone
- We need diversity in all of its forms
- Communicating opportunities and hope
- No stone left unturned
- Fostering a transparent process

Have you visited our project website?



Home Share Attend Give Follow Learn Connect

FONDREN FORWARD

A bold vision for Fondren's bright future.

Take the Survey and Help Shape the Future of Fondren!

The online response we've seen thus far:

2,579
Page Views to Date

21.7%

Unique visitors as a percentage of Fondren's 2022 population [6,081]

1,322
Unique Visitors

386
Survey Respondents

What other inputs are we considering?

01

Community Engagement

General feedback from Fondren residents, property owners, visitors, and employees.

02

Stakeholder Engagement

Focused feedback from subject matter experts representing a number of parties with vested interest in Fondren's success.

03

Best Practices

Thoughtful guidance provided from the consultant team, whose expertise represents a depth and breadth of knowledge.

04

Analysis

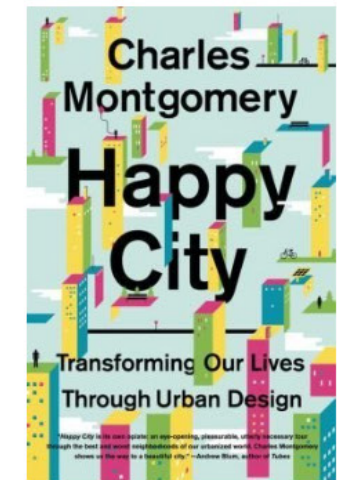
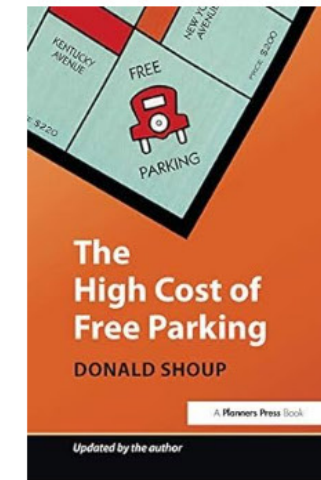
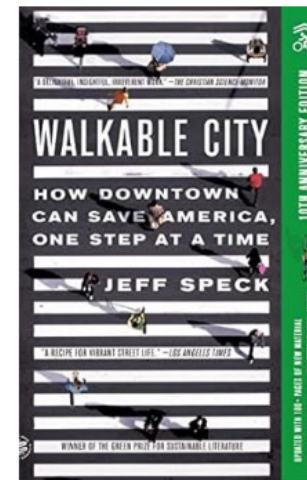
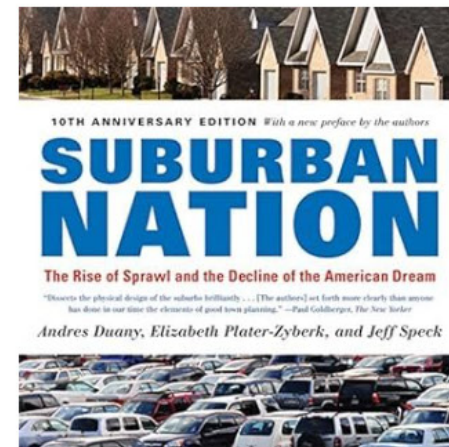
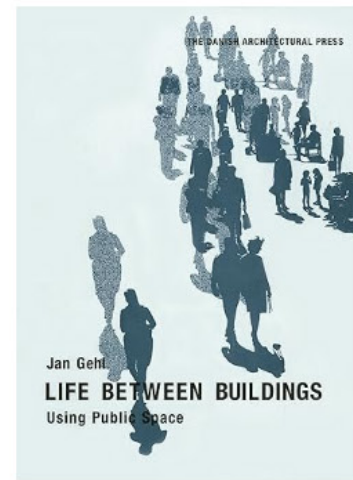
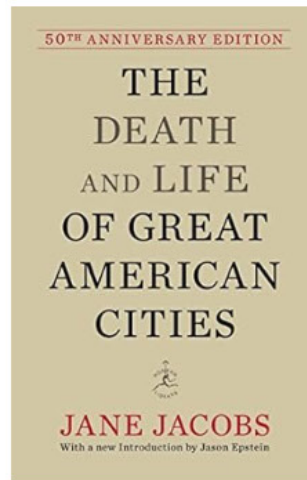
Assessments gathered from consolidating existing reports and performing new research on the district and its systems.

FONDREN FORWARD COMMUNITY PLAN

Please consider giving to the cause

- **Fundraising is the bedrock of this endeavor**
- **Money raised to date**
- **More expertise will be needed**
- **We will be pursuing grants, gifts, and other funding mechanisms**

Fondren Forward is a chance to learn



- Books are listed online
- We will schedule some talks
- Please meet your friends and neighbors

Fondren Forward is a chance to reconsider

- We will push on you
- Chance to think like a community
- Being civil and being a civilian
- Community before self
- Supporting development when it's guided

We want to set some expectations today

- **Lots of need in Jackson**
- **Lots of pent-up concerns**
- **This work takes a while**

Coming Steps:

- Follow the website, socials, and emails
- Keep coming. Next time we'll have ideas: March 21
- It's your turn now to spread the word
- Tools for you to share with folks are online

**The goal of
tonight is to start
a conversation.**

Activity stations around the room:

- Fondren Culture
- Neighborhood Identity
- Density vs Amenities
- Moving Around Fondren
- Open Space Options
- What's Missing?
- Your Places
- Momentum to Know
- People to Know
- Reaching Out
- Fundraising



PROUDLY MOVING
**SPACE
GUARD**

PROUDLY MOVING
**HISTORY
FORWARD**

PROUDLY MOVING
**BRAND
FORWARD**

PROUDLY MOVING
FORWARD

PROUDLY MOVING
**CHARM
FORWARD**

PROUDLY MOVING
**QUALITY
FORWARD**

PROUDLY MOVING
**WELLBEING
FORWARD**

PROUDLY MOVING
**BIKING
FORWARD**

PROUDLY MOVING
**JOBS
FORWARD**

PROUDLY MOVING
**SPRIT
FORWARD**

PROUDLY MOVING
**INNOVATION
FORWARD**

PROUDLY MOVING
**DIVERSITY
FORWARD**

PROUDLY MOVING
**EDUCATION
FORWARD**

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**PARKS
FORWARD**

PROUDLY MOVING
**CONNECTION
FORWARD**

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**RECREATION
FORWARD**

PROUDLY MOVING
**CULTURE
FORWARD**

PROUDLY MOVING
**ENVIRONMENT
FORWARD**

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**EQUITY
FORWARD**

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**ACCESS
FORWARD**

PROUDLY MOVING
**HOUSING
FORWARD**

PROUDLY MOVING
**COMMUNITY
FORWARD**

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**SAFETY
FORWARD**

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**HOSPITALITY
FORWARD**

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**NEIGHBORHOOD
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**BUSINESS
FORWARD**

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**ARTS
FORWARD**

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**FUN
FORWARD**

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**FOOD
FORWARD**

PROUDLY MOVING

PROUDLY MOVING
TOURISM

PROUDLY MOVING
**LOCAL
FORWARD**