



Proposed Cap Project – East Mims Renaissance

Project Overview:

The East Mims Renaissance is an ambitious and visionary project dedicated to unearthing and celebrating the deep historical roots and enduring legacy of East Mims, Florida. This initiative is designed to honor the significant contributions of key figures and institutions, including civil rights leader Harry T. Moore, the influential Cuyler and Campbell families, the East Mims Colored School, the Clifton Colored School, and the many "hidden figures" of NASA who shaped the region's rich history. Drawing inspiration from the successful Newtown Alive project in Sarasota, the East Mims Renaissance aims to serve as a comprehensive blueprint for preserving and promoting the cultural heritage and historical significance of East Mims. Through this effort, we seek to ensure that the stories of these trailblazers, unsung heroes, and pivotal institutions are passed down to future generations, fostering pride, awareness, and a deeper connection to the past while guiding the community towards a more inclusive and informed future.

Needs Assessment

The East Mims Renaissance project is essential to leverage the community's rich historical legacy for revitalization, instill pride and self-esteem in local youth, and preserve its significant role in Civil Rights history. By celebrating the contributions of figures like Harry T. Moore and the hidden figures of NASA, the project positions East Mims as a key site for cultural tourism, driving economic benefits and broader recognition. Additionally, it serves as an extension of the Moore Cultural Center, ensuring that the comprehensive narrative of East Mims' resilience and achievements is preserved for future generations.

Specific Goals, Objectives, and Measurements

Goal 1: Leverage Historical Legacy for Community Revitalization

Objective 1.1: Identify and document key historical sites and figures in East Mims.

Measurement: Complete a detailed inventory of at least 10 significant historical sites and biographies.

Objective 1.2: Develop a heritage trail with interpretive signage and digital resources.

Measurement: Install interpretive signage at 10 sites and launch a companion digital app within three years.

Goal 2: Instill Pride and Self-Esteem in East Mims Youth

Objective 2.1: Create educational programs focused on East Mims' history.

Measurement: Develop and implement history curricula in local schools, reaching at least 100 students.

Objective 2.2: Develop mentorship program connecting youth with community leaders and historians.

Measurement: Establish mentorship relationships for at least 20 students.

Goal 3: Promote Cultural Tourism and Economic Development

Objective 3.1: Market East Mims as a cultural and historical tourism destination.

Measurement: Increase tourism visits by 25% within three years through targeted marketing campaigns.

Objective 3.2: Develop partnerships with tourism and cultural organizations.

Measurement: Form at least 10 partnerships with local and national organizations within two years.

Objective 3.3: Encourage local economic development through heritage tourism.

Measurement: Support the creation of 7 new jobs and boost local business revenues by 15% within three years.

Resources Available and Sustainability

Resources

- **Expertise in Grant Writing and Fundraising:** TooleyCDG's proficiency in securing grants and funding can provide the financial backbone for the East Mims Renaissance project. This expertise ensures a steady stream of resources necessary for research, restoration, and educational programs.
- **Community Engagement and Outreach:** Leveraging its strong community connections, TooleyCDG can mobilize local residents, stakeholders, and volunteers, fostering a sense of ownership and active participation in the project.
- **Partnerships and Collaborations:** TooleyCDG's network of partnerships with educational institutions, historical societies, and cultural organizations can enhance the project's reach and impact. These collaborations can bring additional resources, knowledge, and support.
- **Project Management and Coordination:**

With experience in managing complex projects, TooleyCDG can provide essential project management services, ensuring that the East Mims Renaissance project is executed efficiently and effectively.

- **Marketing and Promotion:**

Utilizing its marketing capabilities, TooleyCDG can promote the project to a broader audience, attracting visitors, investors, and media attention. This can amplify the project's impact and sustainability.

Sustainability

- **Economic Sustainability:** By fostering heritage tourism, TooleyCDG can help create a sustainable economic model for East Mims. Increased tourism can drive local business growth, create jobs, and boost the local economy.

- **Educational Sustainability:**

Integrating the project's findings into local school curricula ensures that the history of East Mims is continuously taught and appreciated by future generations. This educational focus promotes long-term cultural preservation.

- **Community Ownership and Involvement:**

By engaging the local community in every stage of the project, TooleyCDG can cultivate a sense of pride and responsibility among residents. This community ownership is crucial for the project's ongoing success and sustainability.

- **Environmental Sustainability:**

TooleyCDG can incorporate sustainable practices in the restoration and maintenance of historical sites, such as using eco-friendly materials and technologies. This approach not only preserves history but also protects the environment.

- **Long-term Funding Strategies:**

Developing a diversified funding strategy that includes grants, donations, sponsorships, and revenue from tourism can ensure the project's financial sustainability. TooleyCDG's experience in fundraising can help secure these resources

Resources Needed

- **Leadership and Strategic Planning: Objective: Provide strategic direction and leadership to ensure the project aligns with long-term community goals.**
Resources Needed: Expertise in strategic planning, facilitation of strategic visioning sessions, and development of actionable project plans.
- **Project Management: Objective: Oversee the coordination and implementation of various project components.**
Resources Needed: Project management skills, tools for tracking progress, and methods for managing timelines and deliverables.
- **Marketing and Public Relations: Objective: Promote the project to attract visitors, investors, and media attention.**
Resources Needed: Expertise in marketing strategy, media relations, and the creation of promotional materials such as brochures, social media content, and press releases.
- **Educational Program Development: Objective: Create educational programs and materials to teach the history of East Mims.**
Resources Needed: Collaboration with educators to develop curricula, training for teachers, and the creation of educational content and resources.
- **Historical Research and Documentation: Objective: Conduct thorough historical research and document findings for the project.**
Resources Needed: Access to research databases, expertise in historical research methods, and tools for documenting and preserving historical information.
- **Sustainability Planning: Objective: Ensure the long-term sustainability of the project.**
Resources Needed: Development of a sustainability plan, identification of ongoing funding sources, and strategies for maintaining community involvement.
- **Event Planning and Execution: Objective: Organize events that promote the project and engage the community.**
Resources Needed: Skills in event planning, coordination of logistics, and promotion of events to ensure high attendance and impact.

- **Evaluation and Impact Assessment: Objective: Measure the success and impact of the project to inform future efforts.**

Resources Needed: Development of evaluation metrics, tools for data collection and analysis, and expertise in impact assessment.