

Exhibit D

How Does a Community Design Itself?

Main Street Prototyping Festival to Explore Creative Placemaking in Mesa

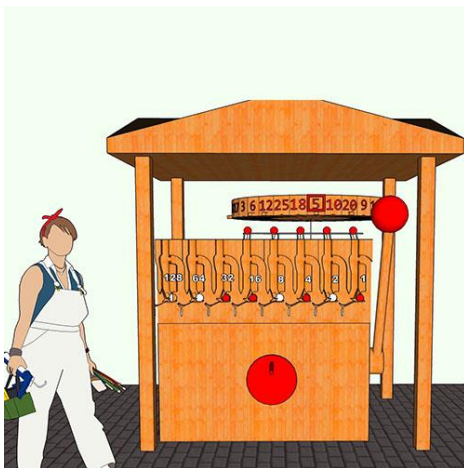
The Main Street Prototyping Festival invites the regional community to dream and design ideas to build connections and make downtown Mesa more vibrant. These ideas will be tested in 20 short-term installations of prototypes at the MSPF event, November 17-18, 2017. The community will be able to play on, with and in the prototypes, and can vote on their favorite projects for possible future realization.

The images below are designs for just a few of the 20 prototypes that will engage the public at the two-day event in November.



Prototyping: (noun) to create and test an experimental model of a new idea or object.

The Main Street Prototyping Festival will provide thousands of visitors the opportunity to engage and react to proposed art, performance and interactive installations. Additionally, music, public art projects and street performers will augment the fun and festive environment during the two-day event.



OVER

The City of Mesa has been testing a series of thoughtful and connected activities that seek to transform Mesa's downtown and public spaces by involving residents in discovering and designing the heart of our city. Mesa's Main Street Prototyping Festival is a new aspect of this creative placemaking initiative, led by Mesa Arts Center and presented in partnership with organizations including the Downtown Mesa Association and LISC Phoenix.

Prototyping public space is a way of involving a range of people (such as creatives, designers, builders and artists) to come up with possible solutions to community needs in a physical space.



The Main Street Prototyping Festival is funded by a prestigious Our Town grant for \$75,000 from the National Endowment for the Arts. Through Our Town, the National Endowment for the Arts provides grants for arts-based community development projects that contribute toward the livability of communities and help transform them into lively, beautiful, and sustainable places with the arts at their core. Prototyping festivals are a relatively recent tool being employed by forward-thinking cities. Mesa's Festival was inspired by the successful Market Street Prototyping Festival in San Francisco, and the idea has been implemented by other cities, including Denver, St. Paul, San Jose and Singapore, and others.

Festival Dates: Fri., Nov. 17, 2017, 5-10 p.m., and Sat., Nov. 18, Noon – 10 p.m.

Details: <http://mesaartscenter.com/mesaprototyping>

The festival will be installed in the heart of downtown Mesa between Country Club Drive and Sirrine Street. **Festival boundaries are shown below in yellow:**

