Priya Bhayana:

My name is Priya Bhayana. I work for the Bromo Tower Arts & Entertainment, Inc organization. And I met Marilyn Art Place at 218 West Saratoga. So the organization was founded about three years ago to basically manage and promote and facilitate cultural activity in this area, formerly known as Downtown's West Side.

So it's along the Howard Street Light Rail that runs that section of downtown up from the Bromo Tower itself. Our namesake at Lombard in Utah, all the way up to MLK and Reed and just past Antique Row.

I think a lot of revitalization projects don't ask the question of who is this actually for? Because I think there is an assumption that the whole purpose of it is to get new, slightly more affluent people into an area that some deem not comfortable or unsafe, or just have all of these sorts of perceptions about it.

I don't think anyone would deny that, that's how the program started, but what we're trying to do and what we talk a lot about on our programming committee is actually as much as possible serving
people that are already in the district and treating every single person as like a potential audience member.

And not as much focusing on... like definitely focusing on getting more people to the district also, but having a really solid balance between those. We are right in the middle of basically at the heart of the district on this block. Half a block away from the Light Rail Station and I think we really get a lot of the major activity and momentum right here on this block.