

CONVERSE, TEXAS | CONVERSE EDC

Arts & Entertainment District Community Engagement REPORT

ISSUED

April 8, 2025

UPDATED

April 23, 2025

Gensler



Project Overview

To understand local residents and community members' hopes for the future of Converse, a community engagement effort was launched by the Converse Economic Development Corporation in the fall of 2024. The intent of this engagement process was to co-create a shared vision with the community for Arts & Entertainment development in Converse to serve as a basis and guide for exploration of development opportunities of the area near Toepperwein Road and FM 1976.

This report documents the engagement process, including the core themes that emerged across all engagements and the detailed data points to support them. Community input was coalesced into a set of guiding principles, which were applied to the site to create design directions for consideration in future development.

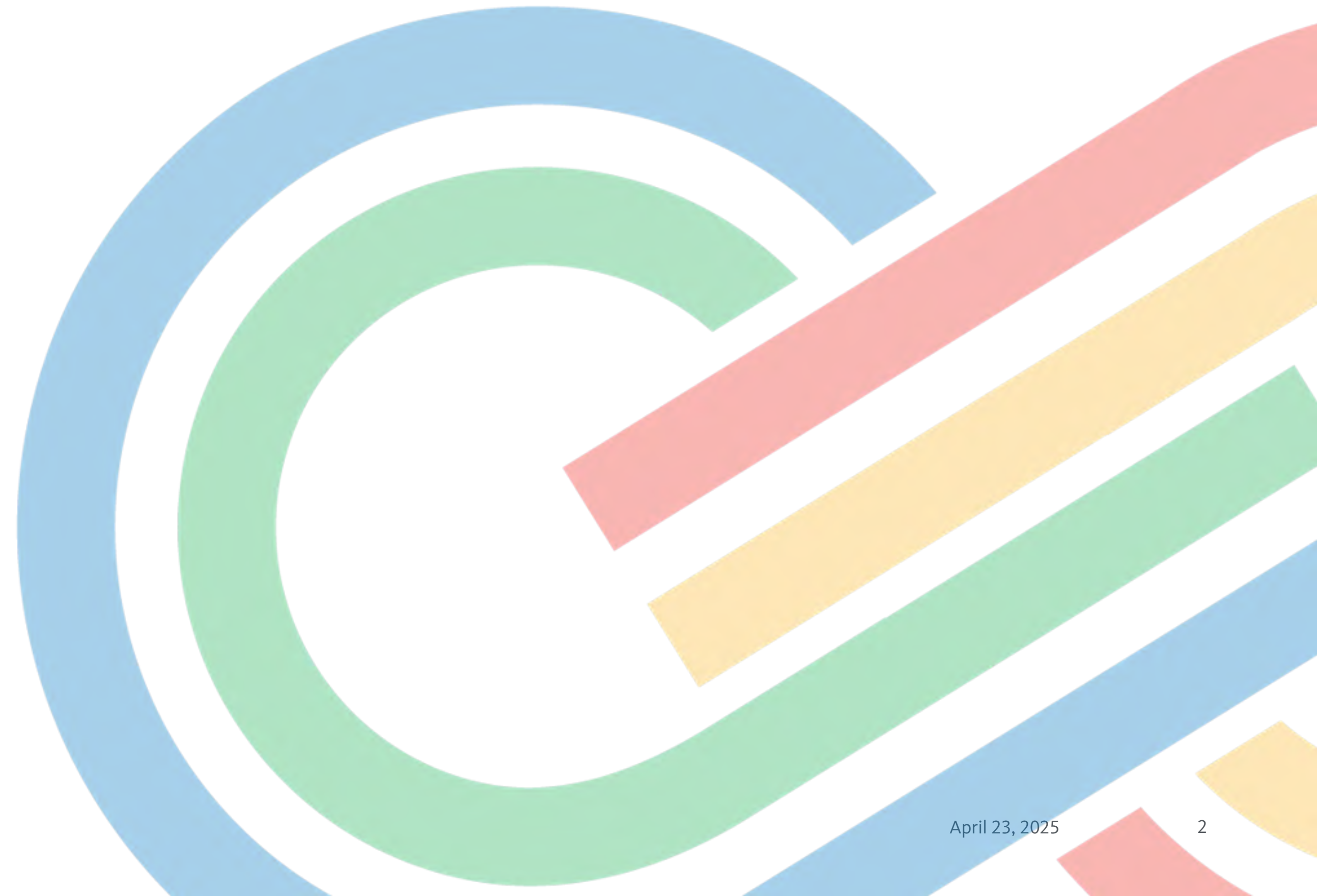


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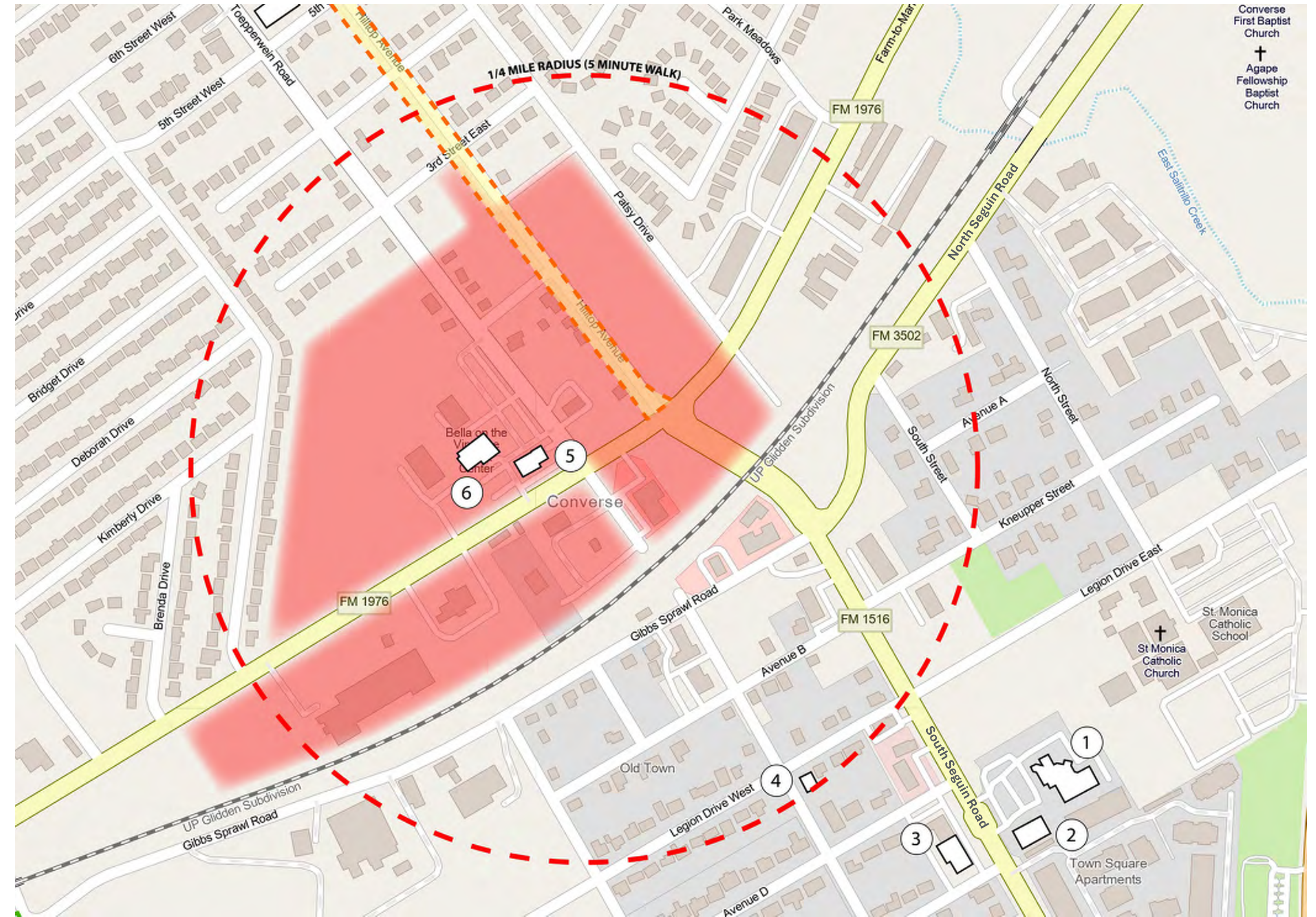
01

Introduction

Project Context

The EDC has identified the area near Toepperwein Road and FM 1976 as a part of town with potential for development, particularly for an Arts & Entertainment district. Advantages of this site include the proximity of several parcels of land that could be appropriate for new development, including some owned by the EDC; its central location to Converse and existing businesses; and easy access via main thoroughfares.

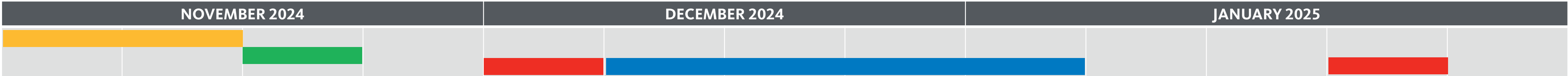
An Arts and Entertainment district brings together a variety of places in a vibrant tapestry of creativity and culture that celebrates the soul of a community. It serves as a canvas for its people, echoing their heritage, passions, and aspirations, and inviting all to come experience its distinct rhythm and energy. Its success is intrinsically tied to the desires and passions of the community it serves and therefore should reflect a local definition of culture, arts, and entertainment.



Project Timeline

In-person workshops served as the foundation of our community engagement efforts. Workshops were designed to cultivate expansive thinking, encourage active participation, and capture feedback from diverse perspectives. City leadership input helped shaped the approach to community engagement and gave a base understanding of the development opportunity.

SCHEDULE



CITY ENGAGEMENT



City Leadership Survey*

City Councilmembers and the EDC Board were invited to give input on our approach for community engagement and to respond to questions about the Arts & Entertainment development in Converse.

* City Council & EDC Board responded anonymously to survey via email. We had 12 responses.

** Visioning workshop invitations went to department managers at the City. Attendees included managers and/or their designated staff representatives.

Attendees: Robert Avella, Will Dalrymple, Josh Mair, Nina Nixon-Mendez, Jonathan Smith, Elan Vallender, Kat Lallo, Danny Lee



Visioning with City Staff**

Staff from the City and the EDC came together to give feedback on what a successful community engagement effort would look like and discuss the opportunity for an Arts & Entertainment district.

COMMUNITY ENGAGEMENT



Community Engagement Workshop #1

The Converse community was invited to participate in an open-house style public workshop designed to communicate the project context and begin to build a shared vision of what Arts & Entertainment could mean for Converse.



Supplemental Survey

The first workshop was translated into an online survey for residents to take part in the weeks following the public engagement.



Community Engagement Workshop #2

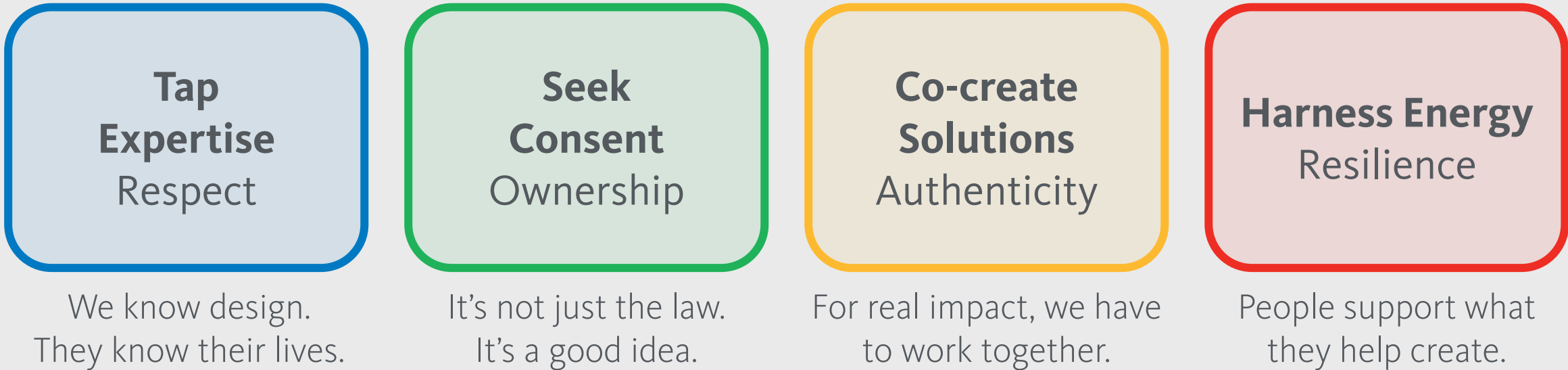
The second community engagement workshop was held in collaboration with the Comprehensive Plan project. In this workshop, we confirmed our findings to date and refined insights for an Arts & Entertainment district.

Community Engagement Approach

The EDC and Gensler developed three goals to guide our community engagement efforts:

1. Understand the hopes and desires of the community for the future of Converse and co-create a vision for Arts & Entertainment development that supports that future.
2. Respect what we hear from the community and develop actionable insights from their feedback so the EDC can take steps toward shared goals.
3. Enable future planning and development to be accessible and engaging through clear communication, collaboration, and transparency.

Why We Engage



How We Engage

Transparent + Honest

Listening + following through are critical to building and maintaining trust. **Be up front and honest about the process and potential.**

Inclusive + Accessible

An inclusive process is an accessible process that considers the needs of those being engaged. **Practice empathy, care, and flexibility.**

Informed + Meaningful

We see community members + residents as our partners. We respect the time + stories they share, and we strive to make their participation meaningful.

Engaging + Fun

Invite joy and abundance into the design process. Celebrate the creativity in the experience as well as the outcome.

02

Findings

City Leadership & Staff Visioning

City and EDC Leadership and Staff* provided feedback on what a successful community engagement effort would look like and input on the opportunity for an Arts & Entertainment district through a survey and visioning session.

Community Engagement

Listen to the Community

- Understand the community’s goals, even if they are counter to this project
- Build buy-in and participation
- Educate the public about how City government guides and contributes to growth and development
- Capture a range of voices and perspectives, including youth

Introduce Greater Engagement

- Build buy-in and participation
- Continuous communication
- Multiple channels and invitations to engage will be needed
- Take advantage of existing high-traffic areas and events
- Make engagements family friendly

Action-Focused Outcomes

- There is desire for growth and change
- This process should empower actionable steps aligned with community vision

Arts & Entertainment District

Opportune Location

- Location is great, proximity to neighborhoods
- Enough space to create a thoughtfully planned district
- Parking and walkability are essential
- Traffic, construction may be disruptive
- Land acquisition will be key

Bring Variety to Converse

- Day to night activation
- Range of entertainment and dining options
- Choice in experience would be a big change
- Regular programming that rotates or reflects the season
- Provide many reasons to visit, including community focused-areas

Keeping in Character

- Must feel authentic and add offerings unique to San Antonio region
- Scale that fits the character of Converse
- Balance offerings for adults and youth/ families – both are needed
- Avoid establishments that would create public safety concerns
- Foster relationship with military community and Joint Base San Antonio-Randolph

* Participants listed on page 6.



“To capture the voice of residents. We want their ideas, buy in, and for them to show up.”

“There has not been any real outreach in the past. This is groundbreaking for the City.”

“There are not many existing entertainment options currently so the opportunities are endless. We should keep in mind what experiences would be unique not only to Converse, but to San Antonio.”

“Converse already has quiet – what we want to add is some excitement.”

Community Workshop 1 + Survey Overview

The workshop followed an open house format, with participants able to move through a series of booths with activities facilitated by Gensler consultants. In-person participants included several young adults and children. We supplemented the workshop with a digital survey version of the workshop questions, more than doubling our engagement. Our question set asked the community to think in different ways, with language- and image-based questions ranging from multiple choice and ranking to free response.

DATE
December 5, 2024

TOTAL PARTICIPANTS
20 (workshop) + 50 (survey)

GOALS
Introduce Arts & Entertainment development opportunity, envision the right fit for Converse



Community Workshop 1 + Survey Community Voices

"...I think the city would benefit from a jolt of Energy from this district"

"Place to go for different events and shopping"

"Date night"

"The epicenter of the community"

"It should be rememberable [sic]"

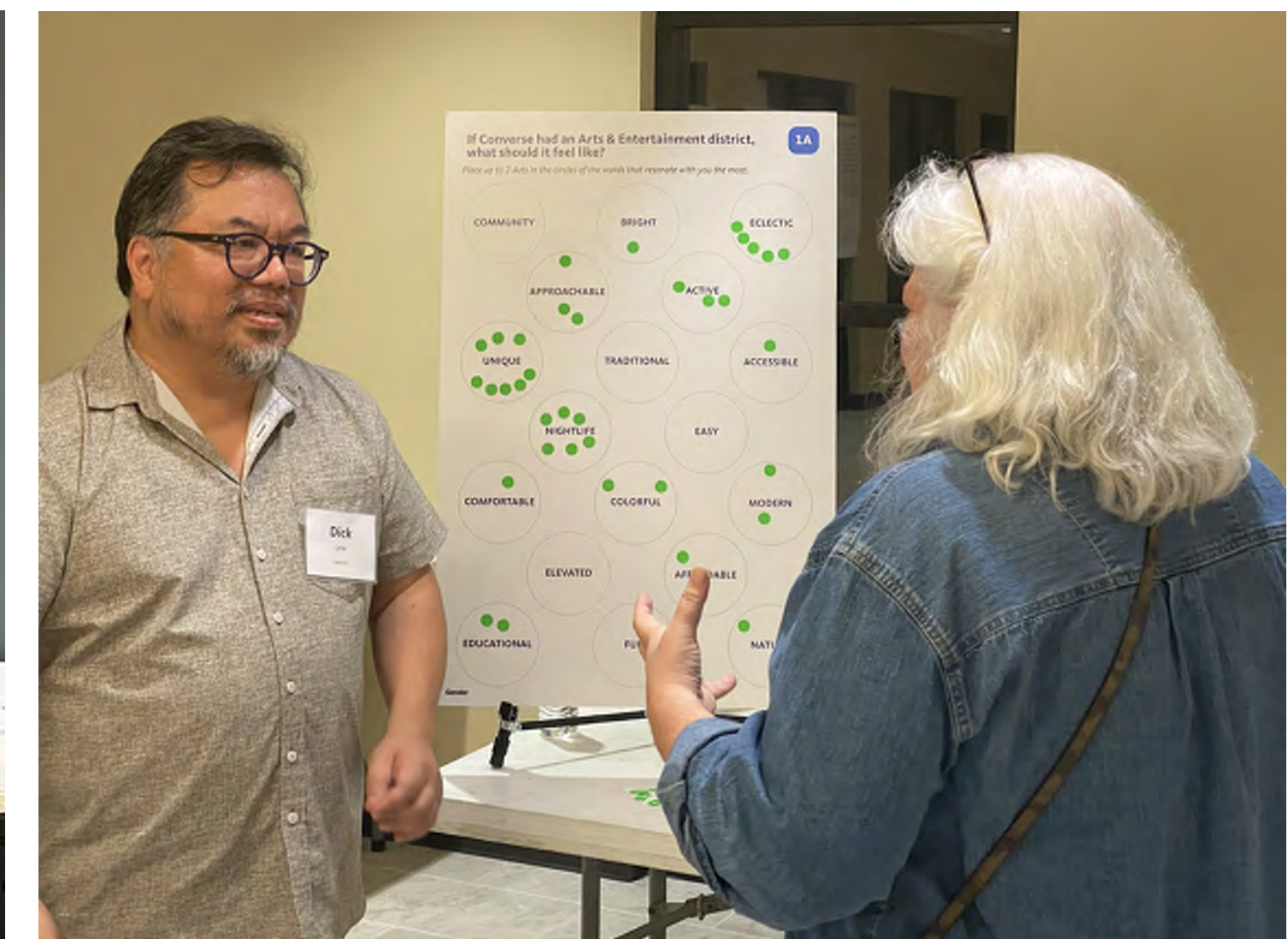
"It should be a place that thinks of its locals first so they want to come as often as possible but can cater to everyone so it's a unique experience for people coming to visit."

"I would like to see art and pottery classed for teens and adults. A coffee/snack shop where all ages can meet friends and hang out. Beautiful grounds and places for people to walk and talk and relax."

"A nice interactive public art that has functionality is a pro"

"I have high concerns about traffic and parking being addressed. Also security as Bexar County police rarely respond or patrol currently"

"Summer fun. Food trucks. Vendors. Restaurants. Ice Cream. Movies. Playscapes. Lawns. Slightly comfortable seating. Openness. Music."



Community Workshop 1 + Survey Findings

Participants shared a desire for more to do in Converse. They envisioned an Arts & Entertainment district full of life and opportunities to participate and connect. Many comments revolved around food, shopping, and music.

TOP RESPONSES

Converse Arts & Entertainment district should be...

Active

Nightlife

Community

Accessible

Fun

Affordable

Only In Converse

Defining & Enhancing the City

- Entertainment offerings should be unique in greater San Antonio region to help attract visitors to Converse
- Eclectic and locally-rooted amenities and businesses
- Opportunity to create a recognizable look and feel for the district or a distinguishing landmark
- Help enhance the economic vitality of Converse and our local businesses
- Unique installations or rotating programs could help differentiate Converse and be a draw to return

Active & Energizing

A Range of Things to Do

- Activities ranging from classes, to shopping, dining, and outdoor activities
- Including day-to-day needs keeps residents returning often
- Free and affordable activations
- Outdoor space should feel welcoming and create opportunities for nice walks, a place to sit and enjoy, and space for play
- Options for dining across different types of food, target audience, atmospheres, and price points
- Converse needs more to do in the evening/at night, especially “date night” spots!

Community-driven & Inclusive

People at the Heart

- A place where the community comes together – to meet new people, to celebrate traditions, or just to be with others
- Designed to engage people of all ages
- Family-friendly activities and places are an important ingredient, but not the only one
- Highlight creative expression of and for the community
- It has to be safe and easy to get in and out and get around the district



Community Workshop 2

Overview

Participants worked in small groups to complete a puzzle exercise that illustrated their vision for an Arts & Entertainment district. Groups filled in blank puzzle grids with pieces representing a variety of business and space types across categories that emerged in Workshop #1: cultural activities, food and beverage, play and outdoors, and district character elements. Groups had to eliminate more than half of the options to create their ideal mix of spaces, balancing categories and choosing the versions that best suited their vision.

DATE

January 25, 2025

TOTAL PARTICIPANTS

30

GOALS

Validate existing findings, understand prioritization, define programmatic elements



Community Workshop 2

Community Voices

What makes a visit to your District unique and memorable?

“Open spaces for mixed use for all ages”

“Fresh air community gathering”

“Atmosphere and food varieties. Continuous return use spaces – to include morning activities, evening activities, nightlife, etc.”

“Annual festivals and events”



Community Workshop 2

Findings

Overall selections reflected a nearly even preference for elements across the three main programmatic categories, with shopping options coming in at the top of each.



MARKET

Food & Beverage

- Market (8/8)
- Bakery (5/8)
- Coffee Shop (5/8)
- Food Hall (5/8)
- Ice Cream (5/8)
- Restaurant (5/8)



BOUTIQUE SHOP

Cultural Activities

- Boutique Shop (7/8)
- Craft Store (6/8)
- Pottery Studio (6/8)



FARMER'S MARKET

Play & Outdoor

- Farmer's Market (7/8)
- Central Green (6/8)
- Food Truck Park (6/8)



ART x FUNCTION

District Character

- Art x Function (5/8)
- Mural (4/8)

Participant “Wild Card” Write-In Responses

→ Transit station/stop

→ Mix Food Hall & Market

→ Community Art Center

→ VAI Hotel (destination entertainment resort)

→ Covered pavilion can be reserved

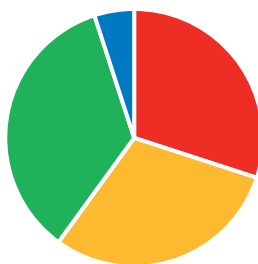
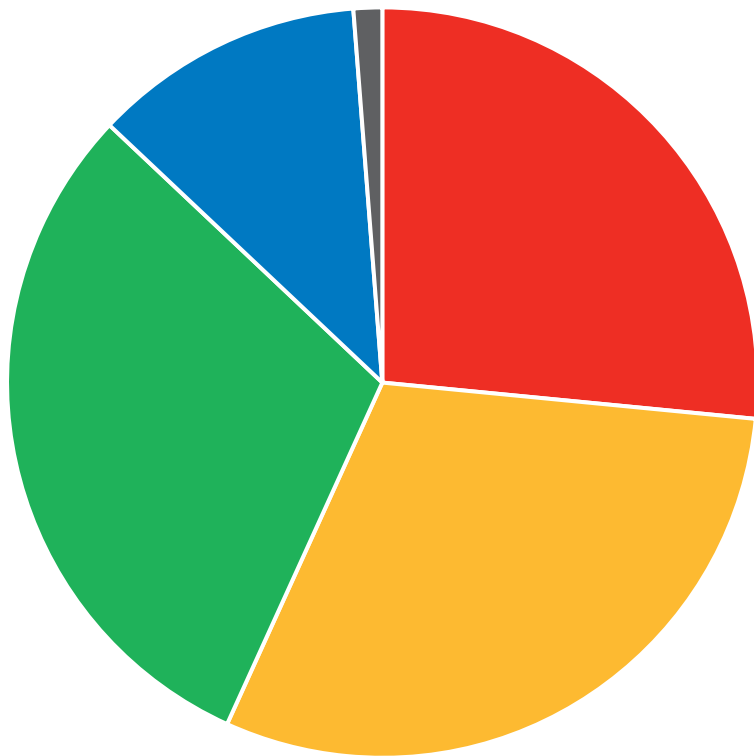
→ Open-air music jam every Wed.

→ Artist Colony

→ Rock climbing plus+

All Selections

- Cultural Activities
- Food & Beverage
- Play & Outdoor
- District Character
- Other



GROUP 1



GROUP 2



GROUP 3



GROUP 4



GROUP 5

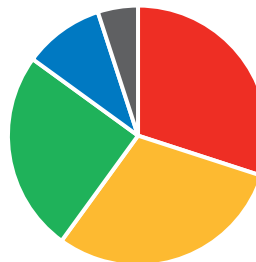
Other: Transit Station/Stop



GROUP 6



GROUP 7



GROUP 8

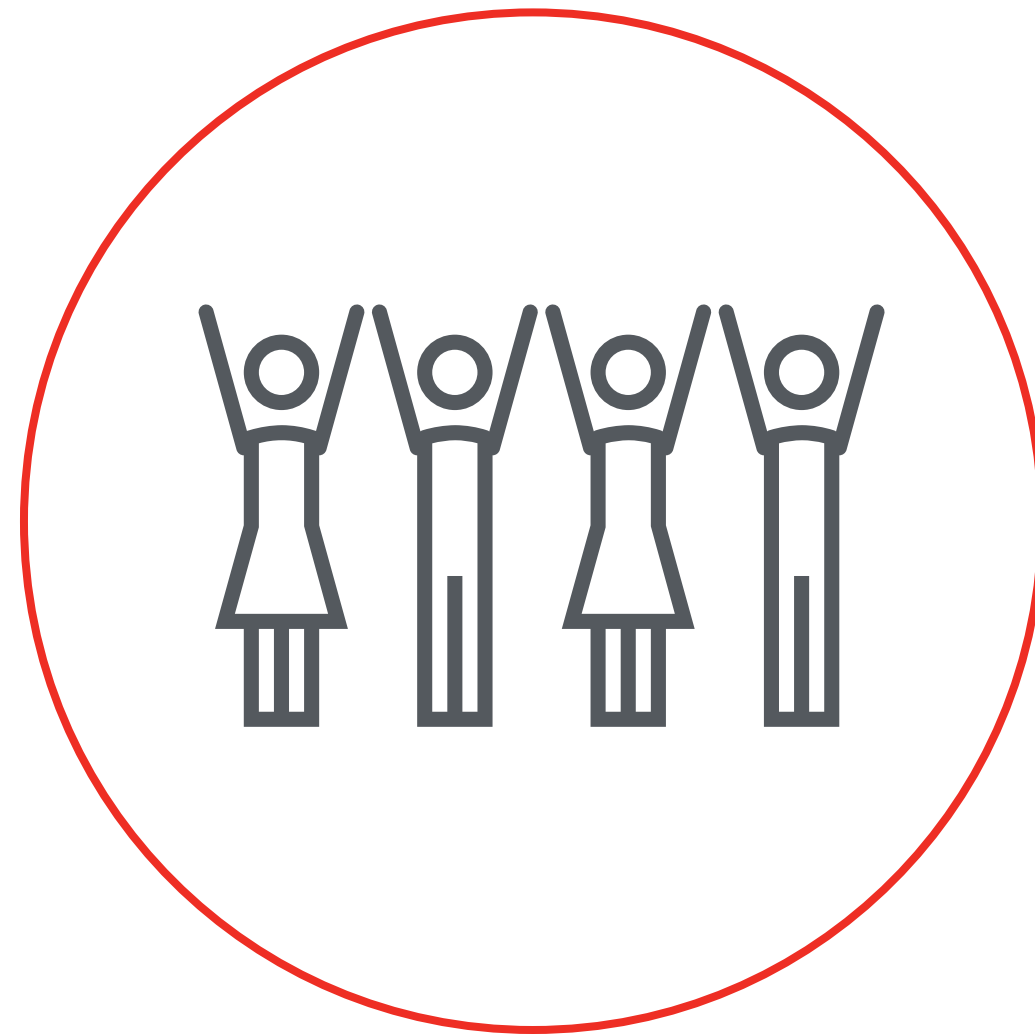
Other: VAI Hotel

03

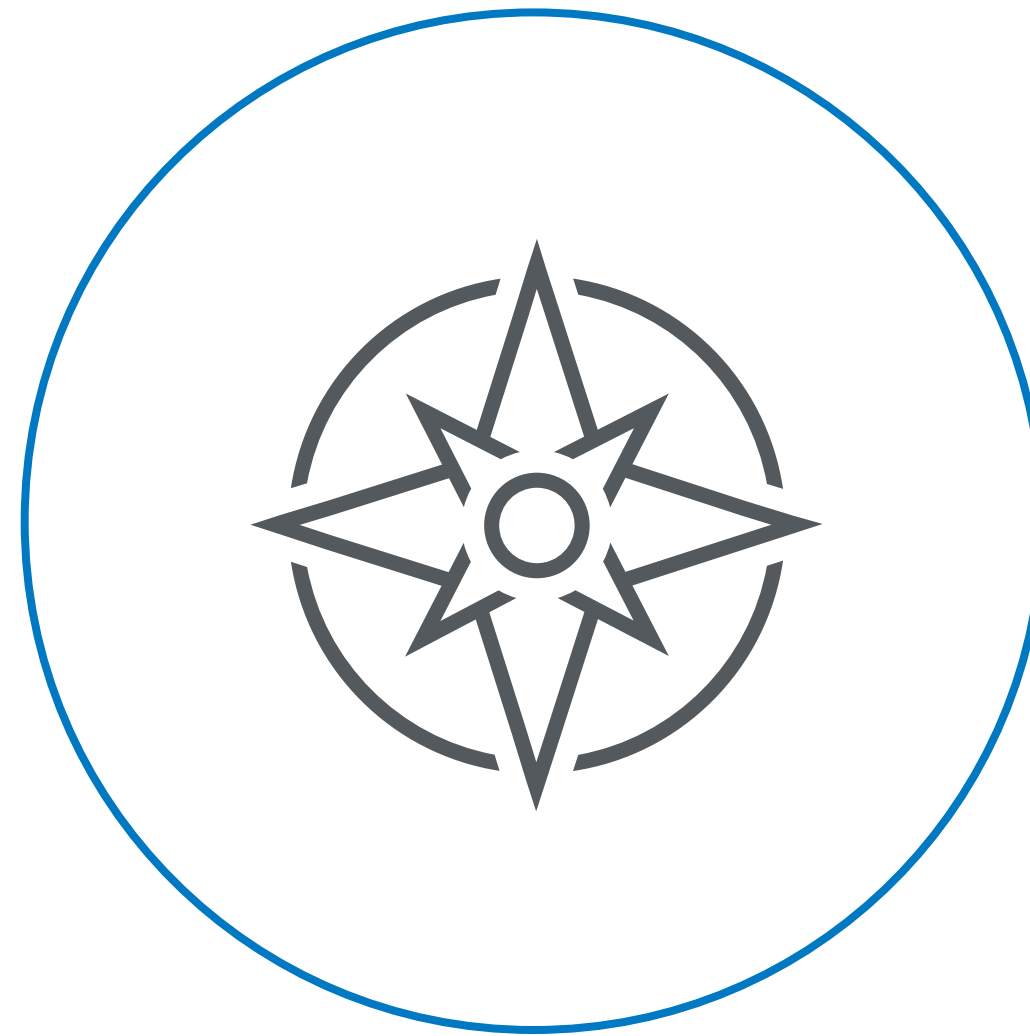
Insights

Guiding Principles & Design Directions

Methodology for Insights



**Co-Create a Shared Vision
for an Arts & Entertainment
Development**



**Form Guiding
Principles from
Community Vision**



**Apply Principles to
Establish Design Directions
for Future Development**

Guiding Principles

The community envisioned an Arts & Entertainment district guided by these principles:



Only in Converse

A unique and memorable destination that contributes to the identity of our city and distinguishes it as a destination for a great day or night out.



Flexible & Dynamic

Flexible community areas, temporary installations spaces, and a rotating calendar of events bring the district to life throughout the year and means there's always something new to see or do.



Easy & Hassle-Free

Accessible, easy and safe to get around on foot and to get in and out of by car.



Variety & Choice

There are many reasons to visit the district with its eclectic mix of amenities and range of options for dining, entertainment, and experience.



Loyal Regulars

The day-to-day needs of the community met and leveled up, whether to see what's new at a favorite shop, beloved family routines, or mainstays for an evening out with friends or a date.



Engaging & Fun

It is alive and full of energy all day with live performance and music, places to eat and drink, and activities. Visitors can be active in nature with greenspace and interactive, functional public art.



Community at the Center

Where people come together for social connection, whether for traditions and events or casual interactions in a place that represents and celebrates the community.



For Everyone

An affordable and multi-generational place designed for everyone to take part, including families.



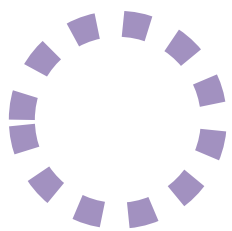
Local Makers

A place for shopping, especially from local artisans, artists, and vendors, that helps support the economic life of Converse.

Design Directions

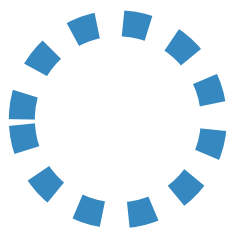
Understanding site opportunities and the community envisioned guiding principles begins to shape what a Converse Arts & Entertainment district could look like.

PROPOSED DISTRICT SUB-ZONES



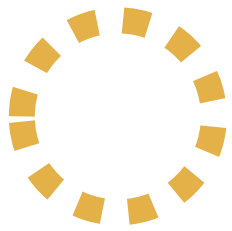
Gateway

A striking gateway monument or sculpture serves as a landmark for the Arts & Entertainment district, reinforcing its branding and identity while integrating intuitive wayfinding to enhance the visitor experience.



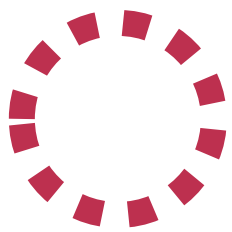
Mixed-Use Hub

A dynamic mixed-use hub featuring a flexible open space hosts lively music and events, surrounded by diverse food and beverage options as well as a variety of business establishments that create an energetic and social destination.



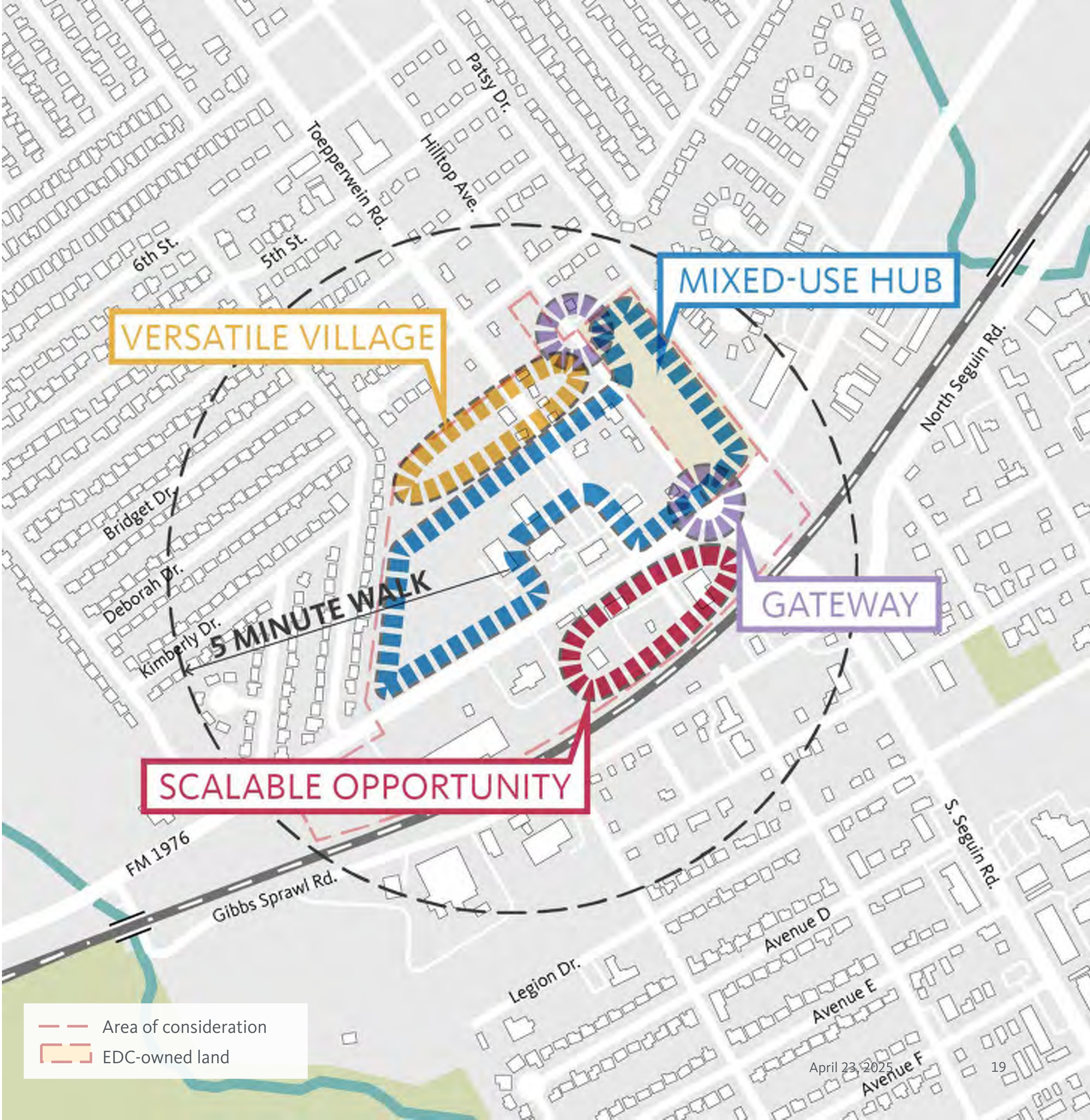
Versatile Village

An inviting versatile village that fosters dynamic, mixed-use community with unique residential options, complemented by a central green space that encourages interaction, collaboration, and community engagement.



Scalable Opportunity

A dynamic node designated for scalable opportunity, offering a prime location for a music venue or other regional attractions that can evolve to meet the community’s growing needs.



District Sub-Zones

Gateway

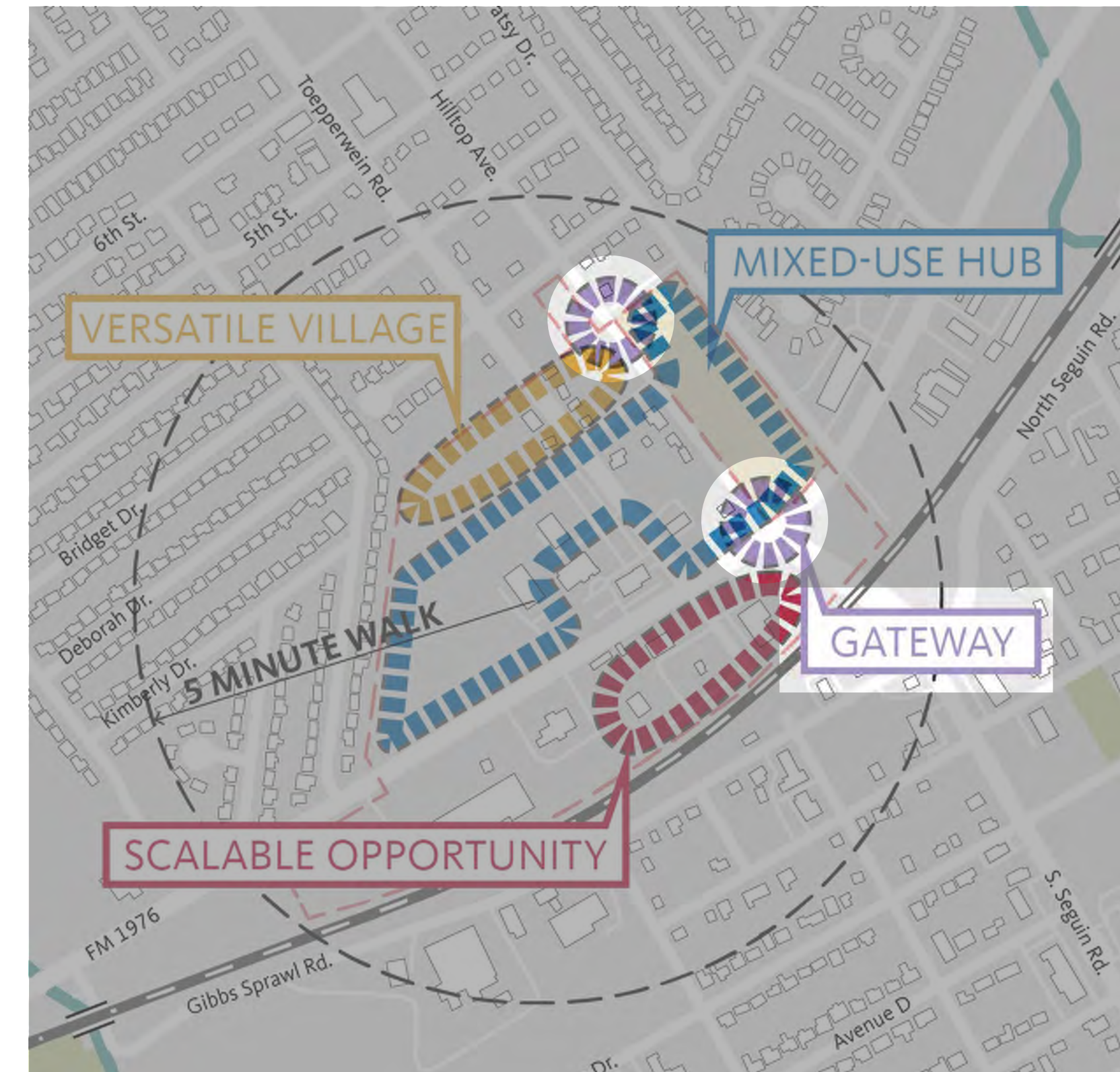
Expanding on the iconic gateway monument, a distinctive feature at the district's entrance will capture the authentic spirit of Converse, offering a dynamic and engaging experience that reflects the community's identity. This feature could integrate art, lighting, and interactive elements, creating a sense of discovery and variety that invites visitors to engage with the space in a fun and memorable way. By blending cultural authenticity with entertainment, it reinforces the district's character while seamlessly guiding visitors into the heart of the experience.

GUIDING PRINCIPLES

-  **Only in Converse**
-  **Flexible & Dynamic**
-  **Variety & Choice**
-  **Engaging & Fun**

POTENTIAL USES

- Public art
- Open space



District Sub-Zones

Mixed-Use Hub

Building on the vision of a dynamic mixed-use hub, this vibrant zone should seamlessly blend eclectic, locally rooted amenities with a flexible open space that hosts lively music, events, and gatherings. Ideally surrounded by an array of food and beverage options, unique shops, and everyday conveniences, this zone will become a place where visitors can discover artisan goods, support local artists and vendors, and enjoy an elevated shopping experience. Designed to be active throughout the day and year-round, this energetic hub fosters a sense of community, creativity, and social connection.

GUIDING PRINCIPLES



Local Makers



Variety & Choice



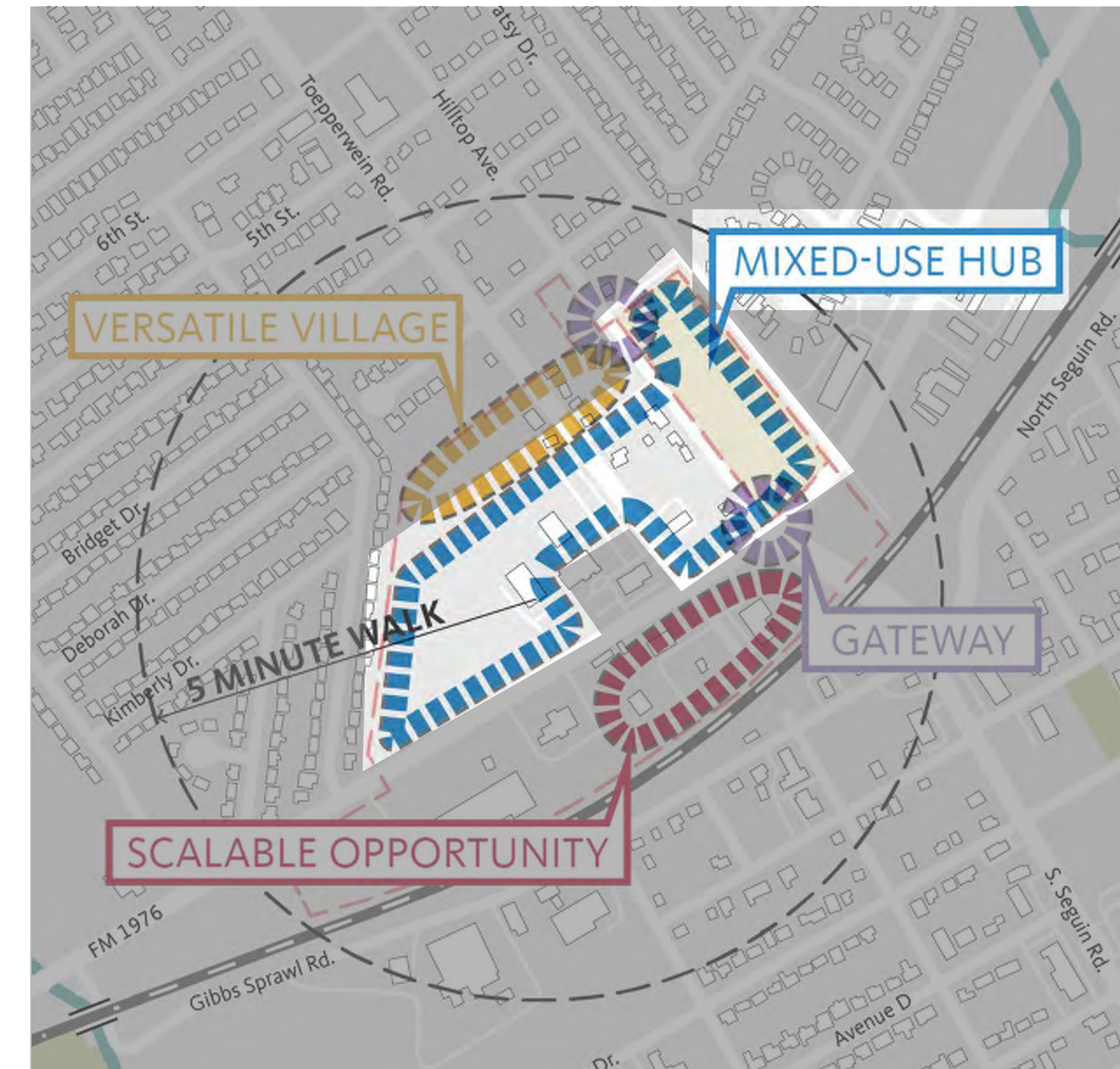
Engaging & Fun



Loyal Regulars

POTENTIAL USES

- Multi-family residential
- Local businesses
- Food and Beverage establishments
- Boutique office space
- Programmed open space



District Sub-Zones

Versatile Village

Expanding on the vision of the Versatile Village, this neighborhood should provide a diverse mix of housing options for all generations and income levels, seamlessly connecting residents to the heart of the Arts and Entertainment District. By thoughtfully integrating a variety of residential choices, the district will support a growing population that enhances local energy, creativity, and economic vitality—ensuring a thriving arts and entertainment scene with a strong community at its core.

GUIDING PRINCIPLES



Community at the Center



For Everyone



Easy & Hassle-Free

POTENTIAL USES

- Cottage court housing
- Townhouses
- Multi-family residential
- Open space



District Sub-Zones

Scalable Opportunity

This zone offers a prime location for a music venue or other regional attractions that can adapt and evolve with the community's growing needs. Designed as a unique and memorable gathering place, it should seamlessly blend entertainment with nature, incorporating green spaces and interactive, functional public art that enhances the experience. More than just a venue, this zone will foster social connection, hosting events and celebrations that bring the community together, reinforcing its role as a vibrant cultural anchor within the Arts and Entertainment District.

GUIDING PRINCIPLES



Only in Converse



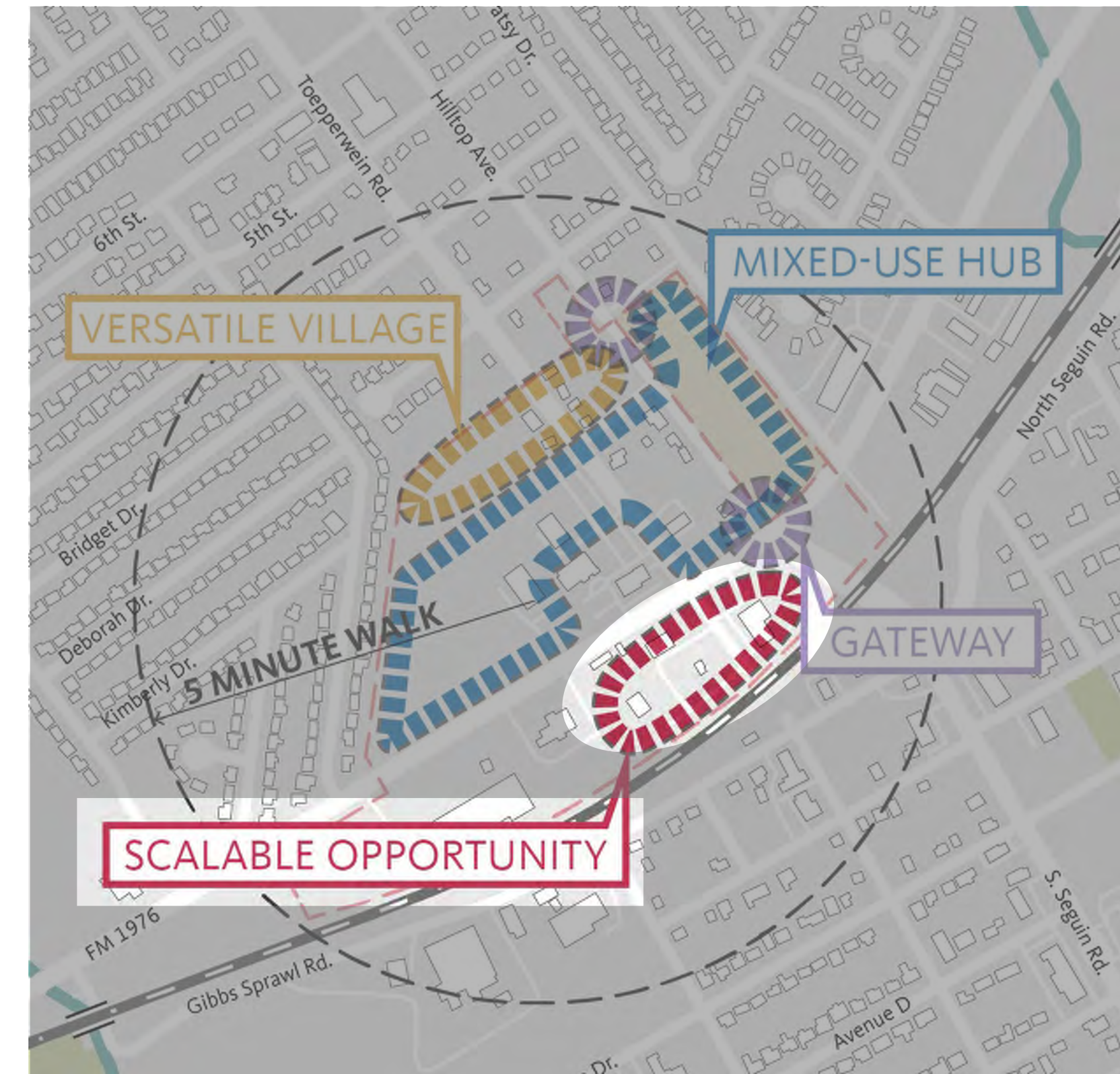
Community at the Center



Engaging & Fun

POTENTIAL USES

- Entertainment venue
- Open space
- Markets



Conceptual Vision Site Plan

Option 1

Cottage Court



Townhomes



Mixed-Use Multi-Family



Artist Kiosks



- ❶ Food & Bev. Pad Site: 5,500 SF (X5)
- ❷ Food & Bev. Small Scale Venue: 1,500 SF (X5)
- ❸ Food & Bev. Food Hall: 10,500 SF
- ❹ Artist Kiosk: 625 SF (5X)
- ❺ Large Entertainment Venue: 35,000 SF
- ❻ Amphitheater Venue: 35,000 SF
- ❼ Hotel: 150 Keys, 5 Lvl's
- ❽ Mixed Use MF:
 - Retail- 21,000 SF
 - Multi-Family: 280 Units, 5 Lvl's
- ❾ Townhomes: 6 Units
- ❿ Cottages: 8 Units

Entertainment Venue



Amphitheater



Diversity of Food & Beverage or Retail Options



Gateway Feature



Conceptual Vision : Inspiration Imagery



Conceptual Vision Site Plan

Option 2 - Interim

Rainey Street Vibes



Garden Style Residential



- 1 Artist Village: Total 39,600 SF
- 2 Rainey Street Vibes: Total 23,900 SF
- 3 Retail Mix: Total 25,000 SF
- 4 Garden Style Residential: 105 Units
- 5 Arts & Entertainment: 64,400 SF
- 6 Amphitheater Venue: 35,000 SF

Arts Village/Shopping/
Culture District



Retail and Mix



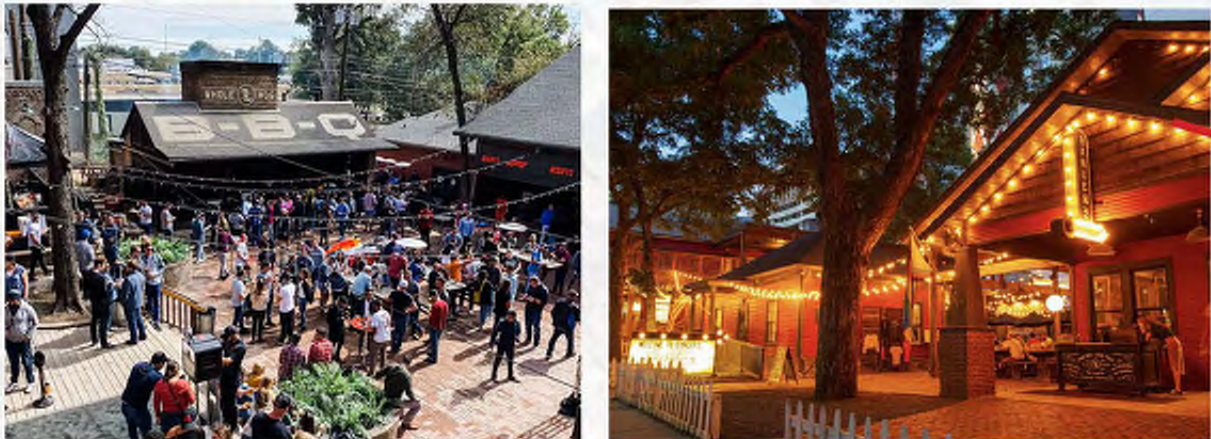
Arts & Entertainment



Conceptual Vision Site Plan

Option 2

Rainey Street Vibes



Garden Style Residential



Arts Village/Shopping/
Culture District



- 1 Artist Village: Total 39,600 SF
- 2 Rainey Street Vibes: Total 29,500 SF
- 3 Retail Mix: Total 72,000 SF
- 4 Garden Style Residential: 105 Units
- 5 Arts & Entertainment: 64,400 SF
- 6 Flex Venue: 8,200 SF
- 7 Industrial Bent Distillery: 68,700 SF

Arts & Entertainment



Retail and Mix



Flex Venue

Industrial Bent Distillery



Conceptual Vision: Inspiration Imagery



Conceptual Rendering



Conceptual Rendering



Conceptual Rendering



04

Next Steps

Conclusion

Throughout the engagement efforts, the community was clear and in agreement that arts and entertainment development is needed and the district as envisioned would be welcomed. Although there is no current precedent for this in Converse, the engagements revealed a vision of an active, participatory district that brings to life the cohesion of a tight-knit community.

Community Engagement Approach

- Reaching Residents is Challenging
- Driving turnout was a real challenge for this effort
 - Personal outreach from City or EDC staff did drive some turnout, but those participants came by themselves or brought 1-2 other people
 - Postcard mailers helped get people to Workshop 2
 - Adding messaging to water bills was not effective at driving turnout

- Digital/Virtual Works
- Social media post and live sharing saw decent engagement
 - The survey got a good response and helped diversify the perspectives of total responses

- Build Relationships for the Future
- In the event that even greater participation had been needed, the project team planned to engage by:
 - Sharing at pre-existing/scheduled local community gatherings
 - Working with leaders of local groups and organizations, such faith leaders
 - Doing intercepts in high-traffic places in the area (the Comprehensive Plan employed this method)

Recommendations



	Develop Full Master Plan for the District	Enhance Conditions for District Success	Foster Relationships to Support Development	Establish District Character & Identity	Share & Activate Vision through Implementation
POTENTIAL NEXT STEPS	- Review of existing conditions - Market analysis - Implementation strategies - Reconciliation with Comprehensive Plan	- Update zoning to support mixed use development - Evaluate transportation and infrastructure impacts - Consider incentive program for preferred development	- Extend and build relationships in developer network - Identify public-private partnership opportunities - Investigate regional alliances for development improvements - Secure funding and grants	- Establish an identity and branding strategy - Engage the local artist community - Evaluate preserving, relocating, and repurposing historic buildings/ infrastructure	- Implement placemaking and streetscape enhancements - Activate the area with temporary uses
COMMUNITY ENGAGEMENT OPPORTUNITIES	- Work closely with advisory committee representing key entities within the community - Regular community updates on master planning process - Community engagement workshops - Engage existing civic groups and community organizations	- Mobility Town Hall to inform and gather questions from the public - Summit for appointed and elected City officials to align priorities across all departments	Workshop with potential partner organizations	- Community feedback on identity development (workshop and/or survey) - Co-creation workshops with local artists or community stakeholders - Collaboration with local historical preservation entities, if needed	- Town Hall presentation - Ad campaign, newsletter - Site launch party - Community service activation (tree planting, e.g.) - Pop-up events and programming

05

Appendix

Workshop 1 + Survey Report

Workshop 1 Participant Responses

Survey Participant Responses

Workshop 2 Report & Participant Responses

05

Report: Workshop 1 + Survey

Community Workshop 1 + Survey Findings

Participants shared a desire for more to do in Converse. They envisioned an Arts & Entertainment district full of life and opportunities to participate and connect. Many comments revolved around **food, shopping, and music.**

TOP RESPONSES

Converse Arts & Entertainment district should be...

Active

Nightlife

Community

Accessible

Fun

Affordable

Only In Converse

Defining & Enhancing the City

- Entertainment offerings should be unique in greater San Antonio region to help attract visitors to Converse
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Active & Energizing

A Range of Things to Do

- Activities ranging from classes, to shopping, dining, and outdoor activities
- Including day-to-day needs keeps residents returning often
- Free and affordable activations
- Outdoor space should feel welcoming and create opportunities for nice walks, a place to sit and enjoy, and space for play
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- Converse needs more to do in the evening/at night, especially “date night” spots!

Community-driven & Inclusive

People at the Heart

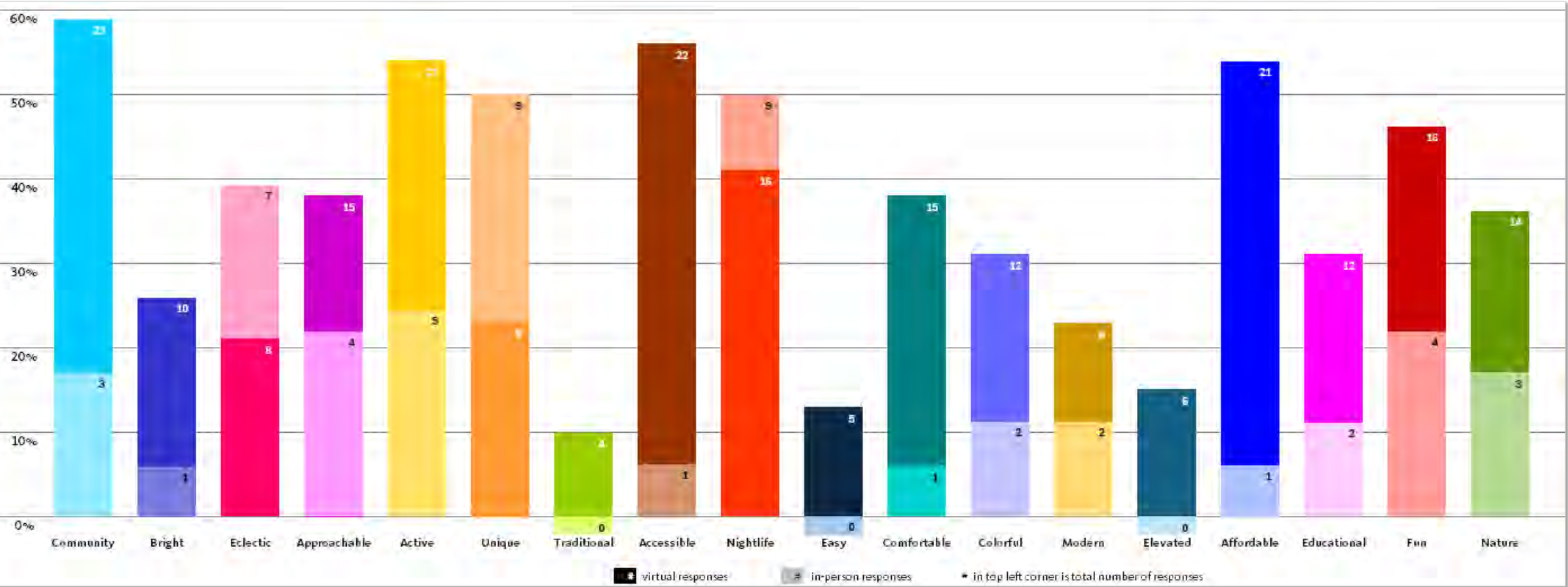
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Community Workshop 1 + Survey Findings

WORKSHOP / SURVEY COMPARISON

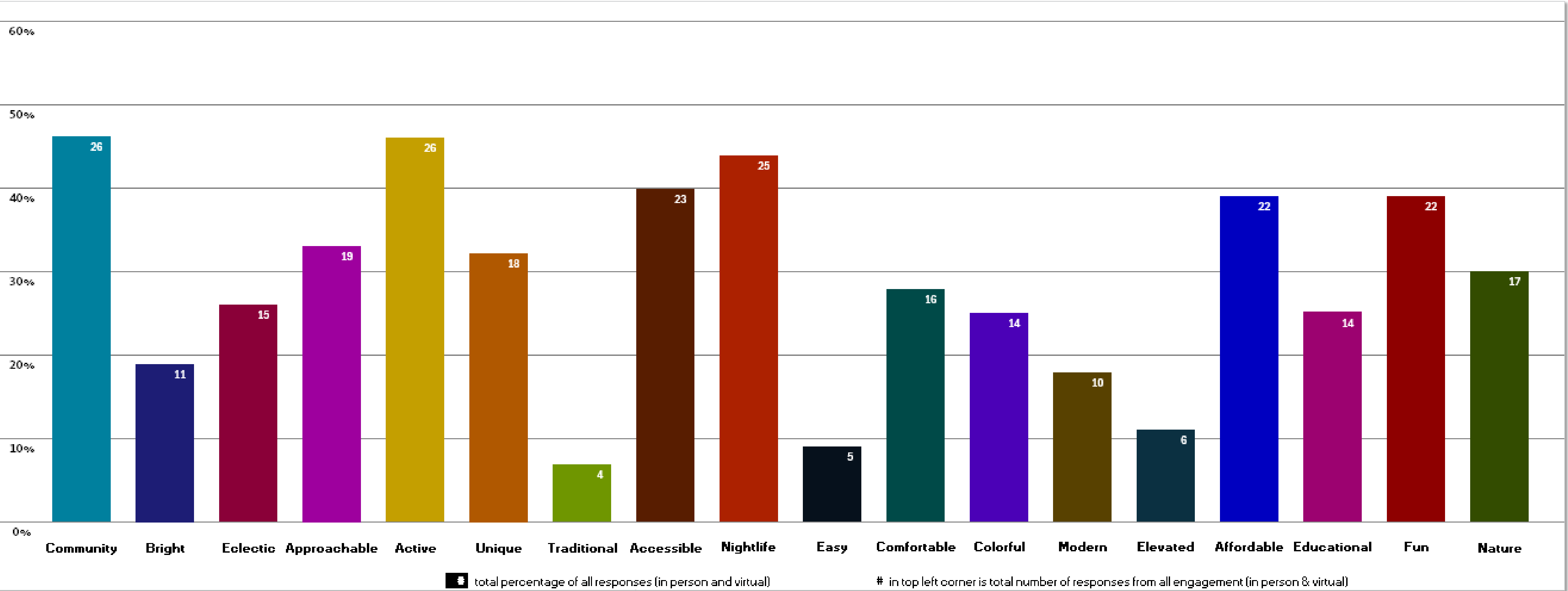
If Converse had an Arts & Entertainment district, what should it feel like?



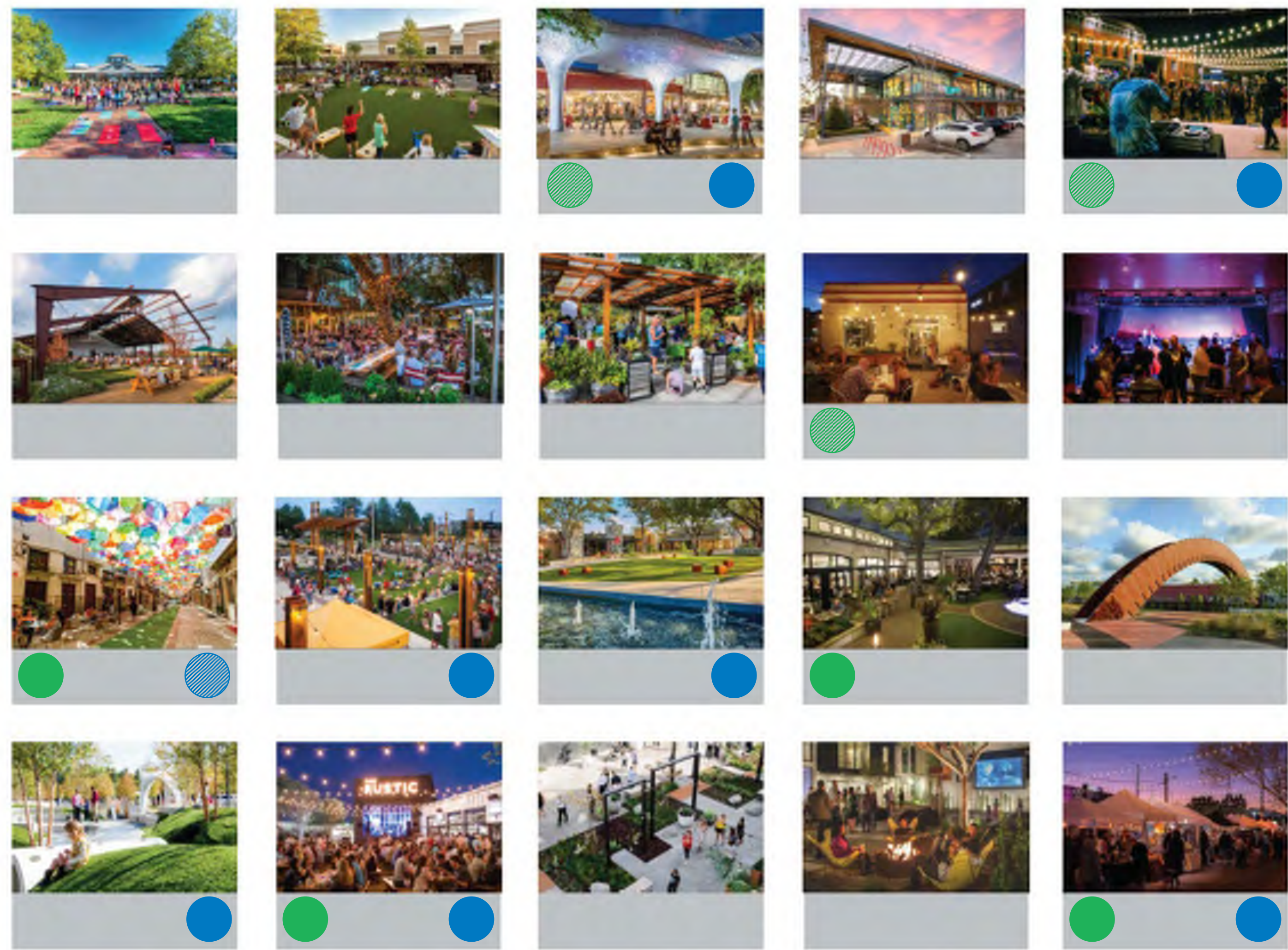
Community Workshop 1 + Survey Findings

COMBINED RESPONSES

If Converse had an Arts & Entertainment district, what should it feel like?



Community Workshop 1 + Survey Findings



Participant Preferences

Workshop Responses

- Strong support
- Medium support

Survey Responses

- Strong support
- Medium support

05

Responses: Workshop 1

Workshop 1

How long have you live in Converse?

Place a dot on the timeline in the range that represents you.

0-2 YEARS	3-5 YEARS	6-10 YEARS	11-15 YEARS	16-20 YEARS	21-25 YEARS	26+ YEARS
1 dot	3 dots	3 dots	5 dots	0 dots	2 dots	3 dots

If you are not a resident, how would you describe your realtionship to Converse?

Write your response on a Post-It note and add it here.

love the tacos

Work in town

Work in Converse

Where do you live?

Record where you live by placing a dot sticker on this map.

1A

COMMUNITY

BRIGHT

ECLECTIC

APPROACHABLE

ACTIVE

UNIQUE

TRADITIONAL

ACCESSIBLE

NIGHTLIFE

EASY

COMFORTABLE

COLORFUL

MODERN

ELEVATED

AFFORDABLE

EDUCATIONAL

FUN

NATURE

Gensler



LB

EXCITING

Creative

multi-use

Date nights

Variety Family friendly

mix use!

mix use

universal

Unique

Coffee Lounge

INTERD BUILDING

Interactive

Vibrant

INVITING

Inviting

Eccentric

Inclusive

Inclusive

Friendly!

Shopping

Workshop 1

2A

How should an Arts & Entertainment district function for Converse? How does it need to perform?

On each scale, place your dot at the end of the scale that reflects what you think.

←

→

CALM & REVITALIZING

ENERGIZING & EXCITING

Why did you put your dot where you did?

As a business community within a large corridor, it should be a mix of calm and energizing from a point of energy from this district

←

→

FAMILY FRIENDLY

A GROWN-UP HANGOUT

Why did you put your dot where you did?

Belongs to Converse but need to come back more often
Just PURPOSE (BAM/IN-GMT) Kids + Adults
Both

←

→

DEDICATED VISIT

STAY ALL DAY

Why did you put your dot where you did?

Converse is a bit of a drive from central SA, it's nice to have just to do that would make the trip extra worthwhile!

Gensler

CONVERSE

2B

How should Arts & Entertainment development function for Converse? How does it need to perform?

On each scale, place your dot at the end of the scale that reflects what you think.

←

→

WE GO FOR INSPIRATION

WE GO TO TAKE PART

Why did you put your dot where you did?

←

→

ONLY IN CONVERSE

FAMILIAR OFFERINGS

Why did you put your dot where you did?

Don't need some familiar stuff and some uniqueness to draw more in!
Don't need some different than what you can find elsewhere

←

→

DRAW FOR VISITORS FROM FAR & WIDE

FOR LOCALS FIRST & FOREMOST

Why did you put your dot where you did?

Community identity is important to establish ourselves as Converse

Gensler

CONVERSE

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Workshop 1

3A

What does “Arts & Entertainment” mean...?

Tell us your thoughts on Post-It notes.

to YOU?

Live performances + Great Food

Mixed Use Entertainment Sports Events Food

Mixed Use Center with multiple venues

Focus on programs activities that are cultural

Mixed Use Center with a community draw

music, outdoor movies, community gathering

Entertainment, meet people, and variety of food

Multimedia Times for Music Art Activities

Edutec Multi Use Center with different shops, workshops, food, reading areas

Food Fun Family

Mixed Use Center with multiple venues

a way to enjoy community and keep it here

Educational Performance thought provoking

Facilities and green space to connect with others, create and enjoy live events, and grab a drink to eat

Currently: - Art classes - Natural aesthetics - events (festivals) we could use more

food live music fun for family and for adults

Art for Sale or Show Bands adult & kid activities

Edutec, original children's museum galleries, original art museum, original theater, food, food, music, etc.

to CONVERSE?

Someone to take waste Place for family to gather

Status quo

Community engagement, revenue

Mixed Use Center with a community draw

Currently, Converse lacks art & entertainment revenue. The city needs spaces for residents to hang out and have some culture.

would love quarterly bi-monthly community events gatherings, movies, etc.

Identity

place to go for different events & shopping

A Place to Go in Converse

Community connections Places to go

bringing more business into Converse, more tax dollars

Inclusion open inviting

Train station to connect to Austin & Dallas

Gensler

CONVERSE

3B

Which Arts & Entertainment activities that you leave Converse for today would you like to be able to do here in the future?

Tell us your thoughts on Post-It notes.

Place for teens to meet & have activities

Family sit down eatery

Community Garden with Changing layout Group Shop Coffee House, outdoor stage, for live music events

Botiques restaurants family friendly

Plans for teens to meet, a buffer space for adults, and activities for all ages.

Live music live performances unique opportunities

Art gallery made products for shops, galleries, displaying original art at a local shop, local dining, art, etc.

Nightlife

Shopping music movies

Date night, things to do with family

Wanna see shops + restaurants that are so much fun

Alamo Drafthouse or Bowling Center

Art gatherings - Drink circle - Yoga - community arts

movies movies dining

Live music in Gruene in DT San Antonio

Live Music Sports Movies Pickleball Farmers Market Coffee Bar

A coffee shop to sit in coffee, books, tea, cafe etc.

Business work & pleasure lifestyle businesses

unique shops and outdoor entertainment

CONVERSE

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Workshop 1

Arts & Entertainment districts can vary greatly! Which of these images seems most relevant to you for Converse?

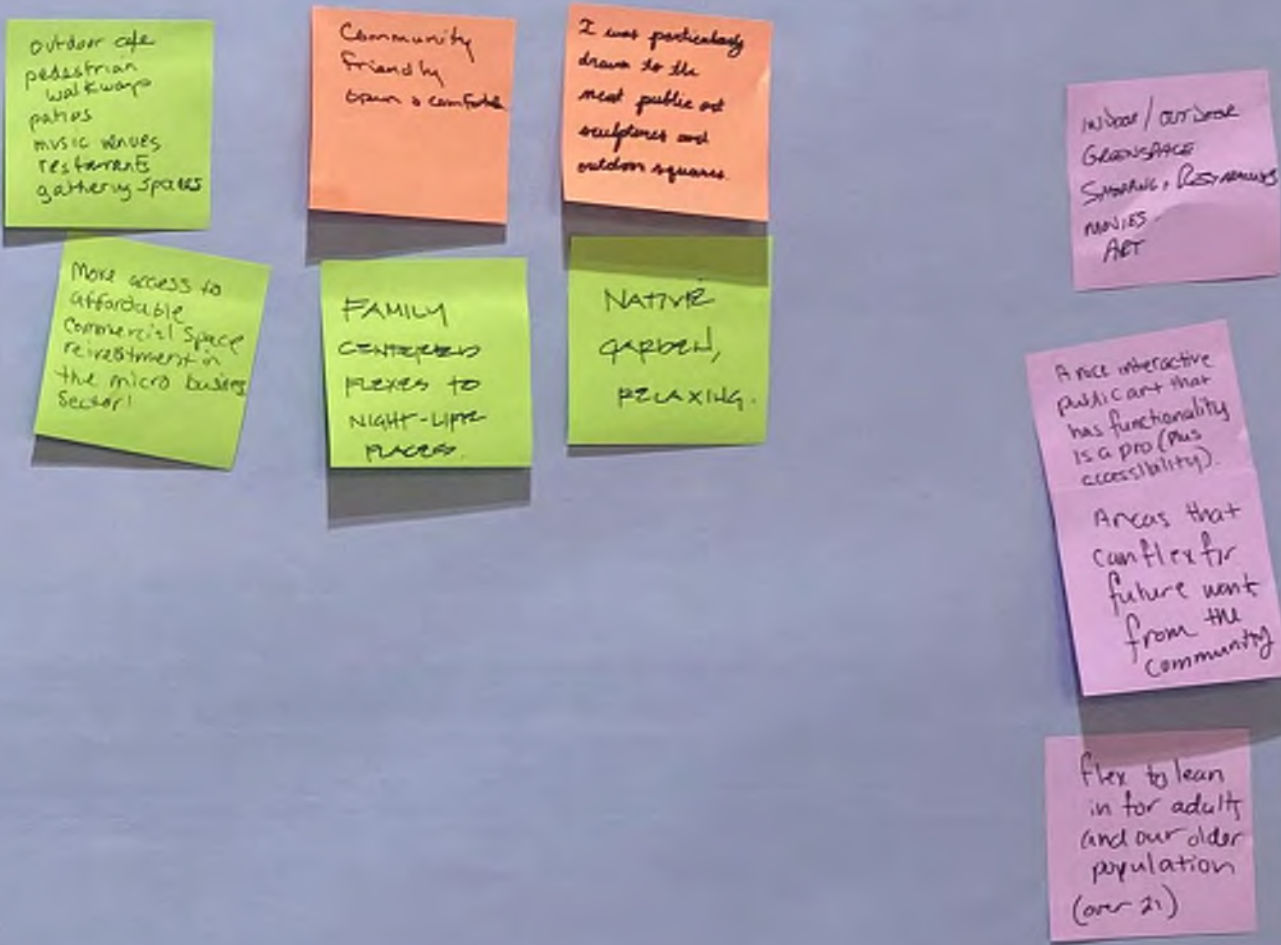
3C

With the numbered stickers, tag the 5 images you react to most positively with 1 as best. Please place your sticker in in the GRAY BOX below the photo.



What were you drawn to? Do your top choices have anything in common?

Share your thoughts on a Post-It note.



Workshop 1

Help us write the next chapter of Converse!

Imagine a future day of fun in Converse & share it with us using a story or drawing prompt!

Fill out one of the response cards on the table and tape it below.

WRITE Draw a little and tell us a story about a fun day at a future Comic-Con & Entertainment district. Include what you do, what you see, & what you enjoyed.

WHITE CHAP

Ideally it would be a date
w/ my wife and a group of friends.
We would go to a play or live
music ; then find a great
unique restaurant to eat at -
followed by a walk through bays
stores.

WRITE Dream a little and tell us a story about a 10-day day of a future Concert Arts & Entertainment District. Include what you see, what you hear, what you smell, what you feel.

WRITE **CHARTER**

My wife and I ended up and took to the new farmers' market at the ASB district. We grab lunch at the food hall and stroll a tree-lined plaza with water features and public art and stroll from local vendors to parks. We pop into a boutique, grab coffee at a local coffee cafe, and end the day listening to music at the outdoor amphitheater.

WRITE Draw a title and tell us a story about a day at a future Commerce Arts & Entertainment district. Include what you do, what you see, & what you enjoyed!

WRITE **ARTS CHAPTER**

I would like to see art and pottery classes for teens and adults. A coffee/snack shop where all ages can meet friends and hang out. Beautiful grounds and places for people to walk and talk and relax.

WRITE Dream a little and tell us a story about a fun day at a future Converse Arts & Entertainment DISTRICT. Include what you do, what you see, & what you enjoyed!

WRITE SIX CHAPTERS

Gruene - music, dance, food, drink
Art, flea market.

WRITE

Draw a little and tell us a story about a fun day at a future Community Arts & Entertainment district. Include what you see, what you eat, & what you created.

OUTDOOR - COMBED OF KIDS 's ground UPS, LIVEHOUSE DESTINATION

OUTDOOR SPACE FOR COMMUNITY EVENTS

WRITE Describe a little and tell us a story about a few days at a future General Arts & Sciences Institute. Include what you'll see, what you'll do, and what you'll experience. **WRITE** SAFARI

It would be a work thing, concern your work.
My husband would come and walk with
to the district to find a former market
to set a community art class. Maybe a little
life conclusion part/stop. It blends nature
and spiritivities for community. We get
a meal from the local cafe. Then we take an
art work shop.

flower arrangement
pottery
print making

WRITE Design a title and tell us a story about a fun day at the Entertainment District. Include what you did, what you saw, and what you ate.

ECLECTIC,
VARIETY OF
SCENERY,
DIFFERENT
PLAINS

INSTALLATIONS,
INTERACTIVE,
ALIVE

REWARDS
STATE
CS

WRITE Imagine a 100th birthday party a day after a first day at a future Commerce Arts & Sciences Center. Include what you did, what you saw, & what you enjoyed. **WRITE** NEW CHAPTER

A great day would include
coffee/tee /worn up exercise
Farmers Market
Lunch opportunities
Bingo or Trivia
Live Music
Movie Nights
Wine Tasting
Midnight under the stars

WRITE Imagine a little and tell us a story about a day of a future career. Act & Write. Write a story about your future job. What you do, what you see, what you experience.

WRITE **CHALLENGE**

It would start during sundown as I got to watch the sunset with my friends to outdoor music. We would then go to a restaurant bar for some drinks to end the night. The next morning, I would go back for coffee & a nice walk.

DRAW A visit to an Arts & Entertainment district is all about fun and enjoyment. Draw a picture of an evening day of fun to celebrate the festival.

WRITE **CHAPTER**

Susur 36

ED-APPROVED IDA ☐ *S. Gamble*

CLUSTER OF ACTIVITIES WOULD RULL LOTS OF AREAS

UNIQUE, FINE ARTS OFFERINGS

WISH, GREEN

OPEN AREAS

A child's drawing of a house with a chimney, windows, and a door, labeled 'Cotton'. The drawing is on a piece of paper with a dark blue border. The house is drawn in brown and green. The word 'Cotton' is written in black marker on the left side of the drawing. The drawing is titled 'DRAW' in white capital letters on the left and 'WRITE CHAPTER' in white capital letters on the right. A small text box in the center reads: 'A visit to the Arts & Entertainment district is a lot about how you experience, share a picture of an amazing day - the fun in the town.'

WRITE Draw a little and tell us a story about a fun day at a future *Converse Arts & Entertainment* event. Include what you do, what you see, & what you enjoyed.

WRITE **CHAPTER**

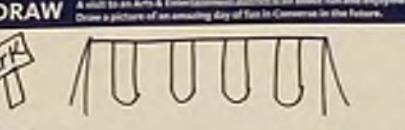
A CONVERSE SNOW DAY

SNOW EVERYWHERE

- KIDS HAVING A SNOWBALL FIGHT
- ADULTS ARE WATCHING NFL @

DRAW A visit to an Arts & Entertainment district is full of fun and enjoyment. Draw a picture of an amazing day of fun in Centerville in the future.

WRITE **CHAPTER**



ESSAY APPROVED **OK** **BY**

Journal 6 of 6

This site would be perfect for...

Use a Post-It note to finish this sentence!

OUT DOOR
STAGE OR
THEATER

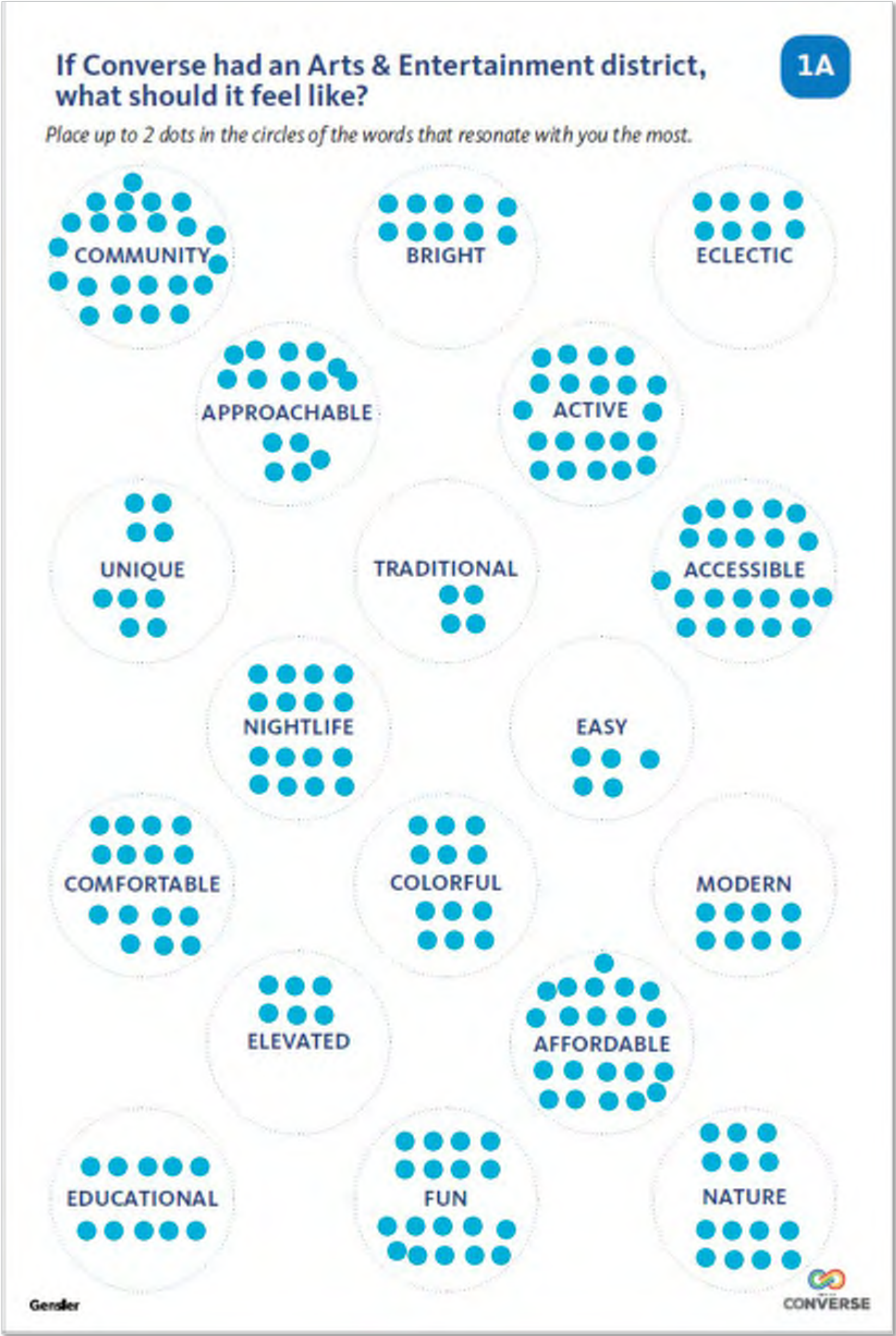


05

Responses: Survey

Workshop 1

Survey



Visualization of survey results.

Q5

Tell us what word YOU would use to describe the way a Converse Arts & Entertainment district should feel!

Answered: 19 Skipped: 26

1. Converse's art and entertainment district should have a movie theater, a cozy coffee shop, an outdoor concert venue, and a beautiful town square for community events. These spaces would foster connection, creativity, and fun for locals and visitors alike.
2. Welcoming of ALL forms of art and expression.
3. Accessible
4. Rememberable
5. A place with music that allows residents to sit and enjoy each others company or walk around. Nothing that drowns out being able to communicate. Also having local artisan vendors and artists available, like a first Friday
6. exciting
7. Alive
8. I would love to have a diverse city, with entrataiment for all ages and cultural backgrounds.
9. Enjoyable
10. Comfortable fun
11. engaging
12. Fun!
13. Innovative
14. Unique
15. Not murals of criminals
16. Relaxing
17. Vibrant
18. fun
19. Inclusive

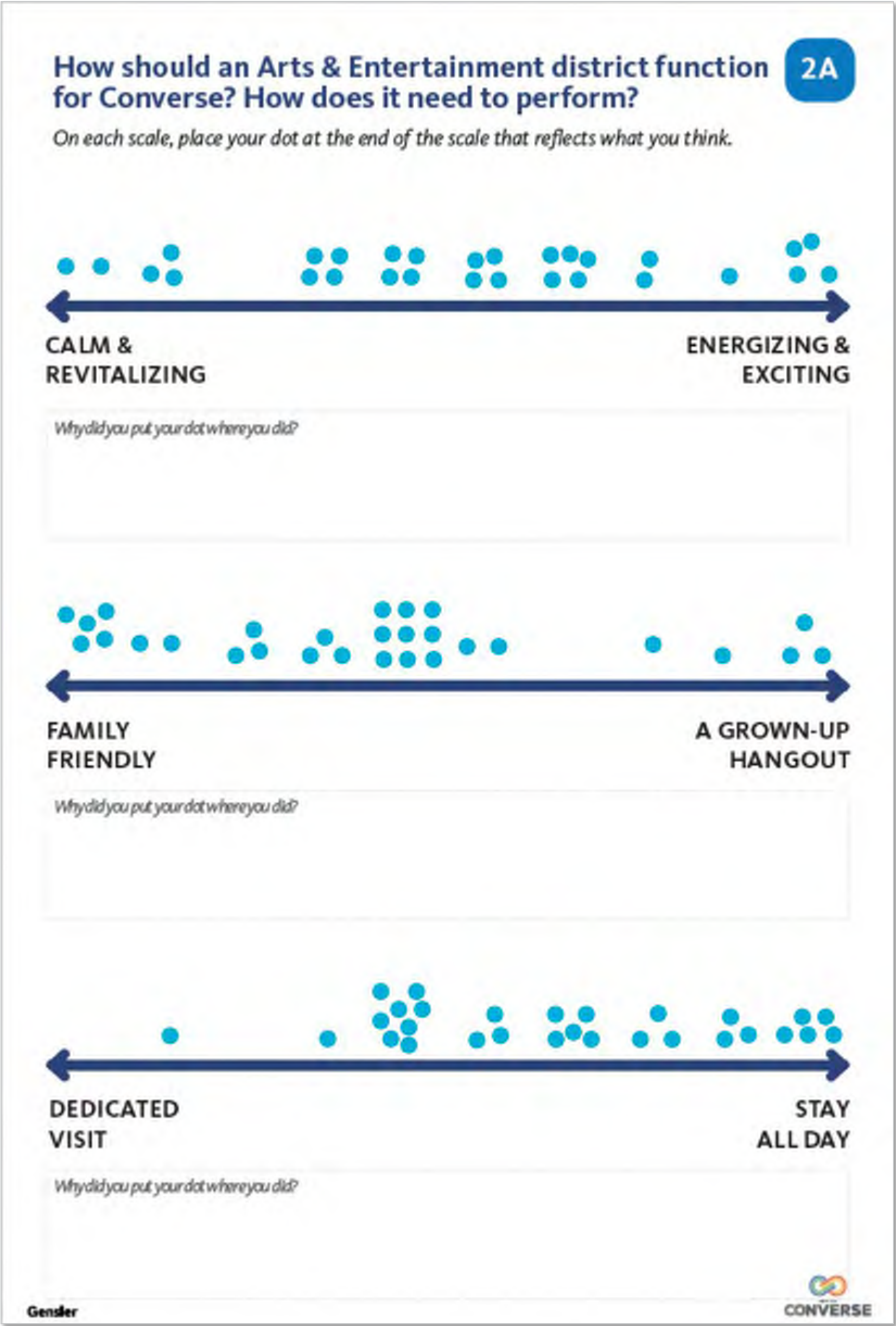
Any additional comments?

1. It should feel exciting and unique. But most of all it should be rememberable.
2. This is a great addition if done correctly. Currently there's nothing in Converse that make people curious of what the city has to offer.
3. We need farmers market, food place lake food park , food truck, variety of foods.

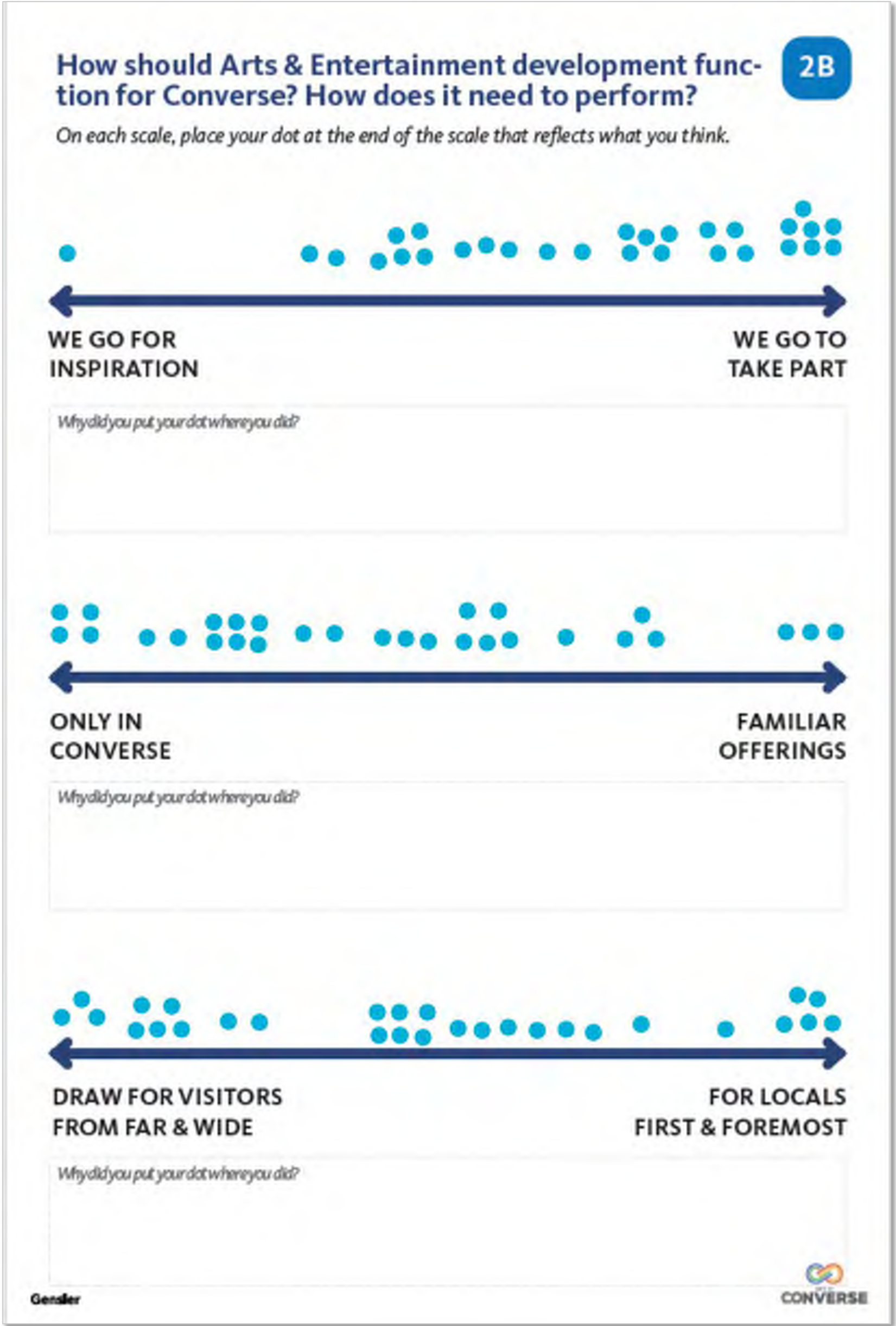
4. Live theater
5. A movie theater with bars and coffee shops around.
6. It should feel like the innovative epicenter of the community
7. all of the above

Workshop 1

Survey



Visualization of survey results.



Visualization of survey results.

Q13

Any additional comments?

Answered: 4 Skipped: 41

1. Locally we don't have access to much so prioritizing making converse a viable option to eat, shop, have fun and connect with community should be the priority.
2. It should be a place that thinks of its locals first so they want to come as often as possible but can cator to everyone so its a unique experience for people coming to visit. It should be a place local businesses can also thrive.
3. There should be an eclectic mix off offerings at various times throughout the day and year. Some mornings might be coffee and books, or gardening classes, while other mornings might be dedicated to families of young children bringing their kids out for activities before it gets too hot. A market area where locals could rent stalls along side some more permanent local businesses unique to the area, with a few familiar businesses dotted throughout.
4. I have high concerns about traffic and parking being addressed. Also, security as Bexar County police rarely respond or patrol currently.

Workshop 1

Survey

Q14

What does "Arts & Entertainment" mean to you?

Answered: 23 Skipped: 22

1. Arts and entertainment connect people, spark creativity, and inspire joy. They celebrate culture, build community, and offer new perspectives, creating spaces to share stories and come together.
2. Giving people of all walks of life (not just the elite) an outlet for creativity and enjoyment.
3. live music, concerts, unique food options, festivals, outdoor movies
4. Gather, relax, enjoy
5. A place where people can meet friends, do crafting, and eat
6. Live entertainment and performances, local artists, local vendors, community events,
7. Live music, Outdoor dining, Local Vendors
8. Convenient access to venue with variety of entertainment options
9. Tradition, music, crafts, fun, nightlife
10. Is a mixed of having activities, opportunities and places to enjoy free time, not matter what age you are.
11. Fun, distraction, share with the Rest of people
12. New exciting and affordable
13. Theater, farmers market, live venue
14. Visual arts, music, and dance
15. Movie theater, restaurants, bars and coffee shops with indoor and outdoor seating
16. Art focused and art forward with supporting surrounding businesses that serve to feed inspiration and education to the community.
17. Community
18. Live performances, museum for educational and cultural information. Recreational facilities and activities for everyone. Nice walking areas also area for shows, venues, concerts,etc
19. a live venue for music
20. Togetherness
21. Creative expression, performances, education, visually pleasing
22. Something to do in Converse
23. An area to communicate with the community

Q15

What does "Arts & Entertainment" mean to Converse?

Answered: 23 Skipped: 22

1. For Converse, TX, arts and entertainment mean opportunities to bring the community together, celebrate local culture, and enhance quality of life
2. It is something that should be important to Converse- to break out of "Small Town Syndrome".
3. live music, wine shops. boutiques
4. Gather, relax, enjoy
5. Arts and crafts, ceramics and music and dancing
6. Help put Converse on the map as a place to be
7. Shopping local and keeping dollars here
8. Additional revenue and change to bring in more restaurants and other related business
9. Revenue, modernization
10. At this moment, there is not much to do.
11. Live
12. New experience more
13. Same as above
14. Creative outlet for our youth and business opportunities for creatives who live here.
15. Same as above
16. Probably a way to generate revenue for the city.
17. Brining together our growing community and have things to offer like other growing cities
18. It means more revenue for the City to include the potential for a go to and explore City and not to just pass through.
19. ?
20. Entertainment
21. Creative expression from and for the community
22. More people could visit converse which brings in revenue
23. Growth

Workshop 1

Survey

Q16

Which Arts & Entertainment activities that you leave Converse for today would you like to be able to do here in the future?

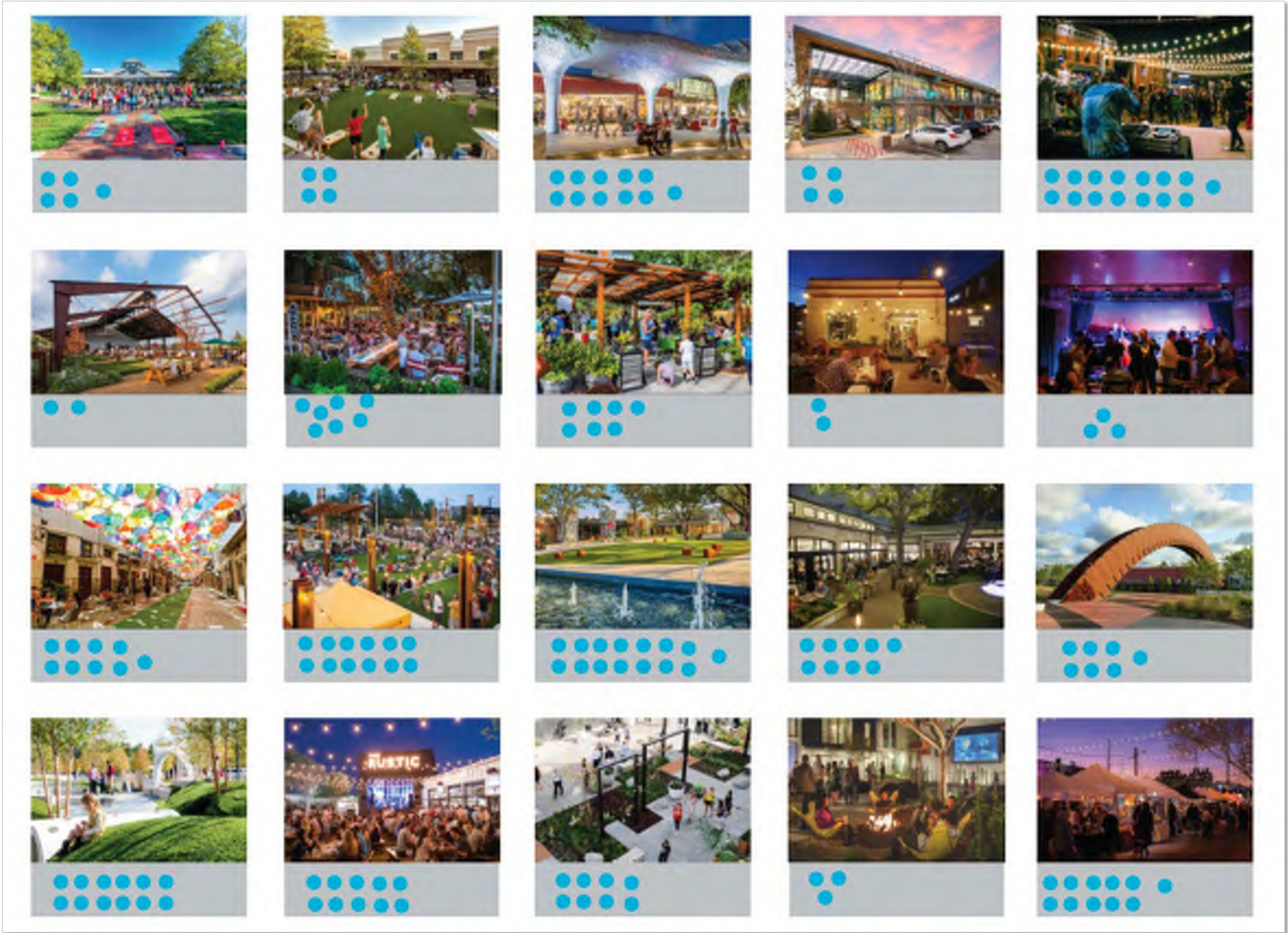
Answered: 23 Skipped: 22

- 1. I leave Converse to enjoy sit-down restaurants, splash pads, community movie nights, and farmers markets. Bringing these to our city would make it more vibrant and keep families engaged locally.
- 2. Art shows, nature walks, theater
- 3. Art shows, festivals, and displays, Author appearances and signings, concerts, dancing
- 4. Outdoor relaxing
- 5. Sketching and painting
- 6. We are a performing arts school with a team of professional circus artists that get hired to perform. It would be awesome to get hired to perform in our own community
- 7. Live music, outdoor dining, first friday
- 8. Movies, Concerts, craft markets etc.
- 9. Nightlife, music, sightseeing, share with friends
- 10. Farmer market, cultural gathering, dance and musical festivals, food and wine, new restaurants,
- 11. Farmers market, outdoor events
- 12. New eating venues
- 13. Live theater
- 14. Art exhibits, performances, and restaurants
- 15. Movie theater, good restaurants, coffee shops and parks
- 16. Engage with contemporary art and contemporary pop music
- 17. N/a
- 18. N/A
- 19. Live music, food truck parks, parks in general
- 20. Seated hangout. Farmers markets with entertainment and shopping. Movies.
- 21. Music in the parks, performances an nightlife
- 22. Actively participating in art workshops for all ages , such as painting with a twist which is offered all the time
- 23. Movie plus

Workshop 1
Survey

Any additional comments?

1. There needs to be something for various age levels



Visualization of survey results.

Workshop 1

Survey

Q17

Imagine a future day of fun in Converse and share it with us using a story.

Answered: 10 Skipped: 35

1. Start with brunch at a cozy local café, then head to the town square for a vibrant farmers market. The kids play at the splash pad while live music sets the vibe. Wrap up with an outdoor movie under the stars.
2. Neighbors wake on a weekend (or perhaps week day after work), and discuss with their friends/ partner / children what the plans are: and trip to the arts & entertainment district. With different types of activities open to everyone (affordable and accessible), the family (or single person) is delighted and excited to spend their time in the district for the day. They tell their friends/family/co-workers who then wish to visit as well.
3. During the day could be a chill local hangout that is family friendly with fun games good food. At night could have fun live entertainment from bands to DJs to Live Performances.
4. Visit Converse to meet friends and family while walking down the arts and entertainment district. Enjoy a nice meal or a relaxing drink while enjoying music, live performances, and learn of the history of Converse and San Antonio. Thanks to the city leadership that spent the right amount of money to create this beautiful concept in order to bring more revenue to pay for other necessary services for our city. It also will change the current sad state of our city downtown area that looks more like a ghost town.
5. I will love to have a local bakery to get breakfast Saturday morning. Get my car washed and get the kids to their sports classes. Stopped to get lunch or brunch. Afternoon could be a good to see a play or comedy show at the fine art center. During the week having some activities Friday night that could be adults oriented but at the same time family friendly options.
6. On the weekend the kids are bored and tired of five days of school, mom and dad are also tired of five days of work, we went out to the city. We found a farmers market mom is happy because could buy the plants she likes and the kids her candles they wanted, we also found a food park where we could have lunch choosing between different foods that were there and we ended up at the cinema watching a movie all happy is
7. I would spend the day visiting multicultural shops, looking at art, going to a workshop, and walking outdoors enjoying the scenery. There would be No fast food places but small cafes and restaurants. There would be room for vendors for first Friday or second Saturday and occasional music concerts. The evenings would be colorfully lit with soft lighting and perhaps piped music. Of course, there would be festive decorations and displays for the major holidays. The shops would definitely not be dollar store quality but mid to high end
8. In the morning , I'm able to share a giant cinnamon roll with my kids. We walk along the nature path to the park, before continuing on that path the museum and gallery district. Look at art for a while. Grab a coffee , a snack, or even lunch to refuel, and then head to a neighborhood ring music venue to catch a concert.
9. Summer fun. Food trucks. Vendors. Restaurants. Ice cream. Movies. Playscapes. Lawns. Slightly comfortable Seating. Openness. Music.
10. A group of us went to this venue in converse & it was beautiful we enjoyed a light dinner & glass of wine went to our group art class , when we were done we heard a little jazz in a small venue there . Love it !!

05

Report & Responses: Workshop 2

Community Workshop 2

Findings

Overall selections reflected a nearly even preference for elements across the three main programmatic categories, with shopping options coming in at the top of each.



MARKET

Food & Beverage

- Market (8/8)
- Bakery (5/8)
- Coffee Shop (5/8)
- Food Hall (5/8)
- Ice Cream (5/8)
- Restaurant (5/8)



BOUTIQUE SHOP

Cultural Activities

- Boutique Shop (7/8)
- Craft Store (6/8)
- Pottery Studio (6/8)



FARMER'S MARKET

Play & Outdoor

- Farmer's Market (7/8)
- Central Green (6/8)
- Food Truck Park (6/8)



ART x FUNCTION

District Character

- Art x Function (5/8)
- Mural (4/8)

Participant “Wild Card” Write-In Responses

→ Transit station/stop

→ Mix Food Hall & Market

→ Community Art Center

→ VAI Hotel (destination entertainment resort)

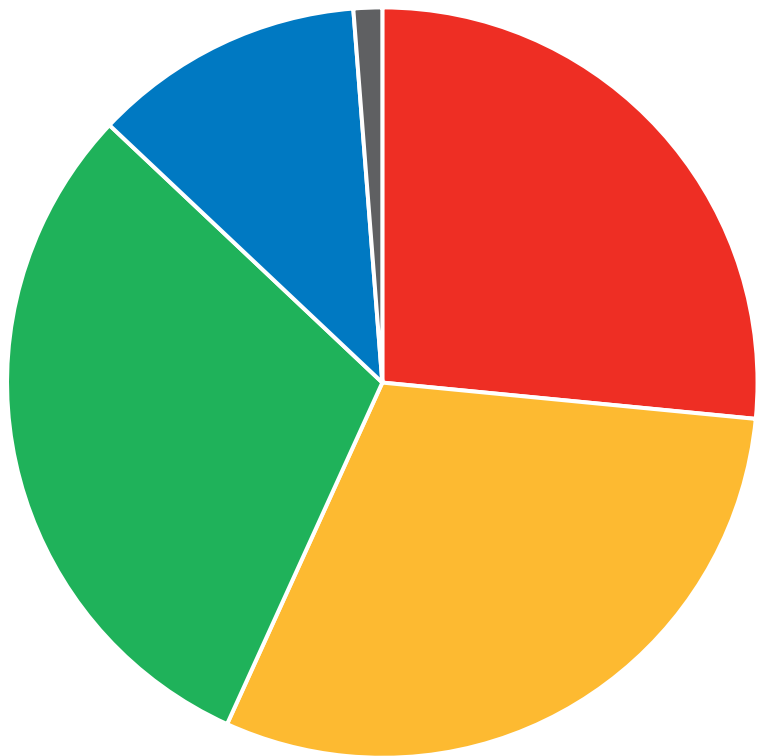
→ Covered pavilion can be reserved

→ Open-air music jam every Wed.

→ Artist Colony

→ Rock climbing plus+

All Selections



GROUP 1



GROUP 2



GROUP 3



GROUP 4



GROUP 5

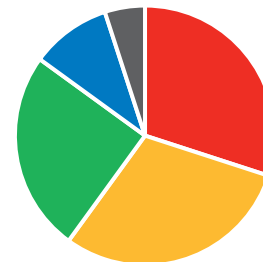
Other: Transit Station/Stop



GROUP 6



GROUP 7



GROUP 8

Other: VAI Hotel

Workshop 2

Play & Outdoor

30%



Programmatic Element	Group 1	Group 2	Group 3	Group 4	Group 5	Group 6	Group 7	Group 8
Central Green								
Dog Park								
Farmer's Market								
Food Truck Park								
Interactive Park								
Open Air Library								
Outdoor Games								
Outdoor Gym								
Playground								
Pocket Park								
Splash Pad								
Stage								
Covered Pavillion								

Food & Beverage

30%



Programmatic Element	Group 1	Group 2	Group 3	Group 4	Group 5	Group 6	Group 7	Group 8
Beer Garden								
Bakery								
Brewery								
Coffee Shop								
Fast Casual								
Food Hall								
Ice Cream								
Market								
Outdoor Dining								
Restaurant								
Sports Bar								
Wine Bar								

Cultural Activities

27%



Programmatic Element	Group 1	Group 2	Group 3	Group 4	Group 5	Group 6	Group 7	Group 8
Arcade								
Art Gallery								
Boutique Shop								
Cinema								
Comedy Club								
Concert Venue								
Cooking School								
Craft Store								
Fitness Studio								
Pickleball								
Pottery Studio								
Skating Rink								
Open Air Music Jam								
Artist Colony								
Rock Climbing +								
Community Art Ctr								

District Character

12%

Other

01%

Programmatic Element	Group 1	Group 2	Group 3	Group 4	Group 5	Group 6	Group 7	Group 8
Wayfinding								
Art x Function								
Installations								
Lighting								
Mural								
Placemaking								
Projection								
Transit Station/Stop								
VAI Hotel								



Workshop 2

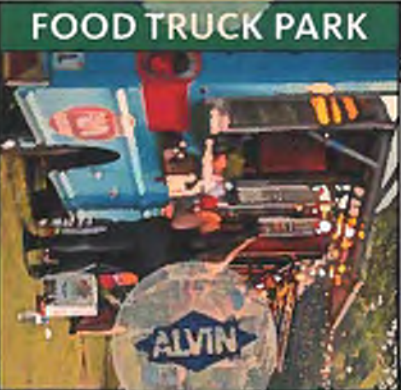
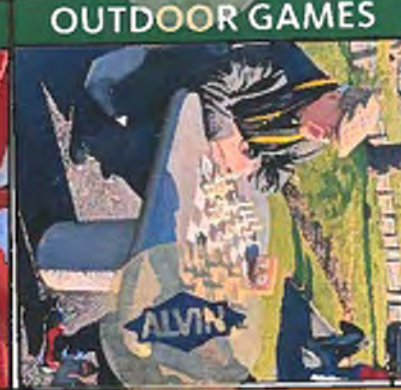
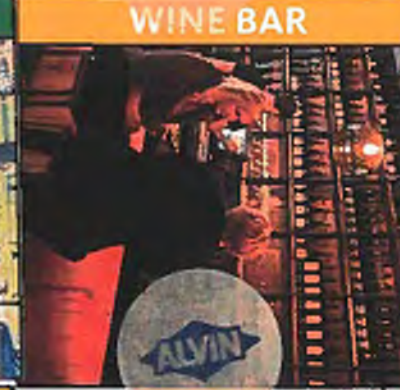
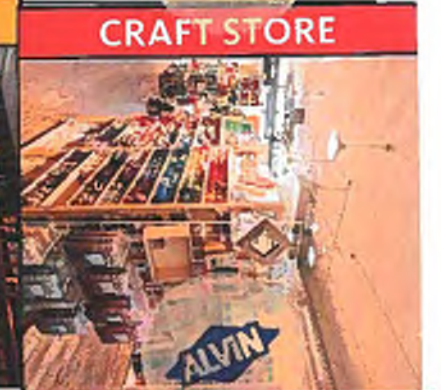
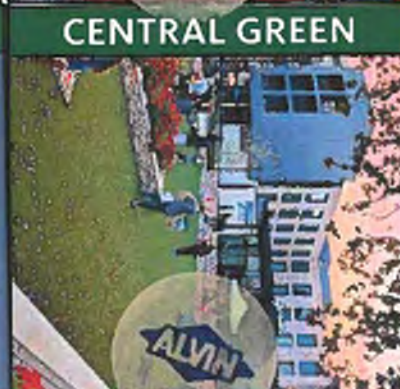
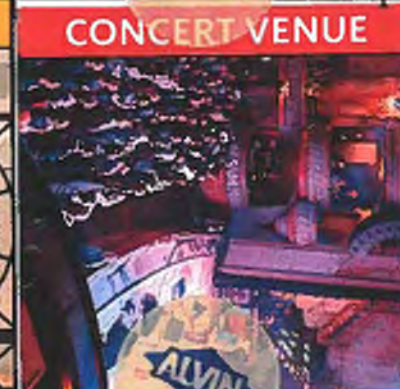
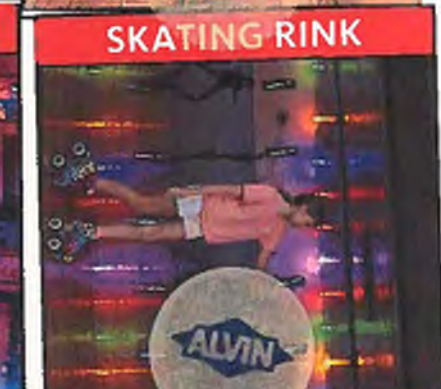
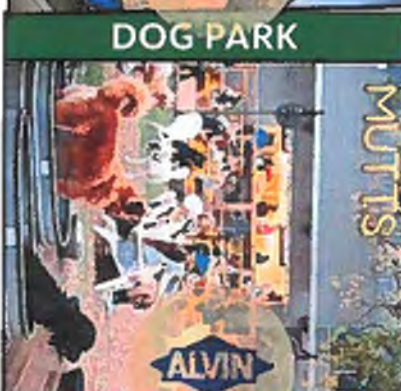
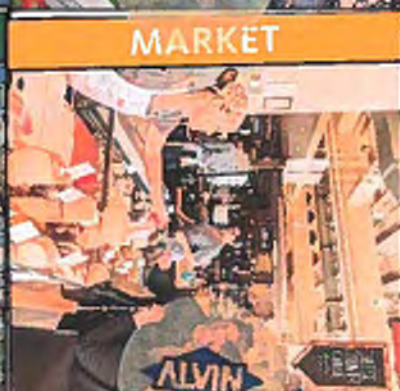
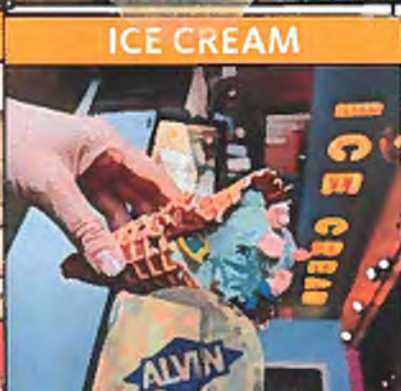
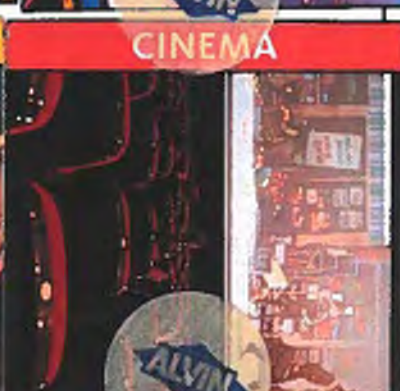
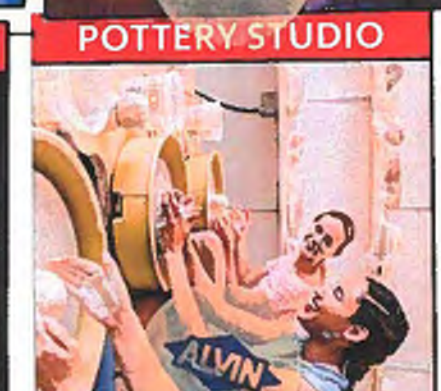
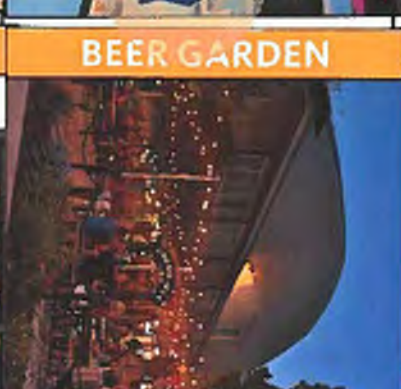
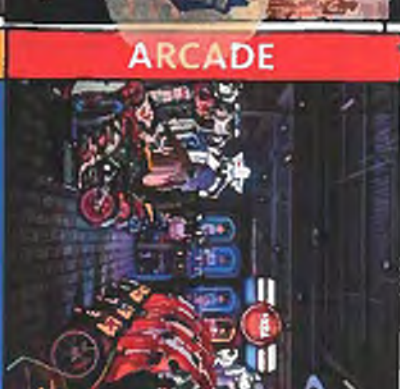
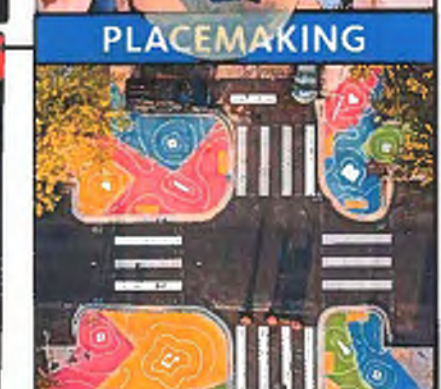
Build the Converse Arts & Entertainment District

As a group at your table, you will create your dream-version of a District.

Tile pieces have been provided across four key categories: **Cultural Activities, Food & Beverage, Play & Outdoors, and Character Elements.** You can also make your own programming component by filling in a **Wild Card** tile.

Select your pieces and stick them to the grid. There are no rules about how or what you choose, but **you only have space for 20 tiles.**

Table #: 1

Workshop 2

Build the Converse Arts & Entertainment District

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Table #: 2



Writing Our Next Chapter: Converse Arts & Entertainment District Community Engagement Workshop 2

Workshop 2

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Table #: _____

3

BOUTIQUE SHOP 	ART GALLERY 	CRAFT STORE 	FOOD TRUCK PARK 	PLAYGROUND
STAGE 	SPORTS BAR 	FARMER'S MARKET 	BEER GARDEN 	WILD CARD OPEN AIR MUSIC JAM EVERY WED.
OUTDOOR GAMES 	MARKET 	WILD CARD COVERED PAVILION CAN BE RESERVED	RESTAURANT 	POCKET PARK
ART x FUNCTION 	CENTRAL GREEN 	MURAL 		CONCERT VENUE

Writing Our Next Chapter: Converse Arts & Entertainment District Community Engagement Workshop 2

Workshop 2

4

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Place your pieces and stick them to the grid. There are no rules about how or what you choose, but you only have space for 20 tiles.

WILD CARD

ARTIST COLONY

WILD CARD

ROCK CLIMBING TRAILS

4

Table #: 4

FARMER'S MARKET

FOOD TRUCK PARK

OUTDOOR GAMES

ART x FUNCTION

OPEN AIR LIBRARY

MARKET

COFFEE SHOP

BOUTIQUE SHOP

PICKLEBALL

ICE CREAM

POTTERY STUDIO

CINEMA

CRAFT STORE

FOOD HALL

OUTDOOR DINING

RESTAURANT

BAKERY

DOG PARK

CENTRAL GREEN

PLACEMAKING

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Workshop 2

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Table #: 5



Writing Our Next Chapter: Converse Arts & Entertainment District Community Engagement Workshop 2

Workshop 2

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INTERACTIVE PARK

POTTERY STUDIO

ARCADE

DOG PARK

WINE BAR

CRAFT STORE

BOUTIQUE SHO

OPEN AIR LIBRARY

OUTDOOR GAMES

SPORTS BAR

OUTDOOR DINING

FARMER'S MARK

WILD CARD

ART x FUNCTION

BEER GARDEN

STAGE

PLACEMAKING

FOOD TRUCK PARK

SPLASH PAD

MURAL

Table #: 6

8 Green 4 Red 4 Yellow 3 blue 1-wild

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Table #: 4



Writing Our Next Chapter: Converse Arts & Entertainment District Community Engagement Workshop 2

Workshop 2

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Table #: 8

STAGE		FARMER'S MARKET		FOOD TRUCK PARK		OUTDOOR GAMES		INTERACTIVE PARK	
COFFEE SHOP		BAKERY		MARKET		SPORTS BAR		ICE CREAM	
BOUTIQUE SHOP		CRAFT STORE		ARCADE		COOKING SCHOOL		FOOD HALL	
LIGHTING		PROJECTION		POTTERY STUDIO		CONCERT VENUE		WILD CARD	

Gensler



Gensler

