

POSITIVELY APACHE JUNCTION

A SPRING 2018 COLLABORATIVE REPORT OF
ARIZONA STATE UNIVERSITY'S PROJECT CITIES
& THE CITY OF APACHE JUNCTION



This report represents original work prepared for the City of Apache Junction by students participating in courses aligned with Arizona State University's Project Cities program. Findings, information, and recommendations are those of students and are not necessarily of Arizona State University. Student reports are not peer reviewed for statistical or computational accuracy, or comprehensively fact-checked, in the same fashion as academic journal articles. Project partners should use care when using student reports as justification for future actions. Text and images contained in this report may not be used without permission from Project Cities.



City of Apache Junction

300 East Superstition Boulevard • Apache Junction, Arizona 85119 • www.ajcity.net

Dear Apache Junction residents, community members, and report readers,

Once again, ASU has exceeded our expectations with four Spring Semester 2018 projects through ASU's Project Cities program. As the inaugural community partner for the program, we could not be more pleased with the relationship the city has developed with the students, professors, instructors, and Project Cities staff. This semester we were fortunate to have the opportunity to work with over 70 students on four projects that engaged five university professors and classes. The students and professors brought fresh perspectives and unique approaches to their work.

On behalf of the City Council, we can say that they are impressed with the relevant project work, and we are sure that it will help make Apache Junction a place people love to call home.

Four projects were undertaken in the Spring semester of 2018 (Positively AJ continued, Planning a Sustainable Future, Transitioning Mobile Home/RV Parks, and Exploring New Revenue Sources), and all have the potential to strengthen the community and prepare it for the next 40 years (AJ is just 40 years old this year). The project reports identified short- and long-range issues for the city and provided valuable information that will inform future council and community actions.

For example, the city is moving forward on the Sustainability and Solid Waste project from the Project Cities Fall 2017 project list. City council voted to direct city staff to prepare a Request for Proposals (RFP) for the coordinated collection of solid waste and recycling. This vote shows that the Project Cities program model is working and is invaluable to communities like Apache Junction.

While the projects are of great value to Apache Junction, we also know that they are equally valuable to the student researchers. Students have gotten to know the city, the challenges we face, and they were able to provide objective analyses and practical recommendations on the issues.

We look forward to working with ASU, the Julie Ann Wrigley Global Institute of Sustainability, and Project Cities long into the future!

With gratitude,

Jeff Serdy, Mayor



Bryant Powell, City Manager



ACKNOWLEDGEMENTS

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On behalf of the ASU Wrigley Institute and the School of Sustainability, we extend a heartfelt thank you to the City of Apache Junction for enthusiastically engaging with students and faculty to confront difficult problems facing the community. Your real-world projects provide students with hands-on opportunities to apply knowledge that can create positive changes to Apache Junction's future livelihood and community well-being.

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PART 4 ONLINE APPENDIX: STUDENT REPORTS & PRESENTATIONS

Consult the student materials in their entirety at projectcities.asu.edu. They are located on the page "2017–2018 Partner: City of Apache Junction" found under the "Partner Cities" tab.

ABOUT PROJECT CITIES

The Project Cities program of Arizona State University (ASU) is a university-community partnership. For an entire academic year, faculty members and students work with a single city to co-create strategies for better environmental, economic, and social balance in the places we live. Students from multiple disciplines research difficult problems chosen by the city and propose innovative sustainability solutions. Project Cities is a member of the Educational Partnerships for Innovation in Communities Network (EPIC-N), a growing network of more than 30 educational institutions partnering with cities throughout the U.S. and the world.

ABOUT SUSTAINABLE CITIES

Project Cities is a program of ASU's Sustainable Cities Network. This network was founded in 2008 to support communities in sharing knowledge and coordinating efforts to understand and solve sustainability problems. It is designed to foster partnerships, identify best practices, provide training and information, and connect ASU's research to front-line challenges facing local communities. Network members come from Arizona cities, towns, counties, and Native American communities, and cover a broad range of professional disciplines. Together, these members work to create a more sustainable region and state. In 2012, the network was awarded the Pacific Southwest Region's 2012 Green Government Award by the U.S. EPA for its efforts. For more information, visit sustainablecities.asu.edu.

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Project Cities

Sustainability Through Local Action

projectcities.asu.edu

ABOUT APACHE JUNCTION

The City of Apache Junction is well-situated on the eastern edge of Greater Phoenix, the 12th-largest metropolis in the U.S., yet it has a small-town, Western feel. This character is both intentional and influenced by geography. Apache Junction sits at the base of the Superstition Mountains and Goldfield Mountains and is near attractions such as the Lost Dutchman State Park, Goldfield Ghost Town, Superstition Mountain Museum, Canyon Lake, Tortilla Flat, and the historic Apache Trail. Home to 40,500 residents, the city has a population that nearly doubles in the winter, when seasonal residents arrive to enjoy its pleasant weather and unique setting.

It was named Apache Junction because it is located at the intersection of U.S. Route 60 and the historic Apache Trail, which was used by Native Americans and later stagecoaches to traverse the Superstition Mountains and for the construction of water-reclamation dams along the Salt River. The city also straddles Maricopa County and Pinal County. Incorporated in 1978, Apache Junction has arrived at another crossroads as it matures. While the City wants to retain its small-town character, it must prepare for an increasing population, and it has set out to develop greater economic opportunities. In spring 2005, Apache Junction debuted the first LEED-certified city hall in Arizona. Apache Junction's aspirations and potential for sustainability, and the unique challenges it is facing, form the basis of its partnership with ASU's Project Cities program.

Apache Junction Team

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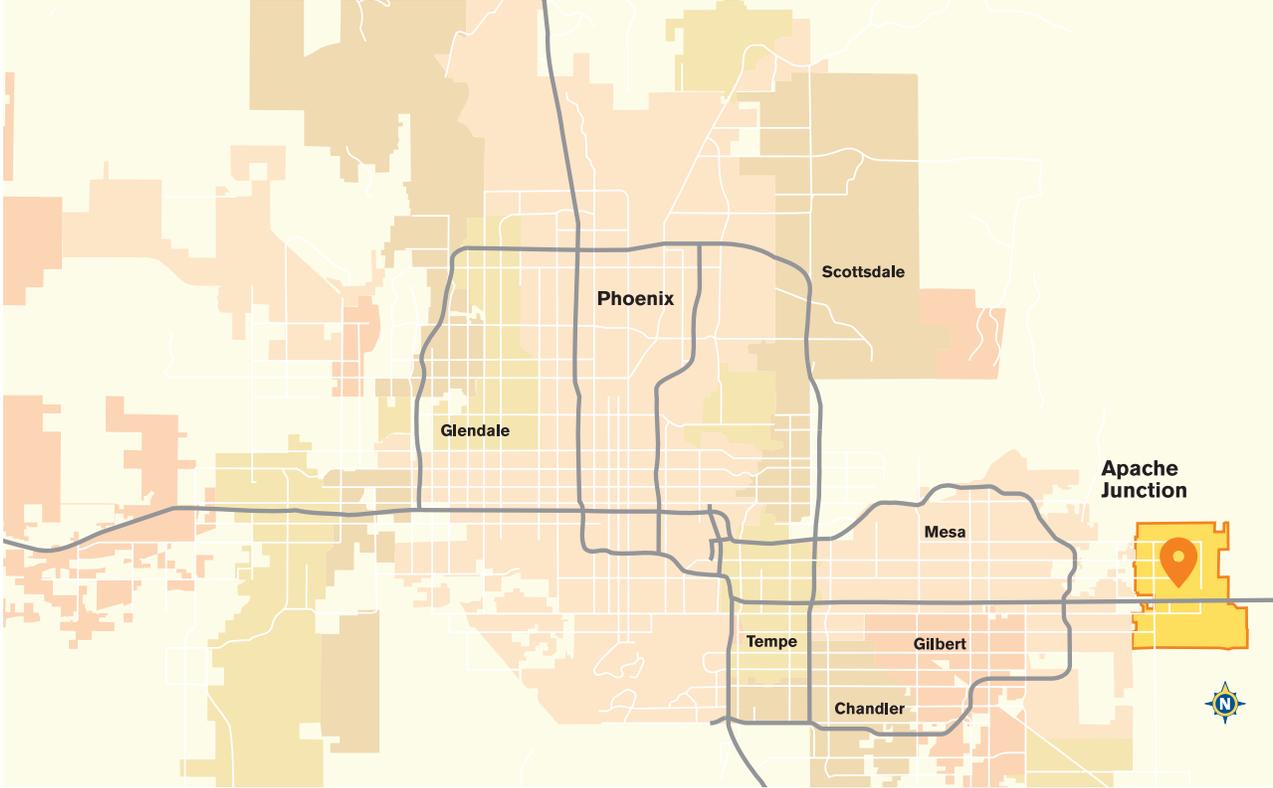
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Surrounded by Legends
ajcity.net

**Map of the City of Apache Junction
and Greater Phoenix, Arizona**



EXECUTIVE SUMMARY

The city of Apache Junction is located in south central Arizona, in the shadow of the Superstition Mountains. With its rich history on the silver screen and a plethora of natural and cultural attractions, Apache Junction has significant potential for tourism. Already, the city's population of roughly 40,000 doubles to nearly 80,000 each winter due to the seasonal migration of residents from colder climates. Beyond this current winter influx, Apache Junction officials would like to see the quality of life of its residents improve and the number of visitors and full-time residents increase. To attain that goal, City officials believe it is important to overcome the negative perceptions of the city. With the "Positively Apache Junction" campaign, Apache Junction aims to improve its image, attract business, and show that the city is a compelling year-round destination for residents and nonresidents alike.

Through the Project Cities program of Arizona State University (ASU), two Spring 2018 classes enlisted to support the Positively Apache Junction campaign. They were HST 485: History in the Wild: An Introduction to Digital History taught by Dr. Joshua MacFadyen and THP 514: Projects in Community-Based Theatre, a graduate-level course taught by Dr. Stephani Etheridge Woodson. Both courses looked to create resources for the community by highlighting the rich histories and narratives of Apache Junction. The students in HST 485 produced eight "histories of place" focused on Apache Junction topics such as the Apache Trail and the Apache Junction's Women's Club. In addition, they digitally surveyed local residents to identify places of value in or near the city and why they were of value. Theatre students in THP 514 demonstrated how such knowledge can be employed using art and performance to build community connections, shared narratives, and positive energy. They partnered with community members to perform four ghost tales drawn from Apache Junction's history, legend, and landscape.

HST 485: Students in this course used digital methods to conduct community-engaged historical research. They produced two sets of results. The first was eight histories of Apache Junction, with findings presented online as blogs. To research these topics, groups of students reviewed literature including local and online documents, visited the site virtually or physically, and informally interviewed community members. These place histories were about: the former location of the Superstition Ho Hotel (later known as The Grand Hotel); water in Apache Junction; the parks and recreational trails of Apache Junction; the Apache Trail; the lands once occupied by the Hohokam and Salado tribes; the Apache Junction Women's Club; and Apache Junction High School. The second

set of results was a digital map of Apache Junction places valued by residents or visitors. To achieve these results, they conducted a mapping survey. Through an online and in-person version of the survey, the students received nearly 200 responses and nearly 1,000 values. With this information, they generated a “values map” of the area. Students analyzed the results for findings and to inform their place histories. They also presented recommendations, including: 1) Develop cultural and tourism assets related to the sites identified in the mapping survey that could improve the quality of life and positive perception of Apache Junction; 2) create plaques for places of historical significance, such as where the Superstition Ho Hotel once stood, to commemorate history in Apache Junction; 3) host semi-annual community events near Canyon Lake that include water conservation education.

THP 514: Graduate students in this course created four 15-minute community-based performances. The performances were based on local stories to empower and enrich the community. The students devised their short plays by reviewing related literature, surveying and informally interviewing community members, and visiting related locations. In collaboration with community members, each student group interpreted the information they gathered to create a performance story. The resulting interactive performances featured: legends from the Apache and Zuni tribes native to the Superstition Mountains, a ghost tale set at the local Dirtwater Springs restaurant, a tale of miners and explorers revolving around maps, and a ghost story about the Lost Dutchman Gold Mine and a gruesome murder. On April 15, 2018 at Apache Junction's Flatiron Park, the plays were performed for a multi-generation audience. Final student recommendations for Apache Junction were: 1) build more artistic experiences that encourage intergenerational engagement through local history to further develop a sense of cohesive community; and 2) incorporate the arts into city planning.

The results of these classes showed that communities are empowered by sharing a sense of place through participatory storytelling. Accordingly, students were able to generate recommendations for the city based on their findings and experiences. However, these are intended as starting points for Apache Junction. The course reports are meant to provide ideas to stimulate deeper conversations for managers and policy makers.

Following this executive summary are introductory summaries of the work generated by each course. The summaries cover the problems targeted, research methods used, related findings, resulting recommendations, and areas for further exploration. Each summary is followed by student deliverables, which can be consulted for greater depth.

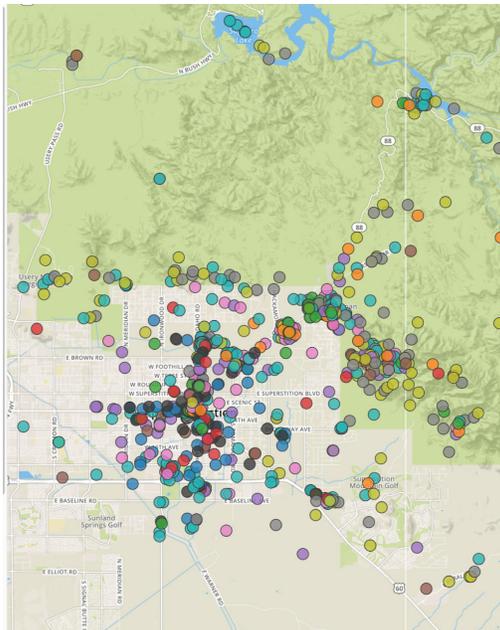
GOAL & RECOMMENDATIONS FOR USING DIGITAL HISTORY TO IDENTIFY & PROMOTE VALUED PLACES IN APACHE JUNCTION

Goal

The goal of this course project was to help Apache Junction improve its residents' quality of life and increase the full-time population and number of visitors by identifying places of value in and around the city and communicating place histories for those locations.

While Apache Junction has a thriving winter tourism industry and strong assets, its officials want to overcome negative perceptions that impact the quality of life and deter visitors or potential residents from visiting or living in Apache Junction.

MAP OF VALUED PLACES IN APACHE JUNCTION



↑ A map of valued places according to a survey of nearly 200 participants created by students in HST 485.

A group of students in HST 485 researched the significance of the Superstition Ho Hotel. Today, there is a parking lot where it once stood. →

SUPERSTITION HO HOTEL: THEN & NOW



Recommendations for Celebrating History and Building Community History Resources

Celebrate History 	Build Community Resources 
<p>Develop a strong sense of place and local history. To do so, engage with sites that the local community highly values.</p>	<p>Leverage the achievements of Apache Junction women to create programs that benefit the City.</p>
<p>Develop cultural and tourism assets related to the sites in the community-values mapping survey.</p>	<p>Create and maintain an Apache Junction Women’s Club Scrapbook website and post historical information about the club’s achievements on social media.</p>
<p>Create plaques for areas of historical significance in Apache Junction. This could attract visitors and help explain the history of the town to the public.</p>	<p>Create a historical research club participated in by residents and visitors.</p>
<p>To strengthen the understanding of the significance of recreational facilities such as Prospector Park, which are mostly valued for their recreational potential, use the associated history and personal stories.</p>	<p>Start a new version of the women’s club, which could again become a source of pride and an engine for change and cultural renewal within the community.</p>
<p>Create promotional materials about highly valued places for the Positively Apache Junction marketing campaign and distribute these via social media.</p>	
<p>Use the former central location of Superstition Ho Hotel to connect with the community.</p>	
<p>Consult with the survey results to determine which locations need historical preservation projects.</p>	
<p>Public historians should advocate for investment in archival projects to preserve the City’s history, and for library services that continue to support community interest in local history.</p>	
<p>Seek ways to recognize the history and cultural value of indigenous tribes that lived in the area.</p>	
<p>Work to preserve indigenous sites in the Superstition Mountains, such as removing debris and preventing visitors from climbing on structures or taking artifacts.</p>	
<p>Consider displaying indigenous history, including information about sites in the nearby Sonoran Desert such as petroglyphs and Circlestone.</p>	

Table 1. Recommendations generated by the students of HST 485 for Apache Junction about how to employ the history of the region to strengthen community and promote positive associations.

Recommendations on Making Use of Data & Using Survey Results for Sustainability

Make Use of Data 	Use Survey Results for Sustainability 
<p>Continue community-values mapping research through consultant projects and internally managed public participation geographic information systems (GIS) surveys.</p>	<p>Develop more sustainable initiatives in Apache Junction, as the survey revealed that respondents recognized Think Water at Flatiron Park, which encourages water conservation.</p>
<p>For stakeholders or other classes interested in place-based values, use software like Maptionnaire, if budgets permit.</p>	<p>Use Canyon Lake Marina, marked as important place to those who participated in the survey, to engage Apache Junction residents and visitors about importance of water in the community as well as its changing significance over time.</p>
<p>Use ongoing data collection to understand the values of the library and improve its functionality.</p>	<p>Host semi-annual community events near Canyon Lake that include water-conservation education.</p>
<p>Encourage the City's sustainability planners to examine the survey data. To advance growth while retaining valued areas, planners must respect and work with community values. In the survey, greenspace, access to nature, and aesthetics were highly identified.</p>	
<p>Supplement online exercises—such as the survey performed for this course—with mailout map surveys, surveys that target tourists and seasonal residents, and exercises conducted in public settings.</p>	
<p>Refine future community values surveys to be more representative of residents and visitors.</p>	
<p>Share the results of this final report and the first community-mapping exercise with the public, particularly those who requested information. Contact Project Cities for the list of emails volunteered by respondents who wanted to learn the results.</p>	
<p>Repeat this survey annually to see how results change.</p>	

Table 2. Recommendations generated by the students of HST 485 for Apache Junction about how to continue gathering and using data related to the area's history, and how to use existing data to encourage sustainability.

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GOAL & RECOMMENDATIONS FOR BUILDING COMMUNITY WITH APACHE JUNCTION TALES

Goal

The goal of this course project was to demonstrate how cultural assets can be used to build community cohesion and attract visitors.

Apache Junction is a city rich in history and legend, but its positive assets are sometimes overshadowed by negative perceptions of the city.

IMAGES FROM INTERACTIVE STUDENT PERFORMANCES AT FLATIRON PARK



CLOCKWISE FROM TOP: A student embodies a mysterious woman who saved a Pueblo Tribe in the Superstition Mountains; an audience member interacts with a performance prop; and three students from Apache Junction's Youth Advisory Council join a group in its performance.

Recommendations for Using Theater to Celebrate Community History

Use Arts to Build Community



Offer more artistic experiences that encourage intergenerational engagement through local history. This engagement can further develop a shared sense of community.

Incorporate the arts into city planning.

Table 3. *Recommendations from students of THP 514 about encouraging art and using to build positivity.*

FACULTY JOSHUA MACFADYEN
SCHOOL OF HISTORICAL,
PHILOSOPHICAL & RELIGIOUS
STUDIES

HST 485 HISTORY
IN THE WILD:
INTRODUCTION TO
DIGITAL HISTORY
SPRING 2018

Using Digital History to Identify and Promote Valued Places in Apache Junction

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INTRODUCTION

The City of Apache Junction and its surroundings are replete with historic landmarks and activities. Combining an attractive winter climate, beautiful scenery, and recreational opportunities, Apache Junction draws a crowd of seasonal visitors that effectively doubles its population during winter months. The potential for a great quality of life in Apache Junction, however, extends well beyond winter tourism. City officials would like to improve the quality of life and increase the number of full-time residents and visitors. To attain this goal, they believe that negative perceptions of the City must be overcome. As a part of its “Positively Apache Junction” campaign, the City seeks to maximize its tourism potential while benefiting its year-round population in a sustainable manner.

To support the City’s goal, the students of HST 485 “History in the Wild: Introduction to Digital History,” in the School of Historical, Philosophical, and Religious Studies at ASU, set out to identify places of historical value to residents and create histories of these places that the City could use as a resource. A parallel goal of the course was to train students in community-engaged historical research, including the study of place attachment and place history. Digital historians can help residents share a sense of place through participatory storytelling and mapping, thus building and empowering communities.

This course engaged students in two projects. The first was to create local histories related to Apache Junction and digitize the findings. Students were divided into eight groups and asked to research the history of a specific place or characteristic of the area of significance to residents and representatives. These were: the former location of the Superstition Ho Hotel (later known as The Grand Hotel), water in Apache Junction, the City’s parks and recreational trails, the Apache Trail (researched by two groups), the lands once occupied by the Hohokam and Salado tribes, women’s history in Apache Junction, and Apache Junction High School. After gathering stories and documents on these topics with the help of community leaders and through digital media, the students then created online blogs to post their results.

The second project was to locate places of value to the community through an online mapping survey. Students were trained in a participatory Geographic Information Systems (GIS) technique called community-values mapping. Using it, they created a survey that allowed participants to map places they value in and near Apache Junction, and

the students then assessed the results. These two projects reflect local history approaches of place history and community mapping—two ways of detecting and measuring place attachment in the local environment over time. Results of this work are meant to serve as resources for Apache Junction.

The rest of this introduction to the HST 485 section of the Positively Apache Junction report describes the problems the course addressed, the research methods students used, and selected findings. Next, it introduces student recommendations and opportunities for future research.

PROBLEM

This course focused on two conceptual questions:

- Where are sites of cultural and natural importance in Apache Junction?
- How do people value those places compared to the rest of the region?

Such values tend to be associated with well-known cultural sites, sites of historic significance, and sites of natural beauty. However, community members also value places less obvious to outsiders. By conducting a survey to determine these places of value and researching the histories of such sites, students hoped to provide Apache Junction new insights that the City can use to improve the quality of life of its residents and attract new visitors and residents.

RESEARCH METHODS

Students used the local history methods of place history and community values mapping. For the place history focus, they divided into eight groups of three to five students to research a specific place in or characteristic of Apache Junction or the surrounding area. Professor MacFadyen and City stakeholders identified 13 themes to choose from, and the student groups chose themes and identified places that corresponded. The criteria for the themes and places were that they be feasible research areas in the online setting and that the resulting histories would be useful to the Positively Apache Junction

Students used two local history methods to produce two sets of findings for Apache Junction: place history and community-values mapping.

team. The students also used results from the community-values mapping exercise to expand their findings and recommendations.

For community-values mapping, the students in HST 485 were introduced to public participation geographic information systems (PPGIS) and various approaches to values mapping. They used PPGIS to map places of importance to community members and identify their associated values, such as recreational or spiritual values. To do so, they created a survey that was then shared with residents of Apache Junction and nearby areas. (An independent graduate student also conducted community-values mapping using a paper map at two Apache Junction events.) This project was a first attempt at considering diversity and representation in place attachment in Apache Junction. Social scientists, seeking to consider the values and narratives of a broad cross-section of society, generally rely on participatory research. Increasingly, researchers use PPGIS, a version of community mapping that uses digital-mapping tools to survey and summarize the place attachment and landscape values of large community groups.

For the place-history research, students gathered details from the community. Because the course was online and only a few students lived nearby, it was a challenge to introduce students to the city and its surrounding environment and to ensure that both students and the community partner felt connected. Further, most of Arizona's rich local history materials, such as newspapers and manuscript collections, are not digitized and are only available in local archives. The following section outlines the methods used to answer the research questions and how these logistical problems were tackled in the course.

Place History

Place history uses techniques in digital history and environmental history to produce a study of a community's interactions with the built environment and natural landscapes over time. For this course, students used these techniques to produce a history of a specific place of value in Apache Junction or the surrounding area. (The eight places they focused on are explained in the findings section.)

Literature Review: This method involves reviewing documents and other content for greater insight into a topic. For their research on the histories of their chosen places, the students read history articles about the Southwest and U.S. and searched for published and archival sources

to help uncover the history of Apache Junction and the East Valley. Online sources included Tom Kollenborn's weekly column in the Apache Junction News (republished as Kollenborn Chronicles on the Apache Junction Public Library local history website) and materials on local social-media accounts.

Site Visits: The research method of site visits include observing a place and possibly interacting with people associated with it. In this case, local students were required to conduct site visits.

Informal Interviews: This research method is similar to a casual conversation. Groups without local students were required to contact local community members to learn about specific areas of Apache Junction history.

Community-Values Mapping

Community-values mapping and PPGIS exercises are common ways of measuring place attachment and landscape values in the social sciences. These methods are also becoming easier for historians to access through new web-based PPGIS tools like Maptionnaire. For this course, Project Cities paid for a single-project license of Maptionnaire, which students used to design, conduct, and analyze surveys.

Surveying: This research method involves asking people a set of questions to extract insight and data on a topic. In this case, the researchers intended the survey to highlight physical places that residents value for their past, present, and future potential and to identify the specific values attached to them. It was primarily done using Maptionnaire, which made it possible to tie the survey to the physical area through an interactive map. The survey began with a standard explanation of the project and questions about the participant's demographics (demographics are important so the City can compare the respondent demographics with the community's in order to assess participation and representativeness.)

The survey then asked participants to identify and mark on a map places that they value in Apache Junction today. Respondents could choose from five present-day values and map as many of each value as they wanted in any area. (The map was interactive but it was centered

Link to the survey of places of value in Apache Junction: <https://app.maptionnaire.com/en/4009> (last visited July 2018)

on the Apache Junction city limits by default.) For example, someone might consider Canyon Lake a place she values, and apply one or more of the value markers labeled “recreational.” A sixth present-day value was called “special places.” This marker allowed respondents to write a short, optional explanation of why they valued this place. The survey then moved into public history terrain by asking about personal, community, and regional or national historical place values in the past or present. Finally, the survey asked community members to think about places where additional development initiatives from the City could help enhance what the course called “future values.” There were a total of 12 possible values (6 present, 3 past, and 3 future), and respondents could map an unlimited number of each value using the markers in Maptionnaire. (See Figure 1 for the values.)

To distribute this survey, officials launched it on the City’s social media and internal email channels. Because there were less than two weeks available to obtain results, students determined 10 to 20 responses would be adequate for a very preliminary analysis. After only three days on social media, however, the survey had dozens of views and 25 active respondents. After it was shared with City employees via an internal email, and the results of a separately conducted in-person survey were input, the survey had nearly 150 respondents and nearly 1,000 values

VALUES SURVEY PARTICIPANTS COULD CHOOSE FROM

Present

Recreational
Aesthetic
Natural
Cultural
Spiritual
Special Place

Past

Personal History
Community History
Arizona/U.S. History

Future

This place should have more access to food (groceries and restaurants)
This place should have more greenspace.
This place should have more recreational facilities (walking trails, splash pads, etc.)

Figure 1. The values available in the Maptionnaire survey about Apache Junction places conducted by the HST 485 class.

mapped. (Superstition Mountain Museum also shared the survey on its Facebook page, which resulted in a few respondents).

As indicated, an independent graduate student also conducted an in-person survey with a paper map at two Apache Junction events before the online survey was distributed. Respondents were primarily rodeo and expo staff and volunteers. The reported values were manually entered into Maptionnaire to be combined with the online results. The in-person survey results were the first to be gathered and totaled around 200 values; the online phase of the survey generated about 800.

Students noted that this method's results might not paint a clear picture of all community values. Survey-wide demographics showed that participants were primarily residents between the ages of 22 and 65. There were slightly more female participants than males. While this does correspond largely with demographic data, it constitutes less than 1% of the City's total population. Further, the methods used to distribute the survey may have homogenized results, as the paper map mainly reached City employees and volunteers, and the most successful digital outreach was to City employees and invested citizens who engage with the City through its Facebook page. Therefore, while the number of responses received in the short time frame was enriching, the analysis may not represent majority opinions.

How the Obstacle of Remote Collaboration Was Overcome

One problem with conducting place-based research in an online setting is enabling students to develop a sustained knowledge of the local environment. To help students gain a better understanding of Apache Junction, Professor MacFadyen produced three online videos for students on location at the Apache Junction Lost Dutchman Days Rodeo (see Figure 2), one of the largest events in the region. To overcome communication issues that might arise from online communication, MacFadyen emailed and met with City officials several times on the ASU campus. He also visited Apache Junction several times, once with students. After the initial meetings and videos, students maintained online communication with community members, corresponded with City staff and reached out to experts in areas they were researching. These efforts enhanced student understandings of the City and project outcomes.

LINKS TO COURSE VIDEOS FILMED ONSITE AT THE LOST DUTCHMAN RODEO

An introduction to Apache Junction, AZ (13:31):

<https://asuonline.wistia.com/medias/Opu4sf77ts>

My First Rodeo: The Lost Dutchman Days Rodeo (1:46):

<https://asuonline.wistia.com/medias/1dap1hs0tm>

Apache Junction Rodeo: Values Mapping in Apache Junction (1:38):

<https://asuonline.wistia.com/medias/n2lckkzfl9>

(last visited July 2018)

Figure 2. The values available in the Maptionnaire survey about Apache Junction places conducted by the HST 485 class.

FINDINGS

The class project resulted in: 1) eight histories, which were digitized in online blogs, and 2) a community survey displaying the results of an online mapping exercise. In addition, the community survey results were used to enrich the context of the histories of the student groups.

EIGHT HISTORIES

Broadly, the student groups found that **Apache Junction's employees, library, museums, and historical records were rich resources.**

References to iconic sites like the Apache Trail, Apacheland, and ranching and mining in the Superstition Mountains were plentiful.

However, other sites, including **the now defunct Grand Hotel and Superstition Park, were more difficult to research.**

Gathering information on Apache Junction High School was also challenging due to current teacher pay conflicts that limited sources within the school.

Therefore, some blogs were more fleshed out than others. These gaps represent opportunities for residents to fill in the blanks.

Superstition Ho Hotel

Superstition Ho Hotel, later known as The Grand Hotel, was a central business and cultural icon from 1960 until its demolition in 2004. The student research team explored several sources of information, including deeds, newspaper articles, and photographs. According to the group (Group 1), the hotel's former location at the junction of highways 60, 70, 88 was the

*The Missing Heart
of Apache Junction:
[themissingheartof
apach Junction.wordpress.com](http://themissingheartofapach Junction.wordpress.com)*

(last visited July 2018)

heart of the city before and after it incorporated. As a point of historical interest, the Superstition Ho Hotel was where stars and film crew stayed when filming at Apacheland. Elvis Presley, Lisa Lu, future president Ronald Reagan, and many others took refuge here. More broadly, **the hotel offered an opportunity for visitors to connect with the residents of Apache Junction and Arizona, and was something for which the area was remembered.** The students suggested that many residents miss the structure that stood at 201 West Apache Trail, while others feel its demolition was best to make way for progress. (See Figures 3 and 4 for then and now photos.) **In the survey map, the area where the hotel once stood was primarily noted as “The Junction,” rather than a historical place.**



Figure 3. A 1960 advertisement for the Superstition Ho archived by the Facebook page Westward Ho Time Capsule.



Figure 4. A photo of where Superstition Ho Hotel once stood taken by student Holly Jones.

Water in Apache Junction

This project outlined the importance of water infrastructure in Apache Junction, highlighting the impact water has had from indigenous farming and the settlement period to the present day. It also covered groundwater management in Apache Junction, recreational opportunities on Canyon and Roosevelt lakes, and the addition of the Central Arizona Project water supply to help support Apache Junction's growing population.

To raise awareness of historical and current water issues in Apache Junction, the group (Group 2) presented a digital timeline and information from aerial photography, reclamation documents, and interviews with Apache Junction citizens. They hoped to change perceptions about, and promote a positive view of, Apache Junction.

Water in Apache Junction:
apachejunctionwater.wordpress.com

(last visited July 2018)

Apache Junction's Parks and Recreational Trails

This group of students (Group 3) focused on seven Apache Junction parks and recreational trails. They used geospatial analysis tools such as GoogleEarth and ESRI Story Maps to help tell short histories of key parks, such as the creation of Flatiron Park (see Figure 5). The resulting blog provides community partners and members with a visual representation and history of the most-trafficked parks and trails. It also hosts historical information about Superstition Park, Pinal County's very first park, which seems to have been nearly forgotten based on the results of the community-values mapping survey.

Apache Junction Parks & Trails:
ajparkstrails.com

(last visited July 2018)

Apache Trail and the City of Apache Junction

Using materials from the National Archives and the National Anthropological Archives, this group (Group 4) explored how the creation of The Apache Trail relates to Apache Junction and how the trail continues to impact the community. They covered its transition from footpath to wagon trail to government supply road to tourist destination. They also delved into the foundation of a mercantile by the Apache Trail in 1922 by businessman George Curtis that grew into the town. Reviewing the survey results, **the students noted that the Apache Trail connects many valued places in the city, from Flatiron Park to the Lost Dutchman Museum to Roosevelt Lake.** While not explicitly marked in the survey, Apache Trail is important to community values



Figure 5. This compilation by the Parks and Recreation group shows the creation of Flatiron Park via aerial photographs.

in the city and area, according to the students' findings. This group's place history of the Apache Trail shows how vital the road has been and continues to be.

Apache Trail and the Lost Dutchman Marathon

This group (Group 5) also focused on historical aspects of the Apache Trail, and in particular, they were interested in the sites along the historic trail that have been used for recreational activities such as the Lost Dutchman Marathon. Their project was designed to raise awareness of recreational opportunities and activities in the area. Reflecting on the survey results,

Finding Apache Junction:
findingapachejunction.wordpress.com
(last visited July 2018)

the students noted that **the Lost Dutchman State Park and nearby places are valued by respondents for recreational value** (see Figure 6).

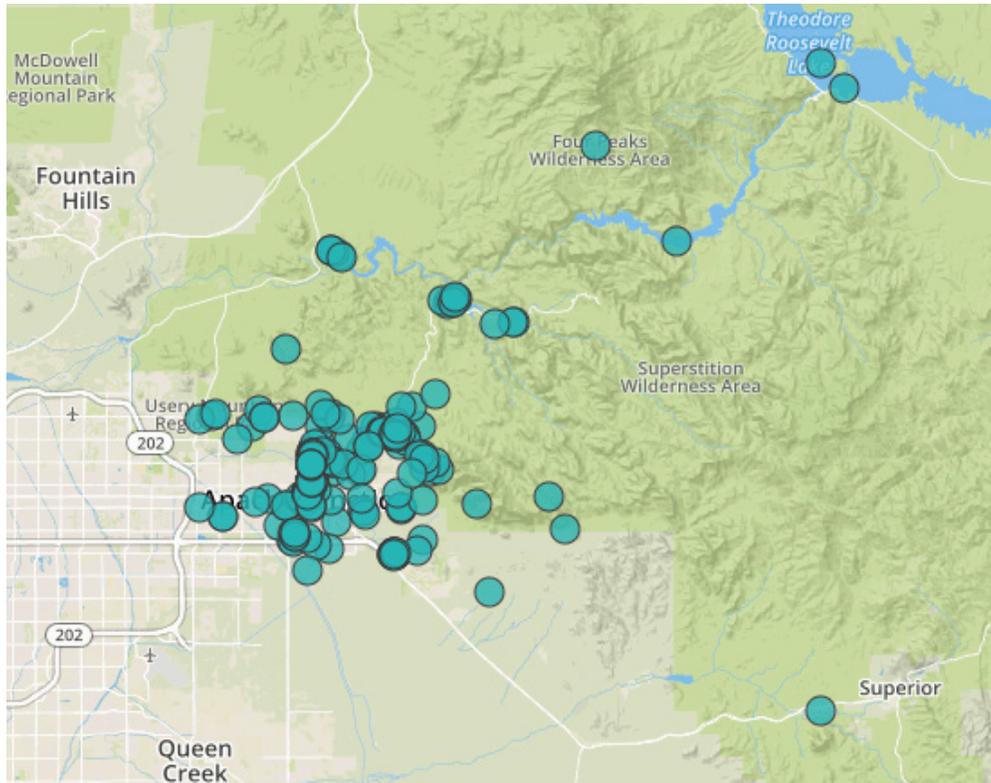


Figure 6. Places that were given recreational value in the Maptionnaire survey.

The History of the Hohokam and Salado Tribes in the Apache Junction Region

Moving beyond the immediate area of Apache Junction, this group (Group 6) delved into the history of the area's earliest inhabitants. Aerial videography and photography allowed the students to explore lands once occupied by the Hohokam and Salado tribes.

Legacy of the Hohokam and Salado Tribes: group6apachejunction.wordpress.com

(last visited July 2018)

While the students identified compelling history and locations based on the survey, **residents were more connected to the goldmining and cowboy history of the area than the history of its indigenous populations.** Areas with significant cultural value such as **petroglyphs or the ruins of Circlestone were not particularly noted by those surveyed for cultural or historical significance.** In composing this history, the students aimed to raise awareness and respect of the Hohokam and Salado tribes that once resided in the area and foster a deeper sense of identity among Apache Junction's current residents.

Women's History in Apache Junction

This group (Group 7) compiled a digital archive of scrapbooks kept by the Apache Junction Women's Club. Digitizing scrapbook materials on a website made them accessible to residents as well as tourists or historians. The group focused on historical influence of the library and other important local institutions developed by the Women's Club.

Apache Junction has relied upon grassroots organization and celebrated the role of self-rule in community development, even in the years before it incorporated as a City. **Over the 30-year history of the Women's Club, its membership brought many large-scale projects to fruition and fostered strong ties with the community.** For example, the Woman's Club sought to bring the community together by rebuilding the badly damaged public library. Opal Hansen led efforts to rebuild the structure on a new lot donated by two seasonal Apache Junction residents. On July 6, 1966, the library was opened to the public at 122 E. 2nd Avenue. Another community resource the group supported was Epicenter Family Services, a nonprofit family counseling center focused on raising awareness of child-abuse and sexual assault. Initially there were community objections to the center, but the Women's Club supported it. Epicenter's shelter broke ground in 1984 with help of the club and federal funding.

**Apache Junction
Women's Club
Scrapbooks:
ajwcscrapbooks.com
(last visited July 2018)**

Apache Junction High School

This group (Group 8) worked on the history and present-day values surrounding Apache Junction High School on South Ironwood Drive. The most useful resources were the local history book *The History of Apache Junction, AZ* by James Swanson and Thomas Kollenborn and Kollenborn's blog. To acquire more information about the school and its influence in the region, they tried to contact the school's principal for an interview. While they hoped to get information from current students and teachers, they did not receive any responses. From the community-mapping survey, **students noted that the high school was valued as a cultural and "special place," with recreational value identified onsite and nearby.**

COMMUNITY VALUES MAPPING SURVEY

Using an in-person survey with a paper map conducted at the Lost Dutchman Days Rodeo and the Marathon Expo and using an online PPGIS tool called Maptionnaire, students polled residents and visitors about community values and places. The mapped aggregate results (see Figures 7, 8, and 9) generated compelling insights about place attachment in the city. The survey shows that strong place attachment exists for a variety of reasons and at many different locations. The aggregate values map (Figure 7) shows color-coded dots identifying a place important to a resident and the reason a resident is attached to it. The heat map (Figure 8) shows high concentrations of dots where the most popular places were located or where community members felt more amenities or better access were needed. **The most highly identified places of value included the Superstition Mountains, Lost Dutchman State Park, Superstition Mountain Museum, the Apache Junction Public Library, Apache Junction City Hall, Veterans Park, Flat Iron Park, Goldfield Ghost Town, and Canyon Lake Marina.** The bar graph (Figure 9) shows the relative dispersal of value types community members cited as reasons for attachment to the different places on the maps. **Recreational locations were the most frequently identified, totaling 272 values, followed by places of aesthetic (164 total) or natural value.** These results may prove useful for City planning staff.

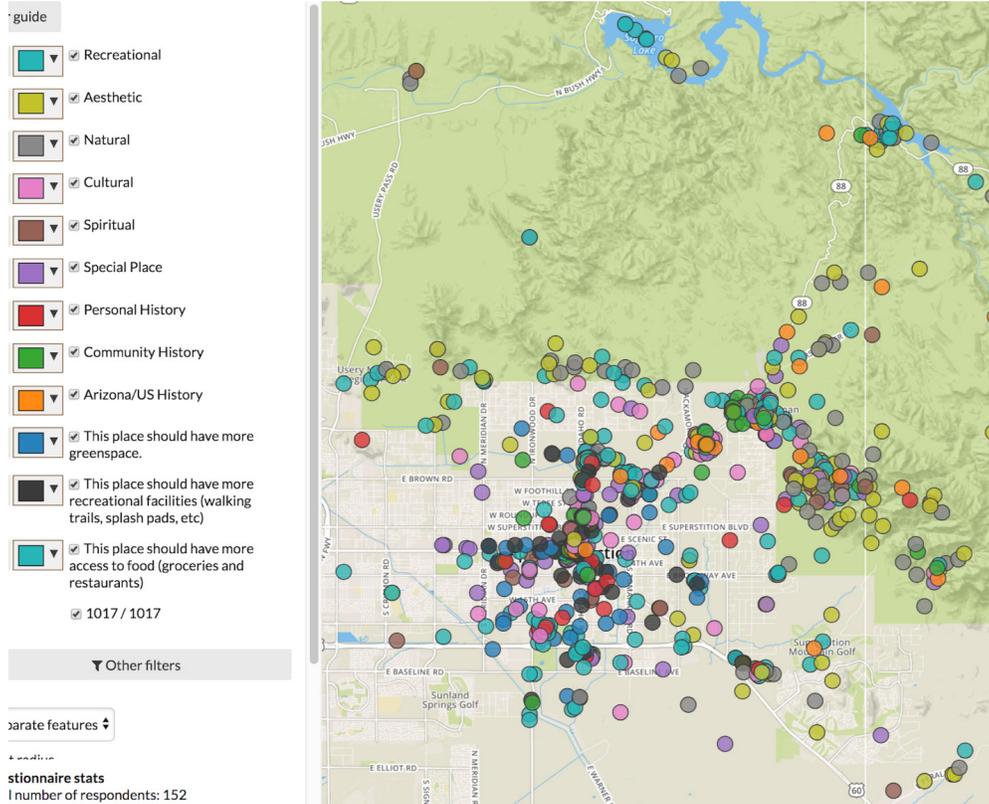


Figure 7: Map of valued locations in Apache Junction. The color-coded legend shows values representing the present (first 6 values), past (next 3), and future (final 3) categories.

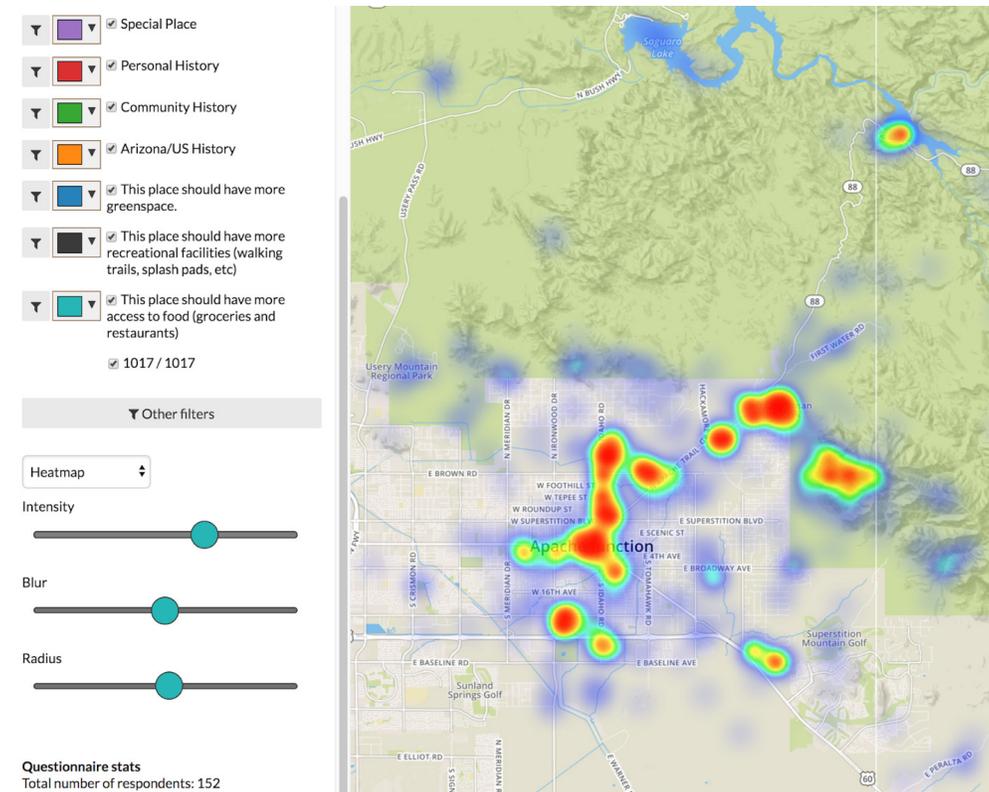


Figure 8: Heat map showing the density of all values mapped in Apache Junction.

The highest density of values are located near the center of Apache Junction, including the area at the Y-junction where Apache Trail, Highway 88, and the Old West Highway meet.

Values identified here represented both the past (history and culture) and present (recreation and aesthetic). **Another place that received a high density of place values was the City Complex** (see Figure 10), where City Hall, Parks and Recreation, the Multi-Generational Center, Apache Junction Public Library (see Figure 11), Municipal Court House, Four Peaks Elementary School are located. **A third, high-density location was Lost Dutchman State Park**, which was primarily labeled with recreational values, but also noted for its historical significance (from Group 2's reflection on survey results, which can be found online).

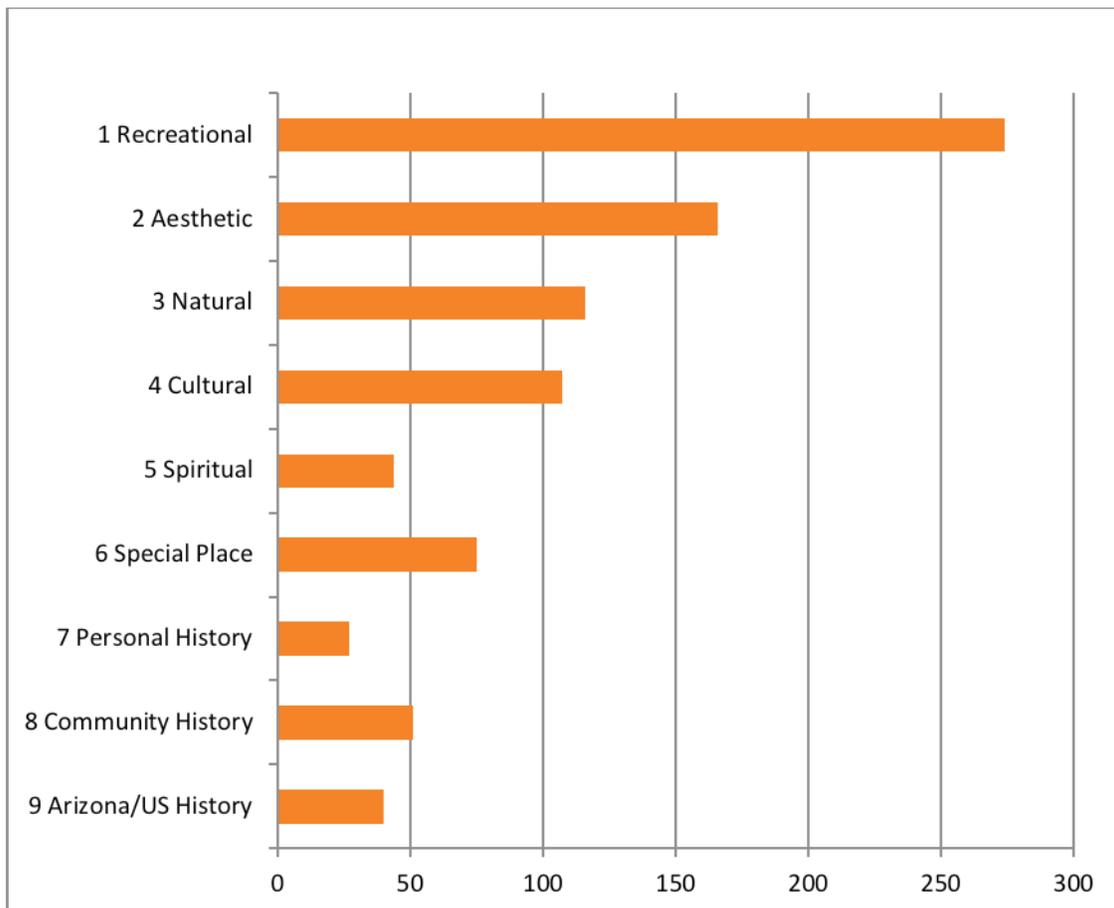


Figure 9: Frequency chart comparing the nine most common values mapped in Apache Junction and surrounding area.

An interesting result revealed in the City Complex area was that **the Apache Junction Public Library received a large number of labels for its recreational and historical value.** Residents see this library as a place of community history more than the Superstition Mountain Museum, which was itself valued largely as a special location. In addition, **the library received more recreational values than the Multi-Generational Center.**

Multiple residents commented on how valuable the library is as a place of community history, as a community center, and as a place to spend free time. Some of the recreational valuing could also be due to children's or adult programming resonating with women between the ages of 22–45, as this demographic group, in particular, marked the library as having high recreational value (see Figure 11).

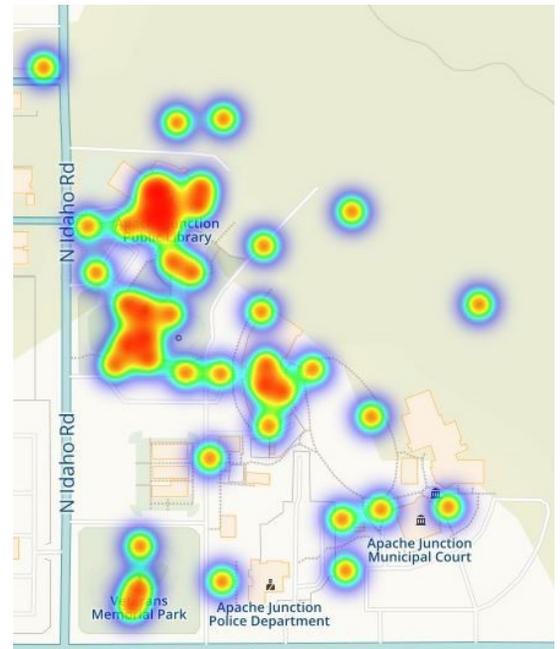


Figure 10. City Complex survey hotspots.



Figure 11. The exterior of the popular Apache Junction Public Library. Image via its Facebook page.

Prospector Park received the most value placements of the survey locations reviewed by the Parks and Trails student group. It received 44% of recreational value placements, followed by Flatiron Park at 14%. The Multi-Generational Center received only 6%. For Prospector Park, the next highest value chosen was “aesthetic,” followed by “this place should have more recreational facilities.” Notable here is the absence of cultural values or personal histories attached to the park, considering how much activity takes place there throughout the year (see Group 3’s reflection on survey results online).



Figure 12. A trail approaching Superstition Mountain within Lost Dutchman State Park. Taken by Andy Atzert, <https://flic.kr/p/aaXEmS>.

As for values associated with the surrounding mountains, **while trails of the Superstition Mountains were valued by 37 survey respondents for aesthetics and natural beauty (see Figure 12), only 3% of them valued it as cultural and 2% for its historical significance.** The 42 respondents who valued Lost Dutchman State Park and Goldfield Ghost Town largely did so for their recreational and natural beauty values. This finding indicates **these locations are less valued for connecting to history or spirituality, reflecting a lack of knowledge or interest in the area’s indigenous history** (from Group 6’s reflection on survey results, which can be found online).

RECOMMENDATIONS

Apache Junction has a number of challenges and opportunities. Based upon their findings, the students offered these recommendations:



Celebrate History

1. Continue developing a strong sense of place and local history, particularly with sites that the local community highly values. The City could encourage or sponsor investments in new public-history research and commemorative efforts. The Apache Junction Public Library could contribute by making digitized documents, oral histories, and other local resources more accessible.
2. Consider developing cultural and tourism assets related to the sites in the community-values mapping survey that could enhance the quality of life and positive perceptions of Apache Junction.
3. Create plaques for areas of historical significance, such as where the Superstition Ho Hotel once stood, to commemorate historic sites within Apache Junction. Plaques could serve to attract visitors and help explain the history of the town to the public (see p. 2 of Group 1's reflection on survey results online).
4. To strengthen the understanding of the cultural and special significance of recreational facilities such as Prospector Park, which are mostly valued for their recreational potential, use the associated history and personal stories for Positively Apache Junction.
5. Use the central location of the former Supersition Ho Hotel to connect with the community in Apache Junction as an aspect of the Positively Apache Junction campaign.
6. Consult with the survey results to determine which locations need historical preservation projects (p. 16, Group 2 reflection).
7. Public historians should advocate for investment in archival projects to preserve the City's history and for library services to continue supporting community interest in local history (p. 24, Group 3 reflection).
8. Create promotional materials about the most highly valued places in Apache Junction for the Positively Apache Junction marketing campaign and distribute these via social media.

9. Seek ways to recognize and integrate the history and cultural value of the indigenous tribes who lived in the area (p. 14, Group 6 reflection).
10. Work to preserve the indigenous sites in the Superstition Mountains, such as removing debris and preventing visitors from climbing on structures or taking artifacts. Local resident Tom Kollenborn could be consulted about this, as he has presented ideas in his blog (p. 14, Group 6 reflection).
11. Consider displaying indigenous history, including information about sites in the nearby Sonoran Desert such as petroglyphs and Circlestone, at points throughout Apache Junction.



Make Use of Data

1. Continue community-values mapping research through projects with consultants and internally managed public participation GIS surveys. The first attempt at using Maptionnaire was a great success and identified several sites with of value.
2. For stakeholders or other classes interested in place-based values, use software like Maptionnaire, if budgets permit.
3. Use ongoing data collection to understand the values of the library, which was identified as important to the community, and improve its functionality (see p. 4 of Group 7's reflection on survey results online).
4. Encourage the City's sustainability planners to examine the survey data. To advance growth while retaining valued areas, planners must respect and work with community values. In the survey, greenspace, access to nature, and aesthetics were highly identified (see p. 13 of see Group 4's reflection on survey results online).
5. Supplement online exercises—such as the survey performed for this course—with mailout map surveys, surveys that target tourists and seasonal residents, and exercises conducted in public settings. The online mapping tool is a popular and enjoyable exercise that gathers cultural and landscape values far beyond the individual survey and even town hall methods. However, the medium invites other biases because it requires computer literacy, internet connection, and awareness of the survey in the first place.
6. Refine future community values surveys so they are more representative of area residents and visitors.

7. Share the results of this final report and the first community-mapping exercise with the public, particularly those who requested information. Contact Project Cities for the list of emails volunteered by respondents who wanted to learn the results.
8. Repeat this survey annually to see how results change.



Use Survey Results for Sustainability

1. Consider developing more sustainable initiatives in Apache Junction, as the survey revealed that respondents recognized Think Water at Flatiron Park, which encourages water conservation (p. 2, Group 1's reflection).
2. Consider using Canyon Lake Marina, marked as important place to those who participated in the survey, to engage Apache Junction residents and visitors about importance of water in the community as well as its changing significance over time (p. 16, Group 2 reflection).
3. Host semi-annual community events near Canyon Lake that include water-conservation education.



Build Community Resources

1. Leverage the achievements of Apache Junction women to create programs that benefit the City.
2. Create and maintain an Apache Junction Women's Club Scrapbook website, and post historical information about the club's achievements on social media.
3. Create a historical research club participated in by residents and visitors.
4. Consider starting a new version of the women's club, which could again become a source of pride and an engine for change and cultural renewal within the community.

AREAS FOR FURTHER EXPLORATION

Students agreed that the City should consider doing further work that is focused on specific sites or questions about the sites that were identified in the community-values mapping survey. It could be useful to form focus groups containing representative stakeholders from these sites and invite them to work with specialists from ASU (for example faculty and staff from the School of Historical Philosophical and Religious Studies and possibly even students from History 485, some of whom were planning to continue on with graduate studies at ASU). The focus groups could consider the specific survey results from those areas, as well as related histories from the course and from local heritage groups, with the goal of addressing some of the recommendations and helping Positively Apache Junction invest in highlyvalued zones within Apache Junction and the larger region.

CONCLUSION

As research conducted by the students of HST 485 demonstrated, Apache Junction is rich with places of historical and community value. While the students delved into the histories of seven specific facets of the City and its surrounding area, their survey also revealed a number of hotspots valued by community members. The students hope that their work will raise awareness about the history and significance of places in or near the city and engage people in learning more about their area. This project was intended to help change perceptions of Apache Junction and promote a positive view of the city for residents and visitors alike. Sharing this history, and building upon the findings of students with place-based marketing plans or community resources are just two ways the City could integrate these findings into its Positively Apache Junction campaign.

SPRING 2018 HST 485
STUDENT MATERIALS ARE
AVAILABLE ONLINE AT:

PROJECTCITIES.ASU.EDU

Consult the student materials in their entirety at projectcities.asu.edu. They are located on the page "2017-2018 Partner: City of Apache Junction" found under the "Partner Cities" tab.

FACULTY STEPHANI
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FOR DESIGN & THE ARTS

THP 514: COMMUNITY-
BASED THEATRE
SPRING 2018

Building Community with Apache Junction Legends

ACKNOWLEDGEMENTS

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INTRODUCTION

Apache Junction is a city rich in history and legend. However, negative perceptions of the city at times overshadow the City's positive assets. With its Positively Apache Junction marketing campaign, the City aims to dispel such these associations and instead promote its cultural and natural wealth to build community morale and attract visitors. To support this effort and demonstrate how cultural assets can be used to this end, students in the ASU Spring 2018 course THP 514: Community Based Theatre, created four performances based on local stories. This section of the Positively Apache Junction report delves into the students' research and the resulting performances and takeaways.

To begin, the class of graduate student theatre artists divided into four groups who sought to discover and devise ghost stories and legends drawn from the city's history, legends, and landscapes. The class chose this focus because such tales are a noted asset of the city. In fact, the Superstition Mountains were named from such legends. Research methods included reviewing literature (archives and local histories), interviewing and surveying community members, and observing the city and its events. Once they had gathered ghost stories on which to base their performances, the student groups worked with community members to produce and refine the narratives. From these findings and interactions, each group created a 15-minute, interactive performance. The students presented these performances back-to-back on April 15, 2018 in Apache Junction at Flatiron Park before a mixed-age audience of community members. Stories included a legend about the creation of the Superstition Mountains, tales of miners and explorers, and a ghost story set in the local Apache Junction restaurant Dirtwater Springs.

Through the Positively Apache Junction campaign, the city seeks to build social cohesion and collective pride. Accordingly, the students planned these performances to encourage community cohesion and creative expression. The project demonstrated how history, culture, and the performing arts can uncover shared values among the city's historical assets and shared narratives. Accordingly, the primary recommendations from the students were to: 1) build artistic experiences that encourage intergenerational engagement and further develop a sense of cohesive community through local history; and 2) incorporate the arts into city planning.

The remainder of this "Building Community with Apache Junction Ghost

Stories” section of the Positively Apache Junction report explains the students’ research methods, performances, and recommendations, as well as ideas for further exploration.

PROBLEM

Some residents of the city and surrounding area negatively perceive Apache Junction as a haven for elderly seasonal visitors—a city with a multitude of mobile home parks and an underperforming economy. The daily repetition of those negative perceptions affects community morale and identity, overshadows Apache Junction’s wealth of assets, and may serve to discourage people from visiting or moving to the city. Community theater is one way the City can celebrate its strengths while building connections and shared values among its community.

RESEARCH METHODS

Theater demands creativity, while community-based stories require research. Students reviewed literature, surveyed and interviewed community members, and observed the city to discover and develop background information on which to base their playwriting and performances. Further, working with local sources helped the students tell stories of Apache Junction that intrigued but also informed. In doing so, they built connections while empowering the community.

Literature Review: This research method involves reviewing a host of documents for data and information. Students turned to the Apache Junction Public Library for archives and local history to review and learn the legend and lore of the City.

Story Circles and Storytelling Sessions: Each group used this informal research method, similar to interviewing or surveying, to develop their performances. For example, for the performance set at the restaurant Dirtwater Springs, students spent several hours asking questions and listening to stories of the owner and waitresses. Students also conversed with people at the Apache Junction Visitor Center, antique stores, the Apache Junction Public Library, Apache Junction High School, and Superstition Mountain Museum. For these gatherings, they asked residents about legends, ghost tales, or their experiences with “haunted places” in the area.



Figure 13. Three high school students, members of the Youth Advisory Council, pictured with an ASU graduate student (second from left), participated in creating and performing.

On-Site Observation: Researchers use this method to gain a sense of a place and how it is used or perceived by spending time there. For their performance research, student groups attended the Lost Dutchman Rodeo, explored the mountains surrounding Apache Junction, and attended City meetings.

Collaboration: Using the gathered information, students collaborated with the Apache Junction Teen Advisory Council and other residents on their performances and received feedback. This collaboration helped the students to select and refine the stories and ensure the stories were told ethically and accurately. High school students from the Youth Advisory Council also participated in a performance (see Figure 13).

During the research and development phase, the theater students also hosted a workshop with the Apache Junction High School theater class.

RESULTS

Building on the collected information, each group of students created a 15-minute performance of a ghost story or legend based in Apache Junction. One group included three high school students from the Youth Advisory Council. The performances were multi-sensory, meaning they were interactive or included an interactive element like food or props to encourage audience participation. The performances therefore represented the community's cultural heritage while cultivating creative expression. Audience members were encouraged to continue the conversations sparked by the performances, or share their own stories of Apache Junction's past. In this way, the students demonstrated how performance can enliven a space and be a community asset.

The students chose Apache Junction's Flatiron Park for their performances, as the park was the most preferred option of city officials and students since it had welcoming grass and access to power, lights, and restrooms (see Figure 14). Performed back-to-back, the four 15-minute performances added up to an engaging 1-hour performance. The audience ranged from small children to retirees, and featured a number of families.



Figure 14. Apache Junction's Flatiron Park. Photo by City staff.

First performance: A ghost story set at the restaurant Dirtwater Springs. This performance highlighted the little-known fact that Apache Junction was home to Arizona's first zoo, which was set where the restaurant is located now and shared the same original owners as the restaurant. For its performance, this group offered chips and salsa for audience members to partake in as a representation of the dining experience at Dirtwater Springs.

Second performance: Ghost stories about the Lost Dutchman Gold Mine and a gruesome murder. Three high school students from the Youth Advisory Council joined this performance. Audience members were encouraged to share their own experiences with ghosts in Apache Junction.



Figure 15. ASU graduate student Sara El Sayed embodied “the pale faced woman” from a legend about a mysterious woman who protected a Pueblo tribe from a Zuni attack in the Superstition Mountains for one of the performances.

Third performance: A telling of two legends of tribes native to the area. One was based on the legend “Pale Faced Lightning,” about a mysterious, pale-faced woman who protected a Pueblo tribe from Zuni attack in the Superstition Mountains (see Figure 15). This group offered audience members trail mix and beef jerky from a fake gourd “spruce gum ark.” Spruce gum is a traditional chewing gum made from spruce tree resin. In the creation myth of the Akimel O’odham (Pima) tribe, which has deep historical ties in the region, a shaman and his wife survived a flood by sealing themselves in a ball of spruce gum.

Fourth performance: Stories about Superstition Mountains miners and explorers that involved maps. The students encouraged the audience to interact with the performance by looking through a hole in a cactus the group built to reveal the designed storyline (see Figure 16), which was relevant because a map to a gold mine was rumored to have been etched on a plant. The performers also gave audience members a cardboard heart that symbolized the story of the Peralta Heart Map, rumored to indicate the location of the Lost Dutchman’s gold mine. One student did a puppet performance, which the audience greatly enjoyed.



Figure 16. An audience member peeks through a hole in a cactus, an interactive prop that the students incorporated in to their performance.

RECOMMENDATIONS

Because the goal of this project was to produce these performances, the students’ recommendations built upon the values of community engagement and creative expression. They advised Apache Junction to:



1. Offer more artistic experiences that encourage intergenerational engagement through local history to further develop a sense of community.
2. Incorporate the arts into city planning.

AREAS FOR FURTHER EXPLORATION

In addition, the student researchers advised that the City take advantage of the archives from the Apache Junction's Women's Club, also explored by students in HST 485 for this Spring 2018 Positively Apache Junction report, to create a play about the women of Apache Junction.

Extend the student findings and performances into a public event before Halloween celebrating ghost stories and legends based on local history. This could be done as a festival or a series of public performances. This Halloween event could be an enriching experience for the community and a holiday-related attraction for visitors.

CONCLUSION

Apache Junction seeks to dispel negative perceptions of its city while building community morale and attracting visitors. Exploring the city's history through theatrical performance is one path for building positive community values. Theater students in the Spring 2018 ASU course THP 514: Community Based Theatre Class delved into ghost stories known to Apache Junction's older generations and performed them with and for younger audiences. Their activities encouraged intergenerational connection and community cohesiveness while highlighting the area's wealth of narratives. They also demonstrated to City staff that theater can serve as a community asset and bring a space to life. Additionally, theater can also attract visitors. For all these reasons, the students recommended that the City integrate arts into future city planning. This effort could not only support creative expression and build community, but also spur positive perceptions of the city among residents and visitors.

SPRING 2018 THP 514
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