



# RESOURCE INFORMATION

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TO SUPPORT THE  
INTEGRATED MARKETING PLAN

## Includes:

- MSAAHC Brand Guide
- Communications Review
- Survey Summary



# BRAND GUIDE



## WE ARE STRONGER TOGETHER

This is a message that should be embraced internally for your brand to resonate to the Buffalo community and your targeted audiences. Every promotional item should reflect the Michigan Street African American Heritage Corridor's branding – colors and logo.





Photo credit: Steve Gabris

## What is the Michigan Street African American Heritage Corridor (MSAAHC)?

The Michigan Street African American Heritage Corridor is a nationally and internationally recognized Buffalo African American Heritage designation that serves as the focal point for an introduction of a story of Freedom, Advocacy, and Creativity. Visitors are provided an engaging experience, learning about Buffalo’s rich African American history by touring four historic buildings and museums that tell the story of an active neighborhood that included civil rights advocates, slavery abolitionists, and creative musicians who took the lead to create a popular jazz entertainment center and advocate for labor equality. An added attraction that built on the musical legacy of the Michigan Street Heritage Corridor is WUFO Radio. The owner created the first Black History Radio Museum in the country dedicated to the stories of community and sounds of Rhythm and Blues, Soul, and Gospel music that emerged as a connection to the African American Community.

## MISSION

As a voice for the African American Heritage experience in Buffalo the Michigan Street African American Heritage Corridor Commission strives to integrate the African American cultural significance and impact on Buffalo and American history through heritage and cultural experiences, public engagement that inspires and move people to embrace the rich history and connection to the present and the future with a focus on continual preservation of the African American stories and community development.

## VISION

The Michigan Street African American Heritage Corridor Commission (MSAAHCC) will serve as the connector of the past, present and the future for the historic neighborhoods within the Corridor.

## YOUR ELEVATOR SPEECH/ BRIEF STATEMENT

In the simplest terms: “This is who we are”

The Michigan Street African American Heritage Corridor that includes four Buffalo, NY historic institutions is a Heritage tourism designation that tells the stories of the Abolitionist movement, the Civil Rights movement, and cultural and artistic influences that impacted and connects the African American experience in America.

**EXAMPLE:** A Look at the National Museum of African American History and Culture ABOUT Paragraph: “The National Museum of African American History and Culture is a place where all Americans can learn about the richness and diversity of the African American experience, what it means to their lives, and how it helped us shape this nation.”







## Brand Messaging

Brand messaging is the consistent language and tone a company uses to describe its brand—what people think of when they see your logo or name. An organization must define their brand messaging, then use it in all their content and materials, including:

- Website copy
- Product packaging
- Marketing materials
- Social media posts
- Blogs
- Slogans and taglines

## BUILD YOUR BRAND AS A LEADING HERITAGE DESTINATION

### PROVEN TACTICS:

#### Develop the Messaging

It begins with defining who you are, what you do and why it matters.

#### Let's Begin with Your Unique Value Proposition:

##### What makes you stand out from other African American Heritage Corridors?

- It may be the Underground Railroad stories – Buffalo Connection to Freedom.
- It may be the story of how individuals and organizations worked together to make a difference in the lives of African Americans.
- It may be that the neighborhood leaders and institutions provided a foundation for the Civil Rights Movement.
- It may be how each founding anchor's history influenced African American History.







## The Messaging

Must resonate with your targeted audiences. Your words and writing must touch hearts and minds.

- Your team, Michigan Street Heritage Corridor anchors and boards must embrace and become your brand advocates.
- Messaging must be developed to educate and inform your targeted audiences.

## A STORY IS NEEDED TO EXPLAIN “What is Michigan Street and Why it Matters”

### Consider the following brief story:

The Michigan Street African American Heritage Corridor (MSAAHCC) tells the stories of a neighborhood that became the heart of the African American experience in Buffalo. A neighborhood that included leaders who contributed to a culture of activism and musical culture that created a historic footprint that impacted and connects the African American experience in America. **It’s an American story of advocacy, freedom, and creativity.**

### A longer story:

Michigan Street, a neighborhood that was built by freedom seekers, human right activists and talented musicians and cultural trailblazers. Each group worked towards a better life for African Americans. Samuel Davis was an earlier freedom seeker who settled in Buffalo and was chosen to build the Michigan Street Baptist Church in 1845. The historic Michigan Street Baptist Church that still stands today was the first black Church built In Buffalo by African Americans. This church became an important part of the Underground Railroad where church and community members provided comfort, a refuge of safety and hope to many who knocked on the church door as they continued their journey to Canada.

The focus on freedom and human rights attracted visionaries and leaders such as Rev. Edward Nash, who moved to Buffalo to become the pastor of the Michigan Street Baptist Church. Rev. Nash was known as a charismatic minister and human rights advocate who helped attract visionaries and other human right advocates such as Mary Talbert to the Michigan Street Community. Mary Talbert became a leading voice in the women’s suffrage and abolitionists movements. She also was one of the founders of the Niagara Movement and a leader working on anti-lynching legislation. Booker T. Washington was also drawn to Buffalo to work with Rev. Nash and other leaders. These dedicated activists are credited to laying the foundation for the Civil Rights Movement.

The story of the Michigan Street community is a story of perseverance, freedom, activism, and creativity. The neighborhood was a magnet for entertainers and was always full of musical sounds from nearby clubs such as the historic Colored Musicians Club, Little Harlem, Moon Glow, and Zanzibar. The legacy of a thriving musical community led to the opening of Buffalo’s only black owned radio station that featured talented DJs and provided African Americans with news and music of the Civil Rights movement. **There’s much more to the story so make plans to visit the Michigan Street African American Heritage Corridor.**





# Tagline

“An American Story of Freedom, Advocacy, and Creativity.”



- A tagline is a short, memorable description that clearly communicates the brand message. This short description helps build brand personality.
- A tagline is a short catchy phrase that evokes an image of your brand in the minds of your customers.

## What Makes a good tagline?

1. It's memorable.
2. It is simple and short.
3. It includes a benefit for the targeted audience.
4. It differentiates the brand. It highlights your unique proposition.

## What is it about your product or brand that sets it apart from competitors?

1. It helps resonate positive feelings about the brand.
2. It tells a story.

## EXAMPLES OF WELL-KNOWN TAGLINES:

- M&M:** 'Melts in Your Mouth, Not in Your Hands'
- De Beers:** 'A Diamond Is Forever'
- Allstate:** 'You're in Good Hands with Allstate'
- Target:** 'Expect More. Pay Less.'
- Nike:** 'Just Do It.'
- Apple:** 'Think Different.'
- L'Oréal Paris:** 'Because You're Worth It.'
- BMW:** 'Designed for Driving Pleasure.'



## POSSIBLE TAGLINES FOR THE CORRIDOR:

### Michigan Street African American Heritage Corridor

- An American Story of Freedom, Advocacy, and Creativity.
- Where Powerful Stories of the Past Inspire the Future
- A Neighborhood That Impacted American History
- A Neighborhood That Changed the World
- More Than a Neighborhood
- Great History Begins with Community
- We Have Stories to Tell







## Your Brand Voice

Brand voice is how an organization speaks to its audience and the world. It's the organization's unique personality. Brand voice is also known as the verbal identity of a brand.

**THINK ABOUT IT:** What type of Brand Voice do you want to communicate and show?

- You must get this right because it impacts how you reach your target audiences.
- Everyone must speak, write, and live the chosen personality.
- Your brand voice should "speak" to your audience and potential visitors in a way that they will listen.

## HOW DO YOU KNOW WHAT THEY WANT?

### Research, Surveys, and Conversations

Imagine your brand as a person. Is your brand an older professional, a chic fashionista, or a scholar? Imagine how that person would express themselves. Thinking about this personality will help you determine how you want to communicate your brand.

### EXAMPLE: NIKE'S BRAND VOICE

Bold, Confident and Inspirational  
Nike social media and Ads speak boldly and provide inspiration.  
TAG LINE: "Just do it."  
This is how Nike uses their brand personality.



## How would you describe Michigan Street's Brand Voice?

### CONSIDER THIS:

- We are Historians that share stories in an Engaging and Bold way.
- We are Proud, Inspiring, Authentic, Informative, and Welcoming.
- We are Unapologetic African American History Story Tellers.





(Brand voice, continued)

## Brand Voice Considerations

When writing or speaking about the Corridor, your words should be interesting (using a storytelling tone) clear, concise, inspirational, and uplifting. All Corridor communications should share a consistent voice.

When referring to the Michigan Street African American Heritage Corridor use the full name whenever possible: Michigan Street African American Heritage Corridor *or* the Michigan Street Heritage Corridor *or* simply Michigan Street as we build the brand. (The name may be abbreviated as “MSAAHC where necessary, but the full name is preferred.

### NEXT STEPS:

- Follow Up with A BRANDING EXERCISE to determine the Corridor’s voice by researching and observing your targeted audience and current audience (Your majority of visitors)
- Review the new survey comments and community engagement comments from the Strategic planning process to provide insight into your targeted audiences.



## THE LOGO

Your logo introduces your brand just like your website. Consider the following:

- What does your logo communicate to your target audience?

### HOW A LOGO CAN CONNECT BRANDS

The following recommendations may help create a consistent brand.

- Consider designing a new logo that includes the signature arch and uses a narrow font.  
Note the logo used by East Side Avenues for the Michigan Street Corridor.
- The logo should be prominently displayed as guest enter each anchor’s museum or tourist destination.
- The logo should be placed on all promotional materials – print, website, and social media.
- Different versions of the logo may be needed so that the incorporation with the anchor’s brand (logo) can be done easily. (See next page)



Examples of Modern Logos - Note the simplicity







(Logo, continued)

### EXAMPLE OF HOW THE OPERATIONAL ORGANIZATION LOGO CAN BE USED

- Note the different variations, uses and orientations of their logo, which is easily recognizable in all forms.



### A logo style that may work for the Michigan Street African American Heritage Corridor

- See the logo to the right. Imagine it with your current colors which have a powerful message.
- The logo is clean, simple and uses a modern style font.
- In addition, the signature Arch used in the East side Avenue's logo version for the Michigan Street African American Heritage Corridor could become the Michigan Street's brand symbol like the Smithsonian's sun burst.

## SOCIAL MEDIA

This is where your brand voice really should be applied. Put yourself in the shoes of your readers: What do you like? What interest you? Images? What type of writing? Brief or long stories?

It is important to keep your brand voice consistent across social media platforms.

**REMEMBER:** Different types of customers use a variety of social media platforms, so you will need to change your voice a little to speak to a specific target audience while keeping true to your core personality? This is where tone of voice comes into play. Tone allows you the flexibility you need to meet customers where they are on different platforms.

- No matter what social media platform or digital tool used, it important to remember most people like to view images and video clips and read little text.
- Use Social Media platforms and engaging content to tell your stories and connect to a diverse audience. Social Media Recommendation for Michigan Street Corridor: Facebook • Instagram • YouTube Channel

• Hashtags to consider: #AfricanAmericanHeritage #BlackHistoryisAmericanHistory #BlackHistory #Yourhistory #UndergroundRailroad



# COMMUNICATIONS REVIEW

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## A CLOSER LOOK

This section describes suggestions that can be made to improve your current promotional assets such as the website and social media pages.







# Communications Review

The Communications Review of the Michigan Street African American Heritage Corridor operating organization was limited to the digital footprint, so the next step is to review all printed materials that are currently being used to promote the Michigan Street Heritage Corridor. The review also included a look at the anchor websites and social media pages.

The Heritage Corridor has made significant progress in telling the rich stories of the historic Michigan Street Heritage Community. The informative email newsletter, the placement of the archway and ongoing programming gives people a look at the possibilities. So now let's build on the foundation.

The following summary is a communications review and not an audit. The audit will need to include an evaluation of the print and digital promotional materials for the Corridor. **This document will provide a guide to building a stronger communications presence.**

The good news is that you have developed many of the tools you need!

## Main Website Comparison:

My review is based upon what I believe is an excellent model of an umbrella organization—the Smithsonian website: [www.si.edu](http://www.si.edu)

**NOTE:** How the website features a page about the National African American History Museum: [www.si.edu/museums/african-american-museum](http://www.si.edu/museums/african-american-museum)

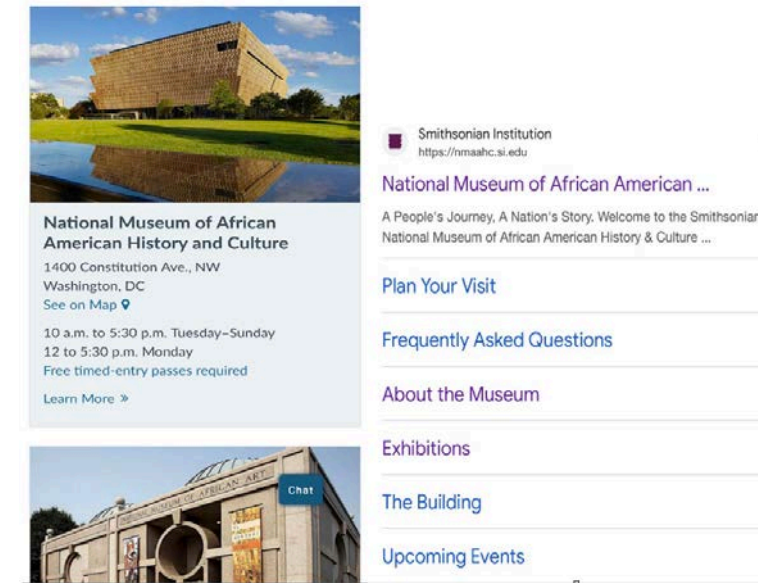
How the Museum comes up on Google as part of the Smithsonian website.

### What is Good About This Website?

- 1. It is Mobile Friendly.**  
Mobile Friendly means your website's information – images, texts, videos, links –are easily and readily accessible across all different platforms and, most particularly, on the much smaller screen of smartphones and tablets.
- 2. The navigation is easy to follow.**
- 3. I like the Join Us and Support links.**  
The support link leads to information about Membership.

**SUGGESTION:** Maybe it is time to introduce a membership model. Maybe collaborate with the Niagara Falls Underground Railroad Museum and Buffalo History Museum to offer a list of quality benefits.

- 4. It highlights each Smithsonian Museum with a page that profiles the museum and provides a website link.**
- 5. The website uses select striking images that promote the individual museums.** The images include brief copy no more than 3 lines. <https://www.si.edu/>
- 6. The photos used are high photo quality.**





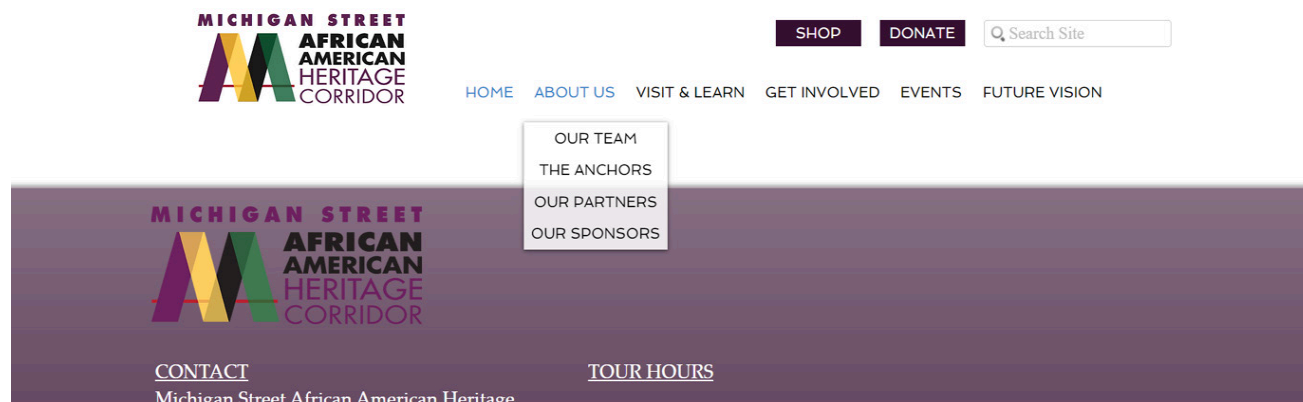
## (Website, continued)

7. They refer to the institutions as Museums, Galleries and Zoo.

**SUGGESTION:** Maybe the Corridor Anchors can be referred to as heritage designations.

### 8. Engaging Welcome Message:

“Welcome. The Smithsonian Institution is the world’s largest museum, education, and research complex. We are a community of learning and an opener of doors. Join us on a voyage of discovery. Explore our vast digital resources and learn online. ”



## Your Current Main Website:

**IDEA:** Consider the following welcome message:

“Welcome. The Michigan Street African American Heritage Corridor is an African American Heritage designation that includes four Buffalo, NY historic museums and buildings that tell the stories of the Abolitionist movement, the Civil Rights movement, and cultural and artistic influences. Join us for a walk through a historic African American community that created a historic footprint that connects regional and American history. **It’s an American story of advocacy, freedom, and creativity.**”

## Suggestions for the current website

- Update the copy and rearrange the text on the home page.
- The Mission and Vision sections should be moved to the ABOUT section.
- Replace the Mission and Vision on the Home page with a welcoming message.
- I like the Learn More and Book Tour Buttons. It is a Call to Action that people can see them right away.

**SUGGESTION:** Replace the word Anchors.

- The footer part of the page is fine. Great information.

**QUESTION:** Do you want to add a button to ask people to sign up for the digital email newsletter and to learn about events?

GREAT CONTENT and organization of the VISIT & LEARN and GET INVOLVED LINKS.

- Engaging EVENTS section.
- Great Information under the FUTURE VISION link.

## WHAT MAKES A PROFESSIONAL WEBSITE?

- A Clear Purpose
- A Simple Web Address
- Strong, Professional Branding
- Simple Navigation
- Easy-to-Find Contact Information
- Strong Calls to Action
- A Great Mobile Experience
- Compelling Content: Great images with simple, concise text
- SEO: SEO stands for ‘Search Engine Optimization’. It’s the practice of optimizing your web pages to make them reach a high position in the search results of Google and other search engines. More people should be able to find your website when searching a topic online. SEO improves the unpaid ranking of your website.







## SOCIAL MEDIA PAGES

### FACEBOOK

- Great content and clean
- About Facebook – great tool to reach a diverse audience.
- Try posting daily.
- PHOTOS – Professional high-resolution photos should be used when you can.

**SUGGESTION:** Decide what voice will be used. Storytelling works with little copy and striking images and video clips.

### Good Information About Facebook

- Facebook is the favorite social platform of the 35-44 demographic.
- More than half of Facebook’s ad audience are male, with women making up the remaining 43.4% of Facebook’s advertising demographic.
- Instagram takes the top spot among audiences under 25, but Facebook is the favorite social network for the demographics below:
  - 74.7% of Facebook users use YouTube.
  - 78.1% of Facebook users use Instagram.

**NOTE:** The following research provides an opportunity to create more engaging content to reach a segment of your visitors.

1.8 billion people use **Facebook Groups** every month. While popular before 2020, the COVID-19 pandemic drew more people into Groups. Both to connect with others during social distancing measures — especially for women.

**IDEA:** Maybe start a HISTORY FAN BOOK CLUB



### INSTAGRAM

Use more Instagram Reels and Stories.

- Add branding hashtag (s) to Instagram posts.
- Make sure the website is in the BIO section and point people to the BIO in posts.
- Add more video clips.
- Use interesting Images that will help you tell the story.
- Add a Call to Action to engage.
- Consider developing an editorial – content schedule.
- Decide how often you will post – I recommend at least 3 times a week.

Martin, Michele, “39 Facebook Stats That Matter to Marketers in 2022,” Hoot Suite. March 2, 2022. <https://blog.hootsuite.com/facebook-statistics/>

### LINKEDIN

- Activate the LinkedIn page.
- LinkedIn is a platform that helps you connect with funders and academic leaders, corporate executives, and business and corporate professionals.

### Recommended Social Media pages:

- Facebook
- Instagram
- You Tube
- LinkedIn





# DIGITAL REVIEW OF ANCHORS

## NASH HOUSE

### Website:

- Layout is beautiful.
- Menu is easy to navigate.
- Website is Mobile Friendly.
- Text/Info is clear and concise.
- Events page is updated with upcoming event, great job.
- The support page is laid out perfectly.

### Social Media:

#### FACEBOOK:

Social media is very active and VERY engaging. Awesome job!



## THE COLORED MUSICIANS CLUB

### Website:

- Website immediately popped up an email subscription box. Great job.
- Menu area on the website could use better formatting/layout.
- Imagery on the home page looks great.
- About page very informative.
- Event Page looks good.
- The Merch page seems to be missing all the merch available in the store. (Perhaps this is on purpose).
- Donate button on the donate page does not work (link broken).
- Overall, the website looks good. Images are a bit large on the desktop view.

### Social Media:

#### FACEBOOK:

Page is very active and engaging. Great job!

#### INSTAGRAM:

Page is active, engagement seems a little lower than Facebook.



**SUGGESTION:** A YOUTUBE channel may be a good promotional tool.

## MICHIGAN STREET BAPTIST CHURCH

### Website:

- Font on the website is dated, layout could use improvement.
- Banner information should be aligned.
- The link for the "Tours" page is very nice (links to the Corridors website).
- Gallery Page could use a lot more photos.
- Donation Page could include more info about how the donations help towards the top.
- Entire website could use a fresh, new layout that is more exciting and engaging,
- The words Buffalo Niagara Freedom Station Coalition on the banner is a bit confusing until you read the ABOUT BNFS.

### Social Media:

#### FACEBOOK:

- Somewhat active and engaging.
- Content could use improvement (better audio quality on recent post).
- There should be more promotion for the upcoming Sept 29th event.

#### INSTAGRAM:

- No activity/engagement.
- Needs more promotion for the upcoming Sept 29th event.

#### TWITTER

- No activity/engagement.

## WUFO RADIO COLLECTIVE

The Corridor's link leads to the Radio Station website. It would be best to link to an updated engaging website or the Facebook page at

<https://www.facebook.com/WUFOBlackRadioHistory/>

Website: <https://www.wufoblackradiohistorycollective.org/>

- Former website mirrored the Facebook Page.
- More engaging content copy and images are needed on the current website.





# SURVEY SUMMARY



## SEEING RESULTS

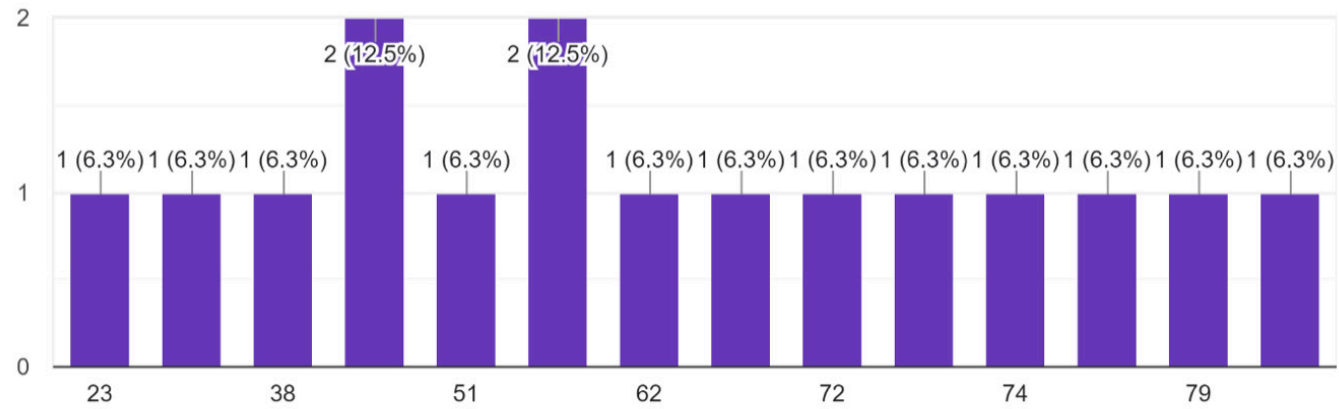
The following is a summary of two local surveys consisting of self-identified Travelers and Parents. Eighteen (18) individuals provided responses in the Travelers Group and ten (10) individuals responded in the Parent Group. Very positive results.



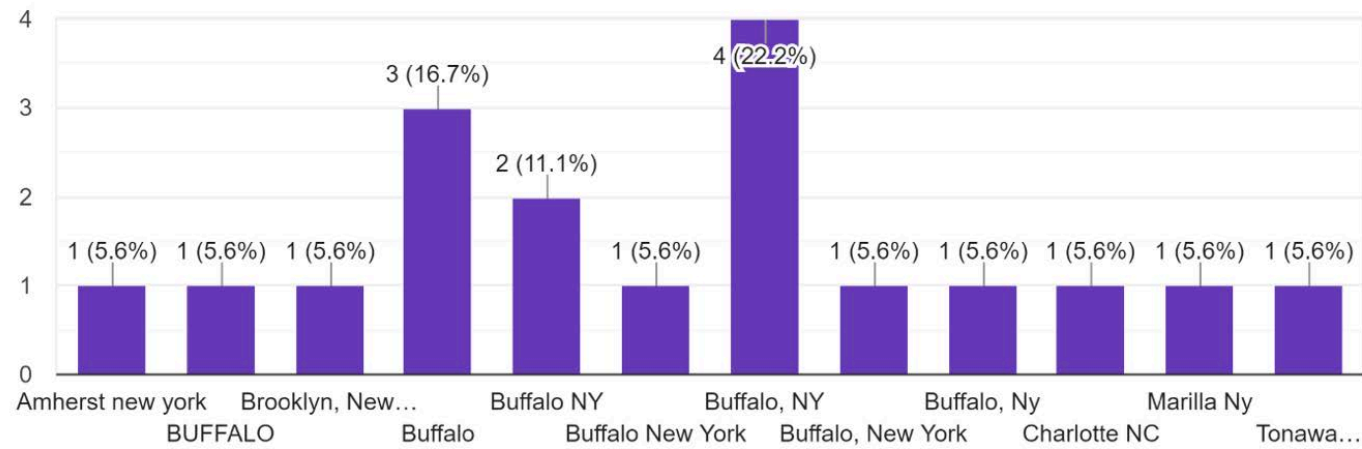
# SURVEY I – TRAVEL GROUP

Target was to reach travelers of diverse ages.

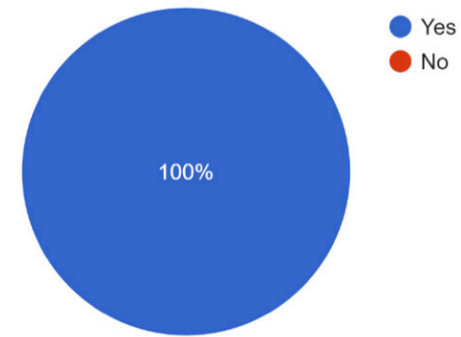
**Age of Respondents** (16 responses)



**City & State of Respondents** (18 responses)

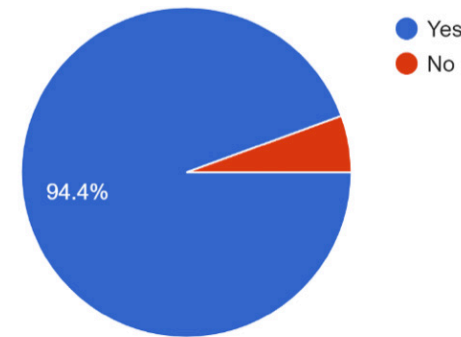


## 1. Have you heard of the Michigan Street African American Heritage Corridor (Buffalo, NY)? (18 responses)



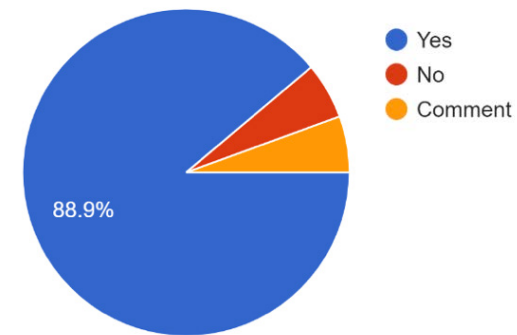
Survey question one asked the respondents whether they had heard of the Michigan Street African American Heritage Corridor. 100% of the respondents answered yes.

## 2. Have you visited the Michigan Street African American Heritage Corridor? (18 responses)



Survey question two asked the respondents whether they had visited the Michigan Street African American Heritage Corridor. 94% (17/18) of the respondents indicated that they had visited the Michigan Street African American Corridor.

## 3. When you travel, do you visit museums or other historical attractions? (18 responses)



Survey question three asked the respondents whether they visited museums and other historical attractions when they traveled. 88% (16/18) of the respondents indicated that they visit museums and other historical attractions when they travel.





(Travel Group Survey, continued)

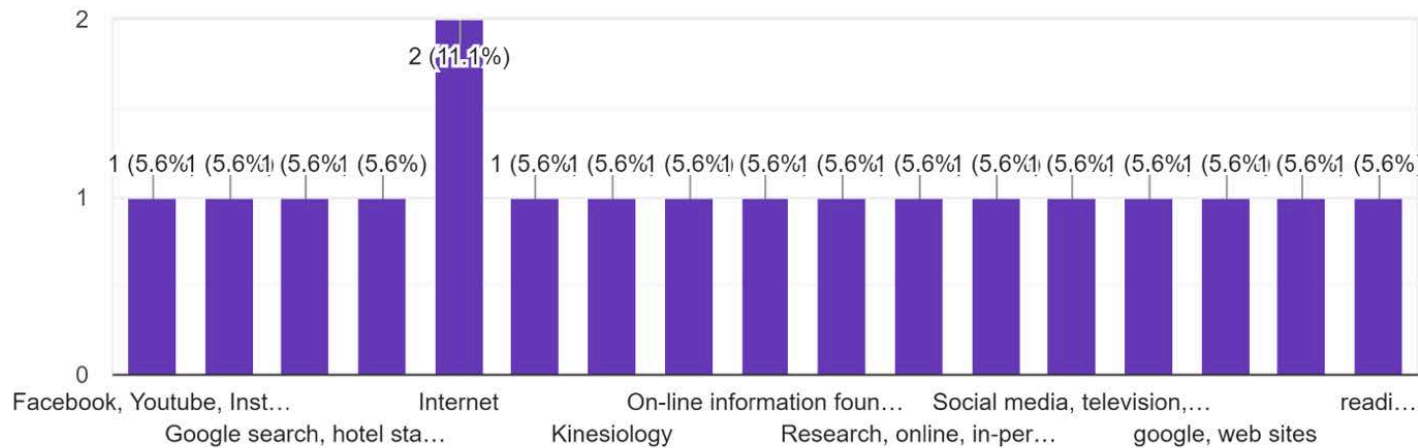
**4. What makes an engaging tourist experience?**  
(18 responses)



Survey question four asked the respondents what makes an engaging tourist experience for them. 27% of the respondents indicated that live tours make the tourist experience engaging. Another 27% of the respondents indicated that history/culture make the tourist experience engaging.

**5. How do you learn things or get information?**  
(18 responses)

Survey question five asked the respondents how they got information or learned about new things. 83% (15/18) of the respondents indicated that they obtained information or learned about new things from the internet.



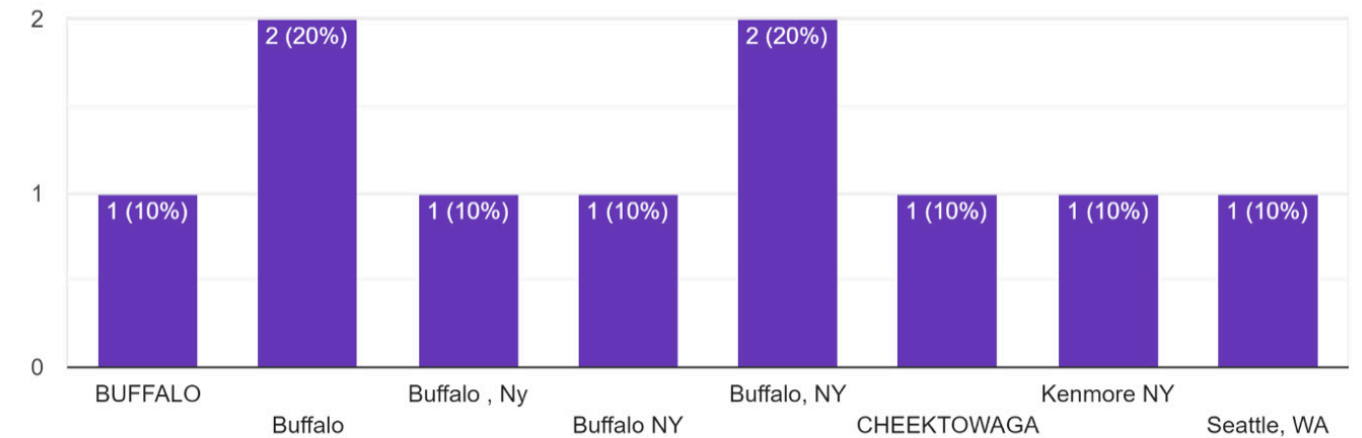
**SURVEY II – PARENT GROUP**

AGE RANGE: 35 – 65 years

Male: 2 / Female: 8

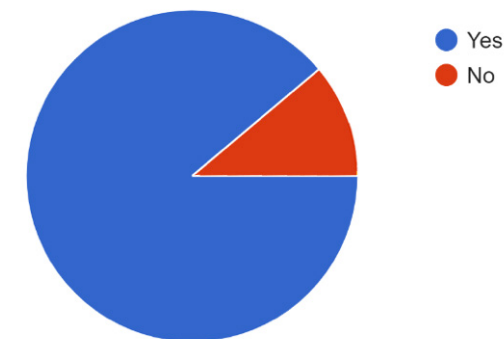
**City and State of Respondents**

(10 responses)



**1. Do you plan to or have you visited historical destinations?**

(10 responses)



Survey question one asked the respondents what cultural destinations they have visited or plan to visit. 80 (8/10) of the respondents indicated that they visited or plan to visit historical destinations.



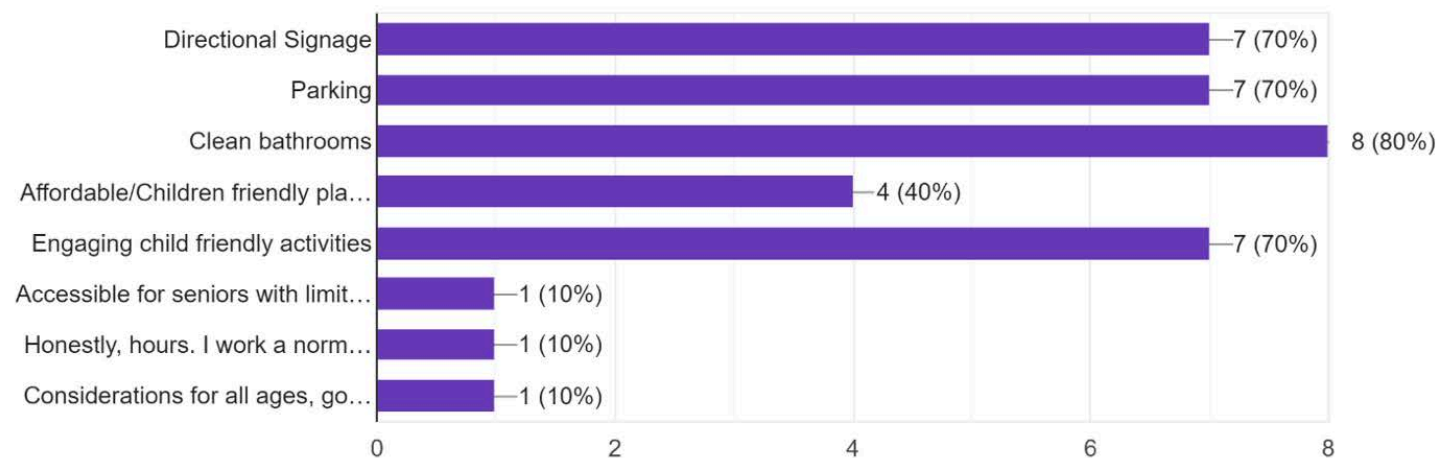




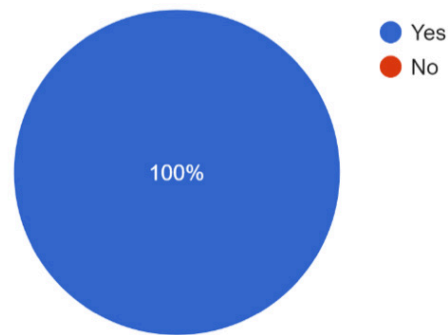
(Parent Group Survey, continued)

**2. What makes a tourist attraction comfortable for parents and children?**  
Please check all that apply. (10 responses)

Survey question two asked respondents which attributes make a tourist attraction comfortable for parents and children (respondents could make multiple selections). 80% (8/10) of the respondents indicated that Clean Bathrooms, followed by 70% (7/10) of respondents indicating that Signage, Parking, and Engaging Activities make a tourist attraction comfortable for parents and children.

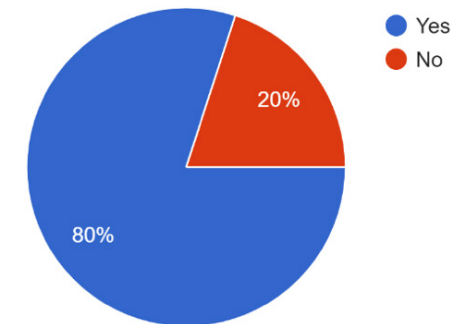


**3. Have you heard of the Michigan Street African American Heritage Corridor (Buffalo, NY)?** (10 responses)



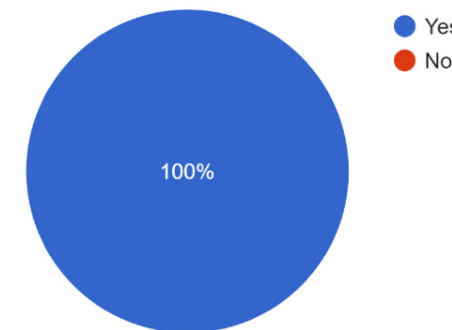
Survey question three asked the respondents whether they have heard of the Michigan Street African American Heritage Corridor. 100% (10/10) of the respondents indicated that they have heard about the Michigan Street African American Corridor.

**4. Have you visited the Michigan Street African American Heritage Corridor?** (10 responses)



Survey question four asked the respondents whether they had visited the Michigan Street African American Heritage Corridor. 80% (8/10) of the respondents indicated that they have visited the Michigan Street African American Corridor.

**5. When you travel, do you visit museums or other historical attractions?** (10 responses)



Survey question five asked the respondents whether they visit museums or other historical attractions when they travel. 100% (10/10) of the respondents indicated that they do visit museums or other historical attractions when they travel.

**6. Where do you get information and learn new things?** (10 responses)

Survey question six results were that 100% (10/10) of the respondents indicated that they get information or learn new things from the internet.



## COMMENTS FROM TRAVEL GROUP SURVEY PARTICIPANTS

### “What makes an engaging tourist experience for you?”

- Easy access to tickets and transportation options.
- Advertisements or hotel staff sharing places to visit.
- Special events at the venue to entice me to visit the space such as special exhibits, live music, etc.
- Live tour guide experience/ speaker
- Walk throughs of the space and personal explanations of historical events from a tour guide, rather than display cards at each exhibit. I feel a tour guide makes the experience more personable and paints a better visual.
- Learning the history of the place I am visiting. Talking to the locals.
- Restaurants, Gift shops, interactive technology, swimming, music, bright colors, feeling safe
- On-line presence to provide enough information to make decisions about how to spend my time in any given City.
- A friendly, well-informed docent,
- Knowledgeable guides and handouts
- The infrastructure, and information provided by the source that is seeking tourism
- History, culture
- A tour guide and interactive experiences
- Historical artifacts
- African American History
- The real thing, not a Disney-type portrayal.
- Lots of history, images and stories
- Historical significance
- Having interactive tours and learning unknown information; hands on engagement
- The art and visuals along the tour

## ADDITIONAL COMMENTS

- Sometimes I visit historical attractions and sometimes I don't. It depends on how long I am visiting and if I am aware of the site.
- Thank you for your work on this, Jennifer. The last time I'd taken a tour of the Michigan Street African American Heritage Corridor was part of my family reunion in 2014. So much has already changed since then, so I'm really looking forward to what comes next!
- I absolutely LOVE the CMC and have visited multiple times. I recommend it to everyone visiting our area. I actually learned even more about it while visiting <https://www.tremespetitjazzmuseum.com> and speaking to Al Jackson!! It would be amazing if you could share information and history with one another. He has a wealth of knowledge about Jazz and also how the CMC impacted all musicians. Can't wait to see the remodel. I was disappointed to not be able to attend the Jazz Festival in the corridor this year but the turnout in Lafayette Square was pretty amazing. Continued success!!
- Each historic venue on Michigan Ave should be listed on-line with schedule of activities. Days/hours of operation. Currently that doesn't exist. Hopefully with the new funding there will be more coordination and advertisement/PR to inform the community about events as well as updated on-line listings. Thank you.
- I can't wait to see how the Michigan Corridor blossoms!
- I'm so happy that the corridor has become a tourist destination-I've enjoyed the "Git on the Bus" informational tours sponsored by Tradition Keepers (4 x), jazz at the CMC, enactment performances at the Nash House, etc.
- Be sure to promote tourism that maintain not only the name of the Archway that stands over the corridor, but the roots of the African American community that migrated, and settled in the area during pre-emancipation, and during the great Northern migration from the southern states of America.
- Keep up the good work!
- We need more events to shine a light on the corridor.
- Should be a part of the Buffalo school's history lesson with a site visit with the kids.
- I love the African American Corridor
- In the corridor I'd like to see a combination of green space and infill, if the infill is tastefully done.
- The corridor needs good food with live music, art that highlights African Americans in our community and around the world, a place to buy Buffalo Souvenirs, a place for poetry and plays, a bookstore, benches, well lit, skating rink
- This is a fantastic project.
- Like it when I'm able to take something away such as souvenir, etc.
- Great survey!





## COMMENTS FROM PARENT/FAMILY SURVEY

### “What cultural designations have you traveled to or plan to visit?”

- Albright-Knox, Theodore Roosevelt Inaugural National Historic Site
- None
- National Comedy Museum, Corning Museum of Glass, The Chautauqua Institution, Fort Niagara, Boldt Castle in Alexandria Bay, NY
- Not quite sure what that means? If I understand correctly, it would be Harriet Tubman’s home in Auburn.
- Mexico City, Teotihuacan and Tulum, Paris France, Zanzibar and Serengeti Tanzania, Bangkok Thailand, Colombo Sri Lanka, Lisbon Portugal, Barcelona and Madrid Spain, A few cities in Egypt, Toronto, Montreal, New York City, San Francisco, sites of the Civil rights movement in the U.S., Birmingham, Little Rock, Nashville are some places I have been to
- Tuskegee Airmen National Museum
- Went to Lewiston and back
- I would like to bring my kids to all 4 sites. I have done virtual tours of all the sites, and I have been in person to the Nash House and the Michigan Street Baptist Church.
- I visit art, historical, and cultural centers at most places I visit. These are fields of interest for my husband who is a historian with a focus on social justice movements and labor and for me who studies public humanities and cultural heritage for graduate work and is the basis of my current profession.
- National Museum of African American History

## ADDITIONAL COMMENTS

- Variety of times is also helpful. With young children, family activities are best in the morning or early afternoon.
- Thank you! I’m so thankful to have this resource right here in Buffalo!!
- Hopefully more way finders to other local sites of interest are coming to the corridor.
- I visited with my children in 2021 we enjoyed it there a lot. They helped with the artifact excavation.
- I went on a tour back before Facebook with the children and had a good time we went from the church to the foot of ferry then to Lewiston it was such a nice journey
- As “children” can be a wide category, I would think about ways to target different age groups as well.
- I’m looking forward to learning more about Buffalo’s history

### RECOMMENDATIONS:

- The survey should be updated and provided to visitors to the Corridor.
- May be good to provide in each newsletter for three months to ask newsletter subscribers to share the survey with family and friends.
- The survey should be sent to FACEBOOK parent and travel groups (Buffalo, National and International groups)



