

“I AM SISTRUNK”

A Community Revitalization Opportunity
Presented by the Public Affairs Division



CITY OF FORT LAUDERDALE

Exhibit 1
CAM 25-0074

#WeAreFTL

Economic Recovery Fellow

The Economic Recovery Fellow will focus on ensuring economic development programs are designed and implemented to measurably benefit the local community

The Fellow will consult on the design of economic development strategies and evaluate programmatic outcomes using mixed quantitative and qualitative methods

Economic development strategies include workforce development training, small business incubator and potential family strengthening programs

At the conclusion of the program, the Fellow will be asked to share policy recommendations to scale the city's efforts



Why “I Am Sistrunk”?

The "I Am Sistrunk" initiative is a visionary project aimed at revitalizing the historic Sistrunk Corridor in Fort Lauderdale, Florida

A key objective of the "I Am Sistrunk" initiative is to transform the corridor into a thriving hub of economic opportunities

Honors the area's rich African American heritage while fostering economic growth, community pride, and increased homeownership

Creates a vibrant, inclusive, and sustainable community that honors its past while shaping a promising future for all who call Sistrunk home



Logo Concept – Version 1

Version 1 - We Are Sistrunk



Logo Concept – Version 2

Version 2 - I Am Sistrunk



Logo Concept – Version 3

Version 3 - We Are Historic Sistrunk



Discussion



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