

STATEMENT OF WORK

1) North Nashville Architecture and 2) Celebrating Black Leadership: A Scholarly Collaborative to Create Diverse Tours with Nashville Sites

Description

This proposal seeks to create, record, and launch two driving tours focused on North Nashville Architecture and Black Leadership. These tours will be hosted on NashvilleSites.org. These tours will greatly diversify the tour portfolio of Nashville Sites to include underrepresented topics for a historically marginalized area of Nashville that served/serves as the home to middle- and upper-class Black Americans, architects, business owners, and community leaders. Moreover, North Nashville remains a center of Black activism that advocates for affordable housing, historic preservation, community education, social justice, and green space.

These driving tours will provide much needed representation to the Nashville story. In turn, these stories will be accessible to all freely disseminated via the Nashville Sites platform. Through grants like these we can continue to offer these credibly curated, free and ad-free digital tours that are compatible on any device.

Benefits

There are five main benefits related to the creation and launch of two driving tours (North Nashville Architecture and Celebrating Black Leadership) using the Nashville Sites platform.

1. Nashville Sites provides an existing digital infrastructure that can be modified and revised. There is no app download necessary as the platform is web-based.
2. Tours can be taken in-person or virtually from any device anywhere in the world with an internet connection. As a result, this tour can reach a global audience.
3. The “North Nashville Architecture” tour will highlight a historic topic that has not been well-documented. Most architecture tours, on Nashville Sites and for cities across the U.S., tours highlight predominantly white architecture firms. In addition, the “Celebrating Black Leadership” tour will touch on the historic and current role of Black leadership in Nashville.
4. These tours will focus on groups and geographic areas within Metro Nashville that have not been well-documented.
5. The promotion of this tour on social and print media will add to important conversations about how power, place, and politics impact local history. These tours will also bring much needed representation and community to North Nashville’s role in Nashville history and culture.

Personnel/Staff

Dr. Mary Ellen Pethel will serve as the project lead. She is the Executive Director of Nashville Sites and also serves as Assistant Professor and Associate Director of Global Honors at Belmont University. She was also a consultant on the award-winning documentary “Exit 207: The Soul of Nashville,” which focused on North Nashville before and after I-40. She will serve as the project lead, content editor, and staff supervisor from the research stage to the launch of the tour.

Dr. Kayleigh White will serve as the lead author and historian for the project. She has served as the Assistant Director of Tours for Nashville Sites since 2020. She completed her Ph.D. at Vanderbilt University in 2023. Her doctoral research was rooted in African American and religious history. Previously, she led to other grant initiatives focused on North Nashville—funded

by the Andrew Mellon Partnership Grants for Humanities. She is currently teaching at University of the South in Sewanee as a Visiting Professor.

Communications and social media for these tours will be managed by our Social Media Manager, Maia Roark. Roark is a Nashville native and history major at Haverford College.

Paid undergraduate interns will be used to assist with tour research, narration, mapping, and CMS build. Currently, interns will include students from Belmont University, TSU, and Middlebury College. In addition, our web development team, FogHaus.com, will be engaged to build a new layout for tours that improves audio narration functionality, QR codes pathways, and page design, and user experience.

Representatives from the two partner institutions (TSU, Fisk) will also consult on the project as well as members of the North Nashville community who have participated in previous tours.

Audio Engineers and our recording team will also be part of the audio narration from studio recording and editing to mastering and publishing. Our team includes Belmont graduates Hayden Tumlin and Aidan McKernan.

Tentative Tour Stops

North Nashville Architecture

McKissack Park

TSU buildings (McKissack)

Mt. Pleasant

Mt. Zion

Enchanted Hills

Pearl High School (McKissack)

Fisk Memorial Library

Capers CME Church

College Hill neighborhood, Haynes Heights

Celebrating Black Leadership

Z. Alexander Looby, Avon Williams

Frankie J. Pierce Park

TN Tribune, Kossie Gardner

Frierson Building, NAACP

Matthew Walker

Boyd House (R.H. Boyd, LaDonna Boyd)

HBCUs: John Lewis, Justin Jones, James Hildreth, Agenia Clark, Ed Temple, Reginald McDonald

Jefferson Street Sound (Lorenzo Washington)

Nashville Black Market (Carlos Partee)

Ted Rhodes (golf course)

Buchanan Street

Candice Storey Lee, Perry Wallace