**HSTF Youth Focus Group**

**May 2018**

**What do you think are the strengths of the Latin Quarter?**

The smells

Restaurants

People

Barbershops

Amount of Latino people who live here

The Latino reputation

Businesses

The tastes, the food

Welcoming and open environment, welcome people from all walks of life

Bodega

Variety

**What Latin Quarter events/activities (if any) have you found to be engaging and of value to you?**

Latin Quarter Spectacle - loved the people who came and the people who came multiple nights

Three Kings Day - HSTF should keep doing it, the tradition , parading down the streets and singing the songs, woman said it felt like home, like that people feel at home at the event

El Barrio Musical - worked with all three groups, build our own creation, take it out to the community and engage everyone around us to interact with it and see it. Work with our own piece, not with other people’s

Summer Events - community engagements, meet new people, meet with people in other age groups

Musicals

Halloween - interactive for the whole community, haunted house and other activities for kids, donuts on a string

Events on the plaza in the summer - interactive for the community

**What specific programs/projects or events do you think would enhance the Latin Quarter?**

Parties, block parties, parades

Block parties - music, World’s Fair vibe, ice cream, bounce house

HSTF censors everything - want events that are targeted towards a younger demographic and only for teens like the Teen Night at ICA (after party, performances, dance, music); open dance party for HSTF

Introduction to new arts - studio art competition with prizes, talent competition

Food and prizes

Competition

Intramurals

Let other youth perform - Zumix, Sociedad Latina etc. at events

Consistent times for events (every other month, same time every year) - like ICA always has one in the summer and in November, flyer everywhere, other youth telling them to go

Being able to watch art happen in front of you and engage with other people afterwards

Meet artists afterwards

Food is a plus, but not necessary

Other types of dancing besides Salsa - make more multicultural

ICA has different themes each year

Artists rep the event and get people there

Having event materials early so youth can share

Having youth artists that are well-known

Like that it is a teen-only event - censored more when there are families and little kids there

Including other cultures in our events, culture exchange

**What do you think are the short-comings and/or threats to Boston’s Latin Quarter?**

Gentrification

Cat-calling

Crime - like another youth getting his phone robbed

Have to be aware of surroundings (but happens everywhere)

Whole Foods

Prices of everything going up

Housing prices going up

Economic inflation

**How do you think we can visually brand the Latin Quarter?**

New logo

Music

Art

Signage (signs on light poles)

Branding on sidewalk (like the doves that currently exist)

Banners

Garland (festive)

Signage about LQ (blue signs)

Music playing in neighborhood/plaza

Outside of HSTF could be better - add color

Murals “Welcome to LQ”

Changing street lights to different colors

Instagram worthy spots - different color walls, backgrounds, swings, vibrant, like the South Bay mural “Made in Dorchester”, unique, fresh

Billboards

Places to just hang out - benches

Permanent lighting on plaza

Caribbean colors - yellow, red, green, orange - brighter pastels

Salsa playing from church - seasonal - only in the summer

Chart of white paper that people can draw on

**How can we make people who are not Latino feel attracted and comfortable at Latin Quarter cultural events?**

Instagram-worthy

Mural near Jackson with different flags

Geofilter

Potlucks, community picnic - bring food from your own culture, one long table

Introducing other people’s cultures into events

**How can we attract visitors/tourists to the Latin Quarter?**

Art

Block Party - local food donations, all day thing 2:00-5:00 (children), later (teens)

Events

One huge annual event each year

Work together with businesses to have a bigger event

Each event has a different business collaboration

Talk to people at the ICA, Artists for Humanities about collaborations/ideas

Specific Latin Quarter email list

Hashtags

**How can we connect diverse people in the Latin Quarter and give all an opportunity to learn about the Latin culture?**

Competition

Ice Breakers

Come together and beginning and end of event in a participatory way

Group games that people lead

Water balloon fight

Opportunities to get to know other people

**How can we support the development of a successful business district in the Latin Quarter?**

Promo of the businesses

Involve businesses in our events

Build cohesive network with businesses

Food eating competition

Interactive performances

Close streets and have businesses move their business to the street - festival

Shop there - get food for events, encourage youth to shop there

Would want a store like the Blue Hill Ave store that sells flags, shirts - it sticks out because of the mannequins they have outside

Telling people about events through text messages

**How can we attract Latino families throughout Boston to the Latin Quarter so that they feel this is their cultural home?**

Give people the opportunity to become friends with business owners and get to know them - personal connections

Events for families to get to know each other

Having places for adults to gather - restaurants/parties