



RISING UP PARRAMORE

A mural project celebrating
the history of Parramore

Mural Design
Sketch





The Mural Project Site Location



As part of Commercial Real Estate Women (CREW) Network, the industry's premier business organization, CREW Orlando is dedicated to transforming the commercial real estate industry by advancing women globally. CREW Network's membership of 12,000 professionals in more than 75 major global markets represents all aspects of commercial real estate—providing the members with direct access to real estate professionals across all geographies and disciplines. CREW Network is a commercial real estate organization that exists to advance the achievements of women in the industry, and engage youth and college students to have a better understanding of the industry.

creworlando.org

The Mural Project & the Community

CREW Orlando has a history of community outreach projects and endeavors, including the Tower of Light. In 2022, CREW Orlando will be collaborating with the City of Orlando, Orlando Neighborhood Improvement Corporation (ONIC) and local female artists of color to design and paint a mural honoring the Unsung Heroes who provided their services to the community of Parramore during segregation. Particular attention will be paid to the history of the Wells' Built Hotel which hosted artists and musicians of color during their stay in Orlando, as well as professionals (lawyers, doctors, nurses and educators) who provided their services to the Parramore community at a time when its residents could not obtain services elsewhere. Artists depicted on the mural include renowned musicians Billie Holiday, Ella Fitzgerald and Ray Charles, all of whom have ties to the Wells' Built Hotel. The past community leaders who will be honored include Mercedese Clark, Dr. Wells, Kattie Adams, Georgia Nell Woodley, Pinkie Price, Mary Jane Johnson, Rubye Sanders, and Theresa Walton. The theme will speak to the idea of Parramore "rising up" against all odds, and the community contributions that made it happen. This seven-story mural will be produced on the CityView Apartment Building (101 S. Terry Avenue, Orlando, FL 32805), which is blocks from the former Wells' Built Hotel (now, the Wells' Built Museum). The project will brighten the landscape of the Parramore community while serving as an iconic art exhibit educating the public and honoring those who built the history of the Parramore district.

The project will also serve as a catalyst for CREW Orlando's CREW Careers program providing educational and mentoring opportunities for high school youth who have an interest in commercial real estate. The estimated budget for the project is \$150,000. The Orlando Magic and Advent Health have contributed \$30,000 toward the project, and serve as the Project's exclusive Rising Up sponsors. CREW Orlando, Orlando City Commissioner Regina Hill, Greenberg Traurig, Fidelity National Title, Colwill Engineering, Sunbelt Rentals and Percopo Coatings have each committed \$10,000 toward the project in cash donations or in-kind services. In total, CREW Orlando has already raised approximately \$115,000 of its project goal, and it will be raising funds for the remainder of the expenses. CREW Orlando's efforts in coordinating the mural project and the CREW Careers program are strictly volunteer. No one in CREW Orlando will be paid for their work in connection with the project. CREW Orlando is committed to working with the Parramore community on the design of the mural, and has included local residents and community leaders in the design process. CREW Orlando understands that the Parramore community has been underserved for many decades and is excited to celebrate those past community leaders and their contributions to the Parramore Community, in addition to the legendary artists who have made their mark on our community.

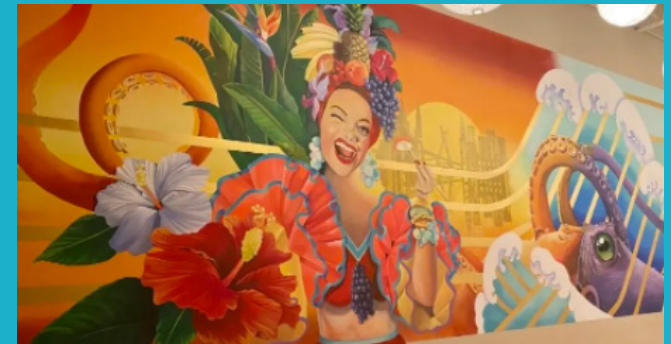
For more information about our collaborative partners:

[Orlando Neighborhood Improvement Corporation \(ONIC\): www.orlandoneighborhood.org](http://www.orlandoneighborhood.org)
[Wells' Built Museum: www.wellsbuilt.org](http://www.wellsbuilt.org)

Meet the Artists

Maureen Hudas

The lead artist on the mural project will be Maureen Hudas. Maureen was born and raised in the Philadelphia area where she studied fine art at Moore College of Art and Design. She then obtained a BA in Interior Design from the University of Dayton in Ohio. Over the years Maureen has combined her love of fine art with interior design by designing and executing murals for both residential and commercial spaces. After moving to Central Florida in the 90's, she worked on a wide variety of Scenic Art projects for a number of the theme parks in the area. Currently, Maureen is creating freelance work that involves community projects where she can mentor and share her knowledge with young aspiring artists. Learn more about Maureen here: www.wescover.com/creator/maureen-hudas



**Kali
Cade**

Kali is an accomplished interdisciplinary artist specializing in design and music. Fusing intergalactic, psychedelic, and child-like subjects, Kali is known for projects that evoke personal revelations. 15+ years of vigorous training has led her to travel all over the U.S. with the best bands and choirs. Independently, Kali has crafted hundreds of projects in graphics, fashion, jewelry, sketch art, and more recently digital artwork.



**Sabrina
Dessalines**

Sabrina is a freelance fine artist located here in Orlando, Florida. She mainly works with acrylics and oils. In her artwork, she aims to capture the love and intimacy in loved ones and to highlight the beauty in Black women. Her products include her original paintings, fine art prints, and phone cases. She also does commission work when available.



**Kristina
Lee-Moorer**

Kristina is a creator of many things but at the root of everything she does are stories. Kristina is a Full Sail Graduate with a Bachelor in Digital Cinematography and Masters in Creative Writing. Kristina has produced events, films, installations, and projects while conditioning her newfound digital design and art skills. Her pride and joy is her organization, MoreVisions, which caters towards giving young adults a safe space to gain creativity, knowledge, experience, and most of all, therapy.



**Delia
Miller**

Delia has had a passion for art ever since she could remember. Born and raised in Apopka, Florida, she graduated from Apopka High School in 2021. This summer was her first opportunity to paint a local mural. From canvases to 10-foot walls, she is searching for creative ways to impact those in her community and beyond through art.

RISE Sponsorship Levels

Rising Up (1 available)

\$30,000

- Exclusivity in sponsorship
- Opportunity to participate in design charette with Panhandle community leaders on site at CityView Apartments
- Logo recognition on mural (subject to City of Orlando limitations)
- Name recognition on a plaque or similar feature at mural site
- Invitation to project unveiling and reception
- Project keepsake with photo or print rendering of mural
- Logo recognition on all CREW Orlando PR and marketing materials related to the mural
- Logo recognition on CREW Orlando's Mural Webpage
- Direct link to company's website from CREW Orlando's Mural Webpage

Inspire

\$10,000

- Name recognition on a plaque or similar feature at mural site
- Invitation to project unveiling and reception
- Project keepsake with photo or print rendering of mural
- Logo recognition on all CREW Orlando PR and marketing materials related to the mural
- Logo recognition on CREW Orlando's Mural Webpage
- Direct link to company's website from CREW Orlando's Mural Webpage

Strengthen

\$5,000

- Name recognition on all CREW Orlando PR and marketing materials related to the mural
- Logo recognition on CREW Orlando's Mural Webpage
- Direct link to company's website from CREW Orlando's Mural Webpage

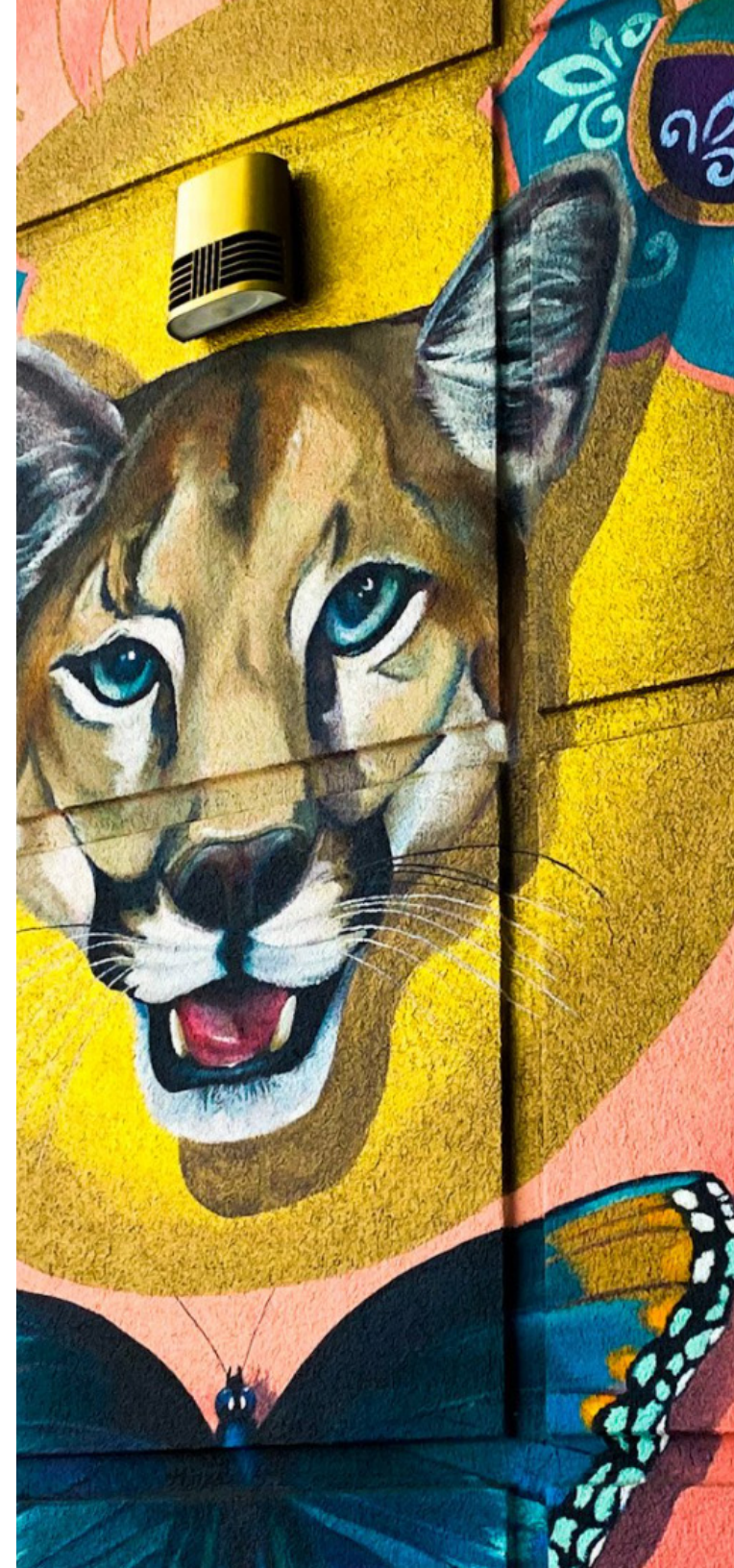
Elevate

\$1,000

- Name recognition on CREW Orlando's Mural Webpage

* All donations may be tax deductible. Payments will be made to CREW Network Foundation, which is recognized by the United States Internal Revenue Service as a 501(c)(3) organization. U.S. federal tax ID number is 48-1201724.

For more information on the future project, including information on the proposed site and artist, and how to become a donor, please contact CREW Orlando Director of Community Outreach, Courtney Keller at (407) 580-8307 or kellerc@gtlaw.com.



Sponsorship Commitment

Company Name: _____

Contact Person: _____

Address: _____

City, State, Zip: _____

Phone: _____

Email: _____

Sponsorship: \$ _____



Donor or Business Representative's Signature

Date

Email completed forms to Courtney Keller at kellerc@gtlaw.com. An invoice will be sent to the contact above. Payment is due in full within 14 days of receipt of invoice. Checks will be made out to CREW Network Foundation, which is recognized by the United States Internal Revenue Service as a 501(c)(3) organization. U.S. federal tax ID number is 48-1201724.

Any questions, please contact CREW Orlando 2022 Director of Community Outreach Courtney Keller, (407) 580-8307 or kellerc@gtlaw.com.

COMMERCIAL REAL ESTATE WOMEN FOUNDATION
REGISTRATION#: CH68388

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Rising Up



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REGINA I. HILL - DISTRICT 5



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