



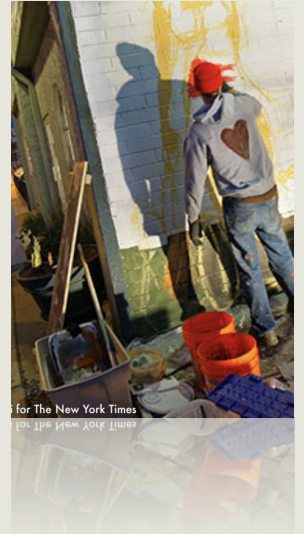
KENNY BARRETT

Nonprofit Leader Empowering Urban Communities through Creative
Placemaking, Greening, Art, & Collaboration

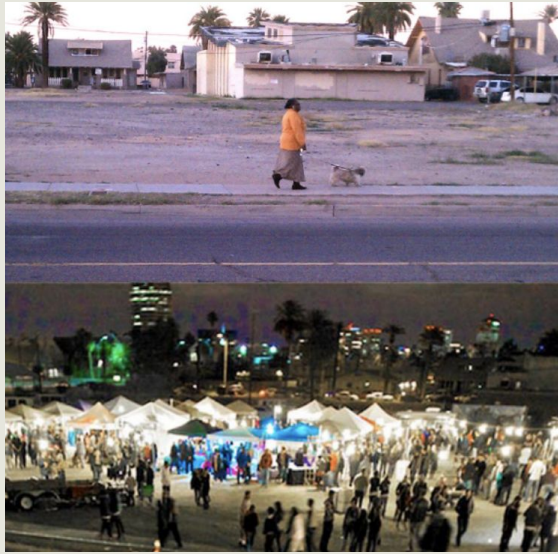
2026

www.kennybarrett.com

I believe the strength of a city is built through the everyday actions of the people who care for it. My work centers on creating the systems, partnerships, and cultural momentum that empower communities to participate in shaping the places we share.



PORTFOLIO



PROGRAMS



PROJECTS



EVENTS

PROGRAMS + PROJECTS

In every program and project, the goal has remained the same: empower people to care for their city and for one another. From gardens to arts districts to citywide volunteer movements, these initiatives build community not just by design, but by invitation and shared purpose. They demonstrate how small acts of care can reshape the urban landscape. A seed planted becomes a field; a block reimaged becomes a district; a volunteer day becomes a city tradition. The work grows because the community grows with it.



Roosevelt Row Merchant Association

(RoRoMA)

The Roosevelt Row Merchant Association united local businesses, artists, and community stakeholders to collaboratively support the economic vitality, cultural identity, and shared promotion of the Roosevelt Row Arts District.



- 50 Business Members
- 100% Local Businesses
- \$20k Annual Dues

SMALL BUSINESS WORKSHOPS

Roosevelt Row hosted free small business incubator workshops that offered guidance on topics such as business law, writing a business plan, social media strategy, and starting a food truck, providing essential support to help local entrepreneurs grow and thrive in the district.



Image: "How to Start a Food Truck" workshop at Roosevelt Community Church.



MURAL MATCH

The Mural Match Program was a creative placemaking initiative that paired local artists with property owners to transform blank walls into vibrant public murals, reducing blight, enhancing neighborhood safety, and generating meaningful paid opportunities for artists throughout the district.



MM MURALMATCHPROGRAM

A.R.T.S. PROGRAM

The Adaptive Reuse of Temporary Space (A.R.T.S.) Program activates vacant lots and underused properties in the Roosevelt Row Arts District, transforming them into vibrant, community-driven spaces for art, culture, science/STEM learning, and small business incubation. The program features four key facets—gardens, markets, art performances, and concerts—that together create vibrancy in forgotten spaces in the heart of downtown Phoenix.



A.R.T.S. MARKET

The A.R.T.S. Market Program curated open-air marketplaces showcasing fine art, handmade crafts, vintage goods, and culinary creations on vacant land in the Roosevelt Row Arts District. Held year-round and free to the public, the market highlights local creativity through a selection of artists, makers, and small businesses.



A.R.T.S. PERFORMANCE

The A.R.T.S. Performance Program brings artists, students, and community members together to create public performances that blend creativity, education, and civic engagement. A highlight included a student-led “flash mob” dance illustrating the water cycle and local water issues, transforming science into movement and community connection.



**Expresiones
April 6 @8pm Seis**
FREE ADMISSION
DONATIONS ENCOURAGED
ARTS MARKET LOT
NORTH SIDE OF ROOSEVELT AVENUE
IN BETWEEN 3RD AND 5TH STREET



A.R.T.S. GARDEN

The A.R.T.S. Garden Program transformed vacant lots into vibrant community green spaces, where neighbors could gather, learn, and grow food together.



A.R.T.S. CONCERT

The A.R.T.S. Concerts transformed vacant lots into spontaneous stages for local musicians, turning overlooked corners of the city into vibrant gathering places alive with sound, community, and spontaneous connection.



ADAPTIVE
REUSE OF
TEMPORARY
SPACE

concerts



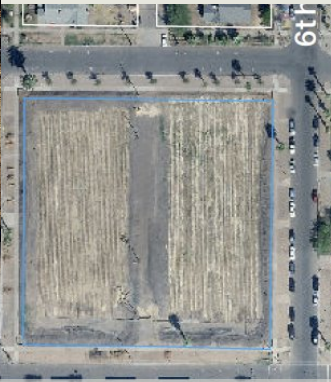
I believe that when creativity and community intersect, even the most neglected spaces can become engines of connection, learning, and renewal.



VALLEY OF THE SUNFLOWERS

The Valley of the Sunflowers transformed a vacant downtown lot into a two-acre field of blooming sunflowers, engaging students and community volunteers in growing, harvesting, and converting the seeds into sustainable biofuel as a living demonstration of creativity, ecology, and urban possibility.

Neighboring high school students then used the biofuel in their solar/biofuel-powered vehicle project.



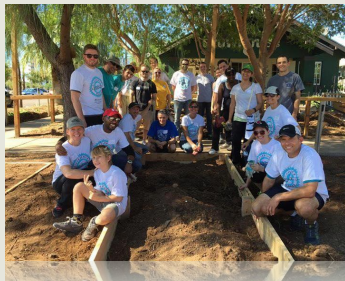
TRUCK FARM

The Truck Farm PHX was a mobile garden on wheels that traveled to schools, libraries, children's centers, and community events, using a pickup bed planted with vegetables to spark curiosity and teach hands-on lessons about where food comes from.



GARDEN DAYS

Garden Volunteer Days at Growhouse invited neighbors, students, and visitors to get their hands in the soil together—planting, harvesting, and tending the garden as a shared act of learning, community care, and connection.



GREENTERS

Garden Greenternships at Growhouse offered high school and college students a hands-on internship in sustainable agriculture, community stewardship, and collaborative problem-solving through real work in the garden and food systems projects.



RETAIL + SALES

Retail spaces are where creativity becomes tangible—places where design, story, and community meet across a counter. From artist co-ops to neighborhood shops and festival pop-ups, these stores create moments of discovery and connection, offering goods that reflect the people, cultures, and places that shaped them.



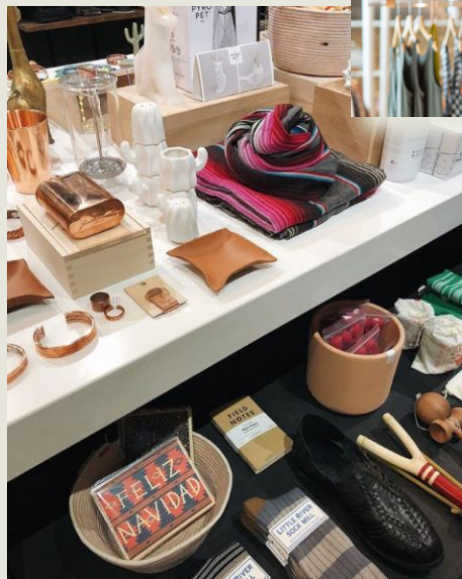
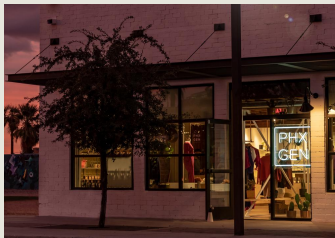
ARTIST CO-OP

The Grow-op Boutique was a community-driven artist co-op nestled inside the Growhouse, showcasing local makers and emerging designers in a shared retail space rooted in creativity and collaboration.



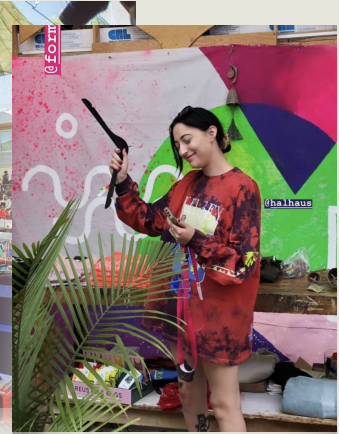
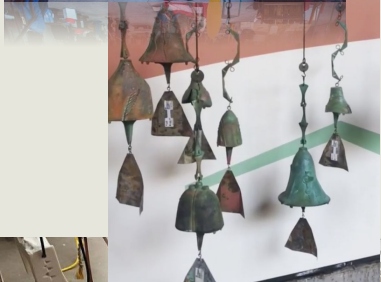
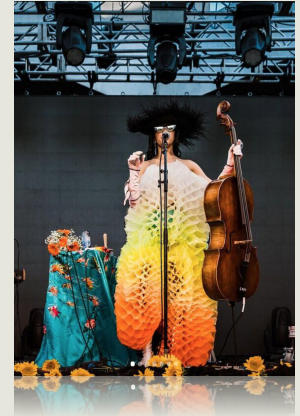
COMMERCE AS CULTURE

PHOENIX GENERAL is "the new general store," offering clothing and lifestyle goods inspired by our modern desert home-city, blending in-house designs with a curated selection of gifts from local, regional, and international makers to express a distinctly Phoenix sense of style and place.



POP-UP RETAIL

The Pop-Up General Store at FORM Arcosanti was an immersive retail experience that mirrored the festival's creative pulse—selling official merchandise from musical and performance acts alongside local artisan-made and designer goods, all within a space that felt less like a shop and more like a living expression of art, community, and desert culture.



EVENTS + WORKSHOPS

Events are the heartbeat of a community, transforming everyday spaces into places of connection, memory, and belonging. Through workshops and celebrations, people come to know a place not just by sight, but by feeling—by what they create, share, and experience together.





FIRST FRIDAY ART WALK

Part of the citywide Artlink First Friday Art Walk, the First Friday Art Walk in Roosevelt Row Arts District is a lively, open-air celebration of local art, music, food, and community, drawing tens of thousands each month to explore galleries, street vendors, murals, and creative expression throughout the arts district.



- *\$750,000 Raised Annually*
- *20,000 Attendees Monthly*
- *30,000 Volunteer Hours*
- *250 Artists & Small Businesses Supported*
- *100 Volunteers*
- *50 Sponsors*

CHILE PEPPER FEST



The Chile Pepper Festival lit up Roosevelt Row with spicy foods, live music, and local vendors, bringing thousands together in an annual celebration of community flavor and desert heat.



- \$280,000 Raised Overall
- 75,000 Attendees
- 7,000 Volunteer Hours
- 150 Restaurants / Chefs
- 125 Volunteers
- 75 Sponsors
- 50 Artists Supported
- 10 local farms



Saturday
SEPT. 29TH
5 TO 10 PM
\$10 ADMISSION
KIDS FREE | 12 & UNDER

BUY TASTING TICKETS AT CHILEPEPPERFEST.ORG

Chile Pepper
ROASTING BEER LIVE
MUSIC
KIDS ACTIVITIES & MARGARITA GARDEN CHEF DEMOS
GHOST PEPPER TALENT SHOW CHILE CHALLENGE

EVENT SPONSORS:

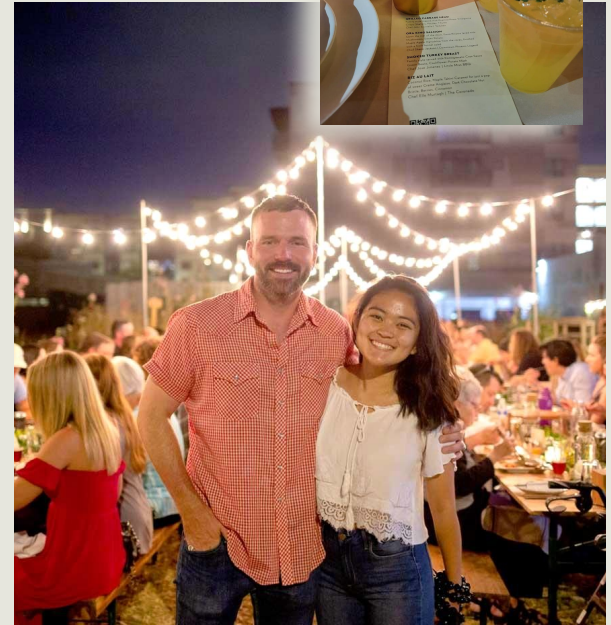
LOCATION: 2ND STREET & ROOSEVELT, PHOENIX, AZ 85004 | ROOSEVELTROW.ORG

FARM-TO-TABLE CULTIV^{EAT}

The CultivEAT Farm-to-Table Dinner is an annual, open-air community meal set among the garden rows, where local chefs, farmers, and neighbors shared seasonal dishes and conversation in celebration of food, place, and the people who nourish both.



- *\$140,000 Raised Overall*
- *800 Attendees*
- *140 Volunteers*
- *1000 Volunteer Hours*
- *10 Chefs / 60 Sous Chefs*
- *50 Local Purveyors*
- *60 Sponsor / Partners*
- *1000 Ft of Dinner Table Shared*



FEAST ON THE STREET



Feast on the Street was a mile-long community dinner and arts celebration in Roosevelt Row that invited thousands of neighbors to share a meal at one continuous table, blending food, culture, and public space into a living expression of collective belonging.



- *\$100,000 Grants Raised*
- *10,000 Attendees / FREE event*
- *1000 Volunteer Hours*
- *150 Restaurants / Chefs*
- *75 Sponsors*
- *50 Artists Supported*
- *10 local farms*



PIE SOCIAL

The Pie Social was a beloved annual gathering where local bakers, artists, and neighbors came together to share homemade pies in a joyful, community-centered celebration of culinary creativity and connection.



Adam Patrick Murray



TASTE OF VOLUNTEERING

A Taste of Volunteering was a celebratory fundraising gala that brought supporters and partners together to share stories of service while enjoying dishes from local chefs, highlighting the impact of HandsOn Greater Phoenix and inspiring deeper community engagement.



CORPORATE VOLUNTEER EVENTS

Corporate volunteer service events are organized service days where employee groups work together on community projects—such as gardening, mural painting, and neighborhood improvements—to support local needs while building teamwork and civic engagement.



- 70,000 Volunteer Hours
- 27,000 Volunteers
- 1500+ Community Service Projects
- 400 Community Service Orgs, Neighborhood Associations, & Schools



MAKE A DIFFERENCE DAY

Make a Difference Day Phoenix, Serve-a-Thon, MLK JR. Day of Service, and 9/11 Day of Service and Remembrance were large-scale, citywide days of service that brought together volunteers, businesses, and community organizations to complete neighborhood improvement projects and support local needs across the city in a single, coordinated effort.



- *\$50,000 Raised*
- *1600 Volunteer Hours*
- *200 Volunteers*
- *30 Nonprofits Supported*
- *25 Sponsors*



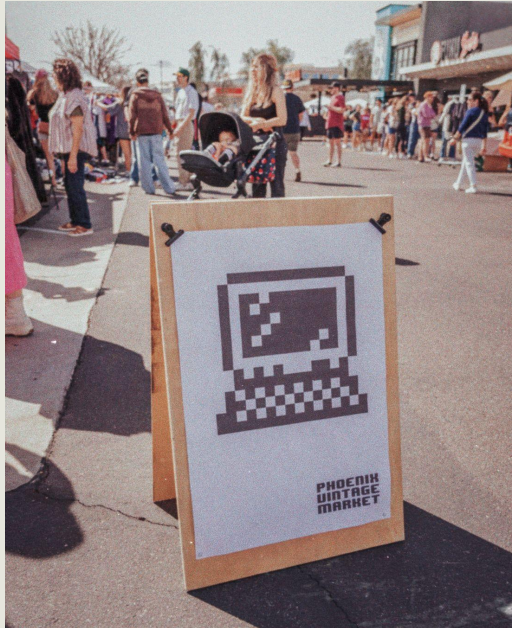
SLACKER MARKET

The Slacker Holiday Gift Market is a laid-back, last-minute gift market featuring local artists, vintage vendors, DJs, and cozy holiday vibes—perfect for finding unique gifts, hanging out with friends, and enjoying the season without the stress.



PHOENIX VINTAGE MARKET

The Phoenix Vintage Market is a monthly open-air market (sometimes hosted at local breweries) featuring curated vintage clothing, home goods, records, and collectibles, bringing together local vendors and shoppers for a nostalgic, community-centered shopping experience.



LGBTQ SHOP CRAWL & MARKET

The Fruit Loop Shop Crawl is a celebration of Phoenix's LGBTQ history and culture, highlighting queer-owned small businesses through activities, workshops, and a market of LGBTQ artisans, and featuring a history talk that reclaims the once-disparaging term "Fruit Loop" to honor the creativity, resilience, and legacy of the Phoenix queer community.



OP
FRUIT
LOOPS

SHOP CRAWL
JUNE 2-4
FRIDAY - SUNDAY
ROOSEVELT ROW ARTS DISTRICT

WEDDINGS & Private Events

Weddings & private events at the Growhouse Gardens and neighboring Monorchid Gallery blended art, nature, and community—intimate celebrations where desert blooms met gallery walls, and each detail was thoughtfully crafted to reflect the couple's story and the creative spirit of the Desert and Roosevelt Row Arts District.



KENNY BARRETT

**Nonprofit Leader Empowering Urban Communities through
Creative Placemaking, Greening, Art & Collaboration**

kennyrichardbarrett@gmail.com

c 602-885-6267

<https://www.linkedin.com/in/kennethrbarrett/>

Portfolio: www.kennybarrett.com



THANK



YOU