

THE MORE UP CAMPUS

3 PROJECTS



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MOTHERS OF GYNECOLOGY MONUMENT

UNVEILED SEPTEMBER 24, 2021

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MORE UP TRAVEL CENTER

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THE CREATIVE CHANGEMAKERS MUSEUM

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WHY NOW?

For the first time since the civil rights movement there is a national reckoning around race in America.

Our project will help teach and reimagine the true story of the nation, facing up to the injustice of the past and recognizing and honoring the contributions of people whose courage and creativity have been overlooked, minimized or intentionally ignored.

THE OPPORTUNITY

Make Montgomery the destination for civil rights education and understanding.

We have created an immersive experience of the most current teachings and dialogue with civil rights leaders and community organizers who are deeply involved in the current racial equity and social justice movements.

Montgomery has emerged as a national center for the conversations around civil rights, racial injustice and the legacy of slavery. The city is anchored by the historic sites of the Civil Rights movement (Rosa Parks Museum, First White House of the Confederacy, Freedom Rides Museum, Dexter Parsonage (home of Martin Luther King, Jr.) as well as more recently, the Legacy Museum and the National Memorial for Peace and Justice. However, the city is still underutilized and much more needs to be done to make it a place that draws our leaders of the future. It's difficult for many people to gain access to these national assets, and to come together in a structured, educational and community environment that is tailored to and ignites a passion to redress the past and build a more just society.

But Montgomery is also a place of extraordinary richness and creativity in its history and today. When people come to Montgomery, we can do much more to enlighten and inspire them.

- expose the legacy of this city
- expose them to a tapestry of art and stories that give a fuller picture
- provide a desperately needed space that will be inviting, accessible and provide rich learning experiences

THE PROBLEMS

Right the wrongs through education, tools and honest dialogue.

Creative expression and innovation are key to fostering the next generation. History brought to life through art, music and conversation can change narratives and heal wounds of indifference. We will address the need to connect the many dots in Montgomery's past and present so that visitors can see how the past has brought us to the issues of today. Travelers of all ages and diverse cultures will be inspired to become leaders who share the truth and inspire change.

IN SUMMARY

We have envisioned an integrated project that builds upon and enriches Montgomery's assets as a national teaching center. Every week, hundreds of people will come from around the country and go back to their communities equipped with the vision, motivation, knowledge, and lasting relationships to end systemic racism in their own communities.

MICHELLE BROWDER

is a nationally recognized artist, activist, and amplifier bridging the racial divide through art, history, and conversation.



THE ARTIST

The artistic and straightforward daughter of Chaplain Curtis and Buena Browder was born in the beautiful, snowcapped state of Denver, Colorado.

By the time Michelle was seven years old, she and her family moved to Verbena, Alabama. It was in Alabama that Michelle unfortunately became acquainted with racial bias and prejudice as a youth. She was bullied often and for protection displayed a defiant and revolutionary spirit. Michelle began vehemently confronting her bullies physically. This led to multiple school suspensions. It was during this time, that Michelle's father challenged her to express her aggressions through art and creativity.

Chaplain Curtis Browder, the first African American chaplain appointed to the state of Alabama, charged her to make art that would tell her story and liberate her voice.

Hailing from a family of entrepreneurs, Michelle started a hand-painted T-shirt business at 13 years old. She knew early on that art would play a major role in her life. After high school graduation, Michelle attended the Art Institute of Atlanta, where she studied Graphic Design and Visual Communications and honed her natural artistic skills leading to paintings commissioned by the likes of Tyler Perry and Denzel Washington.

Michelle's artwork has been exhibited in art galleries around the world; most notably, the Rosa Parks Museum in Montgomery, Alabama.



THE ACTIVIST

For 30 years, Michelle has been an advocate and activist for the at-risk and marginalized. Her heart is especially tender toward disenfranchised youth.

Returning to Montgomery, Alabama, Michelle noticed that young people needed someone to listen, encourage, and provide a safe space for them. She created a place that immersed students in history, "real talk," spoken word and visual art. This experience birthed an arts-centered diversion program that was used by juvenile detention centers in Alabama and Georgia.

In the spring of 2012, Michelle and a group of chaperones took 56 students to Washington, DC to see Attorney Bryan Stevenson argue a case before the United States Supreme Court. The case focused on the constitutionality of youth being sentenced to death in prison. This encounter changed both the students' and Michelle's lives exponentially and birthed the I Am More Than Youth Empowerment Initiative. This initiative expanded into a non-profit that hosted community conversations, arts-centered programs for schools and youth-led conferences.

MICHELLE CHAMPIONS THE MESSAGE THAT YOUNG PEOPLE ARE MORE THAN STATISTICS, GENERALIZATIONS OR STEREOTYPES. THEY ARE VIBRANT CONTRIBUTORS AND CITIZENS TO OUR SOCIETY.

THE AMPLIFIER

Michelle owns and operates More Than Tours, a social enterprise that provides educational and interactive tours to students and tourists exposing the rich and sometimes haunting history of Montgomery, Alabama. More Than Tours has bridged the racial divide by reaching nearly 10,000 students and tourists.

Through her social enterprise and bodacious personality, Michelle has helped to amplify Montgomery and its evolving persona, making it a sought after tourist destination for many. She has been featured on/in the PBS NewsHour, TODAY, The Boston Globe, Preservation Magazine, National Geographic Traveler's Edition, The New York Times, and The Washington Post for the experiential and interactive way she brings Montgomery's history to life.

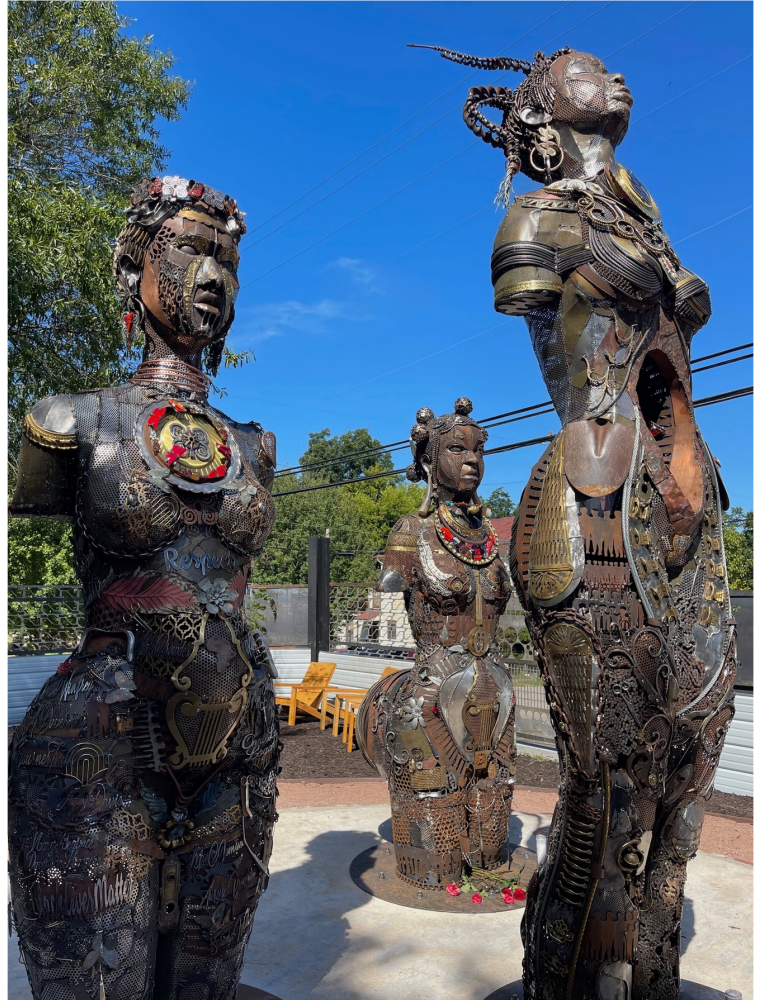
The Montgomery Advertiser honored Michelle with the Community Hero Award, presented to her by the Mayor of Montgomery, Todd Strange. She was recognized for her years of dedication, devotion and her consistent efforts as a bridge builder, connecting the community using art, history and conversation. Governor Kay Ivey presented Michelle with the Rising Star in Tourism Award from the State of Alabama, recognizing the impact Michelle and her company have made in the industry.

MOTHERS OF GYNECOLOGY MONUMENT

PHASE 1

1. PROJECT SUMMARY

Anarcha, Betsey and Lucy were enslaved women from plantations in and around Montgomery, Alabama. Though all 3 women were experimented on with neither consent nor anesthetics by Dr. J. Marion Sims in the 1840s, Anarcha was Sim's first fistula patient and suffered the most. Impregnated at sixteen, Anarcha's obstructed labor was attended by Sims, who performed a clumsy forceps delivery of her stillborn baby. She soon presented with the horrific symptoms of fistula, and was then stripped away from the only home she knew—the Westcottville plantation in Montgomery—to be subject to years of torturous, violating and unrelenting surgical experiments. In total, he operated on her more than thirty times. Her "cure" stands today as the creation story of modern women's health, known as the birth of gynecology. After publishing the results of his "success," Sims moved to New York to seek fame and fortune. Within a decade he became known as the Father of Gynecology. By contrast, Anarcha, Betsey, and Lucy fell into history. They changed the world, only to be forgotten by it.



From Robert Thom's "The History of Medicine" – an illustration of James Marion Sims, and associates examining Anarcha.

2. PROJECT GOALS

- Create a 15-foot public monument honoring Anarcha, Lucy and Betsey's contribution to medical science
- Convey Anarcha, Lucy and Betsey's humanity by telling their story and giving them a voice
- Depict the barbaric practices common under slavery
- Provide a counter-narrative to the false history of slavery that permeates our culture
- Transform visitors' perspective by enabling them to walk in Anarcha, Lucy and Betsey's shoes
- Change current racist practices so that women of color will receive equal, high quality medical treatment

3. HISTORICAL OVERVIEW

History has inaccurately recorded Sim's goals as altruistic. In fact, his goals were to achieve medical glory for himself and to ensure that enslaved women remained as field hands, house slaves and "breeders" used for the sexual pleasure of their masters and to produce more slaves.

Today, Black women in America are facing an unprecedented maternal health crisis. The Centers for Disease Control estimates that Black and Indigenous women die at three times the rate of white mothers. Deadly disparities in the quality and availability of medical resources afflict not only African Americans, but men and women in Africa as well—in staggering numbers.



Art on the Square events honoring Anarcha

4. OUTCOME

For 170 years, the only primary source material for the Alabama fistula experiments has been Sims's own questionable writings. It is only recently that Anarcha's story—even proof of her existence and fate—has been proven with documents that did not come from Sims's own pen.

In other words, for 170 years Sims controlled Anarcha's story, just as he once controlled her body. And rather than the sacrifice and suffering of his experimental subjects, Sims's narrative of the Alabama fistula experiments focused almost exclusively on his own financial and emotional hardship.

The erection of a monument to Anarcha, Betsey, and Lucy will not only pay long overdue homage to forgotten women who played a crucial role in the history of medicine, it will stand as a symbol of all of the enslaved women who were experimented on in the quixotic pursuit of a modern "science" of gynecology, by Sims and many others.

5. PROJECT COLLABORATORS AND PARTNERS

Ms. Browder and I AM MORE THAN TOURS have had on-going relationships with the following organizations and individuals over many years. They have provided marketing, funding, and consultation for her business and related projects.

- Alabama Art Council (Provides consultation, grants)
- Montgomery City Planning Department (Provides consultation on architectural design, engineering requirements, etc.)
- Local Montgomery Rescue Mission (Donated the land)
- Alabama Historical Commission (Consultation on history of enslavement, systemic racism in healthcare, landmark registry requirements, etc.)
- Alabama Department of Tourism (Marketing, publicity, collateral materials)
- Art community at large (General support and participation)

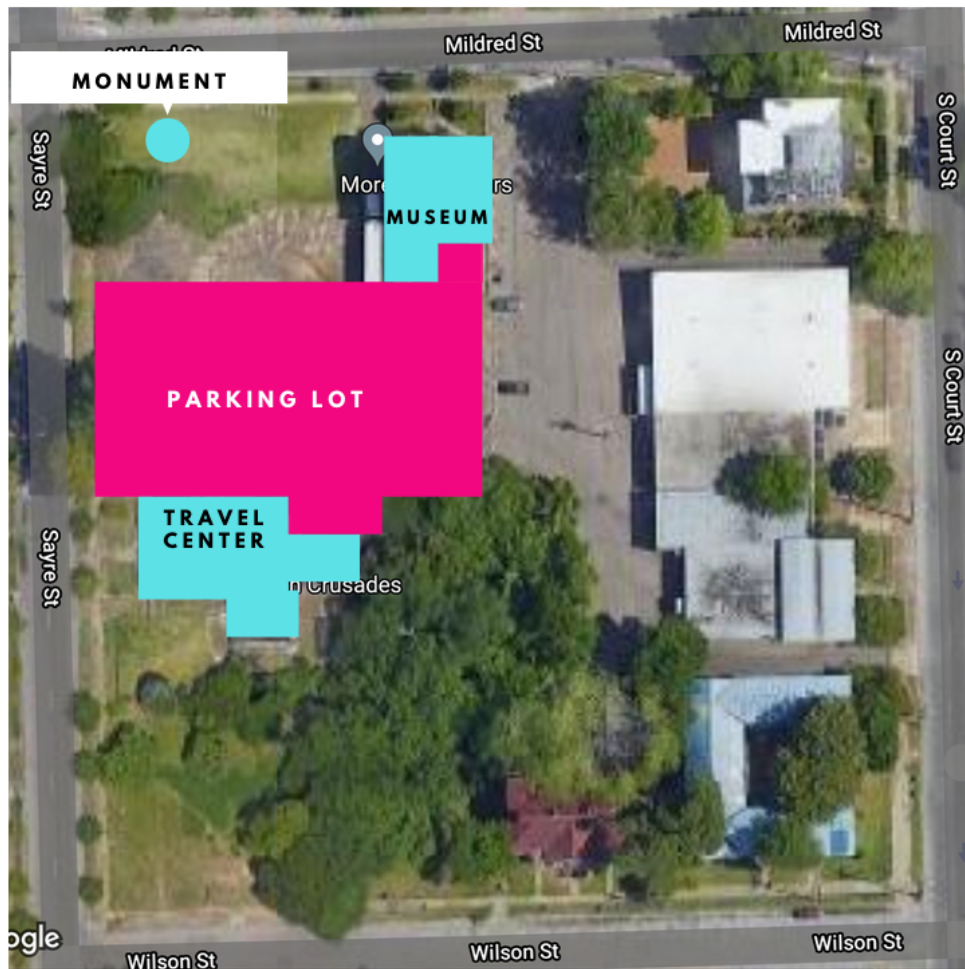
6. PRIMARY ARTISTS

- Michelle Browder (Managing/Artistic Director)
- Deborah Shedrick (Lead Artist)
- Dana Albany (Sculptor and Key Consultant)
- J.C. Hallman (Historian, Author, 2010 McKnight Artist Fellowship winner, 2013 Fellowship from the John Simon Guggenheim Foundation. Currently writing a book on Anarcha's story.)
- Deleso Alford, J.D., LL.M. (Professor of Law at Southern University Law Center and a thought leader in Critical Race Feminist theory.)

7. MONUMENT UNVEILED:

SEPTEMBER 24, 2021

PHASE 2: TRAVEL CENTER PHASE 3: MUSEUM



THE MORE UP TRAVEL CENTER

PHASE 2

1. VISION

A mission-built destination, the More Up Travel Center will accommodate (32-beds) and educate travelers and activists visiting the Montgomery area through an established curriculum of art, true historical exploration, and critical thinking -- inspiring participants to engage in social justice activism when returning to their own communities.

2. CHALLENGE

The **Faith Crusade Montgomery Rescue Mission** owns the property and the home. We have been unable to secure financing from the banking community. Our project is in dire need of alternative funding sources to complete the needed renovations.



3. PROGRAMMING/ CURRICULUM

In addition to tours via More Than Tours throughout Montgomery, Selma and Birmingham, Alabama, travelers will participate in programming at the Travel Center. We will offer unique historical and educational experiences as we retrace the steps of Civil Rights activists during their journey to the south.

Montgomery is widely known as the Cradle of the Confederacy and the birthplace of the Civil Rights Movement. Our education partners will teach:

- True civil rights and human rights history
- The development of leadership and team building skills
- Art therapy during the end of day debriefings
- Diversity and inclusion
- How to create justice, equality and sustainability in their own communities
- How to build broad movements for social, economic and restorative environmental change

EDUCATION PARTNERS INCLUDE:

- The Alabama Institute for Social Justice
- Southern Poverty Law Center
- Equal Justice Initiative
- Rosa Parks Museum
- Freedom Rides Museum

Most of this programming is provided at no cost to the Travel Center. I AM MORE THAN has brought the following guest speakers into the Center in the past:

- Angela Davis
- Bryan Stevenson
- Donald Robertson
- Sybrina Fulton (Trayvon Martin's Mother)





4. WHY NOW?

It's important to get it right this time.

Our notable civil rights heroes and icons are passing away. There is a changing of the guard. In light of men, women and children dying at the hands of police brutality, gerrymandering redlining, extreme disparities in health care, education and pay equality, now is the time to build on the momentum. We want to provide a place where people can become educated, empowered, motivated and energized. We need policymakers, innovators, leaders, change agents and activists to learn the real truth about the past.



5. EXPECTED COMPLETION DATE: FEBRUARY, 2022

6. FINANCIAL VISION FOR TRAVEL CENTER

For eight years More Up has been educating the nation, employing Montgomery neighbors, and earning our keep.

And we've done it.

Each and every day.

We've built a bundle of educational and cultural services for which the greater community is willing to pay.

Overnight educational stays.

Tours.

Virtual tours.

Educational seminars.

Prior to Covid 19, we engaged and educated well over 100 visitors a week across our varied tour and hospitality services. And, despite the pandemic, demand has not diminished. It's changed formats, that's for sure, but still, the demand for our educational and cultural services remains strong. Now, we educate over 100 participants each week via Zoom and virtual tours. Demand continues to bloom.

Now, more than ever, our voice must be heard.

Today, we stand poised to deliver over \$35,000 a month in paid tour and overnight hospitality services to hundreds of students. And with our lack of long term debt, our prudent financial habits, and our internal team of four, our total monthly costs of \$32,000 or so keep our cash flow positive. It's tight, but we do it. Each and every day, we do it.

Today, we provide four jobs to the community and our team of four educates hundreds. Our commitment to self-sufficient education enables us to earn our way each and every day.

We educate.

We employ.

We earn.

From this foundation of success, we seek to expand and trumpet our message to a broader audience as today our message is critically important.

Today, we seek your help in revitalizing our Travel Center.

Without your help, we'll require a \$1.5 million mortgage (assuming I, as a Black female business owner will be approved for a loan) requiring \$9,000 in monthly debt payments. We've run the numbers. Such a debt repayment schedule would move us from the black to the red and we don't want to live in the red.

We seek aid in the form of \$1.5 million to revitalize the center. To avoid debt. To continue to employ members of the Montgomery community. To educate our city, our state, and our nation.

We seek to expand our vision and we ask you for a helping hand in doing so.

From our foundation of self-sufficiency, we're ready.

Now, may we talk to you about how you might help us change our city, our state, and our nation?

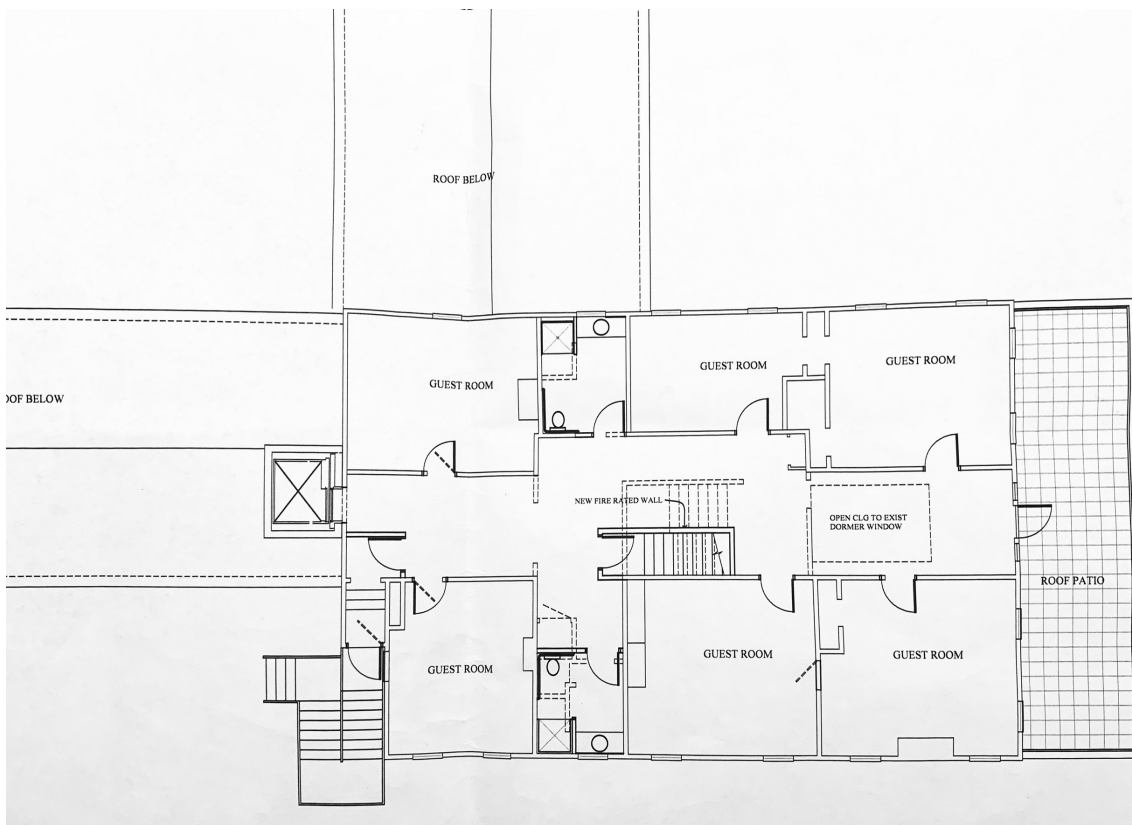
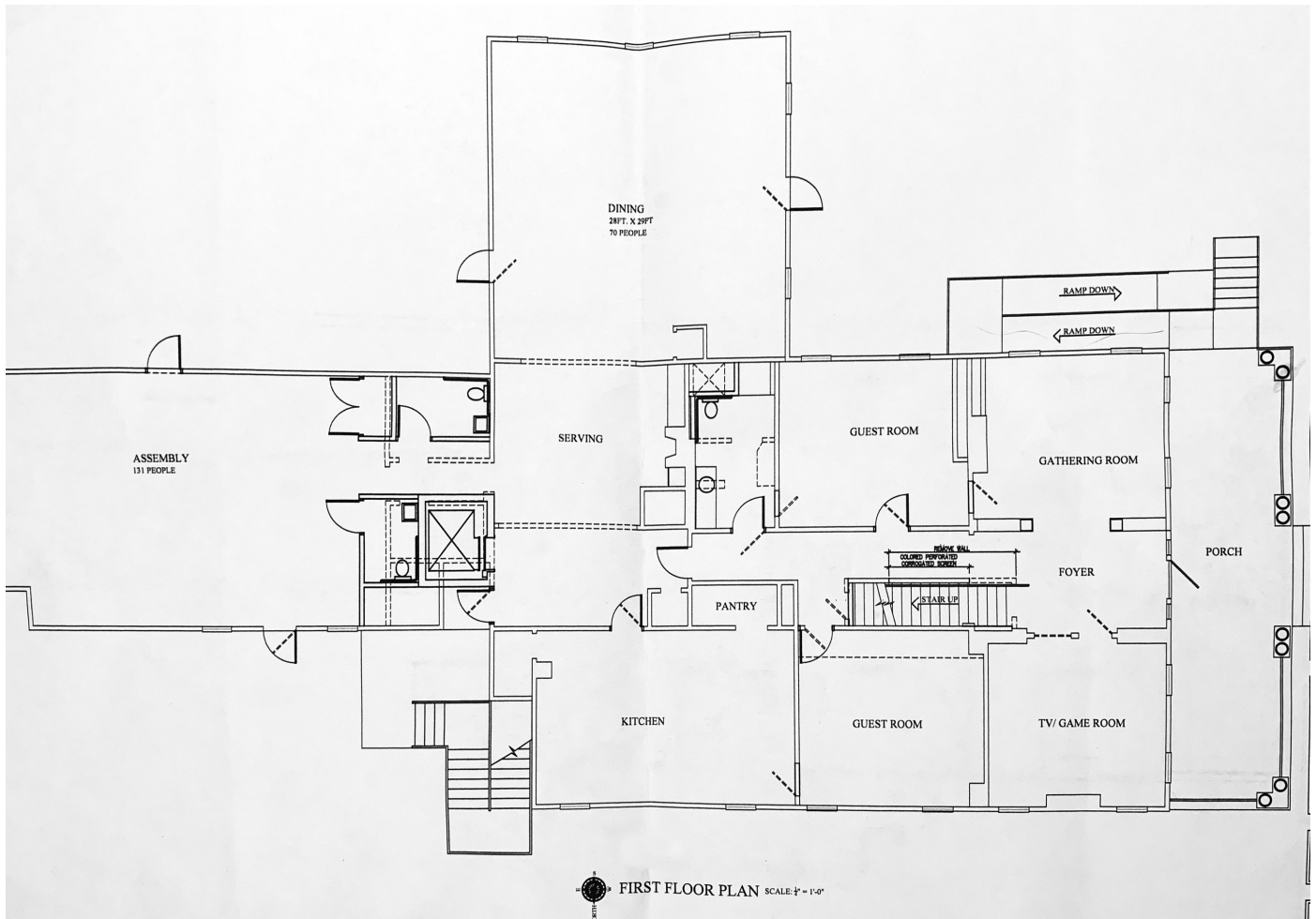
ARCHITECTURALS

MORE UP
TRAVEL CENTER:

529 SAYRE STREET



MORE UP TRAVEL CENTER:
529 SAYRE STREET - FIRST + SECOND FLOOR

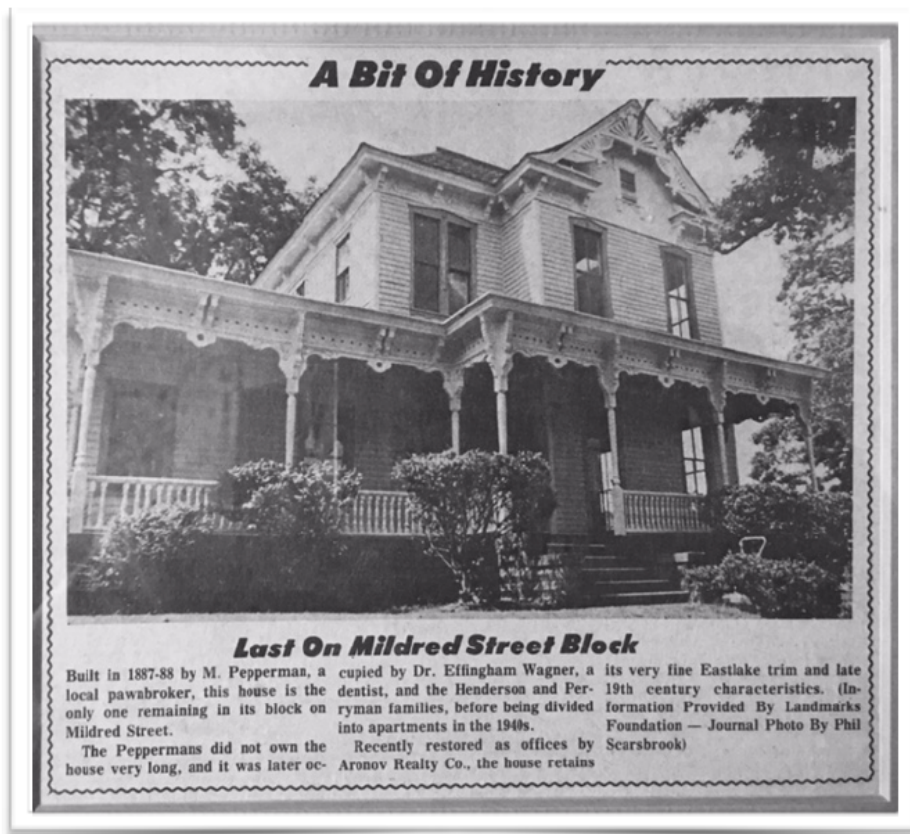


THE CREATIVE CHANGEMAKERS MUSEUM

PHASE 3

1. PROJECT SUMMARY

The Creative Changemakers Museum is an innovative experience of art and history for travelers of all ages. We believe that creative expression and innovation are key to fostering the next generation. History brought to life through art, music and conversation can change narratives and heal wounds of indifference. Travelers of all ages and diverse cultures will be inspired to become Creative Changemakers.



Built in 1887, the home at 17 Mildred Street is listed on the National Register of Historic Places and will serve as a collective meeting place and museum.

2. THE EXHIBITS

ANARCHA, LUCY & BETSEY: MOTHERS OF GYNECOLOGY

Anarcha, Lucy, and Betsey were enslaved women from plantations in and around Montgomery, Alabama. With neither consent nor anesthesia, they were experimented on by Dr. J. Marion Sims in the 1840s. Anarcha, Betsey, and Lucy fell into history. They changed the world, only to be forgotten by it. This exhibit will honor these women, tell their story, and shine a light on ongoing racial disparities in the healthcare industry today.

THE DROP OUT ROOM

Highlighting and showcasing famous innovators, artists, and entertainers who have dropped out of college to pursue their dreams.

MOMMA B'S JUKE JOINT VIRTUAL REALITY TOUR

Featuring Alabama's entertainers and visual artists, in a down home southern style juke joint setting. Juke joint is the vernacular term for an informal establishment featuring music and dancing, primarily operated by African American people in the southeastern United States.

PUT YOURSELF IN THEIR SHOES

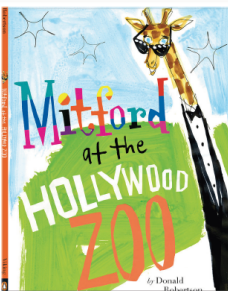


Showcasing 40 hand-painted shoes by various artists from across the country that share civil and human rights narratives.

THE INTERACTIVE PRESIDENTIAL ROOM

Showcasing modern-day presidential election and Alabama Congress memorabilia. Featuring the art of advertising and social conditioning in political elections.

THE DONALD ROBERTSON ACTIVITY CENTER AND GALLERY



A 250 person meeting space for creative workshop activities. Rotating art exhibits from various artists in registry.

CREATIVE CHANGEMAKERS GIFT SHOP

The gift shop will primarily sell souvenirs relating to creative changemakers, civil and human rights narratives, art and more.

EXPECTED COMPLETION DATE: DECEMBER, 2022

ARCHITECTURALS

THE CREATIVE CHANGEMAKERS MUSEUM:

17 MILDRED STREET



MODIFICATIONS TO 17 MILDRED ST. for
MORE THAN ... PUT YOURSELF IN THEIR SHOES
MONTGOMERY, ALABAMA



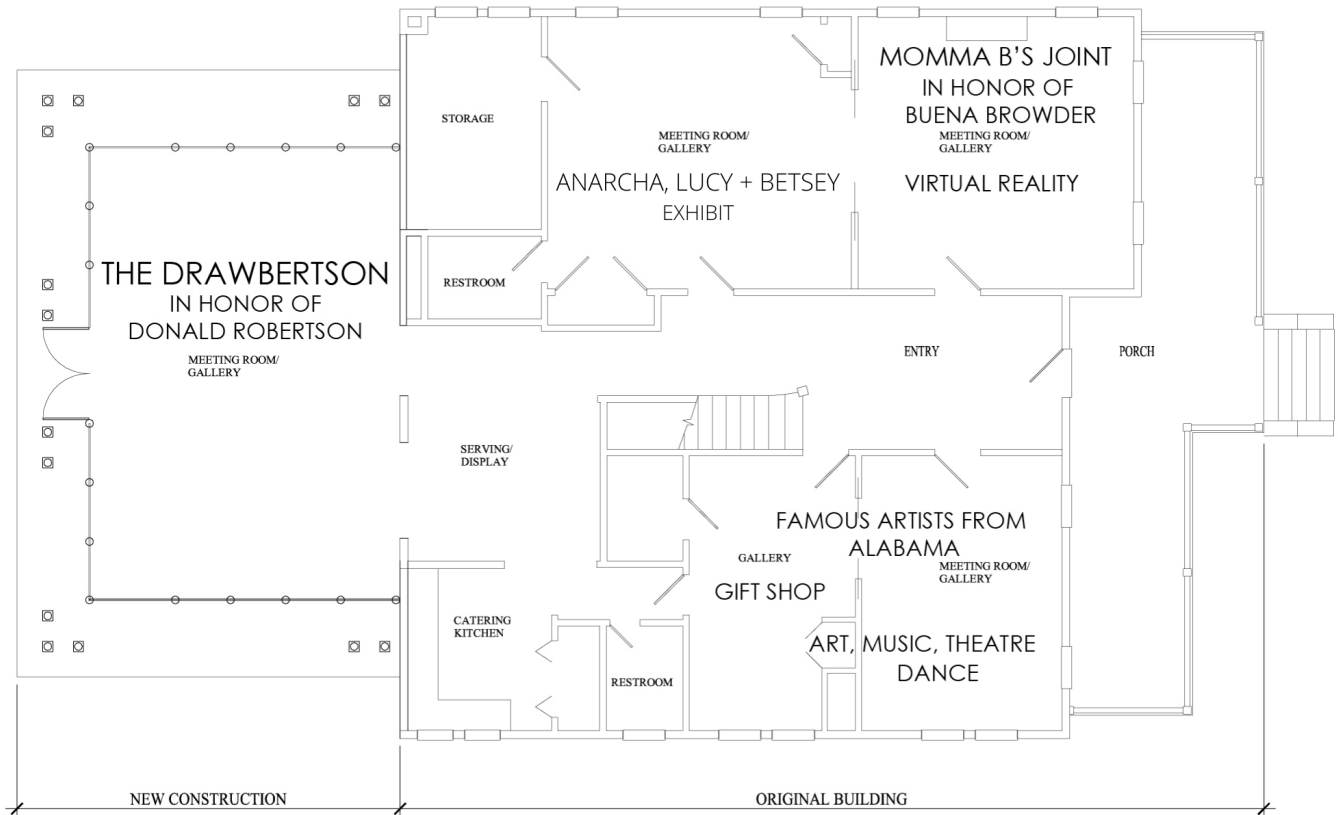
T. O. R. O. D. E.
ARCHITECTS, INC.
1314 11th Avenue East
Montgomery, AL 36117
404.551.1111

SHEET TITLE:
FLOOR PLAN

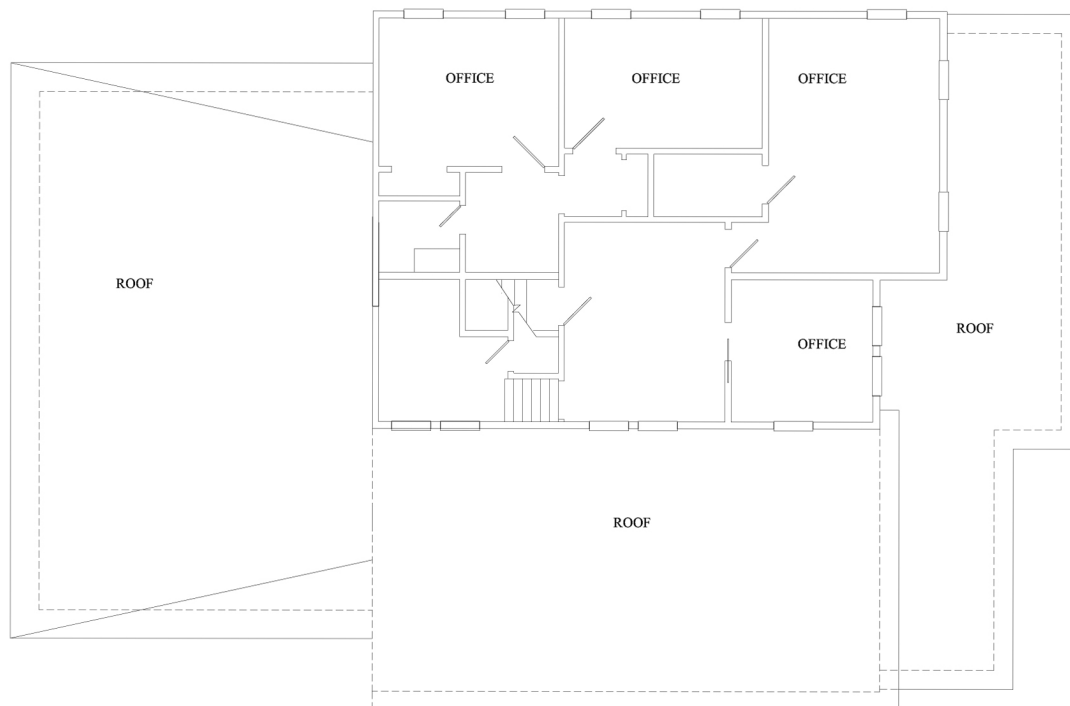
DATE: 06/02/2015
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REV: 06/02/2015

SHEET NO.
A2.1

THE CREATIVE CHANGEMAKERS MUSEUM: 17 MILDRED STREET - FIRST + SECOND FLOOR



FIRST FLOOR PLAN SCALE: $\frac{1}{4}" = 1'-0"$



SECOND FLOOR PLAN SCALE: $\frac{1}{4}" = 1'-0"$

GIFT LEVELS:

TRAVEL CENTER:

NAMING RIGHTS FOR THE MORE UP TRAVEL CENTER	\$1,000,000
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NAMING RIGHTS FOR THE MORE UP CAFE IN THE TRAVEL CENTER	\$50,000
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NAMING RIGHTS FOR THE 2ND FLOOR OF THE MORE UP TRAVEL CENTER	\$25,000
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NAMING RIGHTS FOR A GUEST ROOM AT THE MORE UP TRAVEL CENTER - (8 AWARDED)	\$5,000
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MUSEUM:

NAMING RIGHTS FOR THE MUSEUM	\$500,000
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NAMING RIGHTS FOR THE MOTHERS OF GYNECOLOGY MUSEUM EXHIBIT	\$50,000
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CAMPUS BUDGET SUMMARY FOR 2 PROJECTS

THE CREATIVE CHANGEMAKERS MUSEUM

\$438,607

Construction	\$328,607
(2) Museum Assistants	\$40,000
Utilities, Insurance, Taxes	\$20,000
Marketing and Advertising	\$50,000

MORE UP TRAVEL CENTER

\$1,586,752

Construction	\$882,752
Director	\$75,000
Chef	\$25,000
2 Cooks	\$44,000
2 Housekeepers (Campus)	\$40,000
Assistant	\$20,000
Maintenance (Campus)	\$15,000
Landscaping (Campus)	\$75,000
Signage (Campus)	\$30,000
Furnishings/Appliances (Campus)	\$250,000
Utilities, Insurance, Taxes	\$60,000
Marketing + Advertising	\$50,000
Other	\$20,000

TOTAL PROJECT:

\$2,025,359