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MULTICULTURAL EXPERIENCE DEVELOPMENT FOR DESTINATIONS, COMMUNITIES & BUSINESSES

The essence, experiences and texture that make destinations appealing, authentic, and unique are connected to the heart, soul, and people of a place. Many times, multicultural communities are the pillars of these destinations, but their stories are waiting to be uncovered and shared.

Veneto Collaboratory partners with Destinations, Multicultural Communities and Businesses to uncover, design and develop multicultural stories into engaging and immersive experiences.

Our unique Experience Formula© process, enables multicultural communities, cultural organizations and businesses to bring their stories and experiences to life. The purpose is to create meaningful and memorable connections that provide shared experiences, deeper understanding, and appreciation for the contributions of multicultural communities.

The results of the work create revenue, drive visitation, and generate economic development for the communities and local businesses.

Veneto Collaboratory Multicultural Experience Development experience:

Louisville, KY

- Louisville Tourism, Unfiltered Truth Collection – 2021
A unique collection of authentic local African American offerings with Louisville attractions. These experiences reflect the Black history, heritage, contributions, and stories of the extraordinary people who built Louisville.
<https://www.gotolouisville.com/unfiltered-truth-collection/>

Paducah, KY

- Paducah Travel, Miss Maggie's Memories
Miss Maggie's Memories at the Metropolitan Hotel. Journey with Miss Maggie as she recounts the stories of famous African Americans entertainers who stayed at the Metropolitan Hotel, listed in the Green Book during the era of segregation.
<https://www.paducah.travel/listings/ms-maggies-memories/967/>

Shreveport, LA

- Shreveport-Bossier CTB, The Art and Soul of Shreveport
Experience the Art and Soul of the African American community at the Southern University Museum of Art. Uncover the power of Sankofa as you go back and fetch the stories of Black history and heritage,
<https://www.shreveport-bossier.org/listing/group-experience-the-art-and-soul-of-shreveport/2362/>

Columbus, OH

- Experience Columbus, The Kelton House, Sophia's Secret
Meet Sophia Kelton, a local Victorian era abolitionist who welcomes you into her home. She has a secret she may share with you if she can trust you!
<https://www.experiencecolumbus.com/listing/sophias-secret/413851/>

For additional information on how your destination, community organization or businesses can bring your untold stories to life and develop unforgettable Multicultural Experiences contact Joe Veneto, Chief Experience Officer at Veneto Collaboratory, phone: (617) 786-9096, email joe@venetocollaboratory.com or www.venetocollaboratory.com