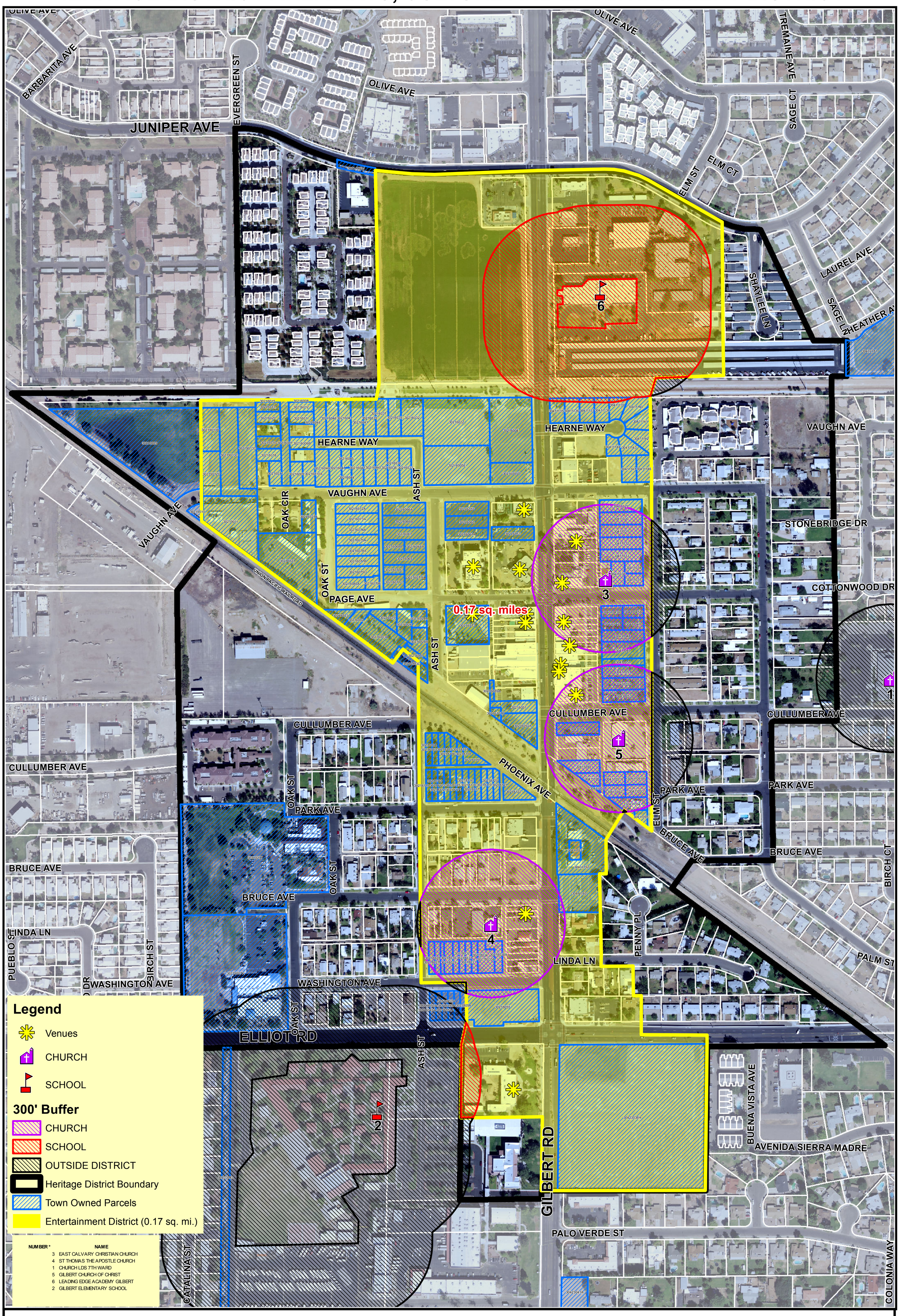HERITAGE DISTRICT AREA ARTS, CULTURE AND ENTERTAINMENT DISTRICT