STEVE HOHULIN, AICP
 » 40+ Years of Experience

GREG WORD, SENIOR CONSULTANT
 » 16+ Years of Experience Ec. Dev
placemaking noun

is a multi-faceted approach to the planning, design and management of public spaces.

– Placemaking capitalizes on a local community's assets, inspiration, and potential, with the intention of enhancing the community’s quality of life and economic sustainability.
Kennewick-Richland, Washington

5 yr. employment increase: 18.3% (+21,431 jobs)

Highest Growth Industry: Education & Health Services (+3,300 jobs)

May 2019 Unemployment: 5.1%

Median household income: $63,617
St. George, Utah

5 yr. employment increase: 25.7% (+15,163 jobs)

Highest Growth Industry: Trade, Transportation & Utilities (+3,900 jobs)

May 2019 Unemployment: 2.9%

Median household income: $54,842
Strategy starts with a vision first.
VisionFirst has worked with a myriad of clients in over 30 states representing some of the top names in business as well as local, regional and state economic development entities. An abbreviated listing includes:

- Firehawk Helicopters
- Florida Chamber
- Florida’s Great Northwest
- Hamilton County Development Authority
- Hancock County Port & Harbor Commission
- Intersect Illinois
- (Illinois’ Public-Private Partnership for Economic Development)
- North Florida Economic Development Partnership
- Opportunity Florida
- Rayonier/Raydient Places and Properties
- Ryerson
- St. Tammany Corporation
- Tennessee Department of Economic and Community Development
- Tennessee Valley Authority
- Vicksburg-Warren County Partnership
- Valdosta-Lowndes County (One Valdosta-Lowndes)
With 3,142 counties and county-equivalents in the 50 states and the District of Columbia – how do you do win in today’s competitive environment?
WHAT’S YOUR ELEVATOR PITCH?
Vibrant Community Platform

VISION
ENGAGEMENT
TALENT
PLACE
OPPORTUNITY
...these factors are then impacted by three additional critical points »

1. COMPETITIVENESS
2. PRODUCT DEVELOPMENT
3. TELLING A STORY
creative placemaking
- as defined by the National Endowment for the Arts

“an evolving field of practice that intentionally leverages the power of the arts, culture and creativity to serve a community's interest while driving a broader agenda for change, growth and transformation in a way that also builds character and quality of place.”
“Vicksburg-Warren County – Mississippi’s Arts Community”
“Creative placemaking animates public and private spaces, rejuvenates structures and streetscapes, improves local business viability and public safety, and brings diverse people together to celebrate, inspire, and be inspired.

– National Endowment for the Arts White Paper for The Mayors’ Institute on City Design
In turn, these creative locales foster entrepreneurs and cultural industries that generate jobs and income, spin off new products and services, and attract and retain unrelated businesses and skilled workers.

– National Endowment for the Arts White Paper for The Mayors’ Institute on City Design
goal? to cultivate a dynamic community through neighborhood placing projects - what makes a great place?
HOW ARE OTHER COMMUNITIES GETTING CREATIVE IN PLACEMAKING?
ATTRACTING REMOTE WORKERS
Opening the Digital Potential of Small to Medium Size Businesses
Wrap Up

• Great Communities Drive Economic Development
• Every Community and economy is unique
• Think Big and think holistically
• Plan for the economy of the future, not the economy of today
• Big Plans require Community (residents, politicians, economic leaders) “Buy-in”
• Placemaking is a process that can help develop community consensus
Discussion