



PLACEMAKING

as an

ECONOMIC DEVELOPMENT

TOOL FOR SMALL COMMUNITIES



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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





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SENIOR CONSULTANT

Strategy starts with a vision first.



VISIONFIRST ADVISORS
STRATEGY | ACTION | RESULTS

Our Work

100+

collective years
in the field

5

Fortune 500 companies
represented

30+

states represented
in
our client base



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 win in today's competitive environment?



A close-up, low-angle shot of an elevator control panel. The panel is metallic and features several circular buttons of varying sizes. Some buttons are illuminated with a warm, golden light. A prominent button in the foreground is large and dark, with a bright reflection. To its left, a vertical column of smaller buttons is visible. In the center, a button is marked with the number '6'. Below it, another button is marked with the number '4'. The background is dark and out of focus, emphasizing the texture and details of the control panel.

**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**





VICKSBURG-WARREN

PARTNERSHIP

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*



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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*

Delta Creative Placemaking Initiative Grants

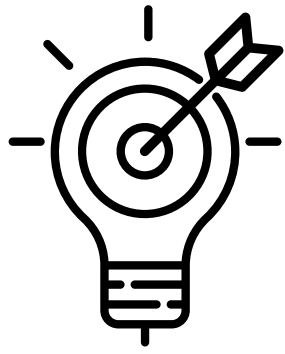


Delta Regional Authority

OUR TOWN: Grant Program

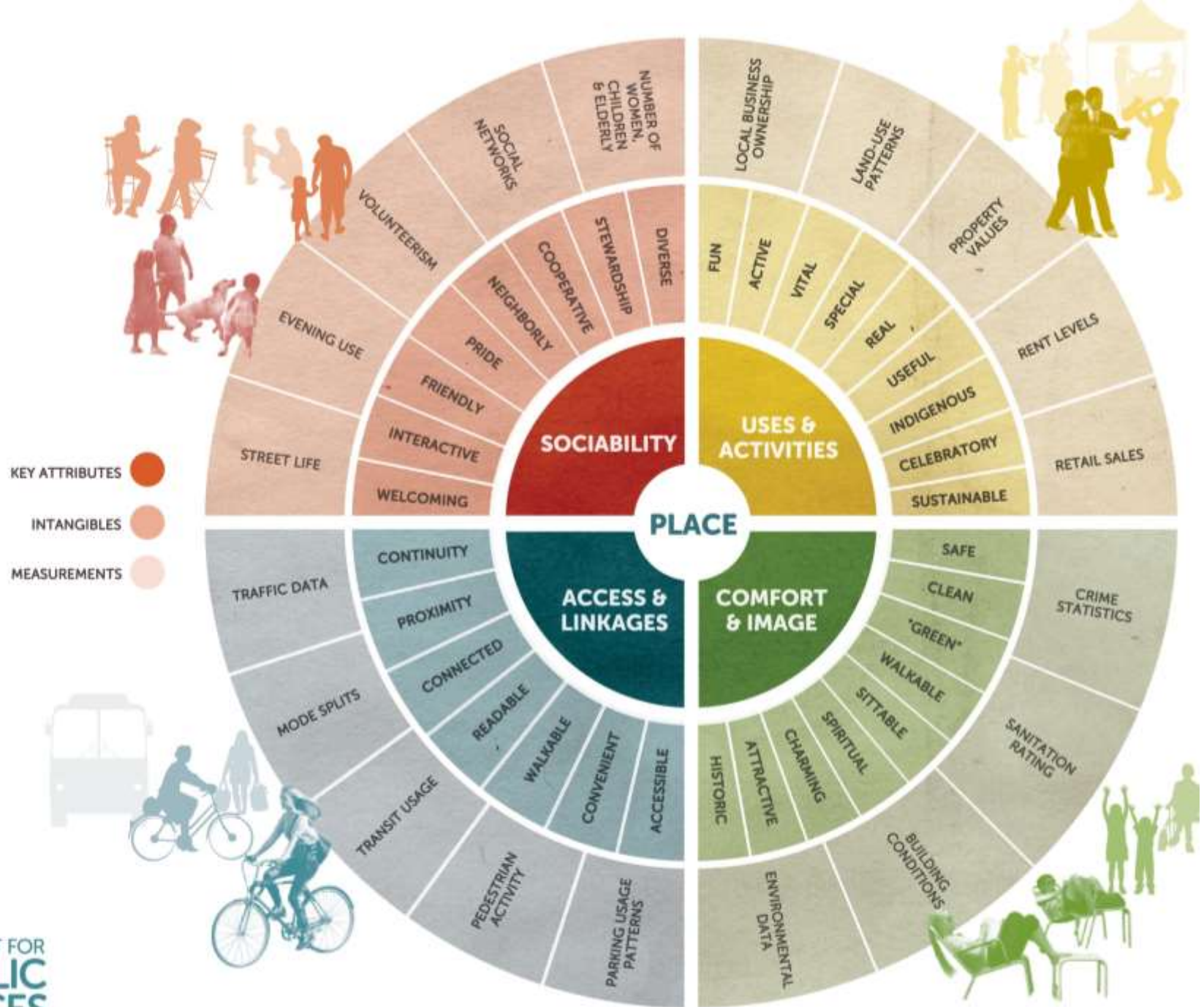


NATIONAL
ENDOWMENT
for the **ARTS**
arts.gov



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

A close-up photograph of a black microphone with a silver mesh grille, positioned diagonally from the bottom left towards the center. The background is a blurred red brick wall. The word "Discussion" is written in white, bold, sans-serif font across the middle of the microphone's grille. A thin white vertical line is positioned to the right of the microphone's grille.

Discussion