Priming Your Community for Place-Based Economic Development
Placemaking is how People are more Collectively and Intentionally Shaping our World and our Future on this Planet.”

-Project for Public Spaces
Why Practice Place-Based Economic Development

- High Quality Jobs
- Attract & Retain Talent
- Combat Inequality & Aging out
- Maintain Competitiveness
Why Practice Place-Based Economic Development

Traditional Practices:

• Recruit Target Industries
• Costly & Zero-Sum
• Do not Address Social Gaps
• Antiquated Approach to the Modern Economy
Why Practice Place-Based Economic Development

New Practices:

• Growth & Long Term Prosperity
• Asset Focused
• People Centric
• Holistic Approach
What is Place-Based Economic Development

- Encourages Collaboration
- Holistic Improvements
- Bottom-Up
- Local Facilitation
- Inclusive & Equitable

- Unique Physical & Social Assets
- Enhance Quality of Life
- Create Sense of Place & Identity
- Community Visioning & Planning
What is Place-Based Economic Development

Paradigm Shift to:

• Create Inclusive, Prosperous Communities
• Increase Innovation & Technology
• Better Utilization of Community Assets
• Implement Community Vision
• Combat Decline & Spatial Inequity
To Thine Own Self Be True

“There are unique and interesting subtleties that belong to every city. Just as Shakespeare’s Hamlet quotes from the play, each city must identify it’s own self and be true to its local character. Staying true to the roots that give a place its MOJO is critical to a project’s success.”

-Mayor Nancy Harris, City of Duluth Georgia
Diversity, Equity, & Inclusion...

DIVERSITY: Who is at the table?

EQUITY: What are the barriers to getting to and staying at the table?

INCLUSION: Do all feel they belong at the table?
Diversity, Equity, & Inclusion...

In Place-Based Economic Development

- Demographic Analysis
- Asset Inventory and Mapping
- Public Input Meetings or Charettes
- Community and Cultural Representation on Stakeholder Teams, Boards, and Committees
- Community and Cultural Elements Integrated into Development Projects.
YEAR ONE: asset inventory, education, visioning, and planning.

YEAR TWO: development projects, funding, and implementation.

YEAR THREE: tracking and impact analysis.
Partner Organizations
Each Community Team is paired up with one of the Collaborative’s practitioner Facilitators for the duration of the program.

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GEPC Program Objectives

PROCESS:
Discovering what a community wants through community-led:
• VISIONING
• PLANNING
• PROJECT DEVELOPMENT

PRODUCT:
Creating ACTION and IMPLEMENTATION plans for achieving what a community wants beginning with:
• ASSET INVENTORY
• FIVE PLACEMAKING STEPS
Asset Inventory and Mapping

Community Assets:

- Natural Assets
- Tourism Assets
- Physical Assets
- Economic Assets
- Local Associations
- Local Institutions
- Local Stakeholders
5 STEPS that lead to Place-Based Economic Development
STEP 1 – Define Space and Identify Stakeholders

• Assemble a Community Team that represents your demographics

• Host a place based training activity with the Community Team

• Utilize the asset inventory and map to identify potential projects and focus areas

• Create a list of potential project places
STEP 2 – Evaluate Places and Identify Issues

- Complete a Place Performance Evaluation on all potential project places
- Identify community and development issues and challenges in each project place
- Develop a Preliminary Vision for each project place that addresses the issues and challenges
- Brainstorm about Potential Partners for projects in each project place
STEP 3 – Place Vision

• Develop a mission statement of goals for each project place
• Define the intended use of each project place and describe intended outcomes
• Prioritize the project places according to feasibility
• Create a concept plan for the projects places
• Create an action plan that includes short and long term goals and deadlines
STEP 4 – Short Term Experiments

• Put the Vision into ACTION!

• Experiment with a Lighter, Quicker, Cheaper Project

Short-term, low cost solutions to issues and challenges in public spaces.
They tend to have lasting and profound impacts in the community.

Good opportunity for the community team to experience a place-based economic development project that is low risk.
STEP 5 – Evaluation and Improvements

- Perform regular evaluations of implemented programs and projects
- Establish baselines and determine value indicators prior to beginning any projects
- Be consistent with your data collection and analysis
- Examine the results and adapt project management processes when needed
5 STEPS that lead to Place-Based Economic Development

PROJECT FOR PUBLIC SPACES
Contact Us!

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