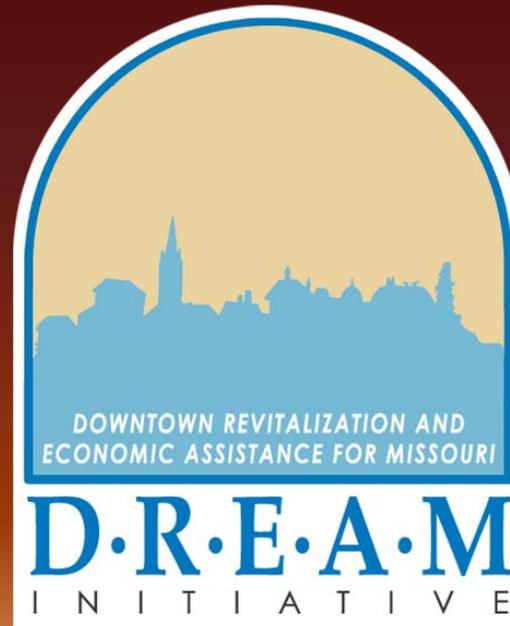


Cultivating Downtown “Buy-In”

A DREAM Initiative Seminar



8/30/12

Welcome!

- PGAV Team
- State Partners
- www.modream.org

- Review of Agenda
- Lunch

- Restrooms, etc.

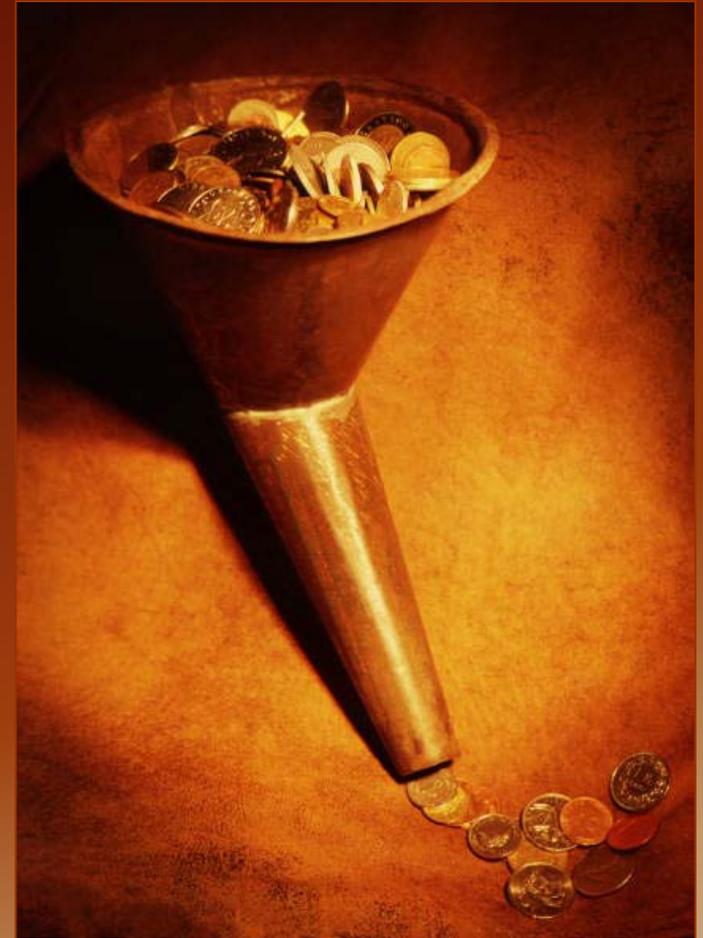
- Comment Cards

Collaboration
Relevance
Wayfinding
Organization
Signature Project
Downtown Focus
Preservation Focus
Enthusiasm
Funding

Buy-In

Who Invests in Downtown

- Local Government
 - Infrastructure/Facilities
 - Personnel
- Downtown Residents
 - Renters or owners
- Property Owners
 - Including non-profits
- Business Owners
 - And Employees
- Service Groups
- Potential Outsider Interests
 - Developers
 - Visitors



Who is Reluctant to be Involved

- City Staff and Officials
 - That do not want to stick their neck out.
- CAVE Residents
- Busy Residents
- Absent Property Owners
- Sleepwalking Business Owners
- Busy Employees



Who “Buys-In” to Downtown

- City Staff
- Local Government Officials
- Residents
 - Anywhere
- Present Property Owners
- Active Business Owners
- Empowered Employees
- Volunteers



What is Buy-In?

- Time
- Money
- Support
- Advocacy
- Promotion



Understanding Motivation

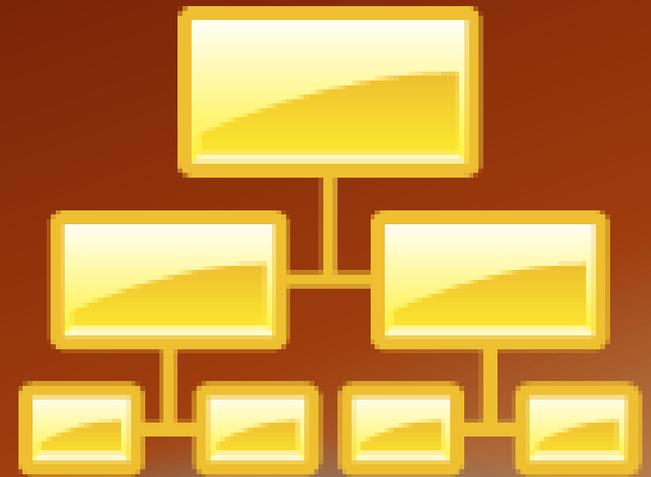
- Economic
- Social
- Moral

- Power



Understanding Power Structures

- Perceived vs: Real
- Who are Key Players?
- How can I motivate those key individuals to care about Downtown?



Understanding Power Structures

- If Key Players don't care about Downtown, what chance do I have in getting potential Developers, Businesses, Residents, and Visitors to invest in Downtown?

Revitalization in Downtown

- Define revitalization success.
- Building rehabilitation and new businesses typically do not come from outside sources. “Saviors” are rare.
- Often local building rehabilitation is not high-quality.
- Large chain stores are typically not interested in Downtown locations.
- Generally, the best Downtown business mix includes a significant amount of retail. Generally, retail uses are the best fit for Downtown buildings.

Revitalization in Downtown

- Include all viewpoints.
- Prepare to address negative comments.
- Schedule communication efforts.
- Cultivate local champions.

Thank you