

Creative Placemaking

Creating *The Unique*



McCLURE[™]
ENGINEERING CO.



LAS VEGAS



MONROE, LA

POPULATION: 49,297





DELTA CREATIVE PLACEMAKING INITIATIVE



National Endowment for the Arts



Paducah, KY | Pop. 25,145

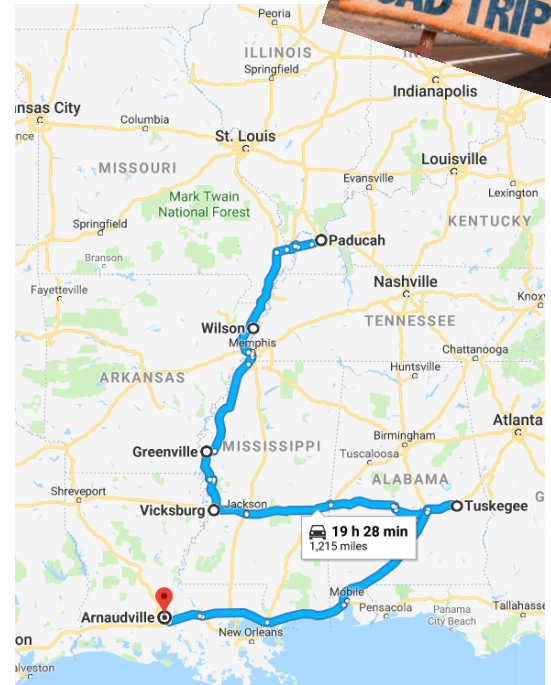
Wilson, AR | Pop. 855

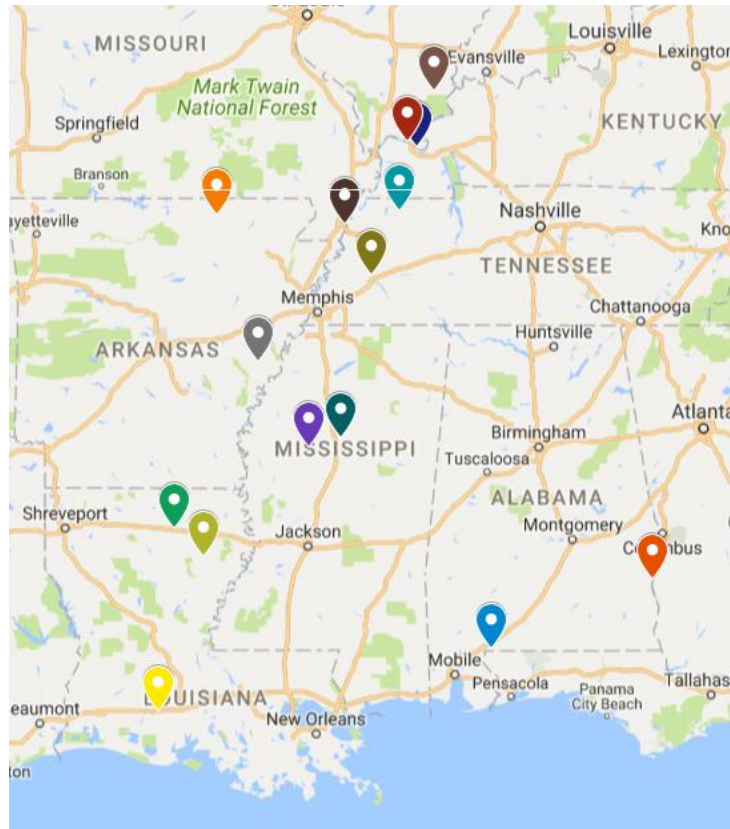
Greenville, MS | Pop. 31,517

Vicksburg, MS | Pop. 22,925

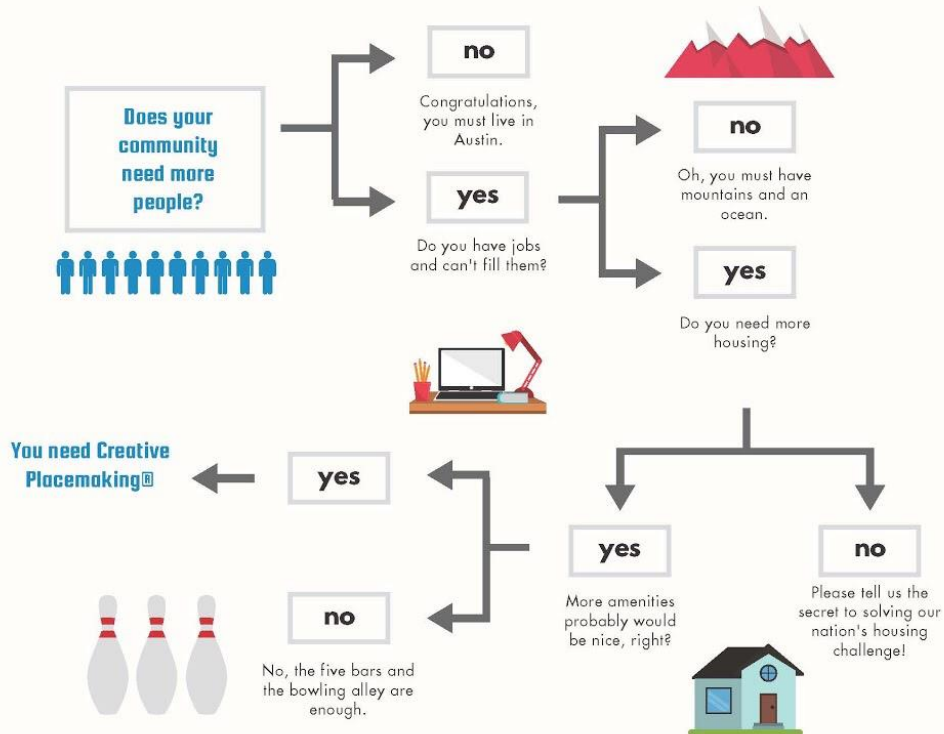
Tuskegee, AL | Pop. 8,722

Arnaudville, LA | Pop. 1,069





DO YOU NEED CREATIVE PLACEMAKING®?







Getting Real About Rural America

Nobody knows how to reverse the heartland's decline.



By Paul Krugman
Opinion Columnist

RURAL AMERICA IS THE NEW 'INNER CITY'

Small counties fare worst by key measures of socioeconomic well-being

News Analysis

The Hard Truths of Trying to 'Save' the Rural Economy

By Eduardo Porter

Letters to the Editor • Opinion

Rural America suffers from brain drain

perspective.



CREATIVE PLACEMAKING

Creating economic development & population growth through cultural and entrepreneurial amenities, concepts, and catalytic projects



OUR VISION

Building strong communities.



Housing

Workforce Development

Entrepreneurship

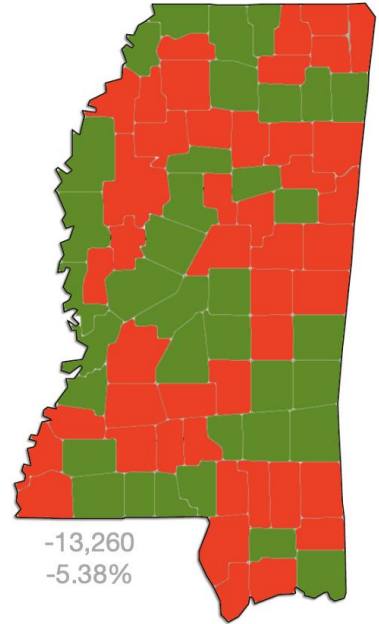
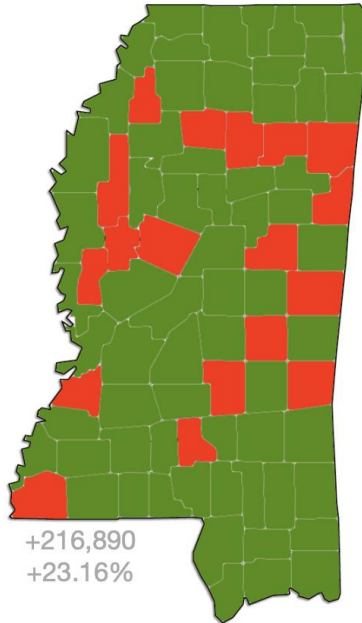
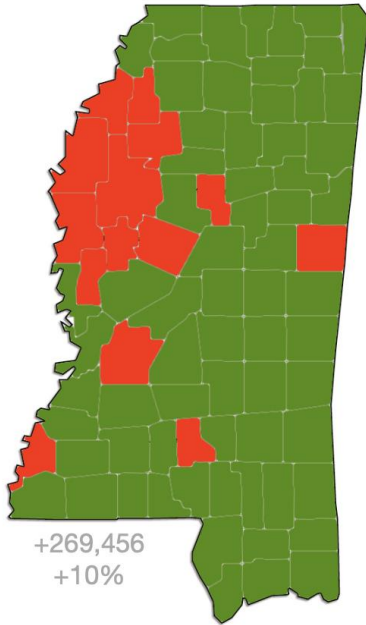
Small Business Development

Cultural Amenities

Economic
Development
&
Population Growth

ECONOMIC DEVELOPMENT

1990-2000



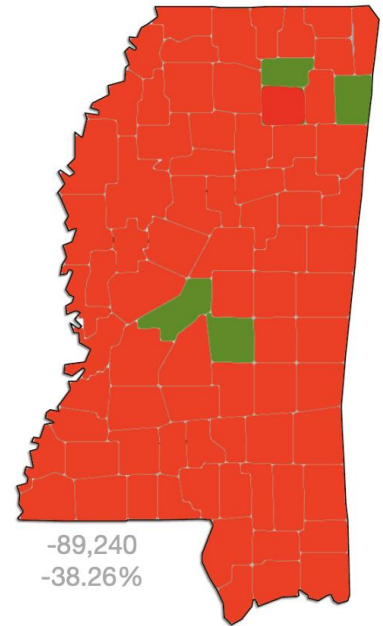
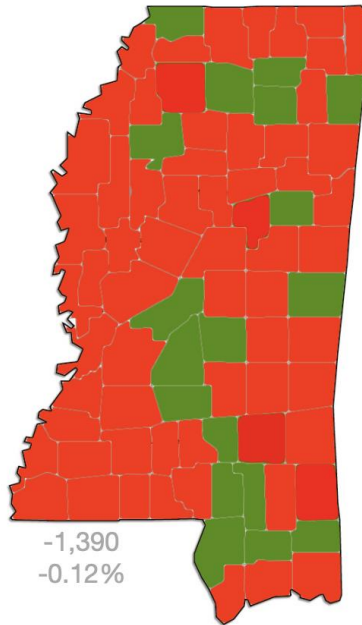
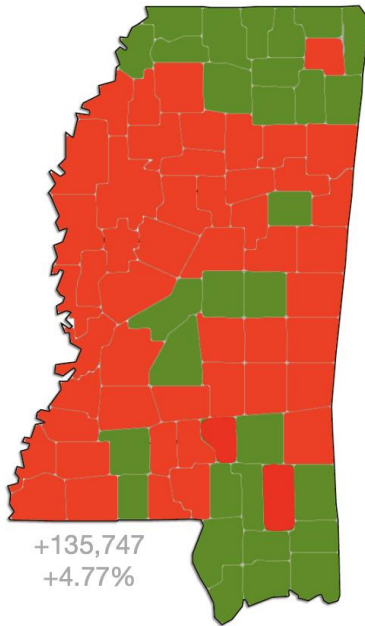
Change in Total Population

Change in Total Employment

Change in Manufacturing Employment

Source: Mississippi Department of Employment Security Annual Averages 1990-2017

2000-2017



Change in Total Population

Change in Total Employment

Change in Manufacturing Employment

Source: Mississippi Department of Employment Security Annual Averages 1990-2017





“Communities are changing the way they approach economic development... many communities today are attracting multi-generational talent by becoming desirable places to live.”



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL



***Place
Matters:***

The Role of Placemaking in Economic Development

What do young **people want**?

How do we get young people to **move here**?

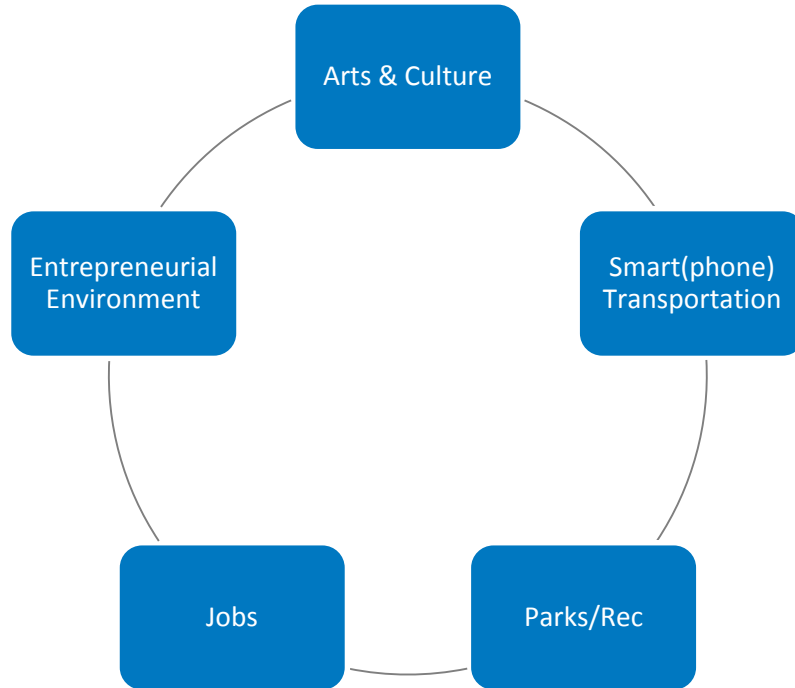
How do we get young people to **stay here**?



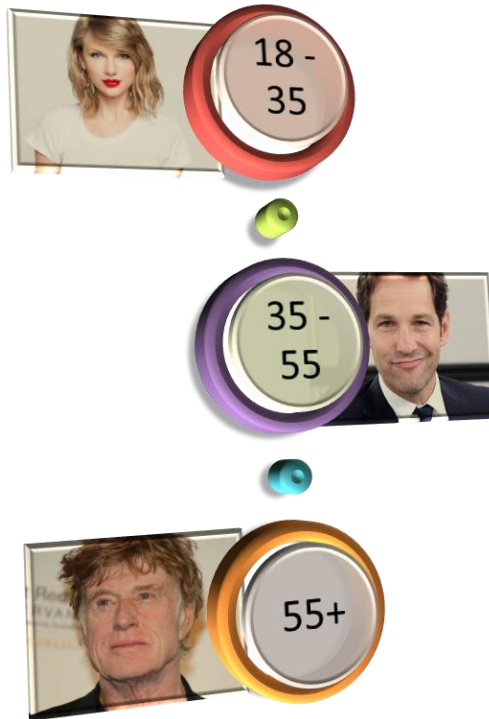




TOP 5 YOUNG PEOPLE WANTS



AGE BRACKETS



These worlds want the same things – they just use them at different times of the day

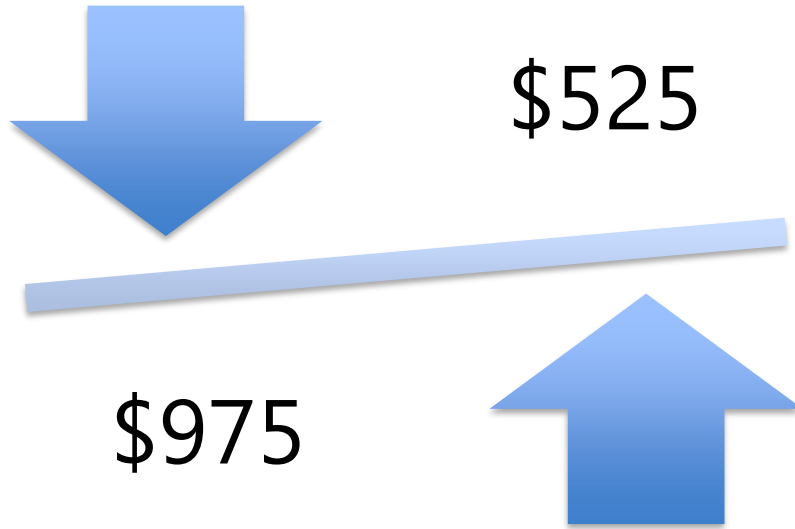


HOUSING

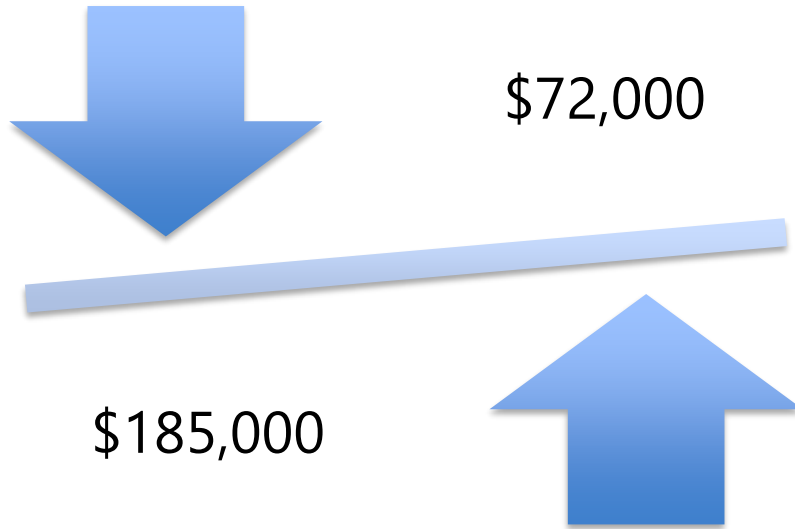
RURAL HOUSING CRISIS SUMMED UP



AVERAGE COSTS FOR 1BR UNIT IN RURAL AMERICA



AVERAGE COSTS FOR SINGLE FAMILY HOME IN RURAL AMERICA



HOUSING INCENTIVES: NEWTON, IOWA

Build new home worth more than
\$160,000...



★ Designed by TownMapsUSA.com

City of Newton gives buyer:

- \$10,000
- A year's worth of tickets to Iowa Speedway
- A year's membership at YMCA
- And....



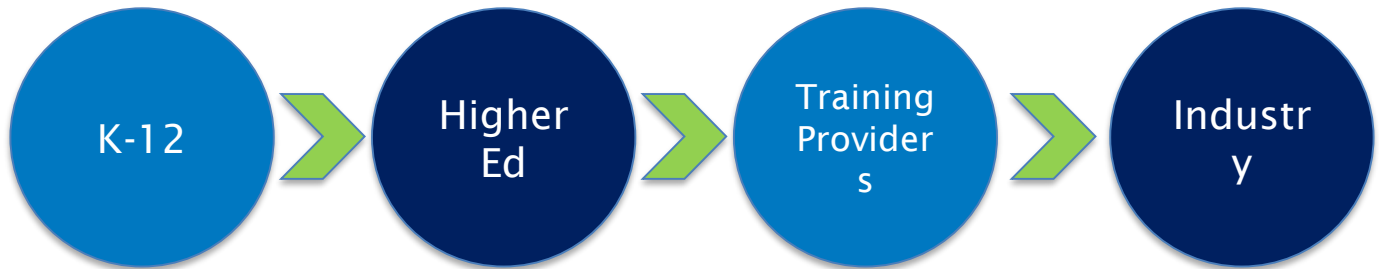
WORKFORCE DEVELOPMENT







TALENT PIPELINE



ENTREPRENEURSHIP

CENTER ON RURAL INNOVATION (CORI)





BUILDING BOX: STEM CLASSROOM + MAKERSPACE



RISE OF THE REST

WITH STEVE CASE

"For a long time, if you were a recent graduate and wanted to be part of the innovation economy, you often felt compelled to head to the coasts, but these days that is not necessarily the case."



AMENITIES

CITIES WITH OVER 1,000,000 PEOPLE HAVE:

- Smart Transportation
- Complete Streets
- Local Restaurants/Bars
- Breweries/Distilleries
- Co-Working Spaces
- Local Art/Live Music
- Innovative Housing
- Public Spaces
- Water/Recreation
- Fiber
- Great Schools
- Incentive programs for Individuals
- Large Retailer/Small Retailer
- Local Public Market
- *The Unique*

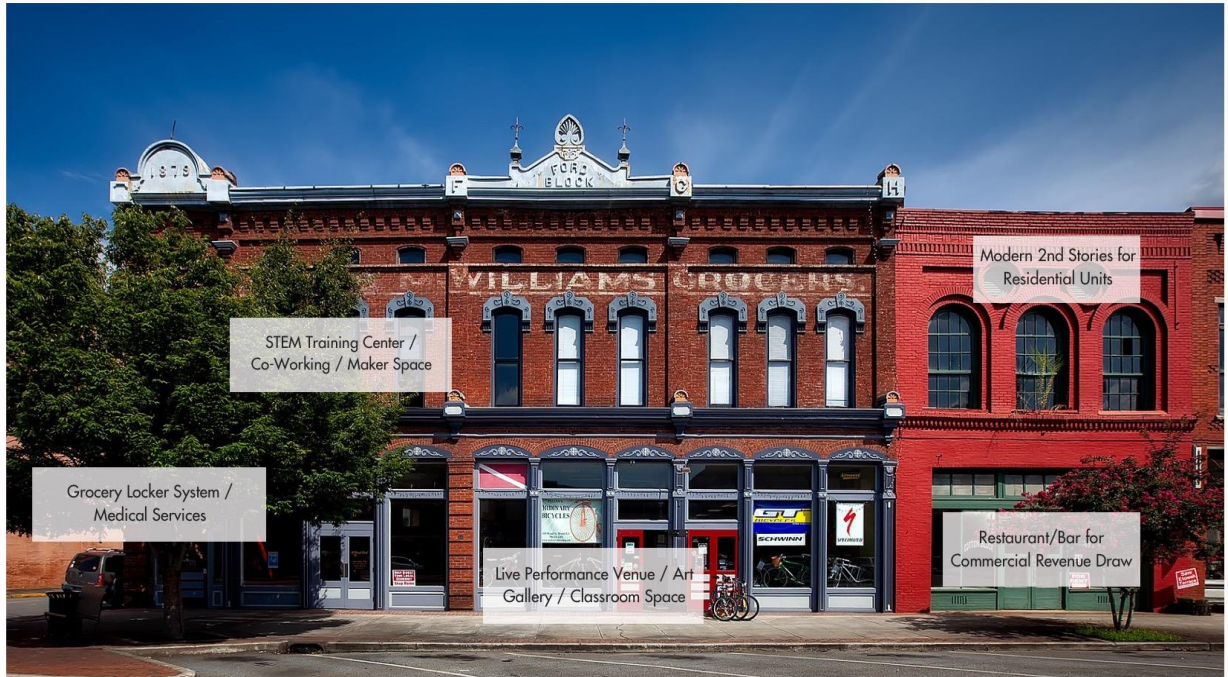
CREATIVE AMENITIES = *THE UNIQUE*

- Visual artists studios
- Music recording studios
- Metal shop
- Woodworking shop
- Glassblowing shop
- Culinary studio
- Fiber and high speed internet
- Co-working space
- Water & power hookups for hydroponics & other growing methods

BEMIS CENTER FOR CONTEMPORARY ARTS OLD MARKET – DOWNTOWN OMAHA



THIS IS PLACEMAKING



What's UNIQUE?



What's MISSING?



arts and culture



retail/night-life



CROWLEY, LA placemaking



education



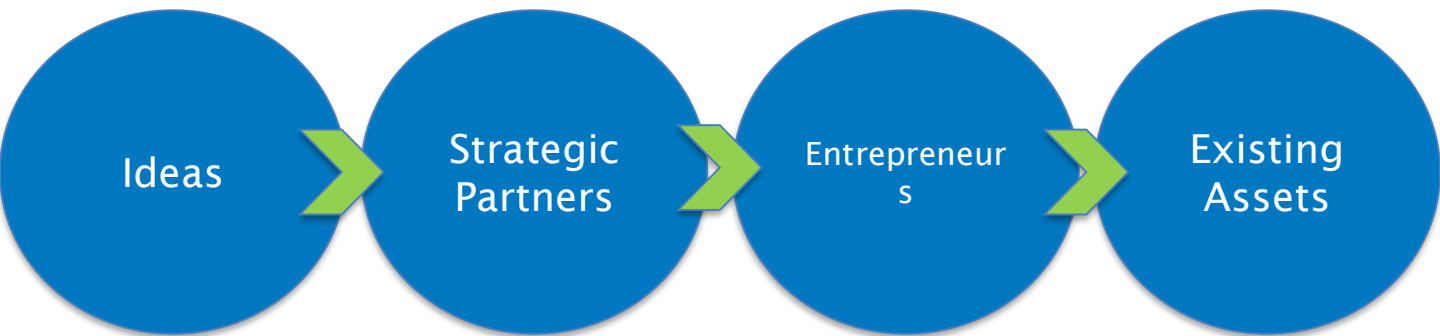
available/ under-utilized buildings

- RICE HOTEL
- EDITH BLDG.
- DEPOT
- HEALTH UNIT
- EGAN HOTEL
- SUPER FOODS
- CROWLEY LAUNDRY
- ZIGLER DAIRY
- RICE THEATER
- OPERA HOUSE
- ENTERPRISE BLDG
- AMERICAN LEGION 2nd floor
- DUSON 2nd floor
- 1st NAT'L BANK
- NICHOLS BLVD.

f "McCLURE PLACEMAKING"

@mcclure placemaking

McCLURE™



PROGRAMMING

New programming should run the gamut from traditional music lessons to a theater camp to independent films to trivia nights:

- » Piano
- » Guitar
- » Painting
- » Photography
- » Ceramics
- » General Art
- » Graphic Arts
- » Computers 101
- » Yoga
- » Dance Classes
- » After School Programs
- » Art Camps
- » Music Camps
- » Theater Camps
- » Culinary Camps
- » Gallery Openings
- » Live Music
- » Independent Films
- » Local Films
- » Cult Classics
- » Family Films
- » Trivia
- » Open Mic
- » Comedy Nights
- » Theater Productions

HIGH LEVEL BUDGET

	Total	Year 2 (5%)	Year 3 (5%)
Expenses			
Staff	\$131,700	\$138,285.00	\$145,199.25
Programming	\$105,531	\$110,807.24	\$116,347.61
Rentals	\$2,400	\$2,520.00	\$2,646.00
Fundraising	\$17,600	\$18,480.00	\$19,404.00
Administration	\$38,800		\$42,777
Insurance & Professional Fees	\$17,652	\$18,534.60	\$19,461.33
Marketing	\$33,400	\$35,070.00	\$36,823.50
Utilities	\$46,800	\$49,140.00	\$51,597.00
Total Expenses	\$393,883	\$413,576.80	\$434,255.64
Income			
Education & Programming	\$250,320	\$262,836.00	\$275,977.80
Rentals	\$17,754	\$18,642	\$19,574
Partnerships	\$10,656	\$11,188	\$11,748
Fundraising	\$119,750	\$125,737.50	\$132,024.38
Total Income	\$398,480	\$418,403.48	\$439,323.65
Anticipated Revenues	\$4,597	\$4,826.67	\$5,068.01

ACTION PLAN

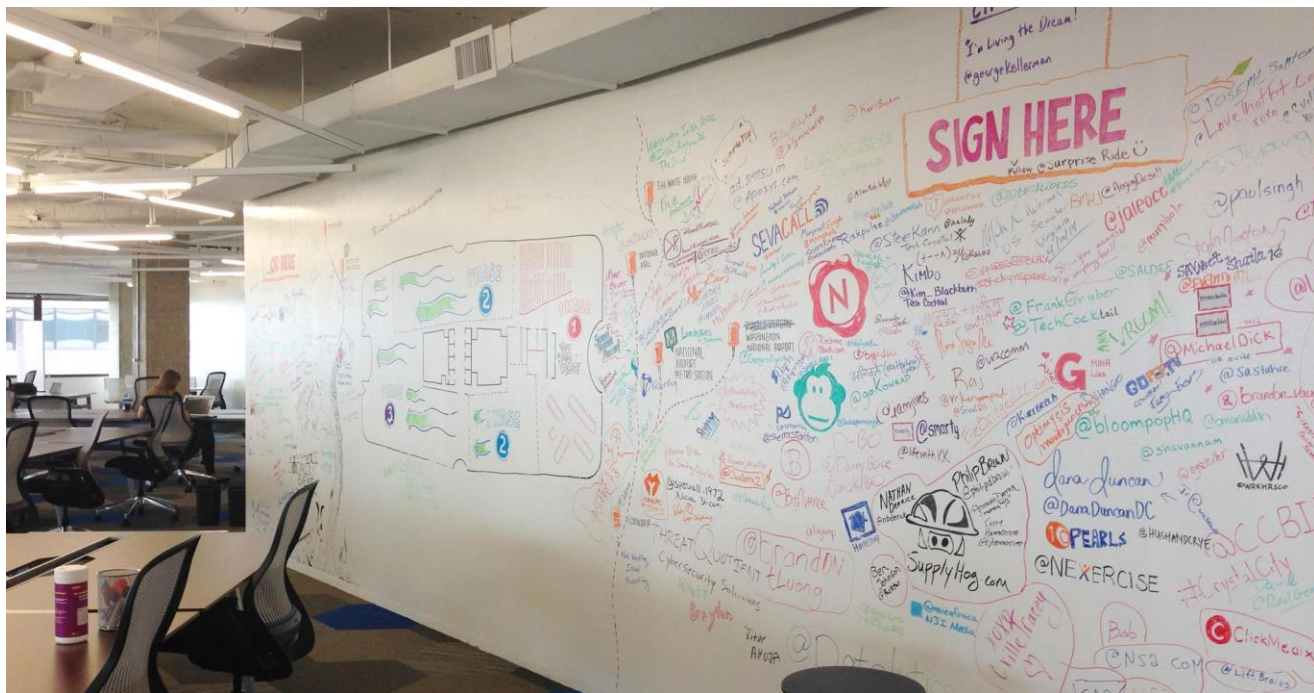


COMMUNITY X (POP 12,839)

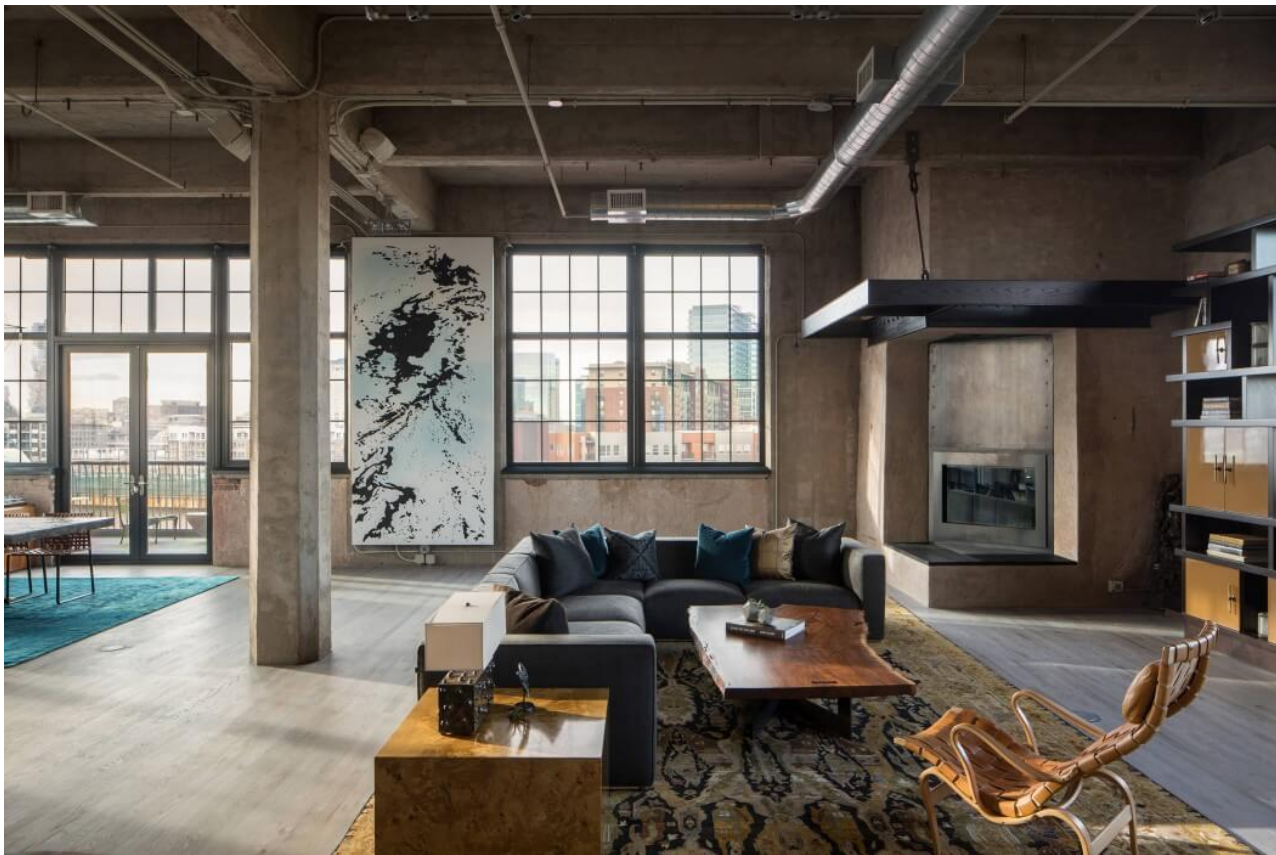












TALENT INCENTIVE PROGRAM





WHERE DOES THE MONEY COME FROM?

CAPITAL AND OPERATING COSTS

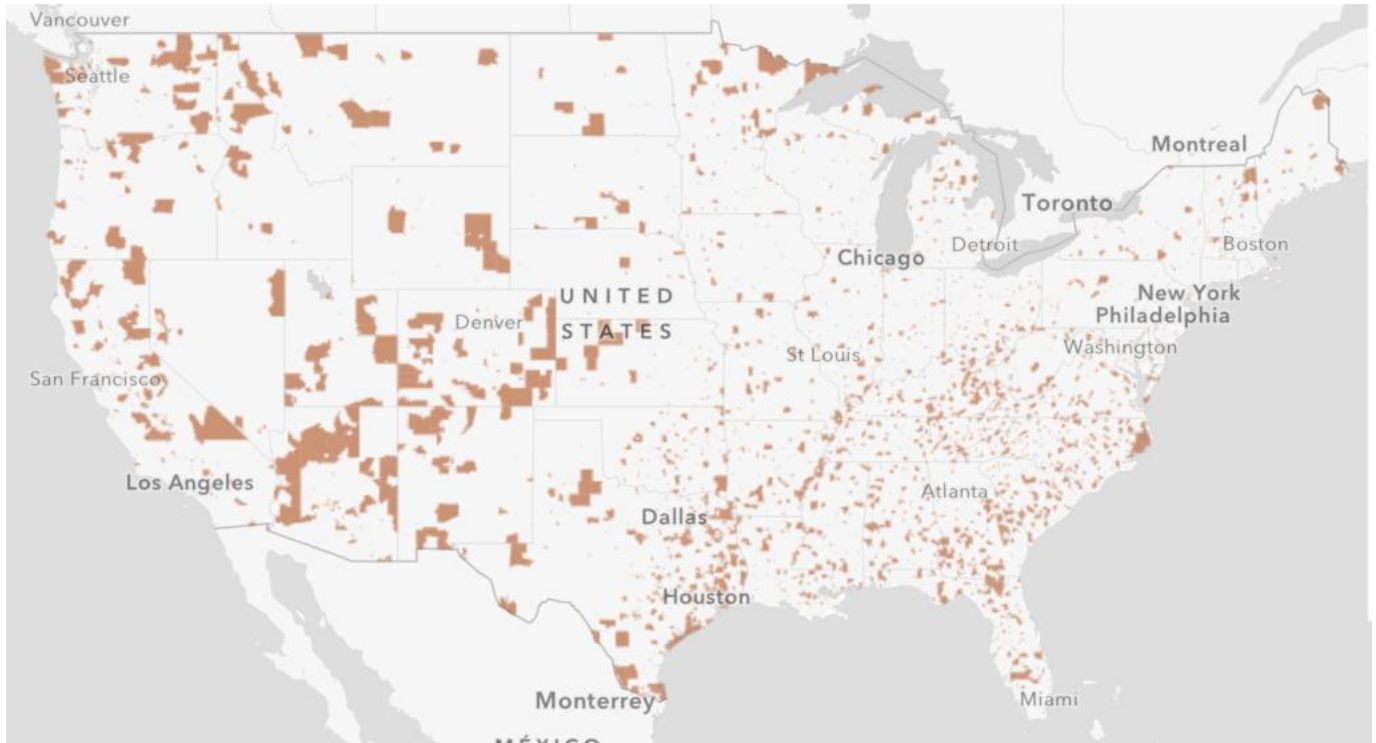
Public Dollars

- Historic Tax Credits
- New Market Tax Credits
- Brownfield/Grayfield Tax Credits
- Workforce Tax Credits
- City, County, State
- Federal
- Opportunity Zones

Private Dollars

- Community Foundations
- Private Foundations
- Corporate Support
- Telecoms
- Electrical Co-ops
- Banking Institutions
- Private Fundraising
- Private Equity

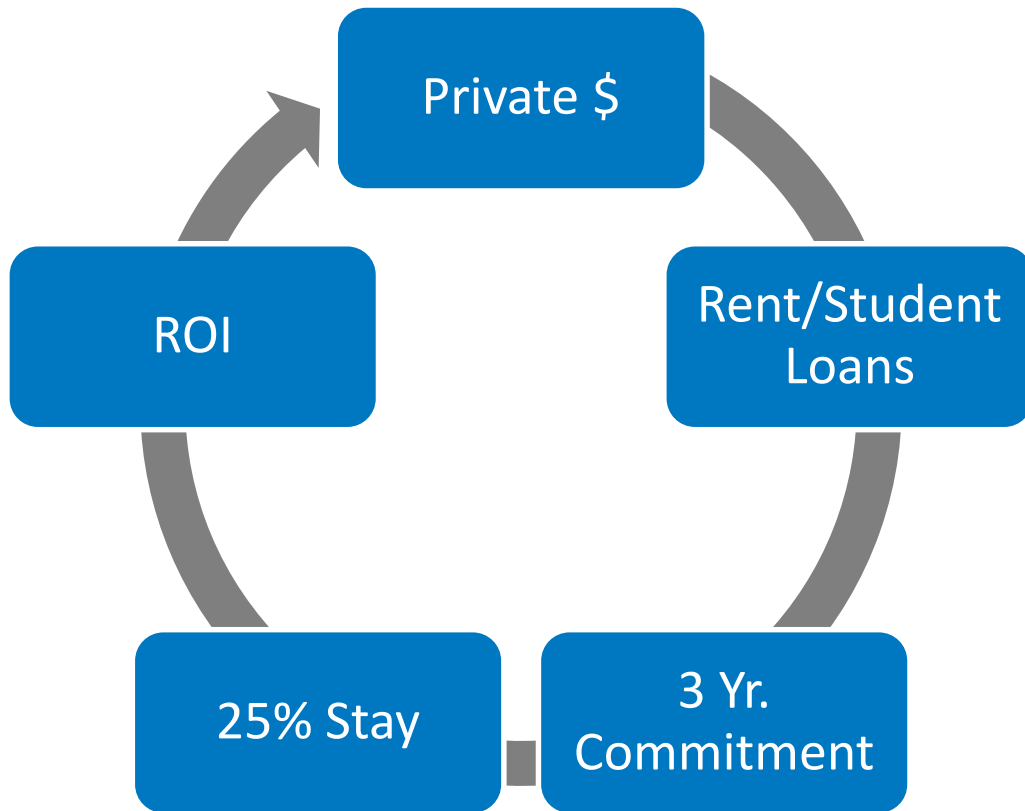
OPPORTUNITY ZONES



INCENTIVES

INCENTIVES FOR PEOPLE

- Residency Programs
- Monetary incentives from private and public sources
- Whatever professionals your community is lacking:
 - School Teachers
 - Police Officers
 - Plumbers
 - Electricians
 - Doctors
 - General Contractors
 - Etc.



REMOTE WORKER PROGRAMS

PROBLEM:

*Population is declining and
the tax base is shrinking...*

We're looking for great people to join the Tulsa community.

WE'VE GOT A LOT TO SHARE:



**\$10,000
Cash**



**Free Desk
Space**



**Free Housing
Stipend**



**Welcoming
Community**

**GEORGE KAISER
FAMILY FOUNDATION**
A supporting organization of Tulsa Community Foundation


McCLURE™
ENGINEERING CO.

**Vermont will pay you \$10,000 to move there
and work from home**

Abigail Hess | @AbigailHess | 3:58 PM ET Thu, 31 May 2018



SOLUTION:

*Incentive people to
return and stay!*

AMERICAN MIGRATION

COASTAL LIVING

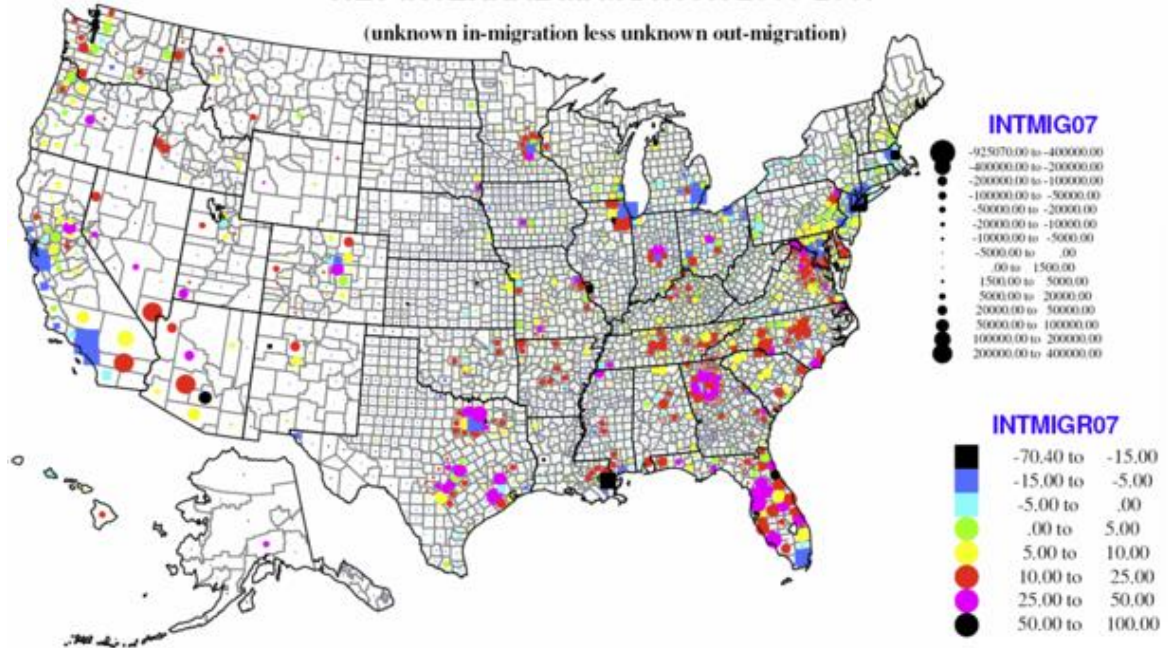
Every young person living on the coasts is actively asking themselves *why they still live there*.

If they are creative, there is *no reason to live in a large city*.

They are unable to *pioneer*.

NET INTERNAL MIGRATION 2000-2007

(unknown in-migration less unknown out-migration)

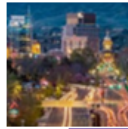


NEXT 30 YEARS OF COASTAL MIGRATION



5-10 Years

- Austin
- Denver
- Detroit
- Kansas City
- Minneapolis
- Nashville
- Pittsburgh
- St. Louis
- New Orleans



10-20 Years

- Albuquerque
- Boise
- Columbus
- Des Moines
- Tulsa
- Little Rock
- Baton Rouge
- Birmingham



20-30 Years

- Acadia Parish, LA
- Poplar Bluff, MO
- Monroe, LA
- Water Valley, MS
- Martin, TN
- Atmore, AL
- Marion, IL
- Burlington, IA

DRIVERLESS ECONOMY



"INDIVIDUALS MAY OPT TO LIVE FURTHER FROM CITY CENTERS, AS ADVANCES IN TRANSPORTATION AND CONNECTIVITY ALLOW THEM THE ABUNDANT SPACE OF A RURAL TOWN COMBINED WITH MANY OF THE EMPLOYMENT OPTIONS, GOODS AND SERVICES ONCE AVAILABLE ONLY IN CITIES."

- KAREN HARRIS, MANAGING DIRECTOR
BAIN & COMPANY'S MACRO TRENDS GROUP

LET'S PREPARE OUR
COMMUNITIES FOR
THE FUTURE



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ENGINEERING CO.

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