



Small Cities That Thrive by Applying Livability Principles

October 14, 2019

What is “Livability”?

“**Livability**” is more than placemaking ...
it’s a coordinated effort to support
business attraction and expansion by
enhancing ongoing community
engagement.



Introduction

A Tale of Two (Small) Cities

- ...or “*When New Haven, CT met Surprise, AZ!*”
- Who we are
- How we got here
- **Livability** as an economic development tool



SO DIFFERENT...

New Haven, CT	Surprise, AZ
Settled 1638	Founded 1938
New England / Northeastern USA	Mountain West / Southwestern USA
Historic downtown	Still establishing a downtown
Coastal port	Rail access to ports
Salt used on roads	Salt used on margaritas



SO SIMILAR...

New Haven, CT	Surprise, AZ
130,000 population	135,000 population
Higher Education at center of historic downtown	Higher Education at center of new downtown
Workforce retention issues	Workforce retention issues
Perception issues	Perception issues
Overshadowed by larger city / NYC	Overshadowed by larger city / Phoenix



Case Study: New Haven, CT

Key Economic Development Issues

1. Older City / Stable Population, Mixed-Age Workforce
2. “Yale”-Centric Identity
3. Attraction of High-Quality Jobs
4. Destination Retail Amenities
5. Retention of Talented Companies



Case Study: New Haven, CT

Livability Initiative: Music

Musical Intervention:

<https://musicalintervention.com/>

<https://www.youtube.com/watch?v=p6PF-Ebqt>

Other:

- College Street Music Hall
- State House



Case Study: New Haven, CT

Livability Initiative: Arts

City Wide Open Studios:

<https://artspacenewhaven.org/cwos/>

<https://www.youtube.com/watch?v=uPtj4o>

[XEnM](#)



Other:

- Westville Art Walk
- Mushroom Collective

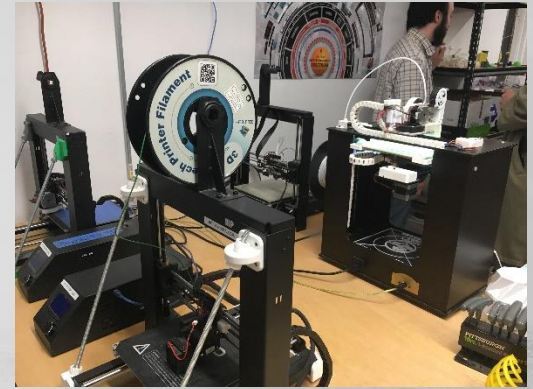


Case Study: New Haven, CT

**Livability Initiative: Creating
MakeHaven:**

<https://www.makehaven.org/>

<https://youtu.be/9whal5o7yWc>



Case Study: New Haven, CT

Livability Initiative: Activities

New Haven Bike Month:

<http://www.newhavenbikemonth.com/>

<https://www.youtube.com/watch?v=vyx7gwoMdZg>



Other:

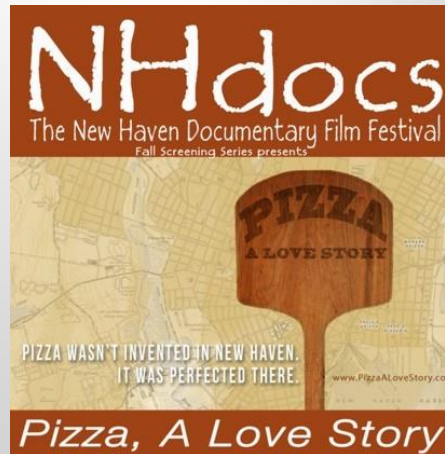
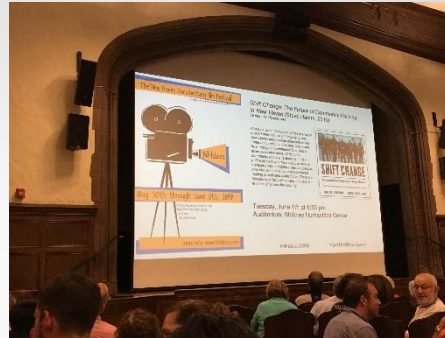
- Rock to Rock Bike Race
- New Haven Grand Prix Bike Race



Case Study: New Haven, CT

**Livability Initiative:
Culture**
New Haven
Documentary Film
Festival:

<http://www.nhdocs.com/>
<https://www.youtube.com/watch?v=qmHtYfMpLhQ>



NHdocs
The New Haven Documentary Film Festival

Honors Filmmaker
Michael Moore

Join Michael and two Oscar-winning filmmakers D.A. Pennebaker, Chris Hegedus, and Peter Davis as we screen and discuss Michael's most provocative documentaries.

June 7th, 8th & 9th
Whitney Humanities Center Auditorium at Yale
53 Wall Street, New Haven, CT

Admission is **FREE** and open to the public
for more info: www.NHdocs.com

Case Study: New Haven, CT

Livability Initiative: Food

Food Truck Festival:

<https://www.streetfoodnhv.com/>

[https://www.youtube.com/watch?](https://www.youtube.com/watch?v=Q4_hUTTF60s)

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Case Study: New Haven, CT

Livability Initiative: Events

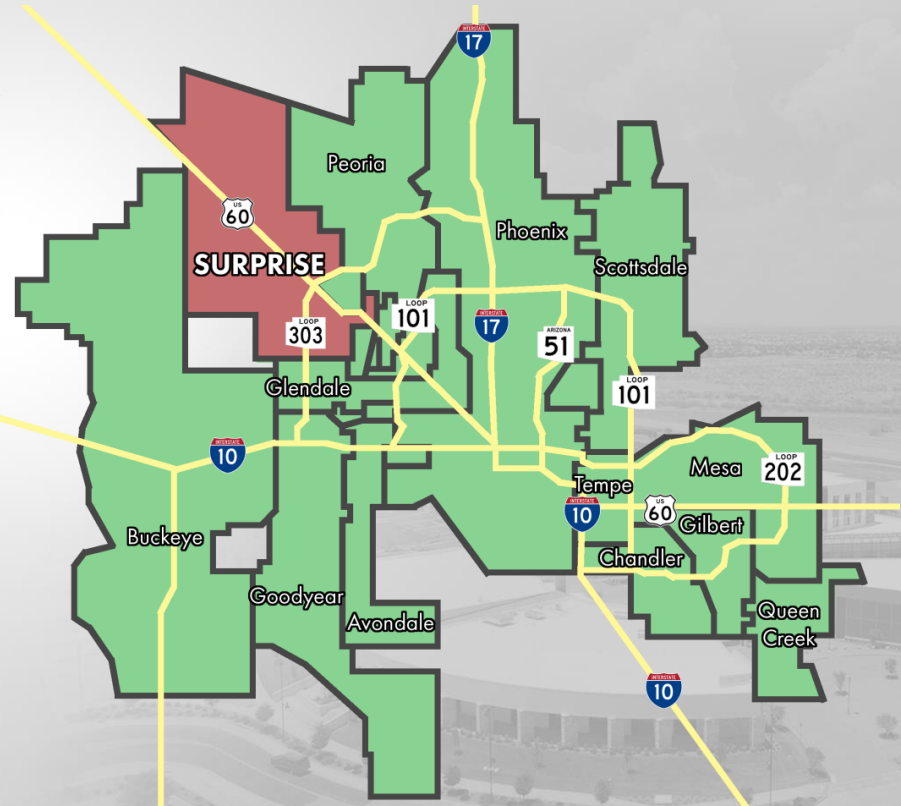
- Freddy Fixer Parade
- Night Market
- New Haven Chalk Art Festival
- Holiday Village



Case Study: Surprise, AZ

Our Key Economic Development Issues

1. New City / Hyper-Fast Growth
2. No Identity / Perception Issues
3. Attraction of High Quality Jobs
4. Attraction of Retail Amenities
5. Retention of Talent



Case Study: Surprise, AZ

Livability Initiative: Sports & Recreation

- **Goal:** Put Surprise on the map through sports and recreation amenities
- 2002: Built \$48.3 M Cactus League Facility
- 200 acres deeded / over 10 years built:
 - City Hall Complex
 - Court Buildings
 - Aquatic Center
 - Adaptive Recreation Field
 - 25 tennis courts / 16 Pickleball Courts
 - Regional Library
 - 5-acre Urban Fishing Lake
 - 2 Dog Parks (Small & Large)



Case Study: Surprise, AZ

Livability Initiative: Sports & Recreation

- **Stadium / Facilities:**

- 200,000 Spring Training visitors / yr
- Leagues Beyond Spring Training:
 - Youth / Senior leagues
 - NCAA Div 1
 - Amateur tournaments
- USTA Tennis Tournaments
- **NEW**: Pickleball Tournaments!



Case Study: Surprise, AZ

Livability Initiative: Sports & Recreation

- **Community Holiday Celebrations:**
 - Annual “Surprise Party” / December
 - 4th of July Celebration
 - Easter Egg-stravaganza
 - Fiesta Grande / Fall Heritage Celebration
 - “GAIN” night (Fall Festival)
 - Veterans Day Parade



© City of Surprise, AZ

Case Study: Surprise, AZ

Livability Initiative: Sports & Recreation

- **Community Events:**
 - Surprise 5K Run
 - Community Movie-in-the-Park Nights
 - Thunderbird Arts & Wine Festival
 - Taste of Surprise
 - Sundays in the Park Food Truck Days



Case Study: Surprise, AZ

Livability Initiative: Higher Education

- **Goal:** Retain & Attract Workforce Talent
- City Council 2013 Strategic Plan
- Kansas-based Ottawa University “overnight success 5 years in the making” in Surprise!
- Opened its new Surprise campus Feb 2017
- Shared facilities agreements
- **Today:**
 - \$50 million in construction underway
 - Almost 900 students (growing to 3,000)
 - Helped launch new master plan outreach process for a new downtown



Case Study: Surprise, AZ

Livability Initiative: Higher Education

- **Ottawa / City Joint Facility Events:**
 - Community Football Games
 - Annual MLK Day of Service
 - Community Pride Day Partnership



Case Study: Surprise, AZ

Livability Initiative: Higher Education

- **Events Demonstrating Talent / Workforce Pipeline:**
 - “Surprise Science Saturday,”
AKA Arizona SciTech Festival
 - Tech The Halls at the AZ
TechCelerator
 - TechStars Startup Weekend



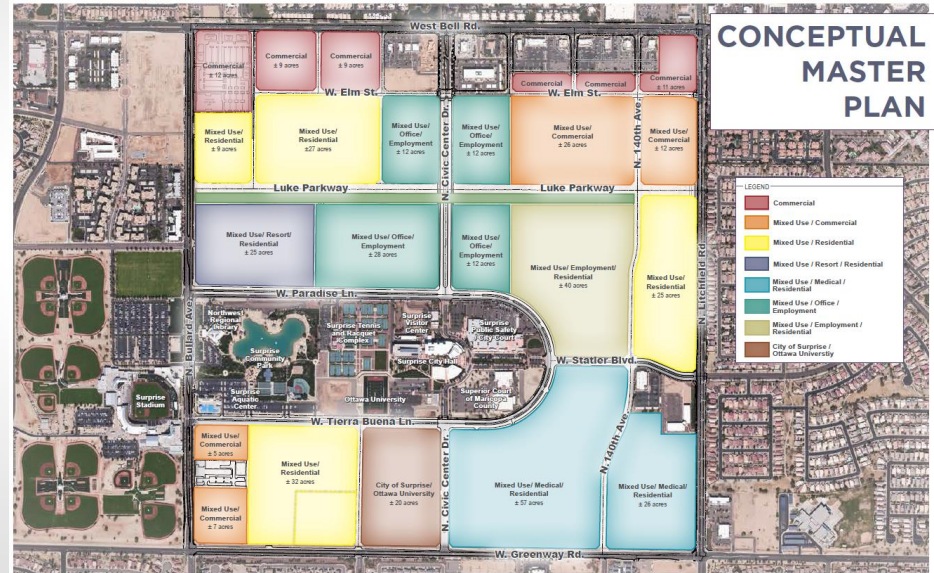
AZ TechCelerator
Surprise, Arizona



Case Study: Surprise, AZ

Key Outcomes / Next Steps

1. New Surprise City Center Master Plan / outreach process interviewed 1,200 residents
2. Entertainment Corridor
3. Resort Study
4. Healthcare Center of Excellence



Two Cities: Key Strategies



“**Livability**” is more than placemaking ... it’s a coordinated effort to support business attraction and expansion by enhancing ongoing community engagement.



Five steps:

1. Bring People Together
2. Celebrate Your Unique Identity
3. Think Creatively and Authentically
4. Prioritize Volunteer-Driven Initiatives
5. Foster Participation over Consumption





Questions and Discussion

Jeanine Jerkovic
Jeanine.jerkovic@surpriseaz.gov
623-222-3327

Thank You

Steve Fontana
Sfontana@newhavenct.gov
203-946-5891