GEORGIA
economic placemaking
COLLABORATIVE

Place-Based Development

Place-Based Economic and Community Development is…

rooted in a specific place and serves the people of that place.

Place-Based Economic and Community Development is…

a shared effort to create shared results.

18th and Early 19th Century Industrial Era

- The Downtown WAS the city
- Walkable
- Livable
- Social
- Diverse
- Economic & Cultural Center

Mid 19th – Late 19th Century Transportation Era

- Railroads Expanded Industry, Trade, and Development
- Sprawl
- Improved Transportation In and Out of the City Center
- Commercial Districts Emerged and Replaced Middle- and Upper-Class Housing

Early 20th – Mid 20th Century The Second Motor Age

- Extensive Road Development
- Decentralized Downtowns
- New Standards for City Development/Planning Emerged
- Automobile Centric Development

Mid 20th – Late 20th Century
The Suburbs

- Suburban Focused Development
- Shopping Malls
- Neglected Downtowns
- Continuance of Automobile-centric City Planning
- Top-Down Economic Development Practices

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Aerial view of Levittown, New York.

Mid 20th – Late 20th Century
The Suburbs

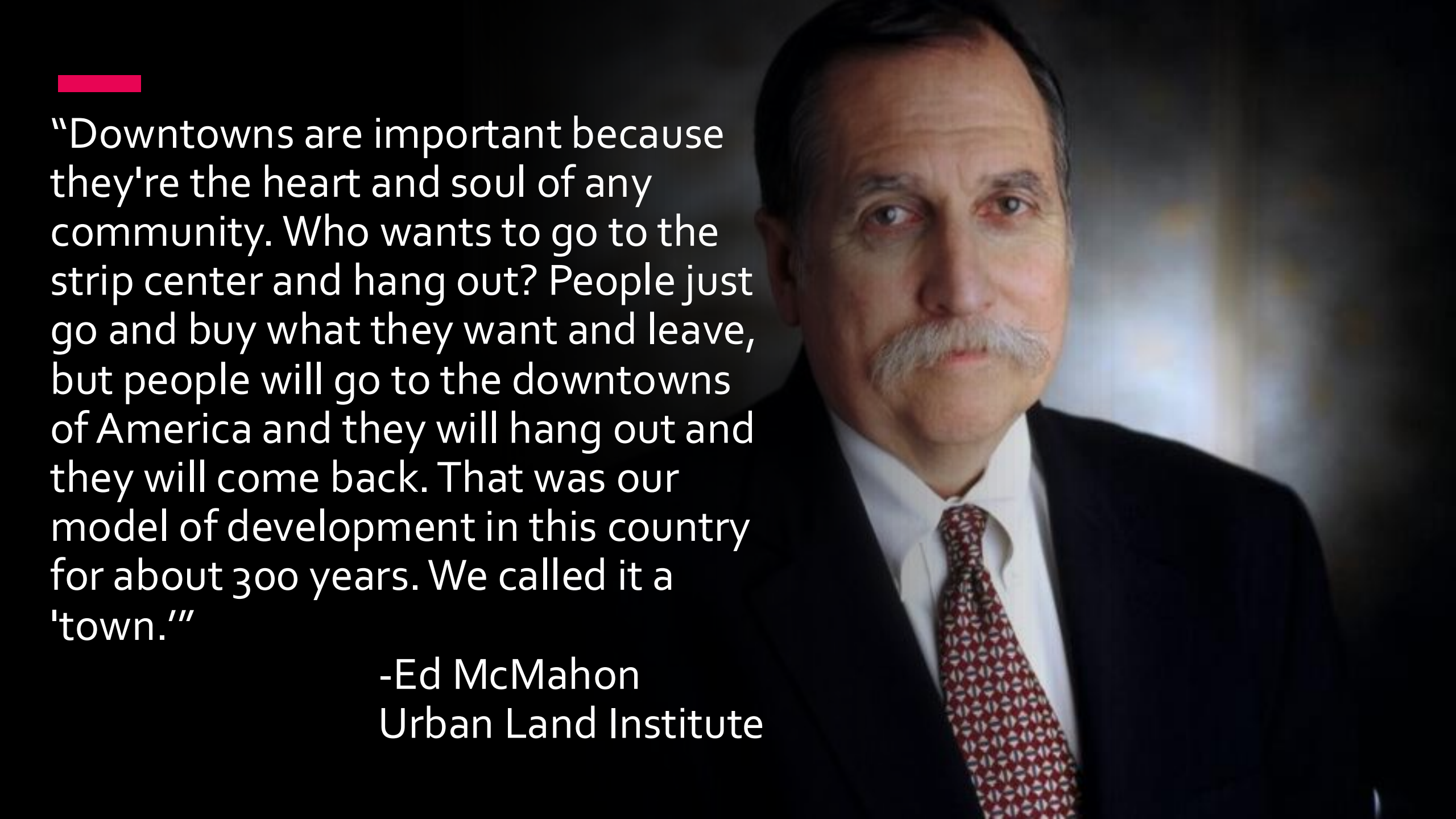
- Suburban Focused Development
- Shopping Malls
- Neglected Downtowns
- Continuance of Automobile-centric City Planning
- Top-Down Economic Development Practices

"Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody."

-Jane Jacobs

Late 20th – Early 21st Century Downtown Revitalization

- Historic Preservation
- The Recession
- Brick and Mortar Retail Shift (online shopping + big box)
- Gentrification
- Environmental Sustainability
- Live, Work, Play

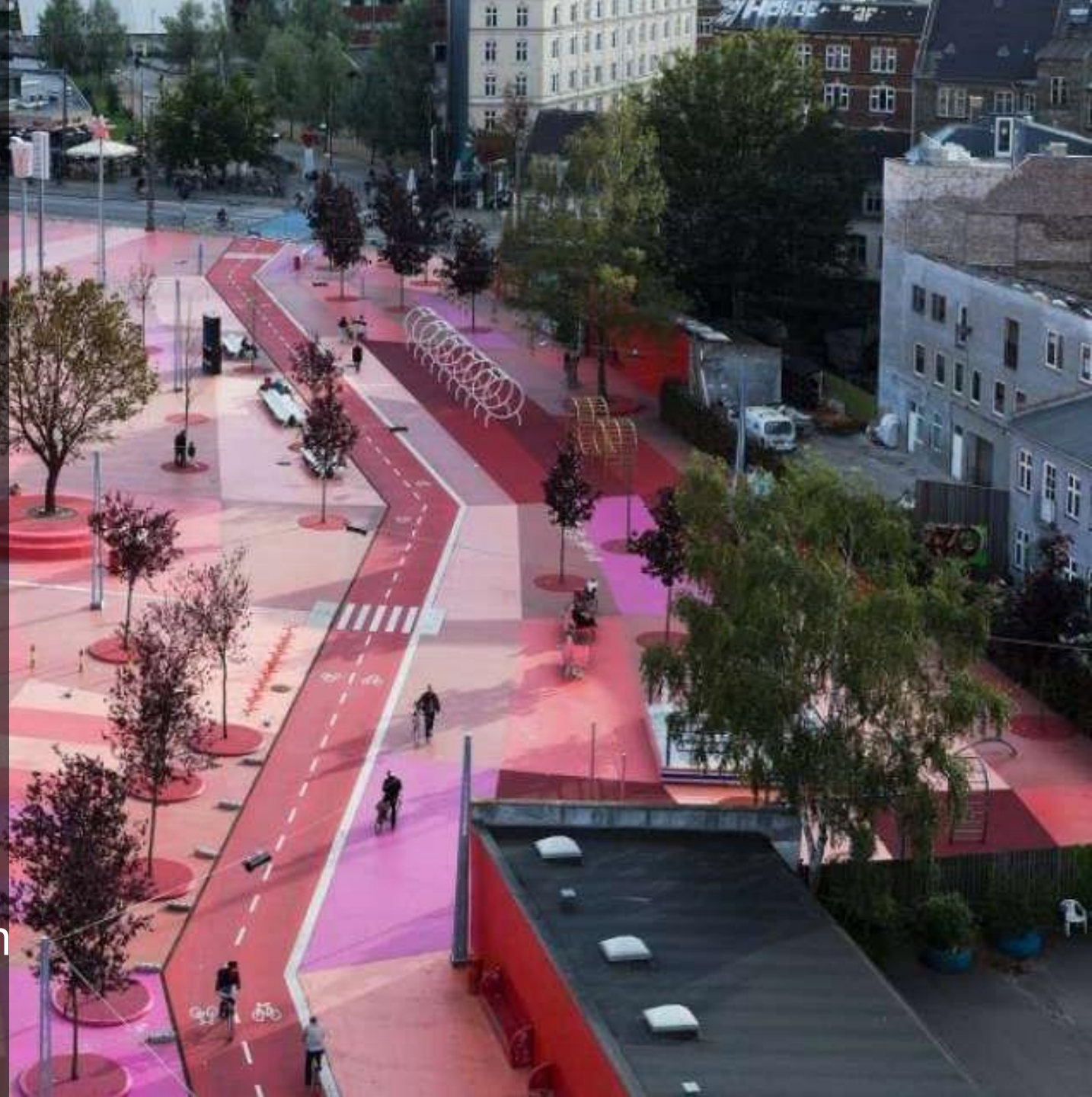


“Downtowns are important because they're the heart and soul of any community. Who wants to go to the strip center and hang out? People just go and buy what they want and leave, but people will go to the downtowns of America and they will hang out and they will come back. That was our model of development in this country for about 300 years. We called it a 'town.’”

-Ed McMahon
Urban Land Institute

Current 21st Century Placemaking and Community-Led Development

- Environmental Sustainability
- Alternative Transportation & Connectivity
- Activating Public Spaces
- Diversity, Equity, & Inclusion
- Culture/Heritage Preservation
- COVID



"Communities build powerful connections around the shared experience of 'making' a vision for the future together."

-Team Better Block

Traditional Approach

- Top-Down "_____ has an idea…"
- Recruit Target Industries & Build Pad Ready Sites
- Savior from the outside
- Costly Incentives & Zero-Sum Gains
- Does Not Consider or Address Social Issues and Economic Gaps
- Not Always Beneficial to the Community Demographic and Culture
- Costly and take a long time
- Try to get buy-in at the end

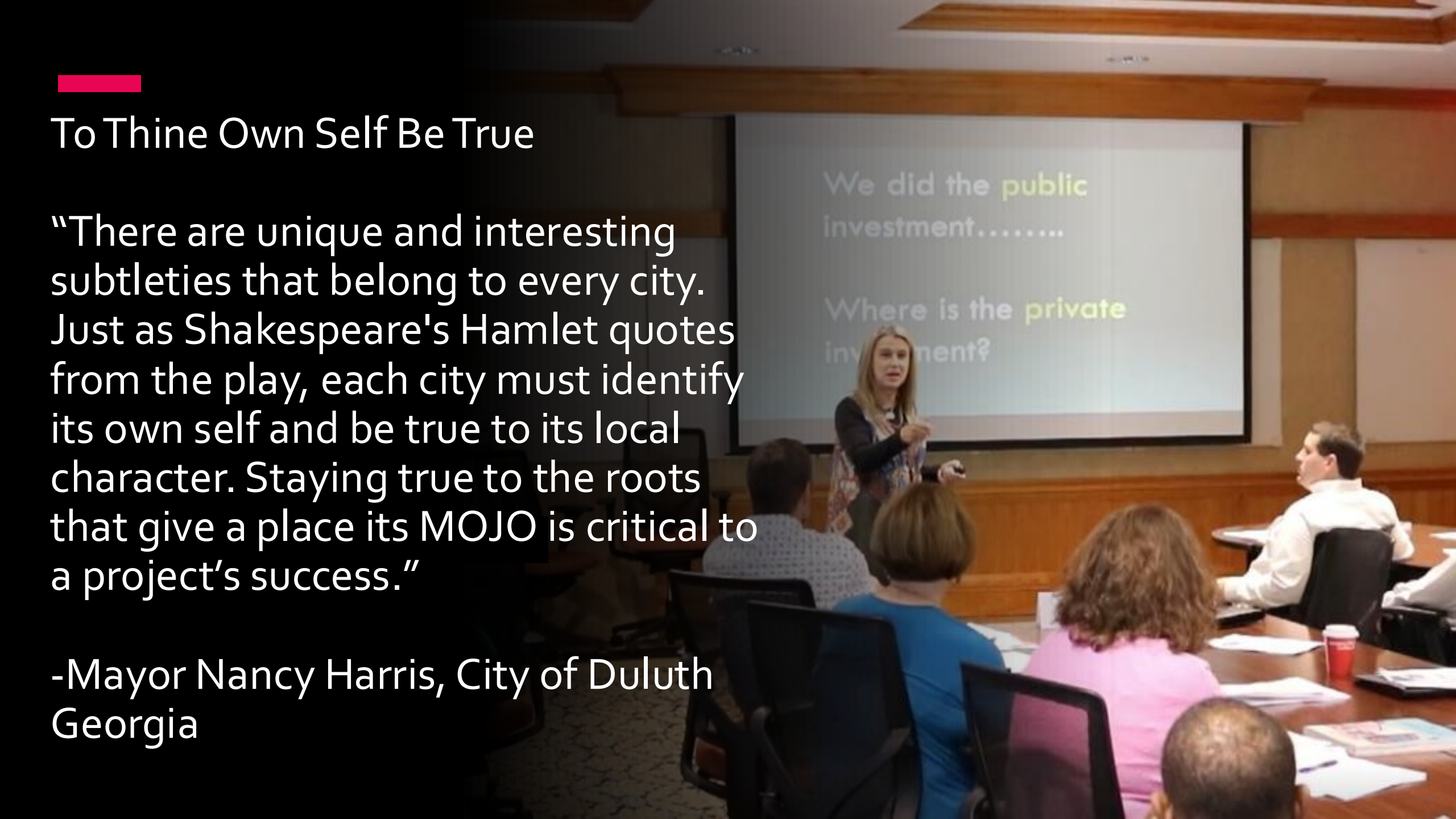
Place-Based Approach

- Bottom-Up "What does the community want?"
- Grows local creatives/entrepreneurs/developers
- Encourages Collaboration
- Holistic Improvements
- Inclusive & Equitable
- Unique Physical & Social Assets
- Community Visioning & Planning
- Enhance Quality of Life
- Create Sense of Place & Identity

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 its 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



- THE 2-YEAR PROGRAM CURRICULUM
- Year 1: Education, Visioning, and Planning
- Year 2: Project Development, Funding, Implementation & Tracking

PARTNER

ORGANIZATIONS

Georgia Conservancy

Georgia Department of Community Affairs

Georgia Cities Foundation

Georgia Power

Carl Vinson Institute of Government
University of Georgia

ECG
electric cities of georgia

Georgia Municipal Association

Community Teams

Year	Community	Team Leader	Facilitator
Graduate	Bainbridge	Amanda Glover	Danny Bivins
Graduate	Gainesville	Robyn Lynch	Leigh Elkins
Graduate	Greensboro	Cail Hammond	Clark Stancil
Graduate	Albany	Lequrica Gaskins	Katherine Moore
Graduate	Canton	Brittany Anderson	Carmine Fischetti
Graduate	Millen	Mandy Underwood	Kaitlin Messich
Graduate	Covington	William Smith	Nick Johnson
Graduate	Fitzgerald	Brandy Elrod	Clark Stancil
Graduate	Jackson	Mayor Carlos Duffey	Luben Raytchev
Graduate	Powder Springs	Ashley Youmans	Ebony Simpson
Graduate	Young Harris	Denise McKay	Danny Bivins
Graduate	Adel	Brandie Dame	Jon McBrayer
Graduate	Thomasville	Kenneth Thompson	Tracie Sanchez
Second	Sylvester	Karen Singletary	Ebony Simpson
Second	Villa Rica	Alysia Doyle	Luben Raytchev

Program Objectives

PHILOSOPHY:

Developing a Team
Seeing places
Listening to the community

PROCESS:

Discovering what a community wants through community-led:

VISIONING, PLANNING, & IMPLEMENTATION

PRODUCT:

Creating **PROJECTS & PLACEMAKING** plans for achieving what a community wants.

Could your community benefit from GEPC?

APPLY ONLINE:

www.georgiacitiesfoundation.org

- Letters of Intent due 10/31/2024
- Applications due 12/1/2024

- Program cost = $1000

GEORGIA
economic placemaking
COLLABORATIVE

Sadie Krawczyk
678.528.0938
skrawczyk@gacities.com
www.georgiacitiesfoundation.org