

GEORGIA

economic placemaking
COLLABORATIVE

Progress Report



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





Georgia
Power



Partner
Organizations

MEET the FACILITATORS



Danny Bivins

Senior Public Service
Associate - Carl Vinson
Institute of
Government



Leigh Elkins

Senior Public Service
Associate - Carl Vinson
Institute of
Government



Clark Stancil

Creative Design
Specialist - Carl Vinson
Institute of
Government



**Kaitlin McShea
Messich**

Public Service
Assistant - Carl Vinson
Institute of
Government



Katherine Moore

Vice President,
Programs and
Sustainable Growth
Director - Georgia
Conservancy



Nick Johnson

Senior Planner -
Georgia Conservancy



Ebony Simpson

Planning Outreach &
Training Coordinator -
Georgia Department
of Community Affairs



Jon VanBrunt

Region 3
Representative -
Georgia Department
of Community Affairs



Carmine Fishetti

Landscape Architect -
Georgia Department
of Community Affairs

Each Community Team is paired up
with one of the Collaborative's
practitioner Facilitators for the
duration of the program.

THE 3-YEAR PROGRAM CURRICULUM



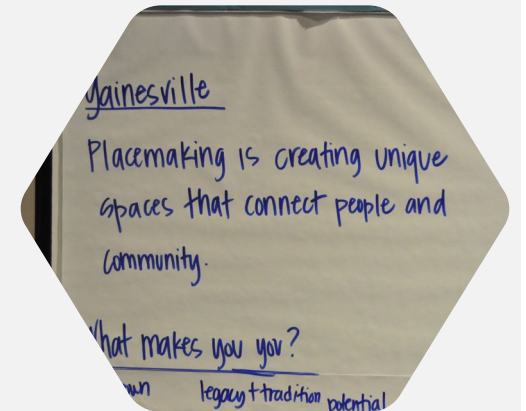
- Year 1: Education, Visioning, and Planning
- Year 2: Project Development, Funding, and Implementation
- Year 3: Tracking and Impact Analysis

PILOT PROGRAM

2018-2019

Participating Cities

- Greensboro
- Gainesville
- Bainbridge



PILOT RETREAT – Fall 2018

Athens Georgia

August 29-30, 2018

2018 COMMUNITY TEAM DELIVERABLES:

- Introduction to Placemaking
- Educational Sessions
- Facilitated Place Session



GUEST SPEAKERS

Dan Gilmartin

**CEO & Executive Director
Michigan Municipal League**

Cynthia Nikitin

**Former Senior Vice President
Project for Public Spaces**

Katie Meyer

**Former Executive Director
Renaissance Covington (KY)**



PILOT RETREAT - Spring 2019

LaGrange, Georgia

April 9-10, 2019

2018 COMMUNITY TEAM DELIVERABLES:

- Introduction to Five Steps of Placemaking
- Asset Inventories
- Facilitated Visioning Session
- Facilitated Action Plan Session



GUEST SPEAKERS

Cynthia Nikitin

**Former Senior Vice President
Project for Public Spaces**

Ben Muldrow

**Partner
Arnett Muldrow & Associates, LLC**



PROGRAM LAUNCH

Participating Cities:

- Greensboro
- Gainesville
- Bainbridge
- Albany
- Canton
- Millen



PROGRAM LAUNCH – Fall 2019

Fall Retreat - LaGrange, GA - August 14-15th

2019 COMMUNITY TEAM DELIVERABLES:

- Introduction to the PPS
5 Steps of Placemaking
- Facilitated Asset Mapping
- Introduction to Lighter,
Quicker, Cheaper Project
Planning
- Place Performance
Evaluation



2018 COMMUNITY TEAM DELIVERABLES:

- Peer-to-Peer Review
- Introduction to Placemaking Project Development
- Facilitated Placemaking Project Development based on previous retreat's Visioning/Planning
- Introduction to Placemaking Project Funding and Development Incentives



GUEST SPEAKERS

Ed McMahon

**Chair of Sustainable Development
Urban Land Institute**

Steve Chandler

**Principal
ChandlerThinks, LLC.**





2020 FALL RETREAT

Participating Cities:

- Greensboro
- Gainesville
- Bainbridge
- Albany
- Canton
- Millen



Revised Curriculum to Include: Diversity, Equity, and Inclusion Practices in Program



- **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.**



2020 FALL RETREAT

VIRTUAL PLATFORM- September 22-23



2018 COMMUNITY TEAM DELIVERABLES:

- Project Implementation
- Baseline and Value Indicator Determination
- Impact Tracking & Analysis
- Facilitated Implementation and Tracking & Analysis



2018 COMMUNITY TEAM DELIVERABLES:

- Introduction to Five Steps of Placemaking
- Asset Inventories
- Facilitated Visioning Session
- Facilitated Action Plan Session



GUEST SPEAKERS

Julie Huls

Principal, Waymaker Consulting

Linda
Thompson

**Director, Georgia Commission for Service
and Volunteerism
Georgia Department of Community Affairs**



PROGRAM STATUS

- Added Diversity, Equity, and Inclusion into the curriculum and Placemaking Project Development Process
- Adding Social issues, Innovation, and Workforce Development into the 2021 curriculum.
- Partnership with Georgia Cities Solutions.
- Currently there are 6 Cities Participating
- Adding 6 Additional Cities, an Atlanta Neighborhood, a Georgia County, and 3 New Facilitators in 2021
- Continue to recruit New Partners and Facilitators
- Expand Funding and Incentive Opportunities for Community Teams
- Continue to Market the Program
- Project Impact & Analysis Tracking begins in 2021
- Spring Retreat – March 3-4, 2021 Virtual





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