



PlacePrint & BrandPrint: Effective Community Revitalization & Rebranding

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Placemaking & Place Branding: Engage, Transform, Involve & Inspire

- *Learn how to identify unique attributes in order to differentiate your message*
- *Learn key processes in strategic downtown planning that will support branding and increase community involvement*
- *Explore new ways to integrate social media campaigns in order to drive interest, activity and engagement*
- *Get key steps to building a sound plan of action for placemaking and place branding*

The Importance of Place:

- *Placemaking done right, or well, is grounded in authenticity, uniqueness and realness but placemaking done poorly, or wrong, results in sameness, and “generica.”*



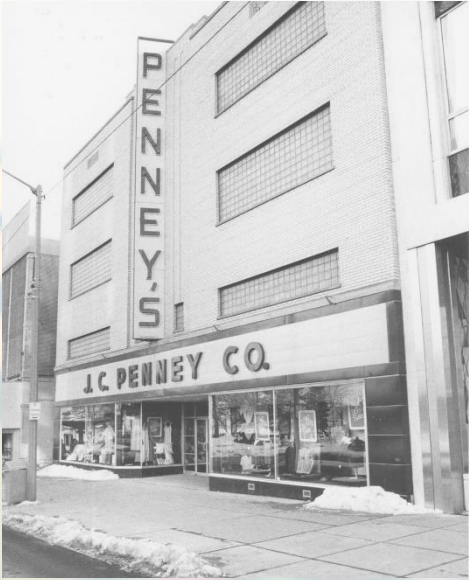
Place: Nostalgia



Place: Attempting to Compete



Place: Empty Streets



Place: Everybody's Doing It



PlacePrint



WELCOME TO...

Anywhere, USA

☆ LIVE. WORK. PLAYED OUT. ☆



LIVE WORK & PLAY

Authentic, Unique and Real

- *In a global economy natural resources, highway access, locations along a river or rail line have all become less important. Education, technology, connectivity, and distinctiveness have all become more important.*

Authentic, Unique and Real

- *“The unique characteristics of place may be the only truly defensible source of competitive advantage for communities.” – Joseph Cortright*
- *“How people think of a place is less tangible, but more important than just about anything else.”*
– Richard Florida

PlacePrint

1. *Culture Aesthetics*
2. *Placemaking Palette*
3. *Demographic Dashboard*
4. *Demand Appetite*
5. *Linking the Drivers*

PlacePrint: Culture Aesthetics

- 1. What is the vibe of downtown?*
 - *Good, bad, indifferent*
 - *Can it be shaped or changed*
- 2. What is the vision for downtown?*
 - *Clearly understood*
 - *Built upon assets*

Culture Aesthetics: Vibe and Vision

"I think that troubled cities often tragically misinterpret what's coolest about themselves. They scramble for cure-alls, something that will 'attract business,' always one convention center, one pedestrian mall or restaurant district away from revival. They miss their biggest, best and probably most marketable asset: their unique and slightly off-center character. Few people go to New Orleans because it's a 'normal' city - or a 'perfect' or 'safe' one. They go because it's crazy, borderline dysfunctional, permissive, shabby, alcoholic and bat shit crazy - and because it looks like nowhere else."

-- Anthony Bourdain

Culture Aesthetics: Vibe and Vision

- *Authentic, Unique, and Real*
 - *Embrace “authentic urbanism”*
 - *Do Not Theme*
 - *Revitalize Organically*
 - *Embrace Gritty*

Vibe and Vision: Authentic, Unique, Real

"An 'authentic' city (downtown) doesn't behave like we want, it prods us and baffles us and eludes our control. We may want it to stand still. But it never does - and that's part of the allure."

-- John King, architecture critic, SF Chronicle

Authentic Urbanism: Do Not Theme



Authentic Urbanism: Revitalize Organically



Authentic Urbanism: Embrace Grittiness

"There's a sexiness to the grit and the opportunity."

-- John Varvatos

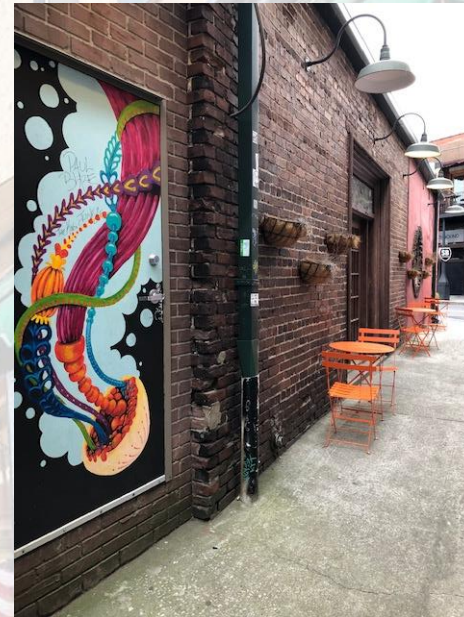


PlacePrint: Placemaking Palette

- 1. What are your place attributes?*
- 2. What are your place differentiators?*
- 3. What is the condition of your public spaces?*
- 4. What is the appetite for creative placemaking?*

Placemaking Palette: Place Attributes

- *Authenticity is important, can be high impact/low cost*
- *More than a streetscape project*



Placemaking Palette: Place Differentiators

- *3,141 counties in America*
- *What will differentiate you?*

DOLLAR GENERAL®

Walmart 



©purplishblack

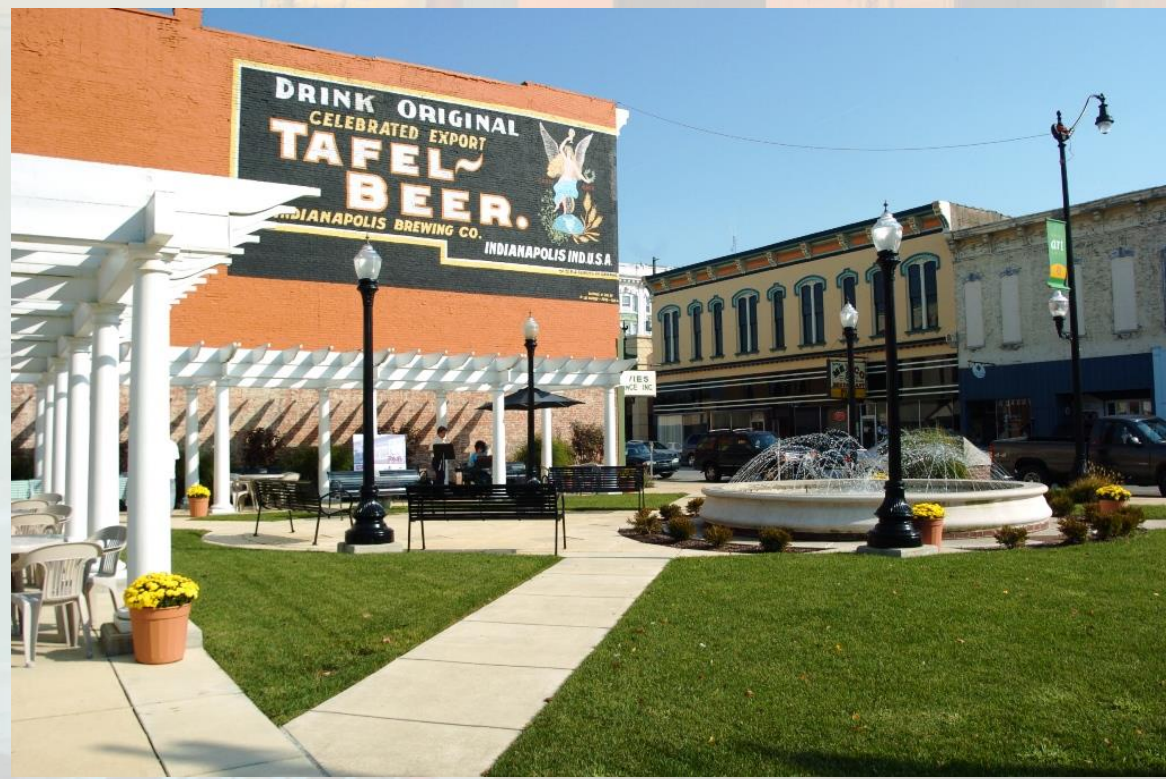
Placemaking Palette: Place Differentiators

- *You differentiate your city by declaring what you are.*



Placemaking Palette: Public Spaces

- *The condition of your public spaces reveals your commitment to placemaking.*



Placemaking Palette: Public Spaces



Placemaking Palette: Placemaking Appetite

- *Are you willing to invest the necessary capital in placemaking?*
- *Do your city ordinances or zoning codes, design standards, and preservation ordinances allow for creative placemaking?*
- *Will private property owners see the value in creative placemaking and support the efforts?*

PlacePrint: Demographic Dashboard

1. *Basic demographic snapshot of a few key indicators*
2. *Establishes a narrative about the condition of a community*
3. *Provides a starting point to build from and improve upon*
4. *Measures economic health of downtown by tracking investment and vacancy*
5. *Roadmap for demographic recruiting such as Talent Attraction*

Demographic Dashboard: Snapshot

- *Crawfordsville, IN*
- *Economic:*
 - *PCPG: \$38,940 (83% of IN & 72% of US)*
 - *Poverty Rate: 15.5%*
 - *Unemployment Rate: 5.5%*
- *Cultural:*
 - *BA 25+: 19.2% (IN: 25.3% & US: 30.9%)*
- *Population:*
 - *Median Age: 37.0*

Demographic Dashboard: Snapshot

- *Jackson, MS*
- *Economic:*
 - *PCPG: \$38,069 (80% of MS & 71% of US)*
 - *Poverty Rate: 32.8%*
 - *Unemployment Rate: 11.0%*
- *Cultural:*
 - *BA 25+: 16.8% (MS: 28.1% & US: 30.9%)*
- *Population:*
 - *Median Age: 32.1*

Demographic Dashboard: Downtown Health

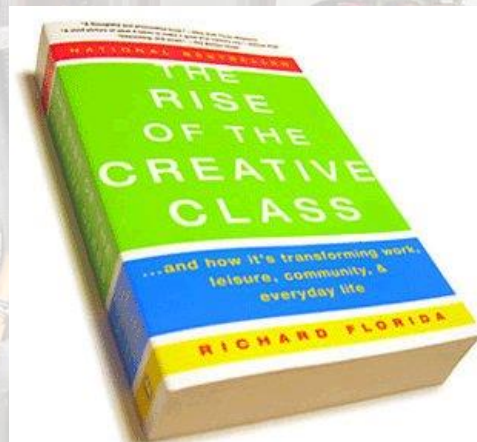
- *Downtown Jackson:*
 - *\$184,656,242 of recent investment (82% private)*
 - *\$121,403,905 of potential investment (88% priv.)*
 - *37% street level retail vacancy down from 46%*
 - *\$31.9 M of potential retail sales unrealized*
 - *66 M/R units currently*
 - *86 M/R units under construction*
 - *195 A/S restricted units currently*
 - *118 A/S restricted units under construction*
 - *465 total units Y/E 2020 (261 currently)*

Demographic Dashboard: Attraction

- *Talent is attracted to unique and authentic places, and downtowns attract talent.*
- *Jackson Anchor Initiative's mission is to attract and retain talent through downtown revitalization.*



Live.
Invest.
Innovate.
Locally.



PlacePrint: Demand Appetite

1. *It's all about demand*
 - *Is there sufficient demand to enable (re)development?*
2. *Attract private capital*
 - *Will private capital see the opportunity?*
3. *Incentivizing demand*
 - *Does the community have the appetite to incentivize demand to get what it desires*

Demand Appetite: Sufficient Demand



Demand Appetite: Attracting Capital

- *Will private capital see blight or opportunity?*



Demand Appetite: Incentivizing Demand

- *Multiple incentive strategies*
 - *TIF, Tax Abatement, NIMTC, Low Income Housing Tax Credits, Site Assemblage*



PlacePrint: Linking the Drivers

- 1. Large Employers*
- 2. Civic Uses*
- 3. Retail / Restaurant*
- 4. Arts / Culture*
- 5. Natural Features*
- 6. Under-the-Radar*



Linking the Drivers: Employers / Civic Uses



Linking the Drivers: Retail / Restaurant



Linking the Drivers: Arts and Culture



Linking the Drivers: Arts and Culture



Linking the Drivers: Arts and Culture



Linking the Drivers: Natural Features



Linking the Drivers: Under-the-Radar



MANAGE YOUR MESSAGE
OR SOMEONE ELSE WILL.

BrandPrint

- **Why Brand?**
- **What's the alternative?**
- **How's it done?**
 - **Vision**
 - **Strategy**
 - **Commitment**
 - **Execution**
- **Goal:**
 - **Position our place in the mind of our audience.**

Why Brand?

- **People are more loyal**
- **They buy/do/interact more**
- **Willing to pay more**
- **Travel farther; do more to find you**
- **Tell more people**

Companies, organizations and communities must manage their communications.

It is your brand.

Otherwise, prevailing perceptions, ideas, reports and assumptions form the brand. And once perceptions are created, it's more difficult to change, reinvent or convince otherwise.

The Need for Branding

- **There's a discrepancy between the community's *reality* & its *perception* in the public.**
- **Current communications don't accurately reflect the brand**
- **Need to create a clear distinction or simply improve the impact of the messaging.**

BrandPrint

Building an Engaging Brand

- **Target: Determine Who We Want to Reach**
- **Message: Craft a Compelling Message**
- **Method: Identify How & Where**
- **Management: Manage All Points of Contact**

Target: Narrow the Focus

- **More than just demographics**
 - **Psychographics: Values, Interests, Lifestyle, Behaviors**
- **Purpose: What do we want them to do, buy or believe?**



**Every organization has a specific message,
target audience and methods to reach them.**

It's about *engaging*.

“WHEN DEALING WITH PEOPLE, REMEMBER
YOU’RE NOT DEALING WITH CREATURES OF
LOGIC, BUT CREATURES OF EMOTION.”

- *Dale Carnegie*

Message: Logic vs. Emotion

- **Avoid Attribute Only Messaging**
- **Strike an Emotional Chord (using imagery and words)**

**WE PROCESS IMAGES
60,000 TIMES FASTER
THAN WORDS.**

And recall 6 times more effectively.

Puppies for sale!

\$100/ea.

- Cute
- Cuddly
- Great companions
- Can learn tricks



Puppies for sale!
\$150/ea.

Building a Brand Identity

- **‘Local’ is not a brand identity**
- **Identify uniqueness, authenticity, personality**
 - **Legitimizes the message; Live the brand**
- **Don’t tell me, compel me**

Method: Getting the Word Out

- **Selecting the Media & Methods**
 - **Regionality; demographics; psychographics**
 - **Where are they? When? How are they consuming media?**
- **Media Mix: Traditional & New Media**
- **Managing the Media Strategy**

Method: Social Media

- **How has Social Media Changed the Game?**
 - Amount of time people spend on devices
 - Type of content being consumed (image based)
 - Ability to target
 - Ability for further (& *immediate*) engagement
 - Measurable
- **Regionality matters; Audience profile matters**
 - (Facebook in MI; Transit signs w/QR codes in FL)
- **Reporting: Tracking audience engagement**

Method: Utilizing Social Media

- **Social Media is a venue, not a strategy.**
- **Determine the Strategy:**
 - **Share knowledge, information, ideas**
 - **Promote events, happenings, highlights**
 - **Involve audience: comments, polls, feedback**
 - **Associate/Partner: articles, links, shares, blogs**
- **Integrate with other marketing efforts**
 - **Online, advertising, communications, presentations**

Managing the Message

- **Manage All Points of Contact**
- **Consistency is the key!**
 - **It is the strength of the message; provides clarity**
- **Reporting & Tracking**

Examples

- **Crawfordsville Main Street, Crawfordsville, IN**
 - **Create energy, pride of place, encourage activity & engagement**
- **Jackson Anchor Initiative, Jackson MI**
 - **Rebranding “Prison Town”**

Real

mission.

history.

downtown.

benefits.

community.

progress.



P.O. Box 772 • Crawfordsville, IN 47933 • (765) 366-5764

www.crawfordsvillemainstreet.com

Real opportunity.

This building isn't **vacant**.
It's **full** of possibilities.

(765) 366-5764

www.crawfordsvillemainstreet.com



Example

Downtown Jackson, MI

- **“Prison Town”**
- **Lack of focus in messaging**
- **Needs:**
 - **Identify assets**
 - **Clarity of purpose in marketing/branding**
 - **Local engagement**
 - **Strategic outreach**
 - **Managed campaign**





SHOP, SHARE, DISCOVER & DINE
IN DOWNTOWN JACKSON.

SeeJackNow.com



PURSUE YOUR PASSION
IN DOWNTOWN JACKSON.

SeeJackNow.com

EST. 1900

WHETHER WORK OR PLAY,
JACK IS NEVER DULL.



SEEJACKNOW.COM

LOCAL
FLAVORS.

NEIGHBORLY
NEIGHBORS.

ART, MUSIC
& HISTORY.

EST. 1829

JACK. FOR ALL TRADES.



SEEJACKNOW.COM

BUSINESS
FRIENDLY
CULTURE.

\$40MM RECENT
DOWNTOWN
INVESTMENT.

HISTORIC
ARCHITECTURE
& INNOVATIVE
IDEAS.

EST 18
29

GET TO KNOW



JACK IS:

FUN & ENTERTAINING

LOCAL FLAVORS.
AN ORIGINAL VIBE.
A WALKABLE DOWNTOWN WITH
AUTHENTIC ART, MUSIC & HISTORIC SITES.



Legendary Michigan Theatre



Downtown Jackson Cruise In



Jackson Symphony Orchestra

COLLABORATIVE & CREATIVE

BUSINESS FRIENDLY CULTURE.
\$40MM RECENT DOWNTOWN INVESTMENT.
HISTORIC ARCHITECTURE FILLED WITH
INNOVATIVE IDEAS.



Innovation Center



Lofts on Louis
BRAND NEW!



Grand River Brewery

SEE WHAT ELSE IS HAPPENING
IN DOWNTOWN JACKSON

PURSUE YOUR PASSION
IN DOWNTOWN JACKSON

EST 18
29

PURSUE YOUR PASSION IN DOWNTOWN JACKSON.



Please fill out the form below to get started!

NAME:

COMPANY:

ADDRESS:

CITY: STATE: ZIP:

EMAIL:

PHONE:

CONTACT ME VIA: Email Phone

I'M INTERESTED IN:

- Available Retail Space
- Cool Downtown Living & Residential Options
- Commercial Properties
- Development Opportunities
- More Information about Living & Working in Downtown Jackson

SUBMIT





JACK

original

DOWNTOWN JACKSON

**INNOVATIVE IDEAS,
ARTISTIC ENERGY &
A HISTORY OF
CREATING THINGS.**

SEE JACKNOW.COM



prepare for
launch.



master a
craft.



find your
place.



break sound
barriers.



take the
lead.



explore
new waters.



build
community.

- Volunteer Driven, Charity Organization
- Provides Bikes, Teaches Safety
- 146 Repaired Bikes Last Year




JACK
original

DOWNTOWN JACKSON

SEEJACKNOW.COM



color outside
the lines.

- Nationally Renowned Artists
- Donated Space for Public Art Murals
- A Transformational Downtown Event

BRIGHT  **WALLS**


JACK
original

DOWNTOWN JACKSON

SEEJACKNOW.COM



prepare for a departure.

- Inventive Space for Turning Ideas into Reality
- Accelerating High-Tech Manufacturing
- Helping Make a Social Impact



LEANROCKET
LAB



JACK

original

DOWNTOWN JACKSON

SEEJACKNOW.COM



go against
the grain.

- Locally Owned & Operated Craft Brewery
- Revitalized Location on the Grand River
- Top Honors at NY Int'l Beer Competition




JACK
original

DOWNTOWN JACKSON

SEEJACKNOW.COM

JUNE

- 4th First & Third Tuesday Live
- 7th First Friday Film
- 18th First & Third Tuesday Live
- 28th Summer Solstice Concert & Cruise In



JULY

- 2nd First & Third Tuesday Live
- 5th First Friday Film
- 12th-14th International Music Festival
- 16th First & Third Tuesday Live
- 26th Cruise In & Concert



music • art • food • film



AUGUST

- 2nd First Friday Film
- 6th First & Third Tuesday Live
- 20th First & Third Tuesday Live
- 23rd Summer Pops & Cruise In

SEPTEMBER

- 6th Art Walk
- 27th Cruise In & Concert

Join us for a summer of exceptional events!



More info at SeeJackNow.com




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JACK ORIGINAL
Just now

Today is World Music Day and what a wonderful month of art and music it has been so far for music!

Jackson hosted local events this month that included the 15th Annual Art, Beer, and Wine Festival and the 19th Annual Jackson Blues Fest last week. Kick this weekend off right with some international music of your own today!



Like Comment Share


Edit

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JACK ORIGINAL
Just now

Get local support to help launch your next business with this 1-Day workshop.

On Tuesday, June 11th, the Lean Rocket Lab will be hosting a workshop to entrepreneurs, business owners, and local community members. Learn from local experts about customer validation, discovery, and business model canvassing. Participants all get 1 on 1 coaching on your value proposition. Learn more at <https://www.leanrocketlab.info/napkins-to-nasdaq>



LEANROCKET

HOW TO LAUNCH YOUR OWN BUSINESS

Jack Original
Community Organization

Send Message

Like Comment Share

Edit

FIRST & THIRD TUESDAY



ORIGINAL SINGER SONGWRITER SERIES


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JACK ORIGINAL
Just now

Remember the mobility and freedom that a bicycle provided during your younger years? On this World Bicycle Day, we'd like to recognize the Armory Bike Union

The Armory Bike Union is managed by Terry Larkin and is an independently funded and operated community bike repair shop in Jackson, MI that also provides training for local youth.

Their building was recently sold and they are looking for a new home this summer. If you can help them in their relocation process, please contact them through their Facebook page.



JACK ORIGINAL

ARMORY BIKE UNION

The Armory Bike Union (ABU) aims to build educated, confident bicyclists and bike culture.

Jack Original

Call Now

“WITHOUT STRATEGY, EXECUTION IS AIMLESS.
WITHOUT EXECUTION, STRATEGY IS USELESS.”

- Morris Chang, CEO, Taiwan Semiconductor Company

Getting Started

Keys to Getting Off the Ground:

- **50 - 70% Principal**
- **Internal Branding: Get people involved inside**
- **Dedicate a person/team & commit to a timeframe**

Executing the Plan

- **Develop the Brand Strategy & Identity**
- **Ensure Online Strategy Reflects the Brand**
- **Employ Outreach Marketing & Communications**
- **Integrate/Deploy Social Media**
- **Share Vision & Encourage Involvement**
- **Extend the Brand: Events, promotions, cross promotions**
- **Public & Media Relations: Promote & Share via media**
- **Live the Brand: Signage, wearables, car tags,**

Thank you.

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