

“Meet Me Downtown”:

Case Studies in Small Town Economic Development

February 5, 2014

2:00 - 3:15 ET



Our Mission

The National Association of Development Organizations (NADO)



To strengthen local governments, communities, and economies through the regional strategies, partnerships, and solutions of the nation's regional development organizations.



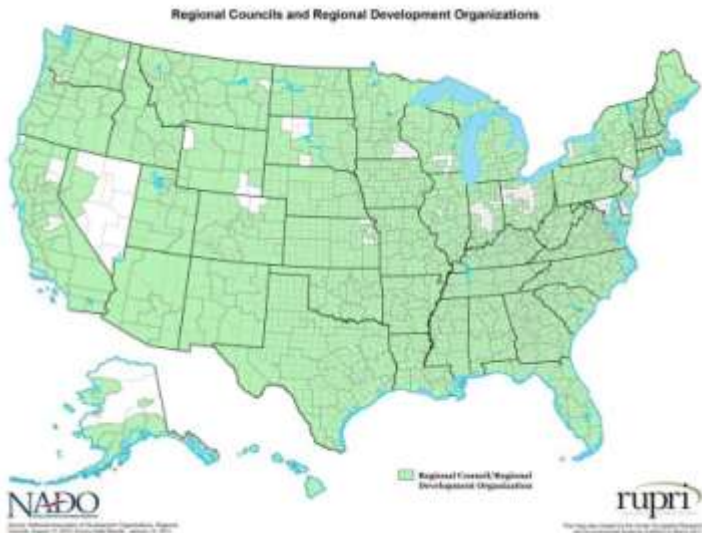
REGIONAL STRATEGIES. PARTNERSHIPS. SOLUTIONS.
NADO.ORG

Our Membership

National membership organization for the network of over 520 **regional development organizations (RDOs)** throughout the U.S.

RDOs are **also known as** “Councils of Governments,” “Regional Planning Commissions,” “Economic Development Districts,” and other local names

Promote efforts that **strengthen local governments, communities, and economies** through regional strategies focusing on economic development, infrastructure, housing, transportation, and regional planning



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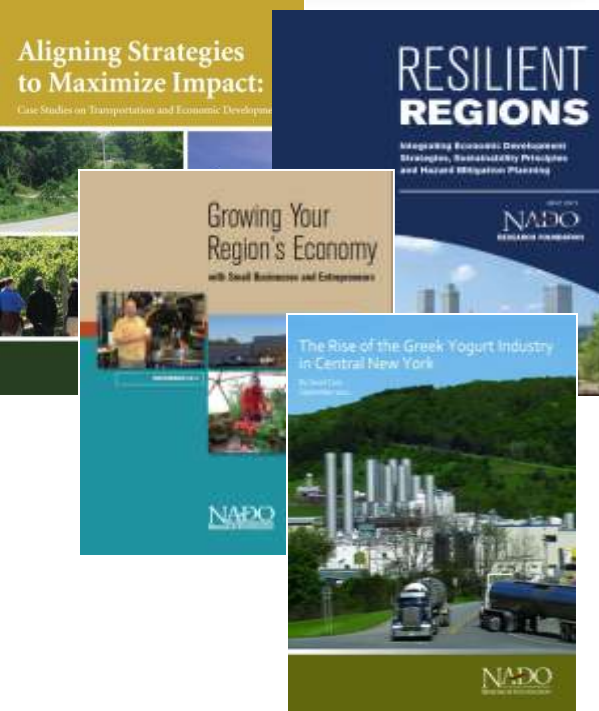
NADO Research Foundation

Founded in 1988, the **NADO Research Foundation** is the non-profit research affiliate of NADO

Shares **best practices** in latest developments and trends in small metropolitan areas and rural America through training, peer exchanges, publications, and other resources

Focus Areas:

Rural Transportation
Regional Resilience
Sustainable Communities
Capacity Building
Organizational Support



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HUD Sustainable Communities Capacity Building

Sustainable Communities
Learning Network



NADO Research Foundation serves as one of 9 core **capacity building** teams in the Sustainable Communities Learning Network providing support and technical assistance to HUD Sustainable Communities grantees and EPA technical assistance recipients

Initiative of the **Partnership for Sustainable Communities** (HUD/DOT/EPA)

Capacity building support to strengthen grantee communities to create more **housing choices**, make **transportation** more efficient and reliable, make more effective **infrastructure investments**, and build vibrant, **economically prosperous** neighborhoods, towns, and regions

Sharing lessons learned and resources to a wider audience

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NATIONAL ASSOCIATION OF DEVELOPMENT ORGANIZATIONS

Brett Schwartz

**Program Manager
NADO Research Foundation**

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Today's Presenters:

Jason Vincent, Executive Director, Pennyriple Area Development District

Nancy Merrill, Director, Planning and Development, City of Claremont, NH

Mike McCrory, Senior Planner, Upper Valley Lake Sunapee Regional
Planning Commission

Linda Grijalva, Director of Community Development, Central Savannah
River Area Regional Commission

Webinar Logistics

Please type any questions you have for the speakers in the question box on the side panel throughout the presentation

The webinar is being recorded and will be posted within a day along with the Powerpoint slides on the NADO website at www.nado.org

1.25 AICP CM credits (pending)

Please contact Brett Schwartz at bschwartz@nado.org if you have any questions after the presentation



Greenville, Kentucky

- Located in Rural West Kentucky
- Population: 4,312
- County Seat of Muhlenberg County (31,743)
- Historically known as a coal mining community

Major Initiatives

- Tourism Commission Formation & Restaurant Tax Ordinance
- “Let’s Paint the Town” Initiative
- Merchant Meetings & Seminars
- Transportation Enhancement Programs (Streetscape)
- Recreational Trails Grant (Green Space Improvements)
- Land & Water Grant (Green Space Improvements)
- Downtown Events

Funding

(Infrastructure Improvements)

- In just 6 short years, over \$1.6 million has been raised through grant funding and local fundraising efforts.

\$896,500 – Transportation Enhancement Program

\$377,182 – Safe Routes to School Program

\$16,900 – Land and Water Conservation Fund

\$50,000 – Recreational Trails Program

\$116,900 – County Funds

\$150,000 – Local Donations and City / Tourism
Funding

CITY OF GREENVILLE SEEKS YOUR SUPPORT

The Mayor, City Administrator and City Council seek your support in the appointment of a Tourism Commission and implementing a 1% motel tax and a 3% restaurant tax in order to support the promotion of the following events, attractions, and facilities:



- Seasonal Festivals: Strawberry Fest, Fall Fest
- Car Shows
- Concerts: Gospel, Bluegrass, Jazz, County, Etc.
- Regional Sporting Events: Basketball, Baseball, Swimming, Etc.
- Hunting & Fishing Expos
- Memorial Day & July 4th: Commemorations/Celebrations
- Cultural Events
- Art Festivals
- Theatre Productions
- Museum: Displays & Exhibits
- Park Events
- Billboards, "Welcome to Greenville" Signs, Deco Planters, Etc.
- Attractive Web-Site, Brochures, Effective Advertising

Personal Note: The City does not have the funds to effectively promote the events highlighted above. This small tax will enable the City to bring "life and business" back to the downtown and will benefit all the citizens of Greenville. The newly appointed Tourism Commission will have sole responsibility and discretion for the funds and the events to be funded. The proceeds will go toward advertising, promoting, funding and improvements once the commission has been established and staffed.

***Three pennies on the dollar will help us do a lot of good for the City!
Your support is requested and appreciated!***

Let's Paint the Town! & LET'S LIGHT THE TOWN!

*You are cordially invited to a Downtown Greenville Merchant's Meeting
hosted by
The Greenville Tourism Commission
Monday, March 9, 2009, 5:00 pm
Old National Bank, Main Office Lobby*

*Join us as we discuss progress, plans and the "Let's Paint the Town" spring work schedule!
Paducah Tent and Awning will be in attendance with awning samples,
pictures and answers to your awning questions.*

*At the conclusion of this meeting all attendees will enjoy the official lighting of the
new historic lights on Main Street. Don't miss this exciting event!*

Hors d'oeuvres by Rockford's Place

For more information, please call Sabrina Free at (270) 543-8696.



Let's Paint the Town!



Let's Paint the Town!



Let's Paint the Town!



SATURDAYS ON THE SQUARE



SATURDAYS ON THE SQUARE



SATURDAYS ON THE SQUARE



GREENVILLE BIKE NITE



DAI

GREENVILLE BIKE NITE





◀ *BEFORE*

101 S. Main Intersection

AFTER ▶





BEFORE

Eastside of 155-160 S. Main



AFTER



BEFORE

**Proposed
Stamped
"Brick"
Crosswalk**



BEFORE



AFTER











BRIZENDINE BROTHERS



Nature Park

Owned and Operated by the City of Greenville Kentucky





**BRIZENDINE BROTHERS
NATURE PARK**

A wooden boardwalk with railings winds through a forest. The trees have green and yellow leaves, suggesting autumn. The boardwalk is made of light-colored wood and has a railing with vertical posts and horizontal rails. The path leads into the distance, surrounded by dense trees and foliage. The lighting is bright, with dappled sunlight on the boardwalk.

**BRIZENDINE BROTHERS
NATURE PARK**



**BRIZENDINE BROTHERS
NATURE PARK**



**BRIZENDINE BROTHERS
NATURE PARK**

Pillars of Community

- ❖ Faith
- ❖ Family
- ❖ Enterprise
- ❖ Patriotism
- ❖ Education
- ❖ Health
- ❖ Arts



"The Crossings" by Old National Bank





HURRY BACK TO
GREENVILLE

We miss you already!



Contact Information

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CLAREMONT CITY CENTER PROJECT



Development Was Fighting Zoning



Project Goals

Community Engagement

Community involvement in the Planning Process.

Existing Housing

Maintain and improve existing housing stock.

Improve Regulations

Remove regulatory barriers to retaining a historic downtown.

Economic Development

Promote private investment in the City Center.

Summary Changes - Themes



Downtown Vitality

- Encourage entertainment, culture, and arts
- Mixed-use buildings emphasizing street-level commercial uses
- Establish mixed-use corridors
- Allow higher density residential uses (matching existing housing)
- Limit heavy industrial uses
- Reinvestment in existing buildings



Summary Changes - Themes



Neighborhoods

- Retain and reinforce neighborhood character
- Encourage neighborhood-scale stores
- Allow higher density residential uses-match existing densities where appropriate

Summary Changes - Themes



Remove Regulatory Barriers

- Streamline and simplify permitting
- Minimize existing nonconforming buildings
- Allow desirable uses not listed in the Zoning





ASCUTNEY TRAVEL INC.

FARWELL
BLOCK

JOHN F. SUNUNU
U.S. SENATOR

WJ Corey Galleria
ONLINE

Edward Jones INVESTMENTS



Brown Block West elevation 2005



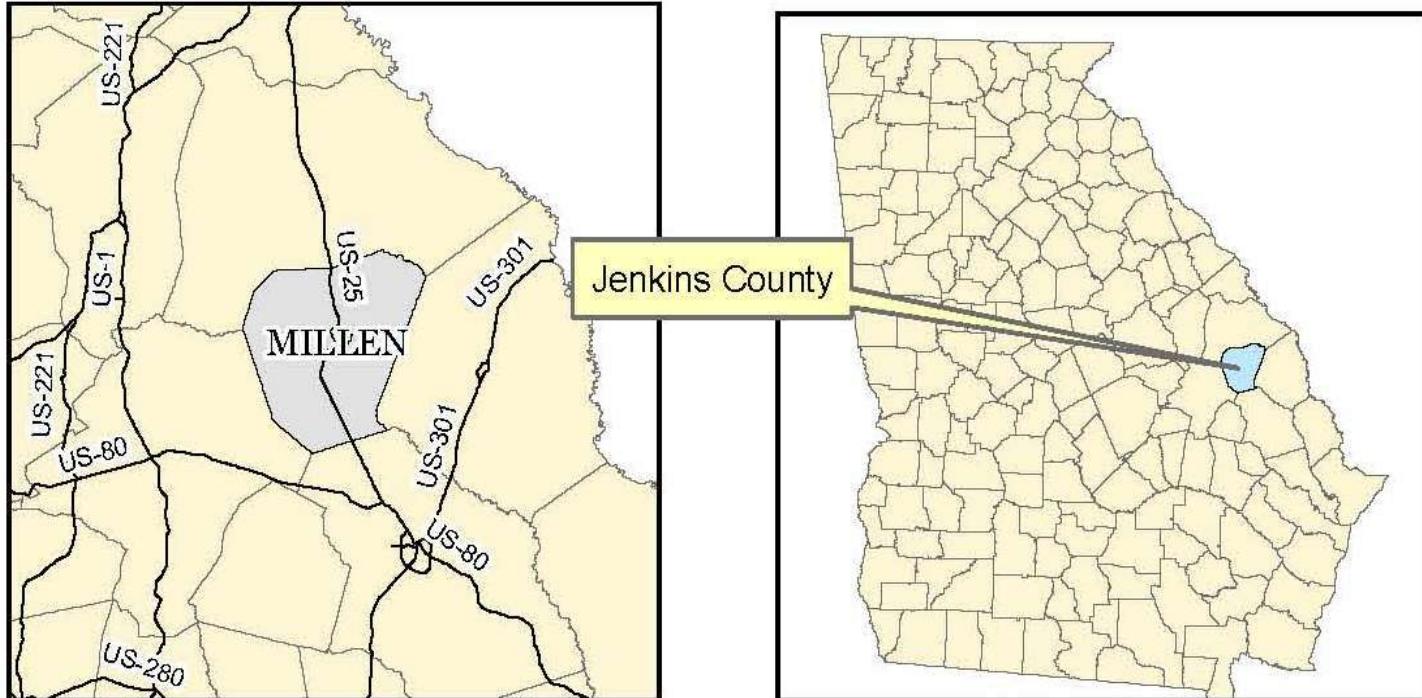


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**Aycock Corner
(Formerly Old SOC Station)
Brownfield Redevelopment Project
Millen, GA**





	Jenkins County	City of Millen
Population	8,346	3,312
Per Capita Income	\$16,191	\$16,223
Median Household Income	\$26,672	\$23,840
Poverty Rate	30.40%	34.30%
Unemployment Rate	18.2%	18.3%





2006 EPA Assessment Grant















2010 EPA Clean-up Grant





















GA DOT Scenic By-Way Grant

\$677,784











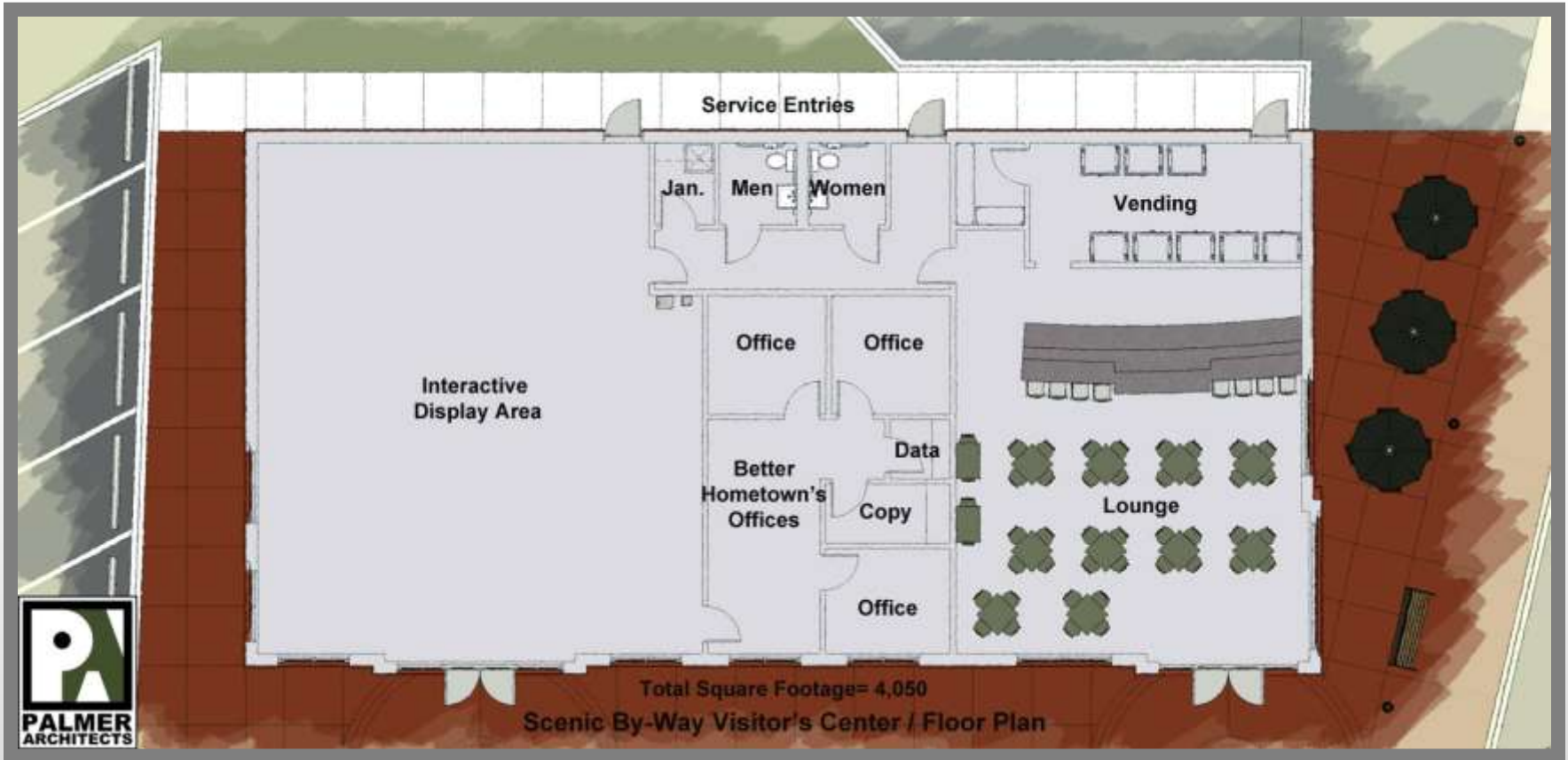
Scenic By-Way Visitor's Center / Site Perspective //



Scenic By-Way Visitor's Center / West Elevation



Scenic By-Way Visitor's Center / South Elevation





FUNDING SOURCE	AMOUNT
EPA Assessment Grant	\$200,000
EPA Clean-up Grant	\$200,000
Private Funds	\$35,000
DOT Scenic Byway	\$677,784
City Funds	\$224,000
Total	1,336,784



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Thanks for joining us! Any questions?

Please type any questions you have for the speakers in the question box on the side panel

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