



Finding and Leveraging Competitive Advantage

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- EPA has been doing research into how communities can reinvent themselves and what role placemaking can play
- We think: place-based assets are key to economic development





- Identified 22 case studies of communities that have both reinvented themselves and used placemaking techniques to do so. This means communities:
 - *Create economic development strategies that work*
 - *Invest in place*
- Each of these communities found and identified their competitive advantage





- Communities used a combination of strategies to ensure economic development and placemaking were and are linked. Research identified 7 strategies:
 - *Leveraging existing assets to support new goals*
 - *Garner citizen input, cultivate support for the vision*
 - *Invest in and commit to planning*
 - *Foster leadership and cooperation*
 - *Create and leverage incentives/grants*
 - *Make it easy to invest in the community*
 - *Use public-private partnerships strategically*



Leveraging Assets Exercise

- Today's exercise will focus on:
 - Leveraging existing assets to support new goals
 - And how other strategies can support leveraging assets





Leveraging Assets Exercise: Part 1

- **Step 1: Identify 3 assets in your community or region**

- Such as:

- Major employers
- Higher education facilities
- Existing infrastructure
- Cultural institutions
- Natural resources or amenities
- Skilled workforce
- Local leaders

Try to think of assets you have yet to engage in your planning process, or would like to engage with more

- **Step 2: Identify a goal in your planning process that could link to these assets**



Leveraging Assets Exercise: Part 2

- **Step 3: Identify opportunities to protect and build on each asset**
- **Step 4: Identify partners and leaders who should be involved in this process**
- Strategies to consider:
 - Foster leadership and cooperation
 - Create and leverage incentives/grants
 - Make it easy to invest in the community
 - Use public-private partnerships strategically



Leveraging Assets Exercise: Part 3

Report Out