“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.
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.
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
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.
Brett Schwartz

Program Manager
NADO Research Foundation

bschwartz@nado.org  202.624.7736
Today’s Presenters:

Jason Vincent, Executive Director, Pennyrile 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!
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!
SATURDAYS ON THE SQUARE
SATURDAYS ON THE SQUARE
GREENVILLE BIKE NITE
Stained Stamped Concrete

Proposed Stamped “Brick” Crosswalk
BRIZENDINE BROTHERS
Nature Park
Owned and Operated by the City of Greenville Kentucky
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

Jason Vincent
Pennyryle Area Development District
Hopkinsville, Kentucky
jason.vincent@ky.gov
270-886-9484
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
Aycock Corner
(Formerly Old SOC Station)
Brownfield Redevelopment Project
Millen, GA
<table>
<thead>
<tr>
<th></th>
<th>Jenkins County</th>
<th>City of Millen</th>
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<tbody>
<tr>
<td>Population</td>
<td>8,346</td>
<td>3,312</td>
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<tr>
<td>Per Capita Income</td>
<td>$16,191</td>
<td>$16,223</td>
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<tr>
<td>Median Household Income</td>
<td>$26,672</td>
<td>$23,840</td>
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<tr>
<td>Poverty Rate</td>
<td>30.40%</td>
<td>34.30%</td>
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<tr>
<td>Unemployment Rate</td>
<td>18.2%</td>
<td>18.3%</td>
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</table>
2006 EPA Assessment Grant
2010 EPA Clean-up Grant
SOC Station Cleanup Activities funded by:
Environmental Protection Agency Brownfield Cleanup Grant
City of Millen

Station Cleanup Activities Managed by:
Georgia Environmental Protection Division
Central Savannah River Area Regional Commission
Hart & Hickman, PC
HEPACO, Inc

For more information visit www.southeastbrownfields.com/millen or contact:
Linda Gresham, CSRA RC, 706-235-3000
GA DOT Scenic By-Way Grant
$677,784

Scenic By-Way Visitor’s Center / Perspective
<table>
<thead>
<tr>
<th>FUNDING SOURCE</th>
<th>AMOUNT</th>
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<tbody>
<tr>
<td>EPA Assessment Grant</td>
<td>$200,000</td>
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<tr>
<td>EPA Clean-up Grant</td>
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<td>Private Funds</td>
<td>$35,000</td>
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<td>DOT Scenic Byway</td>
<td>$677,784</td>
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<td>City Funds</td>
<td>$224,000</td>
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<tr>
<td>Total</td>
<td><strong>1,336,784</strong></td>
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</tbody>
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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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