centro’s ELEMENTS OF PLACE MANAGEMENT

POSITION
BRAND
MARKET
PLAN

CHAMPION
UNIFY
FUND

MANAGE
MEASURE

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Getting the elements of place management right is important, and Centro can help you with that. We provide scalable services for downtowns, main streets, commercial and creative districts of all sizes, no matter where you are in your evolution.

**POSITION** identify your niche and what makes you unique
utilize centro’s niche assessment process to define the key economic, social, historical and cultural elements that make your district or community different from the competition

**BRAND** take ownership of your image
define who you are, instead of letting others define you! centro’s place branding process establishes effective positioning for your community or district, and creates a compelling visual representation to support it

**MARKET** tell your story
your community or district is home to a million storylines – centro helps you identify what to say, and to which audiences, in a way that invites locals, visitors and investors to learn more

**PLAN** set your strategic direction
what’s the destination on your roadmap, and what path will you take to get there? centro provides strategic planning support to help you prioritize and get you on your way

**CHAMPION** find passionate people to lead and advocate
who can see the vision? who has the commitment to move you forward from status quo? centro helps you identify those motivated and influential people, and create place management champions

**UNIFY** build capacity to get things done
get organized... centro creates structures that bring people together to manage place by developing effective organizations as well as the capacity of stakeholders within them

**FUND** create sustainable revenue streams
a strategic approach to dollars makes sense... centro identifies funding sources that are sustainable and targeted to your priorities, allowing you to focus more on ‘doing’ than fundraising

**MANAGE** provide structure for moving forward
effective implementation is important to achieving your goals... centro helps you establish achievable priorities, timelines and budgets that demonstrate success and value

**MEASURE** celebrate your success
tracking progress is key to showing return on investment for your place management dollars... centro helps you identify benchmarks that mean something by putting tools in place to track success

**HOW CAN CENTRO HELP YOU?**
We provide packages of services to address all the elements of place management. No matter what your budget – and no matter where you want to start – we can help you. Contact us to get going! jamie@becentro.com

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