



**Summer Leadership Network Meeting
August 7, 2019**

Placemaking and Place Brand: Creating Place and Telling Your Story

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How do you define “place” for your district?

- The “fabric” – property improvements, streetscape and landscape
- People and history
- Things that happen in the district – events, programs
- Art and creative enterprises that originate in or relate to the district
- All of the above



What is Placemaking?



PEOPLE

What is Placemaking?



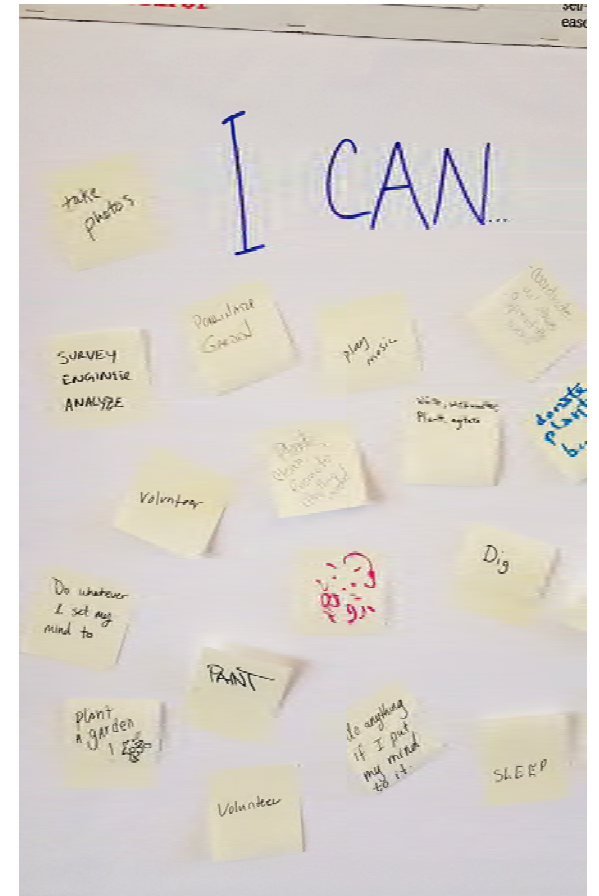
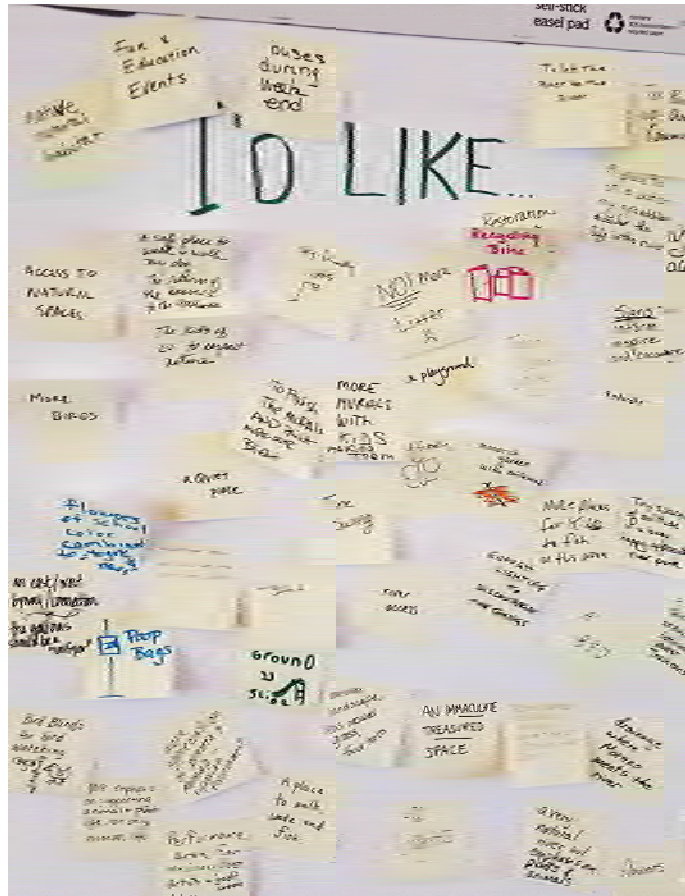
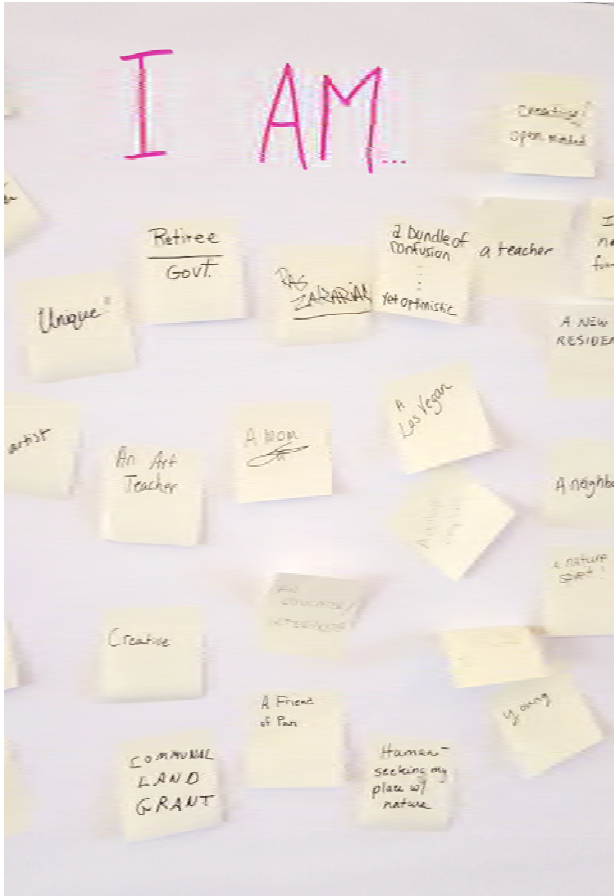
ACTION - FOCUSED

What is Placemaking?



CATALYTIC

What is Placemaking?



COMMUNITY DRIVEN

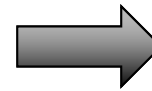
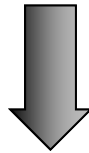
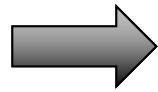
It's not just design



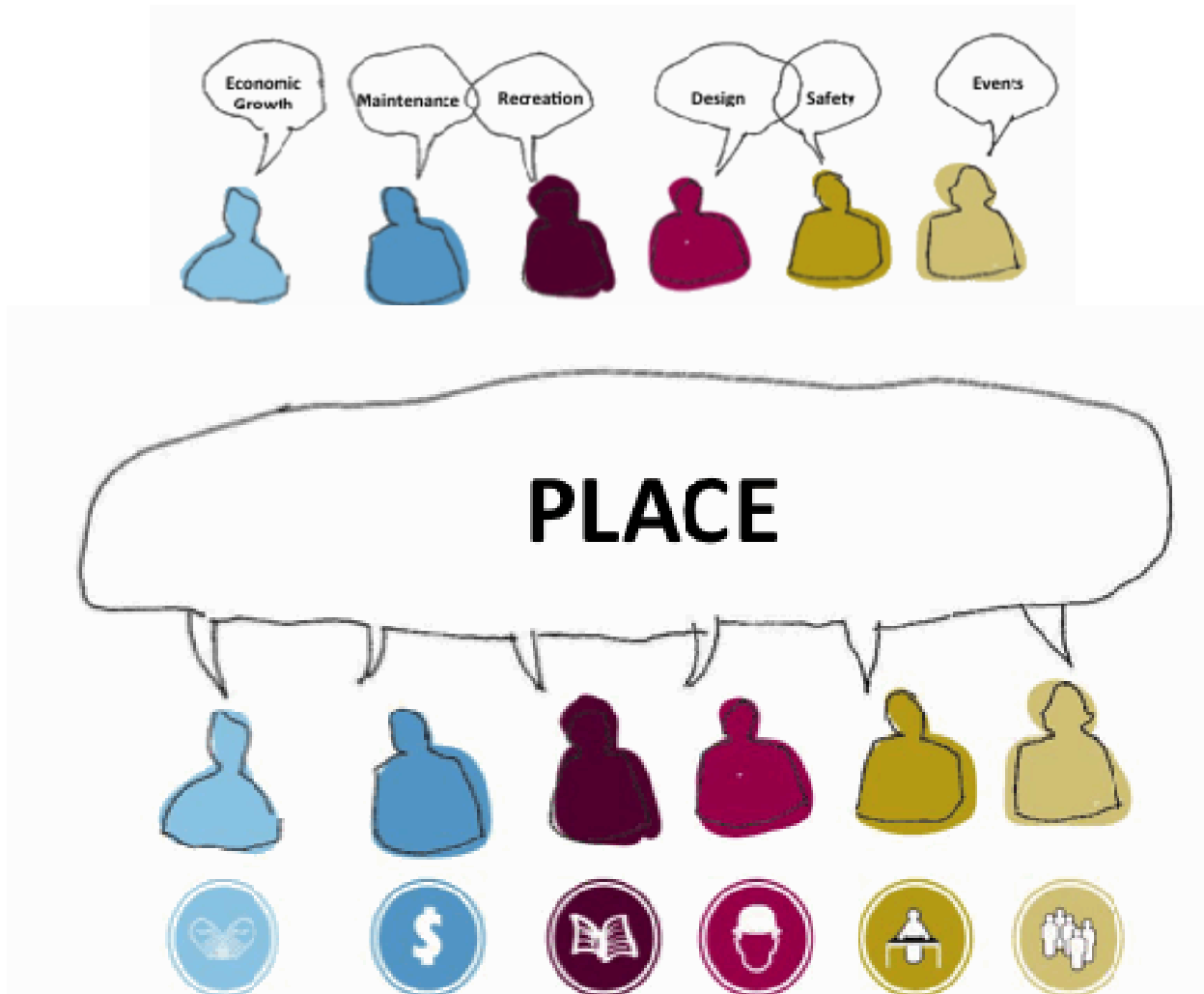
Why do we need it?



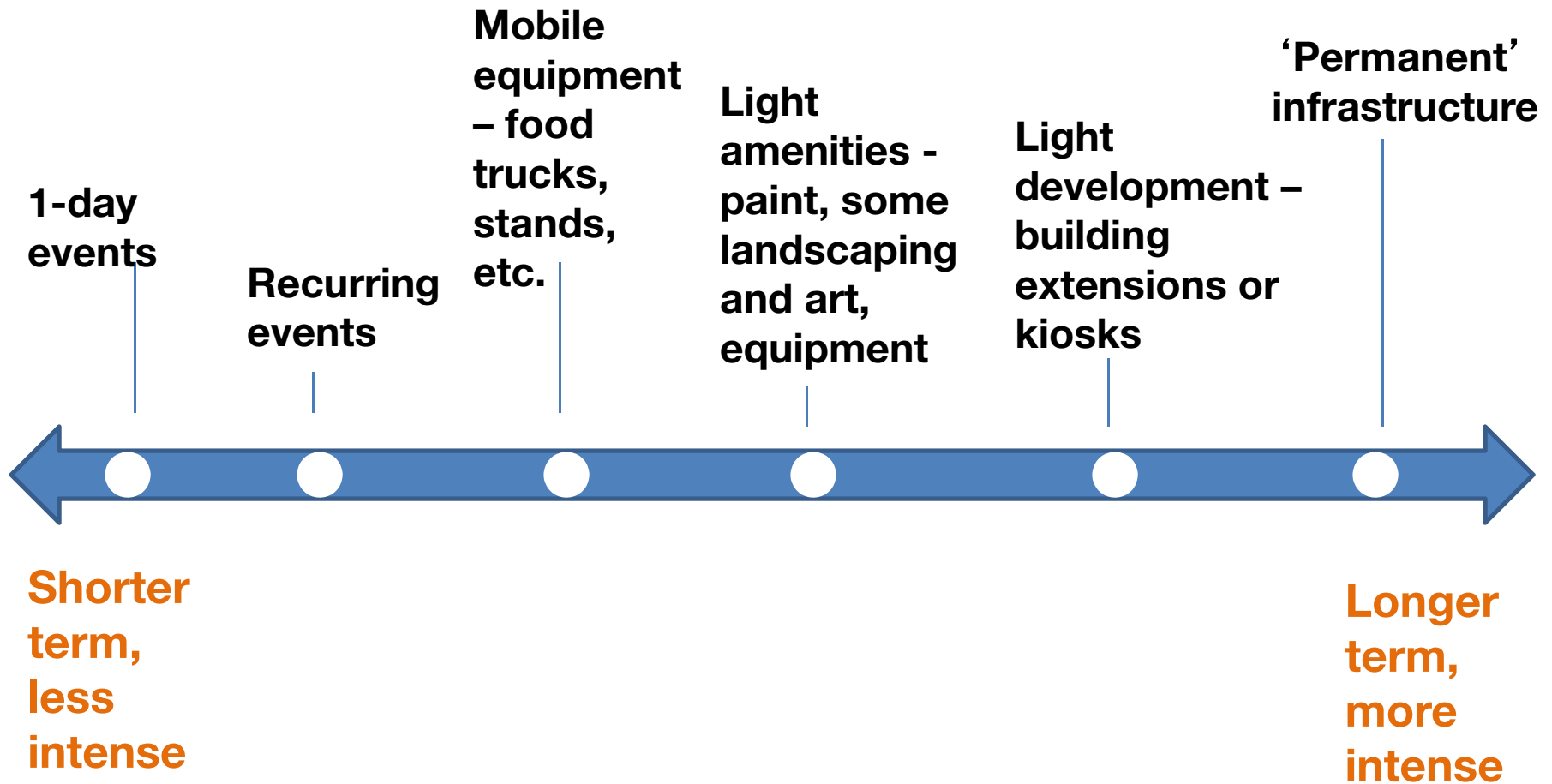
A brief history



Place-led Governance

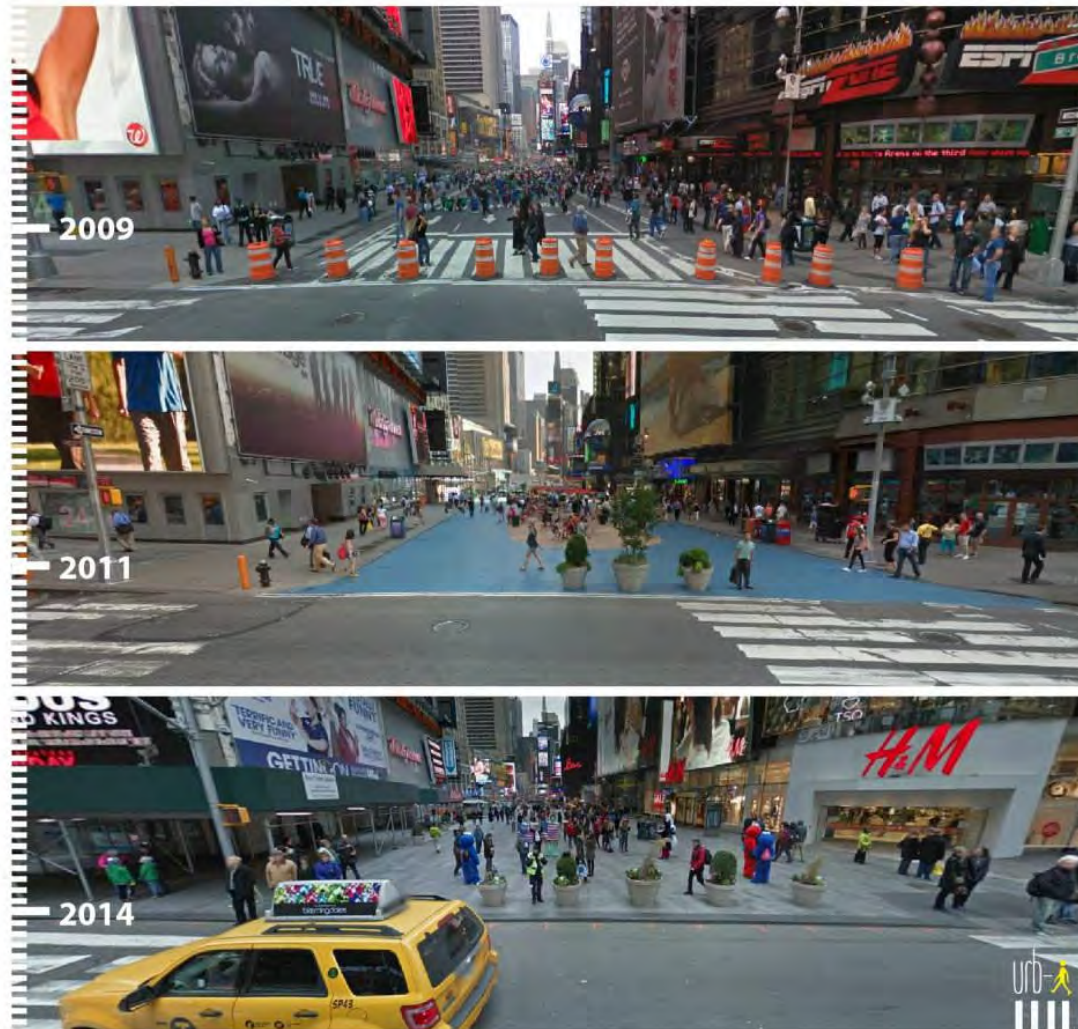


Lighter, Quicker, Cheaper



LQC: From “Test” to “Invest”

“Tactical Placemaking”



Rotating Exhibits

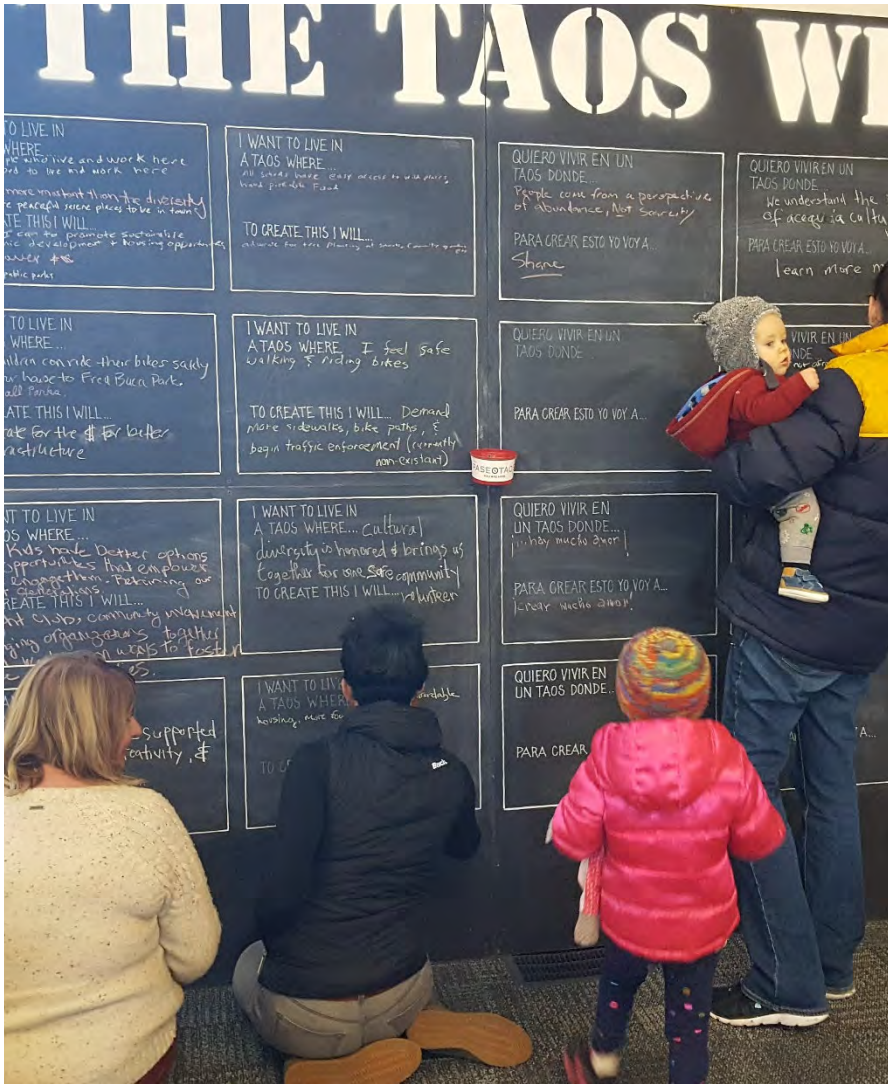


Rio Fernando Park, Taos – Story Walk



Santa Fe – “The Fence”

Creative / Pop Up Events



Taos/PASEO: Chalkboards



Santa Fe: Nature Pop Up Playground

Community Build



Raton MainStreet: 3D Crosswalk

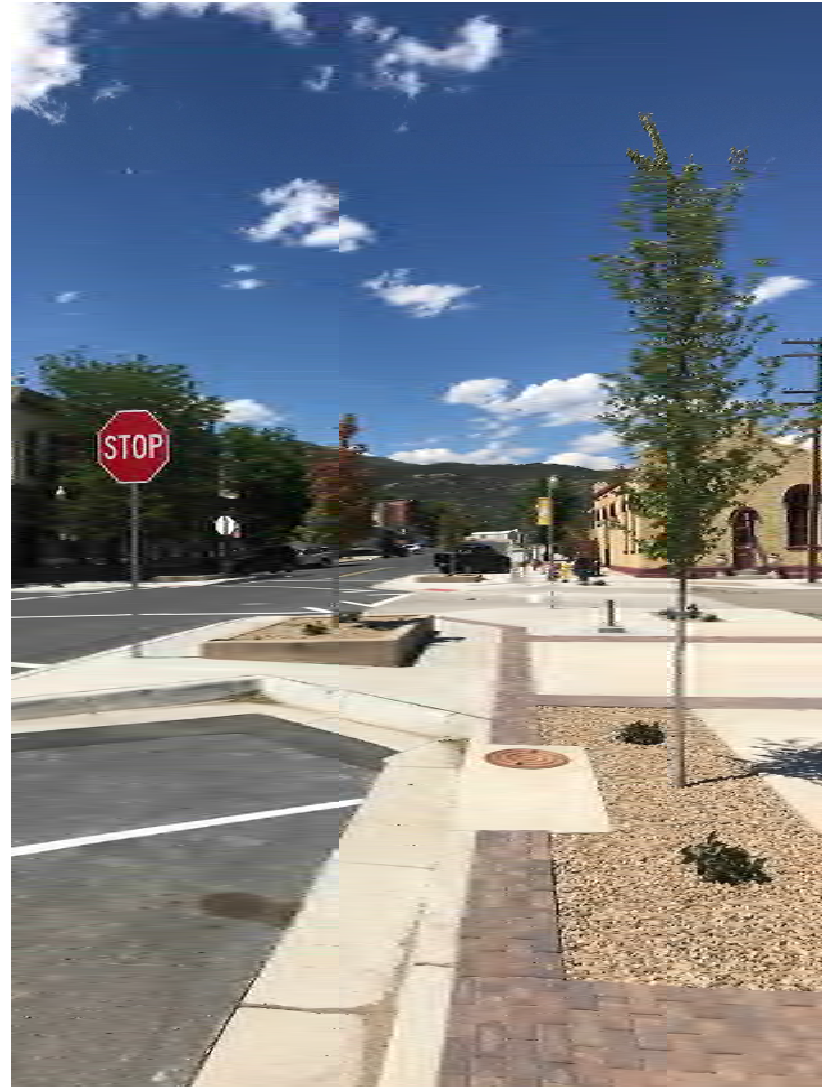


Pallet Benches/Footprints

Permanent Infrastructure



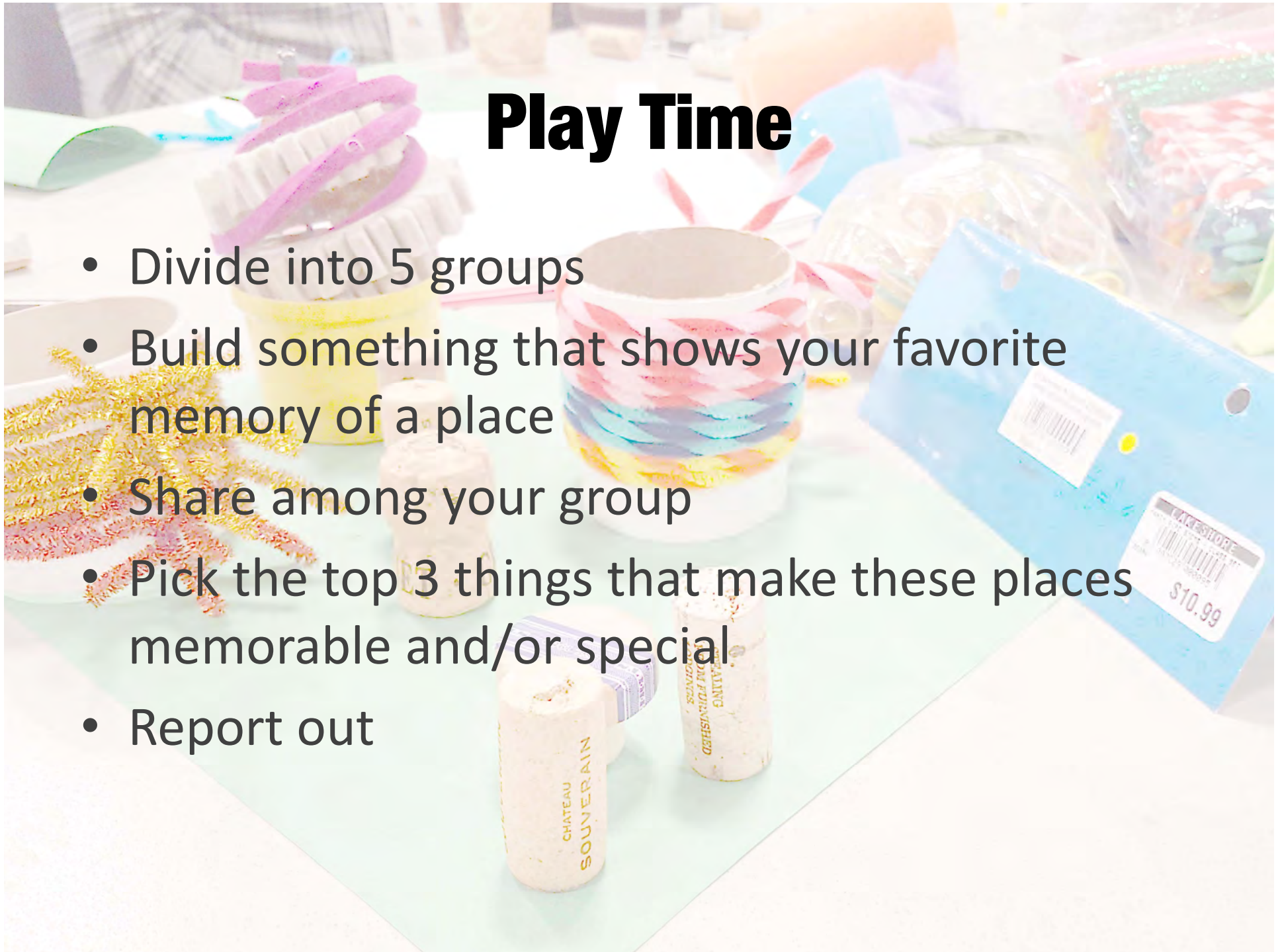
Las Cruces MainStreet: Las Placitas



Raton: Great Blocks Phase I

Play Time

- Divide into 5 groups
- Build something that shows your favorite memory of a place
- Share among your group
- Pick the top 3 things that make these places memorable and/or special
- Report out





Place Brand: Telling Your District's Story

What connects you to places in your past?

- **Visual**
 - what it looked like
 - what you saw
- **Experience**
 - what you did there
 - something that happened
- **Sensory** – tastes, smells, sounds, feelings

*How can we use these to connect people to “our place”?
a.k.a. MainStreet/AC&D District*

Placemaking

- Fabric of the District
- People and History
- Experiences - Things that Happen
- Arts and Creative Enterprises



Why do we tell our story of place?



“The place brand gives a distinctive, memorable voice to become noticed, build a reputation and sustain loyalty. It replaces unfair, inaccurate, outdated or cliché-ridden imagery with a true, full and contemporary picture of a place.”

- Carroll Tajii

Picture of Place

Climate of Confidence

Live, Work, Play



PLACE BRAND

Process of image communication to a target market.

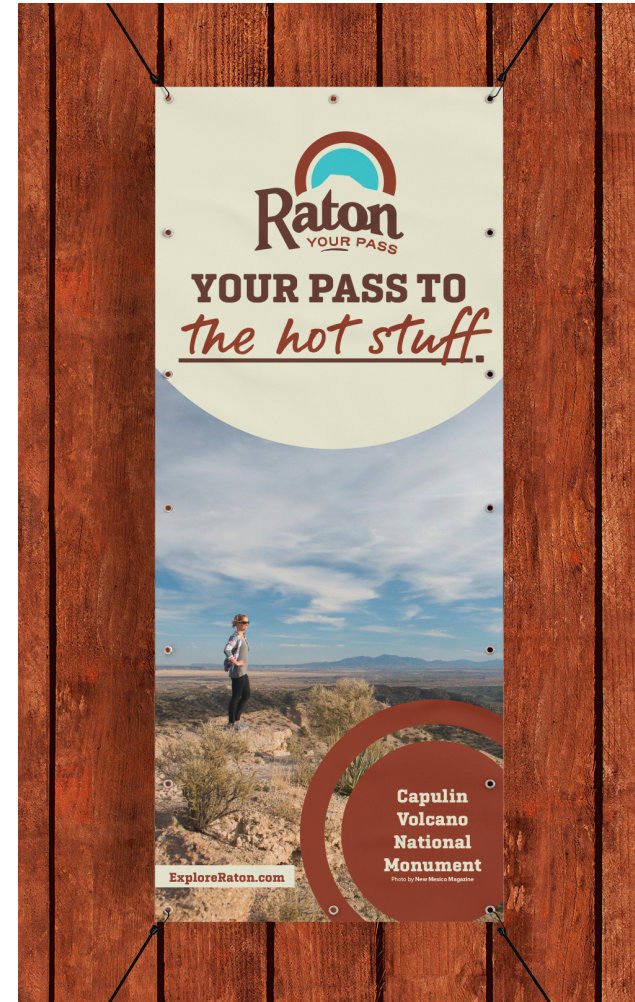
Why a place brand matters...



***If you don't tell your story,
somebody else will!***

Place Brands are Different from Product Brands

- Change-able
- Intangibles
- Diverse Stakeholders
- Targets
 - Residents
 - Visitors
 - Tourists
 - Entrepreneurs/Investors



Telling “Your” Story



- Know your district
 - Assets
 - Opportunities
 - Challenges
- Be authentic
- Three C's
 - Comprehensive
 - Cohesive
 - Consistent

Connect People to Place

- Visual - Fabric of the district
- People/History
- Experiences/Things that happen
- Arts/Culture

So...

How do you connect people to your district?

Following the workshop:

3. How do you connect to places in your past?

4. What type of connections can you make between your district and people?

5. How does this impact the way you tell the story of your district?

BACK OF CARD ACTIVITY

