

Place Value

*Building Communities That Attract and
Keep Talent and Investment*

***Coal Reliant Communities
Innovation Challenge***

Grand Junction || Sept 18, 2015

Clark Anderson

COMMUNITY BUILDERS





Roaring Fork Valley - 1925





How
do we build
resilient economies?









Select a city

ATLANTA	>
BOSTON	>
CHICAGO	>
HOUSTON	>
NEW YORK	>
PHILADELPHIA	>
SAN FRANCISCO	>
SEATTLE	>
SOUTHERN CALIFORNIA	>
TAMPA BAY - NEW!	>
TORONTO	>

CityPASS®



BACKBONE

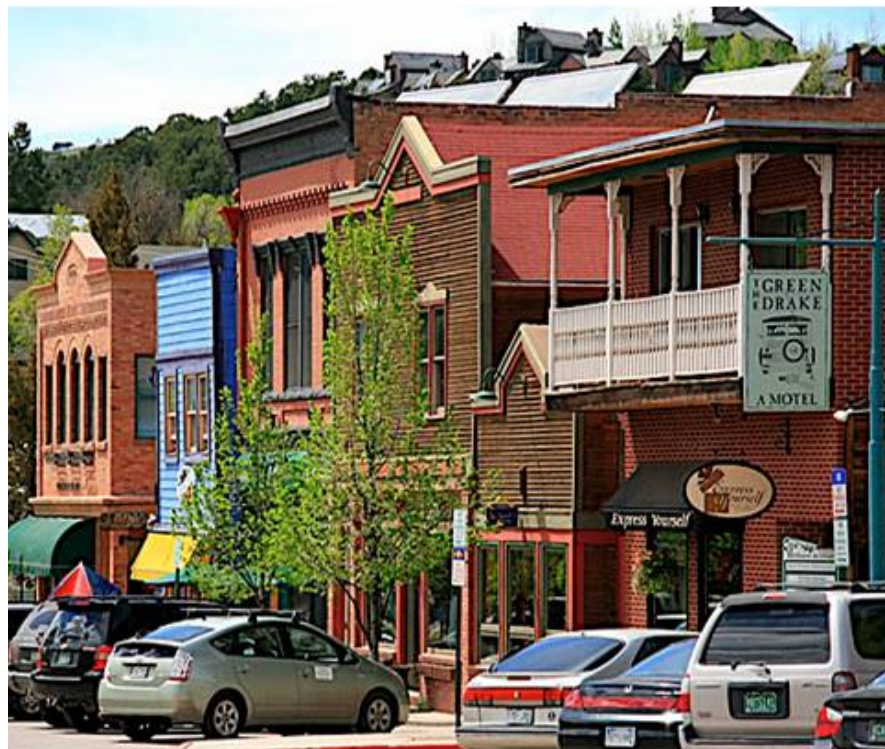
MEDIA







Economic Shifts





How do we Attract and Retain Talent?



New Directions in Economic Development

Then (Elephant Hunting)

Attract Firms from Outside
Bigger is Better (Larger Firms)
Ignore Talent and Workforce
Incentives & Subsidies
Compete for “Deals”

Now (Entrepreneurship)

Retain/expand existing businesses
Better is Better (even if smaller)
Attract and Develop Talent
Strategic Investments / PP3s
Cooperate for Synergy



Place Value





Survey Respondents

476 Businesses

494 Community Members

[illegible]

jobs follow people



If you were involved in starting the business, which best reflects your decision process:

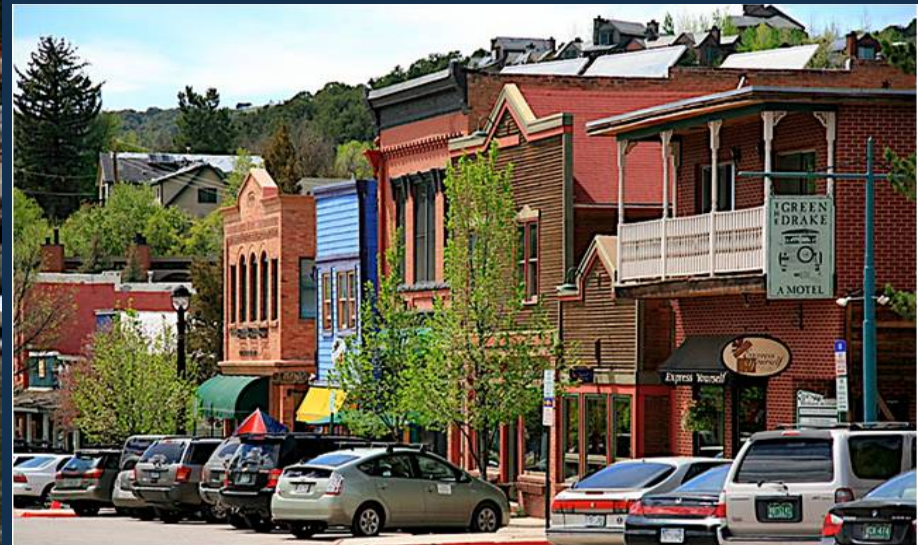
I already lived here and then decided to start a business at a later date

70%

I moved here to start a business

30%

People and
businesses
are drawn to
great places



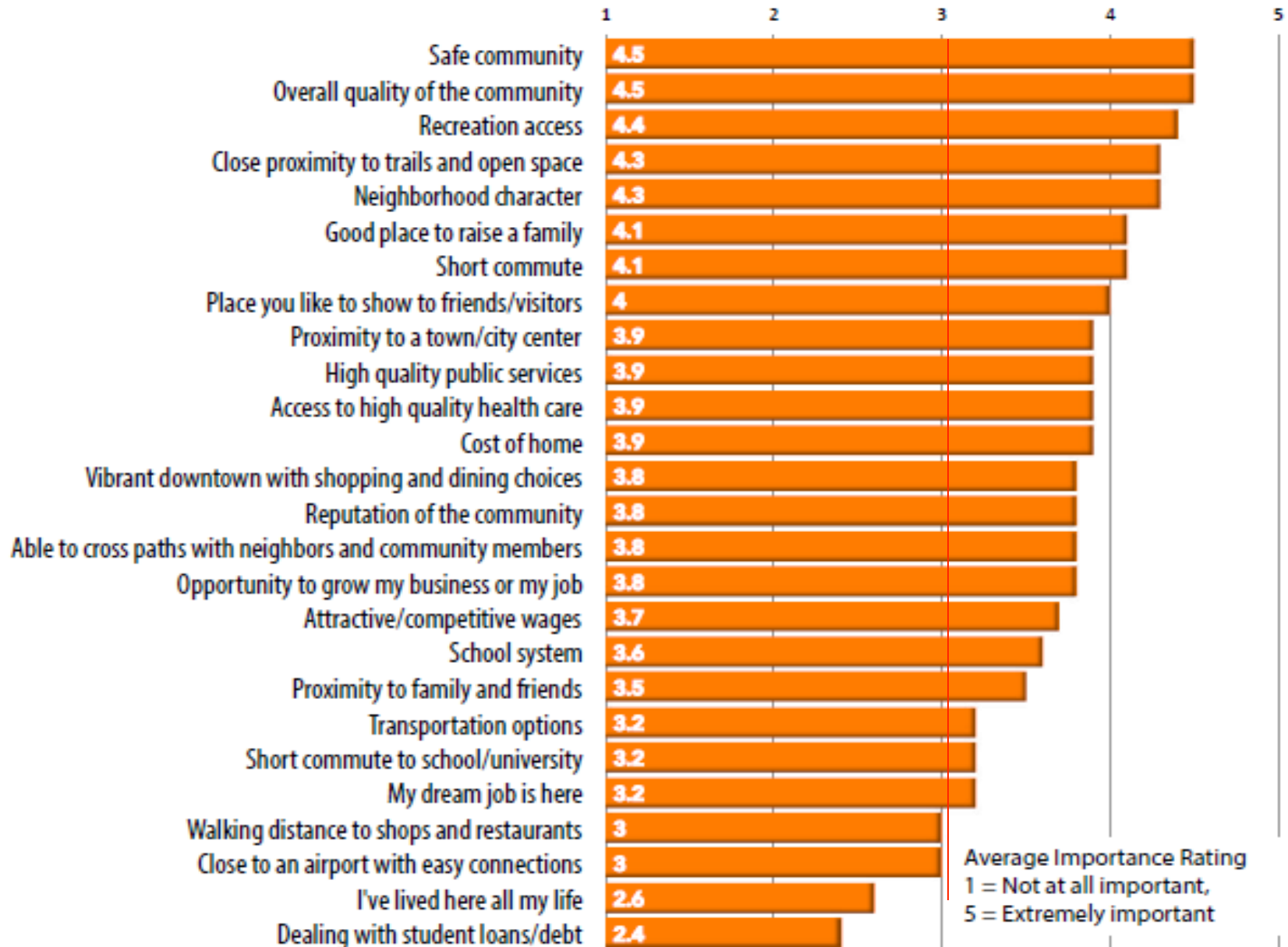
Businesses Prioritize Community Quality

How important are the following factors in your decision to locate/maintain your business in the current community?



People want a lot from their communities

How important were the following factors in your decision to locate/remain in your community?)



What is more important in relocation decisions: job or community?

Job

17%

Consider both equally

44%

Community

39%





people will
sacrifice salary
for ideal community
(17% higher salary vs. 83% ideal community)

Cost of housing is important

A photograph of a suburban neighborhood with a row of blue houses. In the foreground, a man in a white shirt and blue jeans is walking a black dog on a leash. A young child is riding a red tricycle on the sidewalk. The houses have white trim and American flags are flying from the porches. The sky is clear and blue.

68 % of community
members: community lacks
sufficient housing choices
60% of employers:
cost of housing impacts
ability to attract employees

What makes a place great?



COVER STORY

Malls are like, totally uncool, say hip teens

The bigger question for retailers is, will parents follow their offspring?

By Bruce Horowitz
USA TODAY

The future of retailing in America may all come down to where Jessica Pfeifer shops. There's one place it's not: the mall.

Anyplace but the mall.

For this 18-year-old high school senior and her 15-year-old sister, Andrea, the mall



the shifting market



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The 2011 Community Preference Survey What Americans are looking for when deciding where to live

Analysis of a survey of 2,071 American adults nationally
Conducted for the National Association of Realtors®
March 2011

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COVER STORY

Malls are like,
totally up

RESET

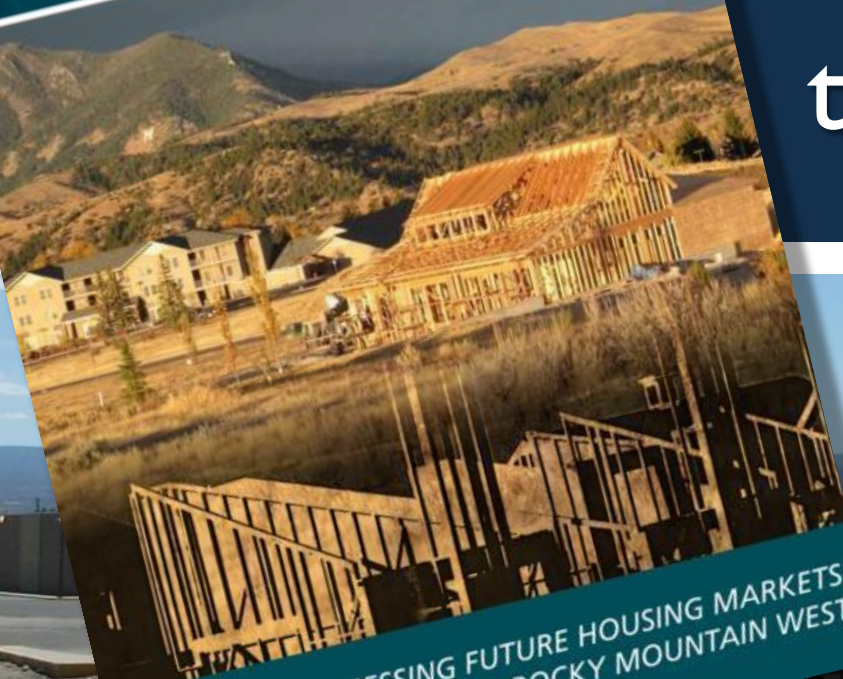


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ASSESSING FUTURE HOUSING MARKETS
IN THE ROCKY MOUNTAIN WEST



Shaping The Future of the West

COVER STORY

Malls are like,
totally un

RESET

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ASSESSING FUTURE HO
IN THE ROCKY M

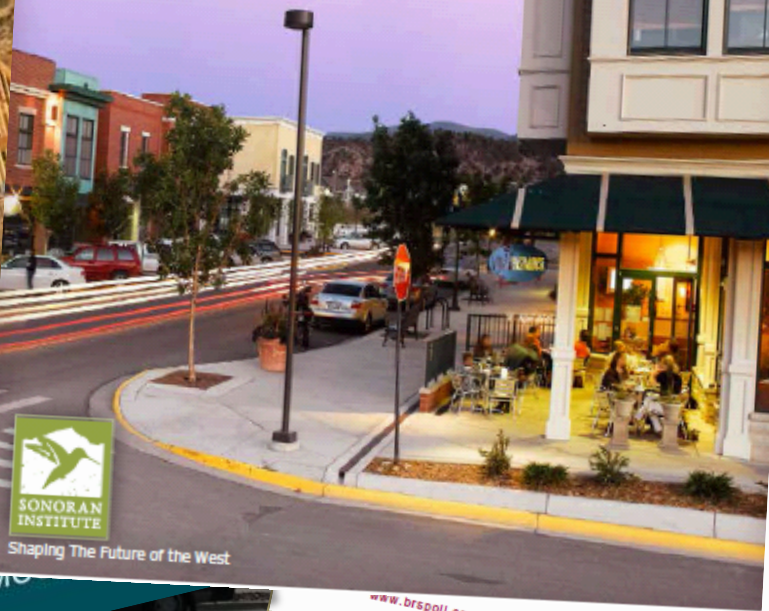
Shaping The Future of the West

RESTORE

Commercial And
Mixed-Use Development
Trends In The
Rocky Mountain West



Shaping The Future of the West



BELDEN
RUSSONELLO &
STEWART

Union Research
Public Communication

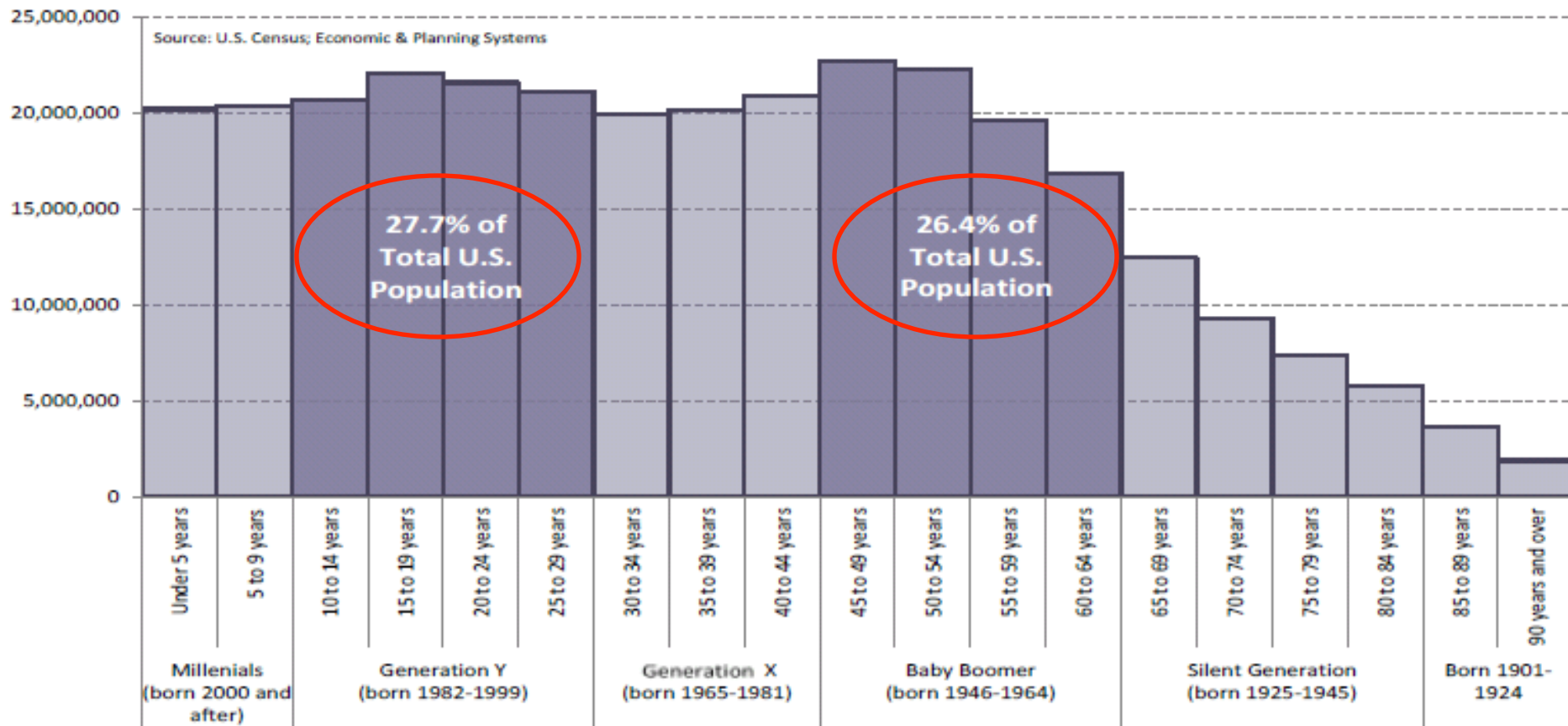
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Who is the future market?

U.S. Age Distribution, 2000-2010



Who is the future market?

**Gen Y - \$170 billion/year
spending power**



**Convenience, authenticity, work/life balance,
sense of community, being engaged**

**2/3 say walkability is very important to their
housing decision 1/3 will pay more for it**

Seeking walkable communities with diversity,
activities, and authenticity.

Voice a willingness to pay for local products and
businesses.

**Boomers - \$1.7 trillion/year
spending power**



**Value: convenience, culture, staying engaged,
healthy lifestyle , simplicity**

**Safety and proximity medical services are
priorities**

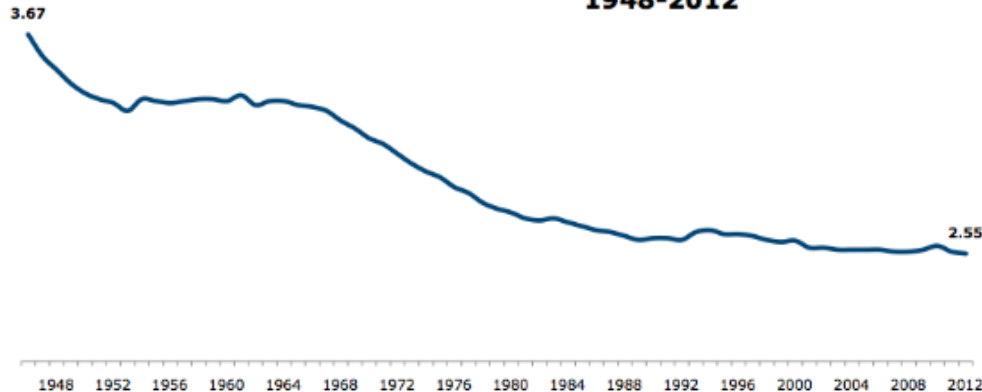
Seeking communities with convenient access to
amenities, entertainment, culture, and education

Smaller Households and Stagnant Household Income

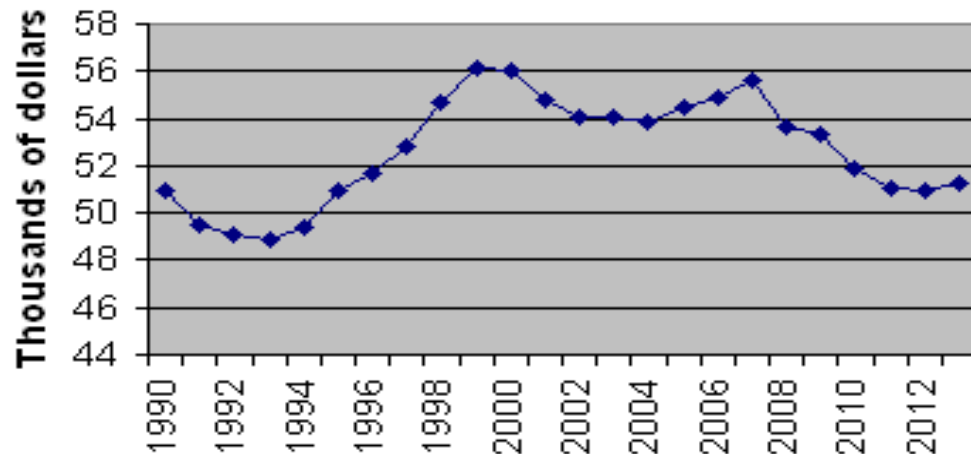
Average US Household Size

(population per household)

1948-2012



US Household Median Income(Inflation Adjusted)



A photograph of a two-story brick building, identified by a sign as Juicy Lucy's Steakhouse. The building has a dark brick facade with decorative checkerboard patterns. An American flag hangs from the second floor. A large, illuminated sign on the roof reads "Juicy Lucy's STEAKHOUSE". The building is surrounded by lush green trees, and a paved street is visible in the foreground. The text "So what do people want?" is overlaid in large white font across the center of the image.

So what do
people want?

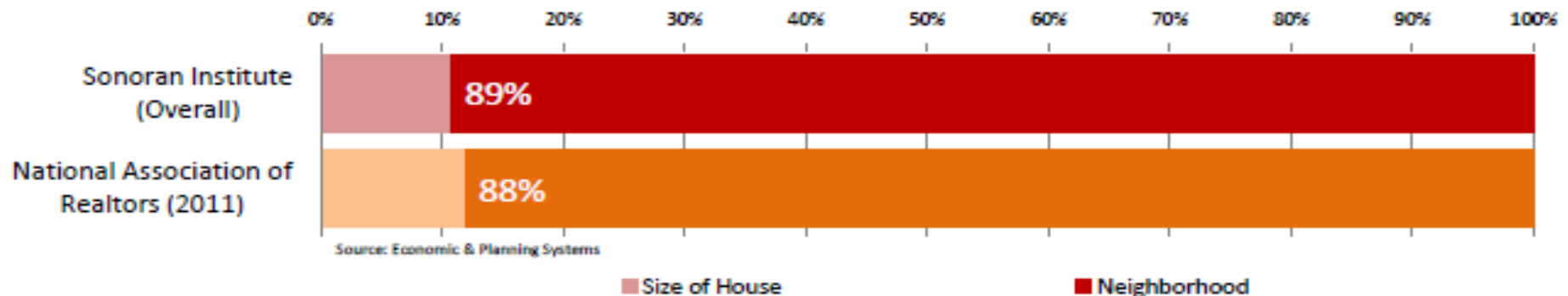
Character, Authenticity Sense of Place



Quality and character of neighborhood matters more than home size

Which is more important, neighborhood or size of home?

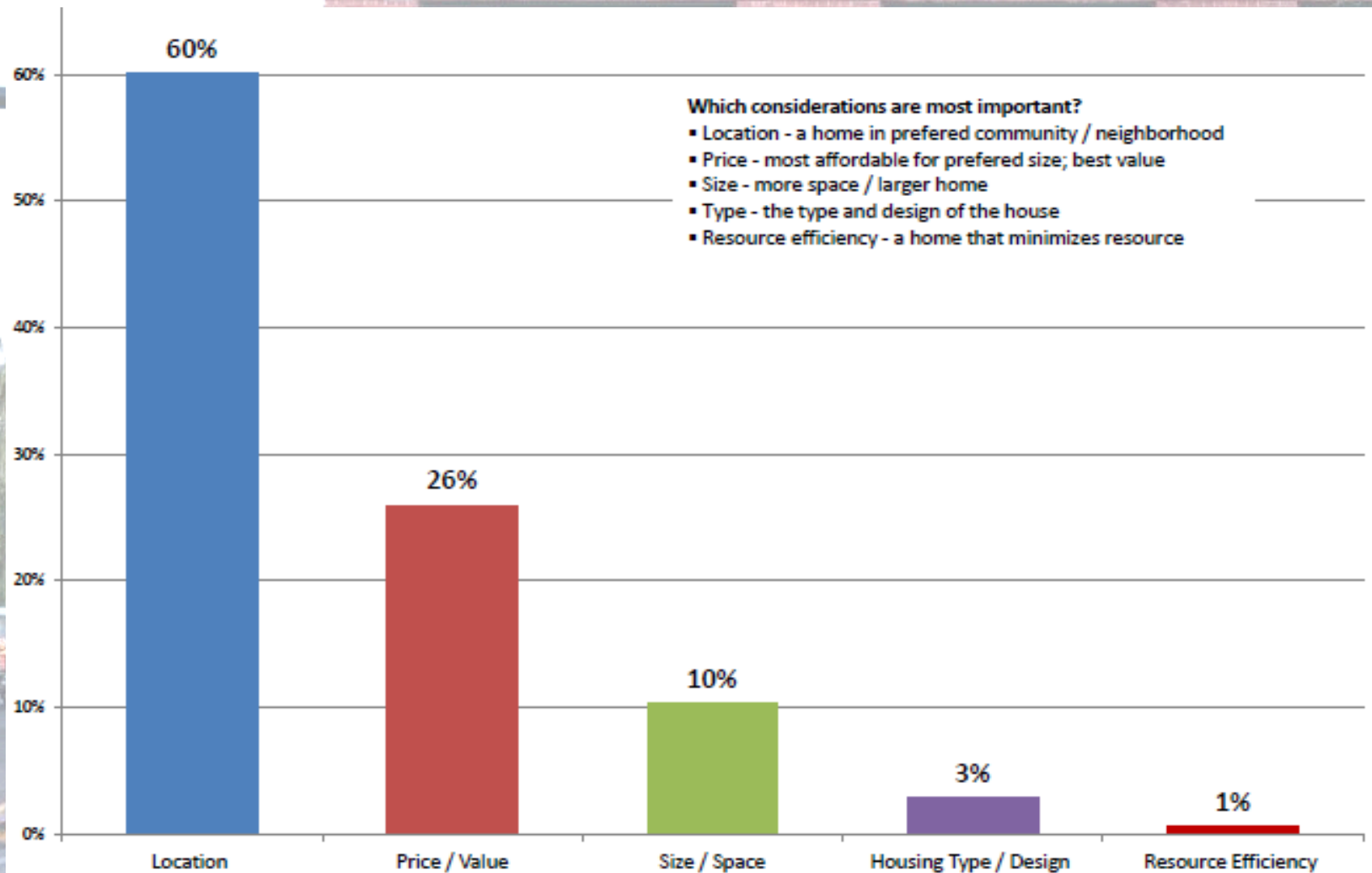
- 89 percent of respondents picked neighborhood over home size.



Convenience & access to amenities



Convenience & access to amenities



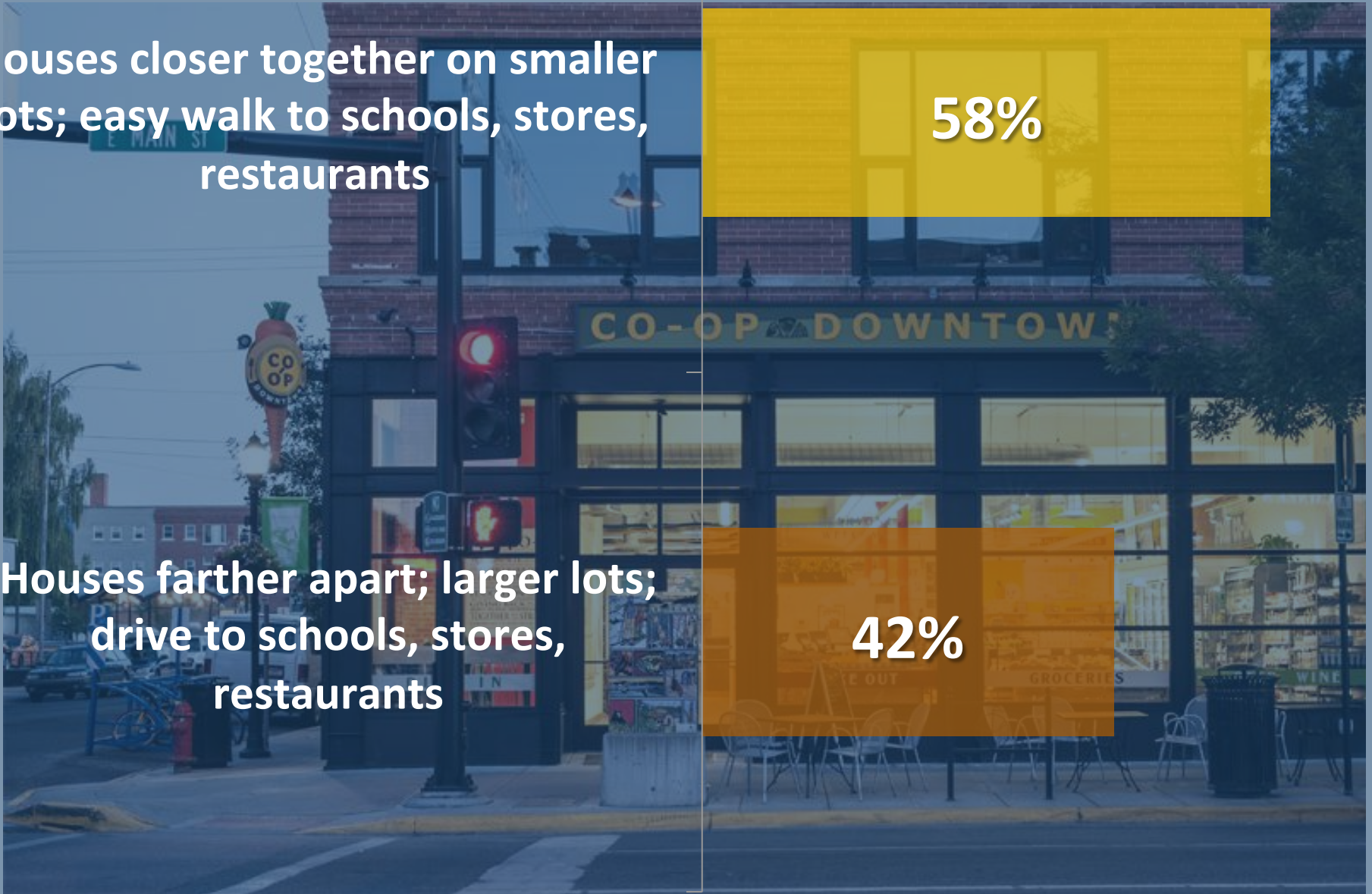
Convenience & access to amenities

Houses closer together on smaller lots; easy walk to schools, stores, restaurants

58%


Houses farther apart; larger lots; drive to schools, stores, restaurants

42%

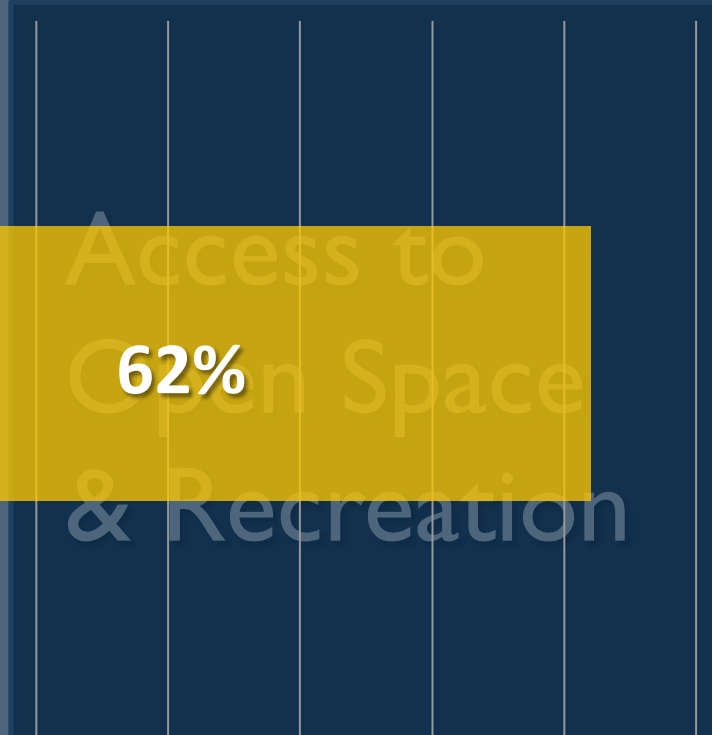


Access to Open Space & Recreation

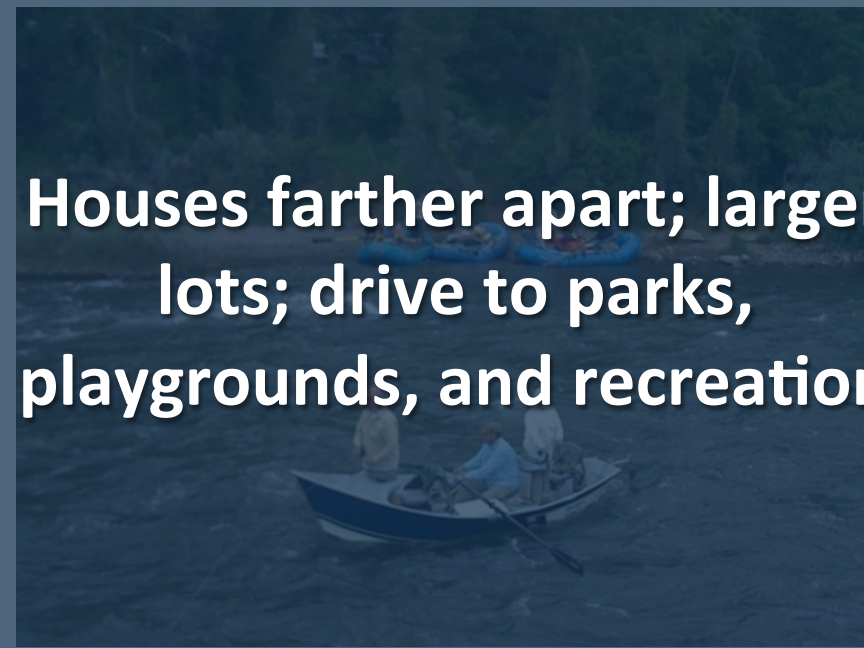




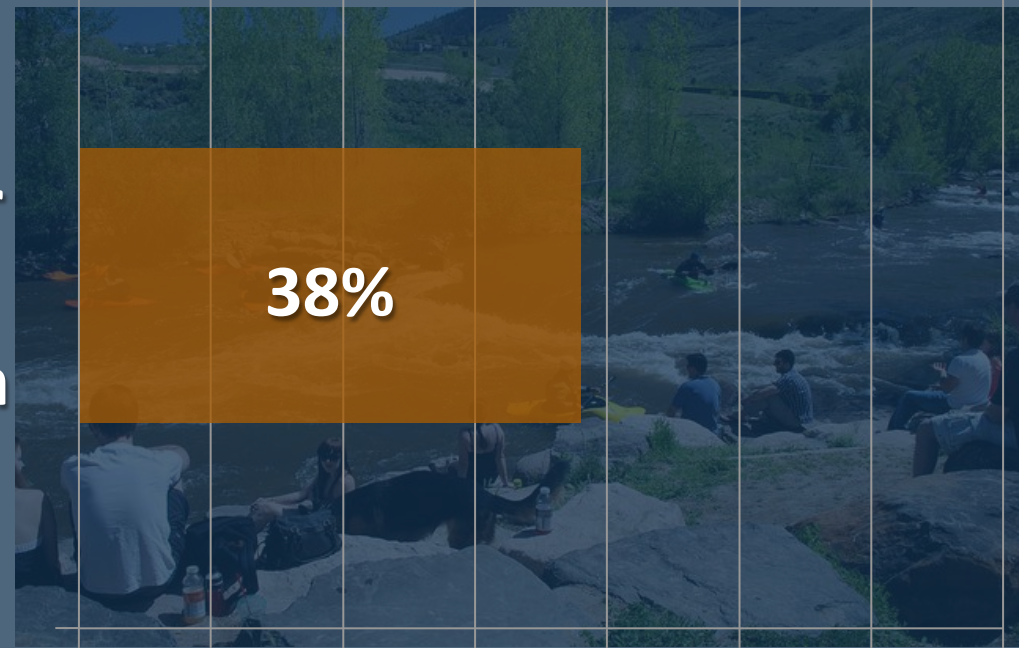
**Houses closer together;
smaller lots; easy walk to
parks, playgrounds,
recreation**



**Access to
62%
Open Space
& Recreation**



**Houses farther apart; larger
lots; drive to parks,
playgrounds, and recreation**

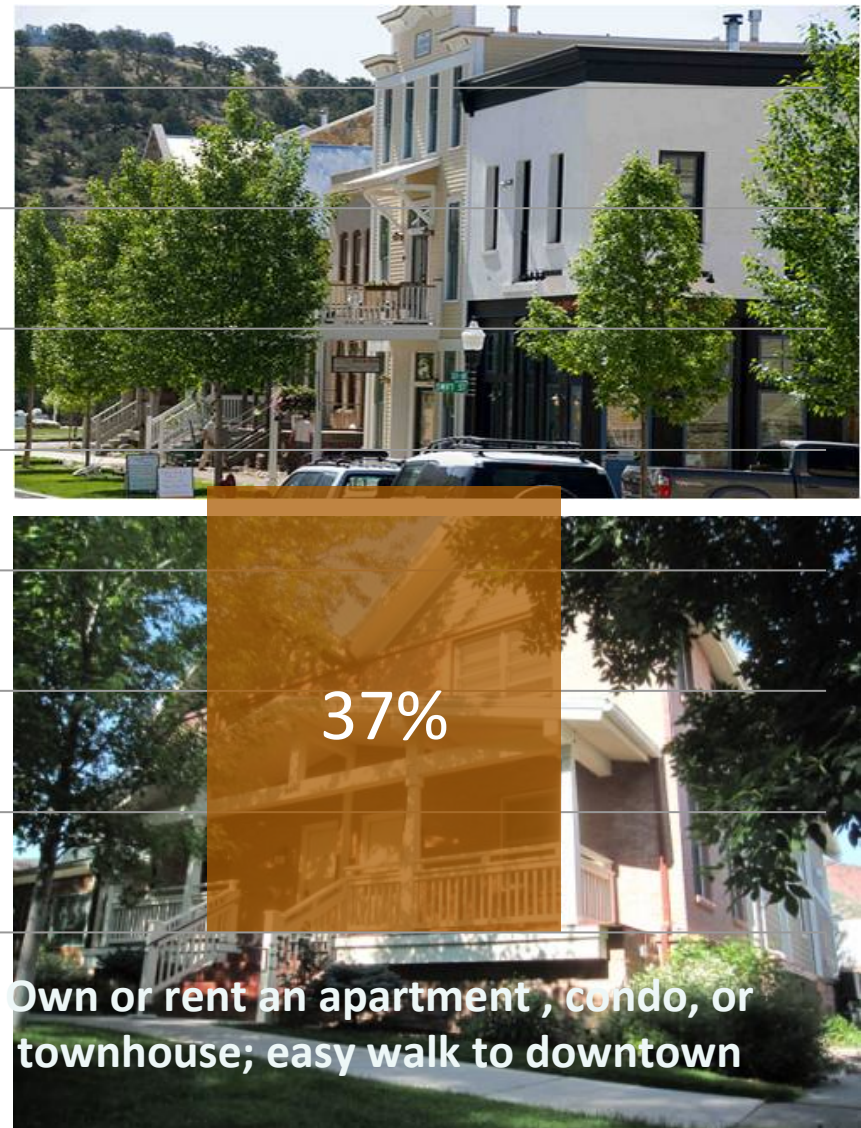
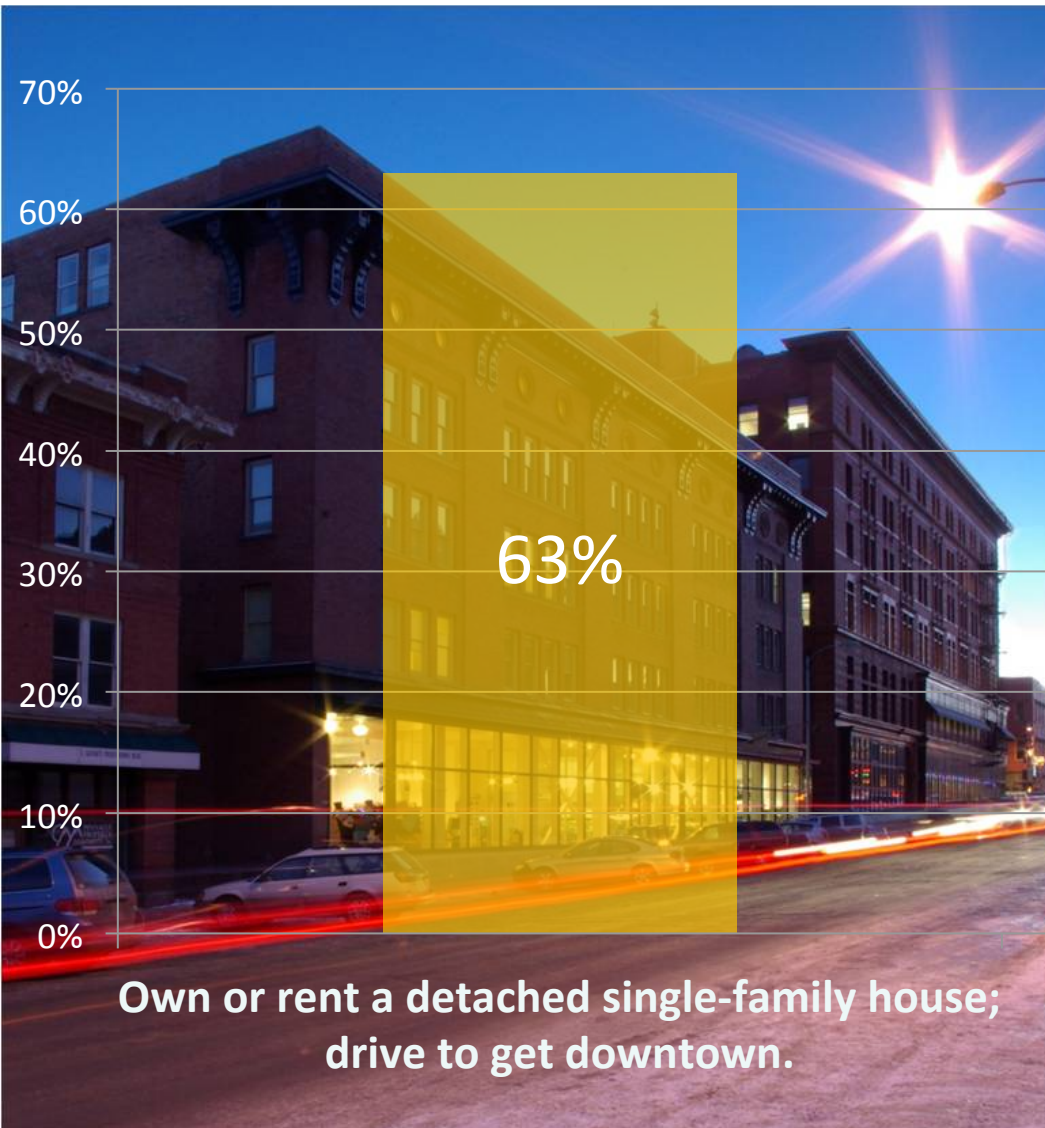


38%

Commercial Trends



Attached housing and downtown living





walkability



90% said living walking distance to community destinations was important to housing decision

Transportation Choices

Walkability (90%)
Short Commute 89% (68% VERY Important)
Live near transit 57%





The Downtown Premium

Is your community

attracting talent?





CHECKS
CASHED
LOANS
PAY BILLS



SUN SPRINGS
MOTEL



WHEELS
WAXES
CAR
TIRE
PRESS

ARVAL
MOTOR W



How do we respond?





Know thyself

Use the Force



(Market)



Vision matters. Know what you want and enable it to happen.

Create Choices



Transportation Choices



Identify and leverage your assets



Grow Good Jobs from Within



A photograph of a modern, industrial-style restaurant interior. The space features exposed wooden beams on the ceiling, concrete pillars, and large windows that look out onto a city at night. Numerous patrons are seated at dark wooden tables and along a long bar, creating a lively atmosphere. Warm, ambient lighting is provided by pendant lights and wall sconces. The text "Embrace Your Authenticity" is overlaid in a large, white, sans-serif font across the lower half of the image.

Embrace Your
Authenticity

Practice Placemaking



... and Place Saving



Rifle's New Ute Theater



Rifle's New Ute Theater



Strategic Investments



Use Transportation to Connect Places *and* Create Places



Think long term...



...act near term

Think long term...



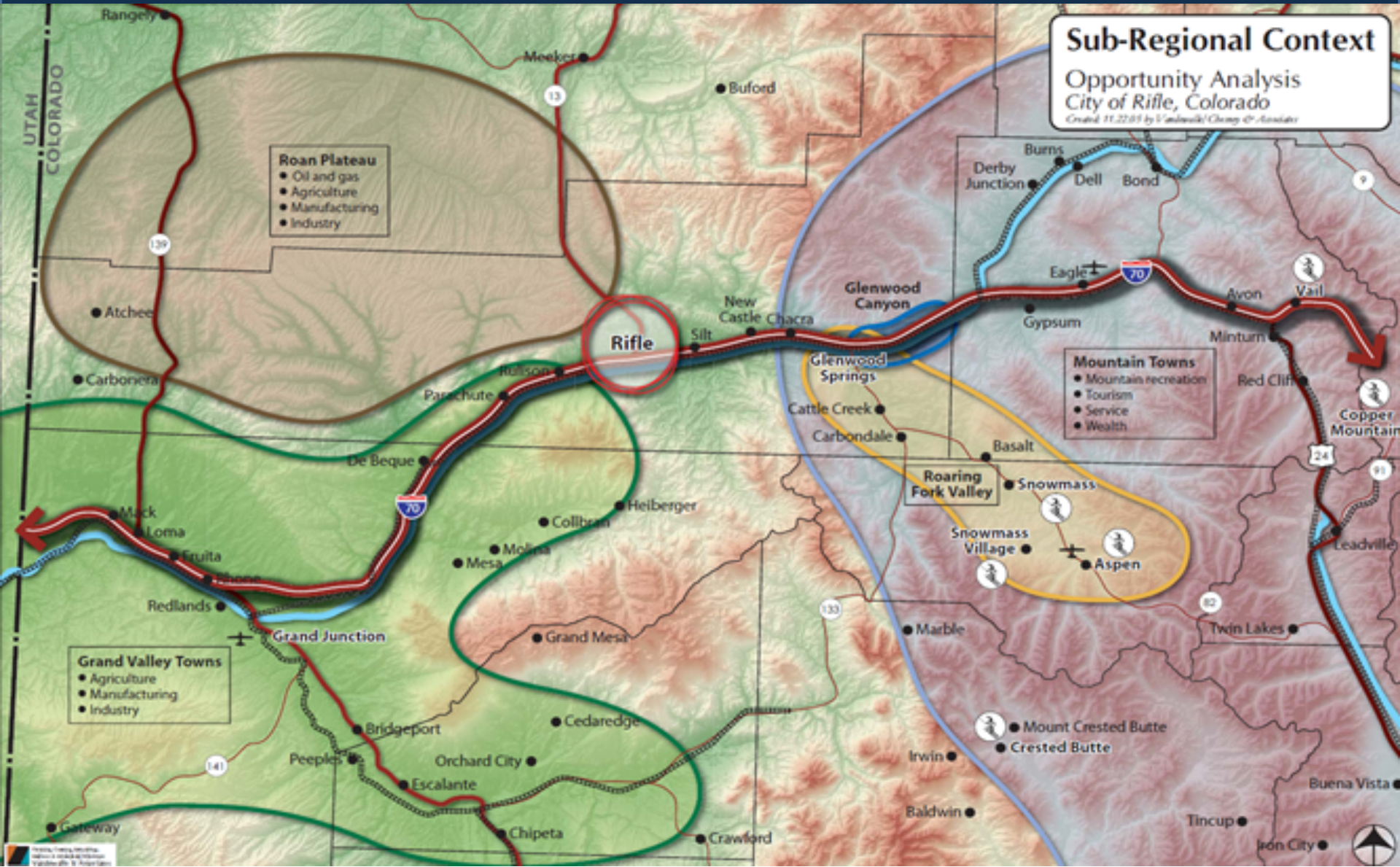
...act near term





Cultivate Leadership,
Collaboration & Civility

Regional Coordination



Build & maintain
your mojo...



COMMUNITY BUILDERS

*The Business of Building
Strong Communities*

www.communitybuilders.net
www.newmobilitywest.org