CREATIVE PLACEMAKING
CREATING THE UNIQUE

IADG Partners Pre-Forum
August 2, 2018
DOES YOUR COMMUNITY NEED MORE PEOPLE?

Bet you could use a brewery, a restaurant, a live music venue, and better housing options. Maybe some more jobs, too.
Population Growth in Iowa's Cities, 2010-2015

Source: Liesl Eathington, Iowa State University Department of Economics

Blue = Gain
White = No Change
Red = Loss
A PEOPLE-CENTERED APPROACH TO BUILDING STRONG, VIBRANT COMMUNITIES

HELPS COMMUNITIES ACHIEVE ECONOMIC AND POPULATION GROWTH

THROUGH CULTURAL AND ENTREPRENEURIAL AMENITIES, CONCEPTS, AND CATALYTIC PROJECTS
FROM THIS...
TOP CONCERNS

- Community
- Infrastructure
- Workforce
- Governance
- Housing
- Education
- Diversity, Equity, and Inclusion
TOP CONCERNS

- Community
- Infrastructure
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CREATING THE UNIQUE
What do young people want?

How do we get young people to stay here?

How do we get young people to move here?
#MECplacemaking

YOUNG PEOPLE

Arts & Culture

Smart Transportation

Entrepreneurial Culture

Parks & Recreation

Jobs
Recruitment & Retention: The Unique

Makerspace

Public Spaces
Complete Streets
Great Schools
Innovative Housing
Small Retailers
Local Breweries
Local Art
Restaurants
Public Market
Co-Working Spaces
Distilleries
Fiber
Recreation
Live Music
Water
BREWERIES
OVER THE YEARS:
1887-2013

126-Year Brewery Count
(1887-2013)

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Breweries</th>
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<tbody>
<tr>
<td>1887</td>
<td>2,011</td>
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<tr>
<td>1920</td>
<td>1,179</td>
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<tr>
<td>1935</td>
<td>703</td>
</tr>
<tr>
<td>1950</td>
<td>89</td>
</tr>
<tr>
<td>2013</td>
<td>2,538</td>
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</table>

Source: Brewers Association, Boulder, CO
• 2016: More than 5,000 for the first time
• Over 3,100 microbreweries
• Over 1,900 brewpubs
• $67.8 billion economic impact
• More than 456,000 jobs
WARDEN HOTEL: WHAT GOES IN IT?
WARDEN HOTEL: WHAT GOES IN IT?

- Residential Units
- Boutique Hotel
- Recreation Center
- Cultural Center
- Restaurant
- Retail
- Coffee Shop
Earlham, Iowa: Bricker-Price Block

• Farm to table restaurant
• Pick-up and go café
• Culinary school
• Teen hangout space

#MECplacemaking
• $800/month
• Three families
• No transportation
• English not first language
• No city inspectors
“PRAYING FOR A TORNADO’”
“A GOOD ARSONIST’’
What We Do
IN SHORT: FIND OLD BUILDINGS & PUT STUFF IN THEM
THE IDEAL DOWNTOWN

STEM Training Center / Co-Working / Maker Space

Grocery Locker System / Medical Services

Live Performance Venue / Art Gallery / Classroom Space

Modern 2nd Stories for Residential Units

Restaurant/Bar for Commercial Revenue Draw

#MECplacemaking
OUR PROCESS

Specific Action Plan*

Capacity Assessment

Community Visioning

*No hundred-page report with information you already know. Only the actions.

#MECplacemaking
**Public Dollars:**
- Historic tax credits
- New market tax credits
- Brownfield/grayfield tax credits
- Workforce tax credits
- City, county, state, and federal opportunities

**Private Dollars:**
- Community foundations
- Private foundations
- Corporate support
- Financial institutions
- Private fundraising
- Private equity
CAPACITY ASSESSMENT: INCENTIVES FOR PEOPLE

- Residency programs
- Monetary incentives from public & private partners

Private Funding

Rent or Student Loans

Return on Investment

25% Stay

3 Year Commitment

Return on Investment
# Capacity Assessment: Organizational Structure
### HIGH LEVEL BUDGET

<table>
<thead>
<tr>
<th>Expenses</th>
<th>Total</th>
<th>Year 2 (5%)</th>
<th>Year 3 (5%)</th>
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<tbody>
<tr>
<td>Staff</td>
<td>$131,700</td>
<td>$130,285.00</td>
<td>$145,199.25</td>
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<tr>
<td>Programming</td>
<td>$105,311</td>
<td>$110,807.24</td>
<td>$116,347.61</td>
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<tr>
<td>Rentals</td>
<td>$2,400</td>
<td>$2,520.00</td>
<td>$2,646.00</td>
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<tr>
<td>Fundraising</td>
<td>$17,600</td>
<td>$18,480.00</td>
<td>$19,404.00</td>
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<tr>
<td>Administration</td>
<td>$36,800</td>
<td></td>
<td>$42,777</td>
</tr>
<tr>
<td>Insurance &amp; Professional Fees</td>
<td>$17,652</td>
<td>$18,534.60</td>
<td>$19,461.33</td>
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<tr>
<td>Marketing</td>
<td>$33,400</td>
<td>$35,070.00</td>
<td>$36,823.50</td>
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<tr>
<td>Utilities</td>
<td>$46,800</td>
<td>$49,140.00</td>
<td>$51,597.00</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td>$393,883</td>
<td>$413,576.80</td>
<td>$434,255.64</td>
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<table>
<thead>
<tr>
<th>Income</th>
<th></th>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Education &amp; Programming</td>
<td>$250,320</td>
<td>$262,836.00</td>
<td>$275,977.80</td>
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<tr>
<td>Rentals</td>
<td>$17,754</td>
<td>$18,642</td>
<td>$19,574</td>
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<td>Partnerships</td>
<td>$10,566</td>
<td>$11,188</td>
<td>$11,748</td>
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<tr>
<td>Fundraising</td>
<td>$119,750</td>
<td>$125,737.50</td>
<td>$132,024.36</td>
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<tr>
<td><strong>Total Income</strong></td>
<td>$398,480</td>
<td>$418,403.48</td>
<td>$439,323.65</td>
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<tr>
<td>Anticipated Revenues</td>
<td>$4,597</td>
<td>$4,826.67</td>
<td>$5,068.01</td>
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</table>

### PROGRAMMING

New programming should run the gamut from traditional music lessons to a theater camp to independent films to trivia nights:

- Piano
- Guitar
- Painting
- Photography
- Ceramics
- General Art
- Graphic Arts
- Computers 101
- Yoga
- Dance Classes
- After School Programs
- Art Camps
- Music Camps
- Theater Camps
- Culinary Camps
- Gallery Openings
- Live Music
- Independent Films
- Local Films
- Cult Classics
- Family Films
- Trivia
- Open Mic
- Comedy Nights
- Theater Productions
Who leads the project?

How do we pay for it?

How do we start?

How do we sustain it?
LET’S PREPARE OUR COMMUNITIES FOR THE NEXT 30 YEARS.
Every young person living on the coasts is actively asking themselves *why they still live there.*

If they are creative, there is *zero reason to live in a large city.*

They are unable to *pioneer.*
Every young person living on the coasts is actively asking themselves why they still live there. If they are creative, there is zero reason to live in a large city. They are unable to pioneer.

2000s Migration
Next 30 Years: Coastal Migration

5-10 Years:
- Austin
- Denver
- Detroit
- Kansas City
- Minneapolis
- Nashville
- Pittsburgh
- St. Louis

10-20 Years:
- Albuquerque
- Boise
- Columbus
- Des Moines
- Tulsa

20-30 Years:
- Ackley
- Carlisle
- Dubuque
- Dysart
- Oskaloosa
- Spencer
- Villisca
“**Fully autonomous vehicles** will be ready by 2021.”
- Mark Fields, Ford Motor Company

“**Driverless cars** will be used all over the world by 2025.”
- Anthony Foxx, Former US Secretary of Transportation

“75% of all vehicles will be autonomous **by 2040.**”
- Institute of Electrical and Electronics Engineers
Work While Commuting
“Individuals may opt to live further from city centers, as advances in transportation and 
connectivity allow them the abundant space of a rural town combined with many of the employment options, goods, and services once available only in cities.”

- Karen Harris, Managing Director of Bain & Company’s Macro Trends Groups
NEW INDUSTRIES AND IDEAS
3,000 SF Home in Three Hours
WHY IS YOUR COMMUNITY NOT THE WORLD?
Bethany Wilcoxon
Vice Principal of Community Planning
712-249-9788
bwilcoxon@mecresults.com