



AUBURN
Outreach
*Government & Economic
Development Institute*

PLACEMAKING FOR ECONOMIC DEVELOPMENT

April 23, 2025 - AUBURN IN BIRMINGHAM - 2013-15 4th Avenue North, Rooms 413 & 425

10:00 - 10:15 WELCOME AND PARTICIPANT INTRODUCTIONS

10:15 - 11:30 HOW TO INCORPORATE PLACEMAKING AS PART OF YOUR ECONOMIC DEVELOPMENT & TOURISM STRATEGY

Nathan Norris

Founding Principal

The CityBuilding Partnership

- Why Place Matters
- 3 Steps of Placemaking
- Why Cities Unknowingly Favor Fiscally Irresponsible Development Patterns
- Functional Design Basics for Spurring Redevelopment

11:30 - 12:30 NETWORKING LUNCH AND DISCUSSION

We will have a casual lunch on site. Participants will have an opportunity to respond to the opening session, and Nathan Norris will provide participants with a framework for fully leveraging placemaking as an economic development tool.

12:30 - 1:45 DOWNTOWN WALKING TOUR - INTERACTIVE EXERCISE & DISCUSSION

Led by Nathan Norris, the tour will take place in rain or shine. In the event of rain, participants will be provided with rain ponchos.

1:45 - 2:00 BREAK

2:00 - 3:15 IMPLEMENTATION TOOLS & TECHNIQUES FOR COMMUNITY LEADERS

Nathan Norris will use case study to discuss special placemaking topics, including:

- The 20 Most Common Placemaking Mistakes Cities Make
- The Top 12 Tools for Creating Thriving Communities
- How to Improve Your Community on a Shoestring Budget
- How to Speed Positive Change in Your Community

3:15 - 3:50 NEXT STEPS

Based upon the lessons learned earlier in the day, Nathan Norris will facilitate a discussion that allows participants to identify and prioritize next steps for their communities.

3:50 - 4:00 WRAP UP AND ADJOURN

CONTACT DETAILS

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