

2015

PAAO GRANT MANAGEMENT

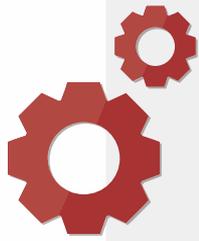
WORKSHOP

VIRGINIA DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT

MULTIFACETED Community Revitalization

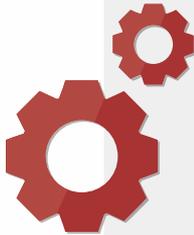


Who's in the room?



- Town/County/City Staff
- Planning District Staff
- Redevelopment & Housing Authorities
- Other Non-profit Partners
 - Private Consultants





Today's Focus

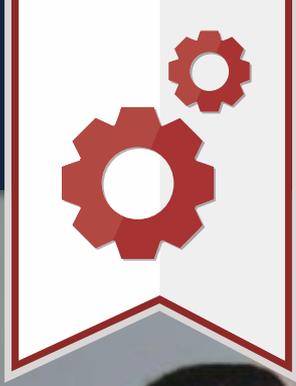


A community driven approach to formulating, funding, and implementing community development projects.

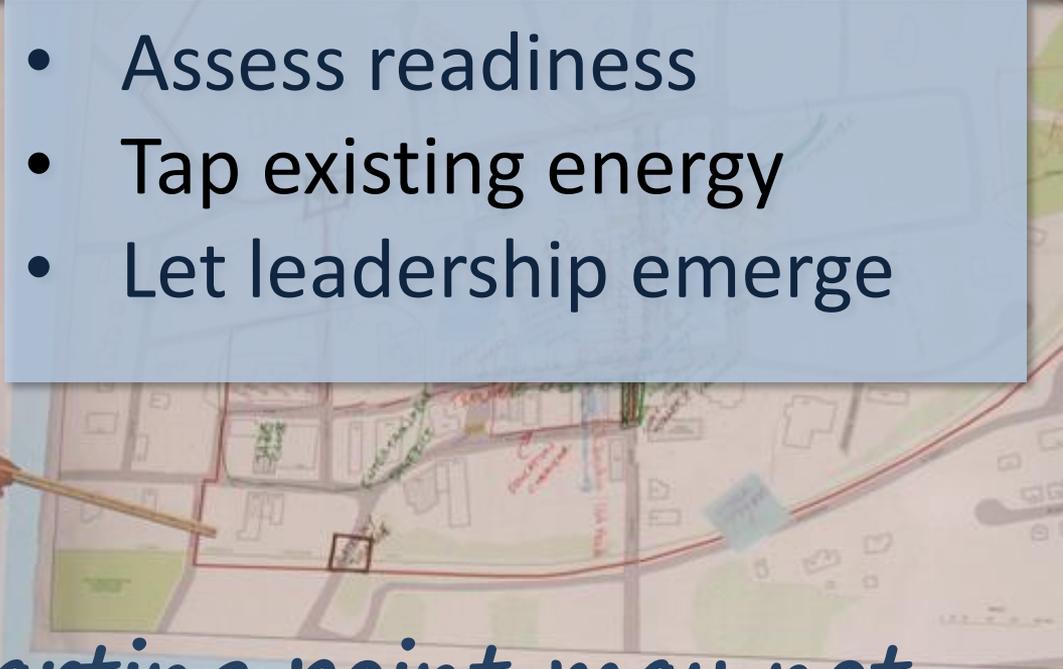
It starts with planning.

- Assess readiness
- Tap existing energy
- Let leadership emerge

The starting point may not be where you think it is.



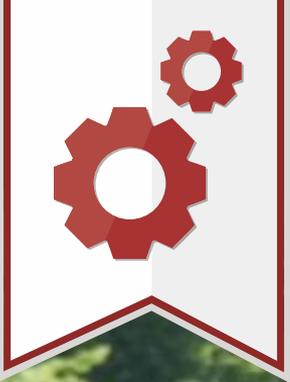
	Evening prior	Thursday	Friday
8:00 AM		Charret Planning Team Breakfast	Design Team meeting 6
9:00 AM			Design Team follows concepts, works on organizing
10:00 AM		Planning Team issues the preparations for public design session	Public input into design and begins composite drawings
11:00 AM			
12:00 PM			
1:00 PM		End of the process with conclusions	Design Team finalizes concept drawings, formalize priorities and issues presentation preparation showing preliminary strategies and next steps
2:00 PM		Public design session - last agenda item	
3:00 PM			
4:00 PM			
5:00 PM			
6:00 PM			
7:00 PM			
8:00 PM			
9:00 PM			
10:00 PM			



Some Starting Points

- Downtown group
- Chamber
- Tourism committee
- High-capacity nonprofit
- Current project teams





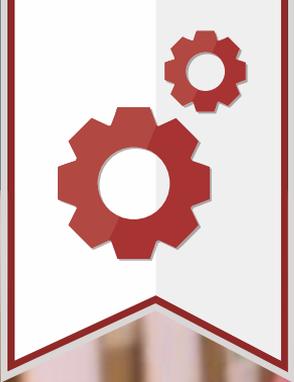
The Connected Process



- Other planning processes
- Ongoing projects
- Past studies
- Goals/projects of partners



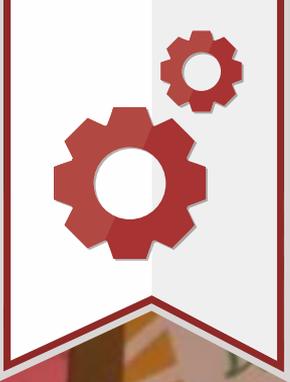
Consider a planning process as a strategic foundation, not just a path to one particular grant.



Participation: Broad and Deep



- Stakeholder mapping
 - The engagement ladder
 - Sparkplug identification
- 



The Context



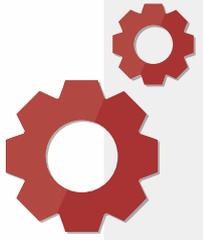
- 
- Regional & local plan survey
 - Asset inventory
 - Project alignment
 - Collective prioritization
 - Strategy formalization
 - Interactive engagement



Partner Planning Resources



- 
- USDA-Rural Development
 - VDACS Agriculture and Forestry Industries Development (AFID)
 - VHDA Reach Team

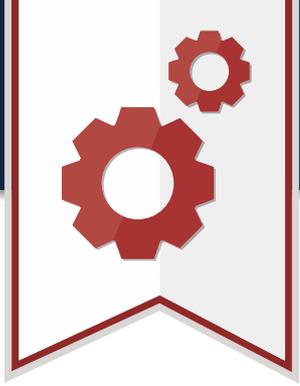


DHCD Planning Resources

- CDBG Planning Grants
- Building Collaborative Communities (BCC)
- Building Entrepreneurial Economies (BEE)
- **Main Street** Training, Technical Assistance and Grants



VTC Planning Resources



**VIRGINIA
IS FOR
LO  **ERS**[®]**

Virginia Tourism Corporation

VTC Funding Resources

- VTC Marketing Leverage Program
- VA Tourism Development Financing Program
- Virginia Tourism Growth Fund

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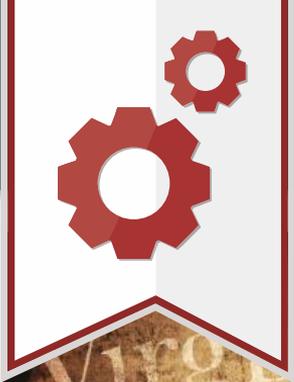
VTC Planning Resources

- Tourism Assessments
- Tourism Strategic Planning
- DRIVE Tourism

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Virginia Tourism Corporation

VTC Planning Resources



Virginia is for Lovers™

REV IT UP!

An exercise to help you maximize your tourism potential.

VTC PARTNERSHIP MODELING

BROUGHT TO YOU BY THE VIRGINIA TOURISM CORPORATION

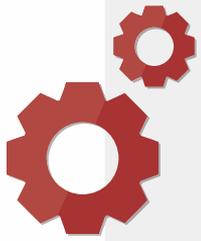


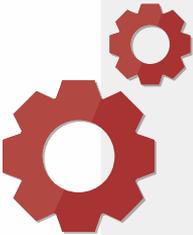
BRAIN STORMING EXERCISES

Create a Vanity Plate that
BEST describes your destination?



A Planning Example: Wytheville





A Planning Example: Wytheville

Convene a Management Team – to consist of:

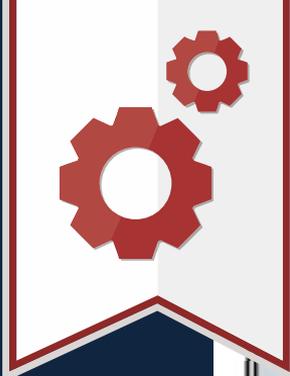
- Residents / community members (at least two)
- Local Government representative (Town/City Manager, County Administrator)
- Members of Council
- School System (at least two students and one representative of school system)
- Historical Society (or equivalent)
- Building Official
- Downtown Business Owners
- Building Owners
- Downtown Organization
- VDOT representative
- Planning District Commission
- Economic Developers / Planners
- And as appropriate:
 - Community College representative
 - Local Internet Service Provider
 - Artisans/musicians
 - Incubator representative
 - Real Estate professionals / private developers
 - Churches and other social organizations
 - Emergency Service personnel
 - Local curmudgeon
 - Housing Authority official
 - Industry representative
 - Social Services/Workforce Training representative
 - Local Media

Downtown Wytheville Planning Group
6/26/12, 5:30pm –Wytheville VHDA Office

Participants

1. Wayne Sutherland
2. Brian Reed
3. Will Johnson
4. Rose Lester
5. Jack Hunley
6. Danny Gordon
7. Polly Miller
8. Che Roop
9. Teresa King
10. Priscilla Jonas
11. Jim Stallard
12. Judson Lambert
13. Bill Hurst
14. Lanny Lindamood
15. Doug Jackson
16. Brian Freeman
17. Frances Emerson
18. Sara Paulk
19. Rhonda Sechrest
20. Dianna Puckett
21. George Euurbler

Call to Order



**Management Team
Meeting Notes**

December 7, 2011

Unique
Strengths

Trends

building a vision for
**Downtown
Wytheville**

Current
Identities

Opportunities
for Action



Assets

Resources

Specific Challenges

- age of information
 - custom fit
 - quality counts
 - back to nature
- the return downtown
 - outcomes matter

National

- let's get together
- welcome to my Southwest Virginia

Regional



Trends

- strategic resource alignment
 - all business all the time
- Virginia is still for lovers
 - rise of the region

State

- downtown as cultural center
- coordinated community strategy
 - live and let lodge
 - al fresco dining
- "local" opportunities
- changing district hours

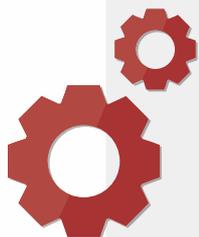
Downtown

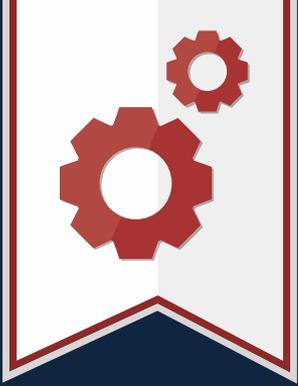
Specific Challenges



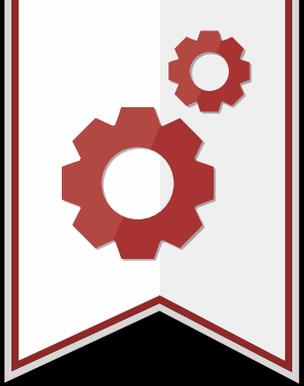
- change is hard
- It's tough work imagining the future, it can make some of us uncomfortable
- Fear: we have to get out of this defensive crouch
- Continuity and continuing motivation. we need to get it going and keep it going
- Competition: How do we compete with the big boxes—we provide great customer service, we have foot traffic, we're building our social networking benefits...but there are real threats
- lack of specific external image
- lack of emphasis on downtown

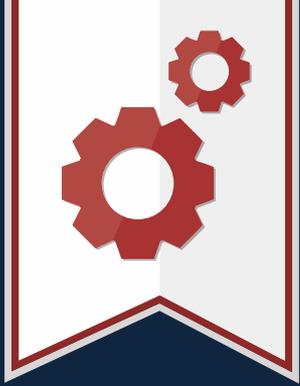
Planning & Prioritization



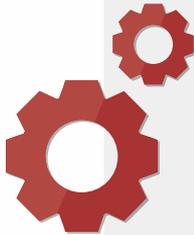


* Either one existing or one enhanced product must be located in one of the destination's top three in-state partners.





Wytheville



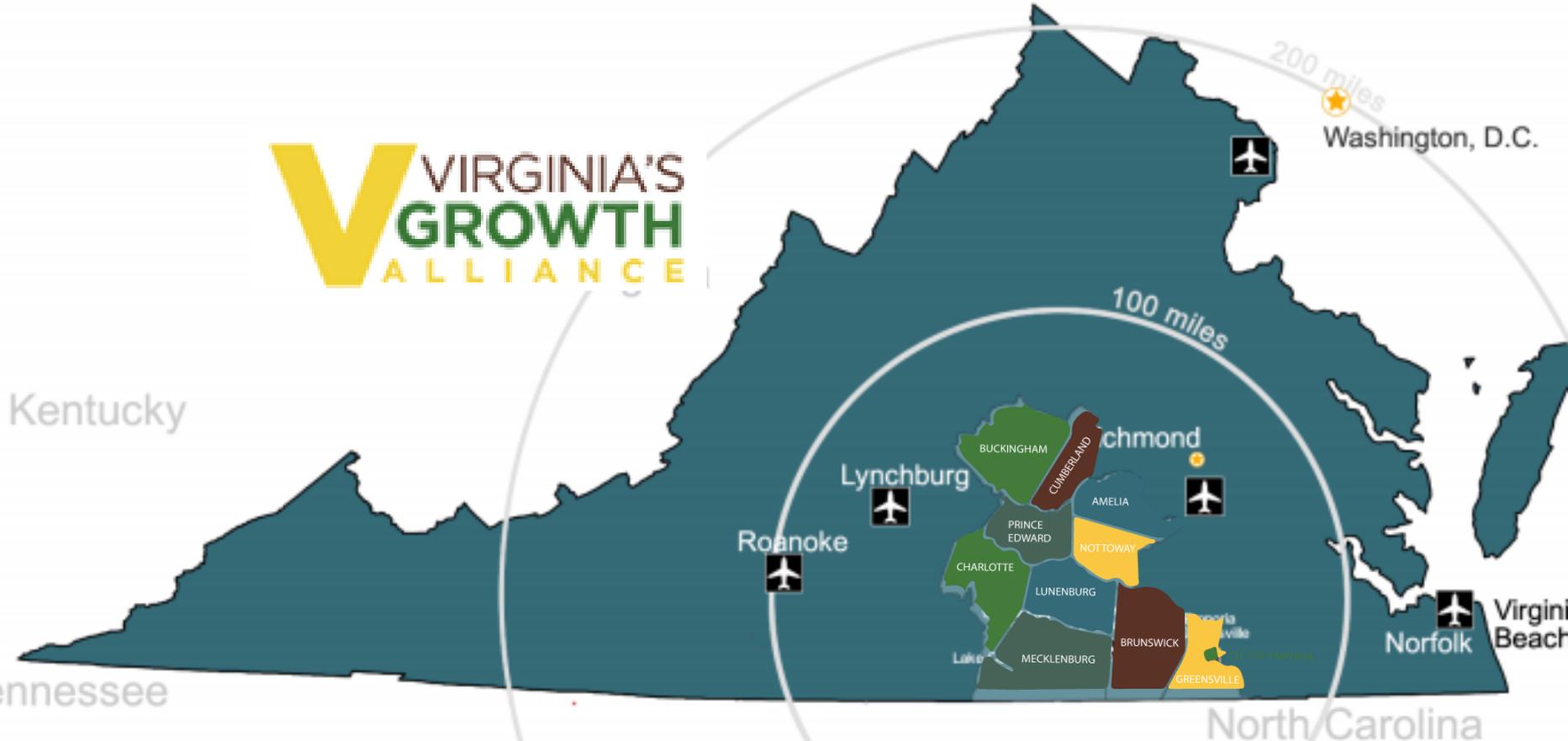
Wytheville Drive Tourism

Immediate: Music and Entertainment Downtown

Two Year: Expansion and further development of Farmers Market

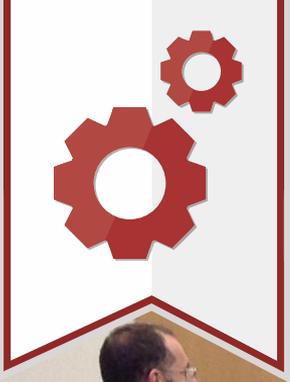
Five Year: Development and/or renovation of Downtown Theater

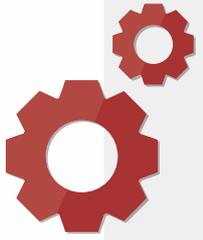
Virginia's Growth Alliance Airports Map



Planning Assistance

- Stronger Economies Together
- Building Collaborative Communities
- Tourism Assessments



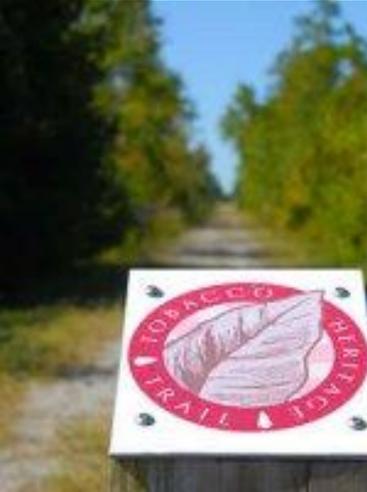


Economic Restructuring

- Industrial Attraction and Retention
 - Workforce Development
 - Asset Building
 - Small Town Significance
 - Developing Entrepreneurial Culture
- 

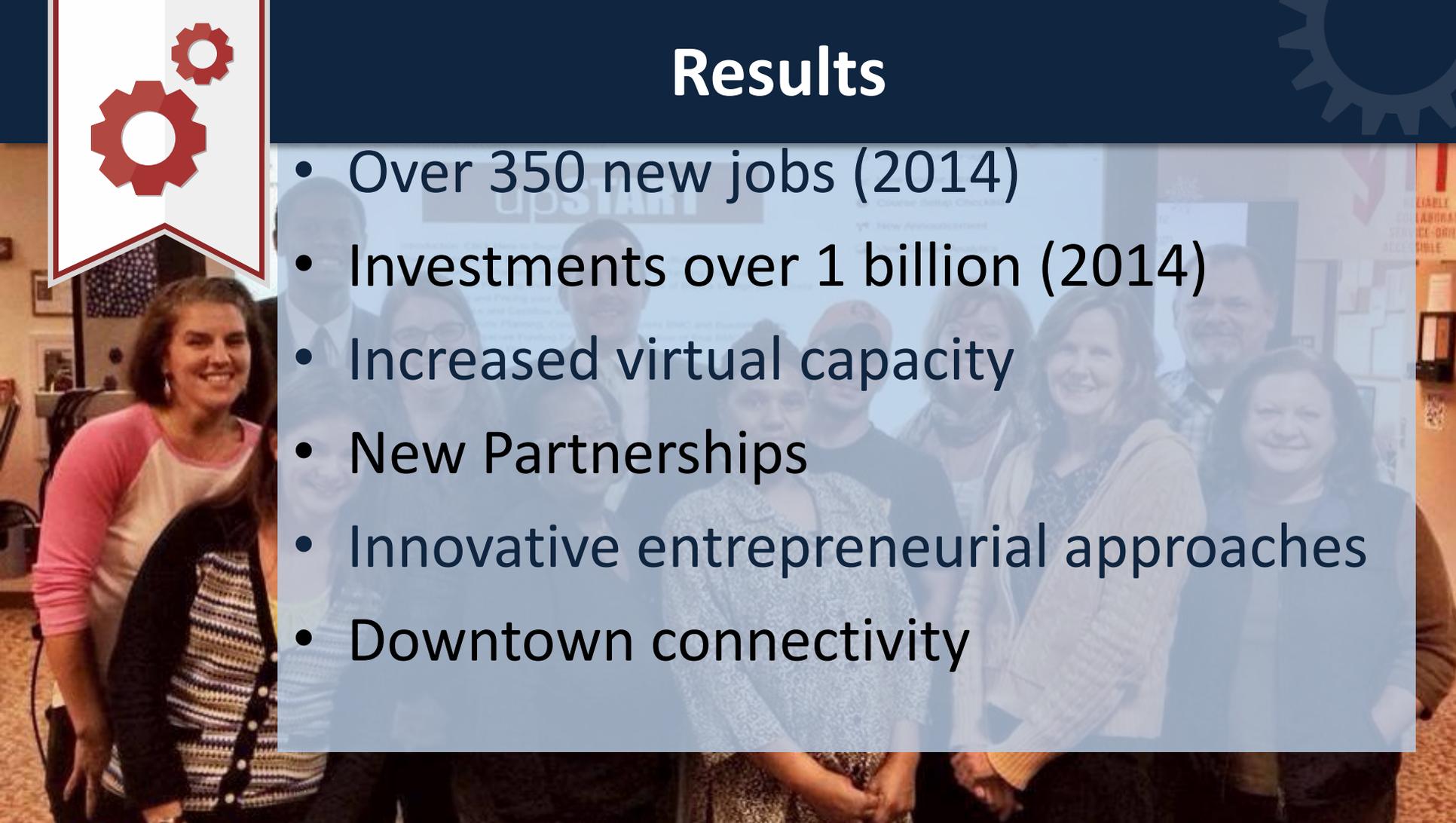
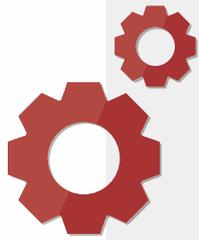
Approaches

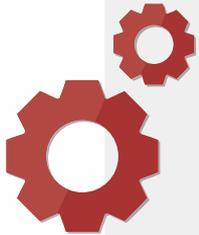
- Placemaking
- Tourism Development & Enhancements
- Education
- Technology
- Inclusivity
- Developing Entrepreneurial Ecosystem



Results

- Over 350 new jobs (2014)
- Investments over 1 billion (2014)
- Increased virtual capacity
- New Partnerships
- Innovative entrepreneurial approaches
- Downtown connectivity





Now What?

- You can be a guide helping step the process back to goals and asset-driven strategies
 - Specific strategies for distinct places
 - Agencies as partners
 - Push us!
- 