



HOMETOWN COLLABORATION INITIATIVE

IndianaHCI.org



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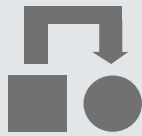
Placemaking

Investing in Your Place

HOW CAN PLACEMAKING TRANSFORM MY COMMUNITY?

Talent, or human capital, is the single most important element of local community economic development. To remain viable in a rapidly changing economy, communities must invest in holistic efforts to improve quality of place—a precursor to developing, attracting and retaining human capital. The success of Indiana's cities and towns depends, in part, on effectively embracing placemaking opportunities related to arts and cultural integration, community design and central city revitalization, community well-being, educational excellence, municipal governance and readiness for change.

SIX KEY AREAS OF PLACEMAKING



Readiness for
Change



Arts and Culture
Integration



Community Design/
Central City
Revitalization



Community
Well-being



Educational
Excellence



Municipal
Governance

INTRODUCTION TO PLACEMAKING

During four in-depth and interactive sessions, HCI communities that select the Placemaking Building Block will:

- Learn more about the importance of investing in place, gaining historical perspective, examining research and discovering best practices
- Align community capitals assets identified during the Foundation Phase with the six key areas of placemaking
- Explore the community through the lens of quality of place
- Identify a placemaking path, selecting a program track to address specific needs or opportunities

HCI Partners

HCI program partners include Indiana Office of Community and Rural Affairs, Purdue University and Ball State University.



ENHANCING THE VALUE OF PUBLIC SPACES

ENRICHING PLACE THROUGH COMMUNITY DESIGN

EMBRACING THE POWER OF TRAVEL

REBUILDING THE LOCAL FOOD SYSTEM

KEY OBJECTIVES

Public spaces play a vital role in all our lives. Decisions about how to design and manage these spaces can have long-term impacts on the social, economic and environmental health of our communities. In this program track, collaborative activities are used to identify best practices to improve public spaces.

- Collect data on community assets
- Plan improvements to public areas
- Integrate those plans with larger community programs and goals

KEY OBJECTIVES

Successful community design fosters interaction among people and place while providing opportunities to meet the needs of residents, businesses and visitors. This program track examines how revitalized downtowns, well-connected neighborhoods and complete streets are among the ways better design enables stronger community economic development.

- Explore key concepts and best practices in placemaking and community design
- Analyze the connectivity of the physical environment with people and things
- Identify opportunities to successfully implement community design projects that engage residents and build effective collaborations

KEY OBJECTIVES

Tourism is place-based community economic development that supports the amenities needed to develop, attract and retain talent. Tourists and residents, alike, seek vibrant downtowns, walkable neighborhoods and other quality of place assets. This program track explores how communities can tap tourism's potential by utilizing cultural and natural resources, nurturing authenticity and better telling a compelling story.

- Introduce key concepts of tourism
- Understand community assets in a tourism context
- Integrate tourism opportunities with community economic development

KEY OBJECTIVES

Local food systems and the network connections, economic structure and humanity of food production have declined precipitously since the global food system became the dominant food system in the United States. This program track uses community food system assets to address inadequacies in the food system. The HCI coordinating team will work with community stakeholders to address and prioritize these issues in an asset-based examination of opportunities.

- Increase knowledge of the community food system, including key stakeholders and participants
- Understand how to support increased diversification in production and distribution
- Appreciate the policies that impact the local food system
- Address the changes necessary to redevelop the local food system