

Why

Revitalize Your Downtown?

Why is
“Downtown”
important?

**Because your downtown
is your venue of culture.**

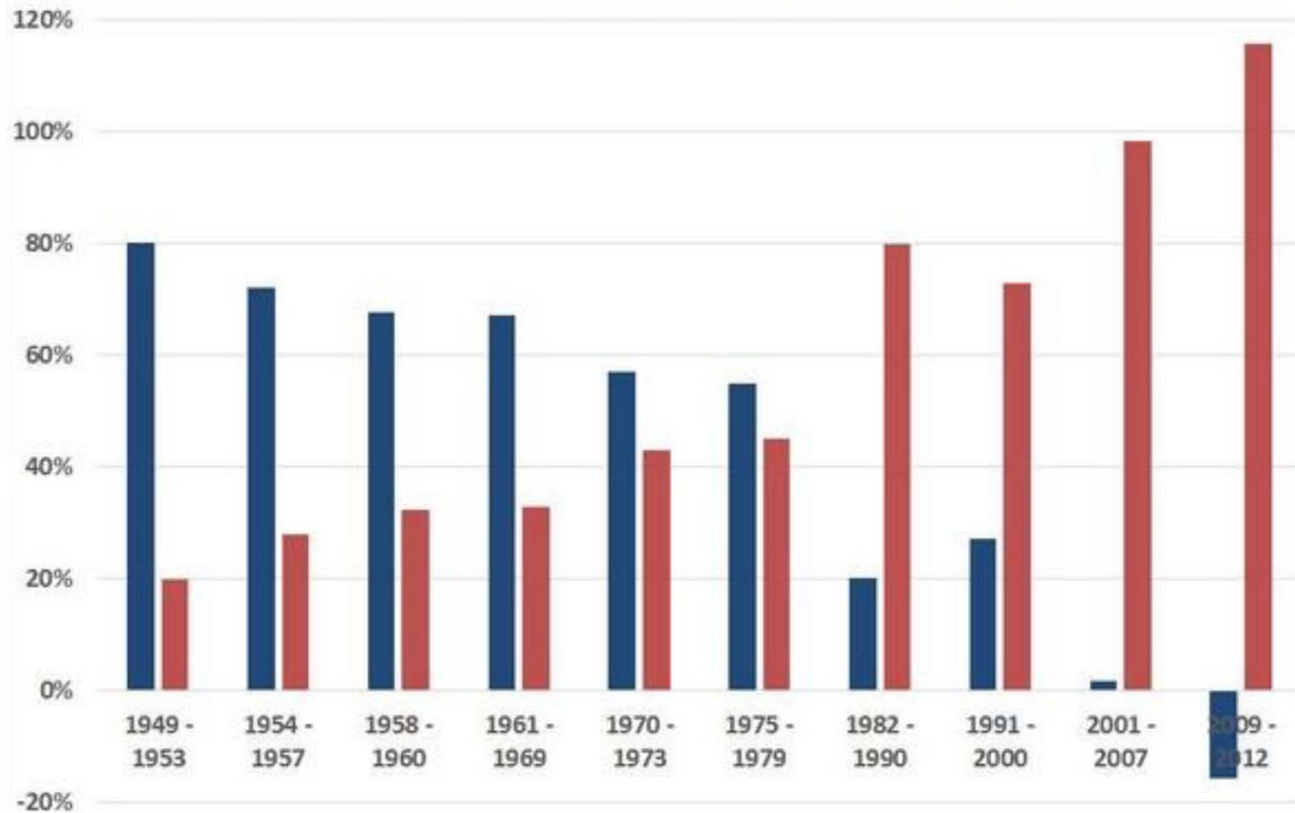
Because your downtown
is your venue of culture.

**And culture is at the heart
of the new economy.**

New Economy

- **Wealth Gap**

Distribution of Average Income Growth During Expansions



source: Pavlina R. Tcherneva calculations based on Piketty/Saez data and NBER

■ bottom 90% ■ top 10%

POVERTY RATE

GENDER & AGE



Overall

16.0%

RANKED: 41ST

Percentage of people who fell below the poverty line—\$24,340 for a family of four—in 2016



Children

22.6%

RANKED: 41ST

Percentage of children under age 18 who fell below the poverty line in 2016



Working-Age Women

16.7%

RANKED: 40TH

Percentage of women ages 18 to 64 who fell below the poverty line in 2016



Working-Age Men

12.1%

RANKED: 34TH



Hunger and Food Insecurity

14.0%

RANKED: 32ND

Percentage of households who were food insecure on average from 2014 to 2016, meaning that at some point during the year, they experienced difficulty providing enough food due to a lack of money or resources.



Affordable Housing

52.0 units

RANKED: 41ST

Number of apartments or other units that were affordable and available for every 100 renter households with very low incomes in 2015. Very low-income households are those with incomes at or below 50 percent of the area median income.



Assets and Savings

10.4%

RANKED: 40TH

Percentage of households that used high-cost, high-risk forms of credit to make ends meet during 2015. This includes payday loans, automobile title loans, refund anticipation loans, rent-to-own, and pawning.



Unemployment Insurance

12.5%

RANKED: 48TH

Percentage of unemployed workers who received unemployment insurance in 2016

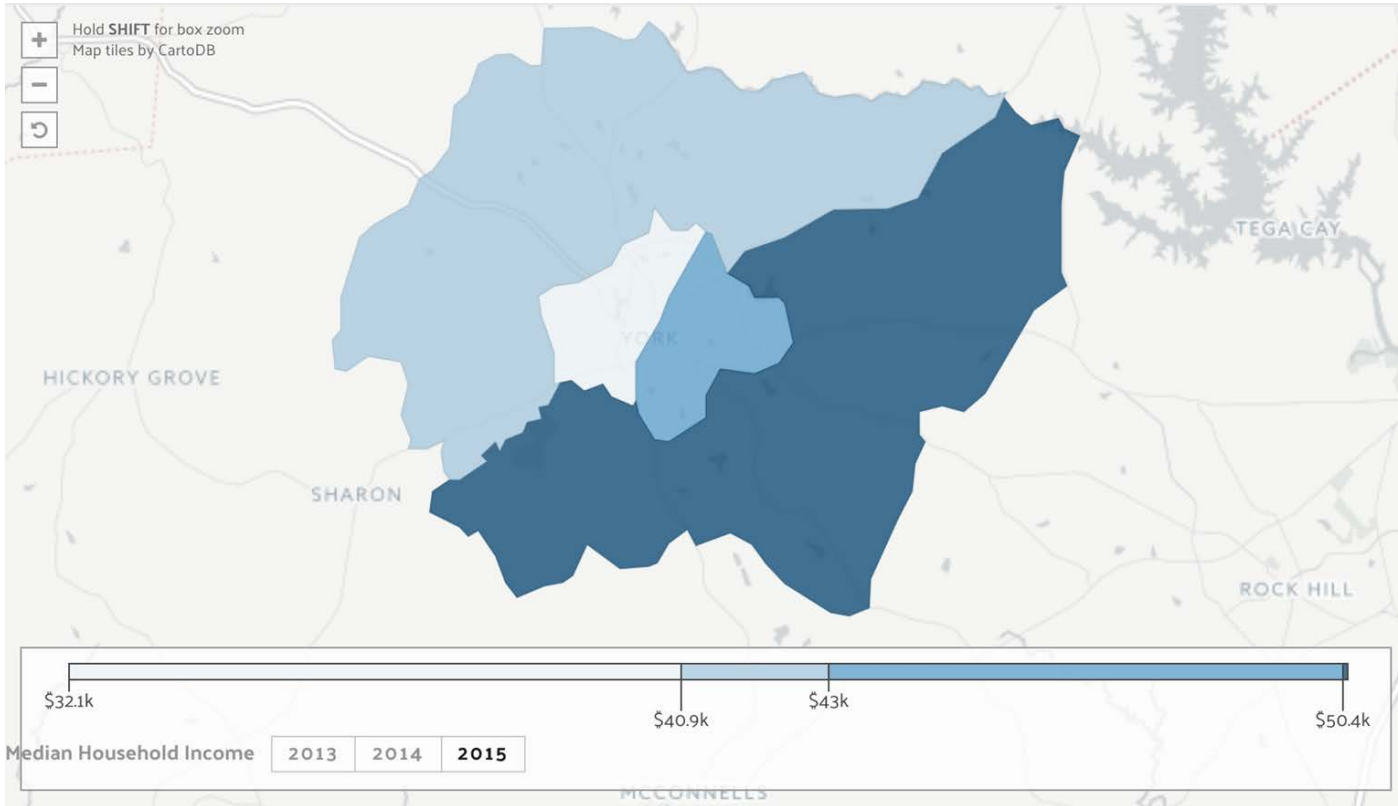


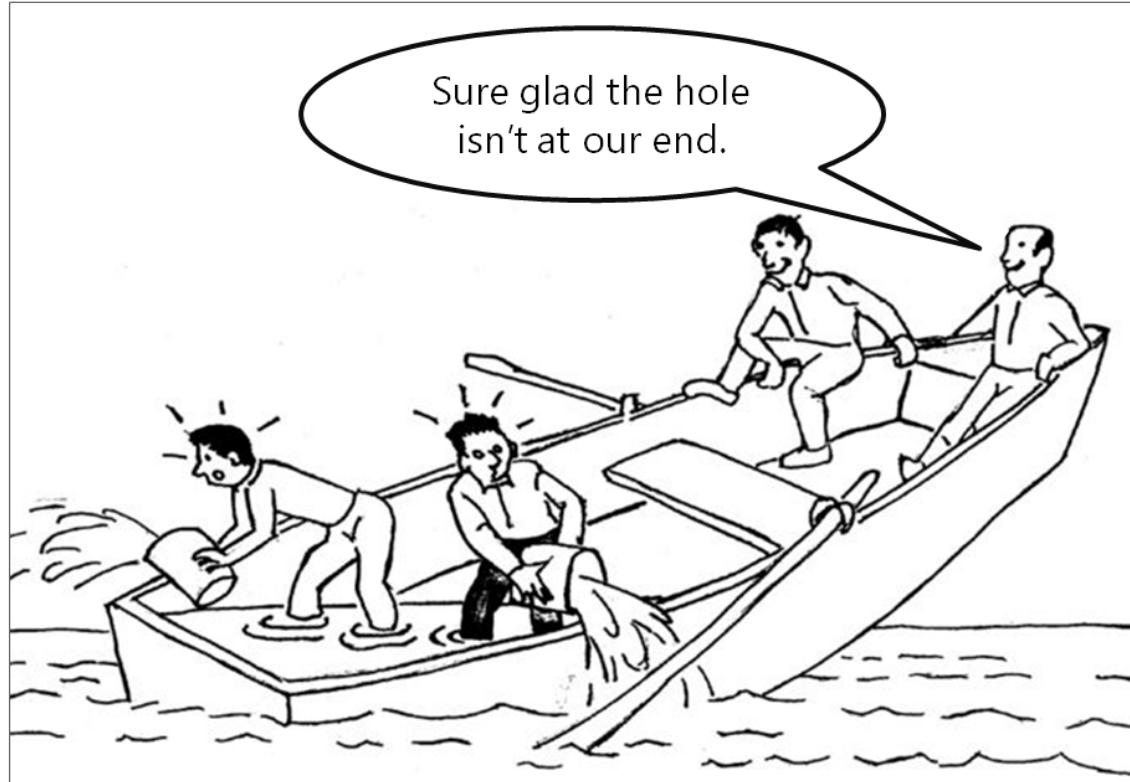
Health Insurance Coverage

26.5%

RANKED: 50TH

Percentage of people under age 65 and below 138 percent of the poverty line who did not have health insurance at any time in 2016

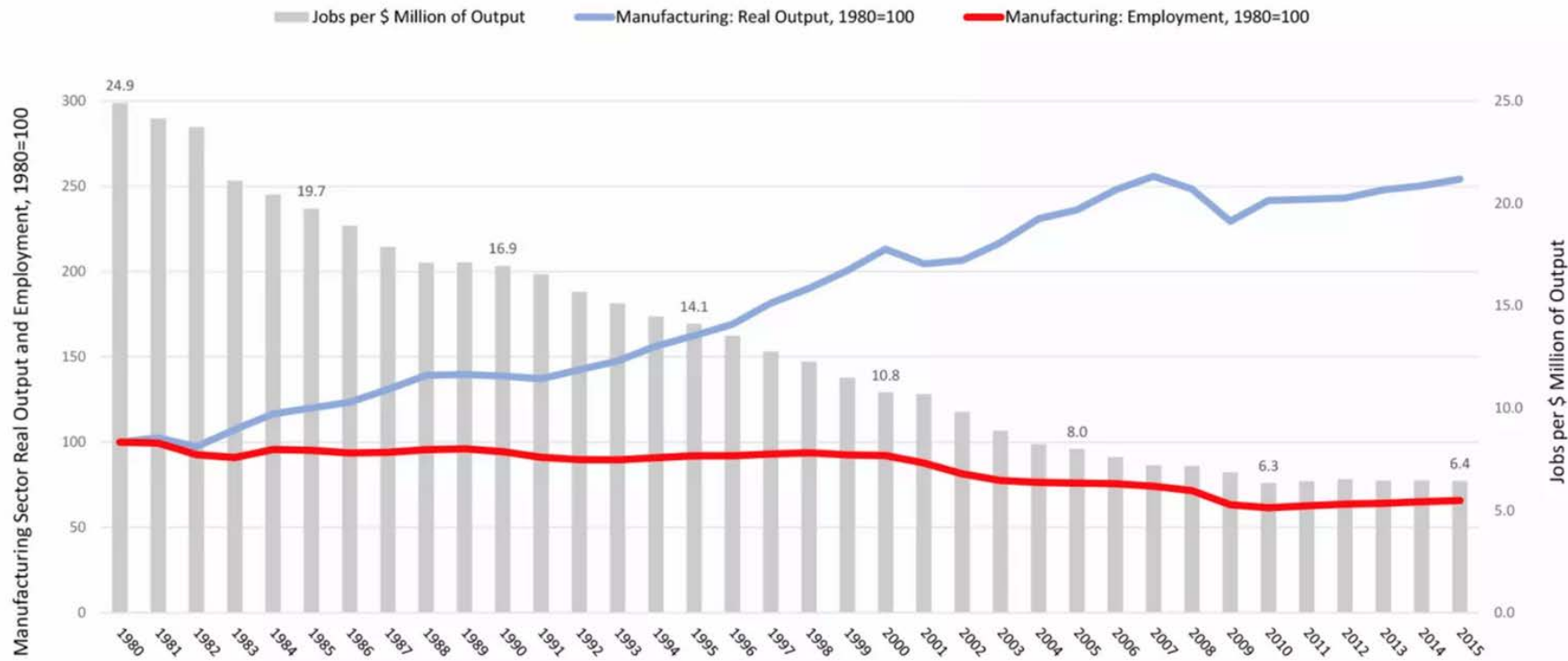




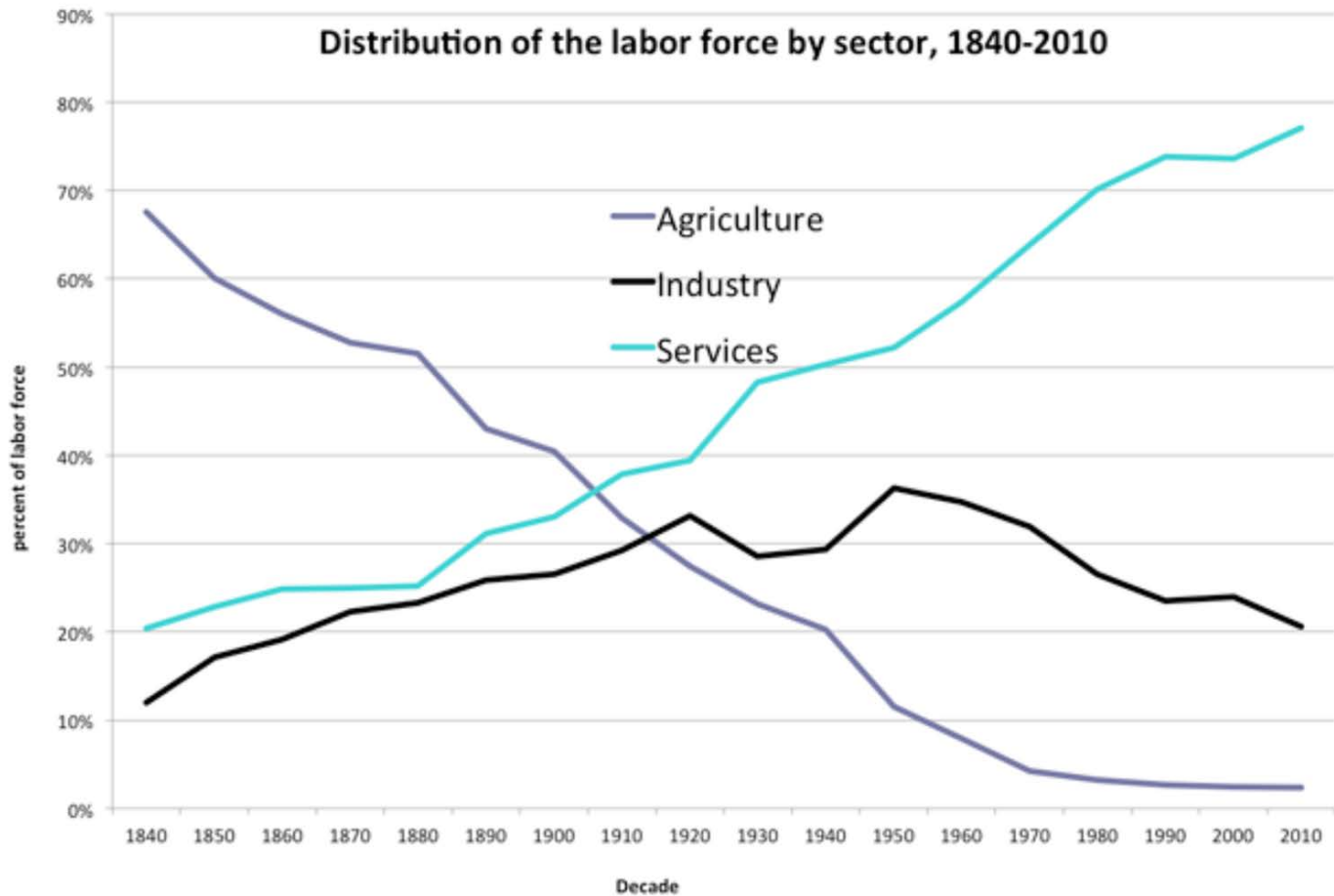
New Economy

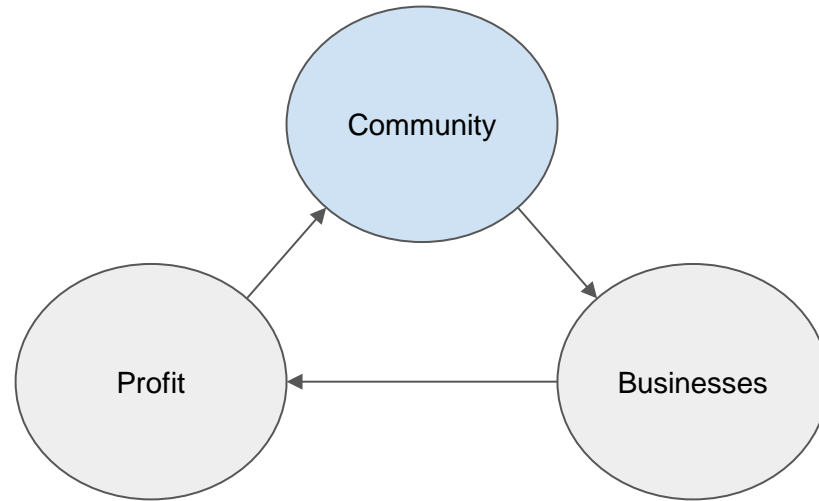
- Wealth Gap
- **Shift to Services**

Manufacturing sector inflation-adjusted output and employment, 1980 to 2015



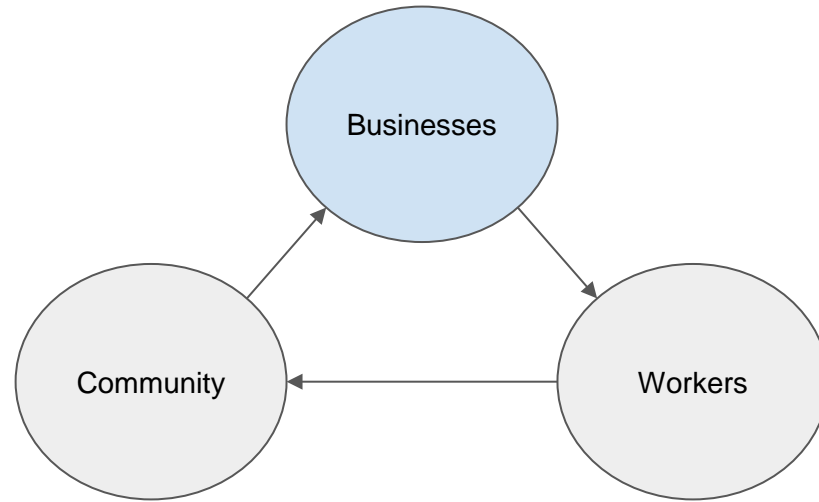
Source: Brookings' analysis of Moody's Analytics estimates

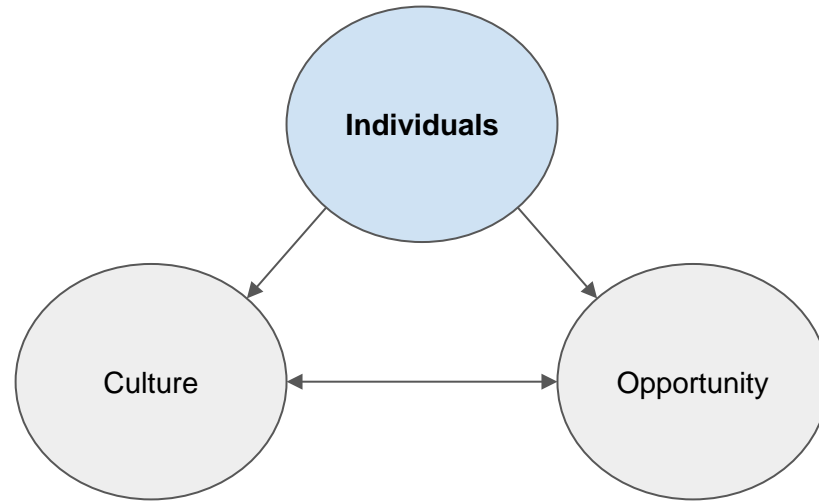




New Economy

- Wealth Gap
- Shift to Services
- **The Job Market**





New Economy

- Wealth Gap
- Shift to Services
- The Job Market
- **Global / Local**

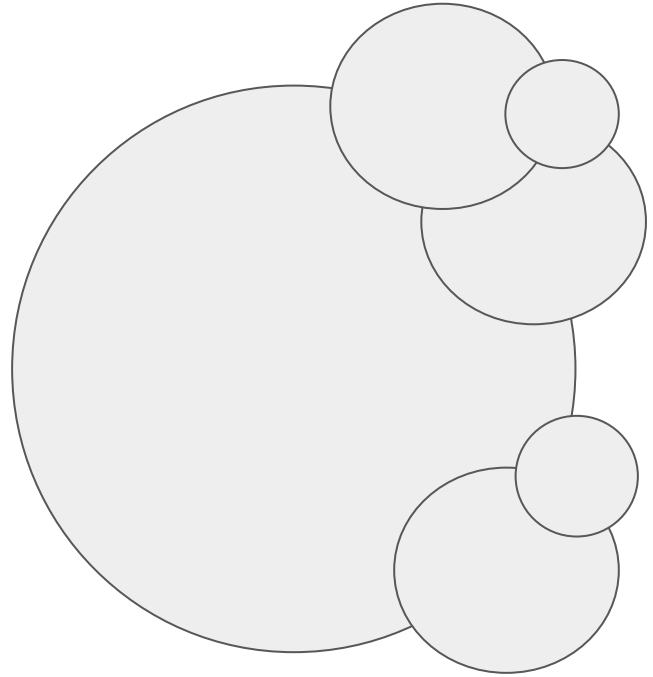
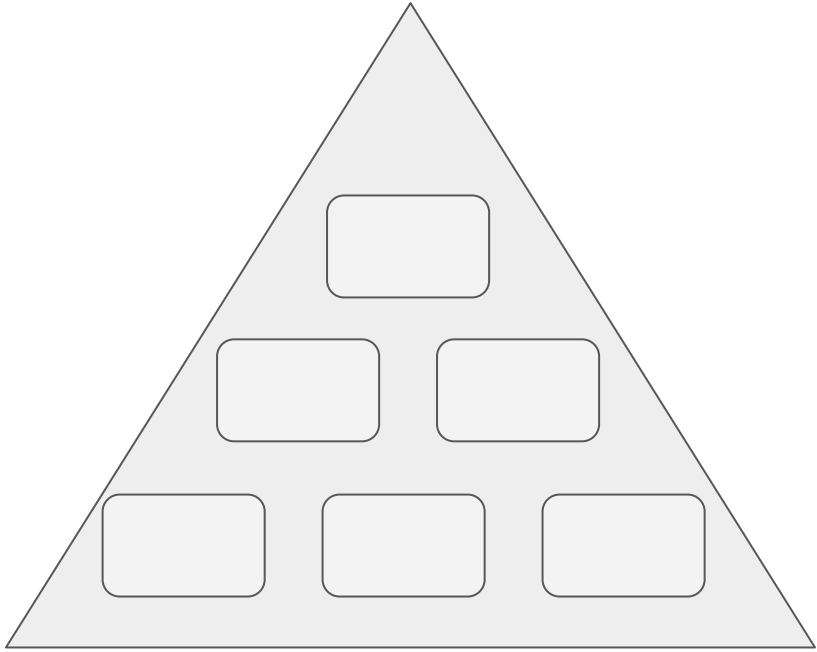
Global / Local

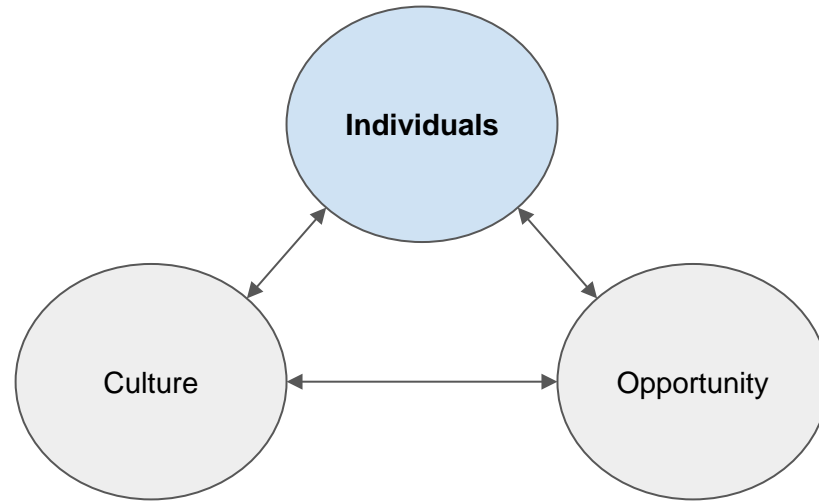
- Point to Point Connectivity
 - In US, 95% of people have cell phones
 - In US, 77% have smart phones (up from 34% in 2011)

- Cultural Localization
 - Food & Beverage
 - Arts & Entertainment
 - Entrepreneurism

New Economy

- Wealth Gap
- Shift to Services
- The Job Market
- Global / Local
- **Integrated Organization**







Why invest heavily in the success of your downtown?

Because it is your venue of culture and identity.

Why is that important?

Because people choose communities of cultural vibrancy.

Why is that important?

Because the new economy is an economy of individuals.

A community's success in the new economy depends on that community's ability to attract and retain successful individuals.

Downtown is a **Primary Tool**
by which to **Attract Individuals**.

How to

To Revitalize Your Downtown

A Formula for Revitalizing Your Downtown

People

1. Recruit workers downtown
2. Support restaurant & retail
3. Drive events & activities

Place

1. Safe, clean, and nice
2. Unique and compelling
3. Private sector collaboration

Process

Be authentic, collaborative, inclusive, and positive.
Identify and support champions. Invest in programs.
Invest in projects. And invest in marketing and
communications to tell everyone of your success.

Project Examples

available Today by Handout
&
at JasonBroadwater.com