



PLACEMAKING  
US

# PlacemakingUS Exchange



## About PlacemakingUS

PlacemakingUS is a national network that brings together placemakers from across the country to connect, share their expertise, and empower communities to build vibrant, connected places.

Through our PlacemakingUS Exchange program, we facilitate visits from two to five placemakers with relevant experience and expertise in the issues and opportunities facing local host communities: from creative placemaking to tactical urbanism, local food places, to neighborhood, workforce and economic development and more.

By sharing knowledge, resources, and ideas together, we co-empower communities to develop innovative and impactful placemaking projects that address critical 21st-century challenges like climate change, economic inequality, and public health.

As a 501c(3) non-profit project of Social Environmental Entrepreneurs, we are committed to creating positive change in communities throughout the United States. We believe that by placemaking together, we can unleash the power of community to build living, interconnected places that promote well-being, equity, and resilience.



## PlacemakingUS Exchange - Program Overview

Through our PlacemakingUS Exchange program, we facilitate visits from two to five experienced placemakers whose "fresh set of eyes" provide valuable insights, knowledge, and guidance on placemaking projects.

Our team will work closely with your community partners to share success stories and discuss opportunities and options moving forward. We will reiterate back what we're hearing and provide connections to models and resources to help you implement local placemaking strategies effectively.



### Place Evaluation

- Tours
- Interviews
- Research and Learning



### Place Plan

- Summary of Learning
- Recommendations and Strategies
- Models and Connections



### Public Engagement Pop-up

- Host a pop-up in place to gather community feedback



### Place Symposium

- Communicate Evaluation with Stakeholders
- Discuss Opportunities and Actions



### Place Promotion

- Write a blog, E-blast and social media post about your place

# PlacemakingUS Exchange - Sample Schedule

PlacemakingUS Exchange schedules can unfold during the week, weekend or both. They include a series of events including a welcome mixer, site tours, discussions, pop-ups and workshops or a working session. After the visit, a Place Plan report is completed with next step options and promotional stories are developed and shared from our visit.



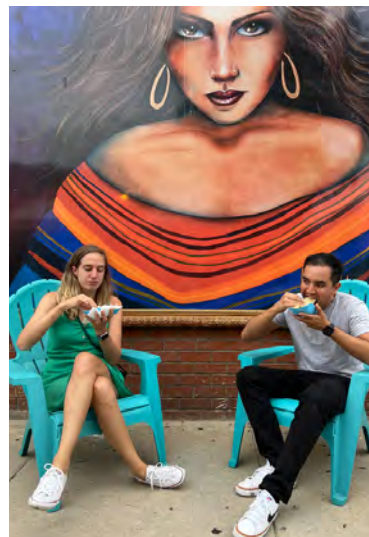
## Day 1

*Welcome Mixer*



## Day 2

*Place Evaluation - Tours*



## Day 3

*Place Evaluation - Public Engagement Popup*



## Day 4

*Place Evaluation - Discussion/Workshop*



## Optional

*Place Symposium  
Sharing Place Stories &  
Speaking on Issues*



## After Visit

*Place Plan Findings  
Presented and  
Promotions Begin*



## PlacemakingUS Exchange - Core Project Team

We provide a tailored approach to your community's placemaking efforts by creating a team of experts that is uniquely suited to your population, themes, and location. Our expert teams will evaluate the untapped capabilities of your community and work to create new connections and increase their capacity, in order to enhance the overall livability and vitality of your community.



Ryan Smolar  
PlacemakingUS



Madeleine Spencer  
PlacemakingUS



Ethan Kent  
PlacemakingX



Guillermo Bernal  
PlacemakingX

# PlacemakingUS Exchange - Value

Our placemaking process is designed to help communities like yours achieve their goals quickly and efficiently. We are experts in the field, with a wealth of knowledge and experience to share. We are place multipliers, meaning that just a few days with us can move your goals forward miles. Our team is composed of locally-minded and globally-informed placemakers who bring a unique perspective to your community. We work closely with your community leaders and members to understand the unique needs and challenges of your area, and then we use our expertise to develop and implement a plan that will enhance the livability and vitality of your community. With our help, you can achieve your placemaking goals and build a stronger, more resilient community for the future.



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## Our Network

We are connected to thousands of placemakers across the country and throughout the globe. As we learn about your place, we will be connecting with our network expertise to ensure you are aware of best practices, tools, strategies and relationships critical to your success.

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## Our Experience

We have been on the ground in places similar to yours and can bring the experience you need to overcome obstacles and seize opportunities. We attend conferences across the world to learn the most up-to-date ways people are solving place-based issues and can connect you to models and approaches you likely have missed.



# PlacemakingUS Exchange - Process



Our placemaking process is a comprehensive and collaborative approach that includes research, tours, and learning opportunities. We analyze the community's needs and goals, and summarize the opportunities we find. We present our findings to the community and work together to develop and implement a plan to enhance the livability and vitality of the area. We also promote the unique 'place story' of the community to attract visitors and investors.

## Jacksonville, Florida, 2022

Multi-generational business owners and residents of Jacksonville's "Out East Quarter" took a tour of the business corridor with community stakeholders to consider beautification projects that could be accomplished.

Participants included leaders from Historic Eastside CDC, Melanin Market, LIFTJax, LISC, PlacemakingJax, and national guests from PlacemakingUS.

The group evaluated the street, sidewalks, storefronts and held a BBQ pop-up.

Afterwards, notes were compiled and a few visioning graphics and documents were created.

Local placemaking leader, Kady Yellow, was able to use the report to secure nearly \$200,000 in funding to then accomplish beautification tasks and further capacity building for the Far East Side community leaders.





## Santa Ana, California, 2022

Latino Placemakers, Jaimie Izurieta and Guillermo Bernal, visited Downtown Santa Ana to help the Latino business and cultural district improve its public spaces.

Activities included:

- Storefront Revitalization Workshop and Site Evaluations of Storefronts with Businesses
- Community Engagement Pop-ups in the park, on the plaza and in an alley that the business district hopes to activate with programming
- A Better Cities Film Festival showcasing urban documentaries on subjects important to the community including art, affordable housing, gentrification and Latino culture
- Participating in local festivals and meetings and prepared a final actions report





# PlacemakingUS is excited to connect your neighborhood

with best practices, models and opportunities to exchange value with placemakers from across the US and the World.



# For inquiries, contact us:



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