

From the Planners' Bookshelf...

Building A Vibrant Community: How Citizen-Powered Change Is Reshaping America

Quint Studer, Be the Bulb Publishing, Janesville WI, 2018.

From Amazon...

**Vibrant Communities don't just happen; they're built.
This book is your blueprint.**

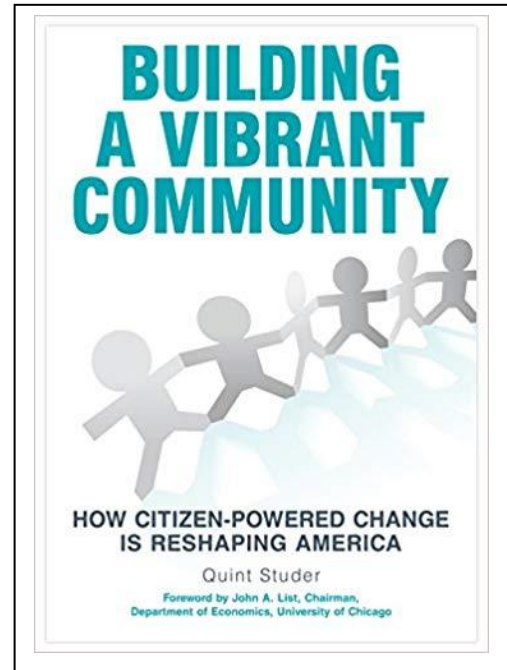
“Every community wants to become a great place to live and work. The *why* is no mystery: We want to create a place our children and grandchildren will want to be. We also know the *what*: We need to attract investments, provide good jobs, and create lively downtowns where citizens will want to work, live, shop and play. What is usually missing is the *how*.

“In *Building a Vibrant Community*, Quint Studer addresses all three aspects, but mainly focuses on the last one. How can your community get from where it is now to where it wants to be?

“When Pensacola, FL, started its revitalization process, it was struggling economically. Today there is more downtown construction taking place than at any time in modern history. And downtown is well on its way to vibrancy. Property values are soaring. Small businesses are strong and growing. There’s a deeper focus on education.

“In fact, in 2013, Palafox Street was named one of the Ten Great Streets in America by the American Planning Association. Also, downtown Pensacola was named the 2017 Great Places of Florida People's Choice Winner, following a poll administered by the American Planning Association of Florida. This book shares the lessons learned on this journey and lays out tactics communities can use as they move toward vibrancy. Readers will discover:

- Strategies for managing the psychological aspects of change; how to alleviate fear, create confidence, and win buy-in
- How to create a dashboard that keeps your goals on track and in front of the community
- Why a vibrant downtown is a crucial part of the mix and the formula for building one
- Costly mistakes to avoid
- How the role of government is changing inside communities
- Why small business owners are the catalysts for change and sustainers and strategies for engaging and empowering them
- Creative ways to promote civic engagement



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"Filled with best practices readers can easily modify for their own needs, this book is a valuable resource for civic leaders, business owners, and all citizens who have a stake in building a community they can be proud to call home."

LINK: <https://www.amazon.com/Building-Vibrant-Community-Citizen-Powered-Reshaping/dp/0998131113>

Also see: <https://www.studeri.org/building-a-vibrant-community>

See YouTube...

Quint Studer - Building Communities - Putnam County, Florida - May 4th, 2018

LINK: <https://www.youtube.com/watch?v=Wxr4KvNXFns>

"Quint Studer is founder of Pensacola's Studer Community Institute, a nonprofit organization focused on improving the community's quality of life and moving Escambia and Santa Rosa Counties forward. He is a businessman, a visionary, an entrepreneur and a mentor to many."

Notes From CharacterTowns.org....

The Studer Pensacola is a great story well told.

- Ray Gindroz, Urban Design Associates, is credited with saying "every great city needs a great intersection." [p24]
- The sequence is getting people downtown with programs and entertainment with drinking and dining to follow; then comes office development and then downtown residents.
- "A Few More Tips for Dealing With Change [p39]
 - Challenge all assumptions
 - Do not underestimate the importance of trust
 - Practice transparency ALWAYS
 - Know that optimism and skepticism are both contagious"
- Vibrant downtowns are essential for retaining and recruiting employers.
- "Metrics and Dashboards: What Gets Measured Increases Chances of Improvement" [p57]
- "A Few Other Lessons We've Learned from Our Downtown Journey" [p89]
 - Every city has a story
 - Be firm in dealing with code violations
 - Deal properly with large vacant properties that won't move
 - Get property owners working together
 - Create a great intersection.
 - Change one-way streets to two-way streets

From the Planners' Bookshelf...

- Sidewalks are vitally important to life in a community
- Utilize existing structures whenever possible
- Focus on street thickening
- Look for underutilized land and fill in
- Get part of a university downtown
- Don't let parking issues hold up progress
- Public restrooms are important
- Tourists love a great downtown
- It's better to grow up than out
- "Focus on Education" [p105]
- "The Vital Role of Healthcare Providers" [p115]
- "A Few Ways to Attract Investment" [p138]
 - Keep young talent from leaving
 - Elect and appoint leaders who put the community first
 - Commit to "zero" tolerance policy for shadow deals
 - Make workforce development a priority
 - If at all possible, establish or grow a university presence in the community
 - Focus on culture
 - Find ways to help start-ups get access to capital.
 - Focus on local growth and reinvestment, too
 - Get some wealth off the sidelines
 - Build and showcase small wins
 - Diversify, diversify, diversify.
- Chapter 17: The Titans of Revitalization [p155]
 - Section 1: Necessary Conditions for a Small Business Revolution
 - Section 2: The Pensacola Way
 - Section 3: Creating a Training Program
 - Section 4: Mentors Matter
 - Section 5: How to Create Your Own Small Business Challenge
- "Ten Must-Haves for Sparking and Sustaining a Small Business Revolution" [p158]

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