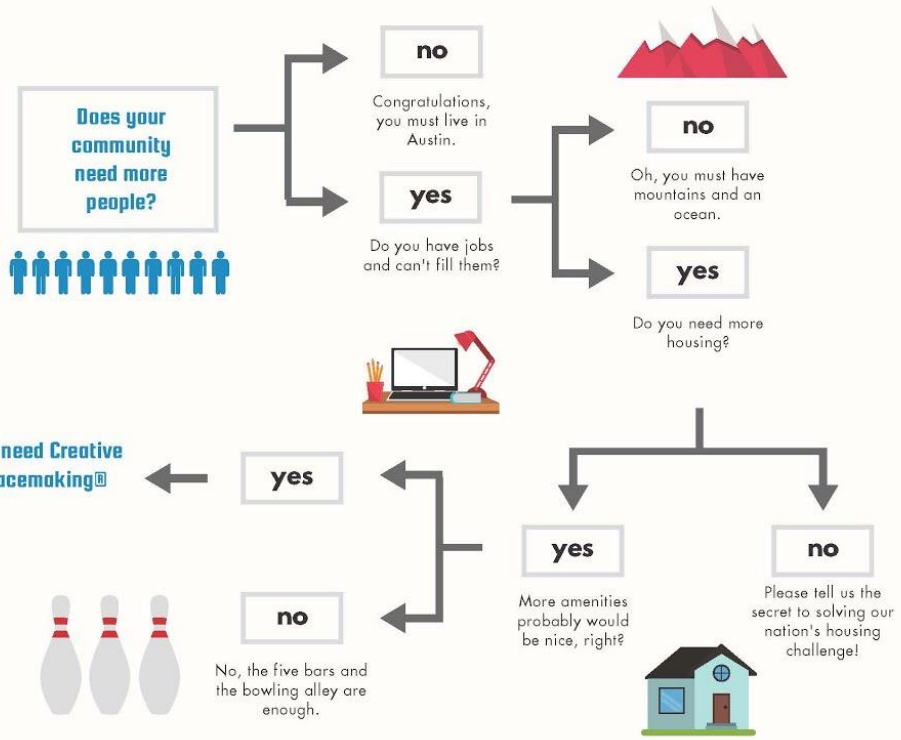


DO YOU NEED CREATIVE PLACEMAKING®?



> Creative Placemaking
Creating *The Unique*



McCLURE™
ENGINEERING CO.

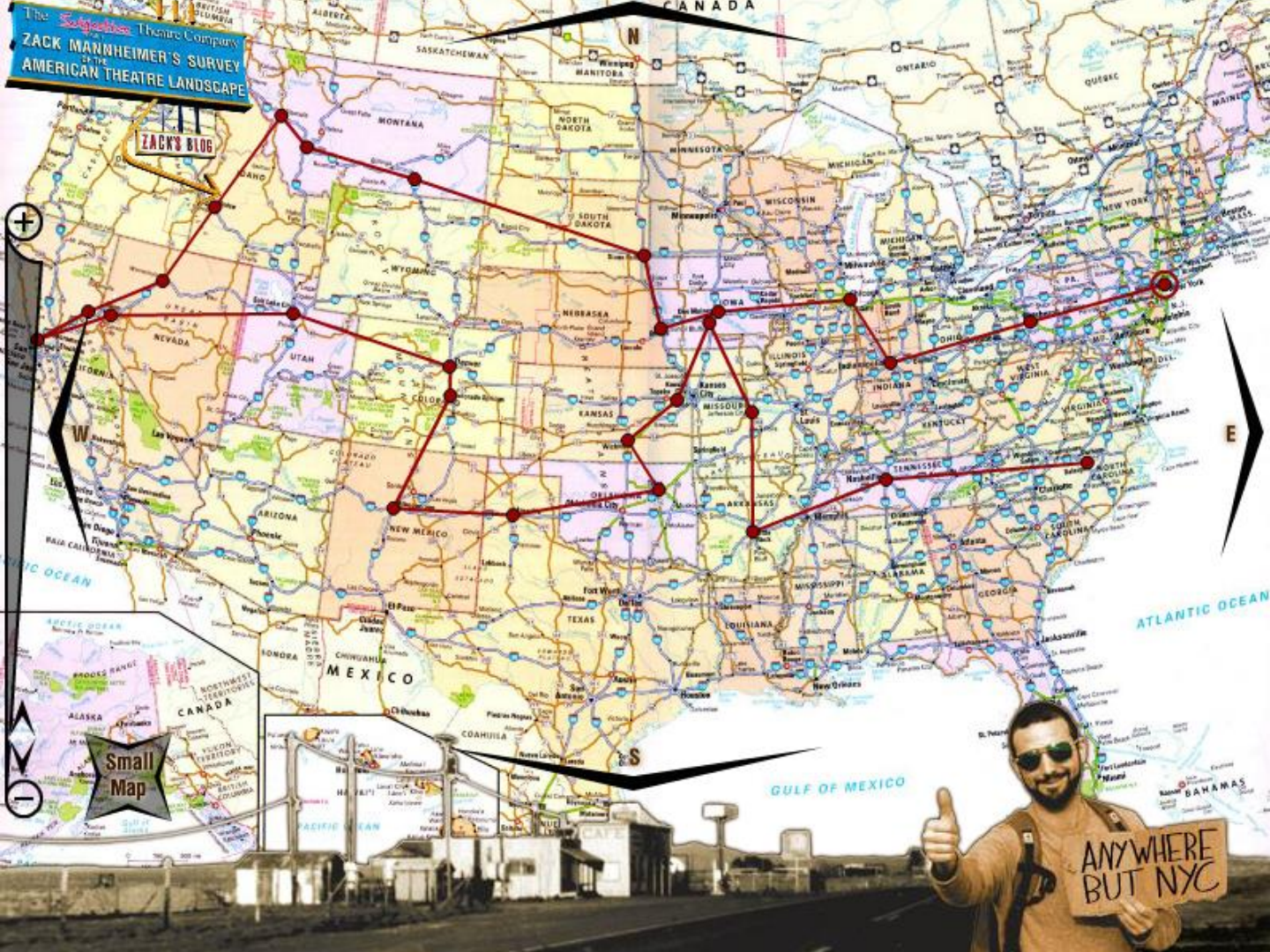


BUCKS COUNTY, PENNSYLVANIA



BROOKLYN





The *Subjective* Theatre Company
ZACK MANNHEIMER'S SURVEY
OF THE
AMERICAN THEATRE LANDSCAPE

ZACK'S BLOG

**ANYWHERE
BUT NYC**

Small Map

DES MOINES SOCIAL CLUB



DES MOINES SOCIAL CLUB

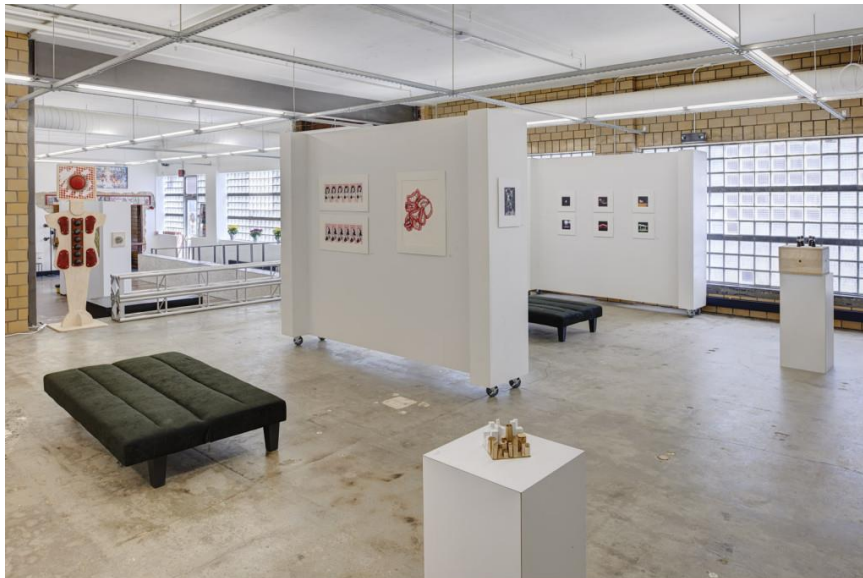
- Annual numbers
 - 300,000+ patrons
 - 2,000+ students
 - 800+ events
 - 10 full time / 2 part time / 9 paid interns
 - 200+ volunteers
 - \$22,500 budget to \$1,500,000 budget in 7 years
 - All artistic disciplines represented



CULINARY PROGRAM



VIADUCT GALLERY



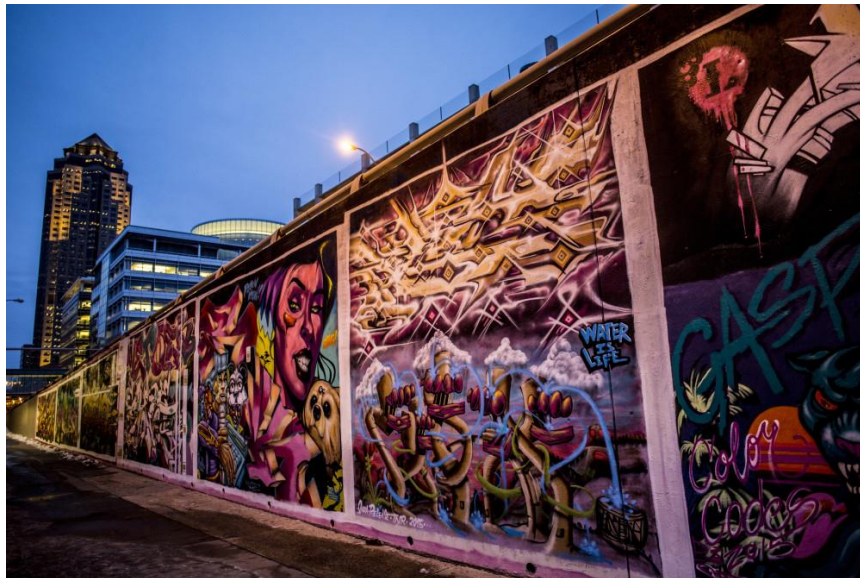
CAPES KAFE AND COMICS



AFTER SCHOOL PROGRAM



ANNUAL GRAFFITI FESTIVAL



KUM & GO THEATER



MALO RESTAURANT



CIRCUS AND FIRE CLASSES



THE BASEMENT MUSIC VENUE



DAVID BYRNE KEYNOTE – DMSC OPENING



HOW DO YOU BUILD COMMUNITY THROUGH THE ARTS?











CREATIVE PLACEMAKING®

Creating economic development & population growth through a cultural and entrepreneurial lens



OUR VISION

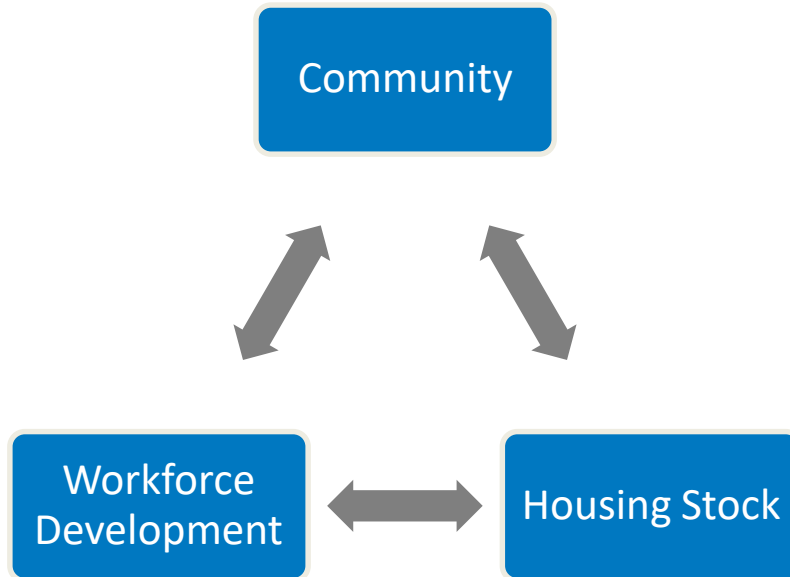
Building strong communities.

DOES YOUR
COMMUNITY NEED
MORE PEOPLE?





EVERY COMMUNITY HAS THE SAME TOP 2 CONCERNS



CREATING *THE UNIQUE*

What do young people want?

How do we get young people to move here?

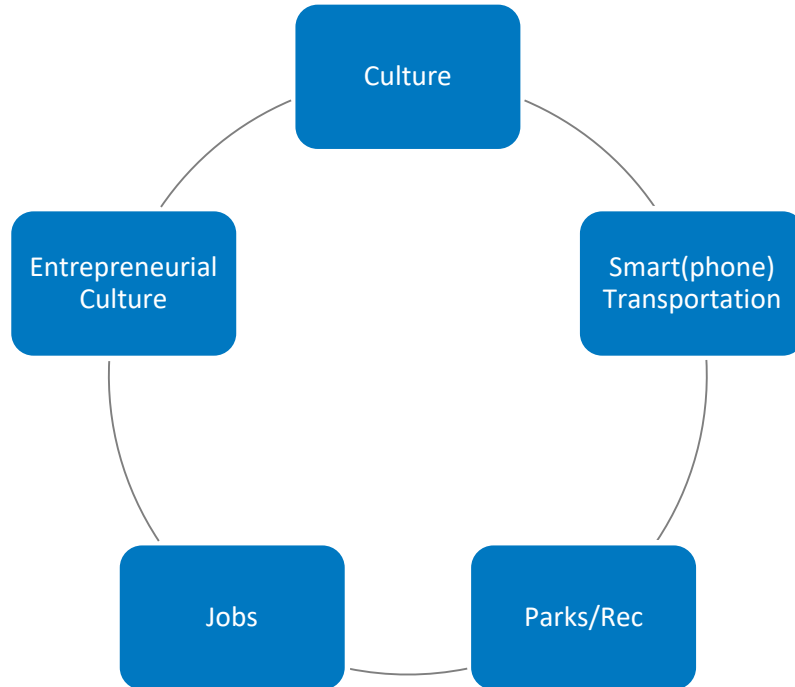
How do we get young people to stay here?







TOP 5 YOUNG PEOPLE WANTS



AGE BRACKETS



These worlds want the same things
– they just use them at different
times of the day





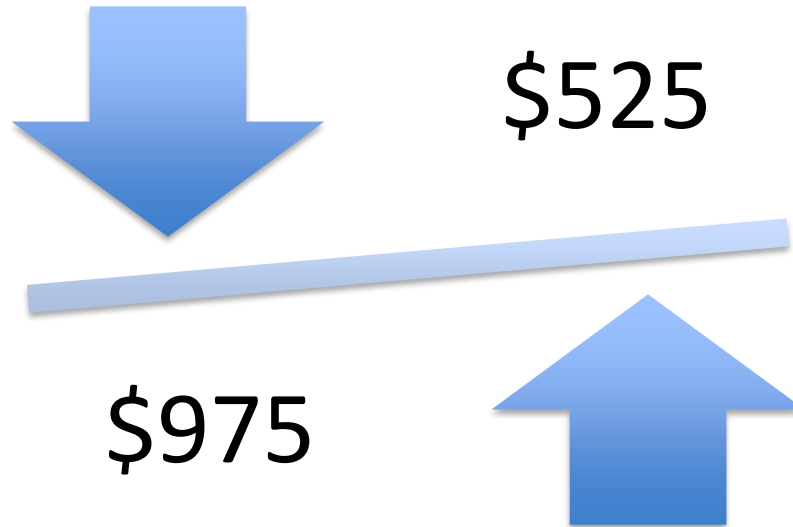
HOUSING

(WHAT WE HAVE TO DEAL WITH BEFORE
THE FUN STUFF)

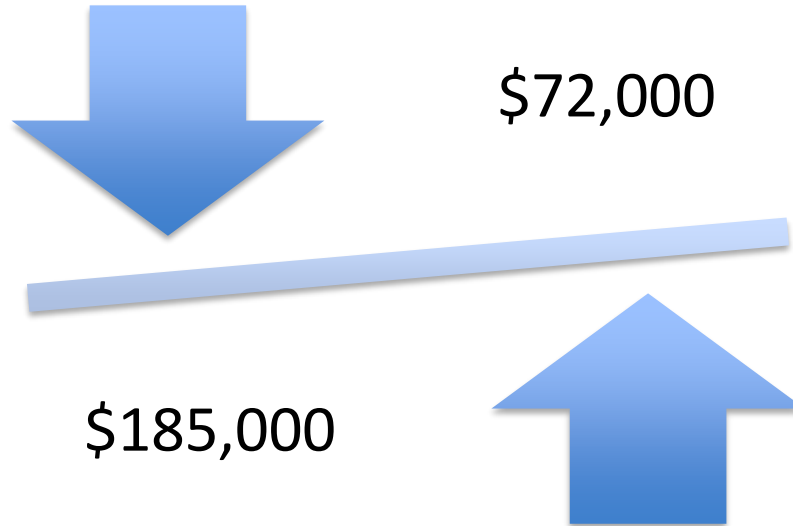
RURAL HOUSING CRISIS SUMMED UP



AVERAGE COSTS FOR 1BR UNIT IN RURAL AMERICA



AVERAGE COSTS FOR SINGLE FAMILY HOME IN RURAL AMERICA



HOUSING INCENTIVES: NEWTON, IOWA



* Designed by TownMapsUSA.com

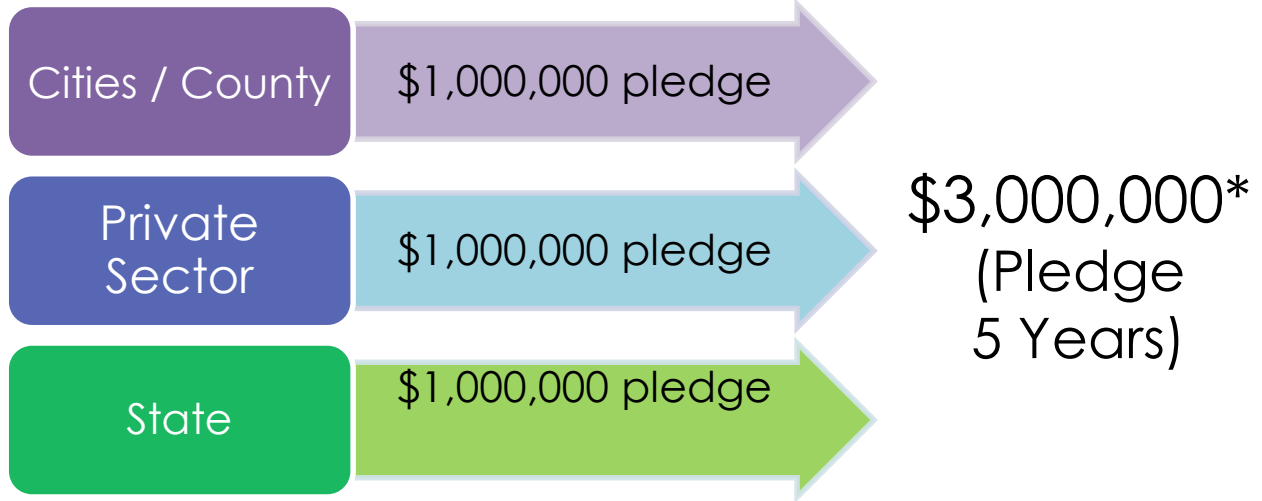
*Build new home worth over
\$160,000*

City of Newton gives buyer:

- \$10,000
- Years worth of tickets to Iowa Speedway
- Years membership at YMCA
- And....



HOUSING REVOLVING LOAN FUND

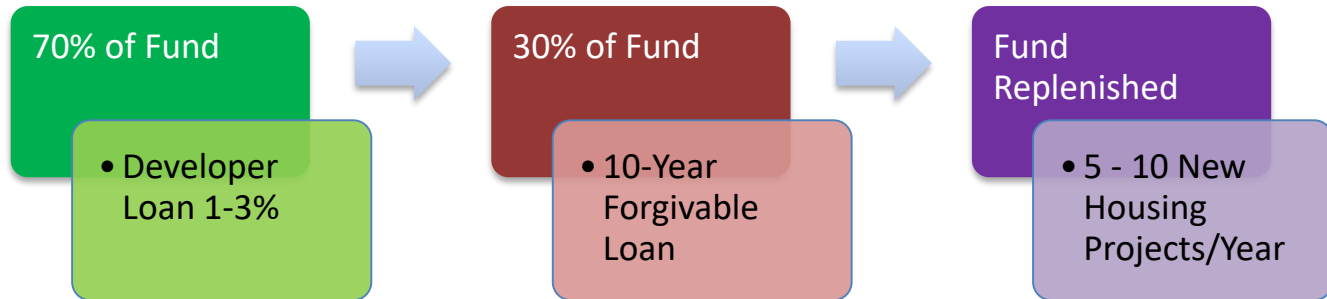


**VALUES WILL CHANGE BASED ON COMMUNITY*



HOW FUND WORKS

(CAN/SHOULD CHANGE BASED ON COMMUNITY)



COMPANY GUARANTEED RENTS?

WALL STREET JOURNAL

Mountain View, Calif., thanks to a \$300 monthly housing stipend from his employer, **Addepar Inc.** Companies such as Addepar and **Facebook Inc.** are offering rent subsidies, house-hunting services and down-payment help for employees willing to live close to the office.



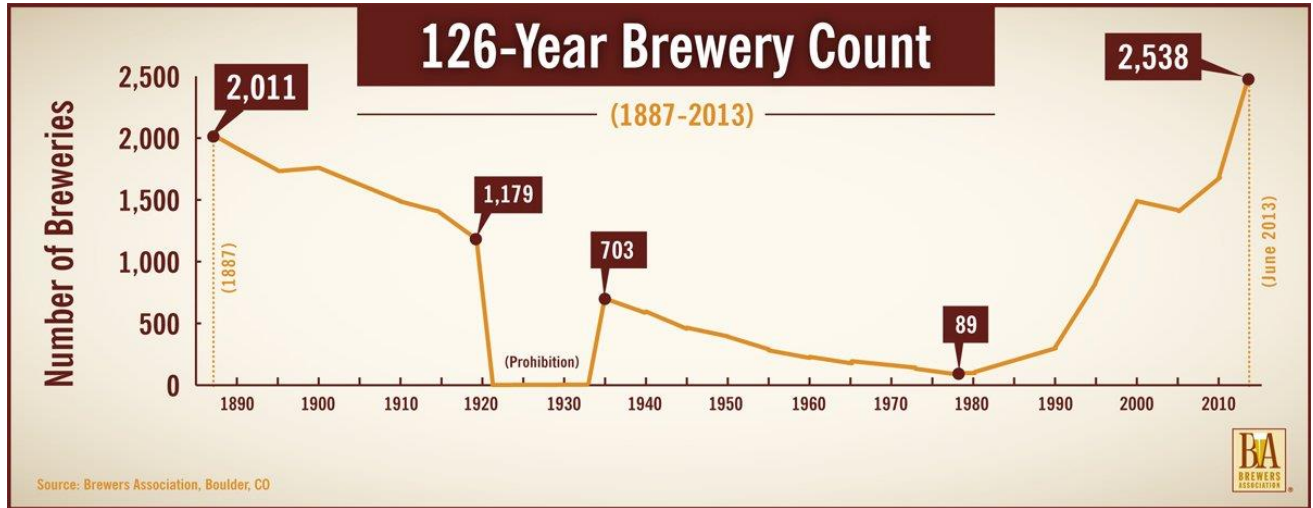
AMENITIES

(PLACES FOR FAMILIES TO HAVE FUN
AND SINGLE PEOPLE TO MEET
THEIR MATCHES)

CITIES WITH OVER 1,000,000 PEOPLE HAVE:

- Smart Transportation
- Complete Streets
- Local Restaurants/Bars
- Breweries/Distilleries
- Co-Working Spaces
- Local Art/Live Music
- Innovative Housing
- Public Spaces
- Water/Recreation
- Fiber
- Great Schools
- Incentive programs for Individuals
- Large Retailer/Small Retailer
- Local Public Market
- *The Unique*

BREWERIES OVER THE YEARS 1887-2013



CRAFT BREWERIES

- Topped 5,000 nationally for first time in 2016
- Craft breweries now account for 5,234 of 5,301 U.S. beer makers
- 2017 = \$67 Billion sales nationally



CREATIVE AMENITIES = *THE UNIQUE*

- Visual Artists Studios
- Music Recording Studios
- Metal Shop
- Woodworking shop
- Glassblowing shop
- Culinary Studio
- Fiber and high speed internet
- Co-Working Space
- Water & Power hookups for hydroponics & other growing methods

BEMIS CENTER FOR CONTEMPORARY ARTS OLD MARKET – DOWNTOWN OMAHA



MULTI-DISCIPLINARY SPACE

- Entrepreneurial Center
- Business Innovation Zone
- Day Care Facility
- Commissary Kitchen
- Event/Rental Space
- Performance Space
- Maker Space
- Gallery Space
- Restaurant/Retail
- Forge
- Portal

FORGE

SOFTWARE DEVELOPMENT AND CODING ACADEMY



JAREDHEIDEMANN.COM

SHARED STUDIOS: PORTAL



Remi in Erbil, Iraq



SOME OF WHAT WE CREATE

Restaurants

Day Care Centers

Breweries/Distilleries

Maker and Co-Working Spaces

Housing

Athletic Parks

Non-Profits

Cultural Centers

Grocery Stores/Retail



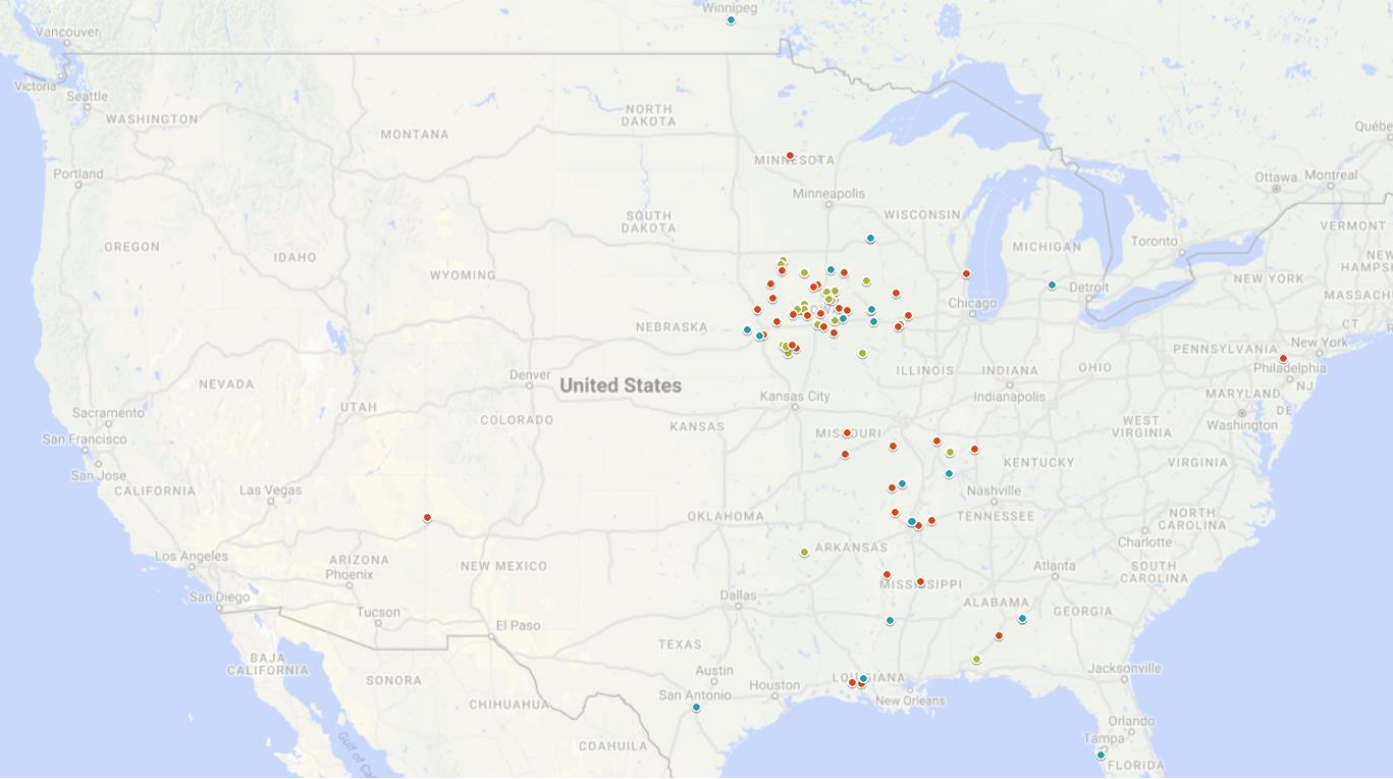
HOW DO WE DO IT?

PROCESS

1. Visioning Sessions
2. Business Plan and Pro-Forma creation
3. Capital Funding Stack identified and secured
4. Training/Hiring/Construction
5. Action Plan Created*
6. Implementation

no 100-page doc filled with stuff you already know* *THIS IS NOT A STUDY – IT IS AN ACTION PLAN***

WHERE WE ARE WORKING 3.2018



HOW DO WE PAY
FOR ALL THIS STUFF?

CAPITAL AND OPERATING COSTS

Public Dollars

- Historic Tax Credits
- New Market Tax Credits
- Brownfield/Grayfield Tax Credits
- Workforce Tax Credits
- City, County, State
- Federal

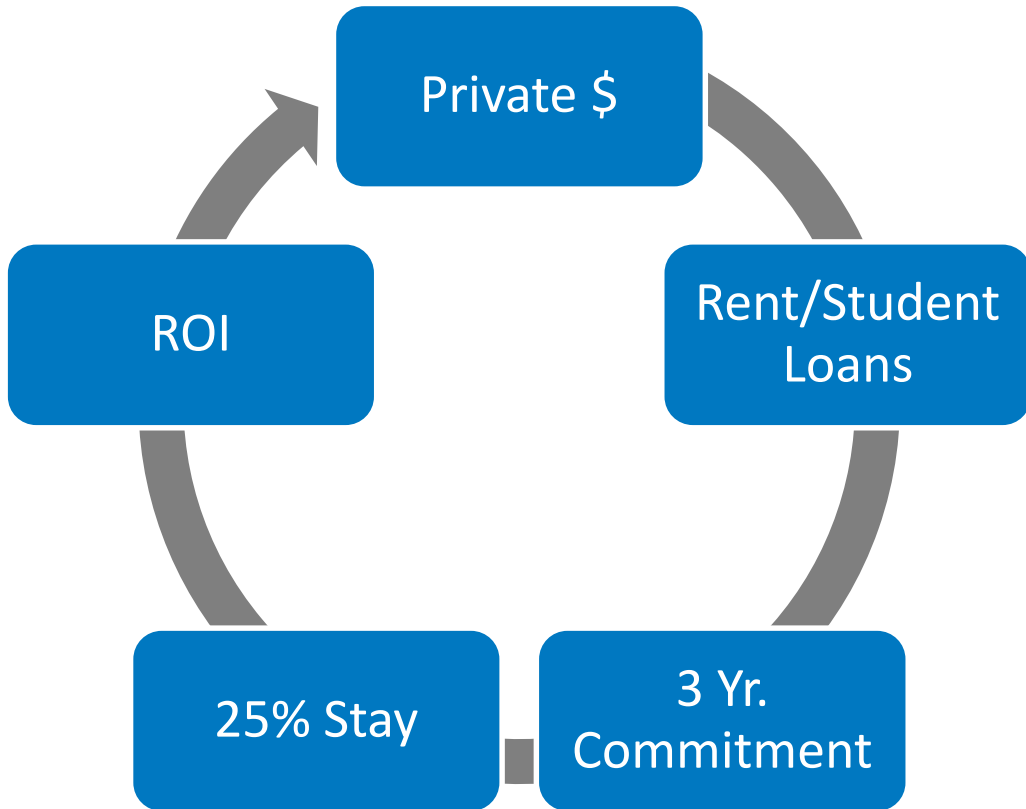
Private Dollars

- Community Foundations
- Private Foundations
- Corporate Support
- Telecoms
- Electrical Co-ops
- Banking Institutions
- Private Fundraising
- Private Equity

LET'S GET SOME
PEOPLE!
(AND FILL JOBS)

INCENTIVES FOR PEOPLE

- Residency Programs
- Monetary incentives from private and public
- Whatever professionals your community is lacking:
 - School Teachers
 - Police Officers
 - Plumbers
 - Electricians
 - Doctors
 - General Contractors
 - Etc.....



RURAL AMERICA NEEDS NURSES!

— CNN MONEY 3.8.2018



- Five-figure signing bonuses
- Free housing
- Free college tuition for employees *and* their children.
- Hospitals and other medical facilities are getting so desperate to recruit and retain nurses they're offering all sorts of pricey perks and incentives.

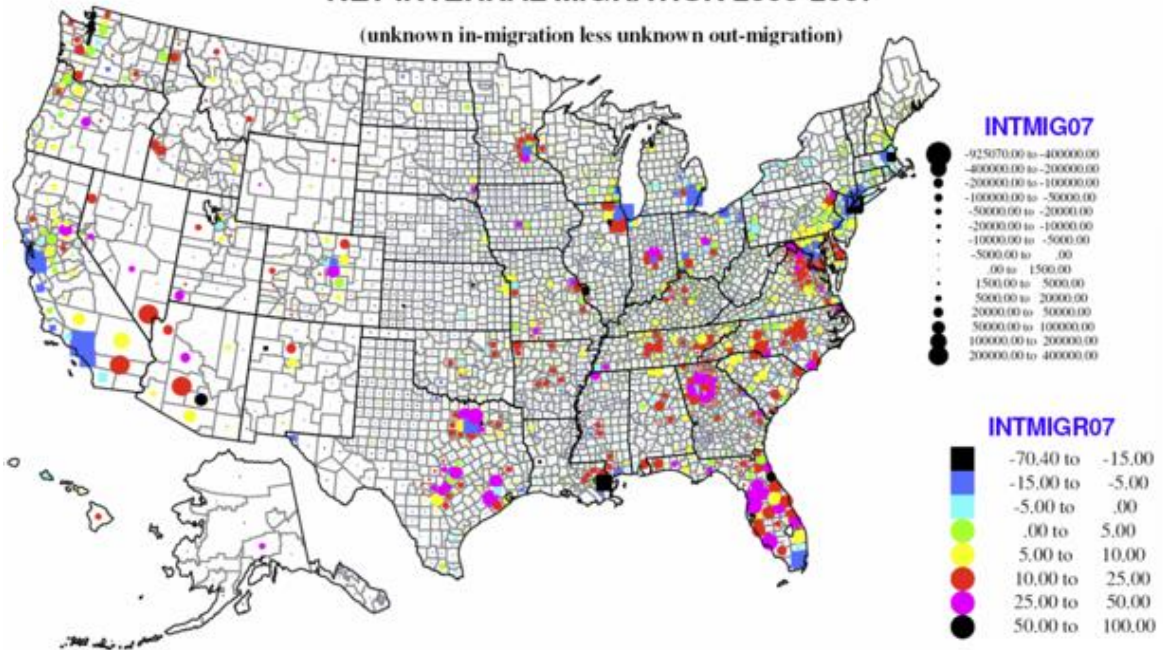
AMERICAN MIGRATION

COASTAL LIVING

- Every creative 27+ year old living on the coasts is actively asking themselves why they still live there
- If they are a creative/entrepreneur, there is zero reason to live in a large city as you are unable to pioneer

NET INTERNAL MIGRATION 2000-2007

(unknown in-migration less unknown out-migration)



NEXT 30 YEARS/COASTAL MIGRATION

- 2-5 Years
 - Kansas City
 - Detroit
 - St. Louis
 - Minneapolis
 - Denver
 - Austin
 - Nashville
 - Pittsburgh
- 2-15 Years:
 - Des Moines
 - Boise
 - Albuquerque
 - Little Rock
 - Birmingham
 - Flagstaff
- 15-25 Years
 - Fremont, NE
 - Conway, ARK
 - Dubuque, IA
 - Ozarks, MO
 - Paducah, KY
 - Belen, NM

“Fully autonomous vehicles will be ready by 2021.”

– Mark Fields, former Ford Company CEO

“Driverless cars will be used all over the world by 2025.”

– Anthony Fox, US Sec. of Transportation

“Uber’s full fleet will be driverless by 2030.”

– Travis Kalanick, former Uber CEO

“75% of all vehicles will be autonomous by 2040.”

– Institute of Electrical and Electronics Engineers

DRIVERLESS ECONOMY



WORK WHILE COMMUTING



“INDIVIDUALS MAY OPT TO LIVE FURTHER FROM CITY CENTERS, AS ADVANCES IN TRANSPORTATION AND CONNECTIVITY ALLOW THEM THE ABUNDANT SPACE OF A RURAL TOWN COMBINED WITH MANY OF THE EMPLOYMENT OPTIONS, GOODS AND SERVICES ONCE AVAILABLE ONLY IN CITIES.”

*--KAREN HARRIS
MANAGING DIRECTOR OF
BAIN & COMPANY'S MACRO TRENDS GROUP*

ONE MORE WAY TO REDUCE HOUSING COSTS





3000 SQ. FT. HOME IN 3 HOURS



3D PRINTING

- 25% of Dubai will be 3D Printed by 2030
- \$300B by 2025 in 3D design for Dubai economy



Interiors of 3D Printed Office Building

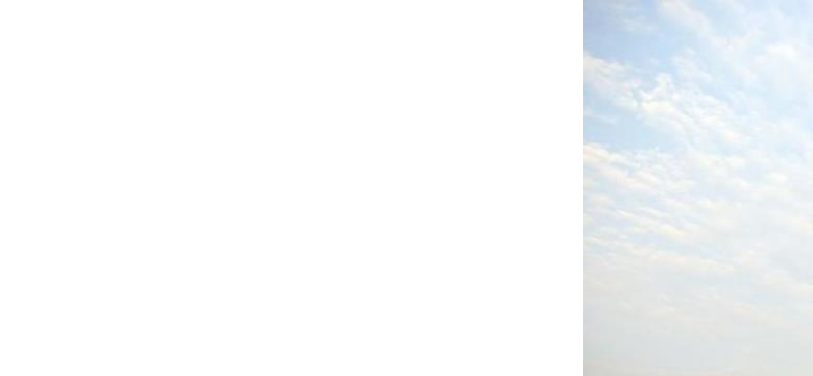


CHINA'S WINSUN COMPANY





\$161,000 Buildout



\$200-300,000 Buildout

LET'S PREPARE OUR
COMMUNITIES FOR
30 YEARS FROM NOW



> Creative Placemaking
Creating *The Unique*



McCLURE™
ENGINEERING CO.



CONTACT US ABOUT
REVITALIZING YOUR COMMUNITY



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ENGINEERING CO.

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