



Smart Growth America
Making Neighborhoods Great Together

Smart Growth As Economic Development

Bill Fulton

Vice President, Smart Growth America
Former Mayor, Ventura, CA

New Partners for Smart Growth, February 6, 2013

Every mayor has to show a picture of their town

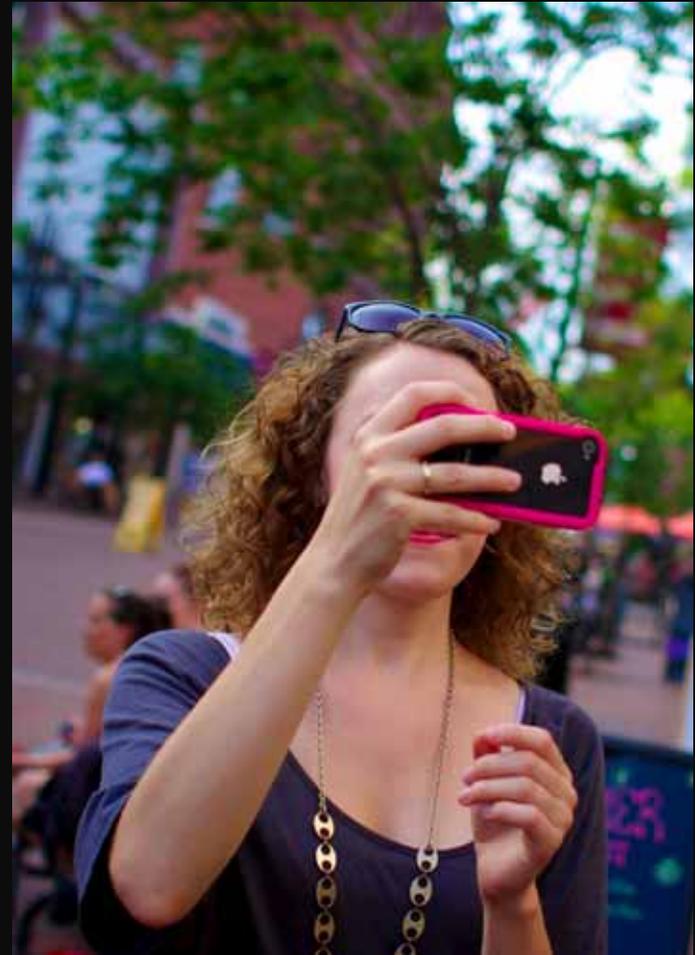


“Place” Competition

Young professionals

64% of college-educated 25- to 34-year-olds looked for a job *after* they chose the city where they wanted to live.

- U.S. Census



Types of cities/regions in the United States

- Large Metro Areas (NY, LA, DC)
- Second-Tier Centers (Kansas City / Omaha)
- Small Regional Hubs (My town!!!)

Each must be approached differently

Types of smaller regional hubs

- College/government town
- Legacy town
(manufacturing/mining/agriculture)
- Exurban suburb

Each must be approached differently

Common Themes

You focus on assets that can't be easily replicated:

- Quality “places,” both urban and recreational
- High-end talent and capital, focused on new *or* remnant businesses
- Trained workforce focused on critical thinking and problem-solving skills
- Try to keep the wealth local to endow the future!

Examples

Massachusetts: Workforce housing in the right places in smaller communities

Michigan: Placemaking as an economic development strategy

Small cities: Finding the right “place patron” (Fargo, Mount Morris)

What everybody wants ...



*Netplenish:
New
Ventura
startup that
just raised
\$2 million in
capital*

... how you get it





Smart Growth America

Making Neighborhoods Great Together

Smart Growth America is the only national organization dedicated to researching, advocating for and leading coalitions to bring smart growth practices to more communities nationwide.

www.smartgrowthamerica.org

1707 L St. NW Suite 1050, Washington, DC 20036 | 202-207-3355