



**AUBURN**  
Outreach  
*Government & Economic  
Development Institute*

# PLACEMAKING FOR ECONOMIC DEVELOPMENT

**April 23, 2025 - BACK FORTY - 200 N. 6th Street, Gadsden, Alabama**

**10:00 - 10:15** WELCOME AND PARTICIPANT INTRODUCTIONS

**10:15 - 11:30** HOW TO INCORPORATE PLACEMAKING AS PART OF YOUR ECONOMIC DEVELOPMENT & TOURISM STRATEGY

Nathan Norris

Founding Principal

The CityBuilding Partnership

- Why Place Matters
- 3 Steps of Placemaking
- Why Cities Unknowingly Favor Fiscally Irresponsible Development Patterns
- Functional Design Basics for Spurring Redevelopment

**11:30 - 12:30** NETWORKING LUNCH, DISCUSSION, AND GADSDEN OVERVIEW

We will have a casual lunch on site. Participants will have an opportunity to respond to the opening session, and Nathan Norris will provide participants with a framework to assess Gadsden's potential for fully leveraging placemaking as an economic development tool.

**12:30 - 1:45** DOWNTOWN GADSDEN WALKING TOUR - INTERACTIVE EXERCISE & DISCUSSION

Led by Nathan Norris, the tour will take place in rain or shine. In the event of rain, participants will be provided with rain ponchos.

**1:45 - 2:00** BREAK

**2:00 - 3:15** IMPLEMENTATION TOOLS & TECHNIQUES FOR COMMUNITY LEADERS

Nathan Norris will use Gadsden as a case study to discuss special placemaking topics, including:

- The 20 Most Common Placemaking Mistakes Cities Make
- The Top 12 Tools for Creating Thriving Communities
- How to Improve Your Community on a Shoestring Budget
- How to Speed Positive Change in Your Community

**3:15 - 3:50** GADSDEN CASE STUDY: NEXT STEPS

Based upon the lessons learned earlier in the day, Nathan Norris will facilitate a discussion that allows participants to identify and prioritize next steps to help Gadsden reach its full potential

**3:50 - 4:00** WRAP UP AND ADJOURN

## CONTACT DETAILS

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