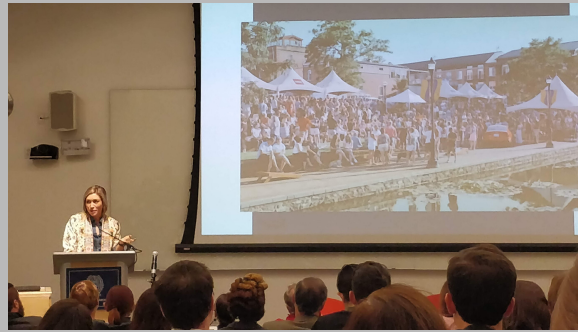




H Street Festival: Crowds take in the sights, sounds and tastes of H St NE small businesses at this event coordinated by the H St Main Street program.



PLP Convening: Danielle Doll of the Downtown Fredrick Partnership shares how physical improvements to Carroll Creek and cultural events are fueling change in Fredrick.



National Landing Water Park: Community members enjoy regularly programmed events hosted by the BID which is instrumental in bringing vibrancy to the surrounding businesses.



Summer Film Series: Workers and area residents flock to Faragat Square every Friday for a free movie screening presented by the Golden Triangle BID.



Cultural Events: The Downtown Silver Spring Civic Plaza hosts dozens of events each year which specifically cater to many of the community's diverse cultures.



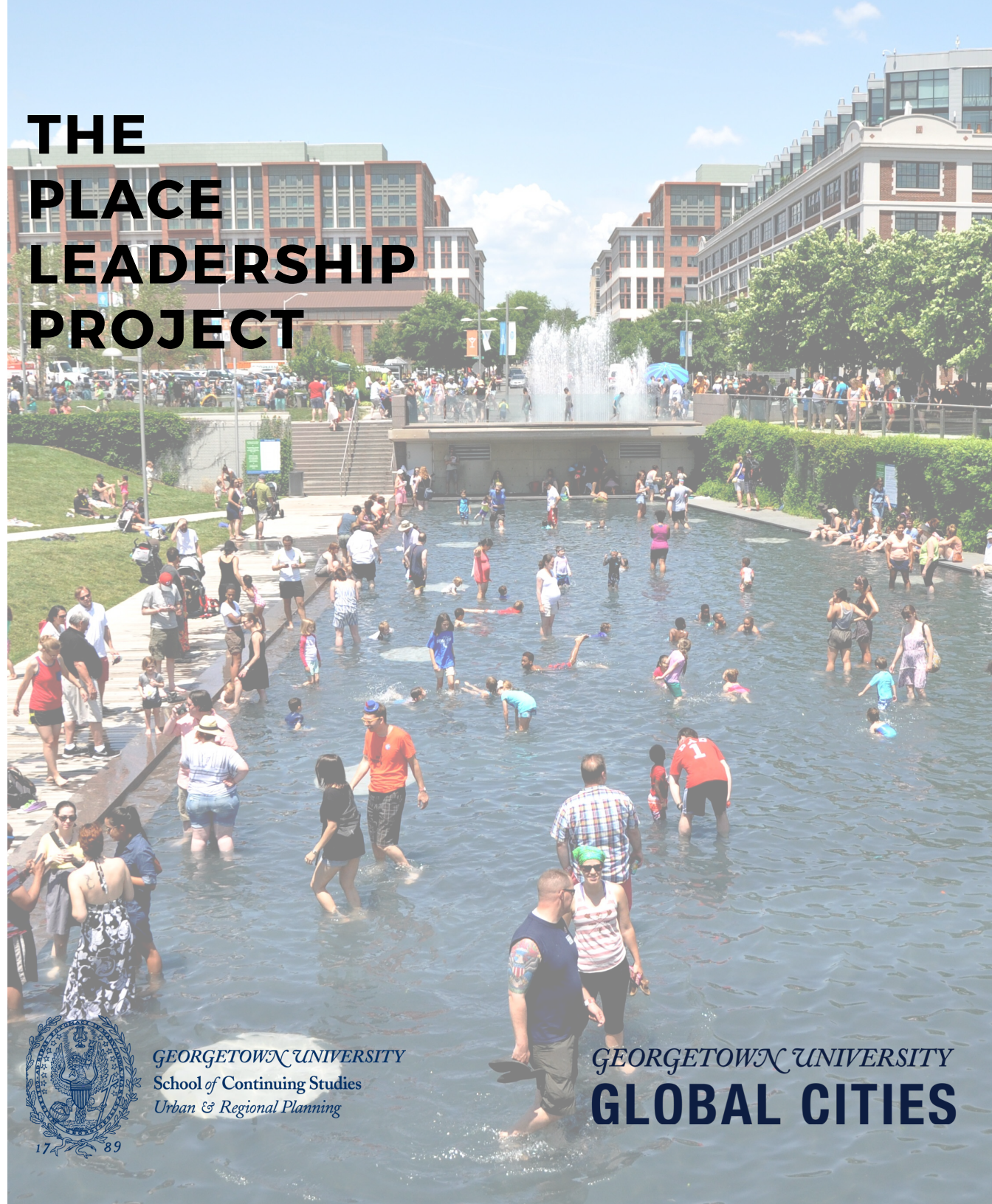
Pop-up Beer Garden: The Rosslyn BID partners with a local business to transform a vacant lot near metro into an urban oasis for residents and workers.

www.placeleadership.org

Georgetown Urban & Regional Planning Program
640 Massachusetts Ave. NW Washington, DC
20001

placeleadership@georgetown.edu

THE PLACE LEADERSHIP PROJECT



GEORGETOWN UNIVERSITY
School of Continuing Studies
Urban & Regional Planning

GEORGETOWN UNIVERSITY
GLOBAL CITIES

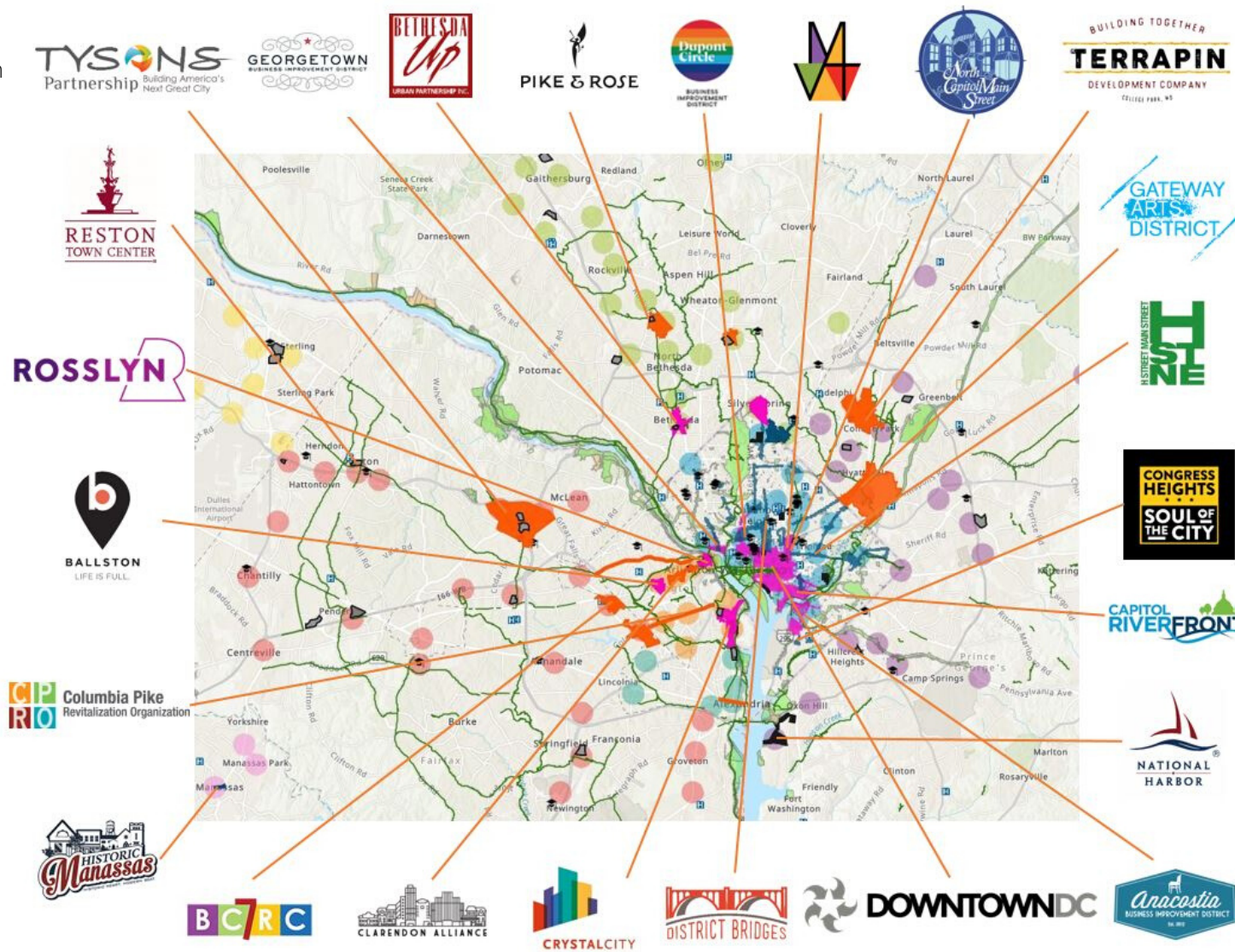
Introduction

“Place” has become a strategic organizing principle for stakeholders to plan, develop, invest, curate and empower communities in cities. Place is leveraged as the common catalyst for groups to align their interdisciplinary efforts to strengthen economies, enhance quality of life, and create socially inclusive communities. This stakeholder-driven effort to improve a common locale is now widely accepted as the process of “placemaking”.

About the Project

The Place Leadership Project is a community-based participatory research project exploring place-based leadership and innovation in the Washington, DC metro region. Hosted by Georgetown University's Urban & Regional Planning Program, the project seeks to accomplish three overarching goals:

1. Convene a community of place management practitioners and regularly host workshops exploring this quickly evolving field of professional practice.
2. Establish a standardized framework for performance evaluation informed by research. This standardized reporting will allow for the accurate analysis of managed urban districts across the region.
3. Elevate innovative local practices of place-based performance management onto a global stage of research, learning and discourse.



New Organizations

A better understanding of place management in the region includes identifying, classifying and engaging with a wide diversity of Place Management Organizations (PMOs).

These organizations include a diverse array of place-based governance structures (BID, Main Streets, Civic Partnerships, Public, Private etc.) and the districts they serve vary greatly in geographic size, organizational capacity, mission and funding structure.

Initial findings indicate that the Washington region is host to over 70 diverse PMOs across multiple local jurisdictions. This map identifies some of these organizations including those with diverse funding typologies. Typically these places are in transit oriented locations and attract an out-sized amount of private investment.

New Practices

Innovative place management practices are being fostered across the entire Washington, DC metropolitan region. These practices connect communities to urban places in many creative ways.

Collectively these practices are supporting the rise of a new domain of urban planning which is highly localized and place based. These practices are of global significance as cities around the world seek to achieve performance-based sustainable outcomes.