

## Using companies like Placer.ai

### Case Study- Village of Fox Lake, IL

<https://view-su2.highspot.com/viewer/6602f53f44e36e7175907893?source=email.6686133a9df1cc69a06606a4.0>

The Village of Fox Lake, IL, is a small town of 11k people. A hub on a chain of 15 lakes (7k acres of water), the village was a popular tourist destination in the 1950s, 60s, and 70s, but hasn't seen new commercial development in over 40 years. Donovan Day, the Community & Economic Development Director for the village, wanted to bring new business but struggled when he did so, being told that the traditional 3,5,7 mile population was too small. He knew the lakes had nearly 25k boating registrations a year, and that non-ticketed events looked well attended, but he had little idea beyond that. How could they quantify visits to the town, and use that to land new development?

### Case Study- Danville, IL

<https://view-su2.highspot.com/viewer/6675ff6e849fce3a2651605d?source=email.6686153c7ede6b7620291732.0>

RR Partners is a community impact consulting firm specializing in economic and community development, market analysis, housing studies, and redevelopment planning for municipalities, economic development organizations, and counties. Keen to secure funds from a COVID-19 recovery grant program, the City of Danville (Danville, IL) issued an RFP for a revitalization plan targeting their downtown area. The contract was awarded to Studio GWA, a local planning and architectural firm, in partnership with RR. Together, they identified three project goals for the city: (1) Identify potential uses for vacant buildings, (2) increase leverage of existing events, like the popular "First Fridays" that drew thousands of visitors downtown, and (3) provide actionable recommendations for the city to attract businesses and stimulate economic growth.

### Case Study- Greensburg-Decatur County, IN

<https://view-su2.highspot.com/viewer/6605e0636f772ce5123ccada?source=email.66861606e76bec72dbb4f7b7.0>

Tree City Brew Co., a popular local brewery, looked to expand its location and drive additional revenue. After engaging the local community, the owner decided to build a sand volleyball facility and involved Visit Greensburg, the local DMO. The initiative came to the attention of Jessica Barker, Project Coordinator at the Economic Development Corporation of Greensburg - Decatur County (EDCGDC).

Jessica knew Placer data could help the brewer answer two key questions

1. What data is there to determine the market demand for volleyball courts/
2. How could the brewer pitch the positive economic impact of the project?

## Using Federal Grants

### Civic Infrastructure Unites Americans

#### Federal legislators prioritize investments in gathering spaces in communities across the nation

<https://medium.com/reimagining-the-civic-commons/civic-infrastructure-unites-americans-353c694ca37c>

On July 4th, Americans will come together in thousands of communities to share food, enjoy family and friends, and mark the 248th year since the ratification of the Declaration of Independence. While some gatherings will take place in private spaces like backyards, many will occur in local parks, town squares or public streets — civic infrastructure that has been important places of participation, inclusion, protest and celebration for Americans over the past two and a half centuries.

With the passing of the 2024 federal budget earlier this spring, Congress reaffirmed its support for these places, investing millions of dollars in American communities through targeted civic infrastructure projects. Civic infrastructure is the collection of shared public places where Americans come together: our parks, trails, town squares, main streets, play spaces, libraries, and other public gathering spaces. These are the places that define and celebrate a region’s cultural identity, create a sense of belonging, and encourage Americans to gather, connect and better understand each other.

This type of infrastructure investment truly unites Americans, and increasingly, people in communities of all regions and sizes are expressing directly to Congress their desire for stronger civic infrastructure. In many districts their representatives are responding with support and funding. For example, through [Community Project Funding](#) (House) and [Congressionally Directed Spending](#) (Senate) many members of Congress are prioritizing these investments within the federal domestic funding bill. These commitments are supporting local communities and the outcomes they have identified as important: economic development, wellbeing, public safety, protecting the environment for future generations, and forging strong social and community connections.

In celebration of this national commitment to community and civic spaces, we are sharing just a smattering of the diverse local civic infrastructure projects that have received investments through this year’s federal budget:

#### Case Study- Spurring Economic Revitalization in Cle Elum, Washington

**Project Name:** Cle Elum First Street Downtown Revitalization

**Amount:** \$1,500,000

**Representative:** Senator Patty Murray (WA)

**Recipient:** Washington State Department of Transportation (public)

The City of Cle Elum is leveraging downtown revitalization for economic opportunity with improvements to First Street, the city’s historic, commercial thoroughfare. With pedestrian-friendly enhancements and aesthetic upgrades, such as improved street crossings, wayfinding, benches and street trees, the city aims for a safer, more connected experience for residents and visitors to this regional outdoor recreation hub.