

## Experience-making Fund Proposal

Place-making has become an integral part of Economic Development for local communities and *Pop-Up Concerts, Yoga in the Park, Cornhole Tournaments, Interactive Art Installations, Festivals, etc.* are increasingly used by local communities to drive economic development and brand recognition. The “experience economy” that has been driving the retail market for the past decade is now crossing over into the office market as well, transforming how employers view their office space to help recruit and retain talent.

Place-making (experience-making) is not about buildings or development, it’s about bringing the space between and around buildings to life so it adds to people’s quality of life. Many of the new mixed-use projects like High Street and Campus 244 will create these events for their properties, which is great for Dunwoody, but we need an organization to coordinate these events and spread them across the entire community.

Most communities our size have a single downtown that is the focus of place-making activities and they typically have a Downtown Development authority or other organization that drives the experience economy for the City. Dunwoody is different because we have multiple Downtowns, the Village is the acknowledged center of Dunwoody for most residents, but we also have Georgetown, Jett Ferry/Williamsburg, Winters Chapel and of course Perimeter. We need a unique partnership to match our unique geographic circumstances. Furthermore, numerous initiatives in the City are on-going relating to place-making and it’s important that these activities and investments are coordinated, supported and amplified. Our challenge is how to bring it all together and elevate what our partners are under-taking.

### Proposal

- Dedicate 10% of Current and Future closing fees to support a 5-year Experience-making program.
- The Experience-making Fund would support a single organization (I suggest Create Dunwoody) that coordinates activities throughout the City.
- The Development Authority investment would leverage investments from Discover Dunwoody, the City of Dunwoody, and possibly others.
- DDA’s total commitment = \$175,000.
- An MOU will be negotiated between the partners outlining how the funds will be used.

### Critical Metrics for Development Authority funding decisions:

- Funds are used to leverage other resources
- Funds are used to prime-the-pump for projects supported by the Authority that are not being implemented
- Funds are used to support trade, commerce and industry – creating jobs, inducing capital investment and improving quality of life for Dunwoody residents