

QUINCY STRATEGIC PLAN

CITIES, CHANGE, AND ADAPTIVE
ECONOMIES

PREPARED FOR
City of Quincy
May 11, 2017

DEVELOPMENTSTRATEGIES®



DEVELOPMENT STRATEGIES



TROOST AVENUE CORRIDOR
Kansas City, MO



DOWNTOWN ECONOMIC DEVELOPMENT
Columbia, MO



MERCANTILE EXCHANGE DISTRICT
St. Louis, MO



DOWNTOWN PLAN
Blacksburg, VA



DOWNTOWN PLAN
Louisville, KY



DOWNTOWN COLUMBIA
University of Missouri



CORTEX
St. Louis, MO



DOWNTOWN REVITALIZATION PLAN
Lubbock, TX



VISIONING & LAND USE STUDY
Des Moines, IO



REDEVELOPMENT PLAN
Greenville, SC



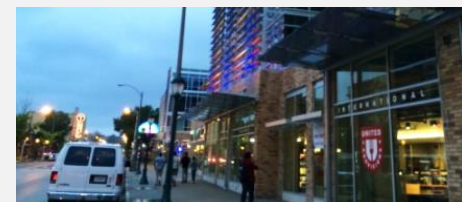
CORRIDOR DEVELOPMENT STRATEGY
Lexington, KY



FIFTH STREET CORRIDOR
St. Charles, MO



PRAIRIE FIRE
Kansas City, MO



DELMAR LOOP
University City, MO

DEVELOPMENT STRATEGIES



jobs & places

Economic Developers
Designers



buildings

Market Analysts
Appraisers



people

Public Policy
Marketers

STRATEGIC PLANNING



**WHO DOES
STRATEGIC
PLANNING?**

STRATEGIC PLANNING

WHO DOES
STRATEGIC
PLANNING?

Anyone who
plans on being
around in
10 YEARS



THE CITY OF QUINCY

\$54M Annual Expenses

That's **\$540M** over 10 years.

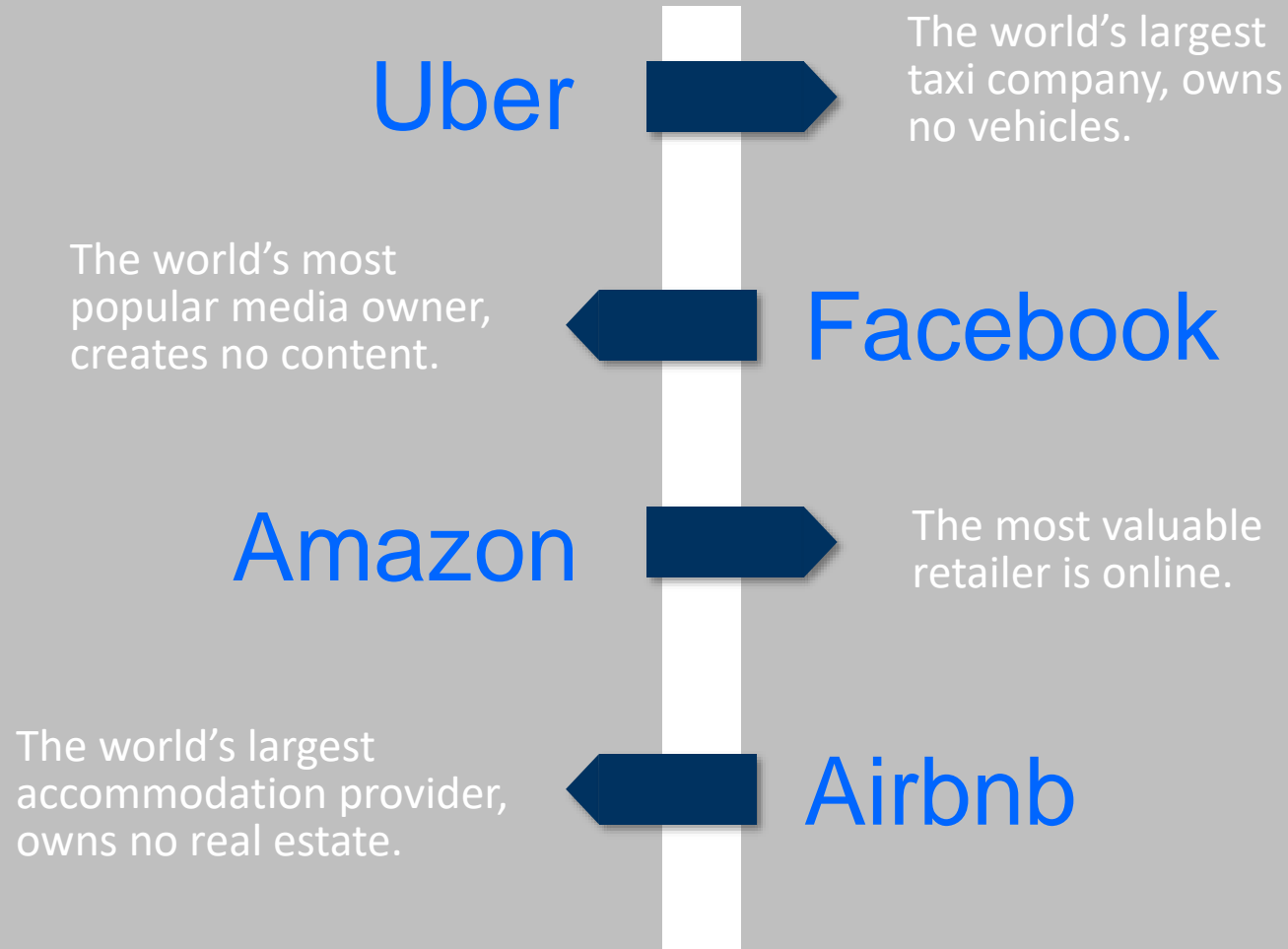
\$1.5B in total wages/salaries in 2015



A blue-tinted photograph of a city street scene. In the foreground, the hood of a dark car is visible. The street is lined with historic, multi-story buildings. On the left, a building has a stone-textured ground floor and arched windows above. A dark awning with a circular logo is over a storefront. Further down the street, a white car is parked. To the right, a tall, dark building with many windows stands out. A street lamp is on the sidewalk. The word "CHANGE" is written in large, bold, white capital letters across the center of the image.

CHANGE

INNOVATION AND ACCELERATION

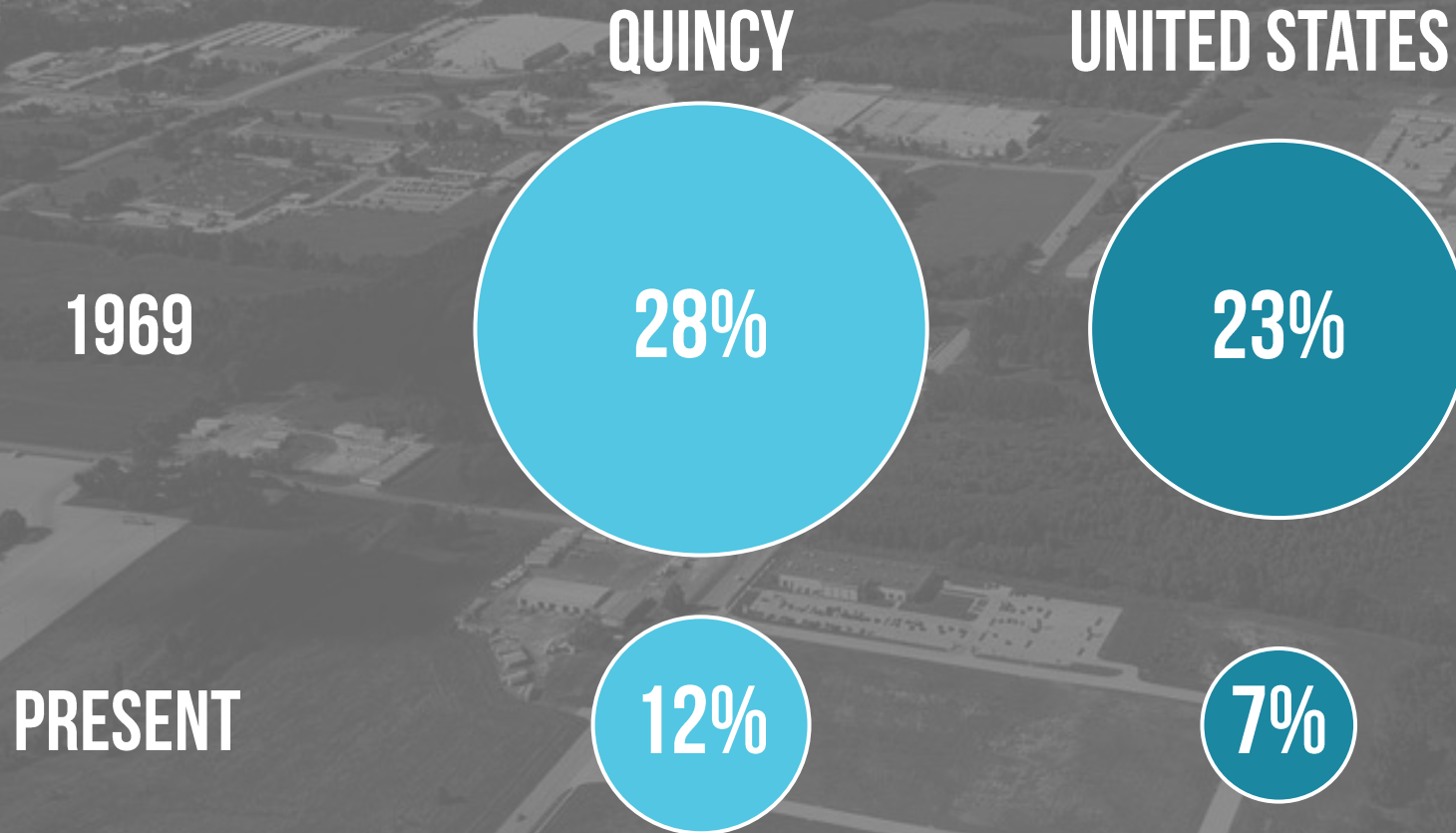


Something interesting is happening.

TOM GOODWIN

ECONOMIC & CULTURAL SHIFT

Proportion of Employment in Manufacturing



ECONOMIC DEVELOPMENT

DIFFERENT WAYS TO THINK ABOUT AN ECONOMY



KNOWLEDGE & INNOVATION

Highly Educated
Entrepreneurs
Innovators



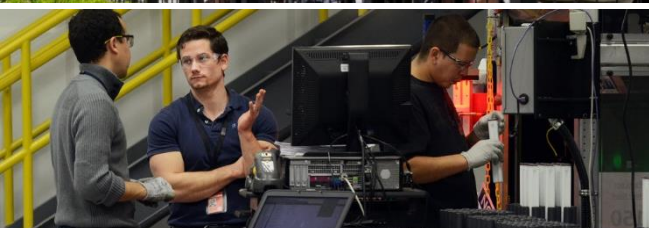
SERVICE & CARE

Healthcare
Advisory



CONSUMPTION

Tourism
Restaurants



PRODUCTION

Manufacturing
Skilled Labor
Transport



EQUITY

Unemployed
Underemployed
Disability

HISTORIC QUINCY: THE BOOM YEARS

POPULATION OF QUINCY

1850	1860	1870	1880	1890	1900
6,900	13,700	24,100	27,300	31,500	36,300



HISTORIC QUINCY: THE BOOM YEARS

DYNAMISM

Risk takers
Entrepreneurs
Urban pioneers



HISTORIC QUINCY: THE BOOM YEARS

DYNAMISM

Risk takers
Entrepreneurs
Urban pioneers

GREAT UPHEAVAL

Life expectancy: 38
Percent farmers: 64
Civil War

*US Department of Health and Human Services
National Institute of Food and Agriculture*

HISTORIC QUINCY: THE BOOM YEARS

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Risk takers
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INNOVATION

Electricity
Light bulb
Automobile
Clean drinking water
Telephone

ECONOMIC & CULTURAL SHIFT

Cities are thinking **differently** about what grows an economy.

KNOWLEDGE



Growth In Jobs With
Bachelor's Degree
2004-2014

Source: Bureau of Labor Statistics

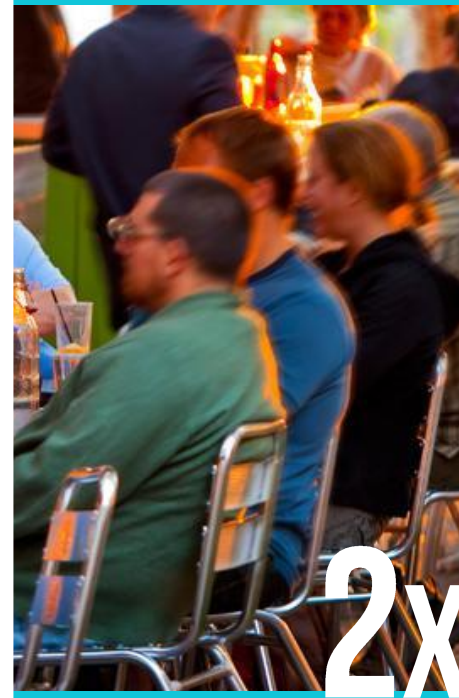
CONSUMPTION



Growth In Personal
Consumption
2006-2015

Source: Federal Reserve

PLACE AND TALENT



% Young Prof's in
Downtowns Versus
Overall Regions

Source: CEO's for Cities 2009

TOURISM

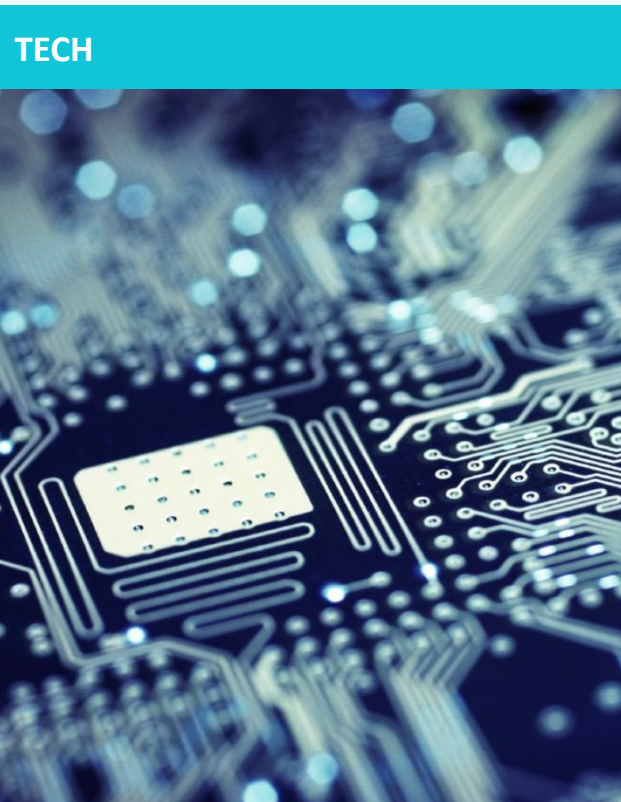


Growth in Leisure &
Hospitality Jobs
2004-2014

Source: Bureau of Labor Statistics

ECONOMIC & CULTURAL SHIFT

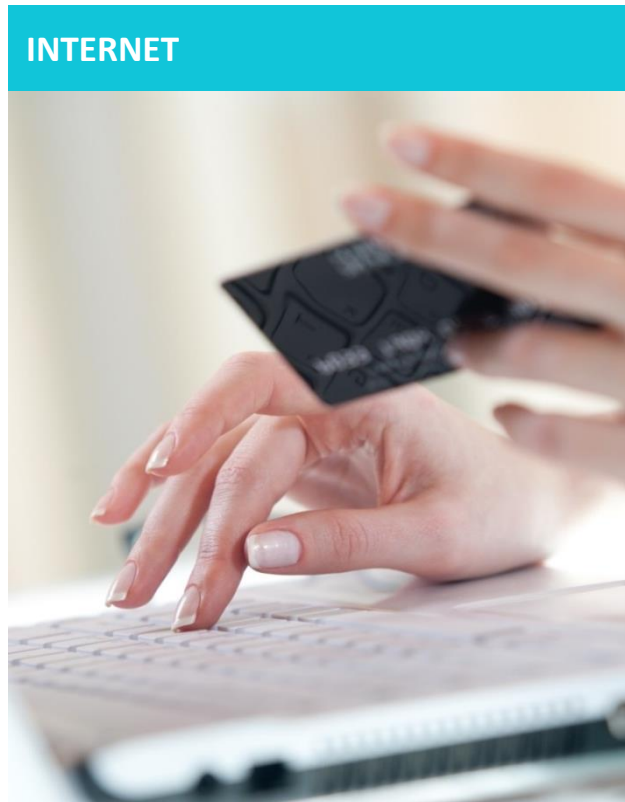
The economy is evolving.



32%

GROWTH IN TECH
JOBS 2004-2014

Source: BLS



3,700%

INCREASE IN
WEB SALES
1999-2010

Source: US Census



160%

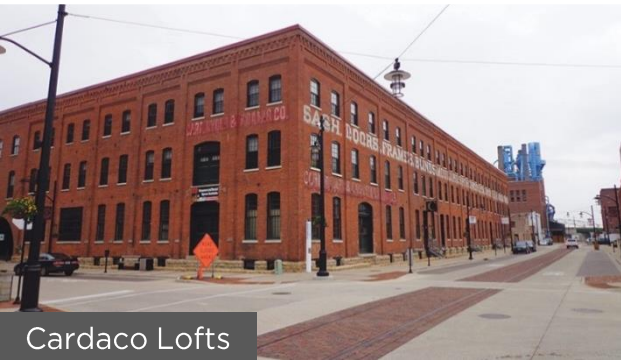
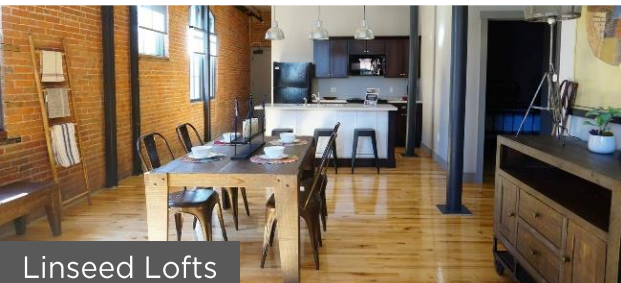
↑ CRAFT BEER
PRODUCTION

Source: Brewer's Association 2015

HOUSING MARKET

PEER CITIES DOWNTOWN HOUSING

HISTORIC LOFTS DUBUQUE, IA



CONTEMPORARY MIXED-USE LA CROSSE, WI



SMALLER-SCALE REHABS PADUCAH, KY



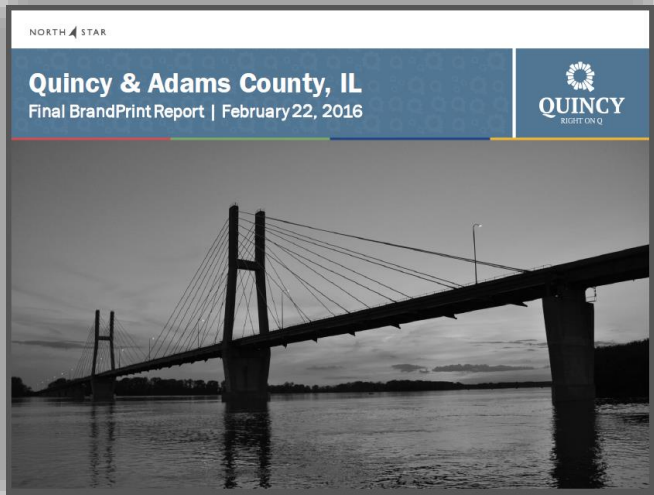


CHANGE

Cities must continually adapt
in order to survive and flourish.

ECONOMIC & CULTURAL SHIFT

QUINCY AND ADAMS COUNTRY BRANDING REPORT



Year: 2016
Created By: North Star

TOP CHALLENGES FACING QUINCY

- Lack of well-paying jobs
- Ability to attract and retain young professionals
- Resistance to change

ADAPTATION

Diversification and
specialization
will be keys in a
rapidly-changing world.

DIVERSE & RESILIENT

Downtown & Place

High Paying Jobs

Innovation

Tourism

Workforce Training

Education

Young Professionals

Entrepreneurship

Attraction & Retention

Infrastructure

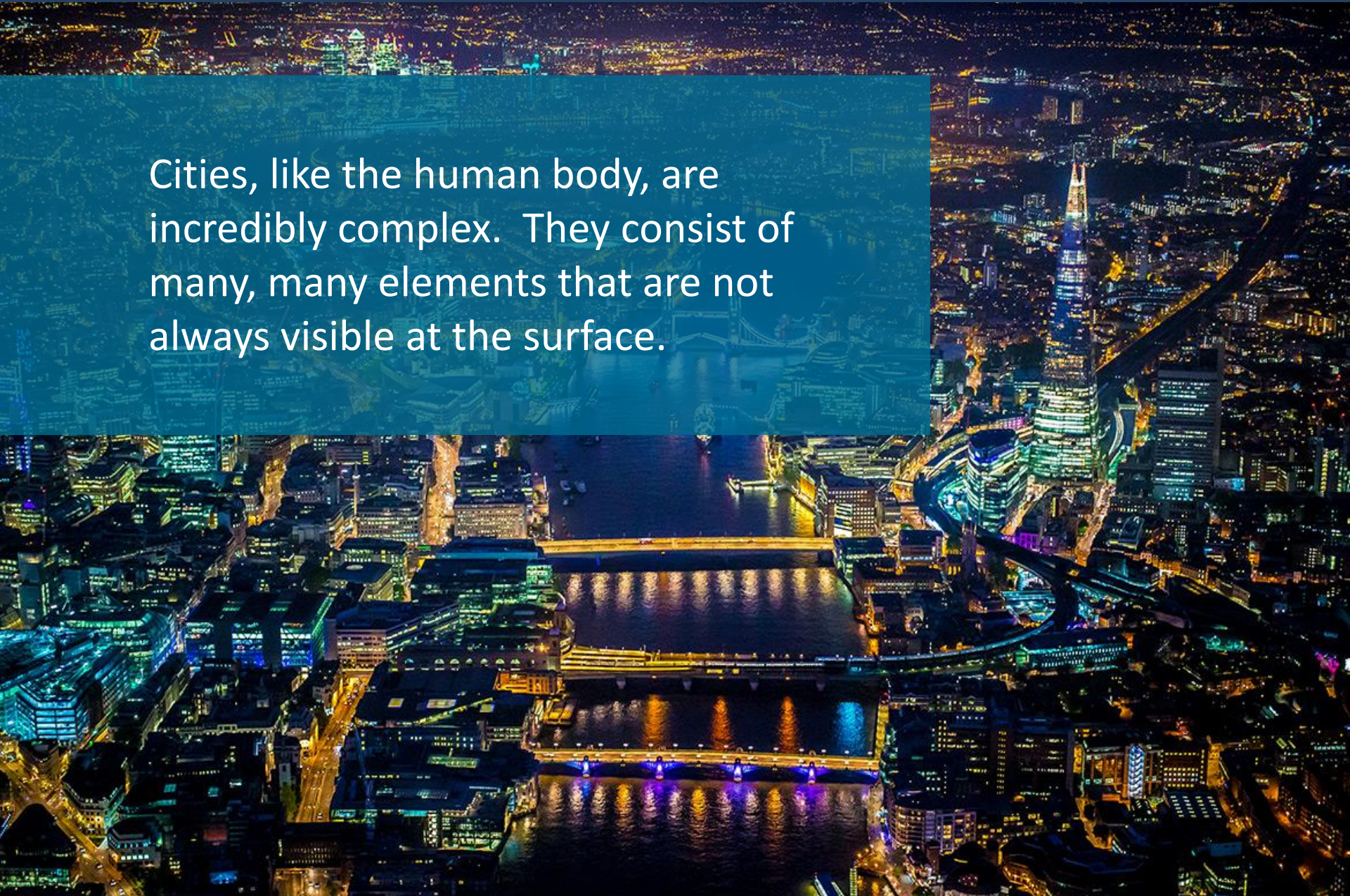


HOW?

Put people first;
learn from the past;
focus on the future and innovation

EVOLVING IN OUR UNDERSTANDING

Cities, like the human body, are incredibly complex. They consist of many, many elements that are not always visible at the surface.



NOT JUST ABOUT PHYSICAL REALM



Where is your
ECONOMY

Where is your
INNOVATION

Where is your
EDUCATION

Where is your
CULTURE

Where are your
SOCIAL
NETWORKS



CITY PLANNING: INFORMATION DRIVEN

RETURN ON INVESTMENT HIGHWAY SPENDING

15%

1970s

5%

1980s

5%

1990s

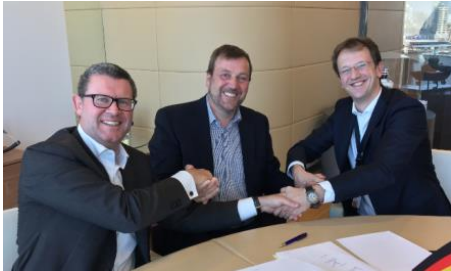
Chad Shirley, Rand Corporation; Clifford Winston, Brookings Institution. Study of how infrastructure investment lowers businesses' inventory and logistics costs.

CITY PLANNING: BETTER APPROACHES

Imagine if doctors treated every patient, regardless of symptoms, age, and needs, with knee surgery.



ECONOMIC



PEOPLE WE KNOW



INFRASTRUCTURE



JOBS



RESOURCES



EDUCATION



PLACES & WALKABILITY



HISTORY



WATER



SAFETY



COMMUNITY



DENSITY



**FREE EXCHANGE
OF IDEAS**

IDEA EXCHANGE



Workers in urban areas earn
30 percent more

Phone calls and emails

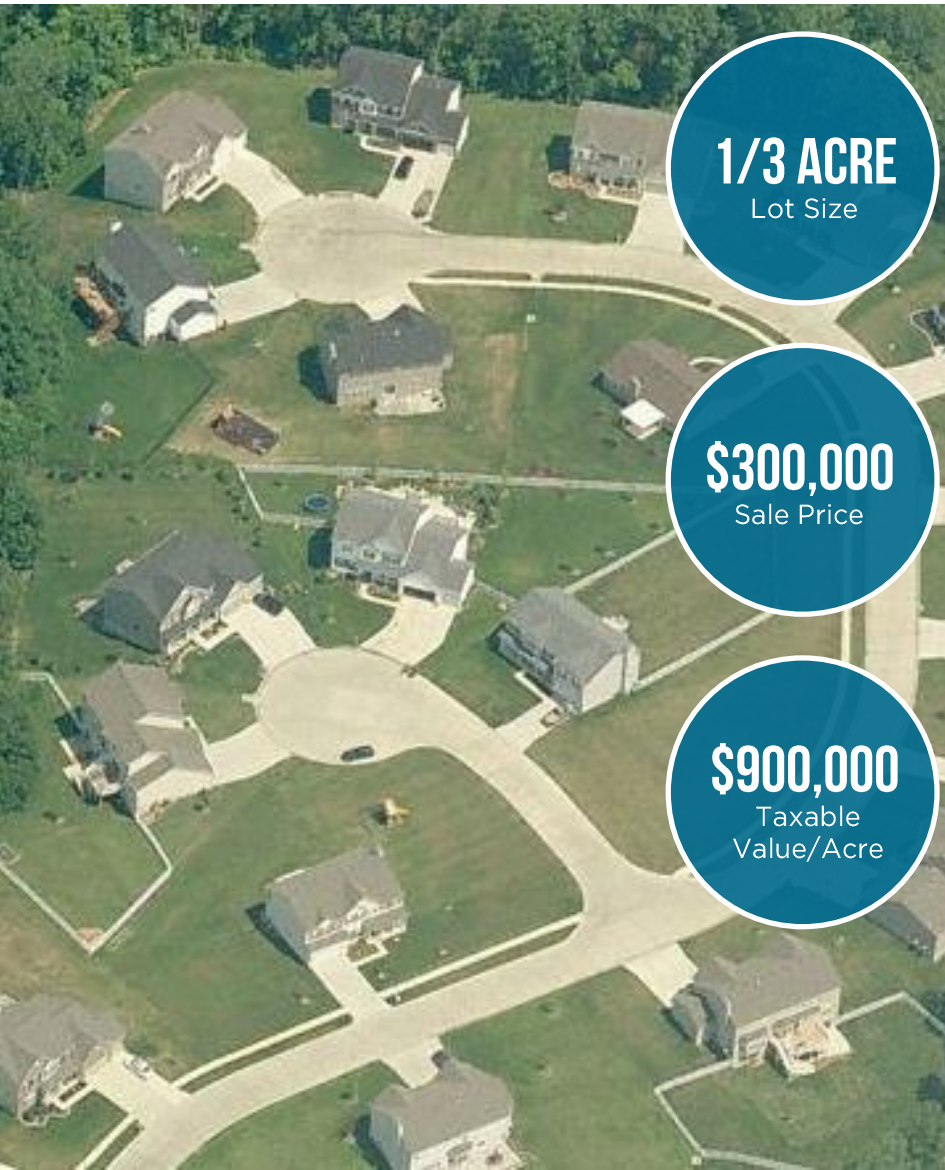
Patents

Business travel

-Edward Glaeser

POLICY

PLACES: ECONOMY AND INNOVATION



1/3 ACRE
Lot Size

\$300,000
Sale Price

\$900,000
Taxable
Value/Acre



1/8 ACRE
Lot Size

\$220,000
Sale Price

\$1.8M
Taxable
Value/Acre

GREEN SYSTEMS

1,300 NEW TREES

ELECTRICITY SAVINGS \$7.9K

AIR QUALITY IMPROVEMENTS \$3.3K

CO2 REDUCTION \$1.6K

STORMWATER REDUCTION \$29.2K

PROPERTY VALUE INCREASES \$37K

**\$79K ANNUAL
CUMULATIVE BENEFIT**

Source: East-West Gateway, West Florissant Avenue Great Streets Master Plan

CITIES AS NETWORKS OF PEOPLE

Network

System

PEOPLE



PLACE

CONSUMER



MARKET

WORKER



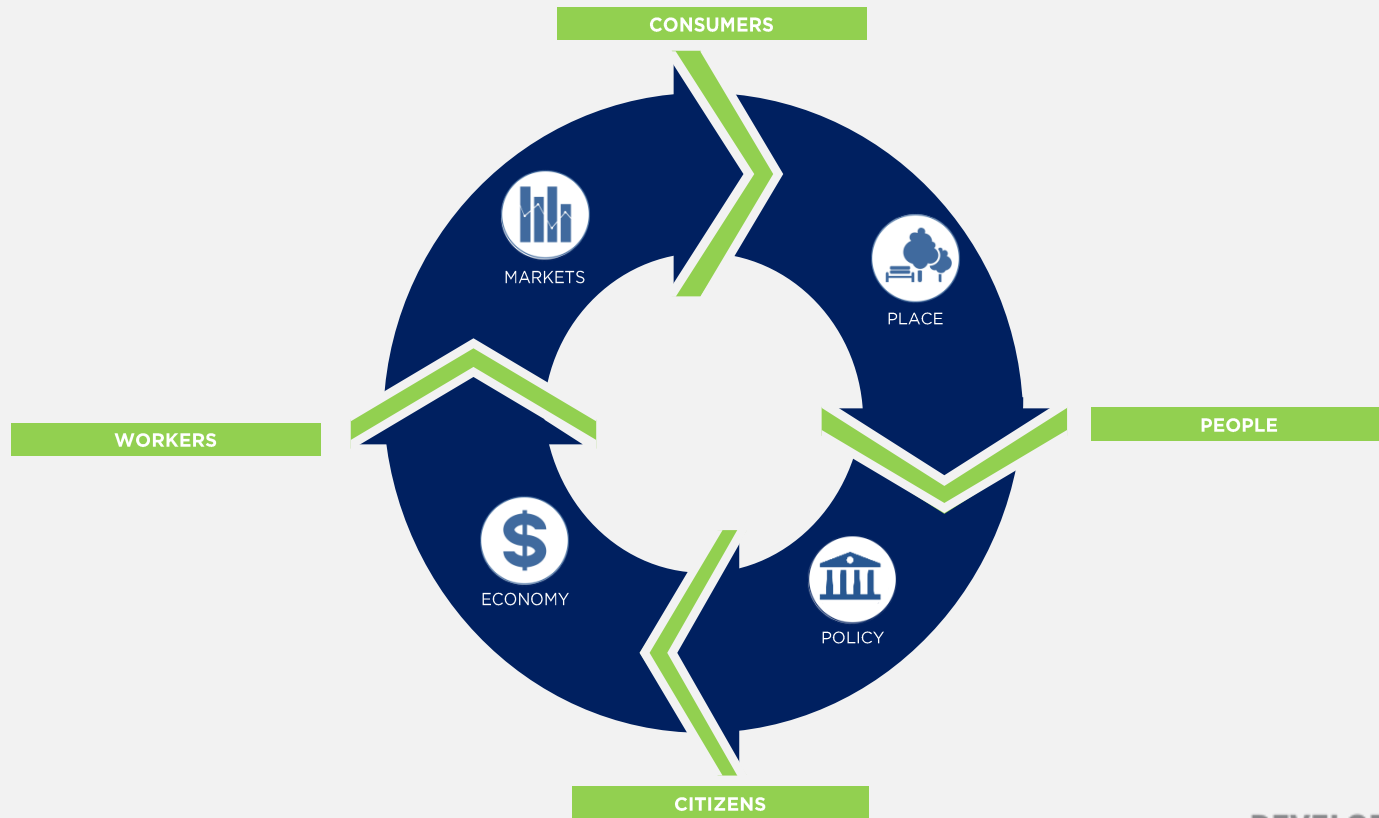
ECONOMIC

CITIZEN



POLICY

THE VIRTUOUS CYCLE OF JOBS



DEVELOPMENT STRATEGIES[®]

 ECONOMY	 MARKETS	 PLACE	 POLICY
<ul style="list-style-type: none"> Jobs Innovation Trade Travel and Tourism 	<ul style="list-style-type: none"> Consumer Goods Retail Services Housing Economic Activity 	<ul style="list-style-type: none"> Parks Public Art Architecture Streets Transit 	<ul style="list-style-type: none"> Education Research Infrastructure Energy and Resources

QUINCY PRIORITY AREAS

ECONOMIC DEVELOPMENT



DOWNTOWN REVITALIZATION/ RIVERFRONT DEVELOPMENT



TRANSPORTATION/ INFRASTRUCTURE/SAFETY



TOURISM/ARTS/RECREATION



PROCESS OF UNDERSTANDING

PLANNING PROCESS

