



CREATING COMMUNITY VITALITY SERIES

A 2021 Monthly Training Series

Community Workbook

Overview:

The "work from home" revolution is just getting started and causing people to reevaluate where they call *home*. As a result, communities have the unique opportunity to better position themselves for success by ensuring that they have the amenities, infrastructure and social offerings in place to retain and attract an increasingly mobile workforce. The Virginia Department of Housing and Community Development's (DHCD) Community Revitalization Office (CRO) has created this three-part series focused on building your place's identity, supportive ecosystems and community in a format promoting monthly education, inspiration and application. Use this workbook to reflect on the future you would like to see for your community, identify session ideas that rise to today's needs and develop a path forward.

Key Themes:



Identity

Recognize Your Core Strengths + Weaknesses



Ecosystems

Identify Institutions, Amenities and Infrastructure to Support



Community

Strengthen and Promote Assets + Interactions

Monthly Topics:



Community Vitality Kickoff



Placemaking



Storytelling



Leadership + Network



Attractions + Assets



Housing



Services + Infrastructure



Food + Small Scale Production



Workforce + Entrepreneurs



Public Spaces



Cultural Promotion + Events



Community Involvement + Conclusion

Public Spaces

Educational Webinar | October 13, 2021



Public spaces – ones that are truly equitable and inclusive – are essential for creating community vitality. Our continued health and racial pandemics prove the urgency of more in-depth analysis and thinking for what these spaces need to and must be. In this webinar, participants will learn more about the background and creation of _mpathic design, an initiative, teaching methodology and design practice operating at the intersections of identity, culture, history, memory and place, through current projects in Charlottesville and Lynchburg.



Elgin Cleckley, NOMA, is an Assistant Professor of Architecture at UVA with an appointment in the UVa School of Education and the School of Nursing. He is a designer, director, and principal of _mpathic design – a Design Thinking pedagogy, initiative, and professional practice focusing on intersections of identity, culture, history, memory, and place. Cleckley is also the Design Director for the UVa Equity Center, The Democracy Initiative Center for the Redress of Inequity Through Community-Engaged Scholarship. He is the recent winner of several notable honors, such as the Armstead Robinson Faculty Award, the 2020 ACSA Diversity Achievement Award and the Dumbarton Oaks Mellon Fellowship in Urban Landscape Studies, in supporting the development of his forthcoming 2021 book with Island Press, _mpathic design, detailing his empathic design thinking methodologies

Inspirational Podcast | October 18, 2021



Lindsey Wallace has over twelve years of experience in historic preservation, community engagement, and project management. As Director of Strategic Projects and Design Services for the National Main Street Center (NMSC), she leads a variety of projects and partnerships, including the NPS Main Street Façade Improvement Grant Program, NPS Disaster Preparedness and Resilience Program and the Historic Commercial District Revolving Loan Fund Program. Wallace teaches the Advanced Principles of Quality Design course through the Main Street America Institute (MSAI), and, as part of the NMSC field staff team, she focuses on design-related and placemaking initiatives and content.

What session ideas stand out and rise to today's needs?



What resources are needed to help you develop a path forward?



When thinking about the future you would like to see for your community, what activities may help you make that vision a reality? Consider three potential projects:

1



2



3

After viewing the webinar and listening to the podcast, what questions would you ask the speakers? Based on topics covered, where would you like to follow up?



Cultural Promotion + Events

Educational Webinar | November 10, 2021



Just about everyone loves food! And just about everyone can connect through a passion for a particular dish or food tradition. In this webinar, you will learn about how your community can build food-focused events and promotions tied to local traditions and identity. Nicole Martorana will lead a panel discussion of leaders with experience in celebrating local foodways and shared culinary culture. Whether it's a food festival, a food tour, a chef dinner or virtual tasting workshop, there are many ways for people to connect over their favorite dishes and learn something new.



Speaker

Nicole Martorana is passionate about the intersection of food, culture, and media in helping businesses and communities share their stories. A graduate of James Madison University's School of Media Arts & Design and the University of Gastronomic Sciences Master's program in Food Culture & Communications, she has extensive experience in creating meaningful opportunities that connect people through cultural exploration and dialogue. Currently based in Richmond, Virginia, Martorana has consulted and worked for organizations in the arts, education, food & beverage, government, non-profit, technology, and tourism sectors both in the U.S. and abroad.

Inspirational Podcast | November 15, 2021



Speaker

Kirsten Moore opened Magpie--a breakfast and lunch diner-inspired restaurant and bakery, and The Perch at Magpie--a coworking space for small businesses, freelancers, and remote workers--in July 2020 in the middle of the pandemic lockdown. Having started an extensive historic renovation of an old auto service building in September of 2019 to house the businesses, it was a train that couldn't be stopped once the pandemic hit. As it turned out, it wasn't the worst possible time to open, but rather the perfect time to open. An entrepreneur and food writer with a background in design and marketing, Magpie is the culmination of many aspects of her career and synthesis of her passions.

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Community Involvement + Conclusion

Educational Webinar | December 08, 2021



In this webinar, we'll come together one last time to review the lessons of the Creating Community Vitality series and discuss how to get your community excited and involved along the way. As we look ahead, a post-pandemic new normal will lead to a far greater portion of workers having the ability to make living decisions based less on where their employer is located and more on living preferences. The result will shape much of how we think about office space, where we live and work and the place-based infrastructure that is needed to support these decisions. Let's explore these emerging opportunities and how uniquely positioning your community will benefit all involved.



Speaker

Matt Wagner has more than 20 years of nonprofit management experience in downtown development, entrepreneurship and tech-based economic development. At the National Main Street Center, Wagner serves as Vice President of Revitalization Programs, leading the launch of the renewed and re-imagined Four Point Approach, as well as helping the center reach new communities with this refreshed framework. Overseeing the field services team, he also leads the center's efforts to expand technical service offerings and offer preservation-based economic revitalization services directly to communities.



Speaker

Rebecca Rowe has more than 20 years of experience in community revitalization, working with state and local governments and nonprofits. She has degrees from SUNY Geneseo and Texas A&M University. Rowe is an avid agritourist and loves a good road trip, especially one that ends with ice cream. She lives on the Northside of Richmond, in the Bellevue neighborhood, with her husband Foster and dogs Finnegan and Franny.

Inspirational Podcast | December 13, 2021



Speaker

Bill Huston educates entrepreneurs, nonprofits and small businesses on how to raise community capital using seed and investment crowdfunding. He has managed dozens of successful crowdfunding campaigns globally throughout his 8 years in the crowdfunding industry. In 2014, INC. Magazine named him a top 19 global crowdfunding expert. Huston provides community capital consulting and coaching that focuses on social entrepreneurs, community-level real estate development and nonprofits that are creating businesses to solve social issues. He focuses on building engaged and excited crowds that will allow Non-Profits & Social Enterprises to successfully participate in the community capital and Locavesting economy.

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Contact



Main Street Centre
600 East Main Street, Suite 300
Richmond, VA 23219



cro@dhcd.virginia.gov



(804) 371-7000



dhcd.virginia.gov

