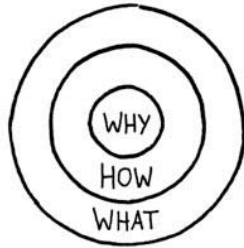




## START WITH WHY

### The Golden Circle



© 2013 Simon Sinek, Inc.

**What**

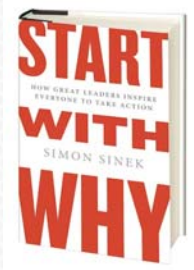
Every organization on the planet knows WHAT they do. These are products they sell or the services they offer.

**How**

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

**Why**

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. It's a purpose, cause or belief. It's the very reason your organization exists.



## START WITH WHY



“Quality of Life doesn’t matter in site selection... until everything depends on it.”

Janet Ady, President/CEO  
Ady Advantage



## START WITH WHY

Strategic Doing

Start-ups and Innovative Businesses

Brainpower 21 Century Talent

Innovation Entrepreneurship Networks

Creative, Capable Healthy People

Dynamic Clusters

New Narratives

Quality, Connected Places

Innovative Hot Spots

Strategic Doing™  
Do More Together.

Source: Ed Morrison, distributed through a Creative Commons Attribution ShareAlike 3.0 license

Ed Morrison,  
Purdue Center for  
Regional Development

## WHY DISTRICTS WITH SMALLER, OLDER BUILDINGS?

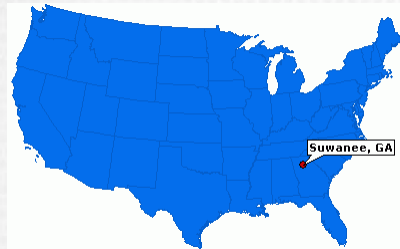
Based on study by National Trust for Historic Preservation – Preservation Green Lab



- More jobs and businesses per commercial square footage
- More locally-owned businesses
- More attractive to creative younger generation
- More affordable & flexible spaces for entrepreneurs



## BY THE NUMBERS



## BY THE NUMBERS



In Suwanee:  
• 23 acre big box shopping center generates \$6,300/acre in property taxes.



## BY THE NUMBERS



Mixed-use downtown generates \$11,500/acre in property taxes.



## WHY FOCUS ON DOWNTOWN



## WHY FOCUS ON DOWNTOWN >

*The most successful efforts in rural economic development represent a shift away from traditional tactics, like "smokestack chasing," and toward approaches, like place-based development and economic gardening, that try to build on local character, social capital and natural amenities. In this way, some small towns have redirected their focus to be more inward-looking, and have been able to cultivate more stable local economies.*



R. Dawn Riley, Assoc. AIA, APA  
Smith Dalia Architects



## HOW IT ALL WORKS >



# THE MAIN STREET APPROACH









Francisco Loyola >

“When you do not have a lot of resources you learn to be resourceful.”



## ORGANIZATION & FUNDING

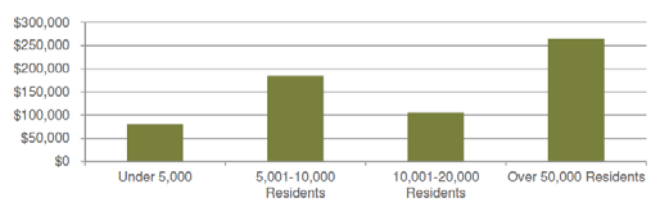
### Organization Type

- 501c3 (47%)
- 501c6 (12%)
- Government (25%)
- For Profit (2%)
- Other Org (14%)

### Additional Funding

- BID (70%)
- Contracts for Services (42%)
- TIF (8%) \*direct funding only
- Room Tax (27%)

Chart 1.1: Annual Budget by Community Size



## DOWNTOWN DEVELOPMENT

### Darrin Wasniewski

Downtown Development Program Manager

### Errin Welty

Downtown Development Account Manager

### Joe Lawniczak

Downtown Design Specialist



# COMMUNITY ACCOUNT MANAGERS

**1 - Northwest WI**

Marie Steenlage  
[Marie.steenlage@wedc.org](mailto:Marie.steenlage@wedc.org)  
608-210-6755

**2 - Northeast WI**

Naletta Burr  
[Naletta.burr@wedc.org](mailto:Naletta.burr@wedc.org)  
608-210-6830

**3 - Southwest WI**

Mark Tallman  
[Mark.tallman@wedc.org](mailto:Mark.tallman@wedc.org)  
608-210-6852

**4 - Southcentral WI**

Jason Scott, Director  
[Jason.scott@wedc.org](mailto:Jason.scott@wedc.org)  
608-210-6790

**5 - Southeast WI**

Kathryn Berger  
[Kathryn.berger@wedc.org](mailto:Kathryn.berger@wedc.org)  
608-210-6822

