Placemaking & Community Branding That Leverages Your Natural Assets
The Quality of Place Movement
Employment Growth in the Knowledge Sector

2X IN NUMBER & IN RATE OF GROWTH
— vs. manual workers —
The Quality of Place Virtuous Circle

- **Talented workers seek quality places**
- **Employers seek talented workers**
- **Communities strive to increase their quality of place**
- **Quality places attract residents, jobs, investment + visitors**
Natural Capital Drives Wellbeing

Induces positive thought patterns
Provides psychological relaxation
Improves mental clarity
Provides stress alleviation
Interaction with nature can increase self-esteem and mood
Promotes mental and physical health
Shifts “me” orientation to “we” orientation
Stimulates social cohesion
Expands creative capacity
Promotes connection & empathy
Nature Prescriptions are being written by doctors in 33 states and Washington D.C.

Where Is Your Nature Hiding?
Parks
Waterways
Bike Paths
Experiences
Productive Lands
Brownfields and Greenfields
State Parks
Venues
Neighborhood Gardens
Place Brands That Leverage Natural Assets
Placemaking: Chattanooga, TN

- Historically an industrial-based economy: smokestacks through 1970s
- Image problem, growth stalling
- Started with goal of being a great place to live
- 1980s: Vision 2000 initiative (aquarium, riverfront parks)
- Formed “The River City Company” non-profit organization to raise funds
Chattanooga, TN: Results

- 14% increase in population since 1990s
- Attracted Volkswagen Assembly Plant
  2,000 employees
Chattanooga, Tennessee is one of the top destinations in the South. Named "Best Town Ever" twice!
The Santee Story
<table>
<thead>
<tr>
<th>Frame of Reference:</th>
<th>For those wanting a close-knit community and wide-open opportunity,</th>
</tr>
</thead>
<tbody>
<tr>
<td>Point of Difference:</td>
<td>Santee, hugged by natural beauty along Santee Lakes and Mission Trails Park,</td>
</tr>
<tr>
<td>Target Audience:</td>
<td>gives Southern California a new, strong point of connection</td>
</tr>
<tr>
<td>Benefit:</td>
<td>affording families the freedom to live their aspirations.</td>
</tr>
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</table>
CELEBRATING 40 YEARS
Santee
CALIFORNIA

CELEBRATING SANTEE
CONTINUED COMMITMENT
TO THE COMMUNITY
DO MORE DUE EAST.

LIMITED EDITION COLLECTORS PINS

DO MORE DUE EAST

#SANTEEPRIDE

WEAR YOUR SANTEE
PRIDE SHARE AND
TAG US IN YOUR PHOTOS

CITYOFSANTEE.CA.GOV
The Placer County Story
<table>
<thead>
<tr>
<th>Frame of Reference:</th>
<th>For those who want to breathe easy amidst breathtaking beauty,</th>
</tr>
</thead>
<tbody>
<tr>
<td>Point of Difference:</td>
<td>Placer County, from the Sacramento Valley to the Sierra Nevada along I-80,</td>
</tr>
<tr>
<td>Target Audience:</td>
<td>is where California reaches up to Lake Tahoe and outdoor adventure reaches every interest in every season</td>
</tr>
<tr>
<td>Benefit:</td>
<td>so your senses and connections are heightened.</td>
</tr>
</tbody>
</table>
START YOUR PEAK ADVENTURE RIGHT HERE IN ROCKLIN

EXIT 108 Rocklin Road
The Bakersfield & Kern County Story
So How Do You Pay for All of This?

Sounds Great,
Federal Grants

- United States Department of Agriculture: Forest Service Landscape Scale Restoration
  Grants available from $25,000 - $600,000

- The National Park Service: Land and Water Conservation Fund State and Local Assistance Program
  Grants available up to $300,000

- Groundwork USA: Groundwork Trust
  Grants available up to $190,000

- Environmental Protection Agency: Brownfields Cleanup Grant
  Grants available up to $500,000
Federal Grants

- **Land and Water Conservation Fund**
  Grants available to most states, ranging from $85,000–250,000

- **Outdoor Recreation Legacy Partnership Program (ORLP)**
  Grants available to most states, ranging from $300,000–$1,000,000

- **The National Oceanic and Atmospheric Administration: Saltonstall-Kennedy Grant Program**
  Grants available up to $300,000
State Grants

- **California Natural Resources Agency**
  - Cultural Community & Natural Resources - $37.0M available for projects
  - Urban Stormwater & Waterways Improvement - $92.5M available for projects
  - Environmental Enhancement & Mitigation - estimated $13.4M available for projects
  - Recreational Trails and Greenways Grant Program - $27.7M available for projects
  - Urban Greening - $28.5 million available for projects

- **California Environmental Protection Agency (CalEPA)**
  - Cal-EPA Environmental Justice Small Grants - $1.5 million available for projects

- **California Department of Forestry and Fire Protection (CAL FIRE)**
  - Urban and Community Forestry Program - $10 million available for projects

- **California Department of Transportation (CALTRANS)**
  - Active Transportation Program (ATP) - $440 million available for projects
Quality of Place. Quality of Brand. Which Comes First?
YES
Q & A
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Will Ketchum – will@northstarideas.com