

### TRANSFORMAT10N 10 Years of KCCI

"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."

-Margaret Mead, cultural anthropologist

# PEOPLE, PLACE, PROSPERITY

### THE DAWN OF A DYNAMIC DECADE

The Knight Creative Communities Institute (KCCI) began in 2007 when the John S. and James L. Knight foundation chose Tallahassee to test a new economic development program. This program would train a group of volunteers on the principles of culturally and economically vibrant cities and the importance of the creative class. The Tallahassee volunteers, known as Community Catalysts, would use this knowledge to help transform Tallahassee into a place where young professionals and the creative class could thrive.

Fostering a city's "sense of place" helps attract this demographic and spurs economic growth. On a mission to make Tallahassee more enticing, Community Catalysts work together to identify and enhance what makes our community unique aesthetically, environmentally and culturally—in other words, its sense of place. The creative class includes people who propel a city's economic growth: innovators, engineers, educators, entrepreneurs, artists and more.

READ ON TO SEE HIGHLIGHTS FROM THE PAST 10 YEARS: A SELECTION OF PLACEMAKING PROJECTS THAT SHOWCASE HOW KCCI HAS HELPED MAKE TALLAHASSEE A MORE VIBRANT PLACE TO LIVE, WORK AND PLAY.





"KCCI projects have changed the face of our community. The efforts to date support the Greater Tallahassee Chamber of Commerce's goal of promoting Florida's Capital City as a destination for business and economic vitality."

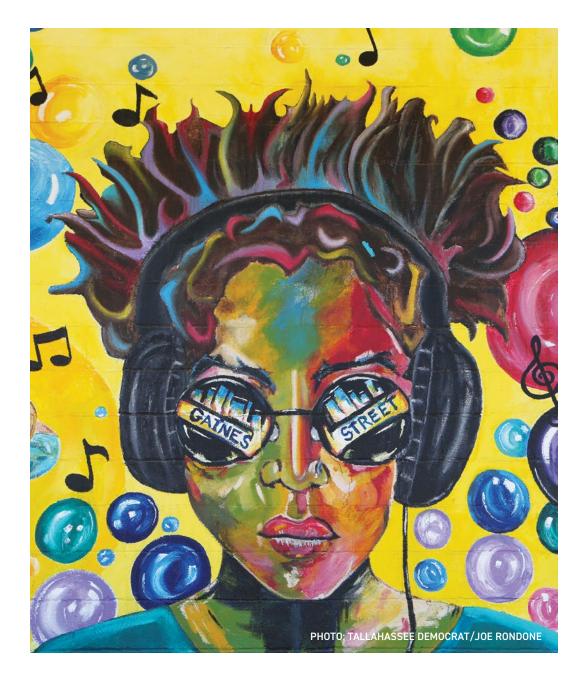
- Sue Dick President/CEO, Greater Tallahassee Chamber of Commerce KCCI Advisory Board Member

## GAINES STREET GOALS

### **GET GAINES GOING**

This project established the Gaines Street area as a district where art and entertainment flourish. The dedication of this team helped get the project moving 11 years faster than originally projected by the City of Tallahassee. The revitalized Gaines Street area now has a distinct cultural identity—a "sense of place" which encourages economic enhancement, talent retention and entrepreneurship, and has attracted hundreds of millions of dollars in private investment.

After finishing the project, some Community Catalysts joined the Gaines Street Vitalization Committee, giving them a voice in the future of the corridor.



"The Gaines Street project proved the power of change that a diverse group of citizens has when they work together toward a common goal."

- Bryan Desloge Leon County Commissioner Get Gaines Going Catalyst KCCI Advisory Board Member

THE TRANSFORMATION ON GAINES STREET HAS SPURRED MORE THAN \$200 MILLION IN PRIVATE INVESTMENT IN THE AREA, WITH MORE TO COME.

# FRESH FROM FRENCHTOWN

### FRENCHTOWN FARMERS MARKET

Working in conjunction with Frenchtown neighborhood leaders and the Tallahassee Community Redevelopment Agency, this team established Tallahassee's only all-local, twice-weekly market. Funded by donations — including a \$100,000 USDA grant in 2015 — the Frenchtown Farmers Market (FFM) lowers the barrier to entry for local farmers and food entrepreneurs by providing equipment and business development services. The FFM has also teamed up with organizations like AARP of Florida and Whole Child Leon to pursue common health improvement goals.

KitchenShareTLH, the area's first food business incubator/commercial kitchen rental facility, was awarded \$548,000 in grants in 2016. It will help advance the goals of the FFM, facilitating economic growth for minority proprietors.



"It was exciting to create a place that the community could go to promote healthy food consumption and support sustainable production in a permanent and dependable location. We love watching this project continue to grow in serving Frenchtown and the surrounding areas!"

- Michelle Gomez Director, Frenchtown Heritage Hub Frenchtown Farmers Market Catalyst

THE FRENCHTOWN FARMERS MARKET GARNERED MORE THAN \$40,000 IN SALES FOR VENDORS IN 2016, WITH NEARLY 4,500 CUSTOMERS. IN 2017, CUSTOMER TRAFFIC HAS INCREASED AND SALES ARE ON PACE TO EXCEED THE PREVIOUS YEAR'S TOTALS BY AT LEAST \$10,000.

# PROGRESS ON PALMER

### SOUTHSIDE SENSE OF PLACE

This initiative transformed a blighted roadway into a multi-use, pedestrian-friendly area. Palmer Avenue now serves as a connection between Florida A&M University and the businesses on South Monroe. The project gave the Southside the only east-west sidewalks along Monroe and Adams Street and created a new, modern streetscape.

Antique-style gas lanterns, sidewalks, seating walls and areas to filter stormwater runoff were among the many additions to Palmer Avenue that enhanced its sense of place.



"It was hard for people to see the potential of Southside Tallahassee just a few years ago. Together, diverse KCCI Community Catalysts, along with city officials, were able to reimagine a part of town that had not been given a great deal of attention or investment before."

#### - Jenay Sermon

Graduate Research Assistant, COE Higher Education & FSU Center for Postsecondary Success Southside Sense of Place Catalyst

PALMER AVENUE NOW SERVES AS MODEL FOR FUTURE RENOVATIONS BETWEEN SOUTH MONROE AND SOUTH ADAMS.

# MEET ME IN MIDTOWN

### **IDENTIFY TALLAHASSEE**

The "Identify Tallahassee" team's goal was to bring residents, business owners and local government together to highlight the city's uniqueness, specifically in up-and-coming urban core areas. After completing the Midtown Corridor Study, the Catalysts worked with FAMU School of Architecture students to develop the Midtown Action Plan. This was used as the foundation for developing a sense of place in the Midtown district.

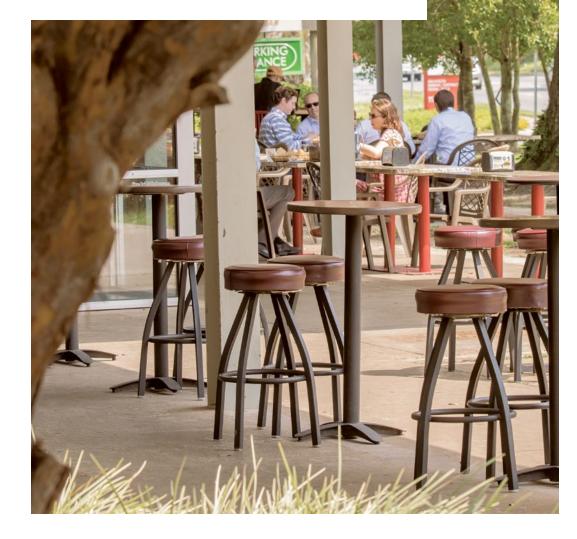
\$22 million in placemaking improvements were allocated in the Blueprint 2020 Plan from the Midtown Action Plan.

\$500,000 WORTH OF INFRASTRUCTURE IMPROVEMENTS, IN ACCORDANCE WITH THE MIDTOWN ACTION PLAN, WERE APPROVED BY THE CITY COMMISSION IN APRIL 2011.

"Our team saw an opportunity to accelerate that identity and to solidify the emerging brand of Midtown. We were able to bring businesses, residents, and other stakeholders together around the shared beliefs we all had for the area. Today, those shared beliefs are the foundation for the Midtown identity."

#### - Jay Revell

Vice President, Greater Tallahassee Chamber of Commerce Identify Tallahassee Catalyst



# REDUCE, REUSE, REVITALIZE

### GREENOVATION

Knowing that sustainable communities attract the creative class, the goal of Greenovation was to establish Tallahassee as a leader in current and future "green" technology initiatives. The success of Greenovation led to the establishment of Sustainable Tallahassee, a 501(c)(3) organization, which still actively enhances the area's green movement today. Since 2012, Sustainable Tallahassee's Community Carbon Fund has raised more than \$113,600 in donations for 17 nonprofits in our community. Annually, these individuals and businesses have helped save nearly \$28,000 and 125 metric tons of CO<sub>2</sub>.

# BIKEABILITY

### TALLAHASSEE ON TWO WHEELS

Efforts by the "T on 2 Wheels" team, in collaboration with the Tallahassee-Leon County planning department, helped transform Tallahassee into a more bike-accessible city by adding bike lanes to Franklin Boulevard and advocating for bike-friendly road enhancement projects. The "T on 2 Wheels" team raised Tallahassee's bronze status with the League of American Bicyclists to create a bike share program with local government and colleges.



## ENHANCING LAKE ELLA

### ELLAVATE

Lake Ella had been a picturesque "place to be" since the late 1800s, but the decades of wear and tear were beginning to show. It was time to revitalize and transform the quiet park into an exciting destination. After conducting research to see what improvements community members wanted for Lake Ella, Catalysts improved landscaping, added more lighting, and placed porch swings around the lake.

This team helped make it possible for Lake Ella to host Food Truck Thursday, which drove even more traffic to the Lake Ella area and is now a Top 3 activity for FSU students.

WITH OVER 25,000 DRIVERS PASSING THE LAKE VIA OR ON MONROE STREET EVERY DAY, LAKE ELLA IS A HUB FOR ACTIVITY.



"We wanted to make changes to how Lake Ella was perceived, and exciting events like Food Truck Thursday and the improvements to the general landscape have truly made Lake Ella feel like the place to be."

> - Kevin Carr Grants & Strategic Partnerships Manager, The Council for Culture & Arts ELLAvate Catalyst



# PROSPERITY IN THE PARK

### **CULTIVATE CASCADES**

As a result of the Community Catalysts' comprehensive research that highlighted the potential of Cascades Park, the team helped make this outdoor destination even more of a Tallahassee landmark. They advocated for a more extensive amphitheater in Cascades Park, and partnered with area organizations to develop "Discovery," a unique, family-friendly playscape. As of Fall 2017 nearly 32,000 people have attended paid concerts in the amphitheater. In addition, the total economic impact for the 2017 Word of South Festival, which took place in Cascades Park, was \$990,700.

TO CREATE "DISCOVERY" IN CASCADES PARK, A FIRST-OF-ITS KIND PLAYSCAPE IN A PUBLIC SPACE IN THE NORTH FLORIDA REGION, THE KCCI CATALYSTS BROUGHT TOGETHER MORE THAN 35 PRIVATE AND PUBLIC PARTNERS TO FUND THE PROJECT.





"When we started KCCI, the hope was that we could see real change in Tallahassee's sense of place. And we've since gone on to create projects that give young professionals and the creative class more reasons to stay in Tallahassee."

- Mike Pate KCCI Founder

# DESTINATION DOWNTOWN

### DOWNTOWN SENSE OF PLACE

The goal of this project was to frame Downtown as a more inviting destination for residents. Multiple successful events drew hundreds to the Downtown area (including Capital City Date Night and Bluegrass, Brunch, and Blues). In addition, more than 15 porch swings have been placed around Tallahassee, symbolizing community.

Leaders from Concord, North Carolina took note of the swings on a visit to Tallahassee, and after consulting with KCCI's team made plans to install their own porch swings in Concord. Call Statement

"These porch swings have become a symbol that embodies Tallahassee's laid-back spirit. It's also really awesome to see people from other cities look at our project as an idea to implement in their own communities."

- Devan Leavins Senior Planner/Urban Designer, DesignWorks Downtown Sense of Place Catalyst

THIS TEAM ESTABLISHED CAPITAL CITY DATE NIGHT, WHICH DREW MORE THAN 300 PARTICIPANTS FROM THEIR FIRST TWO EVENTS.

# CHAMPIONS OF COMMUNITY

### **KCCI CATALYSTS**

Creativity fuels progress in Tallahassee. Recognizing and harnessing this fact are our Community Catalysts: change agents who volunteer their time and talents to make Tallahassee a more vibrant, fruitful place. Each year, a diverse group of Catalysts come together to implement a project that does just that.

Community Catalysts have a wide variety of backgrounds, professions and passions, but they all have at least one thing in common: their commitment to developing ideas, coordinating plans, engaging the community and making Tallahassee a place where the creative class can thrive. Initiating and advocating for change has led to increased economic vitality and growth in the Tallahassee area.

To date, more than 230 Community Catalysts have worked on 22 placemaking projects.

THE SELF-NOMINATION PROCESS FOR COMMUNITY CATALYSTS BEGINS EACH YEAR IN SEPTEMBER AND ENDS IN NOVEMBER. AFTER THE KCCI ADVISORY BOARD SELECTS A NEW CATALYST CLASS, THE VOLUNTEERS ATTEND A TRAINING SESSION AND MEET REGULARLY THROUGHOUT THE YEAR TO IMPLEMENT A NEW "SENSE OF PLACE" PROJECT.

FOR MORE INFORMATION, VISIT KCCITALLAHASSEE.COM.



"It is a win-win when a wide range of residents, government, and businesses come together. KCCI helps facilitate this collaboration. As Community Catalysts we are out there championing projects that enhance our community."

- Tiffany Bowers Governmental and Political Consultant,The Commerce Group iHeartTally Catalyst



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