“Intentionality”

Creating 21st Century Cities
America’s First Road Trip

Horatio Nelson Jackson, Sewall K. Crocker & Bud

Source: www.pbs.org
Six Converging Forces

- Globalization
- Environmental
- Technological Innovation
- Demographics
- Competing for Talent
- Financing the Future
## Employment: *Employment Trends, 1990-2014*

<table>
<thead>
<tr>
<th>U.S. Metro</th>
<th>Manufacturing</th>
<th>Professional and Business Services</th>
<th>Education and Health Services</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1990</td>
<td>2014</td>
<td>% Change</td>
</tr>
<tr>
<td>Baltimore</td>
<td>128.5</td>
<td>56.1</td>
<td>-56%</td>
</tr>
<tr>
<td>Denver</td>
<td>84.8</td>
<td>68.4</td>
<td>-19%</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>348.6</td>
<td>179</td>
<td>-49%</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>130.6</td>
<td>87.6</td>
<td>-33%</td>
</tr>
<tr>
<td>Research Triangle</td>
<td>76.1</td>
<td>59.6</td>
<td>-22%</td>
</tr>
<tr>
<td>San Diego</td>
<td>123.4</td>
<td>94.6</td>
<td>-23%</td>
</tr>
<tr>
<td>San Francisco</td>
<td>171.8</td>
<td>115.8</td>
<td>-33%</td>
</tr>
<tr>
<td>Seattle</td>
<td>232.1</td>
<td>187.7</td>
<td>-19%</td>
</tr>
<tr>
<td>Tampa</td>
<td>83.9</td>
<td>61</td>
<td>-28%</td>
</tr>
<tr>
<td>Reading</td>
<td>44</td>
<td>30.6</td>
<td>-30%</td>
</tr>
<tr>
<td>U.S. Total</td>
<td>17695</td>
<td>12239</td>
<td>-31%</td>
</tr>
</tbody>
</table>

Growing Talent:

R&D as a percentage of Gross Domestic Product

Size of circle reflects the relative amount of annual R&D spending by the indicated country.

Source: Battelle, R&D Magazine, International Monetary Fund, World Bank, CIA Fact Book, OECD
Central Florida: “Medical City”

- Sanford-Burnham Research Institute biomedical research facility, Florida: $310M Public Funds
- Since 2006, 5,000 jobs created
- University of Florida's Research and Academic Center
- Nemours Children's Hospital
- Orlando Veteran's Affairs Medical Center
- UCF College of Medicine
Denver

*Link infrastructure and development*

- In 2004, Fastrak Referendum
- $2 Billion Bond Approval
- 119 miles of light rail
- 7 Counties & 32 Municipalities
- 78 Stations
Denver

Union Station Development

- $1.7 billion project, funded with public and private money
- 3,500 residential units
- Two grocery stores
- 1.5 million square feet of office space
Parks in Oklahoma City

• MAPs3:
  – Passed with 54% of vote in Dec 2009
  – Funds new central park, 27 miles of new trails, other projects
  – $777 million, collected over 8 years

• Third in MAPs series
Downtown Pittsburgh--Then

Look at the clock.

What time do you think it is?
The Cultural Trust
Pittsburgh Rivers--Then
Pittsburgh Rivers--Now
The South Side Works was a steel mill
Now you can go to the movies, eat, shop...
North Shore--Then
Three Rivers Stadium
Heinz Field
David L. Lawrence Convention Center
North Shore Development
North Shore Water Steps
East Liberty-Then
East Liberty
Whole Foods and More
From Vacant Nabisco Building to Google Offices
Schenley Plaza--Then
Schenley Plaza -- Now
3CDC

OUR MISSION

• 3CDC is a non-profit, real estate development and finance organization focused on strategically revitalizing Cincinnati’s downtown urban core in partnership with the City of Cincinnati and the Cincinnati corporate community. Our work is specifically focused on the Central Business District and in Over-The-Rhine.

• 3CDC manages The Cincinnati Equity Fund (CEF) and the Cincinnati New Markets Fund (CNMF). These investment funds play an important role by providing financial aid in downtown development activities.
OVER-THE-RHINE CHALLENGES

500 VACANT BUILDINGS

700 VACANT LOTS

1667 VACANT HOUSING UNITS
The pieces of the puzzle
Think Strategically

Highline Park, New York City
Dynamic Leadership

Charleston, South Carolina
Strong Partnerships

- Largest high-tech research park in North America
- 20 million sq. ft. of developed space
- Home to 157 companies
- Employs 39,000 people

Research Triangle
China has increased the investments in higher education from around 1 per cent of the GDP in 2001 to 2 per cent in 2011.
Investing in Talent

- **$49.4 million** in scholarships given
- **4,833 students** funded
- **1,047 graduates**
- **98 schools** attended

(All data as of 9/1/2014)
Placemaking and Design

The “Wow” Factor

Millennium Park, Chicago
Where Will the New Roads Lead...