



**INSPIRED LEADERS
SHAPING CITIES**

Partnerships for Urban Place Management

A 2016 TOP ISSUES COUNCIL **EXECUTIVE SUMMARY**

The following report explores how place management organizations utilize public-private partnerships (P3) as a method to advance city-building goals by leveraging the unique expertise and strengths that partners have.

With public investment becoming more outstretched in downtowns, private investment has augmented projects, filling in the gaps to help fund various transactions such as infrastructure, real estate, and service delivery.

This unique relationship between the public and private sector has given way for strategic planning in our downtowns. However, these relationships would often not be possible if not for the guidance of urban place management organizations. It is often through the work of place managers that a diverse group of stakeholders can convene to balance the tough, and often risky, investments needed to improve our downtowns.

Urban place management organizations

have leveraged public-private partnerships to make improvements in:

- Leadership, management and finance
- Public safety
- Economic development
- Planning
- Mobility and infrastructure
- Parks and public space management and activation
- Marketing, branding, and events
- Outreach and engagement

Successful and innovative public-private partnerships have been stewarded by strong visionary downtown leaders. These place managers have brought the needs of the downtown to the forefront and have provided an environment for local stakeholders to work collaboratively to solve some of the more complex issues facing downtowns.

SUMMARY

The work in this report focuses on defining public-private partnerships, exploring the categories of such transactions through case studies, analyzing the current state of these partnerships in relationship to urban place management organizations, and looking at the unique challenges that these organizations face. The case studies highlight best practices in cities such as Dallas, Sacramento, Charlotte, Baltimore, Louisville, Colorado Springs, Cleveland, Grand Rapids, Denver, Delray Beach, and Philadelphia.

By diving into public-private partnerships, practitioners, industry leaders, and downtown champions will have insight into the methods, tactics, and issues that arise in forming these relationships. Through our analysis of public-private partnerships, and case studies ranging from the U.S. to Canada, we hope to provide a framework that will encourage more collaborative partnerships between the public and private sectors.