

A photograph of a city street during autumn. The trees have yellow and orange leaves. The street is lined with brick buildings. The sky is clear and blue. The text is overlaid on the right side of the image.

# Why Place Matters?

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# Our Role In Economic Development Has Been Changing



From a "Transactional Model"

Financing  
Sites/Buildings  
Industry Sectors  
Job #s  
Acreage

# ...to a Place-Based Model



A low-angle photograph of a diverse group of people from various ethnicities and ages reaching their hands up to hold a globe. The scene is set against a bright, overcast sky, and the overall image has a semi-transparent dark overlay. The globe is the central focus, held by several hands, symbolizing global unity and shared responsibility.

# What is Driving the Change...

More Jobs Than People  
Increased Mobility  
Want vs. Need  
Ease to Markets  
Hybrid Work Models  
Doing More with Less  
AI – WTF?

All of That  
Requires us  
to Shift as well....

A man with a bald head and a grey beard is shown from the chest up, wearing a light-colored button-down shirt. He has a wide-eyed, open-mouthed expression of shock or surprise. The background is a solid dark grey.

Blending Traditional  
Approach with  
Place Based  
Strategies and  
Tactics

I've Never Seen A  
Corporation Walk Down  
the Street







# Switch From Industry to People Sectors

Visitors  
Students  
Residents  
Investors  
Employees  
Business Owners



# Place Based Measures Are Less About #Jobs and More about

Tax Base  
Real Estate Values  
Educational Attainment  
Housing Conditions  
Outdoor Assets  
Demographic Diversity  
Excess Earnings  
Arts/Entertainment/F&B  
Productivity/Output  
Capital Investment  
Broadband  
Health





57+ Million

All People and Places are Different

We Need to  
"Make the Right Match"





# 57+ Million

Big City Friendlies  
Mountain Folk  
Front Porch Sitters  
Late Night Clubbers  
Family Firsters  
Quick Get-A-Ways  
Mid-Day Hikers  
Traffic Adverse  
Corporate Ladder Climbers  
Flannel Wearers  
Socially Awkward

# Place Based Strategies Must...

Define Your Assets and Target

Distinguish From Others

Communicate Your Value

Make the Match





# Marketing Place



How do we do it?

Yes, Keep Doing What We've Done

Maps on Home Page

Site and Building Inventory

Clear Contact Information

Market Core Programs (Relevant – Accessible)





# Marketing Place



How do we do it?

But Even More....

Partner with Planning  
Encourage Housing  
Civic and Outdoor Assets  
Share Stories  
Connect People - Activities



# Place-Based Branding

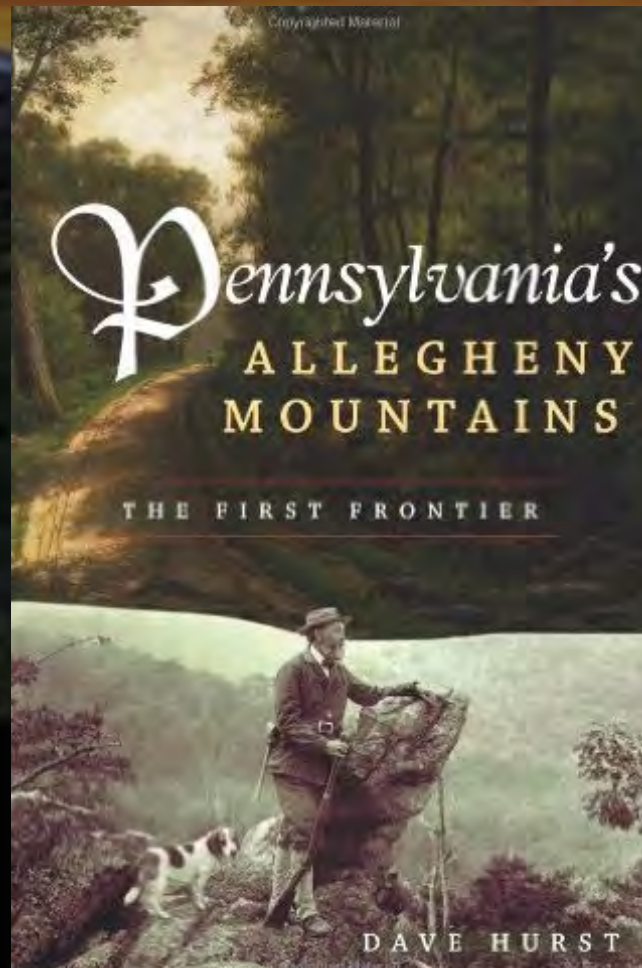
Whatever you do....



Be Unique, Authentic,  
Connect People,  
Share Local Stories



# Telling Our Unique Story?





*From Trail...*



*to Rail...*



*to Trail...*



# People Are Returning for the Small-Town Mountain Lifestyle...More Flannel, Less Ties





A photograph of a city street during autumn. The trees have yellow and orange leaves. There are brick buildings on both sides, a stop sign, and a car in the foreground. The sky is clear and blue.

# Other Place Based Approaches?

Indeed.....