Do you see noise or vibrancy?
Are you telling the right story?
What’s **wrong** with this picture?
If You Build It, They Won’t Necessarily Come: Re-Setting the Narrative of a Place or a Problem

September 15 | 10:30am – 12:00pm

Speakers:
Tim Tompkins, President, Times Square Alliance, New York, NY
Casey T. Gilbert, Executive Director, Portland Downtown, Portland, Maine
Jim Yanchula, Manager, Urban Regeneration, Planning Services, London, ON
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authenticity
Winnipeg | Sept 13-15

#IDAWPG17
Changing Narratives: Many Plays Upon the Same Stage

Tim Tompkins
President

Times Square Alliance
From porn...
To pinstripes and grand schemes
To on-the-ground
From crime-free...
To congested clusterf***
From pedestrian paradise...
To hustler hell...
From hassle-free...
To haven for art
From “only for tourists...”
To TSQ <-> NYC
Dramatis personae

• Caesar = Our statesmen-like leaders (!)
• Hoi polloi = The public
• The chorus = The media
• Et tu = Yep, you
The tools of the trade

- Facts
- History
- Words
- Images

- Humor
- Metaphor
- Myths
- Feelings
Let’s discuss...

• What tools have you used, and how, to re-set the narrative of your place?

• What has worked? What isn't yet working, and why?
Strategic Advocacy: Turning a Negative into a Positive

Casey Gilbert

Executive Director

Portland Downtown
Feedback is the start of all good advocacy.....
Being strategic is key.
So is having the right people at the table.
A well-vetted process pays off.

So does being a PARTNER in advocacy.
Use all channels to change the narrative.

Let your stakeholders know that you are working for them 24/7/365.
Let’s discuss...

• Which issues get priority?
  • Who’s at the table?
• How do you build consensus and support?
  • How do you gauge success?
• How do you communicate progress/wins?
Consequences of a Narrative Identity Crisis

Jim Yanchula
Manager, Urban Regeneration Planning Services

City of London
The London Narrative
The London Narrative

London, ENGLAND

London, CANADA
Our Move Forward
London's Downtown Plan

The Downtown London Narrative
City Invests, City Prospers
OUR MOVE FORWARD
LONDON'S DOWNTOWN PLAN

DOWNTOWN VISION
London's face to the world. A vibrant destination. A unique neighbourhood.

The *Official* Downtown London Narrative
The **Typical Downtown** London Narrative

MOWFORWARD

LONDON'S DOWNTOWN PLAN

DOWNTOWN REALITY

I don't go there.
What “not going there” looks like
What “going there” looks like
What “going there” looks like
What “going there” looks like

Is it right to kill a bully?

Bullies are hard wired to use violence, power and intimidate.
It is the only language, dialect and vernacular they know.
They do not bully to defend, or financial reasons.
Their motive is to see the immediate feedback of fear, anguish and sadness
on the face of their victim knowing THEY are the one who caused it.
Telling them it is bad to do this will not stop the behaviour but instead encourage it.
It confirms in their mind their actions had the desired effect.

What happens when you kill a bully to stop the abuse?
- It works instantly.
- It works every time.
- It works completely.
- It works permanently.

There is NO OTHER area of human endeavour that has such
an astonishingly effective solution.
Nowhere in medicine, finance, engineering, social programs where there is
such a level of completeness to solving a problem.
Nowhere in the world for thousands of years.
It is like a ‘grand slam’.

Furthermore, when a victim kills the bully,
- The bully stops abusing them
- The bully stop abusing anyone else
- Other bullies have second thoughts and stop abusing that victim.
- Other victims watch how it ‘played out’ and maybe
- THEY will kill anyone bullying them.

Another ‘grand slam’, 2 of them.
Is there ANYTHING ELSE humans do that has such a unique solution to such a
common a problem?

So is it right to kill a bully, especially when the authorities refuse to intervene.
How many times do we have to go through the pain enough.

#IDAWPG17
What “going there” looks like
Monday vote suggests city council may be ready to stop investing in downtown, where more than $100 million has been injected over the past 15 years

By Patrick Maloney, The London Free Press
Monday, March 21, 2016 9:14:35 EDT PM

The “Enough Already!” Narrative
Dundas Place
The “Enough Already!” Narrative
“I go there all the time”
Let’s discuss...

• What person, organization, or circumstance most consistently thwarts you in setting your narrative?

• Does your downtown have an example of a project that was supposed to reset the narrative and hasn't? Why hasn't it?
please take the session survey
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