



Organize life to work-live-socialize downtown!

Live above "Main Street". Ride single-speed bike for errands, to meetings. "Commute" one-block to my store. Fortunate? You bet!

Small City Downtowns: Once Forgotten, Now Found

--- Downtowns are the historic city centers but they need "more feet on the street" to return these centers to the city.

- Presented by Kevin Korpela, DowntownGrocery.com, ObservatoryDrive.com

Who am I? • An Observer and a Business Guy spending time on a handful of things:

- Work to understand & experience a place through observation and documentation.
- Find possibilities. Develop practical ideas. Partner, collaborate, team.

Objectives • Originally prepared as the 2009 Spring Lecture for the "Center for the Small City" at UWSP.

The Co-Directors of the Center asked me to prepare a lecture where the audience might:

- Learn about someone doing something.
- Hear new language and concepts.
- See a "sense of hope" and a "can do attitude" to create options for Small Cities.

*** In Six Parts, Small City Downtowns**

1. What is it? • Historic, Edges, New Urban, Perception, Routine, 30+ Years

2. Relevant, Unique • Stewards, Economy, Authentic, Young & Restless

3. Design, Experience • Utility & Significance, Craft, Memory & Place

4. Performance, Fun • Civic Capital, Participation, Spontaneity

5. Practical & Pragmatic Dreamer • Useful, Realistic, Contextual, Small Size, Big Ideas

6. "Why I launched here?" • There's no place like home, Purchasing power, We are here/here we are

*** Forgotten. Found. The Future.**

- Things around us everyday. What we have been? What we are now? What we would like to be?
- Follow patience and persistence to find patterns and possibilities to grow the future of our Small Cities.

