

centro's **ELEMENTS** OF PLACE MANAGEMENT

POSITION



BRAND



MARKET



PLAN



CHAMPION



UNIFY



FUND



MANAGE



MEASURE



Getting the elements of place management right is important, and Centro can help you with that. We provide scalable services for downtowns, main streets, commercial and creative districts of all sizes, no matter where you are in your evolution.



POSITION *identify your niche and what makes you unique*

utilize centro's niche assessment process to define the key economic, social, historical and cultural elements that make your district or community different from the competition



BRAND *take ownership of your image*

define who you are, instead of letting others define you! centro's place branding process establishes effective positioning for your community or district, and creates a compelling visual representation to support it



MARKET *tell your story*

your community or district is home to a million storylines – centro helps you identify what to say, and to which audiences, in a way that invites locals, visitors and investors to learn more



PLAN *set your strategic direction*

what's the destination on your roadmap, and what path will you take to get there? centro provides strategic planning support to help you prioritize and get you on your way



CHAMPION *find passionate people to lead and advocate*

who can see the vision? who has the commitment to move you forward from status quo? centro helps you identify those motivated and influential people, and create place management champions



UNIFY *build capacity to get things done*

get organized...centro creates structures that bring people together to manage place by developing effective organizations as well as the capacity of stakeholders within them



FUND *create sustainable revenue streams*

a strategic approach to dollars makes sense...centro identifies funding sources that are sustainable and targeted to your priorities, allowing you to focus more on 'doing' than fundraising



MANAGE *provide structure for moving forward*

effective implementation is important to achieving your goals...centro helps you establish achievable priorities, timelines and budgets that demonstrate success and value



MEASURE *celebrate your success*

tracking progress is key to showing return on investment for your place management dollars... centro helps you identify benchmarks that mean something by putting tools in place to track success

HOW CAN CENTRO HELP YOU?

We provide packages of services to address all the elements of place management. No matter what your budget – and no matter where you want to start – we can help you. Contact us to get going! jamie@becentro.com