

*Creating the Future Downtown*

**APA**  
Oklahoma Chapter  
of the  
American Planning Association



# Creating The Future Downtown<sup>SM</sup>

**Essential Information  
You Can't Afford to Miss**

September 9 & 10, 2002  
Cox Convention Center  
Oklahoma City, Oklahoma  
Offered by the  
Oklahoma Chapter of the  
American Planning Association

**HyattPalma**

**Creating the Future Downtown** is an intensive, two-day workshop designed for those who are serious about the revitalization and economic renaissance of their Downtowns. Highlighting national case studies and successful local efforts being used to revitalize Downtowns across the country, this course demonstrates a proven, step-by-step approach to revising the heart of your community.

**Find out how to motivate the private and public sectors,** make the best use of scarce resources, and implement solutions that deliver the results you want. And come prepared to raise specific issues related to your own Downtown. We strongly encourage you to ask questions and learn from other participants through group discussion.



## **You will learn...**

- How marketplace trends will affect your Downtown's chances of economic success;
- How to define your community-driven vision for Downtown in three easy steps—by involving the community and defining what your Downtown enhancement efforts should accomplish over the next five years;
- How to identify your Downtown's best economic niche—so you can successfully reinvent your Downtown's economy;
- How to use proven strategies to address key Downtown issues, including business retention and attraction, physical improvements, parking, marketing, and more.

*the Future  
Downtown*

## Course Agenda

### Monday, September 9, 2002

#### The Essential Downtown Tool-Kit

- Slide Presentation—
  - Trends in and affecting Downtowns
- Defining your Community Vision in 3 Easy Steps
- Market Analysis—Understanding & Defining Downtown's Economic Niche

### Tuesday, September 10, 2002

#### The Most Effective Strategies, Solutions, & Actions for Downtown Success

- Slide Presentation & Interactive Discussion—
  - How to address the following Downtown issues
    - Business retention
    - Business attraction
    - Parking
    - Aesthetic appeal
    - Safety and security
    - Marketing and Promotion
    - Management & Money—Ensuring successful implementation
- Final Questions & Wrap-Up



## About the Instructors...



Dolores P. Palma and Doyle G. Hyett, AICP are nationally known advisors, speakers and authors with more than 45 years of combined experience in the

fields of business district transformation and city planning. Ms. Palma and Mr. Hyett are the co-founders of HyettPalma, Inc., the only national consulting firm specializing in the economic renaissance of Downtowns and older business districts.

Formed in 1985, HyettPalma has restored and stimulated private investment in hundreds of Downtowns throughout all 50 states. The firm is well known for helping communities develop pragmatic, action-oriented strategies that bring a national perspective to local Downtown issues. HyettPalma is dedicated to making Downtown renaissance a reality. For more information about the firm, please visit [www.hyettpalma.com](http://www.hyettpalma.com).



### Once you complete this

**course,** you will have all the tools you need to immediately jumpstart your Downtown enhancement program. Cities and towns of all sizes—from communities of less than 1,000 people to some of the largest cities in the nation—have used this course to successfully reshape and recreate the economic future of their Downtowns. Those who've attended this course call it "essential," "invaluable," and "not to be missed."

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## Creating the Future Downtown

Monday and Tuesday  
September 9 & 10, 2002  
Cox Business Services Convention Center  
Downtown Oklahoma City

**Agenda** Both days: Check-in 8:30 a.m., Begin 9:00 a.m.; Lunch on own; Adjourn 4:00 p.m.

**Cost per Person** OKAPA member, \$150; Non-member \$200. Please register two weeks in advance of workshop.

**Location & Lodging information** Cox Business Services Convention Center (Myriad), Corner of Sheridan and Robinson, Downtown OKC. Rooms have not been reserved but are available at the Renaissance Hotel (405) 228-8000 and the Westin Hotel (405) 235-2780, both of which are across the street.

**Directions:** Located off I-40 at the Southeast corner of Robinson and Sheridan.

**To Register:** Form may be faxed to Steve Boettcher at (918) 583-1024 or mailed to OKAPA at 1000 S Denver, Ste. #330, Tulsa, OK 74119.



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