



THE HUB
West Virginia
Community Development Hub

Building Your Community's Vision

Seeing the Potential in Your Brownfield

2009 West Virginia Brownfields Conference

September 1, 2009

Presented by Kent Spellman, Executive Director

West Virginia Community Development Hub



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What's all this hubbub about "vision"

Why it matters and how it works



Current Conditions

- Unhealthy people
- High teen pregnancy rate
- High dropout rates
- Financial insecurity
- Low per capita income
- Family instability
- Low college graduation rates
- Exploitation of natural resources
- Population loss
- Aging population
- Environmental damage
- Aging infrastructure
- Aging housing inventory



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Desired Conditions

- Healthy stable families
- Vibrant, safe, prosperous communities
- Per capita income at or above national average
- Quality affordable housing
- Environmental safety
- Good jobs that will allow our kids to stay
- Population educated for jobs of the future
- Available sites & infrastructure for economic development





Why. . .

Despite of all the funding, training, programs and technical assistance dedicated to community development. . .

Why aren't we making more progress toward achieving our desired conditions?



Why?

- ***Lack of common vision***
- Lack of meaningful assessment
- Lack of intentional, comprehensive, integrated planning
- Lack of community capacity
- Programs provided prematurely
- Poor or no coordination of community development efforts
- Lack of “spark plugs”
- Difficulty in implementation
- Communities don’t know where to start or how to move forward
- Frequent loss of momentum - lots of starting over
- Difficulty in implementation - going from the idea to actualization



What is “Vision”?

— Articulating and describing a desired future

“Where do we want to go as a community?”



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“Vision”
is a part of a larger
“Process”



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QuickTime™ and a
TIFF (Uncompressed) decompressor
are needed to see this picture.



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are needed to see this picture.

Visioning: Articulating and describing a desired future.

“Where do we want to go as a community?”

Assessment: A description of community and its people

“Where are we as a community?”

Planning: An organized and intentional effort to produce decisions and actions that shape and guide what a community is, what it does and why it does it.

“How do we get from where we are to where we want to be?”



Why Does Visioning Matter?

You need a vision to. . .

- Identify desired and specific outcomes for the purposes of planning
- Sell your idea to the community and potential investors
- Develop community support in order to strengthen the project
- Helps drive toward implementation
- Maintain focus



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Visioning → **Assessment** → **Planning**

Can be used for :

- ✓ Comprehensive community plans
- ✓ Individual project plans
- ✓ Business plans
- ✓ Organizational plans
- ✓ Personal plans



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<i>Process</i>	<i>Leader</i>	<i>Citizen</i>
Public Relations	Initiator	Consumer
Public Education	Educator	Pupil
Public Input	Convener	Client
Public Engagement	Partner	Partner





Developing Vision — The Process:

- 1) Gather the Players
- 2) Define Your Focus
- 3) Engage the Community
- 4) Identify the Assets, Explore the Potential
- 5) Think Future, Think Grandkids
- 6) Write It Out
- 7) Spread the Word, Create a Buzz

When Creating a Vision May Not Work or be Appropriate

- If immediate action is required or a threat is imminent
- When you lack diverse representation
- When there are too many buttheads on the bus



Visioning about Brownfields

With a focus on asset-based community development —
learn how to market your toxic assets

So do we have more developable property in WV than we
know what to do with?

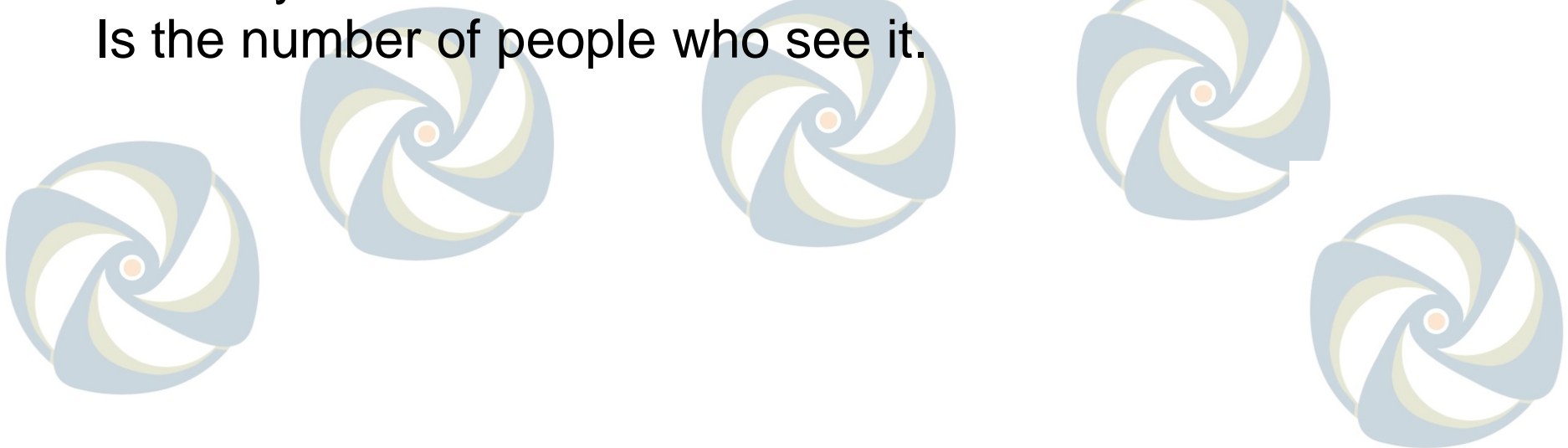
The water and sewer is usually already there!

We can't just leave them this way forever. . .

Remember:

Every problem started out as a solution

The only difference between a vision and an hallucination . .
Is the number of people who see it.





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Welcome to the First
Official HUB Meeting
for the year.