



RURAL PLACEMAKING PITCH COMPETITION

November/December 2019

Develop Nova Scotia is in the business of placemaking, which means people are at the heart of everything we do. We plan, develop, and manage strategically significant land and infrastructure with and for people. When it's done well, together with partners and communities, it will inevitably turn public spaces into destinations that differentiate Nova Scotia to attract visitors.

Placemaking is, simply, creating places that people love. It's a process and an outcome.

Places that people love are places where people want to stay and live, where people want to start and grow businesses, and where people want to visit.

Placemaking best practices build places for locals first. Building for locals first is a draw for a high-value segment of tourist who is looking for authentic experiences. These places attract tourists to visit, stay longer, and spend more money.

Develop Nova Scotia would like to work with you

to help turn what differentiates your community into a placemaking project that could make your community more lovable and livable, an improved platform for business, and a place where visitors looking for authentic experiences want to hang out with locals.

Pitch us your idea! We'll then invite three finalists to present at the upcoming TIANS Tourism Summit (December 1-3, 2019). We'll work with your community and contribute \$10,000 to help bring the winning idea to life.



Send us an e-mail by November 22, 2019 to ideas@developns.ca

Tell us what makes your community special. When someone asks what makes your town unique, what do you say? How could the answers to those questions lead us to small improvements, simple infrastructure, and innovative thinking that will transform an open public space in your community into a place that attracts people, creates memorable experiences and makes your community a better place to live? Don't worry if it's not totally baked at this stage – it's the kernel of the idea that we're looking for.

We'll select three finalists to pitch us their community differentiator at the upcoming TIANS Tourism Summit December 1 to 3, 2019. (<http://www.conferenceontourism.com>) By the end of the conference, we'll select an idea in which we'll invest our time, effort, expertise and \$10,000 to help execute, with the community in the lead.



Need some ideas?

Check out these links:

<https://www.codesignstudio.com.au/Pages/Category/free-guides>

<https://www.street-plans.com/tactical-urbanism-projects/>

<https://gapfiller.org.nz/what-we-do/project-portfolio/>

https://www.canr.msu.edu/news/is_there_such_a_thing_as_rural_placemaking

<https://www.pps.org/article/rural-placemaking-and-main-street>

We will inform those selected to pitch at the conference by November 26, 2019 – which gives you and your team a week to practice your pitch presentation. Keep it short and sweet. If selected, you'll have 10 minutes to pitch your idea to Develop Nova Scotia's jury during the TIANS Tourism Summit. There will be 10 minutes of questions at the end of the presentations directed to all those pitching. Deliberations will take place after the pitches and the selected submission will be announced at the closing segment of the TIANS Tourism Summit, on December 3.

Eligibility:

All communities **outside urban Halifax** are eligible (urban Halifax defined as the combination of districts 4,5,6,7,8,9,10,15,16)