

# CREATING A DESTINATION: ECONOMIC DEVELOPMENT

UT Law CLE Land Use Conference  
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# Destination-Driven Economic Development

Land Use Law CLE

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*"We interrupt this regularly televised world to ask, what now?"*

*"Didn't my parents take me to this movie almost 50 years ago? At least back then we probably could get the masks?"*



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## **Our eco devo strategy pre-COVID 19: capture leakage of spending power, skilled labor and long term investment through gravity of place**

**Before COVID 19, our Land Use Law panel topic read as follows:**

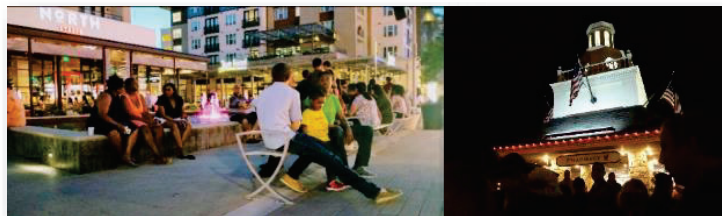
Place-making has become the norm, not the exception.  
Nevertheless, destination-focused economic development is not  
always effective in terms of initially defined outcomes. Explore the  
key principles and examples of the 'details matter.'



### **My revised panel thesis today:**

Place-making has become the norm, not the exception.  
In light of COVID 19, destination-focused economic  
development should not abandon the enduring  
principles of place making.

Rather those principles must now incorporate enough  
mitigation to ensure sustained freedom and resulting  
consumer confidence required for healthy local markets.



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"Creating a Destination: Economic Development"