

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:

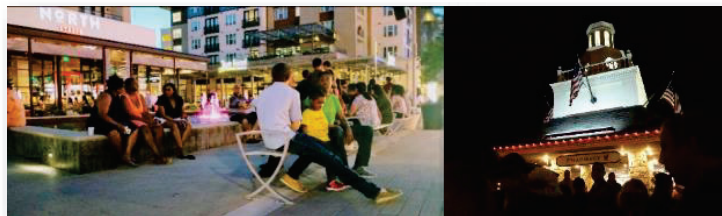
Place-making has become the norm, not the exception.
Nevertheless, destination-focused economic development is not
always effective in terms of initially defined outcomes. Explore the
key principles and examples of the ‘details matter.’



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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