Placemaking: Making It Happen
A Course About Managing and Implementing Public Space Improvements

AGENDA
May 6-8, 2015

Wednesday, May 6th

<table>
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<th>Time</th>
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<td>1:30 to 2:00pm</td>
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| 2:00 to 3:00pm| Welcome and Introductions<br>
Fred Kent President PPS and Kathy Madden Senior Vice President PPS |
| 3:00 to 4:15pm| Transforming your City with Placemaking (Part One)<br>
Fred Kent will inspire you with the steps to bring about fundamental change in your city. This presentation will explain the project initiation, the experiments, and finally the community takeover to support a full scale Placemaking agenda. <br>
Fred Kent, President PPS |
| 4:15 to 4:30pm| Break                                                                |
| 4:30 to 5:30pm| Introduction of Participant Projects and Issues<br>
Participants will get an opportunity to share with each other the goals and challenges of their individual projects in a collaborative and interactive way. |
| 5:30 to 6:30pm| Wine & Cheese Reception with PPS Staff                              |
Thursday, May 7th

9:00 to 10:00am   Light Breakfast

10:00 to 11:00am  Transforming Your City with Placemaking (Part Two)
                   Fred Kent, President PPS

11:00am to 12:00pm What Do You Want to do Here?:
                   Discovering, Implementing, and Evaluating Places
                   In the context of 3 case studies, Philip will outline how various Placemaking
                   techniques, from public workshops to direct observation, can contribute to a
                   Place Vision, and how that vision can be implemented and tested using
                   Lighter, Quicker, Cheaper strategies.
                   Philip Winn, Program Manager, Heart of the Community

12:00 to 1:00pm   Lunch at PPS Office

1:00 to 2:00pm    Background and History: Harold and Greeley Square, and Bryant Park
                   A brief history illustrating how Bryant Park was transformed from an underused,
                   dangerous public park, into one of New York's most active, meticulously managed
                   public spaces.
                   Norman Mintz, Director of Downtowns and Main Streets PPS

2:00 to 3:45pm    Tour of Bryant Park: Led by Norman Mintz, Casey Wang, and Kathy
                   Madden
                   Participants will be asked to observe and discuss what makes each of the
                   public spaces different from each other and conduct a Power of 10
                   exercise in Bryant Park. Participants will then return to the office afterwards
                   for discussion.

3:45 to 5:00pm    Discussion: How to Apply these Lessons to Your Space
Friday, May 8th

8:30 to 9:30am  Light Breakfast

9:30 to 10:00am  Place Governance and Lighter, Quicker, Cheaper
    *David Burney of Pratt institute, and Eldon Scott, founder of the Union Square Holiday Market*

10:00am to 12:00pm  Place Game Introduction and Workshop
    Place Game will be conducted with guidance in nearby Union Square.

12:00 to 2:00pm  Lunch at PPS Office and Group Brainstorming: Participant Projects
    Participants will have the opportunity to gather in groups to discuss their projects. Small groups will be facilitated by PPS staff and participants will have the opportunity to ask questions and receive advice. A working lunch is to be included.

2:00 to 3:00pm  Managing Public Spaces: A week in the life of a public space manager
    This presentation will offer insight into the practical elements of public space management, lessons learned and successful strategies to apply to other public spaces. Case studies: Bryant Park & Jamaica, Queens. *Andy Manshel, Executive Vice President of Greater Jamaica Development Corporation and PPS Board Member*

3:00 to 3:30pm  Wrap Up