



THE LOCAL LEADER'S TOOLKIT: A STRONG TOWNS RESPONSE TO THE PANDEMIC

Community & Economic Development
Department and Office of Sustainability

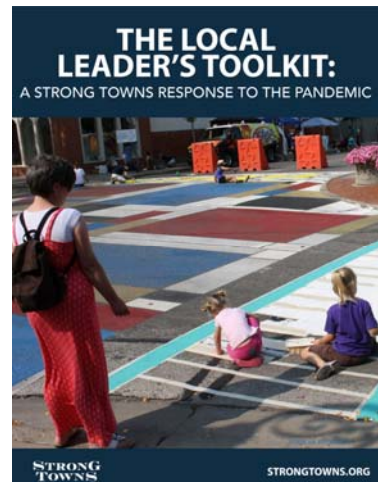
Economic Development, Placemaking, and
Branding/Marketing Committee

September 17, 2020

RiversideCA.gov

BACKGROUND

Request by Council Member
Edwards to the Strong Towns
publication: *The Local Leader's
Toolkit: A Strong Towns Response
to the Pandemic* to the
Economic Development,
Placemaking, and
Branding/Marketing Committee

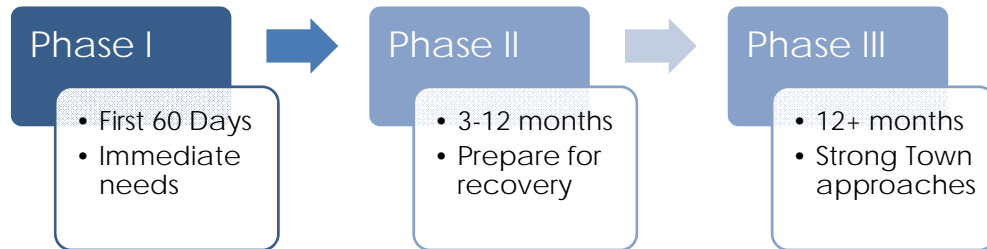


2

RiversideCA.gov

DISCUSSION

Toolkit provides three-phase approach to COVID-19 pandemic.



3

RiversideCA.gov

EXAMPLES OF A FEW IDEAS



Low Cost Pop-Up Retail



Growth or Stability



4

RiversideCA.gov

RECOMMENDATION

That the Economic Development, Placemaking and Branding/Marketing Committee receive and file the potential economic and public health recovery ideas proposed by non-profit Strong Towns' publication "The Local Leader's Toolkit: A Strong Towns Response to the Pandemic".



5

RiversideCA.gov