



Community Assistance Guide Jump Start Programs

“Little did we know that when we asked Partners to do a charrette for Broad Street, we would set in process a whole new civic agenda for Richmond.”

-John Snow, U.S. Secretary of the Treasury



What can Partners do for you right now?

Partners for Livable Communities can provide technical assistance to your community on a number of livability issues. From business development and preservation of open space, to making multiculturalism a vital asset, Partners’ consulting services are designed to improve your community’s quality of life and meet its unique needs.

✔ Strategic Planning – 1.5-day Workshop (\$9,500 + travel)

For communities with limited time and resources, Partners has extracted concepts from its 30 years of experience and designed a one-and-a-half day workshop. The briefing, entitled “Creating a Common Future: How to Strategically Plan for Your Community’s Future,” centers on defining a vision for your community’s future, fostering civic engagement, establishing benchmarks to measure progress, and choosing a stewardship body that will guide implementation of these goals. The workshop also delineates step-by-step elements that lead to substantial change in the process of visioning, strategic planning, goal setting, benchmarking, and regional cooperation. The workshop is designed for a small leadership group.

✔ Executive Consulting Service (\$2,500 for 12 months)

Leaders involved in community development may hire Partners on a year-long retainer to answer questions on livability issues. Clients are entitled to call as often as needed for a full 12 months. Answers will be provided within 24 hours by Partners’ President, Bob McNulty, or Partners’ senior staff, with more than 50 years collective experience in amenity management, community livability, and economic development.

“The Harris Family has been tremendously supportive of the efforts and following of ‘Partners Principles.’ [The principles] of collaboration, communication, compromise, transparency and the economics of amenity are responsible for the approval of Harris Ranch. Thank you for your positive influence.”

—Doug Fowler,
President, LeNir Ltd.,
Boise, Idaho
2010



Jump Start Fees

\$2,500 - \$9,500 +
travel



Partners for Livable Communities

For further information on Technical Assistance Programs that can improve the livability of your community, contact bmcnulty@livable.org or call 202-887-5990 x 108.

The following are examples of executive consulting services that participants may request:

Animation — Partners can devise strategies for revitalizing or enlivening a downtown. For example, Partners is experienced in: creating pedestrian traffic to make downtown areas come alive; organizing special events; designing physical improvements; and rethinking zoning to allow broader use of public spaces.

Cultural Planning — A rich arts and culture scene improves a community's quality of life and gives it a competitive edge in attracting investment and tourism. Communities can request assistance on expanding their arts and culture opportunities. Partners can guide the planning and management of both new and existing cultural facilities or arts activities.

Cultural Tourism — A community with a wealth of indigenous culture may lack a coherent tourism plan that incorporates all elements of its heritage. Partners can assist in sensitively integrating local music, food, art, crafts, historic buildings, artifacts, and natural resources into a marketing and promotion strategy for tourism.

Design Quality — Partners can assist with improving the appearance, durability, and function of your community's physical places. A renovation plan can be devised for buildings, open spaces, public structures, or private facilities.



McNulty Speaker and Brainstorming Fees

- Brainstorming Session: \$1,800 per day
- Facilitation (meetings, focus groups, conferences): \$2,500 per day
- Keynote Presentation: \$4,500 per day
- Keynote Presentation plus workshop or small group forum: \$5,000 per day
- *Travel time and preparation may incur additional fees*

✓ Speaker Service and Brainstorming Sessions

For communities that need a motivational jumpstart, presentations and brainstorming led by Partners' President Robert McNulty can provide the ideas and impetus that your community needs. His style is lively and optimistic. He combines good sense, directness, and a wealth of contacts.

McNulty describes himself as a “networker” and “linker.” His philosophy on community development is “actions speak louder than planning.” While McNulty's words are straightforward and simple, behind them is a wealth of experience and knowledge about urban development and livability. McNulty can be the fulcrum of change to help a client take advantage of hidden opportunities, use available assets, and motivate community members to promote quality of life, economic development and social equity in their neighborhoods.

Robert McNulty: Speaker, Facilitator, Consultant & Author

Robert McNulty, president of Partners for Livable Communities, has for 30 years been ahead of his time in innovating development strategies ranging from defining the age of aquarium to understanding the value of the creative economy to introducing communities across the country to innovative team-based approaches to solving urban problems.

He has also been one of the first to identify the critical concerns of an older society and the need of restructuring and retrofitting our communities to support independent living of that vast majority of citizens who seek to stay in their homes and their own neighborhoods as they age. McNulty is not only an innovator; he is a networker and broker of resources and diverse talent to achieve better communities.

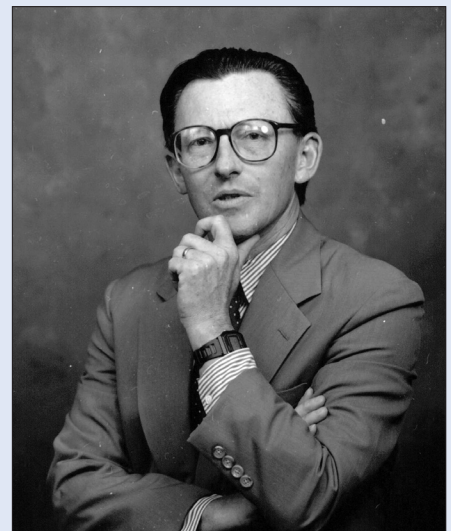
As a recognized expert in urban planning and community development, he has served as a national advisor, forum leader, keynote speaker, and a master facilitator in cities and towns around the world, for the Ford Foundation, UNESCO, Urban Land Institute, National Association of Area Agencies on Aging, the Memphis Jobs Conference, the U.S. Conference of Mayors, National League of Cities, and a host of state and city council leaders.

Skill

McNulty's ability to communicate and motivate citizens and pundits alike has won him praise from esteemed individuals such as former President George Bush, former President Bill Clinton, former U.S. Secretary of Health of Human Services Donna E. Shalala, and Governor Arnold Schwarzenegger. It is through this ability that he has catalyzed worldwide success in improving the livability of urban areas.

Experience Includes

- Keynote speaker and facilitator at the global symposium "Asia-Pacific Creative Communities: A Strategy for the 21st Century" sponsored by UNESCO. He was selected as one of the best speakers of the event.
- Conducted a series of workshops in 14 rural communities under the sponsorship of the Queensland Events Corporation in Australia to develop cultural tourism and economic development.
- Host and keynote speaker for national conferences on Aging in Place – strategies to rethink and retrofit communities to support independent living across America.
- Advisor for a multi-year funding strategy under the Ford Foundation on how culture can be an asset for community change.
- Course educator on mobilizing arts and cultural resources for community development with the Neighborhood Reinvestment Corporation Training Institute. The course was ranked 5th out of 65 courses offered.
- Key facilitator for a national forum on the policy role of the mid-size city in Rochester, NY.



Brief Bio

For more than 30 years, Robert McNulty has thrown his skills and energies into civic invention, arts and creativity, and agendas of social inclusion to benefit the communities of America and abroad. A coalition builder par excellence, he formed Partners for Livable Places—now Partners for Livable Communities—in 1975, the first organization of its type in American history. Partners is a national, leadership nonprofit working to improve the livability of communities by promoting quality of life, economic development, and social equity. Immediately prior to founding Partners in 1975, McNulty served as assistant director of the Architectural and Design program of the National Endowment for the Arts, providing small grants to start-up community-oriented arts efforts across the nation. Earlier, he was a research assistant to the director of the Smithsonian's National Museum of American History and an environmental advisor at the General Services Administration. McNulty is widely traveled, having engaged in projects or offered counsel in over 300 communities in America, in addition to an extensive foreign portfolio including some 100 countries around the world. His interests range from helping communities meet the needs of their aging populations to serving as a facilitator to interact between divided communities.

Sample Topics

- Solving Livability for the Aging Population
- The Creative Economy and Livable Cities
- Using Culture to Build Communities
- How Traditional Institutions can be Fulcrums of Change for pressing community problems and leadership
- How to put together a team that can move your community forward

“For 25 years, you have empowered civic leaders and policymakers with guidance, information, training, and strategies to meet the needs of their communities... I salute you for devoting your time, talents, and energy to fulfill America’s bright promise for all our people.”

—Bill Clinton
42nd President of the United States

Publications

A frequent writer, editor, and contributor on urban strategies, McNulty’s work has appeared in *Fortune Magazine*, *The Washington Post*, *Atlanta Magazine*, *The Christian Science Monitor*, and *California Monthly Magazine*.

He was also one of 17 urbanists from around the world that served on the editorial board for *Urban Age*, a global city magazine produced by the World Bank. He has been featured in *The New York Times*, *National Journal*, *The Wall Street Journal*, *Philadelphia Inquirer*, *Baltimore Sun*, *The Brisbane Courier Mail* (Australia), and countless others.

McNulty has co-authored *The Economics of Amenities*, *Return of the Livable City*, *Entrepreneurial American City*, and *The State of the American Community*.