

Strategies for Older Suburbs Roundtable Series: The Pop-Up Economy

DVRPC's roundtable series highlights challenges older suburbs and downtowns are facing. The Strategies for Older Suburbs Roundtable Series provides a means for networking and exchanging ideas with similar organizations facing the same concerns. This roundtable discussion will feature presentations on the pop-up economy followed by peer discussion.

The pop-up economy is a trend involving temporary and limited investment as a means to catalyze more permanent economic development and investment within a community. Pop-ups are most often executed within distressed or underutilized neighborhoods, and have proven to be successful at demonstrating an area's potential and positively impacting the local economy. Taking the form of a pop-up shop, pop-up event, or pop-up planning, both the private and public sectors can take advantage of the pop-up economy's benefits. A nationally recognized non-profit and local retailer will share their experiences with the pop-up economy.

Friday, January 9, 2015

9:30 am – 11:30 am

Breakfast will be provided

Delaware Valley Regional Planning Commission

8th Floor, ACP Building

190 N. Independence Mall West | Philadelphia, PA 19106

Please RSVP to kpcilurso@dvrpc.org.

AGENDA

9:00 am – Coffee and Networking

9:30 am – Welcome and Introductions

9:45 am – Presentations

- Spencer Gober, DVRPC – What is the Pop-Up Economy?
- Meg Walsh, The Food Trust – The Economic Impact of Night Markets
- Seun Olubodun, Duke & Winston – Exploring Boutique and Brand in the Suburbs

10:45 am – Roundtable Discussion Hear from your peers and colleagues as we share strategies and ideas on what your community is doing to foster economic development – pop-ups *and* permanence.

About the Delaware Valley Regional Planning Commission (DVRPC)

DVRPC is dedicated to uniting the region's elected officials, planning professionals, and the public with a common vision of making a great region even greater. Shaping the way we live, work, and play, DVRPC builds consensus on improving transportation, promoting smart growth, protecting the environment and enhancing the economy.

DVRPC serves a diverse region of nine counties: Bucks, Chester, Delaware, Montgomery, and Philadelphia in Pennsylvania; and Burlington, Camden, Gloucester, and Mercer in New Jersey. DVRPC is the federally designated Metropolitan Planning Organization for the Greater Philadelphia Region - leading the way to a better future.

DVRPC fully complies with Title VI of the Civil Rights Act of 1964 and related statutes and regulations in all programs and activities. DVRPC public meetings are held in ADA and transit-accessible facilities. Auxiliary services can be provided to individuals who submit a request at least seven days prior to a meeting. For more information please visit the DVRPC website (www.dvrpc.org) or call (215) 238-2871.

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