



The Power of Place:

Heritage, Community Identity,
and Economic Development

Blackhawk Hills Regional Council Annual Meeting

May 24, 2017

Bonnie McDonald, President



People Saving Places – Landmarks Illinois.

What is your story?

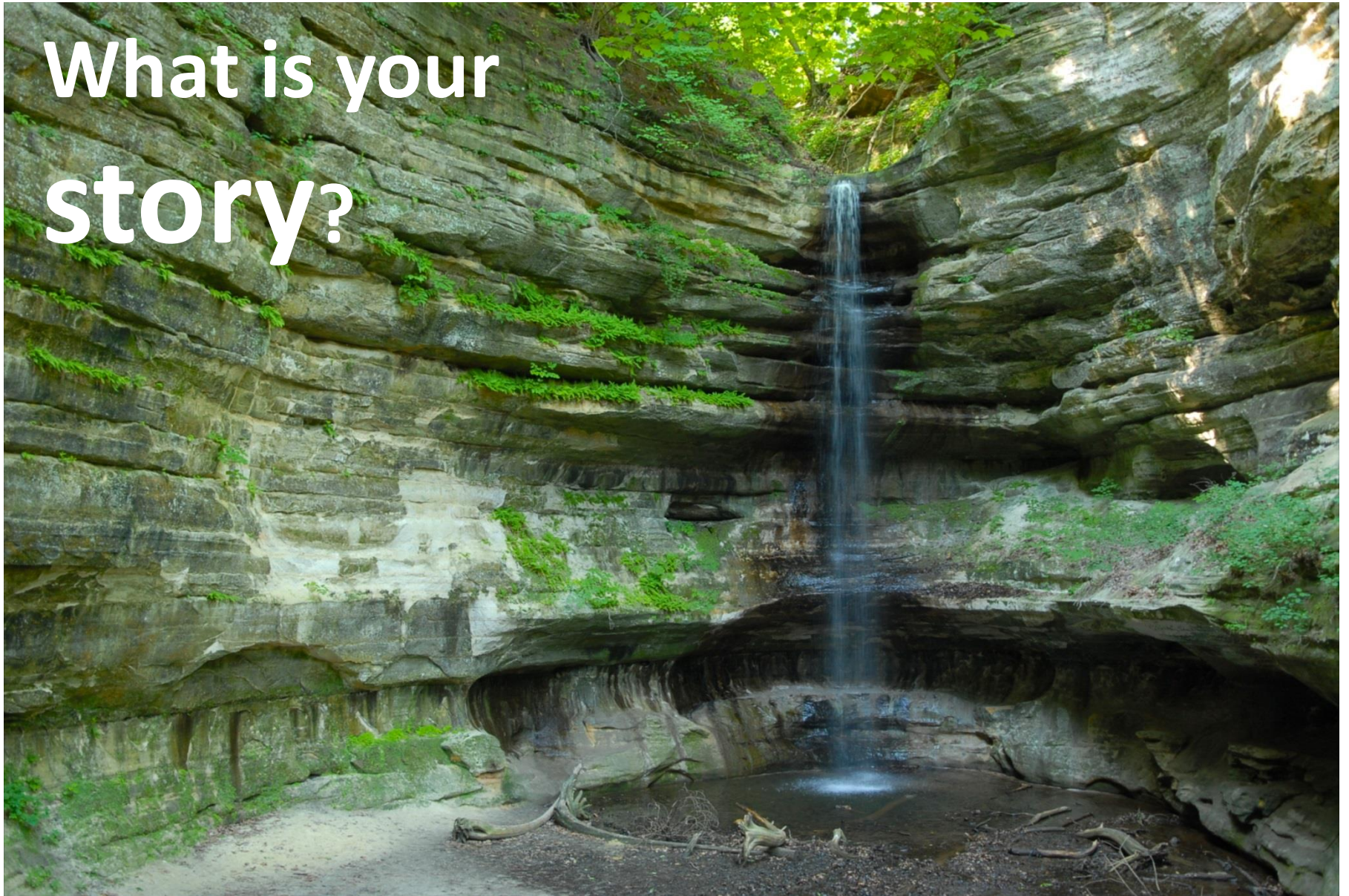


Photo from <http://www.naturallyamazing.com/americasparks/19239.jpg>

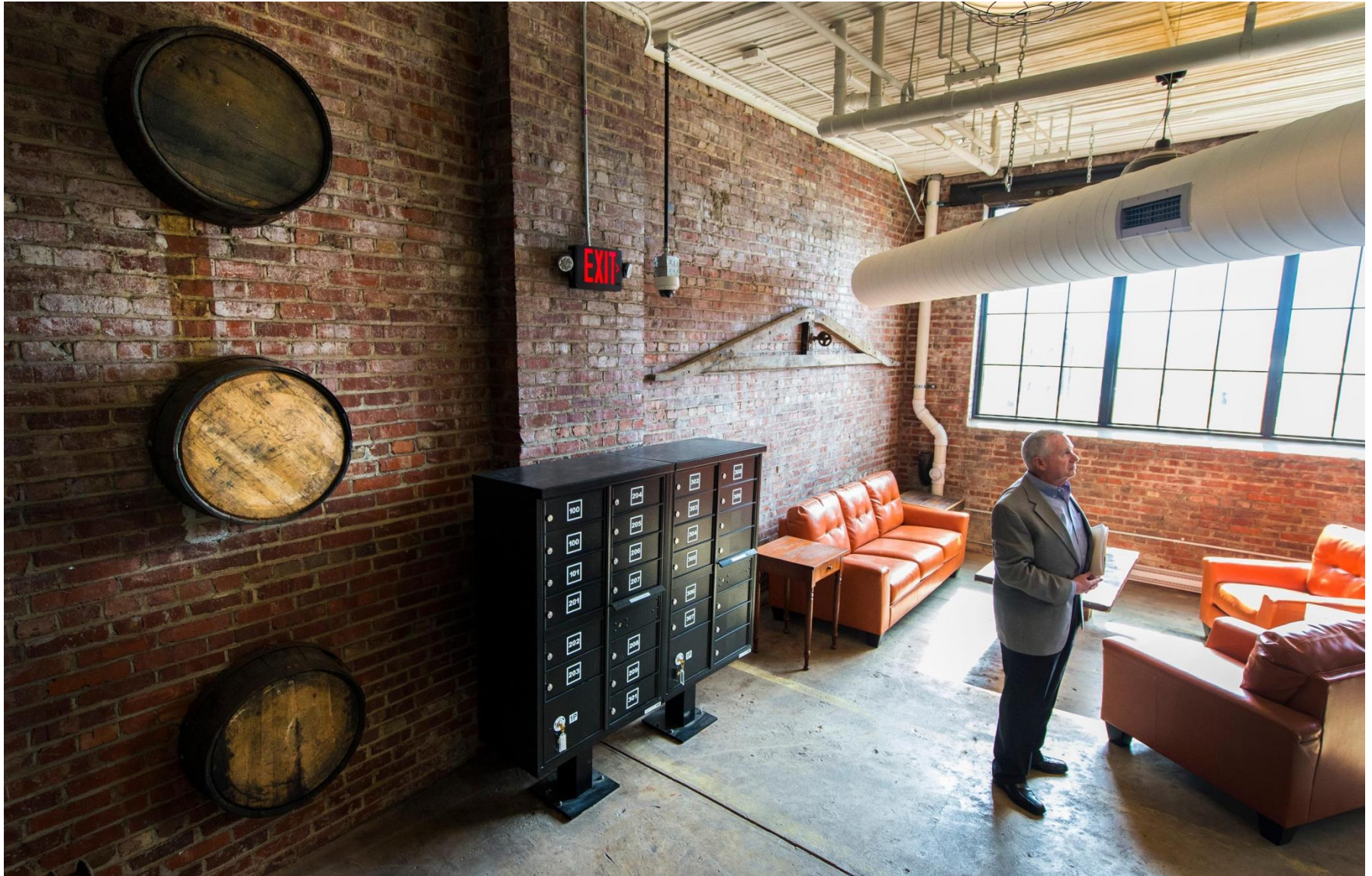
People seek out places with a story.



Peacock Brewery, Rockford

Photo from <http://www.psbrewingco.com/wp-content/uploads/2014/05/brewhouse-docks.jpg>

Sense of place will grow in value.



The Cooperage, Peoria

Photo from <http://www.pjstar.com/storyimage/IP/20170410/NEWS/170419935/AR/0/AR-170419935.jpg>

Studies: Preservation spurs development.



Brown County Courthouse, Mt. Sterling – Driehaus Courthouse Grants

Photo by Tom Rossiter

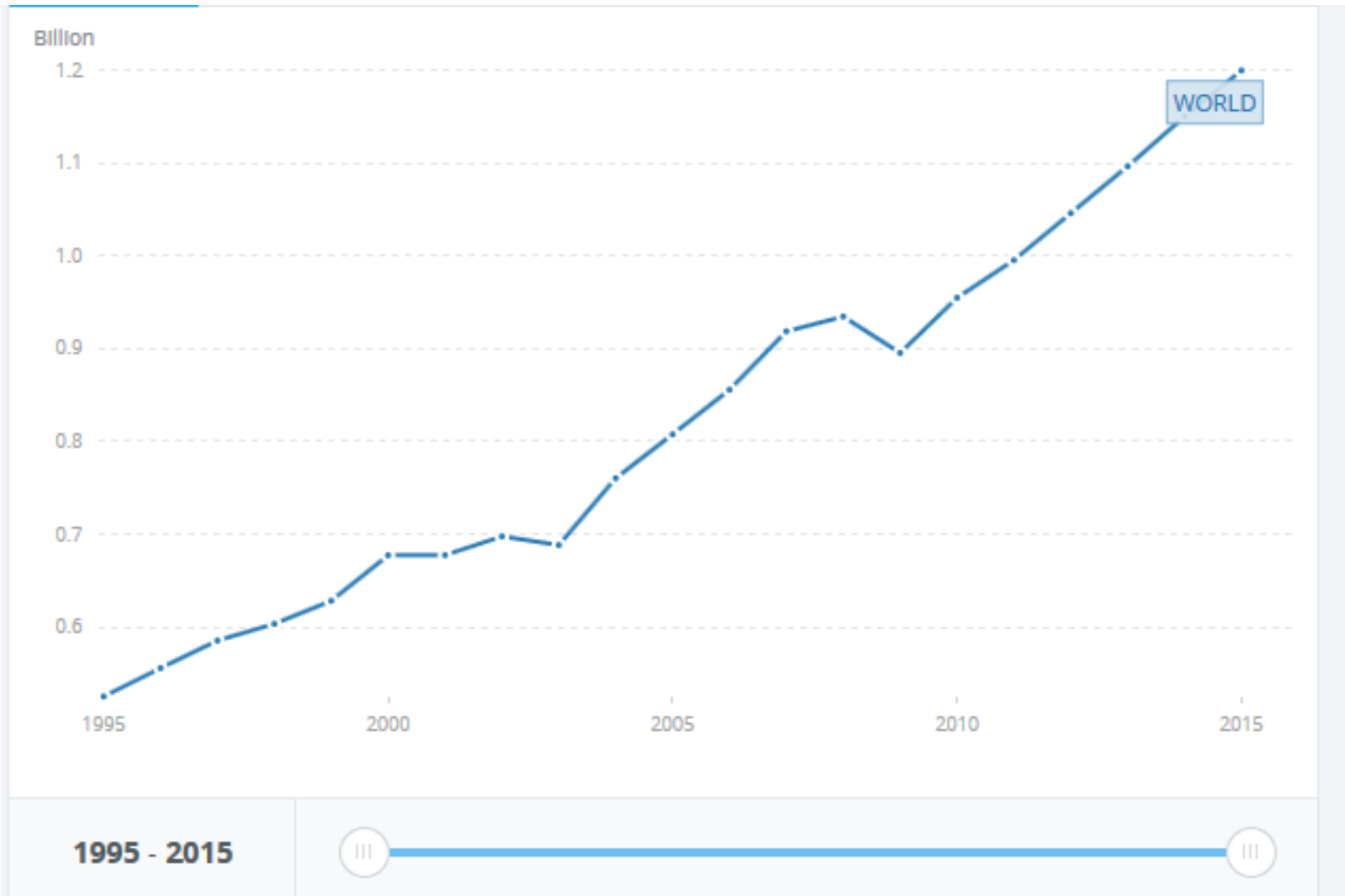
Studies: Businesses thrive in older buildings.



The Lone Buffalo and Tangled Roots Brewery, Ottawa (population 18,428)

Photo from <http://tangledrootsbrewingco.com/wp-content/uploads/2016/11/Bufalo-Interior-lower.jpg>

Studies: Tourism continues to grow.



World Bank chart of international tourism levels.

<http://data.worldbank.org/indicator/ST.INT.ARVL>



Stillwater, Minnesota (population 18,800)

Photo from http://www.twincities.com/wp-content/uploads/2015/10/wp-id-20131230__130105SL-main-st.jpg

**Heritage has to be a component
of an economic development strategy.**



**Home of
The World's Largest
Catsup Bottle**

Collinsville (population 24,883)

Photo from <http://www.collinsvilleil.org/temp/showcase-a-item-13.jpg>



The World's Largest Catsup Bottle Water Tower

Photo from <http://www.sillyamerica.com/blog/wp-content/uploads/2009/06/worlds-largest-catsup-cottle-collinsville-illinois-02.jpg>



Photo from http://assets.nydailynews.com/polopoly_fs/1.1878556.1406212971!/img/httpImage/image.jpg_gen/derivatives/article_750/giant-ketchup-bottle.jpg



Winner of Landmarks Illinois Richard H. Driehaus Foundation Preservation Award, 2012

Photo from http://assets.nydailynews.com/polopoly_fs/1.1878556.14062129711/img/httpImage/image.jpg_gen/derivatives/article_750/giant-ketchup-bottle.jpg and http://mediad.publicbroadcasting.net/p/kwmu/files/styles/x_large/public/201412/catsupbottle-kids_%281%29.jpg



Jacksonville (population 19,159)

Photo from Jacksonville Main Street



Urban Renewal in Jacksonville

Photo from Jacksonville Main Street



Urban Renewal in Jacksonville

Photo from Jacksonville Main Street



Jacksonville Downtown Turnaround Project



Jacksonville Downtown Turnaround Project, Landmarks Illinois Award 2015

Photo from Jacksonville Main Street



Pontiac (population 11,599)

Photo from Suitcases and Sippy Cups, <https://s-media-cache-ak0.pinimg.com/originals/31/2e/cd/312ecd871741645c903080d72ee84979.jpg>



Integrating historic preservation into a cohesive economic development approach.

Photo from <http://muralmuseum.com/wp-content/uploads/2011/05/downtown-pontiac-mural.jpg>



Pontiac Cruise Night

Photo from <http://www.pontiaccruisenight.com/sites/default/files/CN081812-54.jpg>



Princeton (population 7,415)

Photo from https://c1.staticflickr.com/2/1446/26674121691_1afb6cd451_b.jpg



Princeton Main Street Project, November 2016



Barn Quilts of Carroll County (population 14,1715)

Photo from <http://visitcarrollcountyil.com/virtual-tours/barn-quilt-trail/#jp-carousel-2504>



Barn Quilts of Kankakee County (population 111,375)

Photo from
http://farmweeknow.com/cdfm/Fareek3/author/29/barn-quilt-6_09_23.jpg



Silos and Smokestacks National Heritage Area, 37 Iowa counties, designated 1996

Photo from <http://www.silosandsmokestacks.org>



Bishop Hill (population 128)

Photo from <https://static1.squarespace.com/static/500ad8aec4aa3053c4fc274d/t/547bcf46e4b0fa4e5a5d0155/1417400144687/>



Dairy Building after restoration.

Photo from Bishop Hill Heritage Association, Landmarks Illinois Richard H. Driehaus Foundation Award Winner, 2015.



Living history capitalizing on National Historic Landmark status

Photo from <https://media-cdn.tripadvisor.com/media/photo-s/06/c5/34/55/bishop-hill-illinois.jpg>

Supporting economic development through heritage.

- Foster civic pride.
- Tell the story of your community.
- Make signage compelling and easy.
- Engage in collaborative planning.
- Create pedestrian gathering places.
- Find interesting ways to challenge parking perceptions.



“Parklet” in Winterset, Iowa by ASK Studio, June 2015

Photo from <http://www.askstudio.com/betasite/Images/Parklet/parklet-1.jpg>

Supporting economic development through heritage.

- Make it fun!
- Find unexpected partners to leverage their networks.
- Engage artists and performers.
- Celebrate achievements.



Central Illinois Landmarks Foundation Whiskey Baron Run, August 12, 2017

Photo from <http://running.competitor.com/files/2016/05/Running-Race-800x452.jpg>

Supporting economic development through heritage.

- Encourage others to invest.
- Don't overlook housing efforts.
- Connect with other community values – conservation, sustainability, food
- Think of creative ways to talk about heritage investment outcomes (health, for example)



Claire Goerlich, Quincy's South German Historic District

Photo from <https://media-cdn.tripadvisor.com/media/photo-s/06/c5/34/55/bishop-hill-illinois.jpg>

Supporting economic development through heritage.

- Sense of place can't be created from the ground up.
- It is harder to tell your story if the places are gone.
- Don't focus heritage only in the past; make it relevant to today and the future.
- Be patient - transformation can be incremental.



de Immigrant Windmill, Fulton (population 3,360)

Photo from <http://www.ilfbpartners.com/wp-content/uploads/2012/12/1450312AB2080-hor.jpg>



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