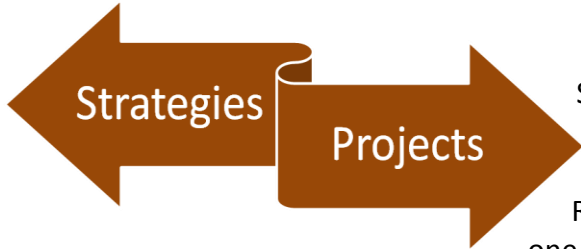




Catalytic Visioning

How Large-Scale Projects Can Galvanize Strategies

Everyone would agree that communities should select strategies that stand a high likelihood of success. Projects should then be identified that are consistent with the strategies.



Sometimes it works the other way around.

Regardless of strategy selection, communities may be very focused on one or more project(s) that can galvanize the direction of the community.

Frequently, the project may be so large that it serves to implement aspects of more than one strategy.

For example, a community may want to develop a new facility that not only will expand their educational services—but advances a Destination Tourism strategy and a Downtown Development strategy as well.

While strategies and their related projects can and should be advanced relatively independent of each other, it sometimes is beneficial to combine efforts into a single project that relates to and supports several strategies.



This is where Catalytic Visioning comes in.



By creating a broad conceptual plan and elevation drawing, people pursuing different strategies and projects can come together under one broader vision. This may be an attractive and wise approach because the new “grand vision” can create opportunities for synergy, as well as for construction and operational cost savings.

Catalytic Visioning has the potential to *pull* the community along in a manner that not only accomplishes individual projects, but creates an outcome greater than was originally envisioned by individual strategy/project advocates.