

**camp**  
*commission assistance & mentoring* **program**<sup>TM</sup>

# Get Your Town on Your Team



Community Engagement + Public Support

*Amanda DeCort, Tulsa Foundation for Architecture*

If it was easy...



Everyone would do it.

**EASY, BREEZY,  
BEAUTIFUL**



**COVER SQUIRREL**

**EASY, BREEZY,  
BEAUTIFUL**



**COVER SQUIRREL**





# But it's worth it.



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"Like a lot of us,  
Preference just keeps  
getting better and better.  
And I'm worth it."

As far as I can tell, Preference is already practically perfect.  
But someone said, why leave it at that?  
So now Preference is new. And even better.  
It's thicker, richer, creamier.  
And it has two-phase conditioning. Which means it conditions  
while you color. And after you color.  
What you get is glorious, shining color. In just about  
any glorious, shining shade you want. Because Preference  
has more shades than anybody.  
All of which may leave you speechless.  
But don't be. Stand up and say I'm worth it.

PERFORMING  
preference.  
by L'ORÉAL



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Having friends makes life better





Do not despair.



Help is on the way.



# A few basic tenets...



#ThisIsUs



# 1. Know your JOB





## 2. Know your AUDIENCE





# 3. Know your "WHY"



Then you can proceed with purpose.



# 1. Know your JOB



# Your charge may be...

Designate and protect historic assets

Foster civic pride

Stabilize or improve the local economy through  
preservation

Improve aesthetics – attract business and visitors, etc

Promote the maintenance and full utilization of  
historic structures

## 2. Know your AUDIENCE





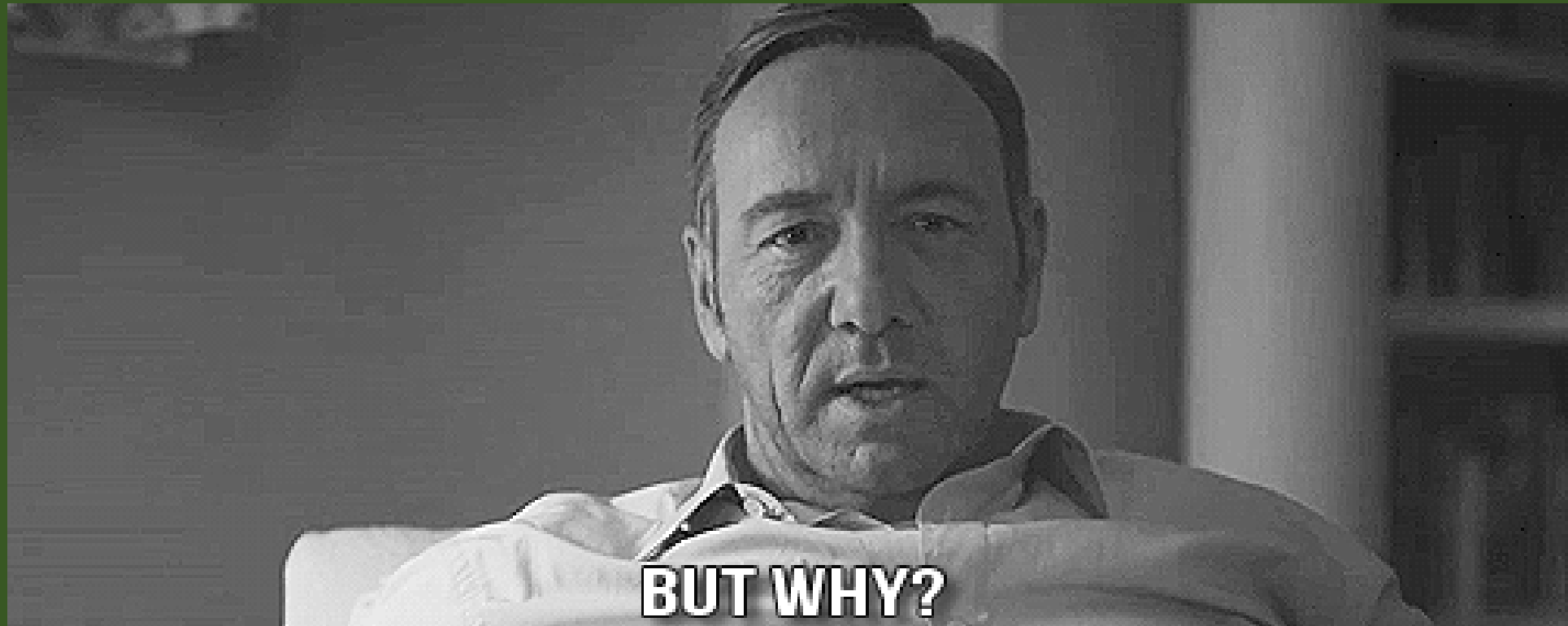
## 2. Know your AUDIENCE



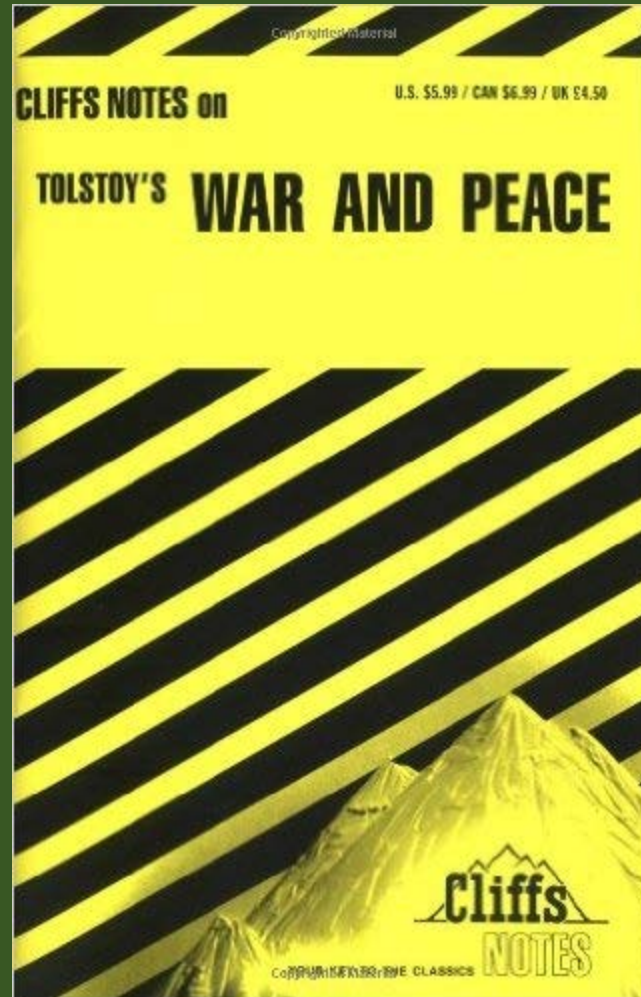
And you may ask yourself...



### 3. Know your "WHY"



# 3. Know your "WHY"



(4. Empower others)





(4. Empower others)



# Cultivating relationships



# Cultivating ambassadors





# Cultivating support



# Cultivating partnerships





# Cultivating respect





# How does the public see you?



# How does the public see you?





How does the public see you?





Think different.

Involved, engaged, inspired





# Shock and Awe...













# Data



# Data



# OKLAHOMA HISTORIC TAX CREDIT

IMPACT ON THE  
OKLAHOMA ECONOMY

*Prepared for Tulsa Foundation for Architecture  
By PlaceEconomics, Washington, D.C.*

TfA



# Emporia, Kansas - Granada Theater Rehab Spurred:

- Façade Projects: up 9%
- Building Rehabs/New Construction: up 24%
- New Businesses Opening: up 9%
- Businesses Lost: down 42%
- Jobs Created: up 6%
- Jobs Lost: down 31%
- Spawned:
  - 2 new buildings
  - 5 new businesses
  - 12 Apartments
  - Multiple rehabs



# Impacts reach far beyond the original project





So... who is your audience?



# Public Officials and Policy-Makers





# Don't Neglect the Staff!



Get a seat at the table





# Present!



# Charge?





# Get and keep attention

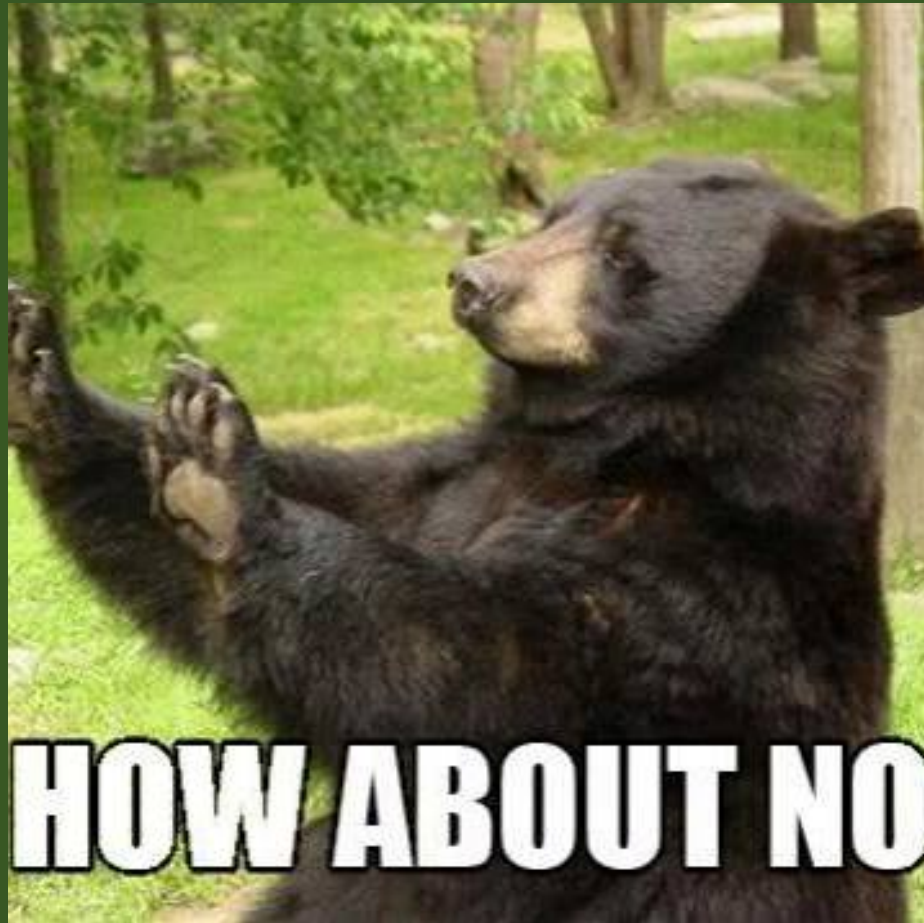


# Private Property Owners

Commercial / Residential

# Private Property Owners

Commercial Property Owners





# Private Property Owners

Commercial Property Owners



# MythBusters







# Spin



(I do what I want)



I DO WHAT  
I WANT

# Action





Yes!!!



Yes!!!



It might still be messy.

(and that's ok)





# Private Property Owners

The Homeowners



# Private Property Owners

Give Them Tools!





# Preservation Partners





# Community Partners



# Professional Partners



# The Press





# Caveat...



# “The Public” at Large



# Social Media

The screenshot shows a web browser window with several tabs open, including '13 sites earn restore', '(2) Tulsa Preservation', 'historic home speci', 'Brady Heights Hom', and another 'Brady Heights Ho'. The address bar shows the URL 'https://www.facebook.com/tulsaprescomm/?view\_public\_for=428903277179125'. The browser's toolbar includes various icons for search, star, print, and social media. The Facebook page header shows the user 'Amanda' and navigation options like 'Home 1'. The page content includes the Tulsa Preservation Commission profile picture and name, a post from the Tulsa Foundation for Architecture about a film festival, and a sidebar with sponsored ads for 'Brookside By Day', 'Pennington Wild Bird F...', and 'GriefShare'. The 'Liked by This Page' section lists 'The Mayo Hotel', 'Guthrie Green', and 'Tulsa Club Building'. The footer contains language options and privacy/terms links.

13 sites earn restore x (2) Tulsa Preservation x historic home speci x Brady Heights Hom x Brady Heights Ho

secure | https://www.facebook.com/tulsaprescomm/?view\_public\_for=428903277179125

Cap One 360 Yahoo Mail amanda@tulsaarchite Tulsa Credit Union YNAB Pandora PayPal Evernote Tulsa

Tulsa Preservation Commission Amanda Home 1

Liked Following Share ... Send Message


Tulsa Preservation Commission shared Tulsa Foundation for Architecture's post February 16 at 9:14am ·

Mark your calendars!

**TFA** Tulsa Foundation for Architecture Published by Shane D Hood [?] · February 15 at 3:52pm ·

It's official! Tulsa Foundation for Architecture will be hosting the Architecture and Design Film Festival: Tulsa. April 20-23 at the Circle Cinema. Immerse you...

See More



Film festival with roots in New York and Los Angeles is coming to Tulsa in April

The Architecture & Design Film Festival, held annually in New York and a couple of other metropolitan areas, is adding a visit to Tulsa for 2017,...

TULSAWORLD.COM

Brookside By Day American Restaurant Like

Pennington Wild Bird F... Product/Service Like

GriefShare Non-Profit Organization Like

Government Organizations in Tulsa, Oklahoma

Liked by This Page

The Mayo Hotel ✓ Liked

Guthrie Green ✓ Liked

Tulsa Club Building ✓ Liked

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# Your opponent

“Potlach them into submission” – Wade



# Awards

And plaques



# Remember #4 – Empower Others

**“Now who’s with me?”**



**OH BOY**

**IS THIS GREAT!**





# 4b. Share Credit



# 4c. Celebrate EVERYTHING



Questions?

Thank you!