



9th Annual River Summit
March 18, 2016 at University of Dayton River Campus

“Promoting the Great Miami River Corridor”

8:00-8:30am: Registration, Light Breakfast, Networking and Tour Corridor of Exhibits

8:30-8:45am: Welcome and OGCA Annual Update – *Stan Kegley, City of Troy and OGCA President*

8:45-9:00am: OGCA Transition, Marketing and Branding Updates – *Miami Conservancy District*

9:00-10:00am: Mayor’s Panel – Mayors from along our corridor will share recent successes, developments and ongoing plans in their communities. Enjoy learning how each city is activating their riverfront in an effort to build community, spur economic development, and improve the quality of life for their citizens.

10:00-10:15am: Corridor Champion Award

10:15-10:45am: Networking Break and Tour Corridor of Exhibits

10:45-12:00pm: Breakout Sessions

Signage and Wayfinding – What is the value of signage and wayfinding for communities in providing distinct connections between the river, the river corridor assets, and the community? How have other communities accomplished this goal?

Economic Development Along Our Rivers – How can communities turn back to the river and utilize their riverfronts as a vibrant and welcoming public space? Learn from cities along the Great Miami River that are planning and developing new projects on their riverfront, and how these projects are spurring private investment.

What’s next for Water? – Join a facilitated discussion sponsored by the Great Miami River Watershed Network and the Dayton Water Roundtable to explore a collaboration of water stakeholders. Explore the untapped synergies among institutions, organizations, groups, companies, and individuals that could create the next wave of game-changing innovation for our region and the world.

12:00-1:30pm Lunch and Keynote Speaker – *Ethan Kent, Project for Public Spaces* - The Project for Public Spaces (PPS) is a nonprofit planning, design, and educational organization dedicated to helping people create and sustain public spaces that build stronger communities. Their pioneering Placemaking approach helps communities transform public spaces into vital places that highlight local assets and spur rejuvenation. They have completed projects in more than 3000 communities in 43 countries and all 50 US states.

1:30pm-1:45pm: Networking Break and Tour Corridor of Exhibits

1:45-3:00pm: Placemaking in the Great Miami River Corridor – *Studio Graphique* - The Great Miami River Corridor is in the process of developing a Brand Strategy, Name and Identity for the Corridor – a vibrant, mixed-use district that connects cities to the river. A strong brand is the first step into a broad awareness campaign for the Corridor. How will this new brand be used to market, communicate, build recognition and foster connectivity within the various amenities and communities that make up the Corridor?

Join our panel of community stakeholders to learn more about the Brand Development process as we begin to establish a Sense of Place for the Corridor. Provide input and ideas for the future initiatives guided by the new brand, such as marketing campaigns, signage and wayfinding that will help bring awareness and recognition to the region.

****Social Reception immediately following at Jimmie’s Ladder 11 - 936 Brown Street, Dayton, OH***