SOCIABLE ★ CITY VISION

THE FUTURE OF SOCIABILITY

V

INTRODUCTION

Learning Objectives

- Creating the Social Experience

- Highlights of Future Seminars

- Defining Hospitality for the Future

- Building Alliances for Transformation

A community's opportunity for socializing is among the most influential factors in determining where people choose to live.

Reported by the 2010 Knight Foundation's
Soul of the Community Project

The Sociable City Plan

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Sociable City Guiding Principles

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✓ **THE SOCIAL ECONOMY** is the collective revenue and employment generated by hospitality businesses and the suppliers of products and services to support sociability during the day, evening and late-night
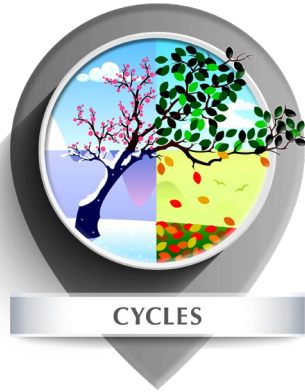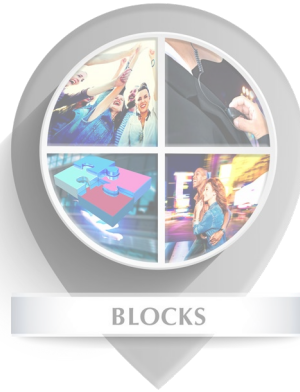
Defining Hospitality for the Future

HOSPITALITY

ENHANCERS

STAGES

ELEMENTS

Defining Hospitality for the Future

HOSPITALITY

DINE
- Location
- Cultural Fusion
- Indoor & Outdoor

DRINK
- Alcohol-Free
- Craft & Mixology
- Responsible Service

LISTEN
- Performance Art
- Live Music/DJ's
- Festivals

SHOP
- Main Street Shopping
- Outdoor Markets
- Street Fairs

ENHANCERS

ALCOHOL
MUSIC
PEOPLE

STAGES

ELEMENTS

Cafe - Bar

LEVELS

MOMENTS

SAFETY

POLICE
VENUE
HEALTH
CODE
ALCOHOL
FIRE

SOCIABLE CITY VISION · THE FUTURE OF SOCIABILITY

Building Alliances for Transformation

CYCLES

BLOCKS

TRANSFORM

STAKEHOLDERS

Building Alliances for Transformation

CYCLES

BLOCKS

TRANSFORM

STAKEHOLDERS

MARKET FORCES

GOVERNANCE

TRENDS

OFFICE

MANAGER

Defining Hospitality for the Future

Creating a positive social experience begins with a deep understanding of hospitality and the vital roles that owners, managers, and service staff play in shaping the moments and memories that build relationships.

This applies not only to families and friends but also to the broader community where they live or visit.

HOSPITALITY is creating a social space for people to dine, drink, listen to music, dance, and shop

- **Alcohol:** Lubricant of Sociability

- **Music:** Heartbeat of Sociability

- **People:** Singles, Mingles, Families, Jingles

- **Time:** Risk Factors Change by Time

STAGES

- Singles

- Mingles

- Families

- Jingles

ELEMENTS

- Venue

- Staff

- Food

- Beverages

HOSPITALITY

ENHANCERS

STAGES

ELEMENTS

LEVELS

- Ideal

- Responsible

- Good

- Bad

- Greeting

- Order-taking

- Service

- Departure

HOSPITALITY   ENHANCERS   STAGES   ELEMENTS   LEVELS

Cafe - Bar

MOMENTS

HOSPITALITY ENHANCERS STAGES ELEMENTS LEVELS MOMENTS

SAFETY

- Permit/License

- Compliance Alliance

- Education/Training/Forums

- Evidence Enforcement

Defining Hospitality for the Future

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Building Alliances for Transformation

A Sociable City Plan requires collaborative alliances to focus policy and resources on social districts in different phases of development.

This seminar series will trace the steps toward a formal social economy office, advisory team, and staff liaison to the many stakeholders invested in safe and vibrant social experiences.
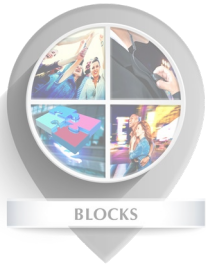
- Emerge

- Develop

- Mature

- Decline

CYCLES

BLOCKS

- Vibrancy

- Safety

- Planning

- Governance

- Engage

- Analyze

- Action

- Implement

STAKEHOLDERS

- Enhance Vibrancy

- Assure Safety

- Plan for People

- Governance Systems

- Forces Driving Change

- Forces Resisting Change

- Innovation to Match Trends
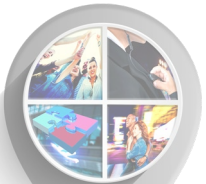
- Resources to Support Change

OFFICE

- Centralize Coordination

- Regulatory and Advisory Models

- Public and Private Structures

- Sample Legislation

CYCLES   BLOCKS   TRANSFORM   STAKEHOLDERS   TRENDS   OFFICE

MANAGER

- Global Network of Managers

- Staff Role and Responsibility

- Manager is Like a Conductor

- Top Priorities

Defining Hospitality for the Future

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