NEW MODELS FOR COMMUNITY ENGAGEMENT IN REAL ESTATE
UMPHREY'S MCGEE IS KNOWN FOR THEIR INNOVATIVE APPROACH TO DISTRIBUTING MUSIC AND BUILDING COMMUNITY.

With the recent unveiling of Umphrey's McGee's all-new Stew Art Series (aka, "S2") – an interactive fan experience where audience members “conduct” the band’s live improvisations - Umphrey’s McGee continue to offer their fiercely loyal fan base the most innovative musical experiences available. Before their latest studio recording, Mantis, was released in January of last year, the group made the album available for pre-order in an interesting way. Fans were offered more free bonus content the more Mantis pre-orders were received; as the fans “unlocked” levels of content by getting more of their friends to pre-order the album. The idea was to give the fans incentive to help spread the word about the album, and to offer a totally unique music experience. As Umphrey’s McGee’s sound evolves with every passing show, the live concerts sold on their expansive music archive site UMLive.net continue to be in high demand by their hungry fan base.
LYNN CARLTON  
*Director of Planning*  
360 Architecture

**MODERATOR**

**SPEAKERS**

**STEPHEN HARDY**  
*Chief Community Builder*  
MindMixer

**BENJAMIN MILLER**  
*Co-Founder*  
Fundrise & Popularise

**PATRICIA A. CLARE, AICP**  
*Deputy Director*  
Louisville Metro Economic Growth & Innovation

**STEPHANIE SHRIVER-ENGDAHL**  
*Vice President - Digital Strategy*  
Forest City Commercial Group
crowd-sourcing: the practice of obtaining needed services, ideas, or content by soliciting contributions from a large group of people and especially from the online community rather than from traditional employees or suppliers.

crowd-funding: the practice of funding a project or venture by raising many small amounts of money from a large number of people, typically via the Internet.
“PEACE CORPS FOR GEEKS” CODE FOR AMERICA HELPS GOVERNMENTS WORK BETTER WITH THE PEOPLE AND THE POWER OF THE WEB. BUILDING A NETWORK OF CITIES, CITIZENS, COMMUNITY GROUPS, AND STARTUPS, ALL EQUALLY COMMITTED TO REIMAGINING GOVERNMENT FOR THE 21ST CENTURY.

**FELLOWSHIP**
Showing What’s Possible | recruits talented web developers, designers, and entrepreneurs into a year of public service, then invite forward-thinking cities to apply to work with them to help them better leverage technology and engage the community.

**ACCELERATOR**
Driving the Adoption of New Tools | recruits “civic startups” and turbo-charges them with a national platform to raise awareness, a wealth of business training and advice, and a broad network of potential investors and civic leaders.

**BRIGADE**
Mobilizing Citizen Engagement | a growing network of civic leaders, working to redefine the notion of citizenship at the local level, coming together to remix & reuse apps, promote openness in city halls, and work together to solve local problems.
Street Bump is a mobile app that helps identify potholes by recording “bump” data, providing the City with real-time information to help improve roads.

NEW URBAN MECHANICS IS AN APPROACH TO CIVIC INNOVATION FOCUSED ON DELIVERING TRANSFORMATIVE CITY SERVICES TO RESIDENTS BY ASKING FOR IDEAS AND DIRECTLY INVOLVING THE COMMUNITY.

Adopt-A-Hydrant a pilot project that encourages Boston residents to shovel out snowed-in hydrants. Using the app, residents can claim hydrants they intend to shovel out after storms.

Textizen The new tool allows citizens to use text messaging to offer civic feedback for specific city projects and initiatives.
A PLATFORM TO EMPOWER THE RESIDENTS OF ST. LOUIS, ENABLING THEM TO HELP SHAPE THE FUTURE AND PERCEPTIONS OF ST. LOUIS. RALLY SAINT LOUIS IS DESIGNED AS A GRASSROOTS MOVEMENT POWERED BY ITS MOST VALUABLE ASSET – ITS PEOPLE.
KICKSTARTER IS A NEW WAY TO FUND CREATIVE PROJECTS. SINCE THE LAUNCH IN 2009, MORE THAN 4 MILLION PEOPLE HAVE PLEDGED OVER $599 MILLION, FUNDING MORE THAN 40,000 CREATIVE PROJECTS.

**Art** | films, gallery spaces, sculptures and everything in between

**Food** | farmers markets, restaurants, food trucks, new food products and deliverables

**Technology** | apps, phones, cameras, computers, medical technology, hardware to software
MANOR, TEXAS WAS SPONSORED BY THE US GOVERMENT TECHNOLOGY & THE CENTER FOR DIGITAL GOVERNMENT, FOR AN INNOVATIVE USE OF QR CODES. MANOR SMARTCODE PROJECT PLACED QR CODES AROUND THE CITY. QR CODES HAVE BEEN PLACED ON HISTORICAL MARKERS, OLD BUILDINGS, THE CITY HALL, PARKS, CITY VEHICLES, AND OTHER ITEMS - SCANNING A QR CODE WILL DIRECT YOU A WEBSITE FOR INFO.
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