



2020 VISION LEADERSHIP SUMMIT

HOSPITALITY, SAFETY AND DEVELOPMENT

CREATING SPACE FOR SOCIABILITY



EXECUTIVE SUMMARY

Hospitality and tourism are vital to the social and economic vitality of most cities, yet there is often no permanent unifying mechanism for communication among stakeholders representing hospitality, safety and development organizations to facilitate information and resource sharing or systematically assess current and future issues and trends. To address this unmet need, the Responsible Hospitality Institute (RHI) is providing technical and logistic resources to assist in the formation of a **Hospitality Resource Panel (HRP)** to conduct a *Hospitality Assessment*, convene and facilitate a *Leadership Summit* and present a *Status Report on Hospitality, Safety and Development*.

AMERICA'S EMERGING CAFÉ SOCIETY

Merging economic, political, and demographic forces are redefining street life in America. Planning efforts over the last decade have steered growth toward urban areas and encouraged in-fill and redevelopment in existing neighborhoods. At the same time, there has been a renewed interest in an urban lifestyle in neighborhoods with dining and entertainment. The “bookend generations” of aging “Baby Boomers” and the even larger cohort of “Millennials” want to live in an area that supports a vibrant social life. As a result, downtown and urban residential populations have increased dramatically.

Opportunities for more vibrant neighborhoods challenge urban planners and business district managers as they work to stimulate tourism, re-establish street life, and enhance quality of life. Demands on public services, government licensing and enforcement agencies, as well as potential conflicts with residents on noise, trash, public safety, parking, alcohol abuse, and traffic increase simultaneously.

In meeting the challenge to develop and sustain neighborhoods and urban communities two important questions surface:

- ♦ *What are emerging trends and issues affecting the city’s dining and entertainment businesses, the communities in which they operate, and the future development of both?*
- ♦ *What are the existing and potential resources available to address these issues, pre-empt symptoms of future problems and promote downtown and urban areas as vibrant places to both live and socialize?*

The Responsible Hospitality Institute (RHI) will administer an assessment to study these questions.

PROJECT DESIGN

The research and analysis of the emerging trends and issues affecting dining and entertainment businesses and neighborhoods will draw from the knowledge of key business and community leaders, and empirical observations in city districts. The key elements in the process of the project are:

- **Establish a Hospitality Resource Panel (HRP)** – A working group of influentials and opinion leaders from hospitality, safety, and development perspectives will form a Steering Committee to provide resources and guidance for the project.
- **Organize Alliances** – Three working groups, representing key leaders from hospitality, safety, and development will be organized into Alliances. Roundtable meetings will be held with each Alliance to develop a consensus on trends and issues. Roundtable meetings and participant interviews will bring to light the current issues relating to hospitality businesses in the city.

- **Study Areas Identified** – Key districts will be identified as being the hot spots in the city either for their growth and/or impact on public services. Individuals from these districts will be interviewed for their perspectives on issues and trends and assist in the development of tactics.
- **Leadership Summit** – The research for the assessment will culminate in a Leadership Summit, a joint meeting with representatives from each of the Alliances. The group will prioritize issues and review possible strategies to be implemented.
- **Status report:** A status report will be prepared summarizing Roundtables, Community Assessments and Leadership Summit. This report will be distributed to all participants and key stakeholders in government, business and education.

OUTCOMES

The *Hospitality Assessment* and *Leadership Summit* will benefit the wide range of stakeholders who face the challenge of developing and sustaining neighborhoods and urban communities. Among the stakeholders are those involved in community planning and economic development, hospitality businesses and associations, regulatory and code compliance agencies, city planners, business district managers, developers and residential organizations.

The outcomes of the Leadership Summit, Status Report and the establishment of a Hospitality Resource Panel (HRP) will include:

1. **Information to Anticipate Change** – The status report will describe patterns and side effects of mixed-use development, with particular attention to dining, entertainment and event businesses. It will describe the primary concerns relating to public safety, health, and quality of life issues associated with the growth of hospitality businesses along with residential development. and will document possible mechanisms for resolving issues, including legal and non-regulatory mechanisms
2. **Increasing Opportunities in Business Districts** – The report will identify positive markets and area characteristics for hospitality businesses. Information will be compiled from hospitality trade and professional associations to produce a concise directory of educational programs and business development resources
3. **Benefits for Existing and Aspiring Businesses** – A directory profiling resources from associations and government offices will increase accessibility and awareness of opportunities to increase business knowledge of standards, including information and resources available from agencies that permit, regulate and inspect food and beverage businesses.
4. **Hospitality Resource Panel** – The HRP is a framework for productive relationships among key stakeholders, a dynamic communication network among business and residential interests, and a mechanism to implement recommendations generated by the hospitality assessment. Among the long term benefits of the HRP process is to:
 - Facilitate the role of government as a resource and partner in business development
 - Nurture a trained and professional hospitality workforce
 - Provide technical assistance to assist communities in development of better management systems for downtown and urban neighborhoods.
 - Support a balance of economic stability with legal and social responsibilities to public health and safety in businesses serving food and licensed beverages

ADMINISTRATION

The Hospitality Resource Panel (HRP) and Hospitality Assessment are administered by the Responsible Hospitality Institute (RHI), a non-profit organization founded in 1983 with primary offices in San Diego, California. The project is part of national survey being conducted in several pilot cities throughout the country, including Seattle, Philadelphia Tallahassee, San Diego, and Washington, DC among others to determine opportunities and challenges faced with the evolution of downtowns and neighborhoods. The *2020 Vision Leadership Summit on Hospitality, Safety and Development* in February 2004 will convene the leadership from dozens of national associations to review the city reports and develop a blueprint for creating a practical guide for planners. Visit www.hospitalityweb.org to learn more about RHI, sponsors for this project and other information.