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“It’s all about
people”

ICRES april 2018

1. Introduction
2. Strategic framework
3. Successes & dilemmas

1. Introduction

- Media Capital of the Netherlands
- City of Dudok
- Stone's throw of Amsterdam & Utrecht
- In the heart of the Gooi

Media Capital of the Netherlands

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Instituut voor Beeld & Geluid
Institute for Sound & Vision



Media Park



Werf35

City of Dudok

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Raadhuis
Town Hall
1931



Sanatorium Zonnestraal
'Sunray' Sanatorium
1926



Villa's
Town houses
19th century

Stone's throw of Amsterdam & Utrecht

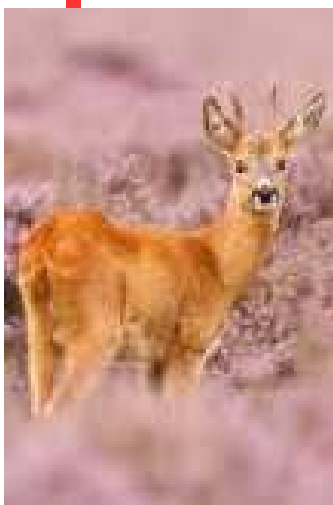
90.000 residents
45.000 jobs



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In the heart of
the Gooi

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2. Strategic Framework

- Sence of urgency
- Municipality took the initiative
- High level of ambition
- Programme-based approach
- > 50 projects and activities
- Public-Private Partnership
- Short -term and long-term

Sence of
urgency

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Ambitions and objectives

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More pleasant squares and streets

Increased awareness for the cultural heritage

Wider variety & higher quality of shops, restaurants, cultural offering

Better living environment for an increasing number of people

More hospitable for our visitors

Stronger public private partnership

The best of both: town & village, complete & compact.
A place where you feel at home. A place to be proud of.

Results

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2014



2016



2018

Results

Foodhall Mout

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1906



2015



2018



2018

Results Marktpluin

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1900



2015



2018

Results Hilvertshof

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2012



2015



2018

Results
Marketing

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Successes

- Comprehensive approach
- Adaptable strategic framework
- Short and long term actions
- Public private partnership with respect for each other's vision, values and interests

Dilemmas

- Wat should we be focusing on?
 - To reinforce our position on local and regional level
 - To entice the visitors to the museum to also pay a visit to the city center

Dilemmas

- The revival is fragile. We must continue to work on a more attractive city center.
- The key question here is how do we keep up the momentum?
- Long term commitment is necessary, but not guaranteed in ever changing conditions.