

Upstream Strategies. Downstream Action.

We help communities and organizations turn vision into reality, bridging strategy with implementation to build resilient, thriving places.

At Upstream Downstream LLC, we work with communities, institutions, and partners to co-create strategies rooted in local wisdom and support the hands-on implementation that brings those ideas to life. From upstream visioning to downstream execution, we walk alongside changemakers to build places where people and planet can thrive.

start a conversation today

about us

Rooted in Place. Flowing with Purpose.

Upstream Downstream is a place-focused advisory firm that helps communities navigate the full arc of change from vision and strategy to practical, on-the-ground implementation. We work at the intersection of planning, placemaking, community investment, and local leadership to catalyze resilient and thriving places.

We believe that upstream thinking — vision, planning, policy shapes downstream outcomes like economic opportunity, development readiness, place vitality, and community well-being. Like a river system, our work flows from insight to impact. Our work is grounded in lived experience, guided by local knowledge, and designed to move with the flow of community priorities.

What We Bring:

- Strategic clarity in complex systems and policies
- Deep understanding of rural and small-town dynamics
- Facilitation and co-design that center community voice
- Place-based, people-focused community development
- Funding fluency and investment readiness
- Practical support from vision to execution

Meet our Founder

+ Richard Amore, AICP/PLA



Richard is a community and economic development leader, landscape architect, community planner, and educator with over 20 years experience in executing strategic partnerships, programs, and investments to advance place-based community and economic development efforts, main street revitalization initiatives, community resilience and nature-based solutions, active transportation and outdoor recreation projects, and community-led placemaking.

what we do

From Strategy to Street-level Impact

We provide strategic advising and implementation support across the full arc of community development:

+ Upstream Strategy

- vision and strategy development
- system analysis and policy alignment
- project and program development
- community investment and funding strategy

+ Midstream Co-Design

- participatory engagement and public outreach
- community co-design and place-based development
- cross-sector collaboration and facilitation
- partnership and funding development

+ Downstream Action

- project design and execution
- governance and capacity building
- program design and delivery
- place-based investment and revitalization



our approach

We meet complexity with clarity and communities with care.

At Upstream Downstream, our approach is both strategic and relational. We believe durable solutions come from the intersection of systems thinking and place-based action. That's why we walk alongside our partners from upstream ideas to downstream implementation, helping translate vision into grounded progress.

Listen Deeply

We start with people, place, and purpose. Local voices and lived experience are our compass.

Map the System

We help communities see the big picture then find leverage points for meaningful change.

Co-Design Solutions

Our work is collaborative, practical, and tailored to each place.

Bridge Vision and Action

We turn upstream strategy into downstream momentum—supporting real projects, not just plans.

Stay Rooted

We build trust, support capacity, and walk with partners for the long haul.

our focus areas

Strategic Advising

Helping communities and organizations align long-term vision with funding, policy, and partnerships.

Community and Place-based Investment

Designing inclusive, locally grounded approaches to capital and development for long-term impact.

Placemaking and Inclusive Mobility

Co-creating public spaces and mobility options that reflects local priorities, harnesses the power of place, and advances community prosperity and wellbeing.

Livability and Resilience

Supporting climate adaptation, nature-based solutions, housing, and infrastructure strategies and investment.

Capacity Building and Technical Assistance

Strengthening local communities, organizations, and ecosystems with tools, facilitation, and sustained support.

Why Upstream Downstream?

Because real change flows both ways.

We believe that systems-level planning and grassroots implementation are two halves of the same whole. With deep experience in community development, place-based solutions, and community-led placemaking, we help turn complexity into clarity and turn big ideas into local impact.

Our work blends strategy with street-level action so every investment in planning, infrastructure, or development is grounded in place, people, and long-term resilience. We believe that place matters and that strong strategies come from the ground up. We're not just advisors. We're co-thinkers, co-designers, and committed allies walking alongside our clients as they make lasting change in their communities.



**UPSTREAM
DOWNSTREAM**

Let's Build a Future Together!

Whether you're shaping a vision, aligning investment, designing a statewide program or community public space, or moving a project forward – we're here to help. Reach out today to explore how we can flow and work together with purpose.

Name (required)

First Name

Last Name

Email (required)

Your organization

How can we help you? (required)

submit

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contact us