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Place Matters: The Emerging Role of Place in the Success of Communities

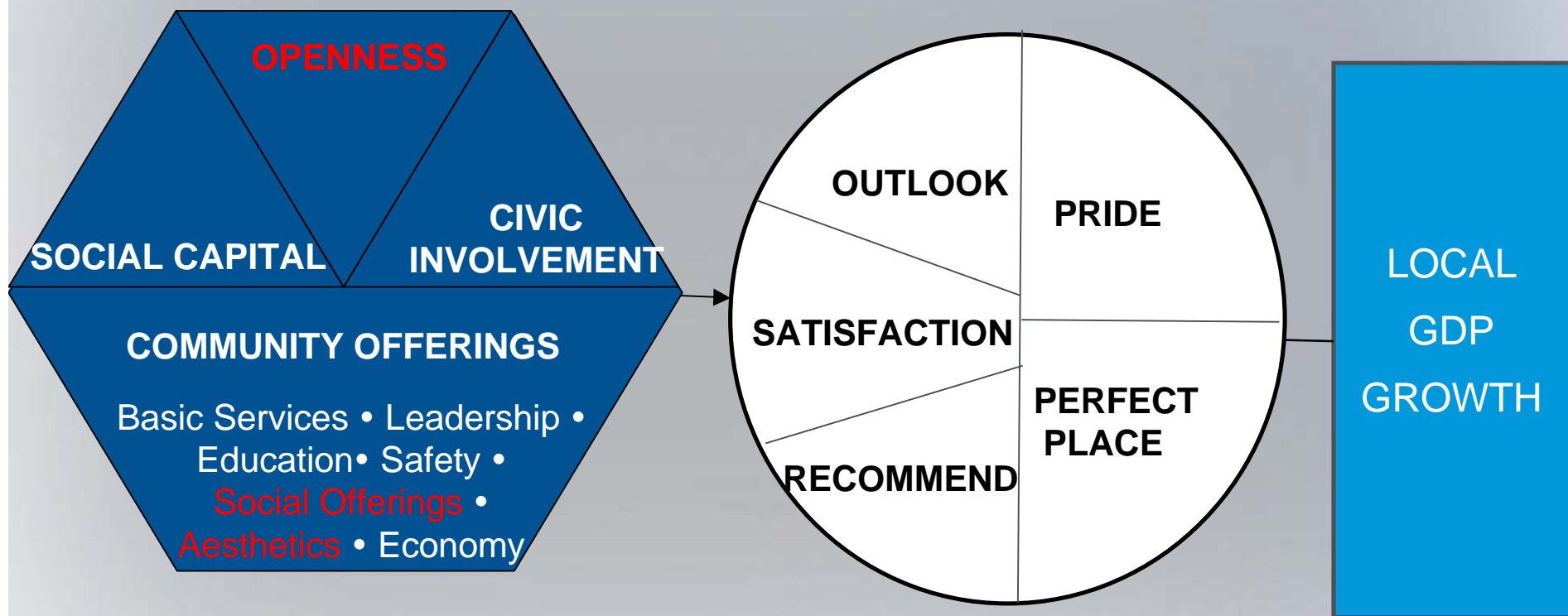
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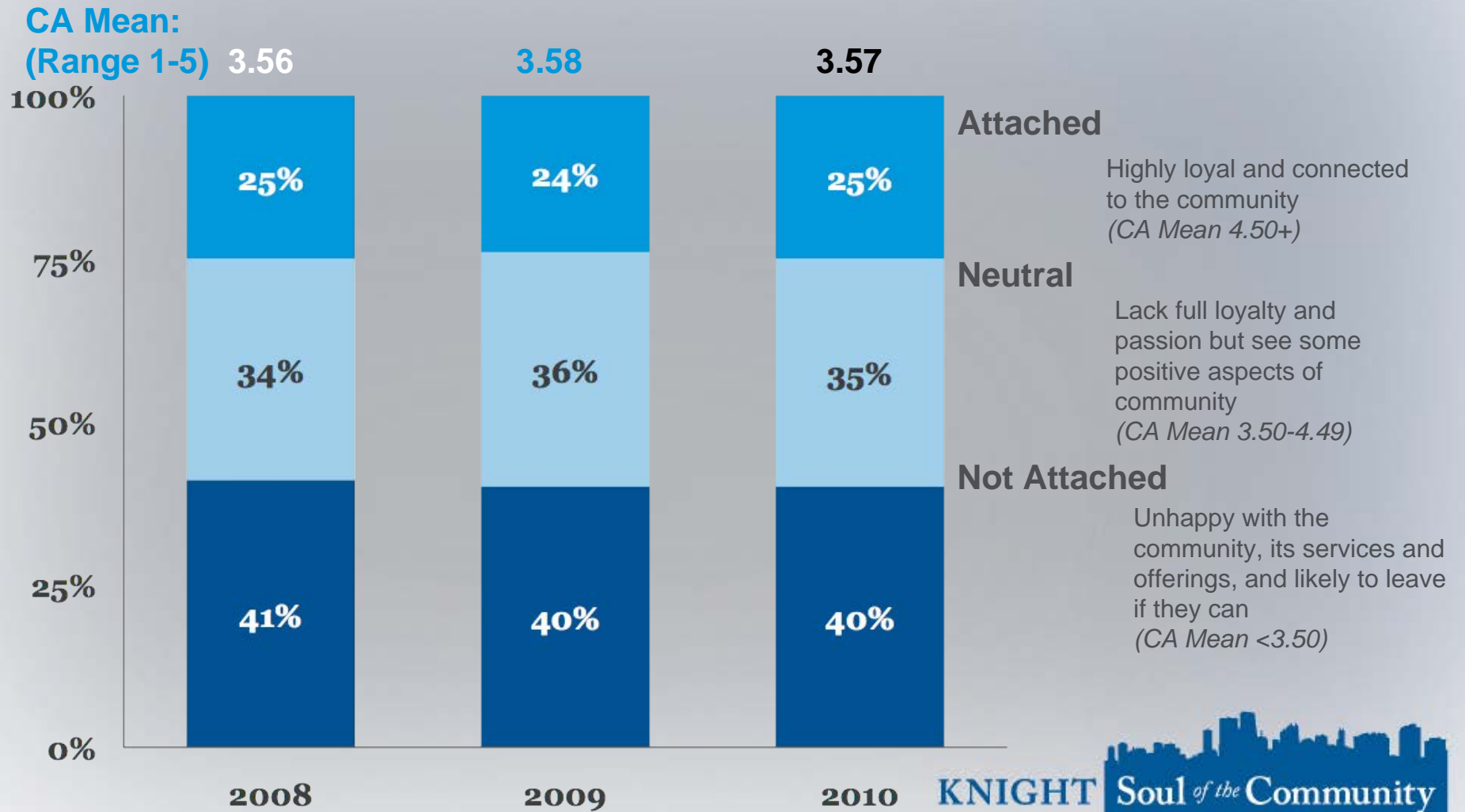
Community Attachment Model

DRIVERS OF ATTACHMENT

COMMUNITY ATTACHMENT



Community Attachment Groups



National Trends Over Three Years

- **There is an important and significant correlation between resident attachment and the local economic growth of a community.**
- **Resident perceptions of a community's openness, social offerings, aesthetics and education systems are key to attaching residents to community.**
- **Average attachment of the 26 communities has stayed flat**
- **Young talent is perceived to be one of the least welcome groups in the communities studied**

Driver Descriptions

Social Offerings

- The opportunities for positive social interaction in the community

Aesthetics

- The natural and created beauty of the place

Openness

- The sense of welcomeness to a broad range of demographics in the community

Strengths-Opportunity Map





Narrative

Photo: Techfun on Flickr

Characteristics of a Narrative

- **It's your community identity**
- **Different than a story of the place**
- **More than a catch phrase or slogan**
- **Is often multidimensional**
- **Often have elements of history, geography, industry, anchor institutions, culture/spirit, goals, offerings/opportunities, people**
- **Identify strengths, uniqueness and competitive advantage**
- **Is realistic and aspirational**
- **Don't come from consultants**

Charlotte, NC



Land of the Possible

Mayor Foxx's Theme: Land of the Possible

Unique Key Elements:

- **“Feel”:** Down-home gentility meets global opportunities

“No matter what the size of your dream or the scale of your ambition, we are the land of the possible.”

- **Entrepreneurial:** Home of 270 of the nation's Fortune 500 companies with 7 headquartered

“Executives and entrepreneurs find it's possible for large corporations and new start-ups to get talented people, capital, and resources they need to succeed -- just ask....”

- **Culture:** A New American City

“We embrace diversity, and welcome newcomers and businesses that seek to both do well and do good. We are not afraid of change; we embrace it, a tenaciousness we have shared for many generations.”

- **History:** Labeled a “hornet's nest of rebellion”

Lead voice in the American revolution that continues to serve well through transforming local economies and civil rights leadership

Duluth, MN

A New Narrative?

Duluth: A New Narrative on Openness?

Unique Key Elements:

- **Physical Attribute: Lake Superior**
 - Lake serves as the defining physical characteristic of the place
 - Visitors became residents once seeing the lake
 - Activities and features built around the lake

Critical Challenges:

- **Soul findings sparking key questions about existing narrative**
 - Is lack of racial/ethnic diversity an inadvertent part of our narrative?
 - Are we in some ways ok with a lack of diversity?
 - We can not just claim to be welcoming, we have to be.
 - Making the business and young talent retention case of the importance of openness.

Miami, FL

The Untold Narrative

Miami: Telling the Untold Narrative to Talent

Unique Key Elements:

- **Social offerings**
- **Aesthetics**
- **Openness**

Talent Recruitment and Retention and the Untold Narrative:

- **Entrepreneurial spirit**
- **Leadership opportunities for young talent that can't get elsewhere**
- **Current leadership strong interest in having new folks step in**
- **Renters' market**



Young Talent

Shooting Ourselves in the Foot

Many places get talent through their higher education institutions, but they can't keep it

Why?

- **Students don't get to know the place. Loyalty to the school doesn't translate to the place. (Phreshman Philly Phind)**
- **If students get to know it, they don't like it. (Placemaking movement)**
- **Town and Gown is uncoordinated. If students want to use their degree, they can't do it here. (Mentorships, career day, placements -- not good enough)**
- **Places "message" unwelcomeness to students. (Problem vs. asset)**
- **Nobody asked. (Personal invitations)**

Corporate Sector



Photo: skys the limit2 on Flickr

“Despite the city dangling \$100m in incentives, United Airlines once told Oklahoma City:

‘At the end of the day, we can’t see our employees living there.’

That’s an expensive wake-up call on why place matters that led to a sea change [for us].”

-Mayor Mick Cornett, Oklahoma City

*"Today we see a new paradigm.
It's no longer: People go where the jobs are.
Today people go where they want to live
And the jobs go where the people are."*

-Mayor Mick Cornett, Oklahoma City

"Office parks are so 20th Century."

*-Mitchell Silver, Chief Planner for
the City of Raleigh & President of the
American Planning Association*

*"If you aren't a city where people want to live,
you aren't a city where businesses
want to invest."*

-Mayor Littlefield, Chattanooga

Oklahoma City



Photo: LLudo on Flickr

Oklahoma City: MAPS (Metropolitan Area Projects) 3

THE PROJECTS

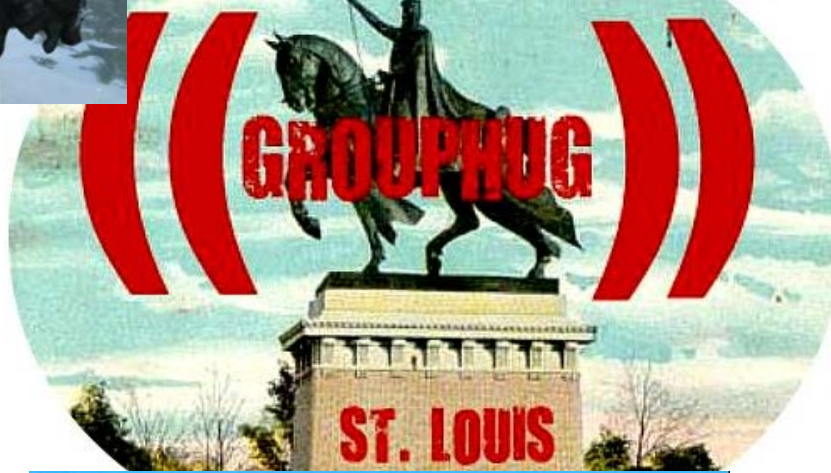
THE PROJECTS AND THEIR INITIAL COST ESTIMATES WERE:

- Downtown Convention Center (\$250 million)
- Downtown Public Park (\$130 million)
- Modern Streetcar/Transit (\$130 million)
- Oklahoma River Improvements (\$60 million)
- Oklahoma State Fairgrounds Improvements (\$60 million)
- Senior Health and Wellness Centers (\$50 million)
- Trails (\$40 million)
- Sidewalks (\$10 million)
- Infrastructure/Contingency (\$47 million)

But It Can Also Be...

- **Lighter, cheaper, quicker**
- **Resident led**
- **Unique to place**
- **Easy to implement/sustain**
- **Two categories**
 - **Attention-Seeking**
 - **Problem Solving**

GROUPHUG-St. Louis



Grand Rapids Downtown 500 Ft. Waterslide



Photo: Richard Deming Photography on Flickr

Macon Money - Macon, GA

May 14, 2011

Macon Money game receives international award for innovation



WOODY MARSHALL/COPYRIGHT 2011 THE MACON TELEGRAPH

Macon Money -- a social game created last year to bring together diverse Macon residents -- has won an international award.



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Place Matters with Dr. Katherine Loflin
Past Shows: katherineloflin.podbean.com/ and iTunes
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