



HOMETOWN
COLLABORATION INITIATIVE
Building Blocks for High Quality Communities

Logansport Re-Imagined
***The Why and What of Placemaking and
Neighborhood Engagement***

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The What & Why of Placemaking & Neighborhood Development



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AGENDA	1.5 HOURS
Welcome & Introductions	05 minutes
Why Investing in Place Matters: Brian Blackford, Indiana Communities Institute	15 minutes
Community & Neighborhood Development, A Case Study: David Tharp, Deputy Mayor City of Kokomo	35 minutes
Neighborhood Conversations	30 minutes
Wrap Up and Next Steps	05 minutes

Setting the Stage ...



*"The real voyage of discovery consists not in seeking new landscapes, but in having **new eyes**"*

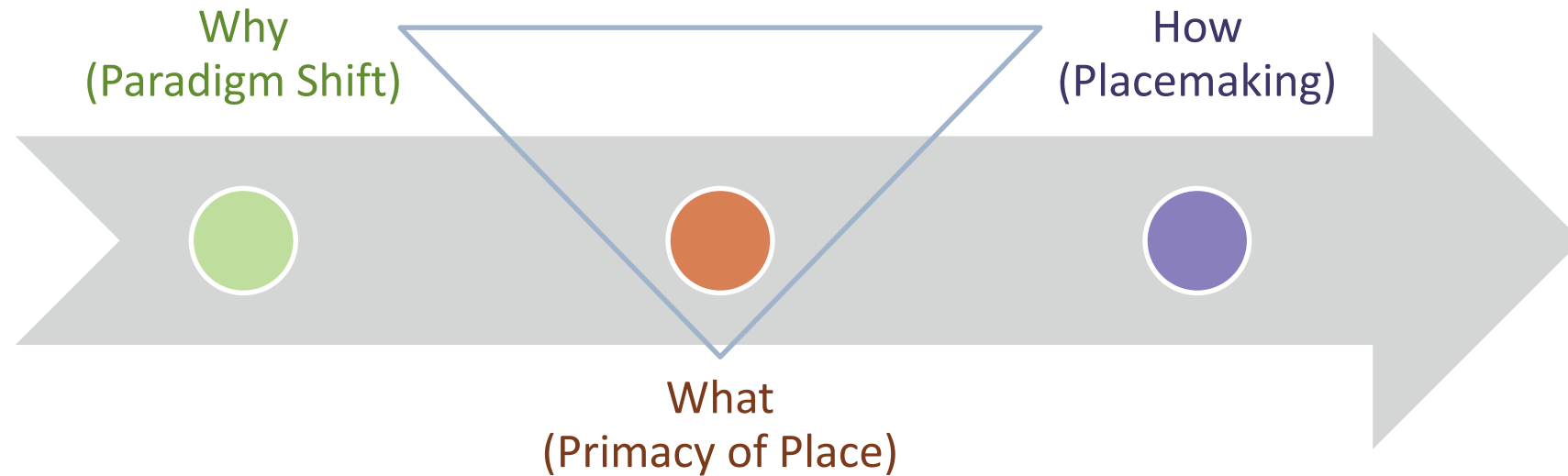
~ Marcel Proust, French novelist

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Start with Why

Why investing in place matters ...

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Paradigm Shift:



Changing
Economy



Changing
Demographics



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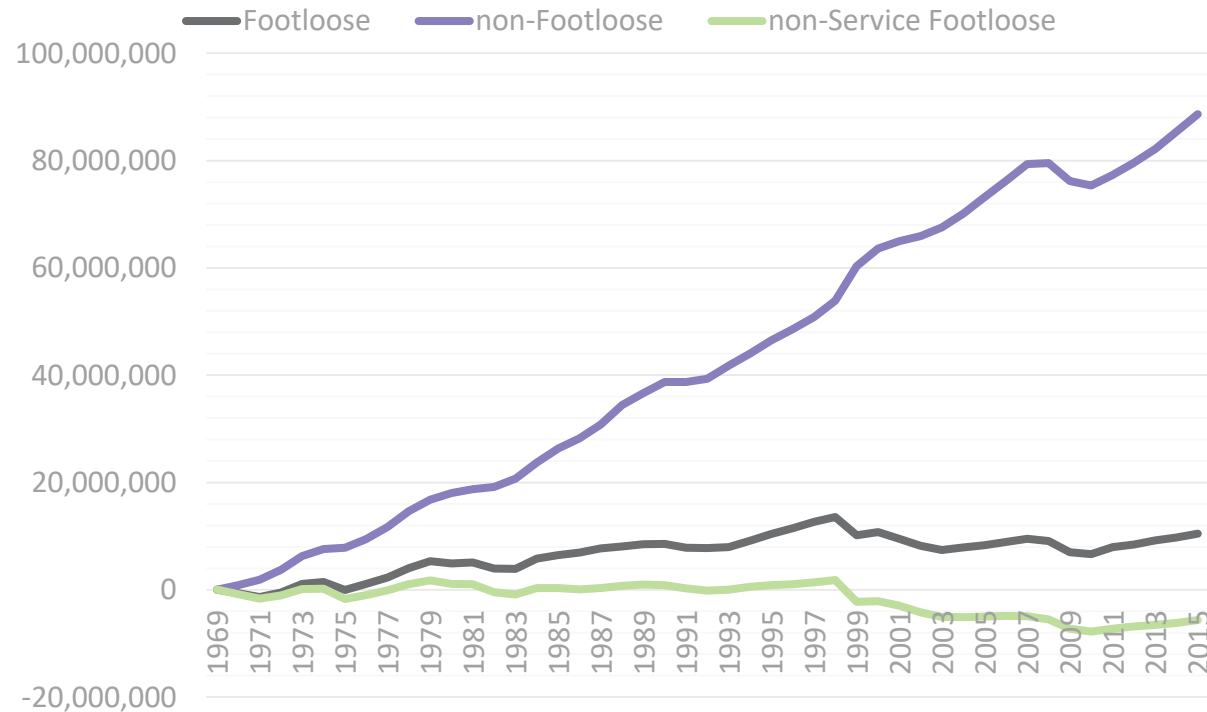
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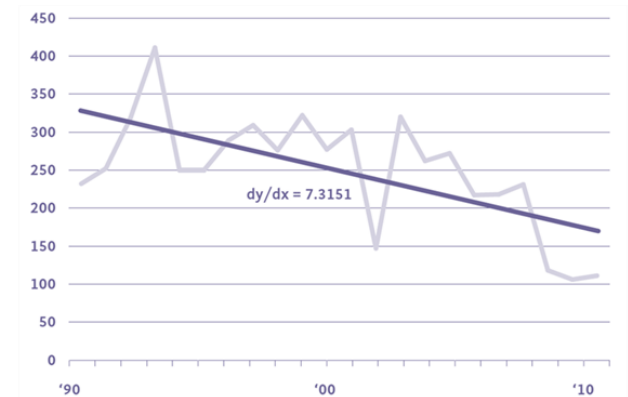
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Cumulative Job Growth in U.S.



Birth of Manufacturing Firms 500 + Employees



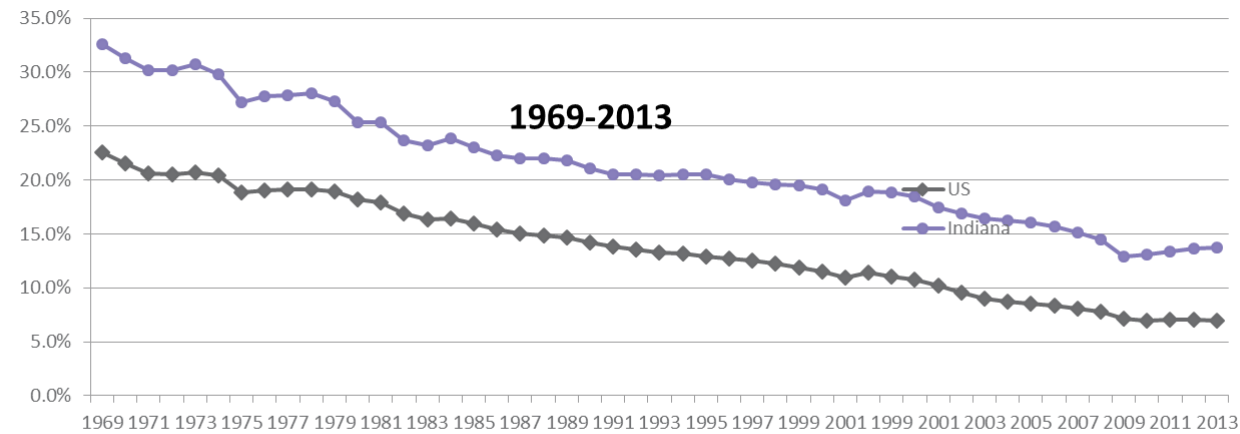
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Manufacturing Employment Shifting ...



Source: U.S. Bureau of Economic Analysis - Total full-time and part-time employment by SIC and NAICS

Changing
Technology

Manufacturing Jobs:
Down

Manufacturing Productivity:
Up

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If you build it,
they will come



Luring investments and jobs
Locally based (us against them)
Incentives, infrastructure
Job growth = population growth



Get busy livin' or
get busy dyin'

Comprehensive, longer term
Place-based, people-focused
Rethinking resource allocation
Population growth = job growth

20th Century vs. 21st Century

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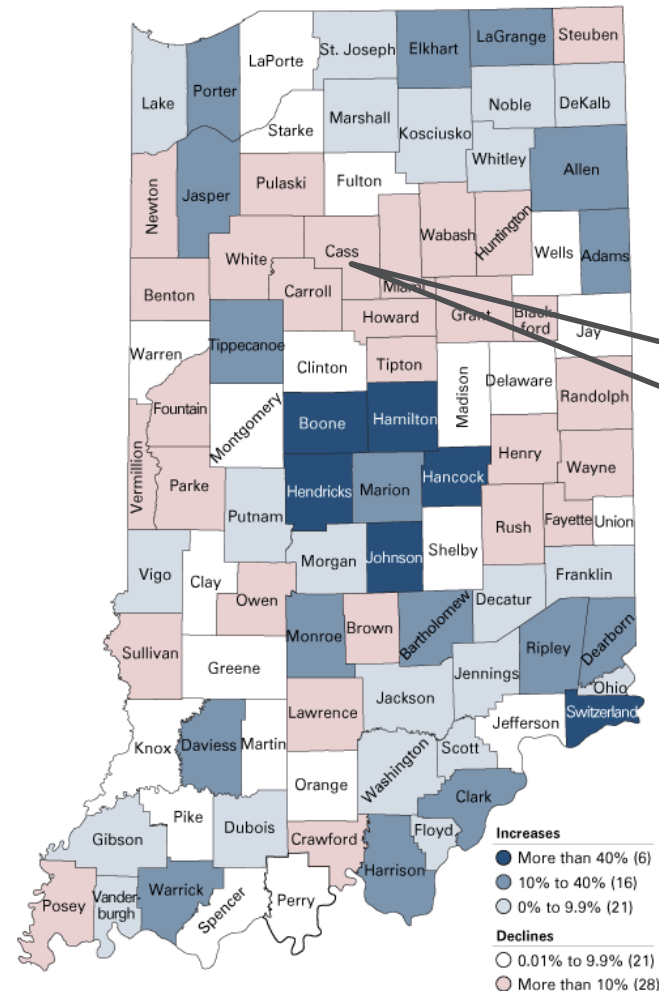
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Population Shifts

Projected population
change by county
2010-2050



Cass County
More than
10% Decline

Source: Indiana Business Research Center

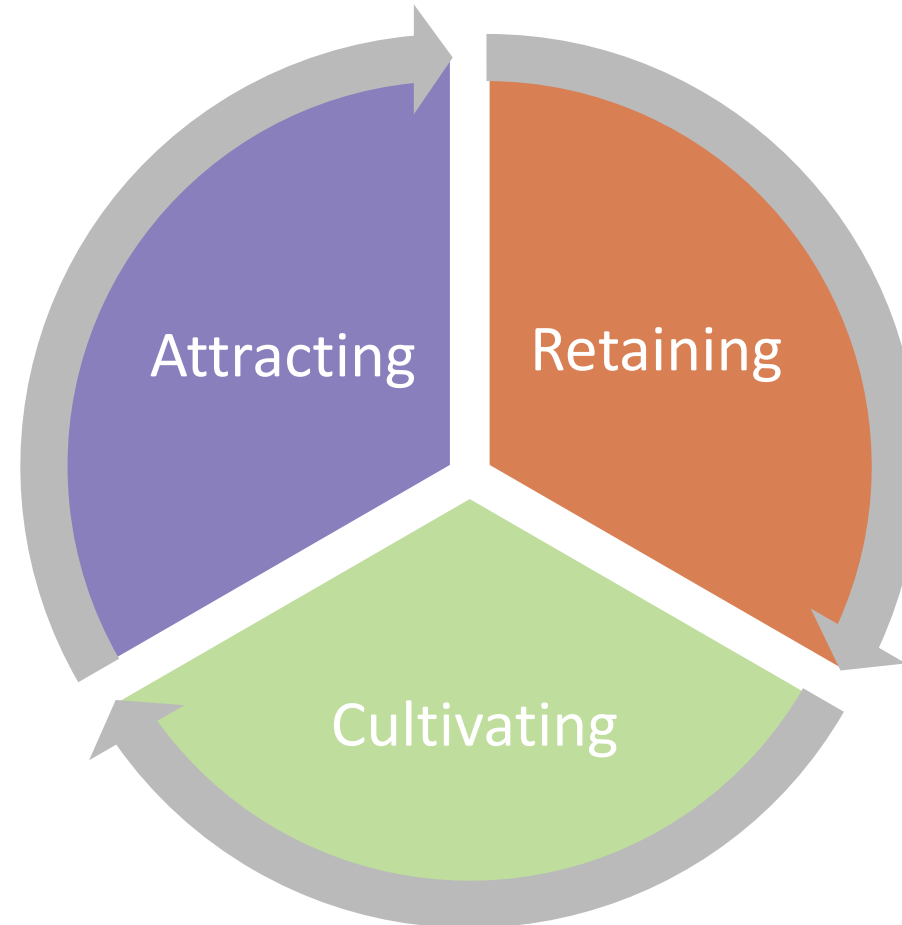
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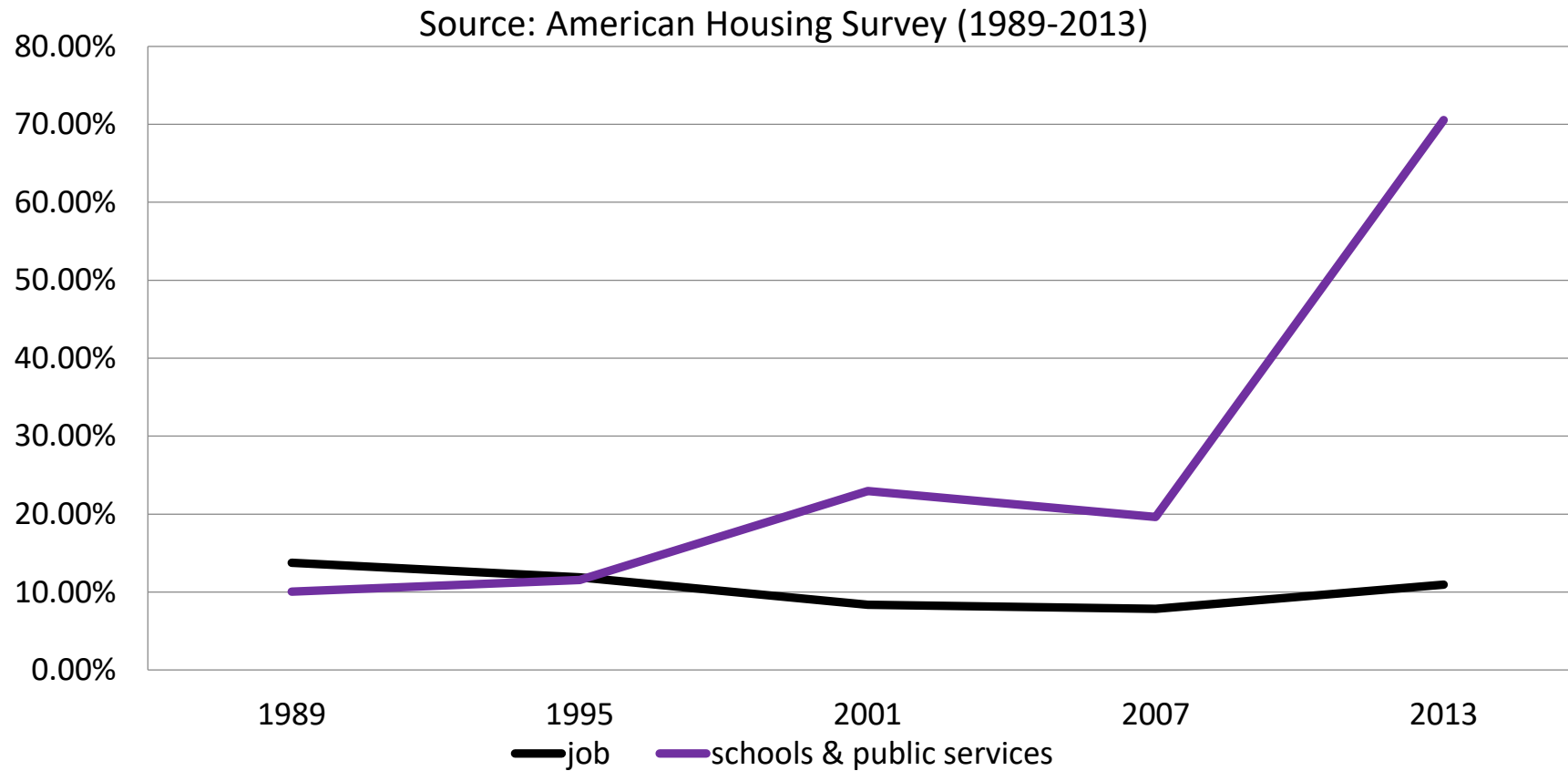
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People matter!





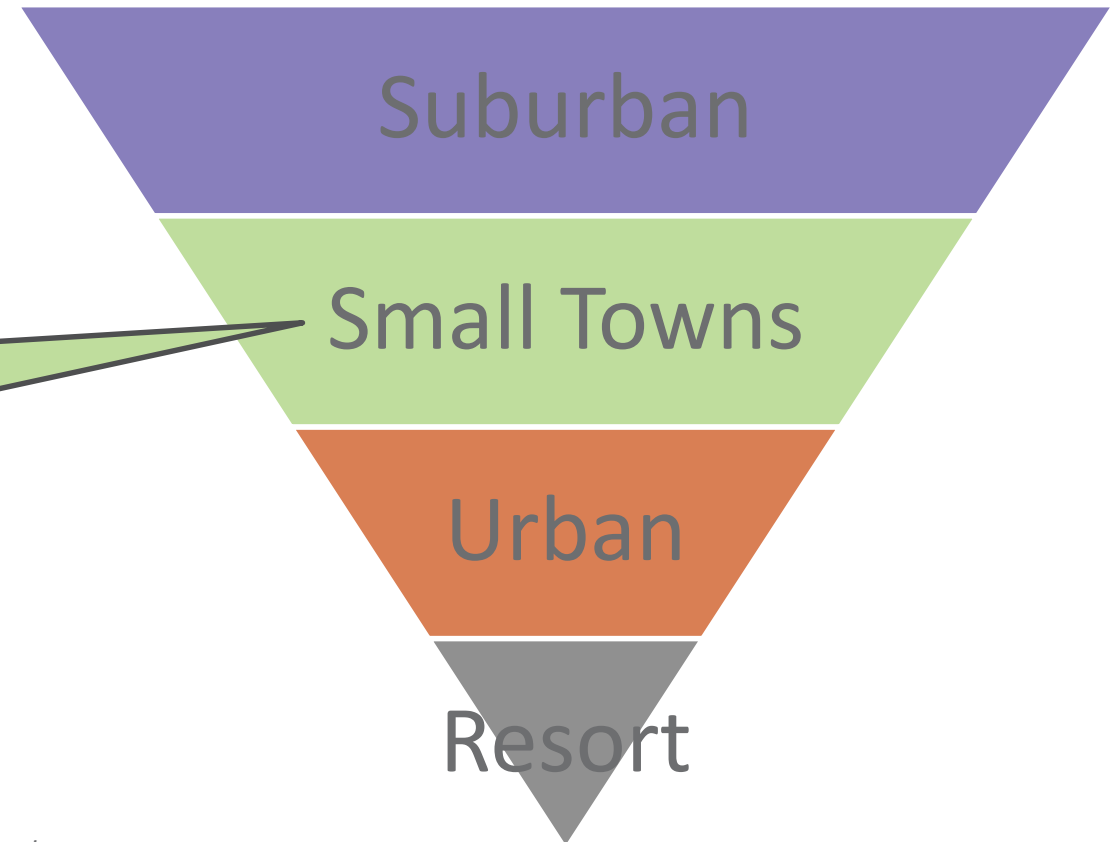
Why did you move here and select your home?





Attracting (& Repatriating) talent:

- ❑ **Small towns** ranked second, even among millennials, for location of home purchased



Cultivating & Retaining talent:

- ❑ Talent is footloose, especially at a certain life stage. But ...
- ❑ Most people are inclined to stay put if they feel connected to their community and if the quality of place is adequate.
- ❑ Not among the reasons for staying ...
 - ✓ Availability of job opportunities
 - ✓ The perception of future economic conditions



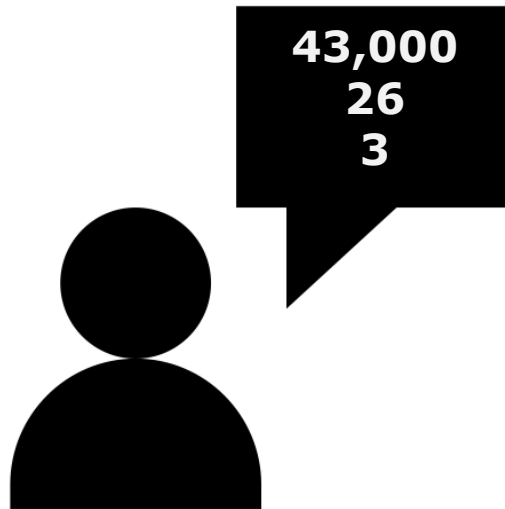
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What do people want
from their community?
i.e. "Attachment"



Knight Foundation/Gallup Organization:
Soul of the Community Study



Social offerings!



Openness!



Aesthetics!

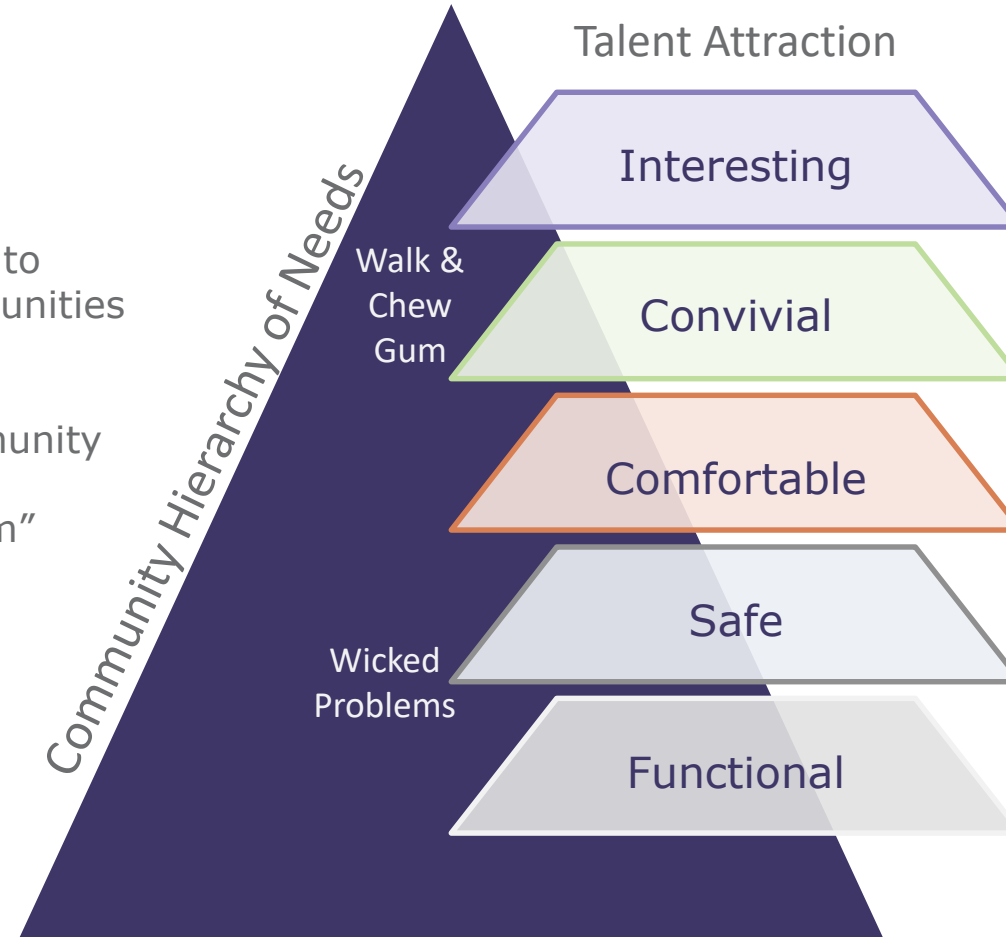
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- Kageyama, "For the Love of Cities"
- "Most people expect their communities to provide basic services, and most communities do," Richard Florida
- "Wicked problems" exist in every community
- Great communities "walk and chew gum"





Seven Key Factors of Primacy of Place



Readiness
for Change



Arts and Culture
Integration



Community
Design



Community
Well-being



Educational
Excellence



Municipal
Governance



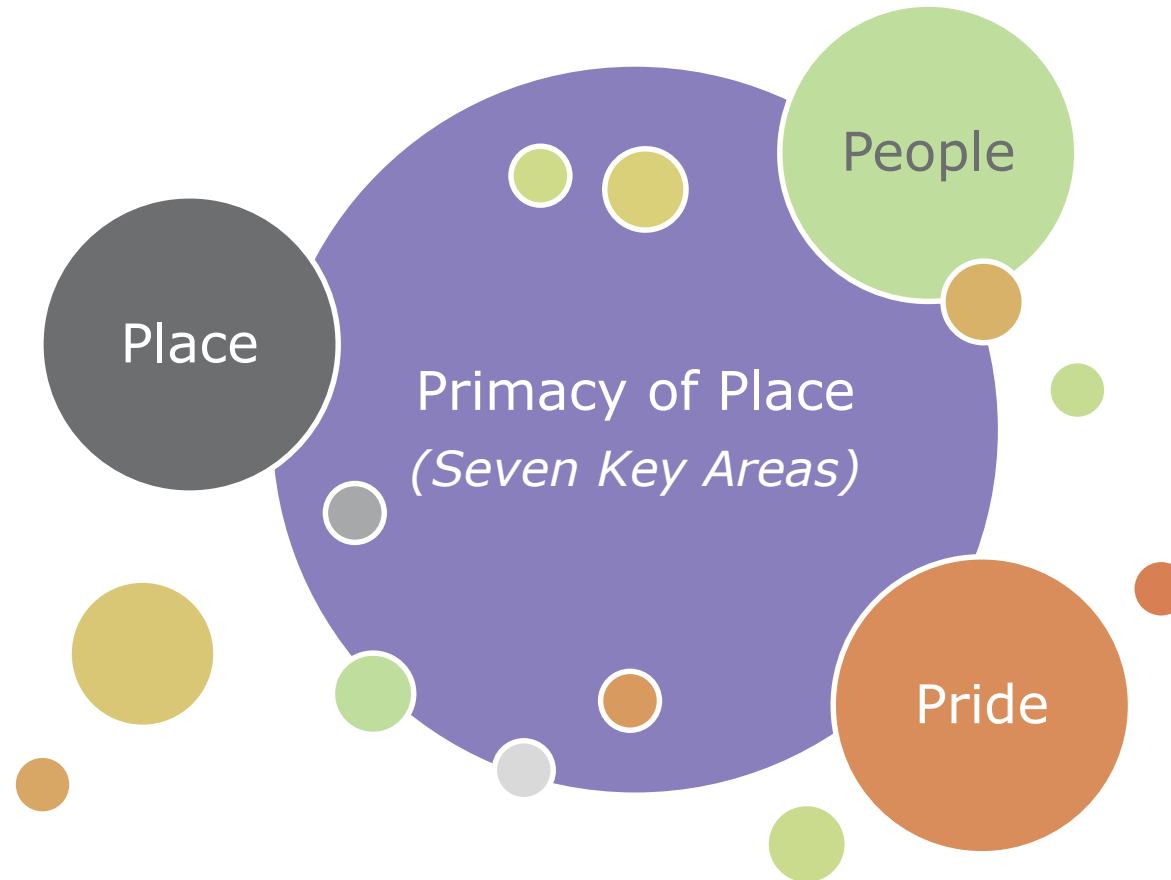
Comprehensive Storytelling

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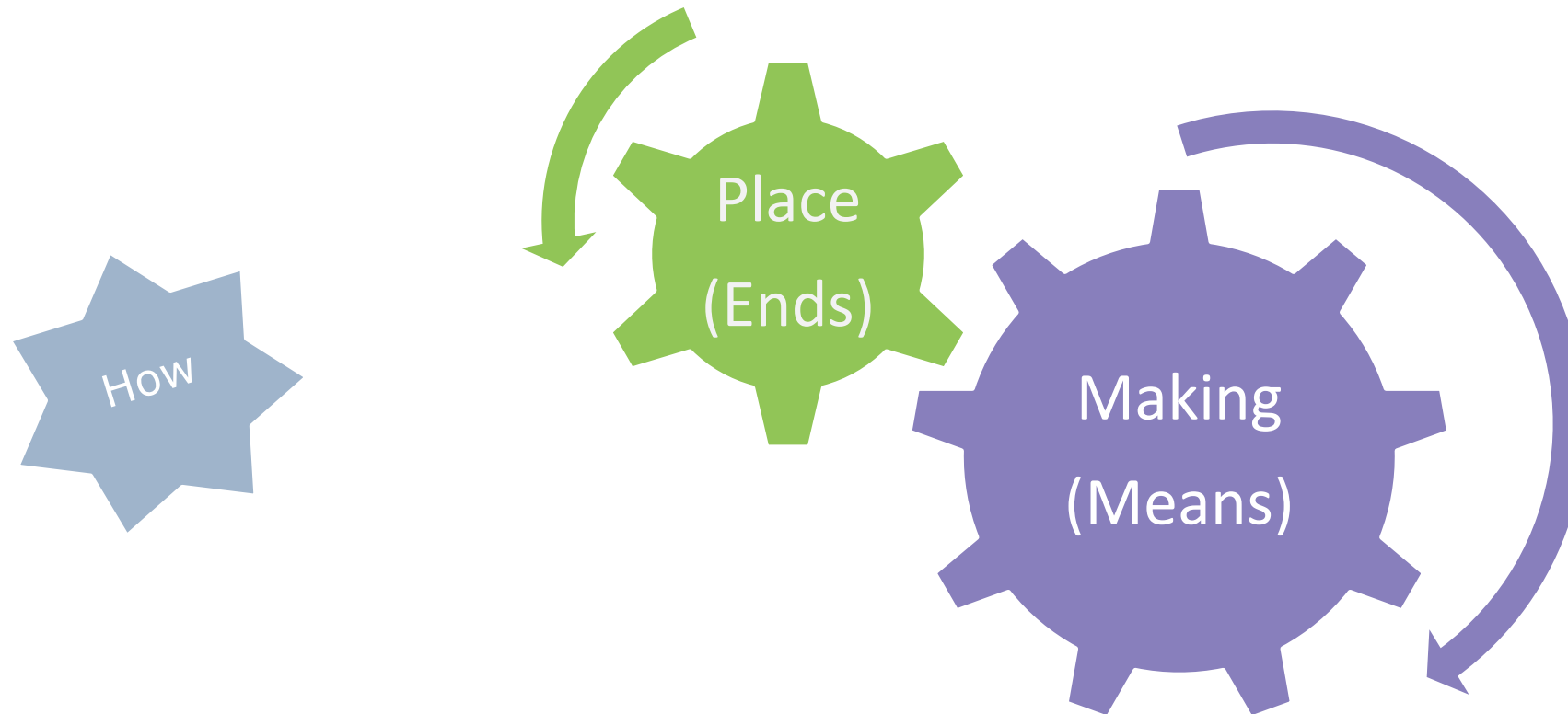


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What is Placemaking?

**“A set of tools and an approach that
puts community front and center of
changes to where they live”**

~Dr. Cara Courage

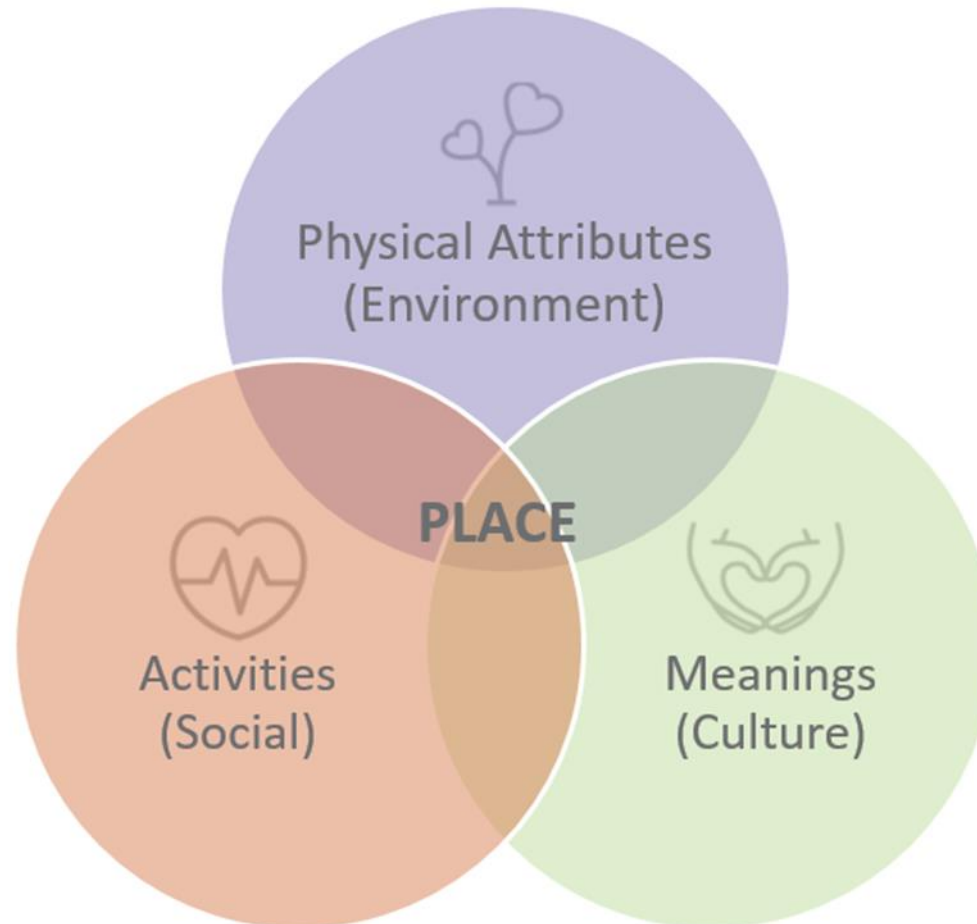


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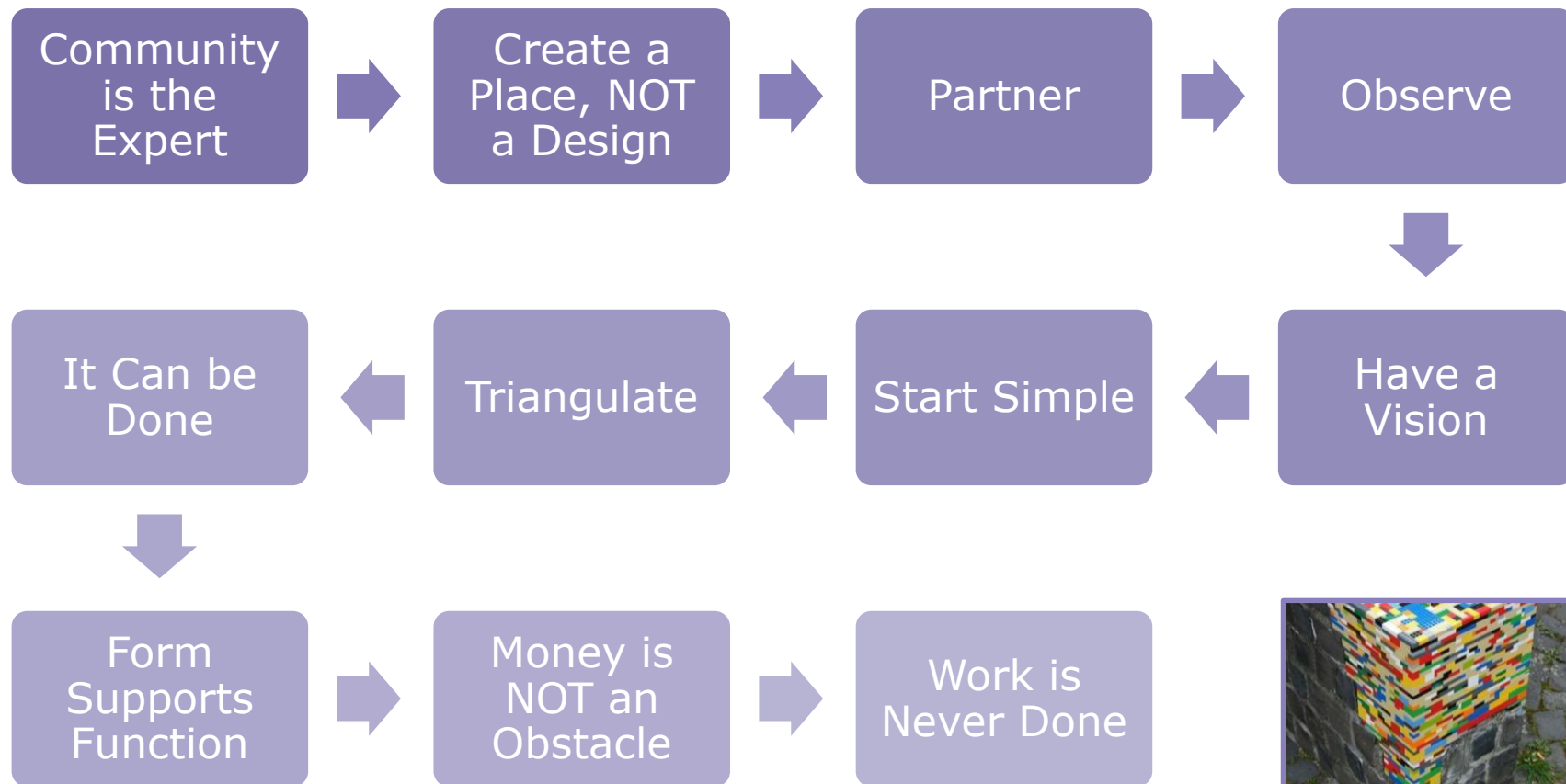


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11 Placemaking Principles ***Project for Public Spaces***



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POWER OF 10+

HOW CITIES TRANSFORM THROUGH PLACEMAKING



City/Region

10+ MAJOR DESTINATIONS



Destination

10+ PLACES IN EACH



Place

10+ THINGS TO DO,
LAYERED TO CREATE SYNERGY



A Bit of Inspiration

[Matthew Mazzotta: Open House](#)



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A Bit of Inspiration *(You're Already Doing Great Things)*





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