

Enhance Community Vitality

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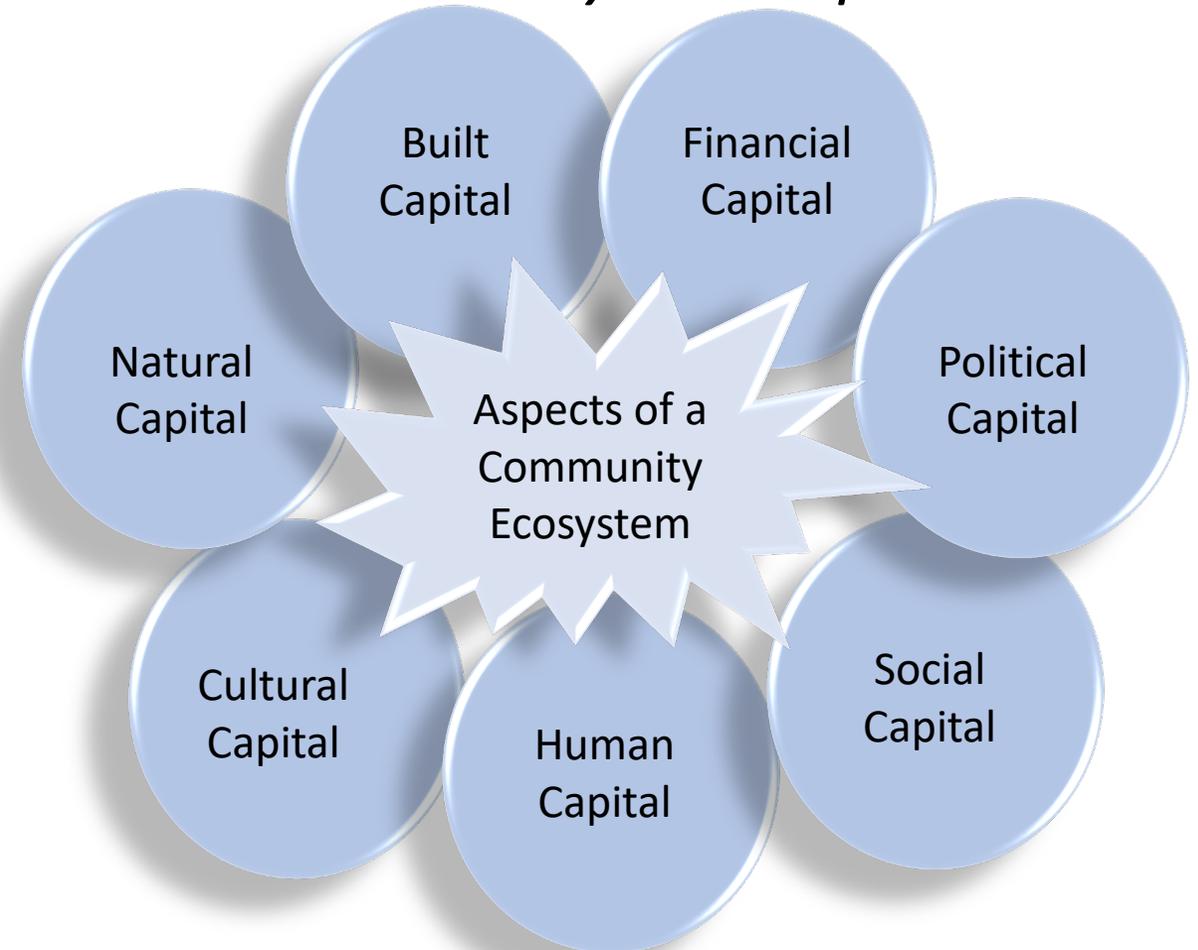
Community Development



If you want Economic Development, *invest in Community Development!*

What is Community Development?

- People working together to enhance assets (capital)* and improve their collective quality of life.
- Promotes active and representative participation
- Engages a diversity of interests and cultures in learning about and understanding community issues
- Actively enhances leadership capacity
- Works toward the long term sustainability and well being of the community



Community Development



Attracting and Retaining Young People as a Community Development Strategy

- 75% of Americans under 28 believe a “cool city is more important than a good job.” *
- Millennials “insist they need to live in places that offer stimulating, creative environments. Many will not even consider take jobs in certain cities or regions – a stark contrast to the organizational age, when people moved to chase jobs.”*
- A survey of 13,500 college students and recent college students between the ages of 18 and 35 rated the importance of 31 factors in selecting a place to live* the top are:
 1. Walkable streets
 2. Gathering places
 3. Many jobs
 4. Diversity
 5. Different lifestyles
 6. Shops/businesses
 7. Art/Culture



20 Clues to Community Survival*



- **Evidence of Community Pride** Successful communities are often showplaces of care, attention, history and heritage.
- **Emphasis on Quality in Business and Community Life** People believe that something worth doing is worth doing right.
- **Willingness to Invest in the Future** In addition to the brick and mortar investments, all decisions are made with an outlook to the future.
- **Participatory Approach to Community Decision Making** Even the most powerful of opinion leaders seem to work toward building a consensus.
- **Cooperative Community Spirit** The stress is on working together toward a common goal and the focus is on positive results.
- **Realistic Appraisal of Future Opportunities** Successful communities have learned how to build on strengths and minimize weaknesses.



20 Clues to Community Survival*



- **Awareness of Competitive Positioning** Local Loyalty is emphasized, but thriving communities who know who their competitors are and position themselves accordingly.
- **Knowledge of the Physical Environment** Relative location and available natural resources underscore decision making
- **Active Economic Development Program** There is an organized public/private approach to economic development.
- **Deliberate Transition of Power to a Younger Generation of Leaders** People under the age of 40 regularly hold key positions in civic and business affairs.
- **Celebration of Diversity in Leadership** Women, minorities, youth and newcomers are welcomed into leadership circles where their ideas are treated as opportunities.



20 Clues to Community Survival*



- **Strong Belief in and Support for Education** Good schools are the norm and centers of community activity.
- **Problem Solving Approach to Providing Health Care** Health care is considered essential and smart strategies are in place for diverse methods of delivery.
- **Strong Multi-Generational Family Orientation** The definition of family is broad, and activities include younger as well as older generations.
- **Strong Presence of Traditional Institutions that are Integral to Community Life** Churches, schools, service clubs are strong influences on community development and social activities.
- **Sound and Well Maintained Infrastructure** Leaders work hard to maintain and improve streets, sidewalks, water systems and sewage facilities.



20 Clues to Community Survival*



- **Careful Use of Fiscal Resources** Frugality is a way of life and expenditures are considered investments in the future.
- **Sophisticated Use of Technology Resources** Leaders access information that is beyond the knowledge base available in the community.
- **Willingness to Seek Help from the Outside** People seek outside help for community needs, and many compete for government grants and contracts for economic and social programs
- **Conviction that, in the Long Run, You Have to Do it Yourself** Thriving rural communities believe their destiny is in their own hands. Making their communities good places is a pro-active assignment, and they willingly accept it.

Questions



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- LET'S GO -

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