



A
BOLDER
HUMBOLDT

MAY 5TH 2023

CREATING
VITAL COMMUNITIES

A HOMECOMER

RURAL

REVITALIZATION

REFRAMING
RURAL

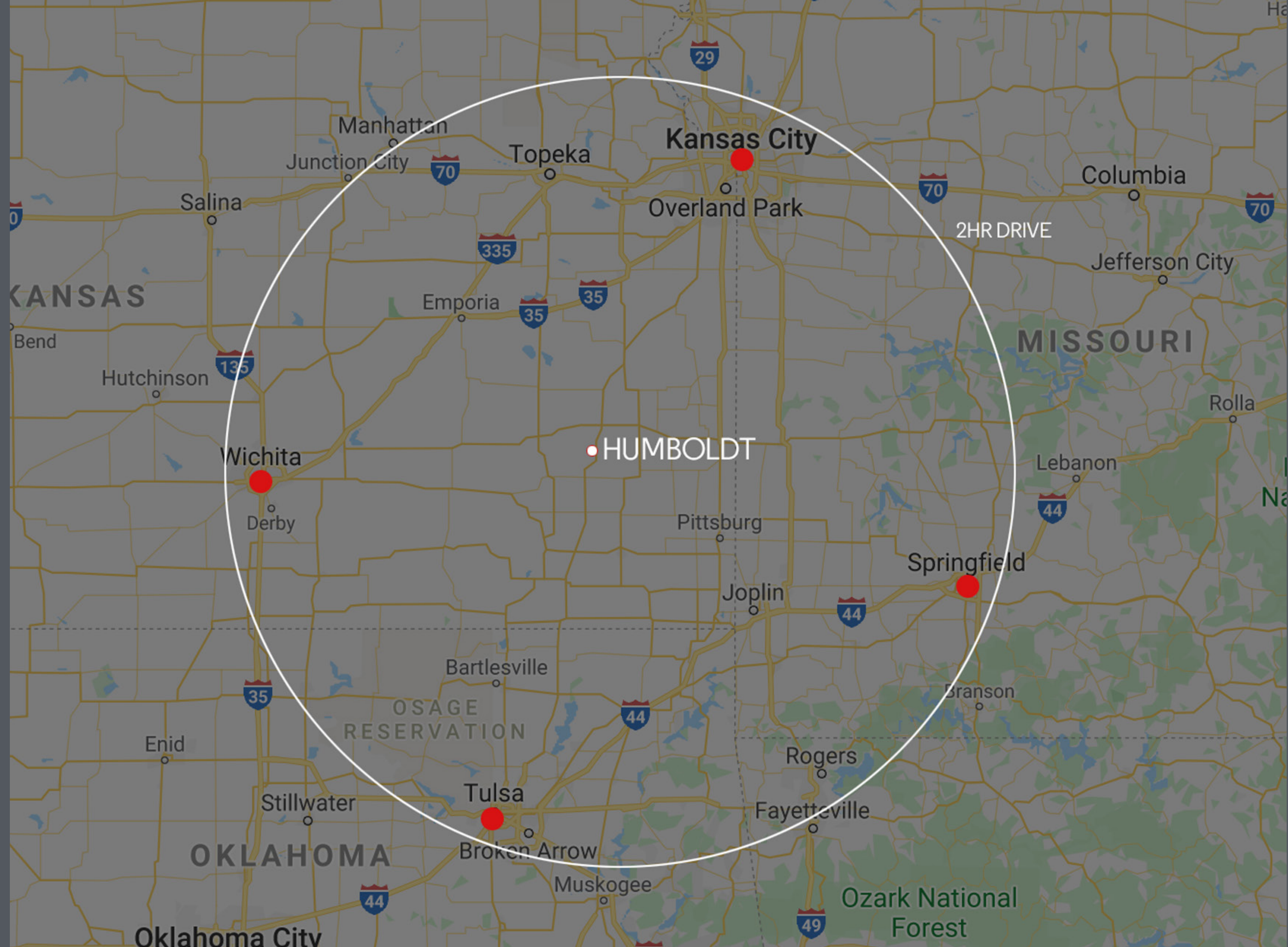
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REVITALIZATION
IS MORE THAN ECO-DEVO

A BOLDER HUMBOLDT

WE'RE A DEVELOPMENT
ORG BASED IN
HUMBOLDT KANSAS





OUR FOCUS

BUILDING THE TOWN THAT
WE WANT TO LIVE IN

PROVING THAT THERE IS A PLACE FOR YOUNG,
AMBITIOUS, CREATIVE PEOPLE IN RURAL AMERICA



Humboldt 
Kansas

33

34

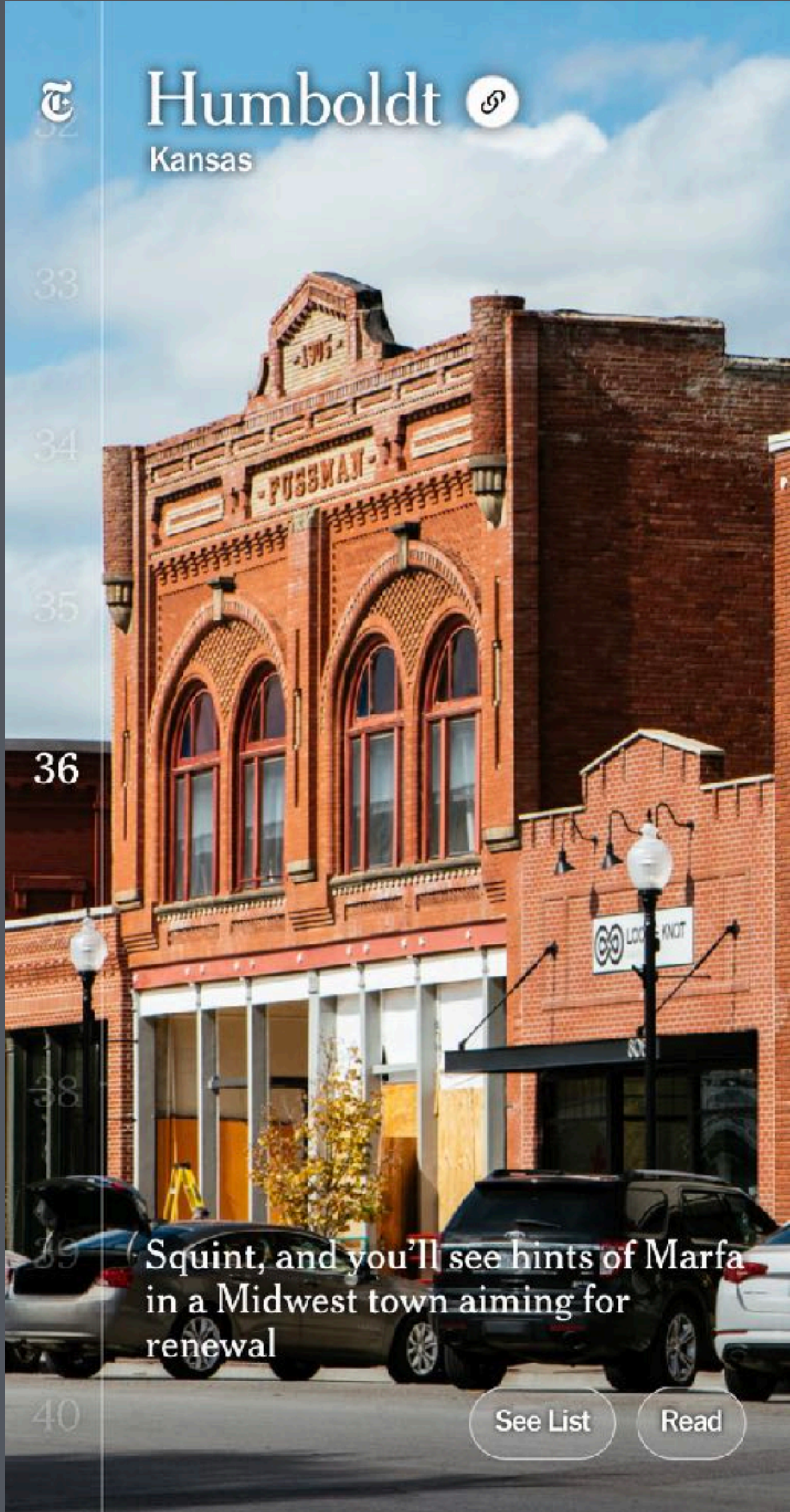
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Squint, and you'll see hints of Marfa
in a Midwest town aiming for
renewal

[See List](#)

[Read](#)

RECOGNIZED BY
THE NEW YORK TIMES

ABH IS COMPOSED OF **3 DIVISIONS**

FOR-PROFIT **COMMERCIAL** DEVELOPMENT

Purchasing,
restoring, and
leasing buildings

**GETTING OUR TOWN BACK
IN FIGHTING SHAPE**

NON-PROFIT **ECONOMIC** DEVELOPMENT

Starting businesses, and helping
others start businesses in town.
Marketing, design, planning,
architecture, and build support

**LEVELING THE COMMERCIAL
PLAYING FIELD**

NON-PROFIT **COMMUNITY** DEVELOPMENT

Events, grant writing,
social planning

**BINDING PEOPLE
TO THE PLACE**





100 - B. 1st Street Humboldt Kansas





OUR
PORTFOLIO

UNION WORKS BREWING CO BREWERY AND RESTAURANT
BASE CAMP HUMBOLDT GLAMPING RESORT
HUMBOLDT FITNESS AIA AWARD-WINNING FITNESS CENTER
OCTAGON CITY COFFEE CRAFT COFFEE SHOP
HUMBOLDT MERCANTILE LOCAL PRODUCTS STORE
THE FRAME SHOP CUSTOM FRAMING
HONEY BEE BRUNCHERIE BRUNCH RESTAURANT
THE BAILEY HOTEL BOUTIQUE HOTEL
PERRENOUD'S COCKTAIL BAR CRAFT COCKTAIL BAR
THE HITCHING POST HONKY TONK
IDLE HOUR BOOKS CURATED BOOK SHOP
BIJOU CONFECTIONARY CANDY STORE
HUMBOLDT GARDEN SCHOOL GARDEN AND FOOD EDUCATION
FROSTBITE SHAVE ICE SHAVE ICE & FOOD TRUCK PARK









UWC9





















COFFEE		NOT COFFEE		NOM NOM	
LATTE	3.5	CHAI LATTE	4	MUFFIN	4
MOCHA	4	HOT COCOA	4	COOKIE	2.5
AMERICANO	2	MATCHA	4	BAGEL	3
CAPPUCCINO	3	TEAS	2.5	COMING SOON	3
DRIP COFFEE		FRAPPE	5	LIEGL WAFFLE	4
COFFEE		SMOOTHIE	4		
POUR-OVER		HOUSE SODA	3		

ALL ARE WELCOME
ESPECIALLY YOU
YOU ARE GREAT.

Octagon City Coffee Co.

ROCKET

DRINK AT HOME

B4 BAR

An aerial photograph of a campsite. Three small, dark-colored cabins with white gabled roofs are situated on a grassy bank. A calm pond in the foreground reflects the cabins and the surrounding trees. The background consists of a dense forest of green trees under a clear sky.

BASE CAMP









- bike barn 200
- skills course 1000
- pond 3000
- parking 4000
- cabins 7000

The Base Camp

LESSONS
WE'VE LEARNED

Lesson 1

LAYING THE **FOUNDATION**

ANY TOWN CAN DO THIS
BY ALIGNING THESE 3 GROUPS

FUNDING



VISION



ACTION



ANY TOWN CAN DO THIS
BY ALIGNING THESE 3 GROUPS

FUNDING
PEOPLE WHO HAVE
MONEY AND CONCERN

VISION
PEOPLE WHO HAVE
IDEAS AND VISION

ACTION
PEOPLE WHO CAN
BRING IT TO LIFE

ANY TOWN CAN DO THIS
BY ALIGNING THESE 3 GROUPS

FUNDING
PEOPLE WHO HAVE
MONEY AND CONCERN

Every town has people who have a little money and a concern for the longevity of their town.

VISION
PEOPLE WHO HAVE
IDEAS AND VISION

Finding the people that have a cohesive idea of what would make their town better.

ACTION
PEOPLE WHO CAN
BRING IT TO LIFE

No amount of money and ideas will fix anything without people to bring it to life like workers and contractors.

ANY TOWN CAN DO THIS
BY ALIGNING THESE 3 GROUPS

FUNDING
PEOPLE WHO HAVE
MONEY AND CONCERN

Every town has people who have a little money and a concern for the longevity of their town.

AN APPEAL TO LEGACY

VISION
PEOPLE WHO HAVE
IDEAS AND VISION

Finding the people that have a cohesive idea of what would make their town better.

A SENSE OF HOPE & OPTIMISM

ACTION
PEOPLE WHO CAN
BRING IT TO LIFE

No amount of money and ideas will fix anything without people to bring it to life like workers and contractors.

A DESIRE FOR NEW WAY TO WORK

Lesson 2

FIND YOUR **PEOPLE**

FINDING YOUR PEOPLE **AND BRINGING PEOPLE HOME**

FIRST GROWTH
THE
FAST GROWERS

**THE RISK TAKERS &
VISION HAVERS**

SECOND GROWTH
THE
SHADE LOVERS

**THE MOMENTUM CREATORS &
THE PROJECT ENABLERS**

THIRD GROWTH
THE
EXOTICS

**THE VOLUME PRODUCERS &
THE ENERGY CREATORS**

Lesson 3

A VIBRANT TOWN **IS MORE THAN TOURISM**

SMALL TOWNS NEED **3 THINGS TO BE VIBRANT**



REASONS **TO VISIT**

Tourism is a
reason for
people to visit



REASONS **TO MOVE THERE**

Multiple sources of jobs,
schools and housing that aren't
only supported by tourism



REASONS **TO STAY**

Businesses
and services
for locals

Lesson 4

DESIGNING FOR **THE 80/20**

DESIGNING FOR
THE 80/20

BEING
NATIVE TO A PLACE

DON'T ALIENATE PEOPLE

PUSHING
THE ENVELOPE

BRING PEOPLE ALONG

CURATING
THE 5TH TAP

FINDING THE BALANCE

Lesson 5

DON'T RECREATE **WHAT DIDN'T WORK**

DON'T RECREATE
WHAT DIDN'T WORK

CREATE
NEW WAYS OF WORKING

BEING FLEXIBLE
CLEVERNESS W/BENEFITS
DIVERSE COMPENSATION

EXPLORE
NEW MODELS

WHAT DOES PROFIT MEAN
WHAT DO YOU HAVE TO HAVE
WHAT IS ENOUGH

LOOK AT
HOW PEOPLE ARE CHANGING

WHAT MOTIVATES PEOPLE
WHAT IS BURNING PEOPLE OUT
MORE COMPASSIONATE

Lesson 6

UNDERSTAND **YOUR BRAND**

UNDERSTAND
YOUR BRAND

YOUR
TOWN'S "WHY"

WHAT IS YOUR STORY THAT
PEOPLE CAN CONNECT
WITH?

YOUR
UNIQUE OFFERING

WHAT CAN YOUR TOWN
DO THAT OTHERS CAN'T?

MAKE IT
A RITUAL

MAKE THESE QUESTIONS A
PART OF EVERY PROCESS

Lesson 7

ESTABLISH YOUR **VERNACULAR**

ESTABLISH
YOUR VERNACULAR

CREATE
A STYLE GUIDE

A STYLE GUIDE AND A
PATTERN BOOK HELP
DEFINE A FEELING

SUPPORT
LOCAL CRAFT & INDUSTRY

USING LOCAL GOODS AND
MATERIALS SUPPORTS
LOCAL BIZ AND
CULTIVATES A LOCAL STYLE

CELEBRATE
YOUR LOCAL FLAVOR

CREATE A PERSONALITY
THAT IS IRREPLACEABLE
AND DISTINCTIVE

Lesson 8

BEYOND **NOSTALGIA**

BEYOND **NOSTALGIA**

SAVE **WHAT IS UNIQUE**

**WE AREN'T GETTING ANY
MORE BUILDINGS LIKE THIS**

LOOK **TO THE FUTURE**

**WHAT IS GOING TO BE HISTORIC
IN ANOTHER 100 YEARS?**

REMEMBER **WHY WE ARE HERE**

**WE AREN'T HERE TO SAVE OLD
BUILDINGS, WE'RE HERE TO
CREATE A VIBRANT COMMUNITY**



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Humboldt, KS