CREATING VITAL COMMUNITIES

MAY 5TH 2023
A HOMECOMER
RURAL

REVITALIZATION
REFRAMING
RURAL
REVITALIZATION IS MORE THAN ECO-DEVO
A BOLDER HUMBOLDT

WE’RE A DEVELOPMENT ORG BASED IN HUMBOLDT KANSAS
BUILDING THE TOWN THAT WE WANT TO LIVE IN

PROVING THAT THERE IS A PLACE FOR YOUNG, AMBITIOUS, CREATIVE PEOPLE IN RURAL AMERICA
Squint, and you'll see hints of Marfa in a Midwest town aiming for renewal.
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
OUR PORTFOLIO
BASE CAMP
LESSONS WE’VE LEARNED
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 concert 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 concert 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
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
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