



THE KEYS TO UNLOCKING YOUR COMMUNITY'S FULL POTENTIAL

Who are we and why should you care?



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OUR PROVEN, YET IMPERFECT TRACK RECORD 2012-2020

Physical Infrastructure



- ❖ Main Street revitalization
- ❖ New City Hall
- ❖ 4 new pocket parks
- ❖ 3 building purchases (2 renovations/1 pending)
- ❖ Complete repaving
- ❖ 167-acre park with 10+ miles of trails
- ❖ Free downtown WiFi

Civic Infrastructure



- ❖ Diverse leadership
- ❖ Junior City Council
- ❖ Sister City Commission
- ❖ Student exchanges to Japan
- ❖ 5 new signature events
- ❖ Countless partnerships!

Recognitions/Awards



- ❖ 15+ Main Street awards
- ❖ National Civvy award
- ❖ Alabama Community of Excellence
- ❖ Safe City Award
- ❖ National recreation trail
- ❖ 3rd healthiest housing mkt

DOES THIS LOOK FAMILIAR?



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HOW DO WE GET FROM HERE TO THERE?



Depressing



Languishing



Flourishing

THINK ABOUT YOUR COMMUNITY...

 What do you truly love about your community?



THINK ABOUT YOUR COMMUNITY...

- 🔑 What do you truly love about your community?
- 🔑 What makes you cringe?



THINK ABOUT YOUR COMMUNITY...

- 🔑 **What do you truly love about your community?**
- 🔑 **What makes you cringe?**
- 🔑 **Is your community depressing, languishing, or flourishing?**



EVERY COMMUNITY HAS PROBLEMS

- 🔑 **Never go away entirely**
- 🔑 **Transformation requires vigilance**
- 🔑 **Constant maintenance & adaptation is critical**



**NO ONE WANTS TO
WORK, PLAY, PRAY
OR STAY IN A
DEPRESSING
COMMUNITY.....**



OPEN YOUR EYES...

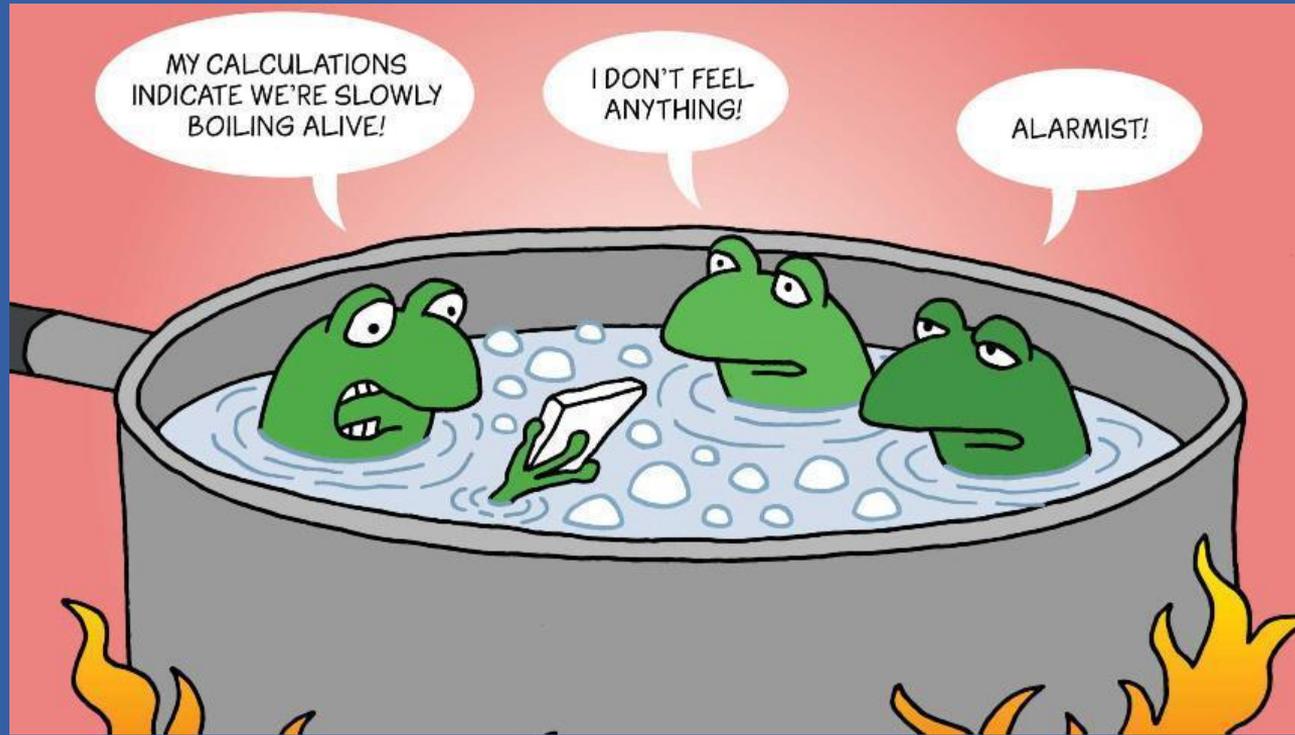


Illustration by John Cook.



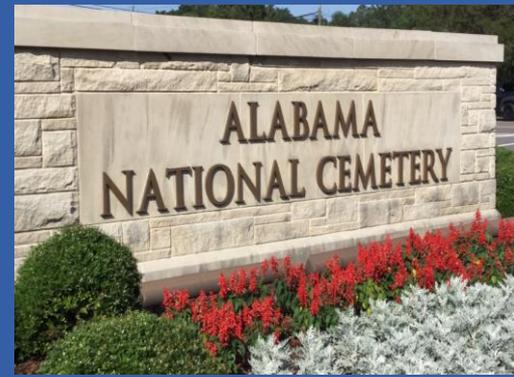
TO YOUR CHALLENGES...

TOP STORY

Man arrested following shooting in Montevallo



...AND TO YOUR ASSETS.



art, vendors and crowds Saturday, April 17 for the annual Montevallo Arts Fest. (Reporter photo

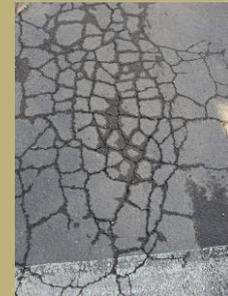
Montevallo Arts Fest
sees record turnout



TYPICAL COMMUNITY CHALLENGES



Tribalism



LIKELY COMMUNITY ASSETS



Youth leaders
Civic groups
Faith-based groups
Underutilized buildings



Green spaces
Pockets of opportunities
A strong core
Passionate citizens

FIRST STEPS TOWARD CHANGE

- 🔑 **Recognize the need to change**
- 🔑 **Decide to change**
- 🔑 **Determine what change should look like--**
- 🔑 **PLAN!**
- 🔑 **Decide to change NOW--commit resources**
- 🔑 **Forge partnerships**



PAVING YOUR OWN YELLOW BRICK ROAD



POSITIVE CHANGE REQUIRES...

 **Leadership**



POSITIVE CHANGE REQUIRES...

- 🔑 Leadership
- 🔑 Community buy-in



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- 🔑 Investment: time, money, effort, passion
- 🔑 A plan
- 🔑 Constant monitoring and assessment
- 🔑 Openness to partnerships



PLANNING



TYPES

Strategic

Comprehensive

Master

Organizational

❖ **Org chart**

❖ **Group by-laws**

❖ **Policies/procedures**



SUPPORTS

❖ **Regional Planning
Commission**

❖ **County Government**

❖ **Mayor's Network**

❖ **Private Consultant**

❖ **Passionate citizens**

COLLABORATION/RELATIONSHIPS...



Intentionality

Open dialogue

Diversity

Training

Professional development

Shared successes

Celebrations



SMALL AMENITIES MAKE A BIG IMPACT

Sample Amenities

- Bridges
- Pocket parks
- Playgrounds
- Mural
- Seating areas
- Bike racks
- Water bottle filling station
- Recycling center
- Dog park

Creative funding ideas

- Utilities are your friend
- CAWACO grants
- Neighbors as caretakers
- Rely on institutions
- Share spaces
- Be the guinea pig
- Look for opportunities-open holes need conduit



KEY AMENITY

...saved paradise and tore out a parking lot



INCREASE YOUR SIGNATURE EVENTS



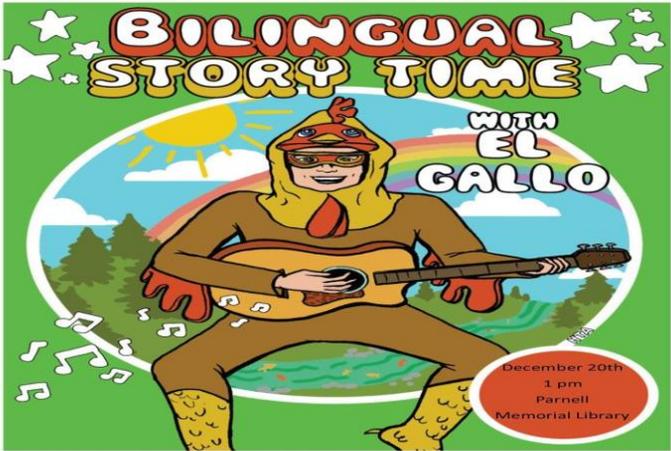
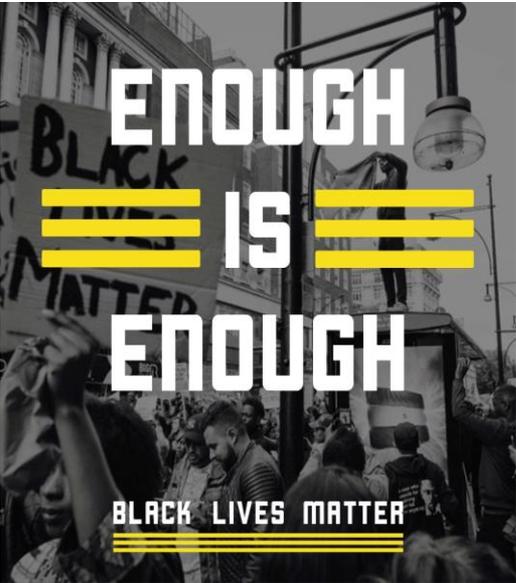
INDEPENDENCE (SUSTAINABILITY)



INTERDEPENDENCE (PARTNERSHIPS)



SEE DIVERSITY AS A STRENGTH



eji Equal Justice Initiative



RETAIN AND ELEVATE YOUR BEST AND BRIGHTEST

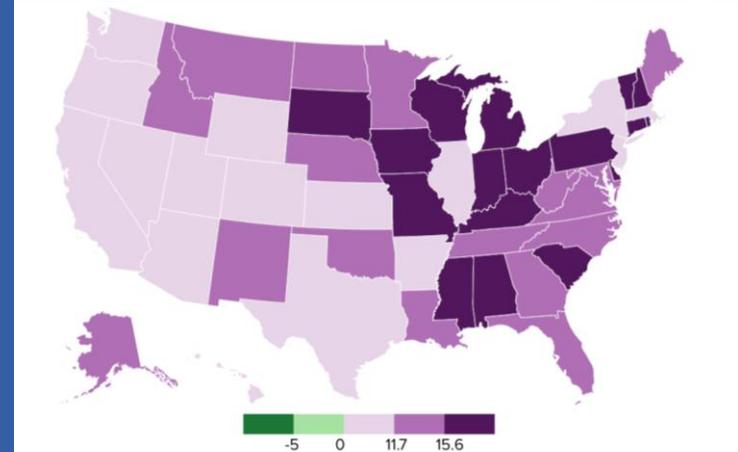


Figure 1. Gross Brain Drain, 2017

Source: Social Capital Project analyses of IPUMS decennial census and American Community Survey data. Absolute GBD is the difference between the share of leavers who are highly educated (top third of the national education distribution) and the share of stayers who are highly educated.



EMBRACE PARTNERSHIPS



DAVID MATHEWS
CENTER for CIVIC LIFE



AUBURN
UNIVERSITY



By working together and following a plan, you can transition from a town with potential to a showcase community.



THERE IS TRULY ... NO PLACE LIKE HOME



QUESTIONS



THANK YOU!



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