MAKING THE CASE FOR PLACE

Dr. Katherine Loflin
The Role of Place
Maslow’s Hierarchy of Needs

1. **Physiological Needs**
   - Food, water, sleep

2. **Safety**
   - Home, sweet home

3. **Love & Belonging**
   - Achieving deeper, more meaningful relationships

4. **Esteem**
   - You've acquired the skills that lead to honor and recognition

5. **Self-Actualization**
   - You are living to your highest potential
Young Talent
Increasingly chooses place over job

Marketing/Branding
Capturing place identity, narrative, and “feel”

Job Satisfaction
Related to feelings about Place

Quality of Life
Occurs at the nexus of place quality and belonging

Economic Growth
Tied to how people feel about the place

Individual Outcomes
Tied to individual feelings about the place

Power of Place

Place has distinct identity, narrative and “feel”

Marketing/Branding
Capturing place identity, narrative, and “feel”
What Makes a Loved Place
A LITTLE ABOUT ME:

DR. KATHERINE LOFLIN, THE INSTIGATOR

• I will serve as overall project director, leading the script development coordination and community engagement aspects and secondary role to CP in the production phase.

• If you google me, you'll see I come at this from a new 'place.'

• I am globally recognized as an award-winning innovator in Cities and Towns, what makes people love them, and why that matters for economic health and for place and individual outcomes.

• I've also witnessed first-hand what local history productions can do to instill pride, love, and connection to a town.

• Those experiences inspired me to co-found a production company, the award-winning Amazing Place Productions, that combines my place science work with local history productions and community engagement events using innovative and creative approaches.

• I am a North Carolina native (as are my ancestors) and resident of Cary.

• I received my undergrad at NC State and Masters and Ph.D. at UNC-CH (and taught at Duke).

In 26 US cities, 43,000 people, 2008-2010

Key Place Characteristics

Social Offerings
Aesthetics
Openness

Resident Attachment

Outlook
Recommend
Perfect Place
Satisfaction
Pride

So What

Local GDP Growth
(and more)
Strengths and Opportunities Map

- **Opportunities**
  - Place optimization ideas/projects

- **Strengths**
  - Brand, narrative, place marketing

- **Importance for Attachment and Belonging**

- **Perceived Performance**

**Lower Priority Areas**
Pre-Covid Map

The graph illustrates the relationship between Performance Rating and Influence on Community Attachment for various categories such as Openness, Social Offerings, Leadership, Basic Services, Economy, Safety, Aesthetics, Education, Social Capital, and Involvement.
Showcase Your Place
HOW HAWAIANS

STAND IN LINE
THIS IS ALSO MY GREAT PLACE WHEN WE GET TWO INCHES OF SNOW. EVERY. TIME.
SOCIAL OFFERINGS
AESTHETICS
OPENNESS
Our Miami: Perception vs. Reality

What my friends think I do

What I actually do.
Amazing Place Productions: Tell Your Place’s Story
HereSay (Newfoundland): Discover Your Place

[HERE]SAY

STORY MAPS
CLICK TO ENTER
Macon Money: Make Your Place a Playground
Leadership as Mother-in-Law

YOU ARE THE BEST MOTHER-IN-LAW
I COULD HAVE GOTTEN STUCK WITH.