

MAKING THE CASE FOR PLACE

Dr. Katherine Loflin

The Role of Place

Maslow's **Self-** *Hierarchy* *of* **Actualization** *Needs*

You are living to
your highest potential

Esteem

You've acquired the skills
that lead to honor and recognition

Love & Belonging

Achieving deeper, more meaningful relationships

SAFETY

Home, sweet home

Physiological Needs

Food, water, sleep



***Young Talent
Increasingly
chooses place
over job***

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

***Power
of
Place***

***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***

*What Makes
a Loved Place*

Knight Soul of the Community

**Key Place
Characteristics**

**Resident
Attachment**

**So
What**

**Social
Offerings**

Aesthetics

Openness

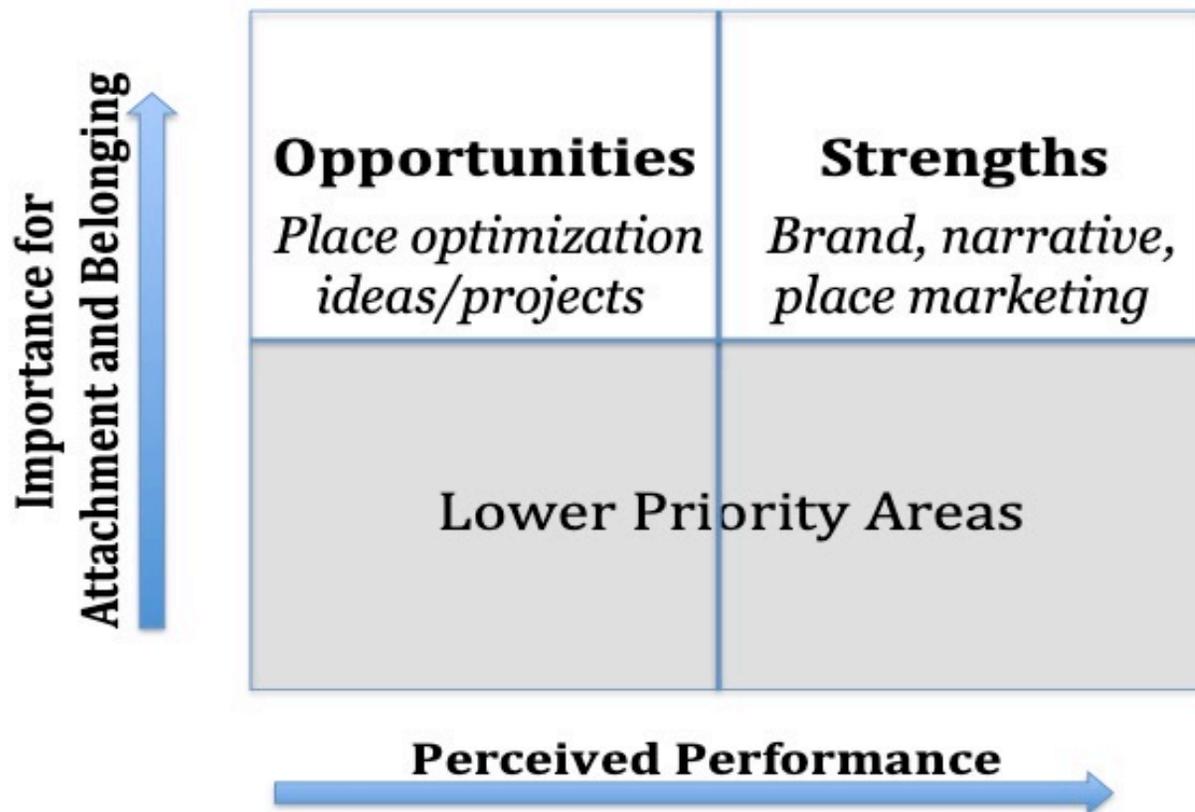
**Outlook
Recommend
Perfect Place
Satisfaction
Pride**

**Local
GDP
Growth**

**(and
more)**

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

Strengths and Opportunities Map



Pre-Covid Map

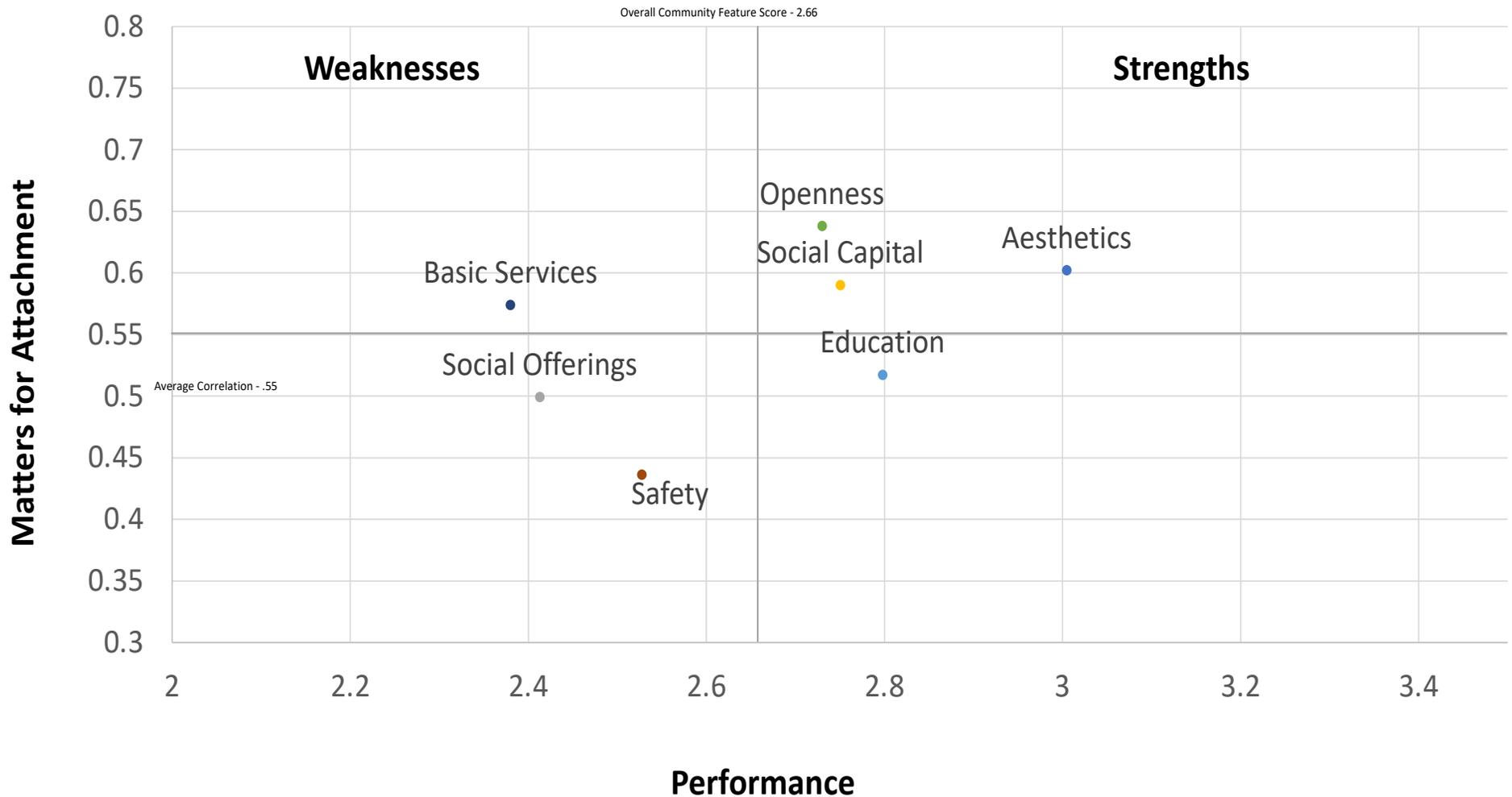
Opportunity

Strength



Covid Map

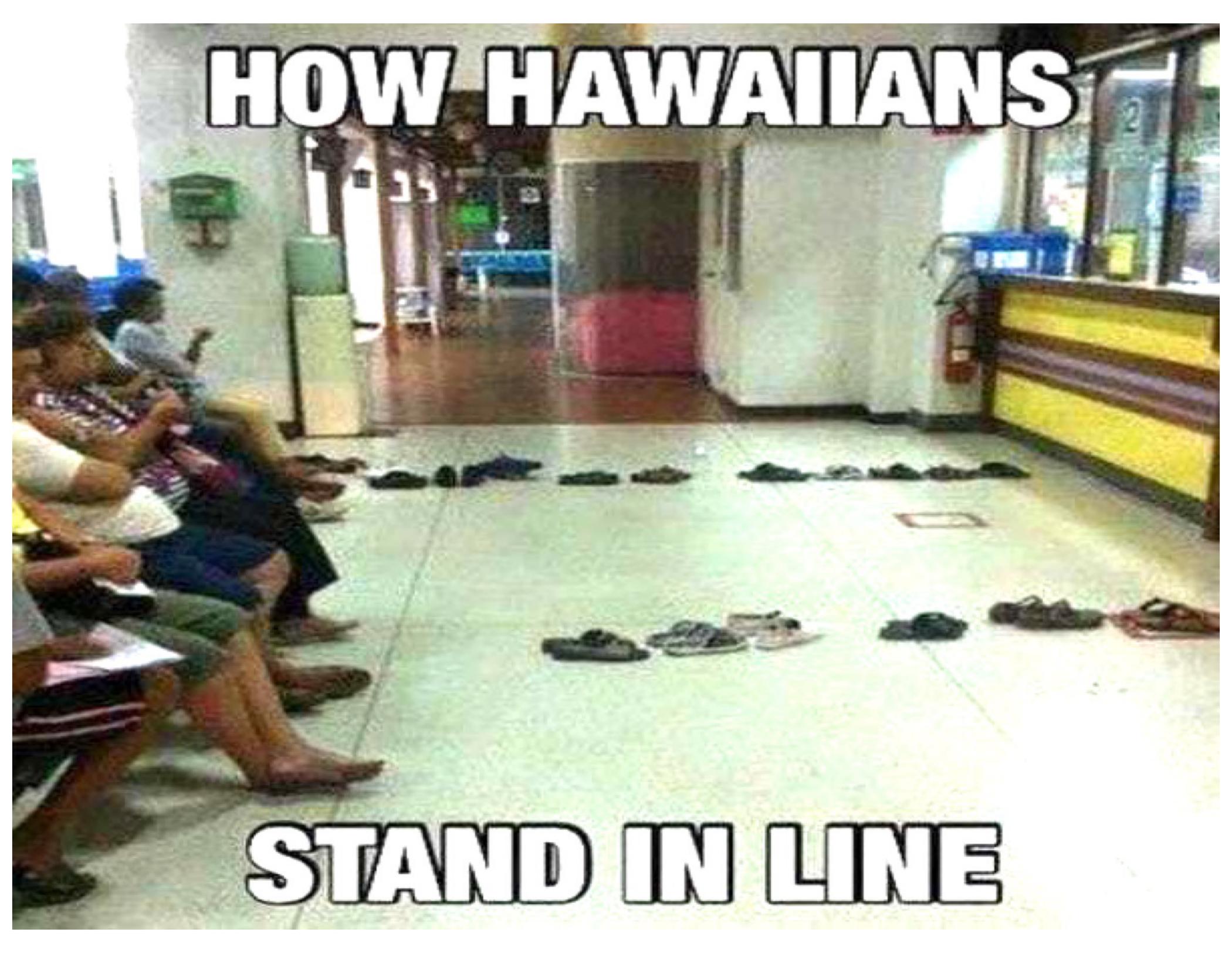
Overall Strengths-Weaknesses Map



Showcase Your Place

HOW HAWAIIANS

STAND IN LINE



**THIS IS ALSO MY GREAT PLACE
WHEN WE GET TWO INCHES OF
SNOW.
EVERY. TIME.**



SOCIAL OFFERINGS



AESTHETICS



OPENNESS



Projects

Our Miami: Perception vs. Reality



What my friends think I do



What I actually do.

Amazing Place Productions: Tell Your Place's Story

AMAZING PLACE



PRODUCTIONS



HereSay (Newfoundland): Discover Your Place

[HERE]SAY

STORY MAPS

CLICK TO ENTER



Macon Money: Make Your Place a Playground



DR. KATHERINE LOFLIN

**PLACE
MATCH**

The City Doctor's Guide to
Finding Where You Belong



Leadership as Mother-in-Law

