



Living in the Middle of Everywhere

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Minnesota Extension

The Middle of Everywhere

Exercise

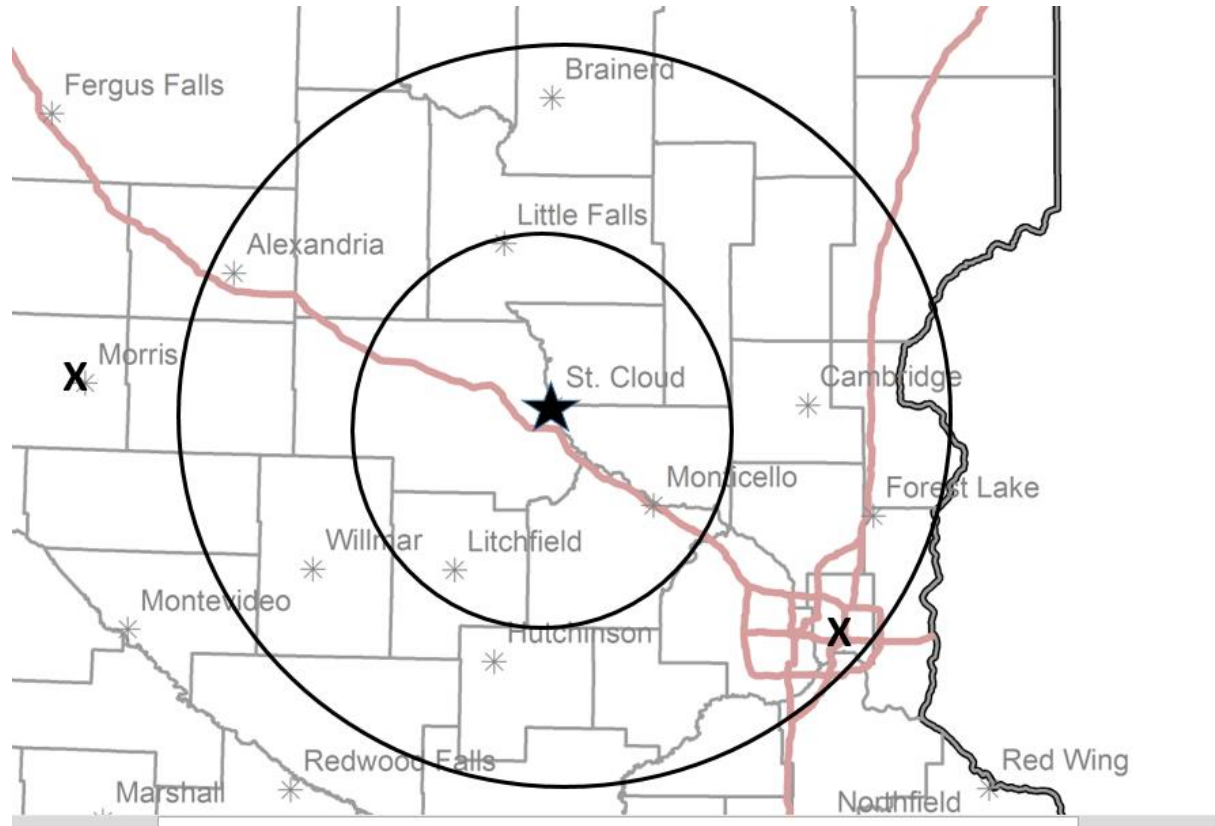
- ★ where you live
- X where you work

Circle around:

1. Shop / eat out
2. Play / recreate

Age range

Assets



Directions

Directions:

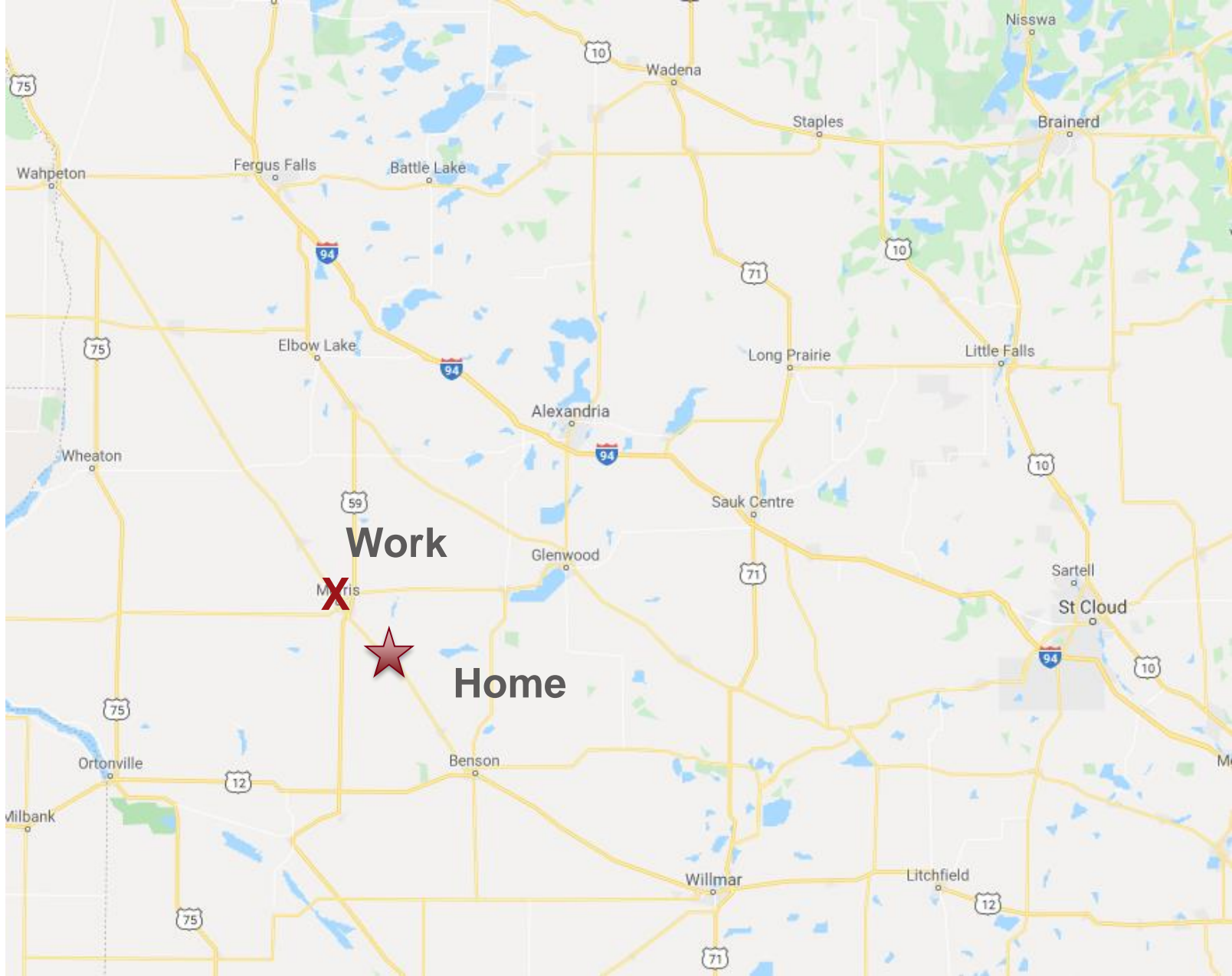
1. Put a ★ where you live
2. Put a X where you work and another where your spouse/partner works.

Draw boundaries around how far you go to:

1. Shop / eat out
2. Play / recreate

- Put your Age range in the box, such as 30s or 60s
- List 3-5 of your favorite assets in the region. These should be real places, events, etc. Not nebulous things like “hardworking people”



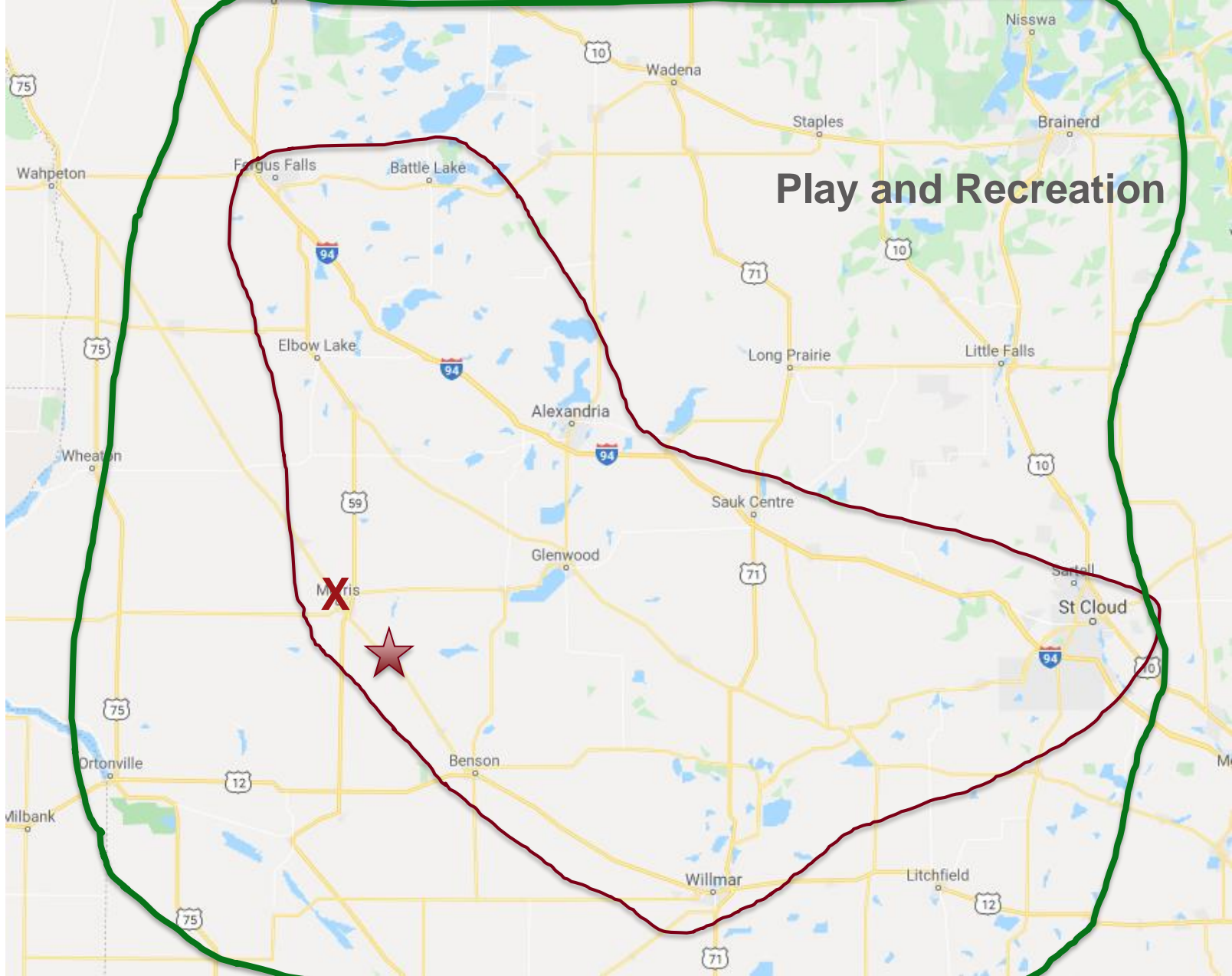


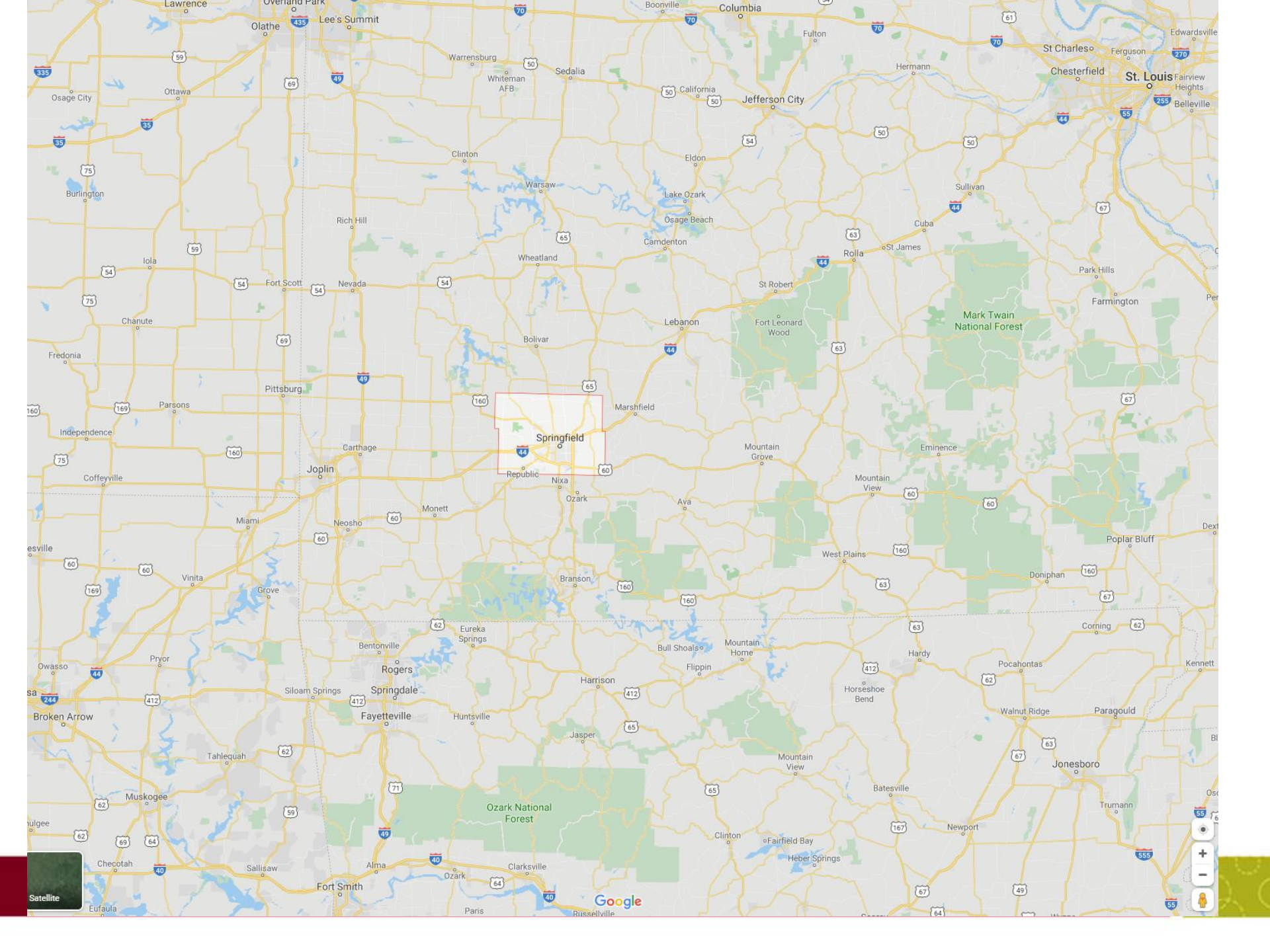


Shop and Eat Out

X







Springfield

Mark Twain National Forest

Ozark National Forest

Google

Satellite



Age: _____'s

List 3-5 of your favorite assets in your region:

- Put your Age range in the box, such as 30s or 60s
- List 3-5 of your favorite assets in the region. These should be **real places, events**, etc. Not nebulous things like “hardworking people”.

**How do you describe rural
life, rural communities,
rural people?**

KEY SHIFT TO REGIONAL LIVES



Balancing Home, Work, Shop, and Play

Positive Counter-Narrative

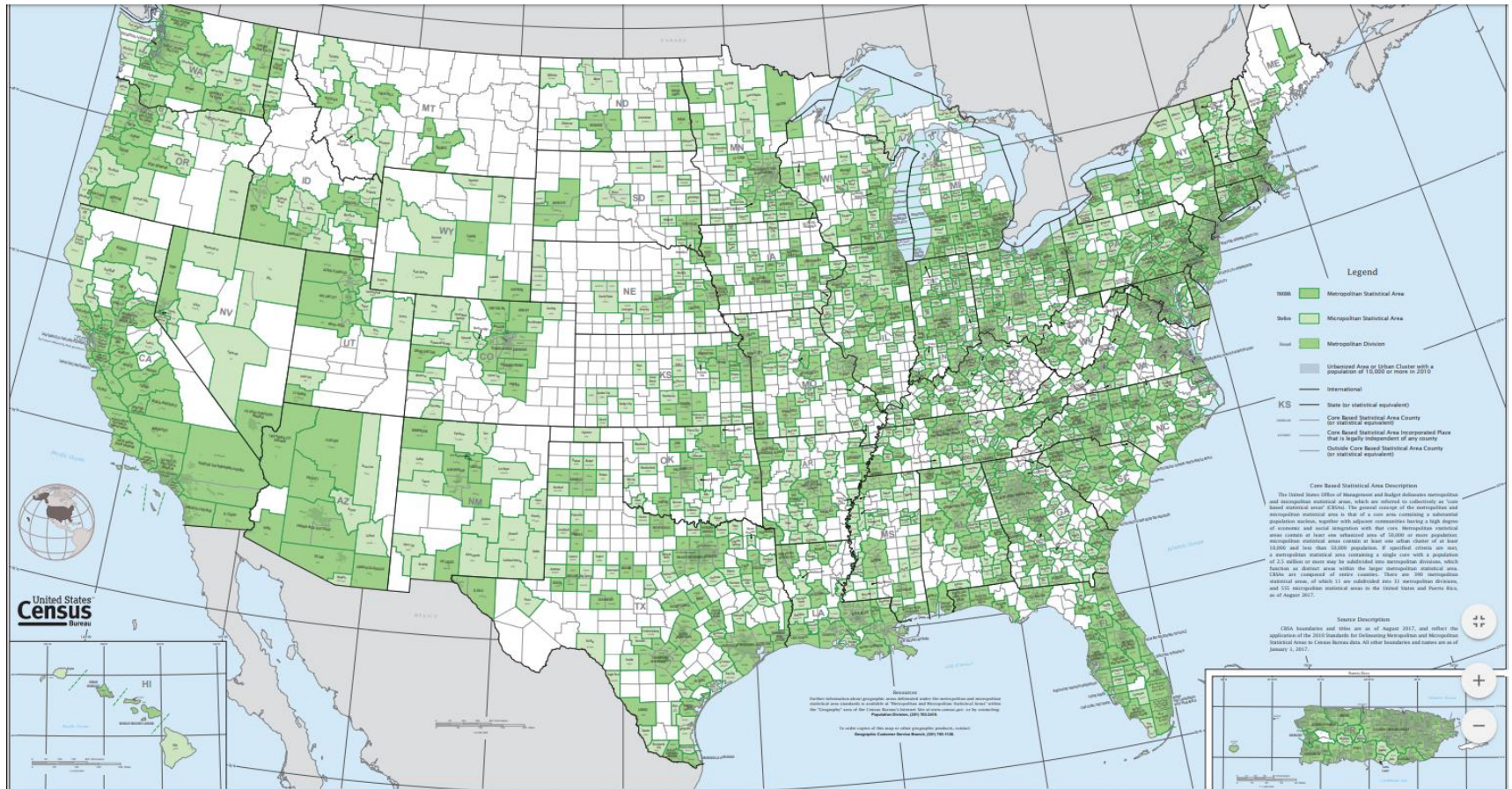
**It cannot just be
seen as pollyannish.**

**Yes, we are cheerleaders, but for
good reason!**

Middle of Everywhere

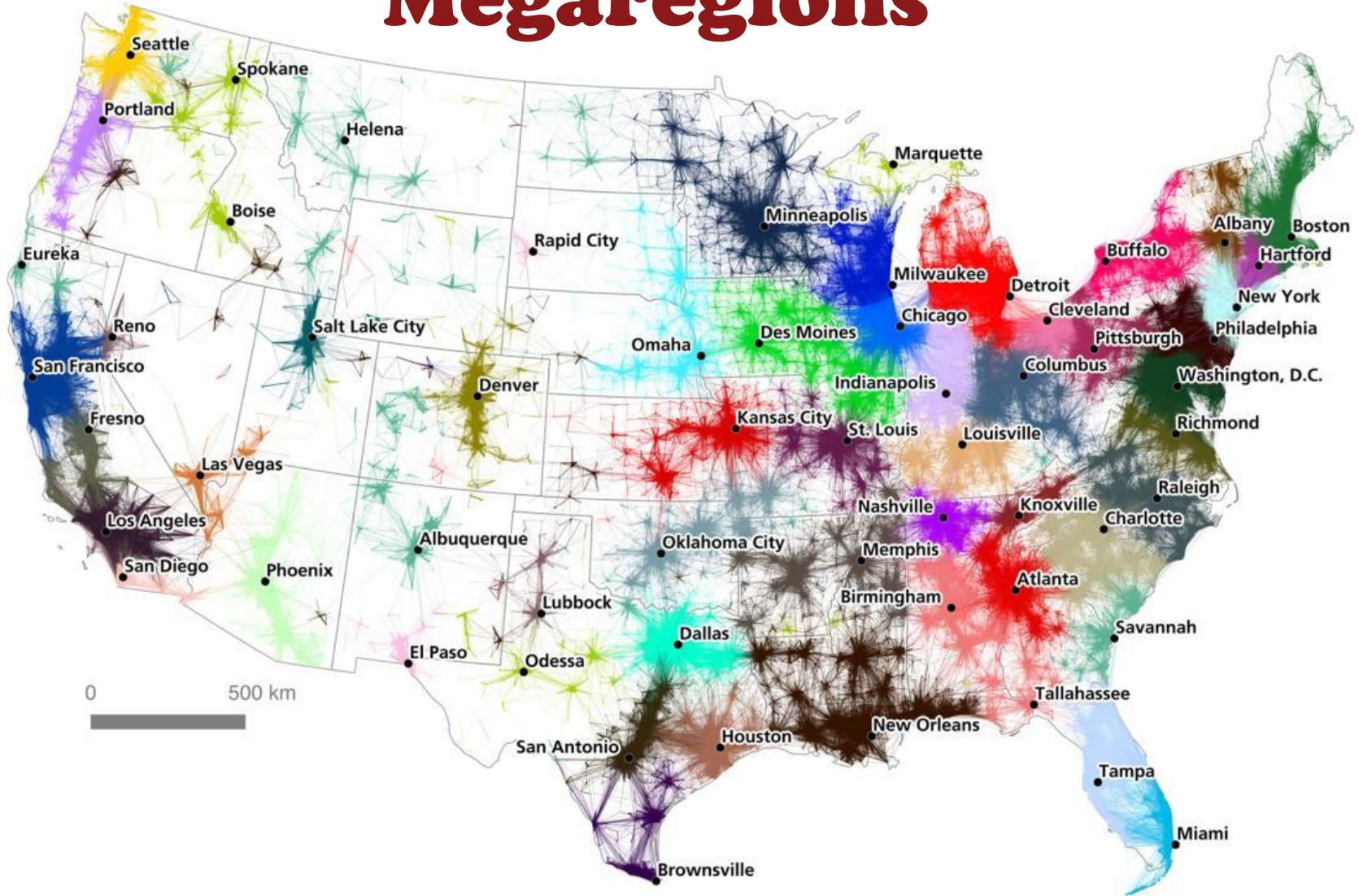
Jobs and the Economy

REGIONAL CENTERS

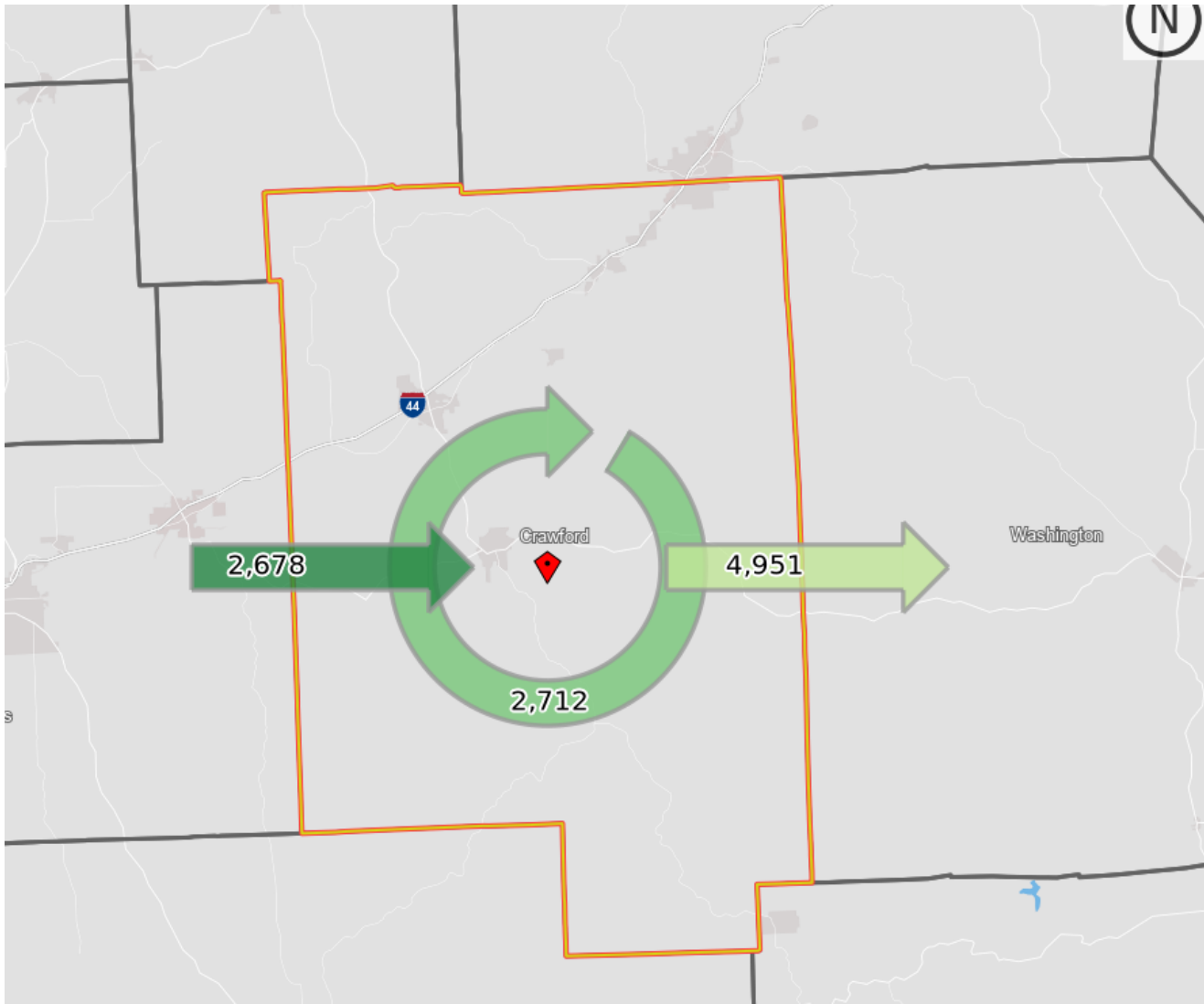


Economic growth in regional centers

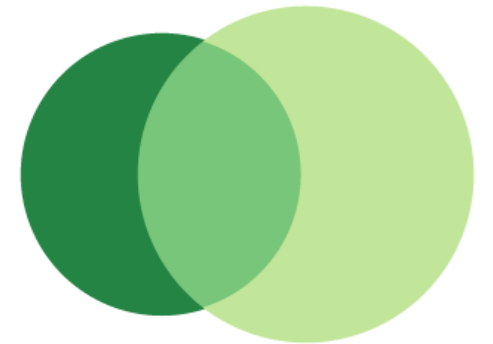
Megaregions



<http://discovery.dartmouth.edu/megaregions/>



Inflow/Outflow Job Counts in 2017



- 2,678 - Employed in Selection Area, Live Outside
- 4,951 - Live in Selection Area, Employed Outside
- 2,712 - Employed and Live in Selection Area

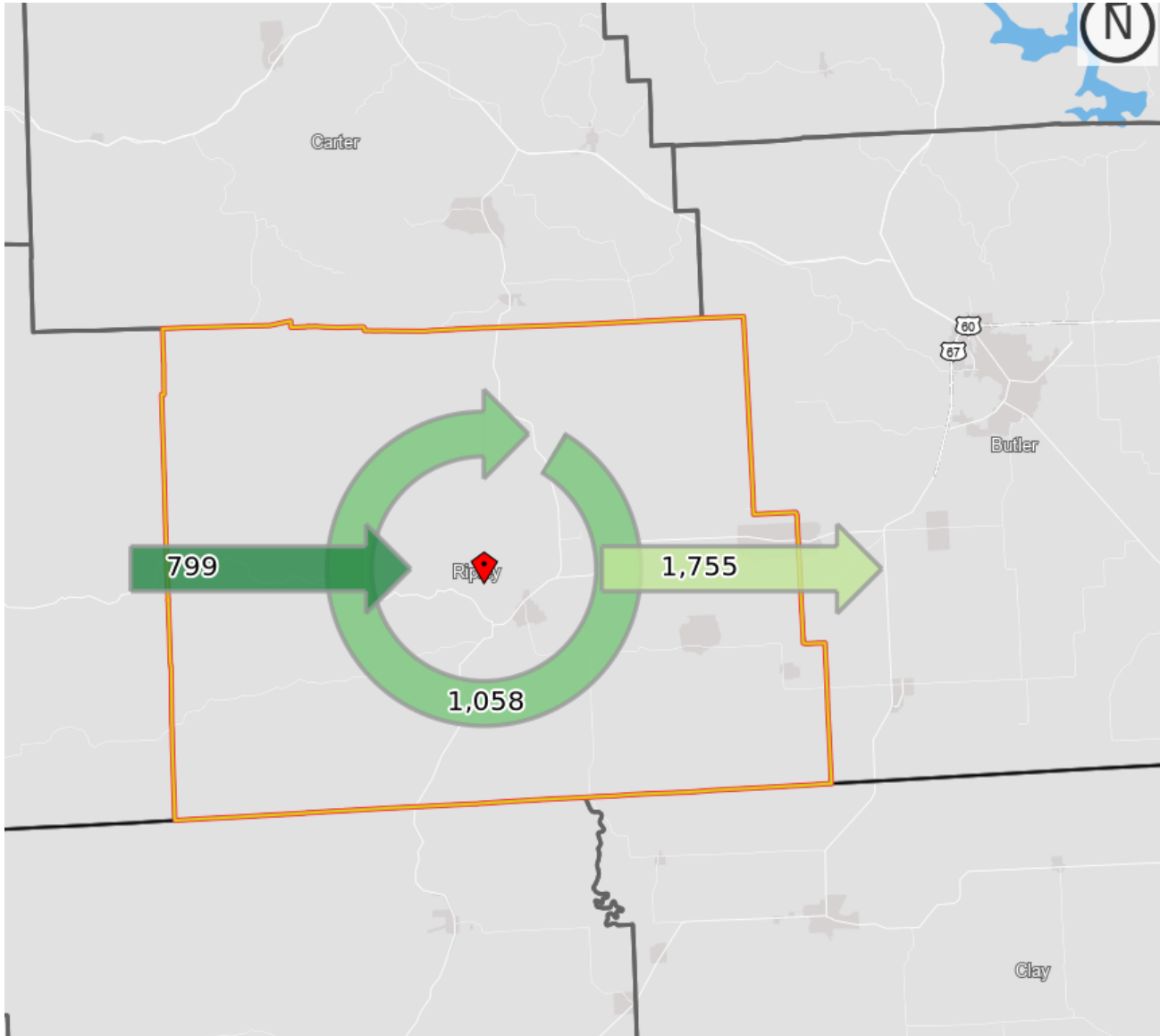
Inflow/Outflow Job Counts (Private Primary Jobs)

	2017	
	Count	Share
Employed in the Selection Area	5,390	100.0%
Employed in the Selection Area but Living Outside	2,678	49.7%
Employed and Living in the Selection Area	2,712	50.3%
Living in the Selection Area	7,663	100.0%
Living in the Selection Area but Employed Outside	4,951	64.6%
Living and Employed in the Selection Area	2,712	35.4%

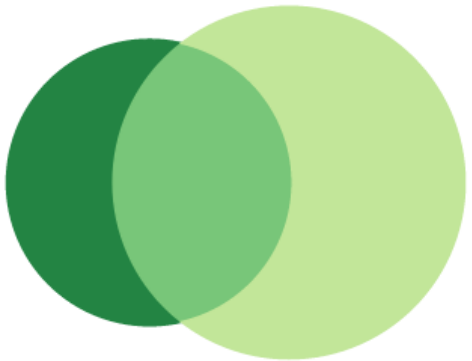
[Reset Highlighting](#)

Crawford County, MO

<https://onthemap.ces.census.gov/>



Inflow/Outflow Job Counts in 2017



- 799 - Employed in Selection Area, Live Outside
- 1,755 - Live in Selection Area, Employed Outside
- 1,058 - Employed and Live in Selection Area

Inflow/Outflow Job Counts (Private Primary Jobs)

	2017	
	Count	Share
Employed in the Selection Area	1,857	100.0%
Employed in the Selection Area but Living Outside	799	43.0%
Employed and Living in the Selection Area	1,058	57.0%
Living in the Selection Area	2,813	100.0%
Living in the Selection Area but Employed Outside	1,755	62.4%
Living and Employed in the Selection Area	1,058	37.6%

[Reset Highlighting](#)

Ripley County, MO
<https://onthemap.ces.census.gov/>

**We live in a REGIONAL
COMMUNITY**

not an ECONOMY.

BUILDING COMMUNITIES
FROM THE INSIDE OUT



A PATH TOWARD FINDING AND
MOBILIZING A COMMUNITY'S ASSETS

JOHN P. KRETZMANN · JOHN L. MCKNIGHT

Building Communities from the Inside Out: A Path Toward Finding and Mobilizing a Community's Assets (1993).

By John P. Kretzmann, John L. McKnight

Living in the Middle of Everywhere

"We ended up landing in Roscoe, Illinois because of the location. It's a quick drive to Chicago (90 minutes), Milwaukee (60 minutes), & Madison (45 minutes)"

<http://sprudge.com/snowdrift-coffee-129804.html>

CHOOSING HOME

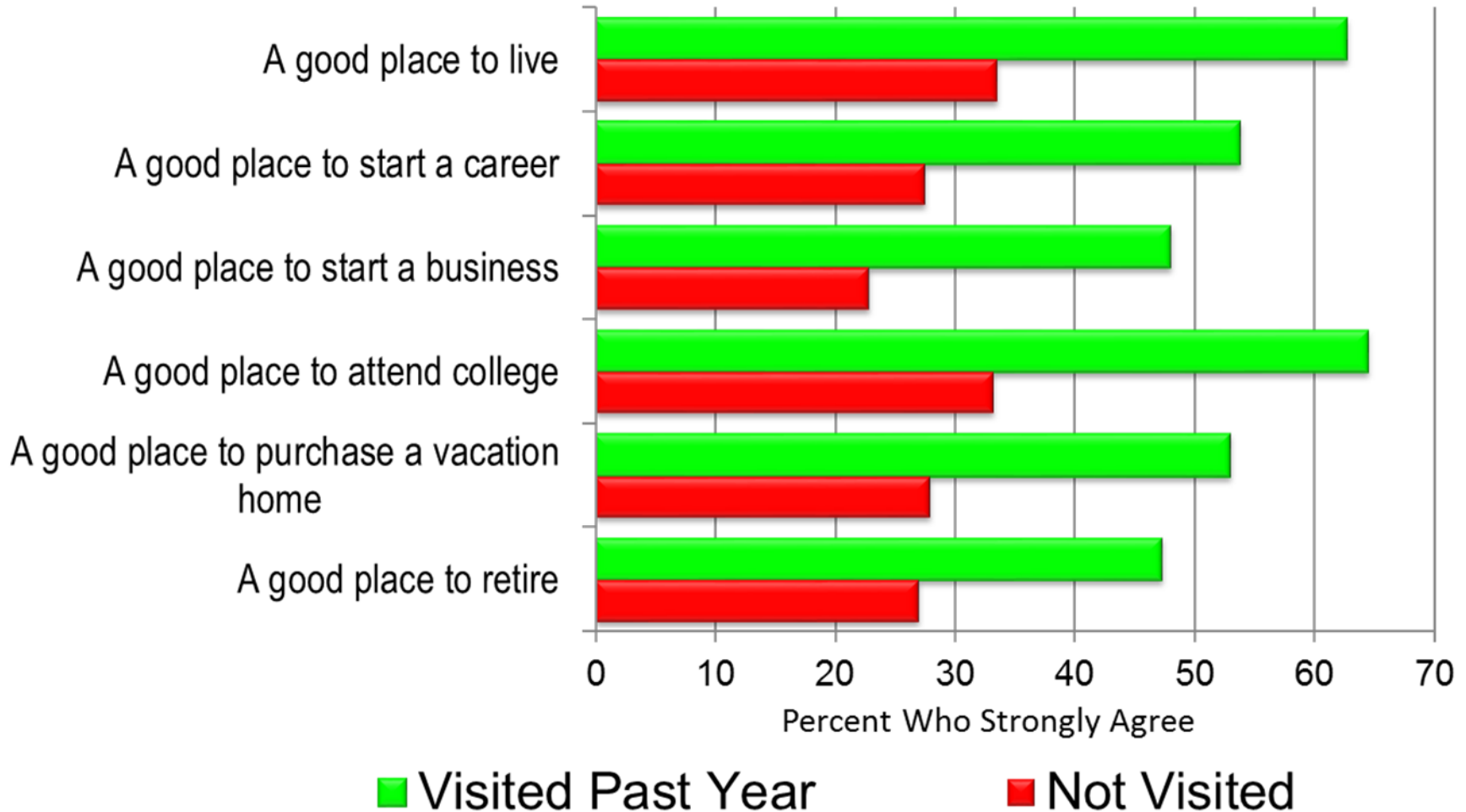
Newcomers look at 3-5 communities

- Chicken and egg of job/people primacy
- Topical reasoning (local foods regions)
- Assets vary by demographic
- Hedging household economic bets

MIDDLE OF EVERYWHERE

- No town is a one-stop-shop
 - Home → Work: 30/45 minutes
 - Home → Eat/shop: 45/60 minutes
 - Home → Play – 2+ hours!

HALO EFFECT: VISITATION AND IMAGE



MIDDLE OF EVERYWHERE

- Asset-Based Community Development (ABCD)
 - Most effective in a town or small region
- How do we include people that work and visit in our community planning?
- Partner with groups, not just in your place but different “jurisdictions”
- Social Capital needs **Bonding and Linking** capital

MIDDLE OF EVERYWHERE

The REGION is the primary unit of interest

Mayor, how do you market your town if you don't know what's going on around you?

Who are your “front line” influencers?

DISCUSS

Who works in a town different than where they live?

What does it mean for your home community to commute out every day?

What does it mean for your work community to have you commute in every day?

THIRD PLACES

Ray Oldenburg – refers to places where people spend time between home and work. They are locations where we exchange ideas, have a good time, and build relationships.

Name some of these locations

Oldenburg, Ray. 1989. *The Great Good Place*. Paragon House

Oldenburg, Ray. 2000. *Celebrating the Third Place*. Paragon House

IMPLICATIONS

- Marketing
- Transportation planning
- Employee / resident recruitment
- Housing



