



Town officials gain a deeper understanding of what matters to residents

In Cortez, Colorado, (pop. 9,000) city planners wanted to get more residents involved, especially those missing voices rarely heard. City officials began to think beyond city hall as the only place for public meetings. Using the Community Network Analysis, volunteers and planners went to people in their neighborhoods and sponsored block parties and potluck dinners.



Cortez Heart & Soul, Colorado

As plans for the future took shape, they went back to residents to check their work. Community engagement helped planners do their jobs. It also strengthened bonds among neighbors based on a shared love of place and the desire to make it better.

Learn more: www.communityheartandsoul.org/towns/cortez-colorado

Heart & Soul Communities Experience a Range of Social and Economic Benefits

Here are just a few of the many ways communities are revitalized by Community Heart & Soul.

Pride and confidence grow in the town

From the start, The Heart & Soul Team in McComb, Ohio, (pop. 1,600) was on the move, reaching out to as many residents as possible, marching in the town's celebrated Cookie Festival parade, connecting with locals at the fire department chicken BBQ, and meeting fans at high school sports games, among other events.



McComb Region Heart & Soul, Ohio

One resident observed a positive impact right away: "You know what I love about Heart & Soul? People feel they can be proud of McComb. I've already seen so much good. And it's just the start." Asking people what they love about McComb got people thinking about their town's assets and possibilities. This rekindled a sense of pride.

Learn more: www.communityheartandsoul.org/towns/mccomb-ohio

Volunteerism increases

In Gardiner, Maine, (pop. 5,700) city council meetings were characterized by a few angry residents showing up to yell and complain. Community Heart & Soul got residents reconnected to their local government. Interest in serving on committees grew. More people attended council meetings. The tenor of meetings changed as discourse became more civil. The mayor reported a hundredfold increase in active volunteers.

Learn more: www.communityheartandsoul.org/towns/gardiner-maine



Gardiner Heart & Soul, Maine



Biddeford Heart & Soul, Maine

Investment in the town increases

Biddeford, Maine, (pop. 21,000) was known as "Trash Town" because of the industrial garbage incinerator right downtown. But the facility provided 80 jobs and was the largest taxpayer in a town without a lot of options. Engagement activities during Biddeford's Community Heart & Soul project made it clear that residents wanted the incinerator gone.

That gave officials the backing they needed to buy the facility and close it. The move triggered major reinvestment with more than 90 new businesses and \$90 million invested in the first seven years after Heart & Soul, including a \$50 million boutique hotel and \$15 million in affordable housing.

Learn more: www.communityheartandsoul.org/towns/biddeford-maine

Residents honor the importance of history and culture

The Greater Carlisle Heart & Soul Team in Pennsylvania (pop. 19,000) heard from a resident about a long abandoned African-American church built by her grandfather circa 1870. The story rallied the community to protect and preserve the church along with the nearby cemetery, where her grandfather's gravesite is located along with several Civil War veterans. Now, the site is on the National Register of Historic Places and a door has been opened to dialogue about the African-American history in the community.

Learn more: www.communityheartandsoul.org/towns/greater-carlisle-pennsylvania



Greater Carlisle Heart & Soul, Pennsylvania



See more examples of how towns benefit from Community Heart & Soul: www.communityheartandsoul.org/community-heart-soul-towns