

**Living in the
Middle of Everywhere**

Benjamin Winchester

Directions

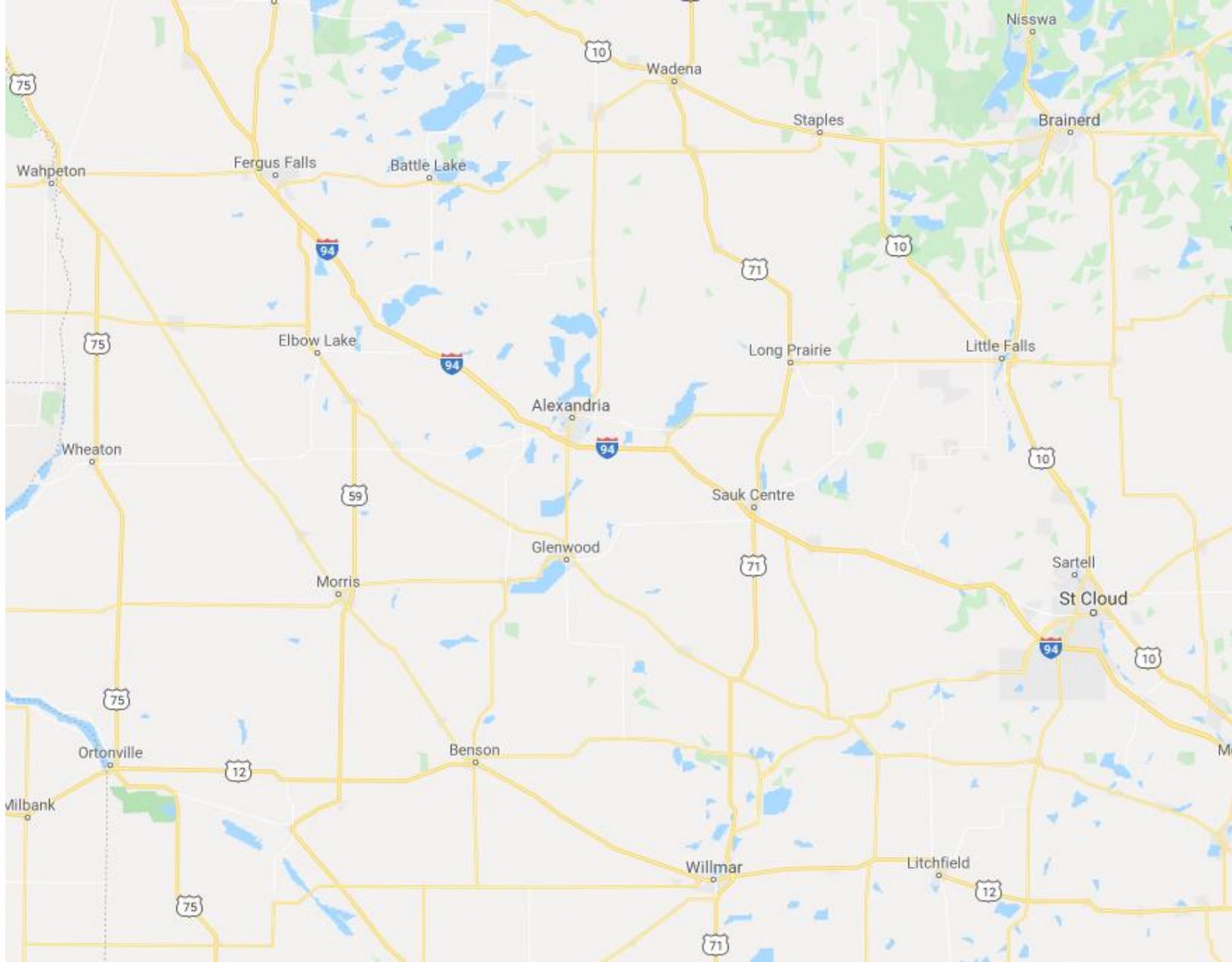
Directions:

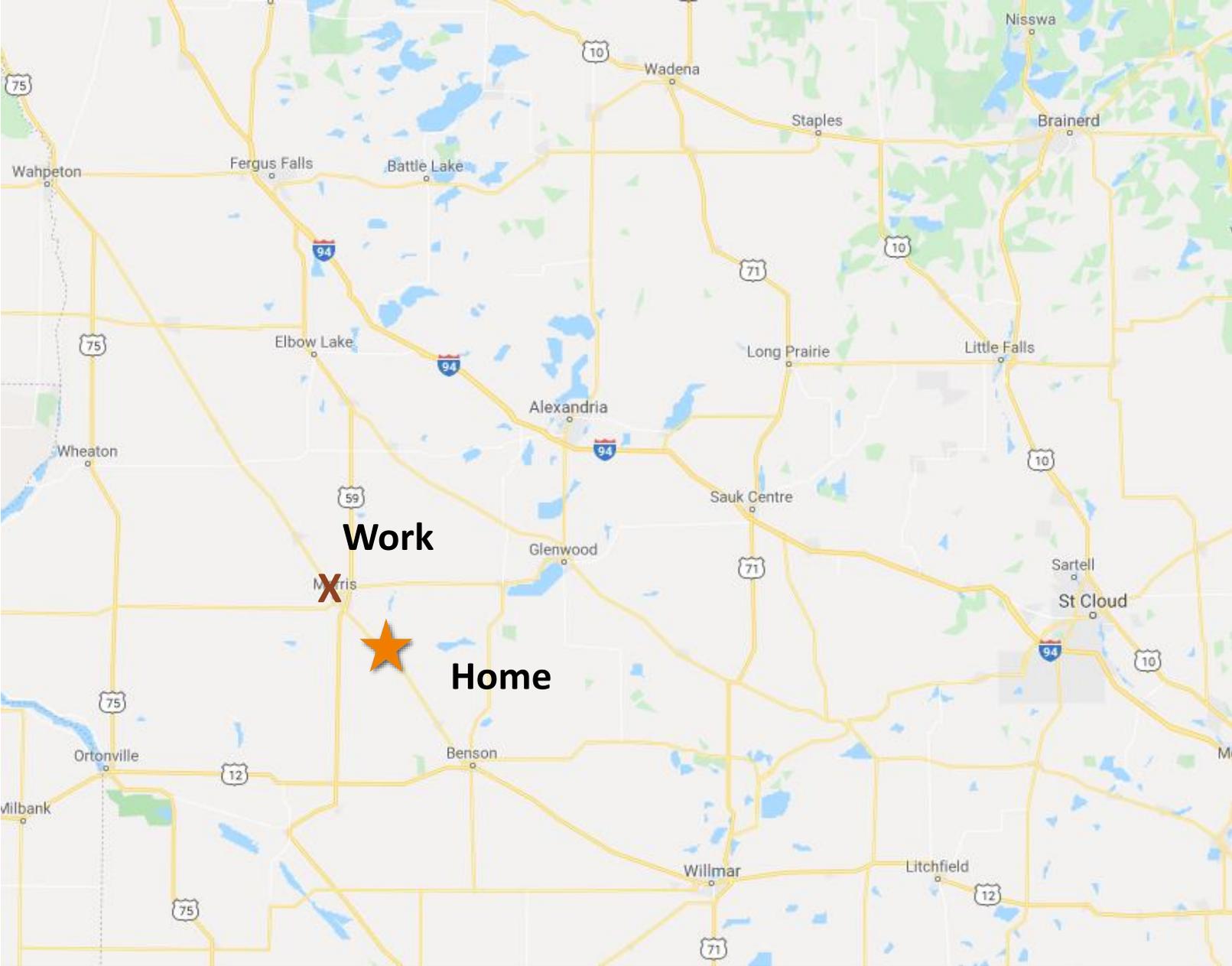
1. Put a ★ where you live
2. Put a X where you work and another where your spouse/partner works.

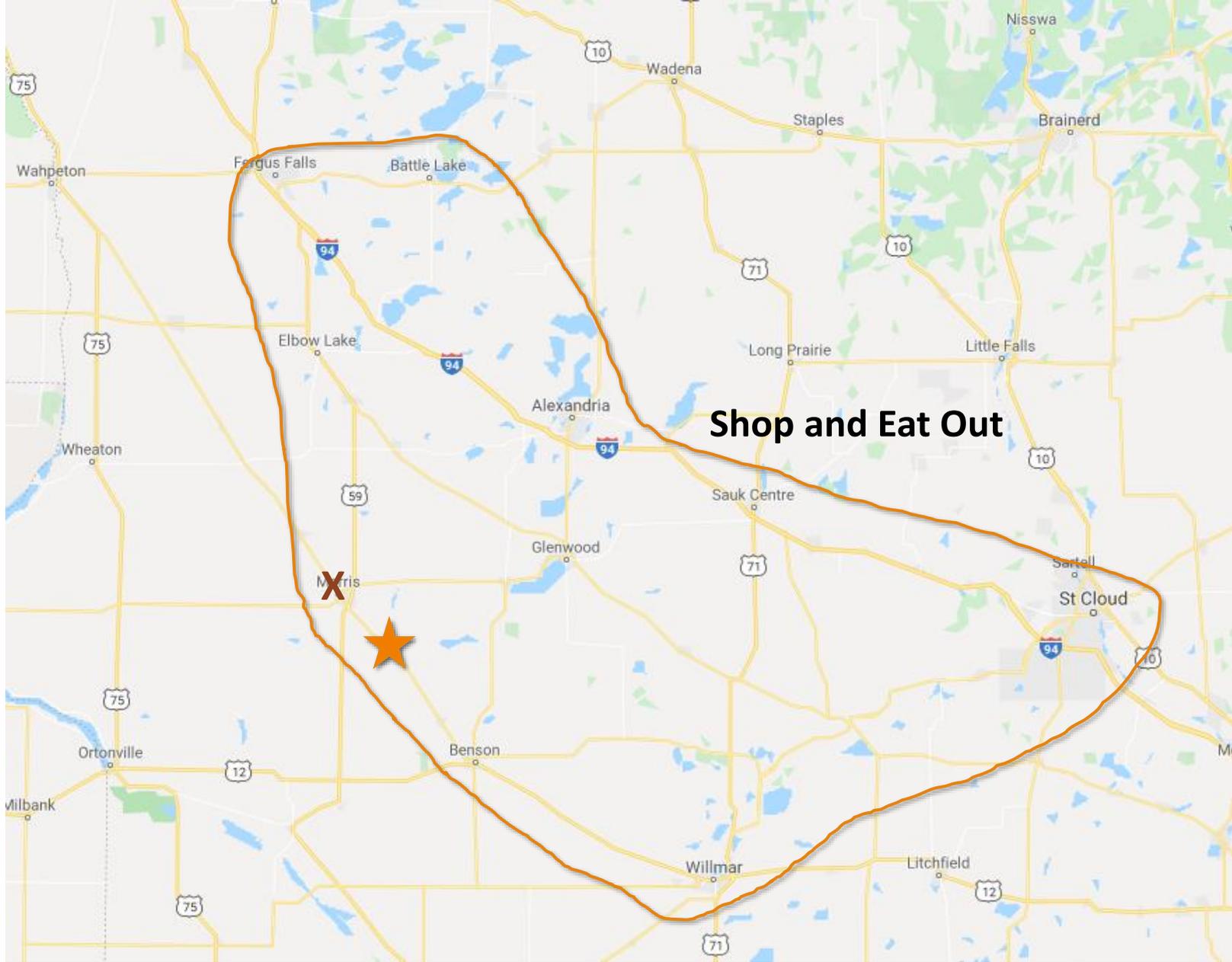
Draw boundaries around how far you go to:

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”



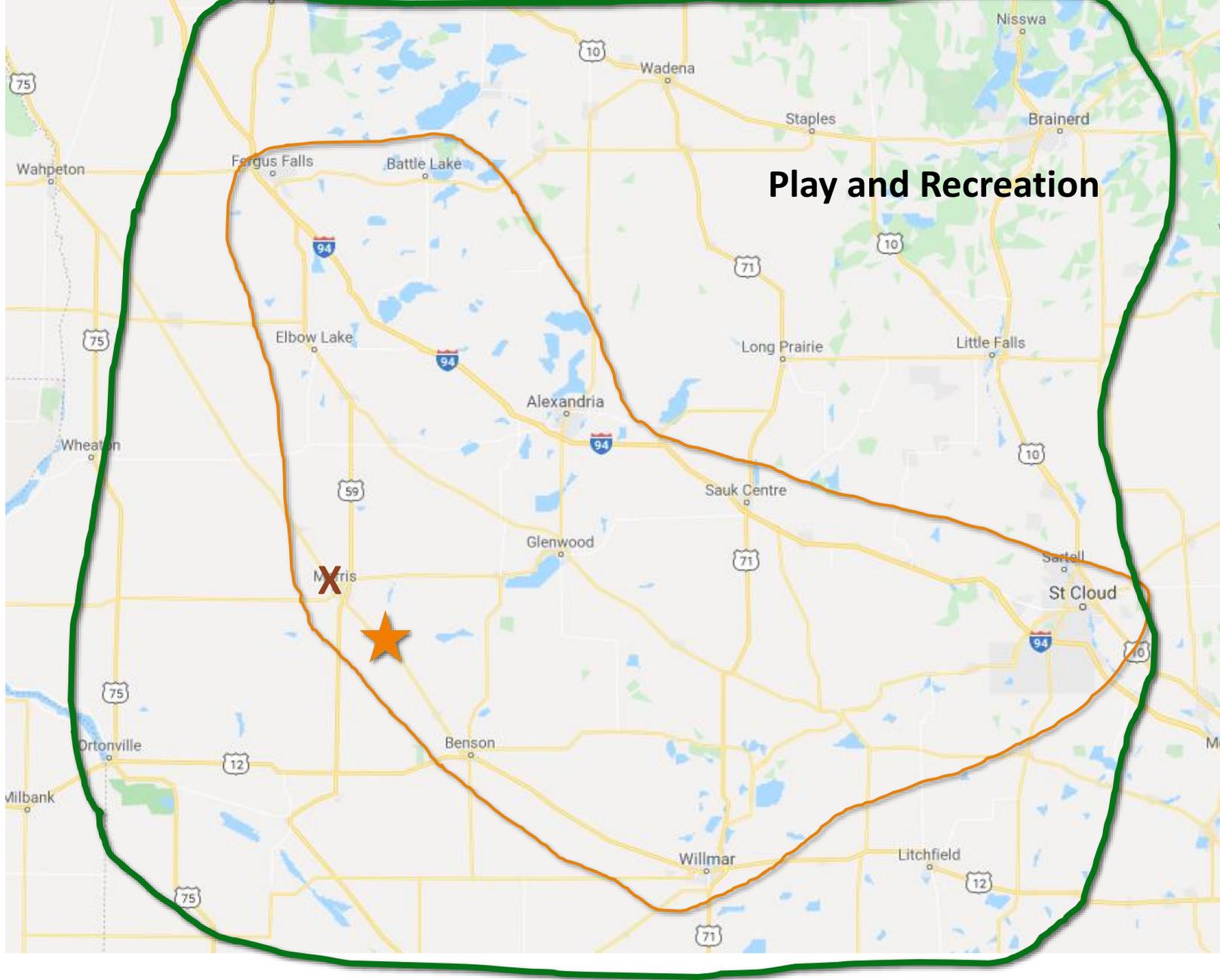




Shop and Eat Out

~~Morris~~





Play and Recreation

Morris



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”.

Process and Utilization

This exercise will allow communities to identify their regional assets, which will allow them to complement (and compliment) one another.

Best achieved through data gathering over months and places.

This feeds marketing, tourism, and recruitment activities.

Key Shift to regional lives

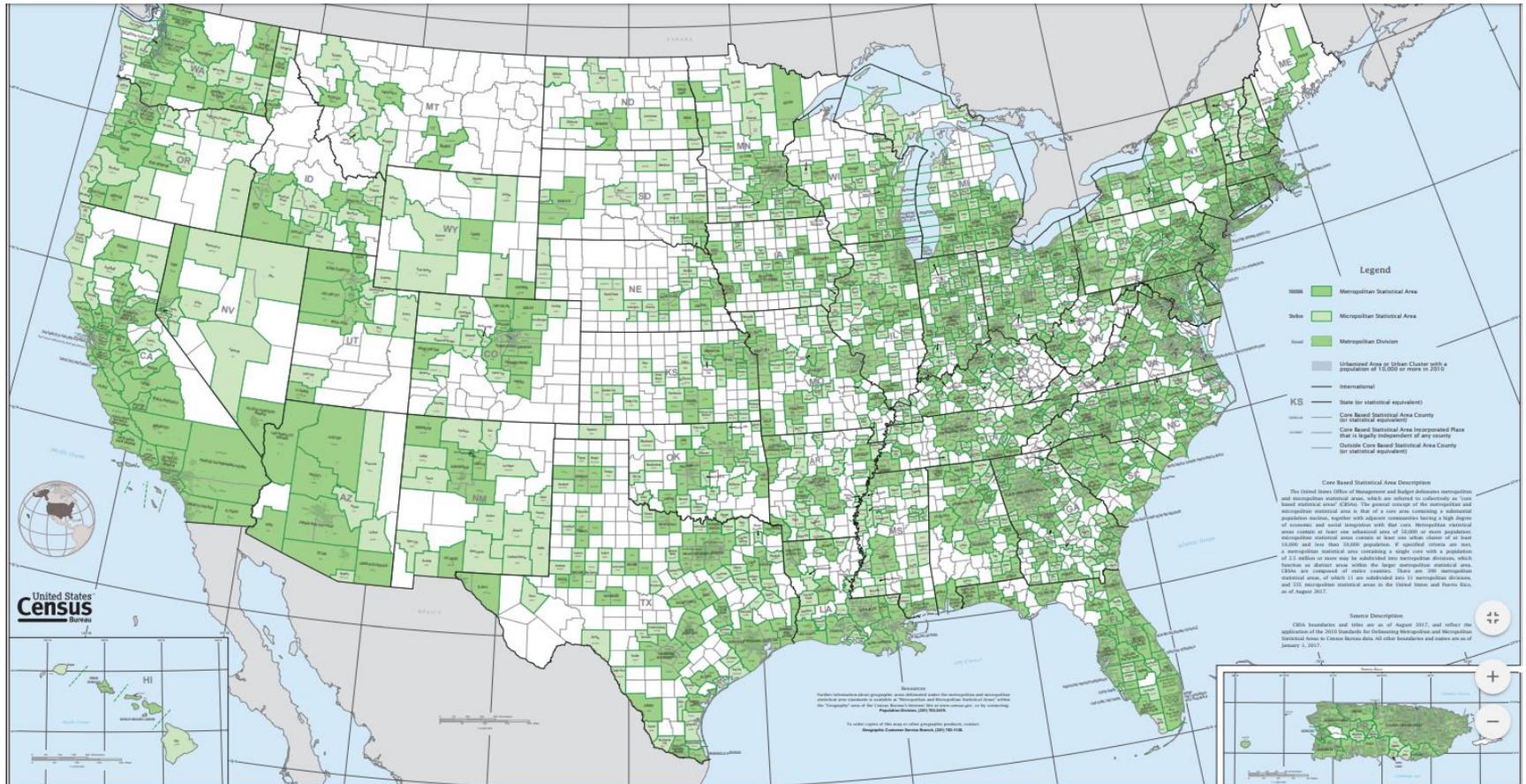


Balancing Home, Work, Shop, and Play

Middle of Everywhere

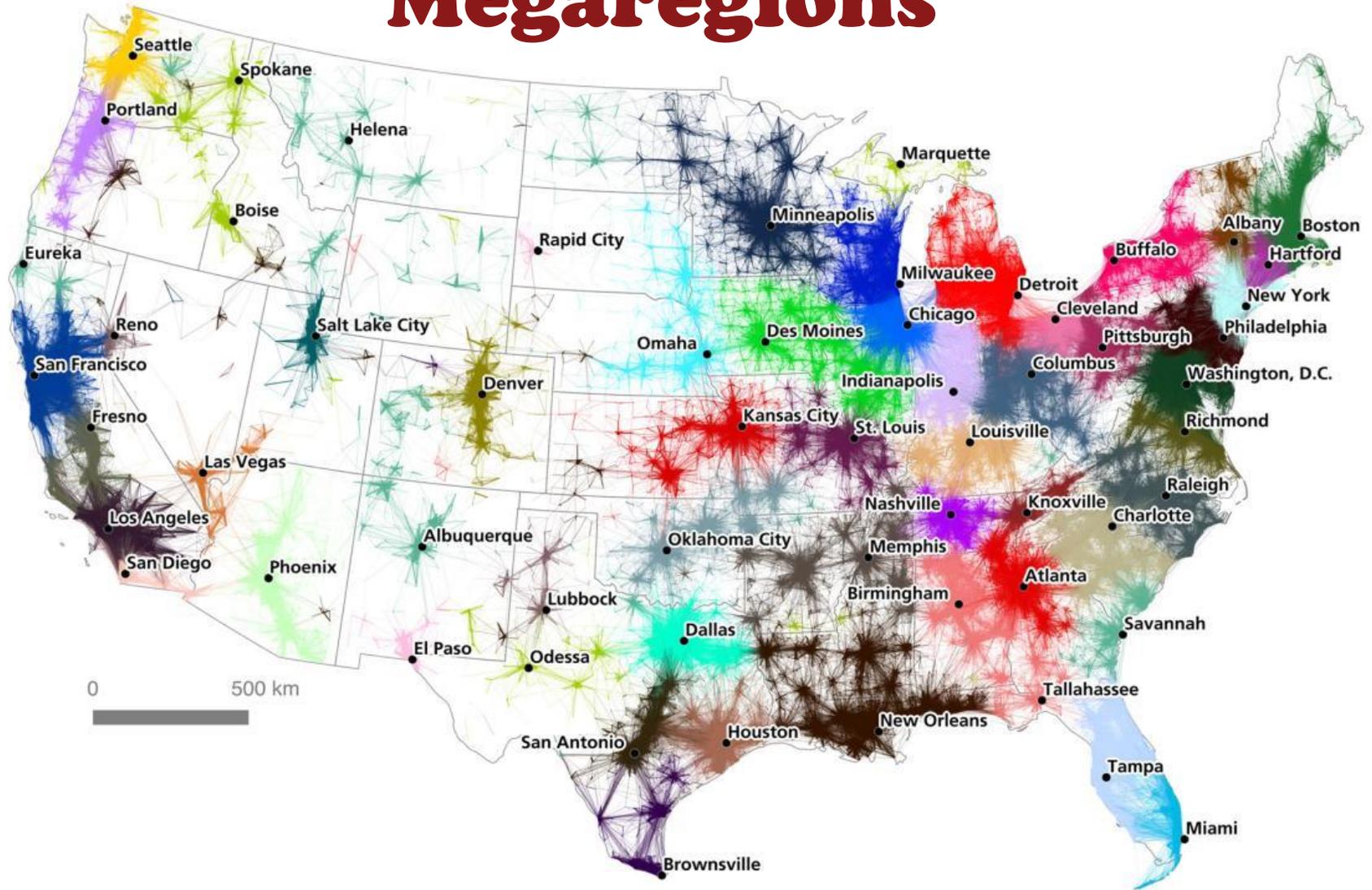
Jobs and the Economy

Regional Centers



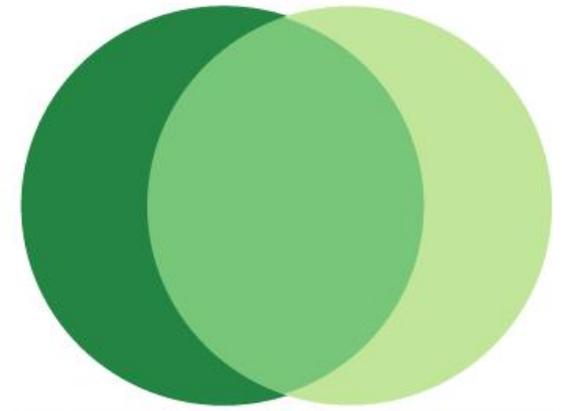
Economic growth in regional centers

Megaregions



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

Inflow/Outflow Job Counts in 2017

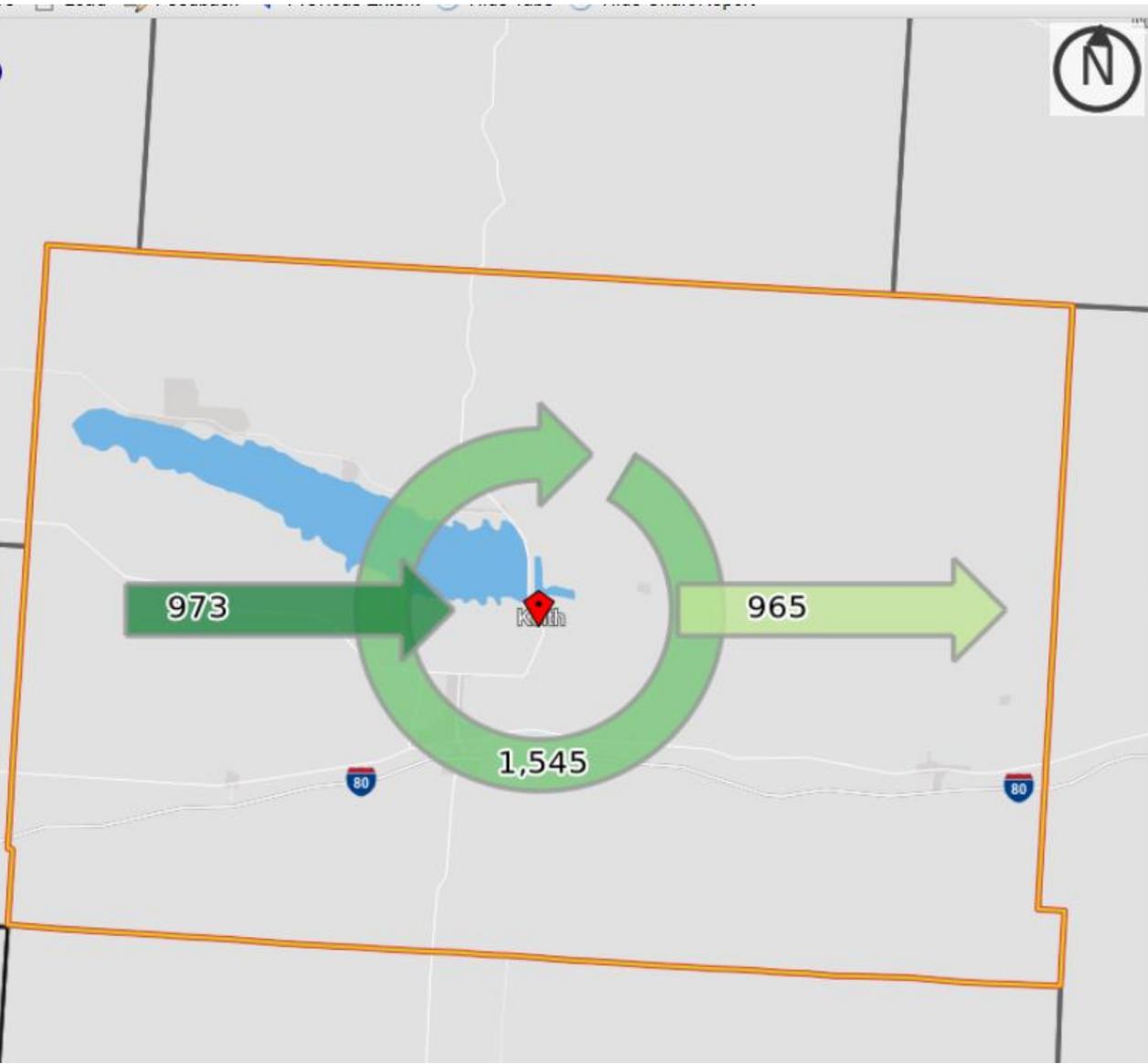


- 973 - Employed in Selection Area, Live Outside
- 965 - Live in Selection Area, Employed Outside
- 1,545 - Employed and Live in Selection Area

Inflow/Outflow Job Counts (Private Primary Jobs)

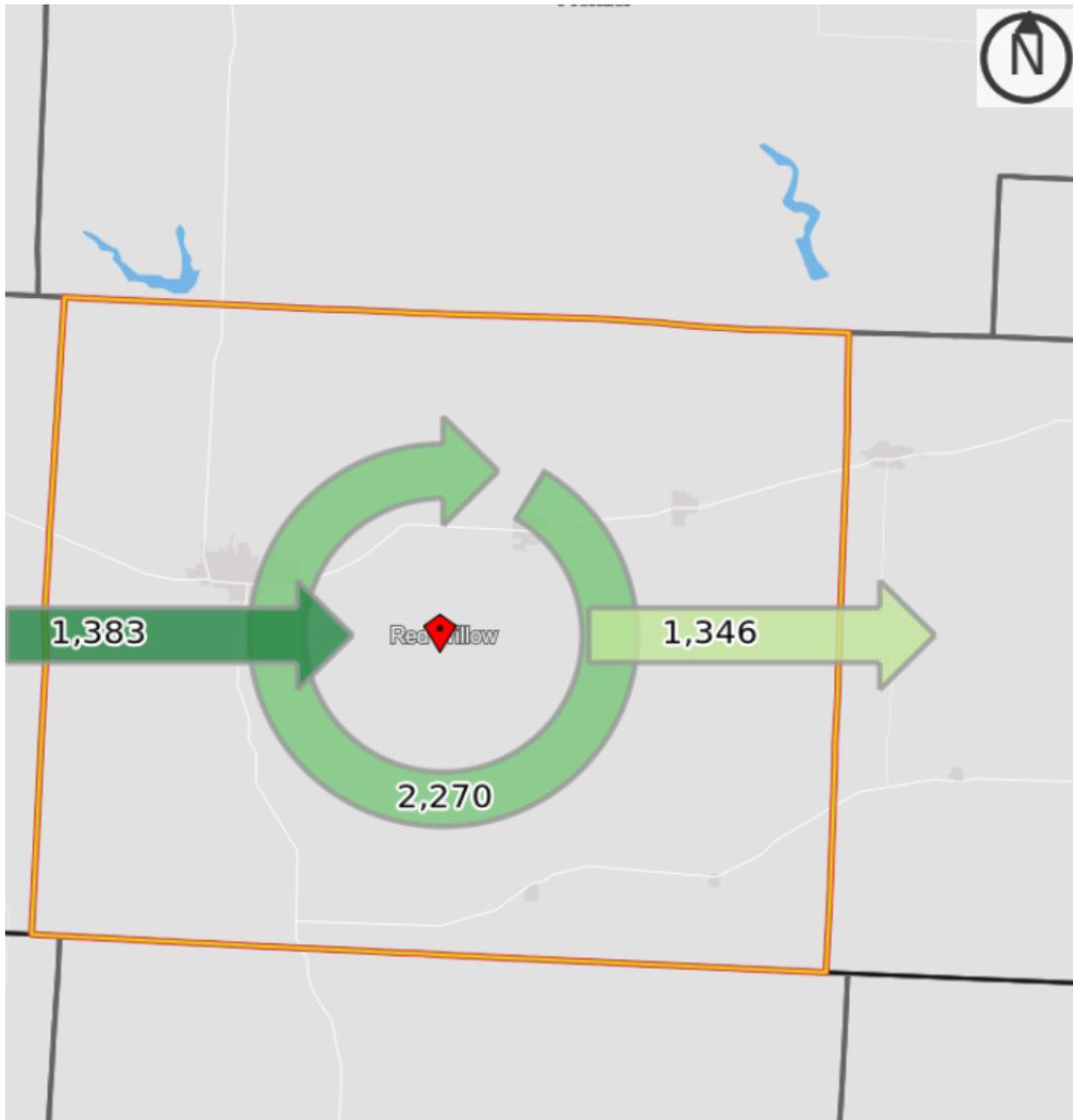
	2017	
	Count	Share
Employed in the Selection Area	2,518	100.0%
Employed in the Selection Area but Living Outside	973	38.6%
Employed and Living in the Selection Area	1,545	61.4%
Living in the Selection Area	2,510	100.0%
Living in the Selection Area but Employed Outside	965	38.4%
Living and Employed in the Selection Area	1,545	61.6%

[Reset Highlighting](#)

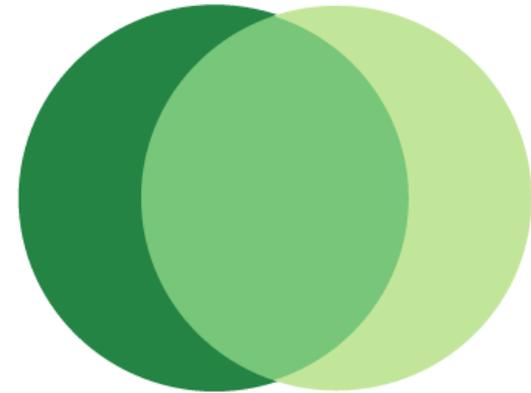


Keith County, NE

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



Inflow/Outflow Job Counts in 2017



- 1,383 - Employed in Selection Area, Live Outside
- 1,346 - Live in Selection Area, Employed Outside
- 2,270 - Employed and Live in Selection Area

Inflow/Outflow Job Counts (Private Primary Jobs)

	2017	
	Count	Share
Employed in the Selection Area	3,653	100.0%
Employed in the Selection Area but Living Outside	1,383	37.9%
Employed and Living in the Selection Area	2,270	62.1%
Living in the Selection Area	3,616	100.0%
Living in the Selection Area but Employed Outside	1,346	37.2%
Living and Employed in the Selection Area	2,270	62.8%

[Reset Highlighting](#)

Red Willow County, NE

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

We live in a COMMUNITY

not an ECONOMY.

Living in the Middle of Everywhere

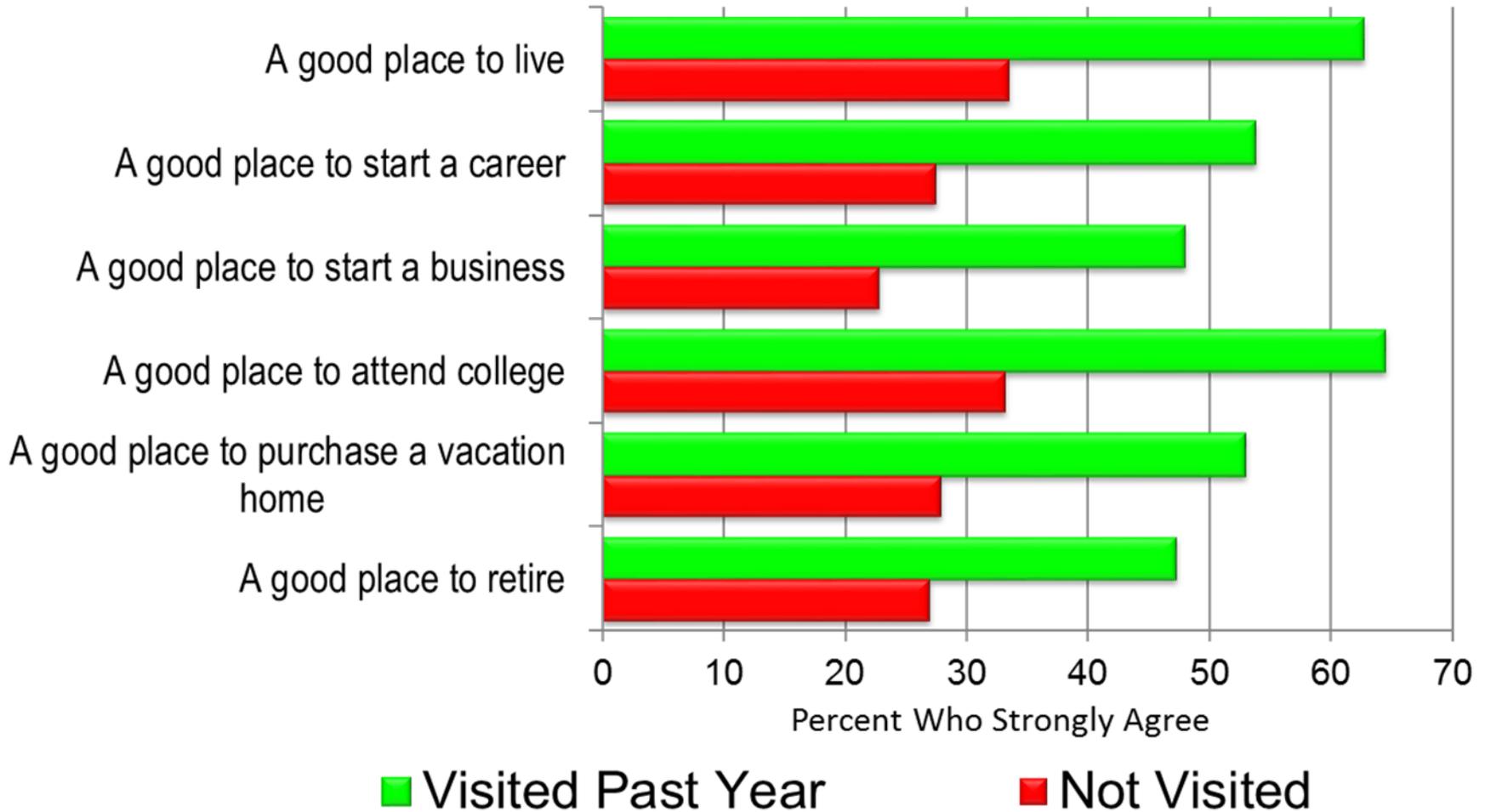
"We ended up landing in Roscoe, Illinois because of the location. It's a quick drive to Chicago (90 minutes), Milwaukee (60 minutes), & Madison (45 minutes)"

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

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?

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

Who are your “front line” influencers?

Implications



Marketing

Transportation planning

Employee / resident recruitment

Housing

