Create A Vision To Grow

Is your community ready to explore its potential to attract new residents? What makes your community unique, healthy, and alive? What more could you do to build the kind of community that is welcoming, attractive, and comfortable?

Marketing Hometown America empowers communities to create a vision to grow. Designed as a tool to create dialogue that moves toward action, it can be the spark to help a rural community look at itself in a new way.

Your community may already be working on attracting new residents. But to grow, more people need to be a part of that effort. Marketing Hometown America engages communities through small groups called Study Circles to get more people involved and more voices heard.
Is Your Community Ready for Marketing Hometown America?

- Are current residents excited to help grow your community?
- Is recruiting new residents an important issue in your community?
- Do you have at least 10 people who are ready and willing to commit to serving on an advisory committee?
- Can you recruit 30 or more residents to actively participate in discussions?
- Does your community need a focused marketing plan?

If you responded YES to all of these questions, your community is ready to TAKE ACTION!

Marketing Hometown America is one of the programs led by the Community and Economic Development unit’s Local Economies Knowledge Team.

More information about the Local Economies Knowledge Team and additional programs led by other CED teams can be found at: www.extension.iastate.edu/communities.

The Process

- Starts with a facilitation training and a kick-off community event.
- Small groups (Study Circles) are formed and led by trained, local facilitators.
  - 8–12 people meet four times in a Study Circle.
  - Each session lasts approximately 2.5 hours.
  - After the fourth session, the circles and community members come together for an Action Forum.
- Culminates with the Action Forum where everyone votes on their favorite parts of the proposed plans and activities.
- Community members volunteer to help with or lead one of the future actions.

Community Benefits

- Use positive conversations to begin or expand community marketing.
- Create a welcoming spirit needed to attract new residents.
- Build and implement a marketing action plan.
- Learn what new residents are looking for as they relocate to a rural community.
- Discover often overlooked local assets that attract potential new residents.

Program Cost Share

There is a $2,000 fee for the Marketing Hometown America program that includes:
- Facilitation training
- Study Circle materials
- An action plan

Contact Information

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