

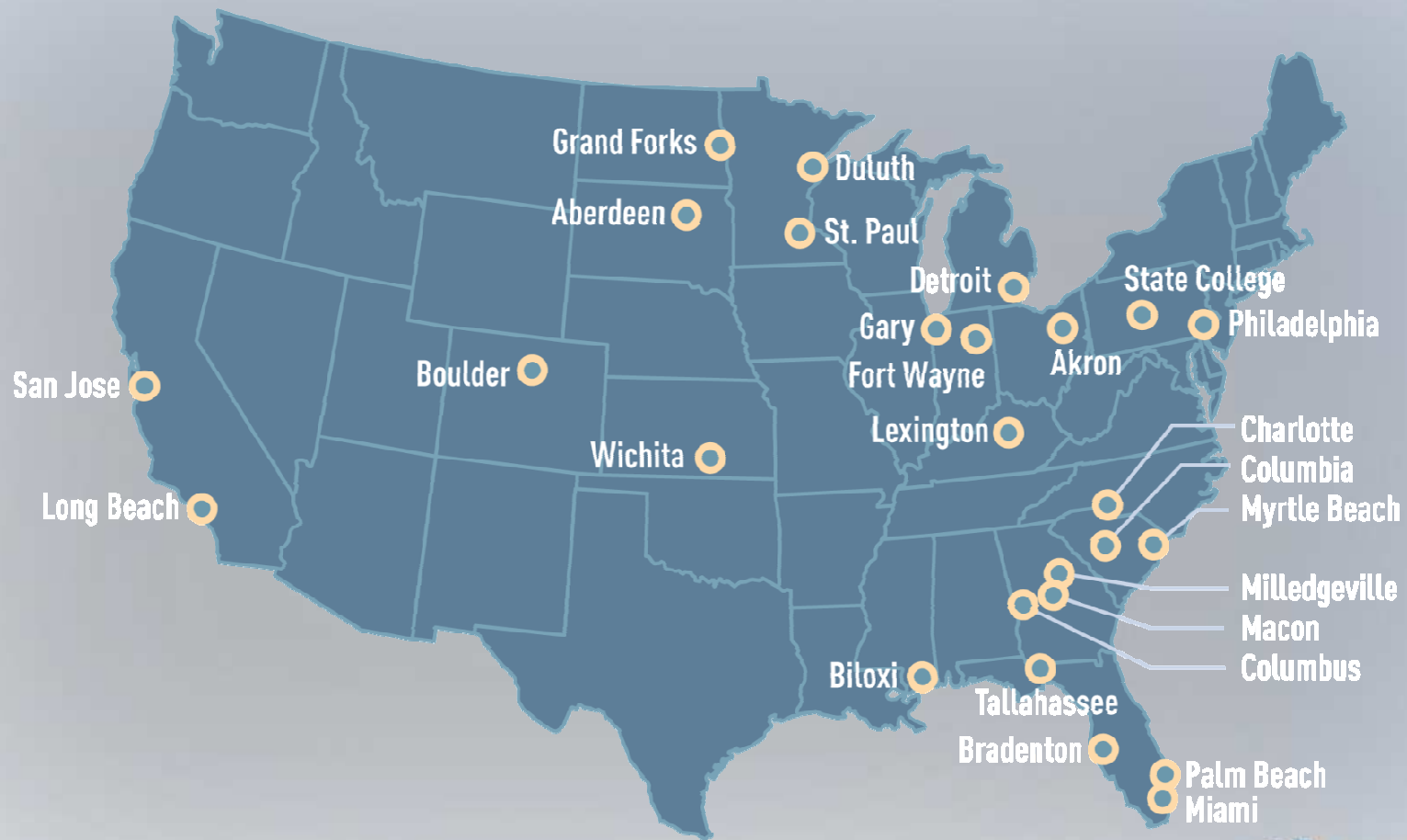


**Soul of the Community 2010:
Fort Wayne Area (MSA)
Findings and Trends**

**Dr. Katherine Loflin
Lead Consultant, Soul of the Community**

**katherine.loflin@mac.com
Twitter: @katherineloflin**

Communities Studied



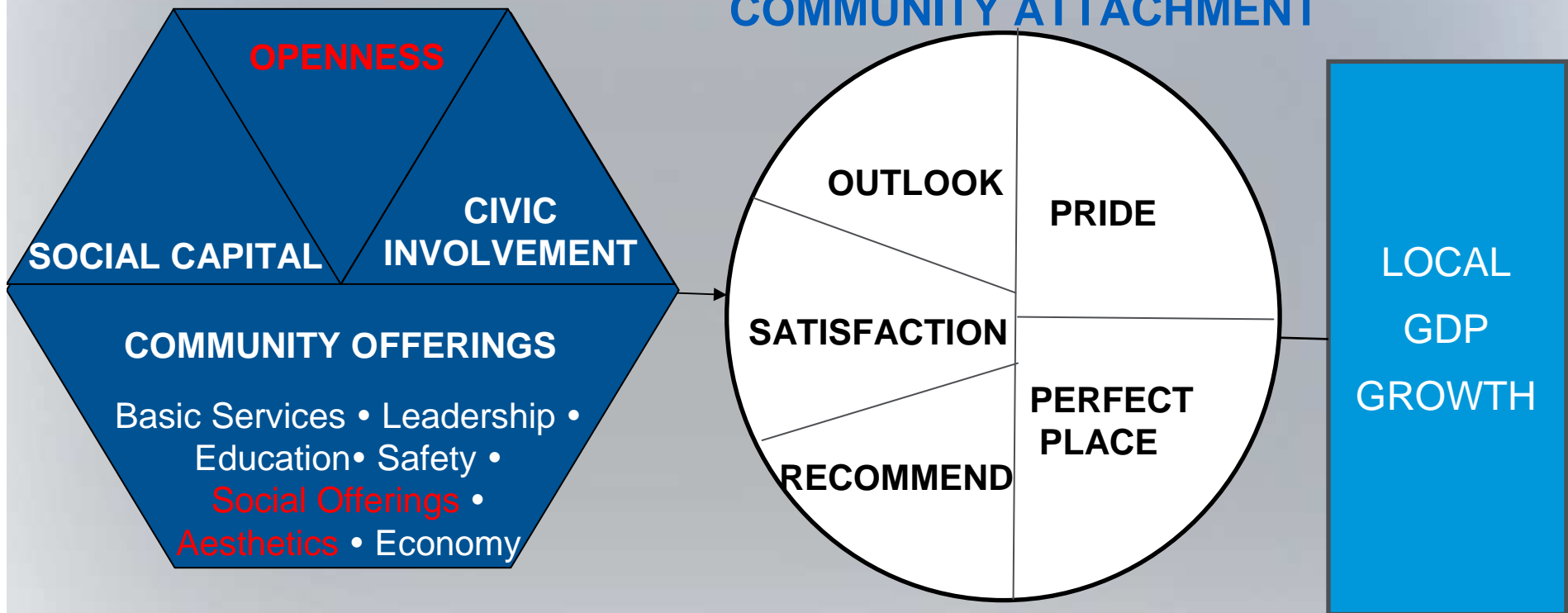
KNIGHT

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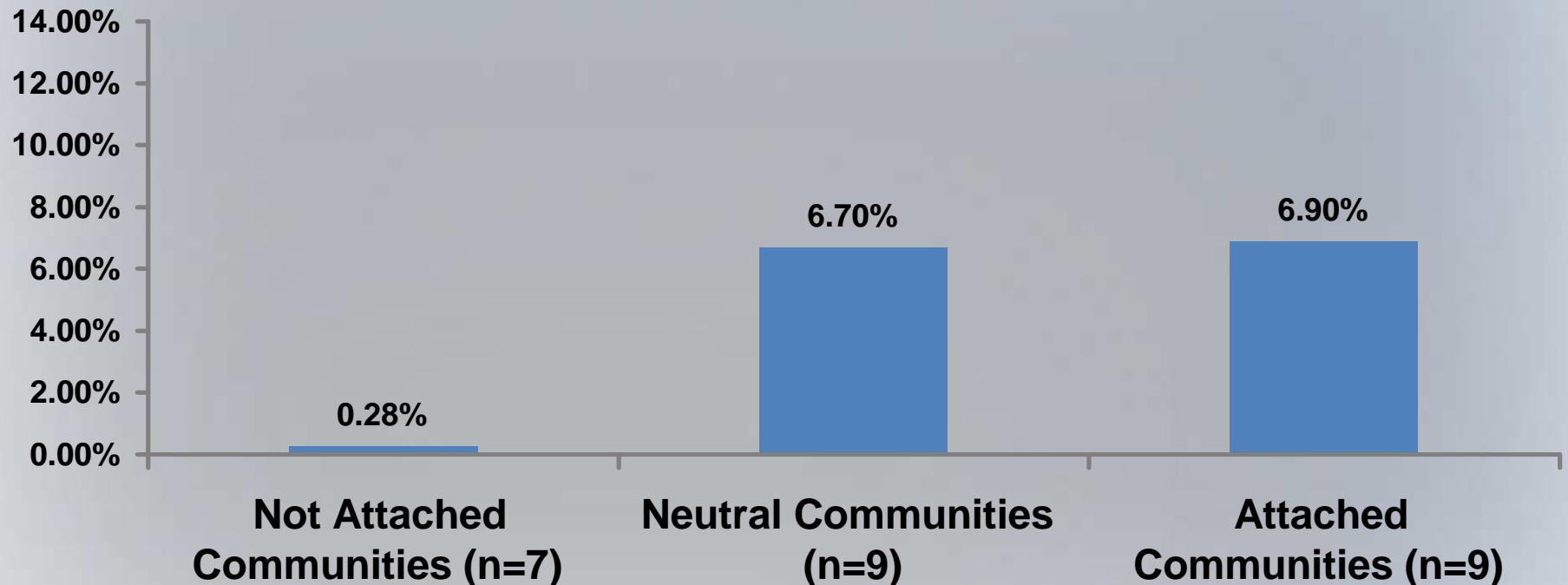
Community Attachment Model



Attachment to Place Matters in Knight Communities--2010

Local GDP Growth by Levels of Community Attachment

% Local GDP Growth (06-09)



Correlation of Attachment and Local GDP Growth

2008 = .337

2009 = .431

2010 = .411

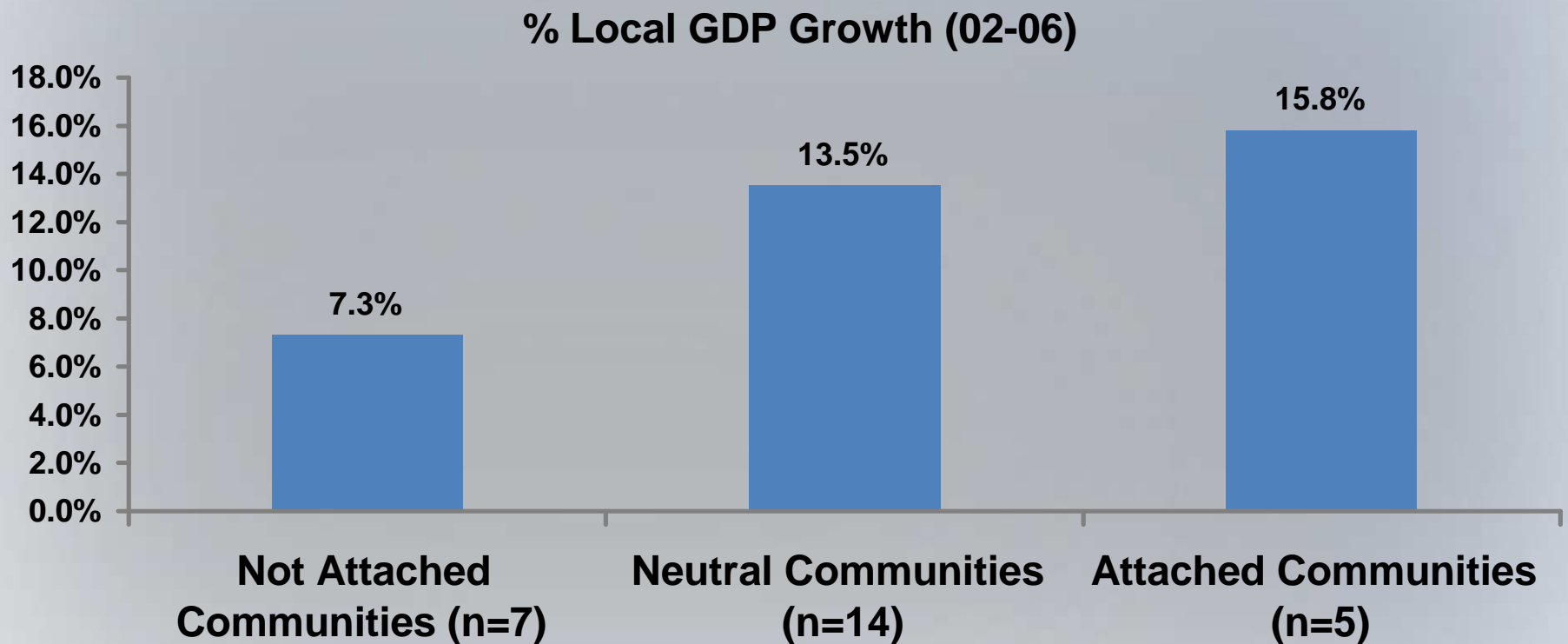
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Attachment to Place Matters in Knight Communities--2009

Local GDP Growth by Levels of Community Attachment





Young Talent



Community Outlook

HALFTIME SCORE
KATRINA 1
BEAUVOIR 0
BUT THE GAME IS NOT OVER

Vexo

Stuck in Place



Photo: Digitstl Photographix on Flickr

Fort Wayne, IN (MSA)



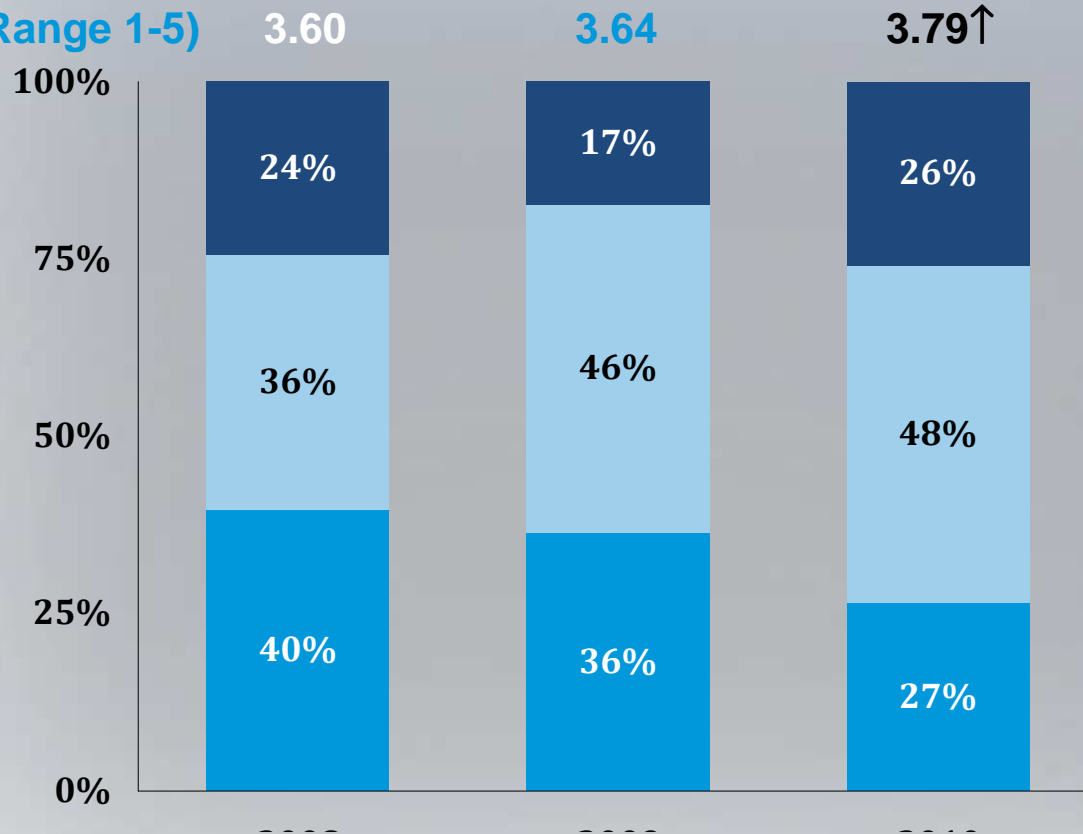
Photo: Northeast Indiana on Flickr

Survey Methodology

- **U.S. Census geography of the Fort Wayne Metropolitan Statistical Area (MSA)**
 - **Allen, Wells, Whitley Counties**
- **Random-Digit-Dial, 15-minute telephone interview with 400 adult residents 18 and older (1200 over 3 yrs)**
- **Interviewing dates May 27 through August 31, 2010**
- **Data were weighted in each community to reflect U.S. adult population by age, gender, race, and ethnicity.**

Overall Attachment in Fort Wayne Area (MSA)

CA Mean:
(Range 1-5)



Attached

Highly loyal and connected to the community
(CA Mean 4.50+)

Neutral

Lack full loyalty and passion but see some positive aspects of community
(CA Mean 3.50-4.49)

Not Attached

Unhappy with the community, its services and offerings, and likely to leave if they can
(CA Mean <3.50)

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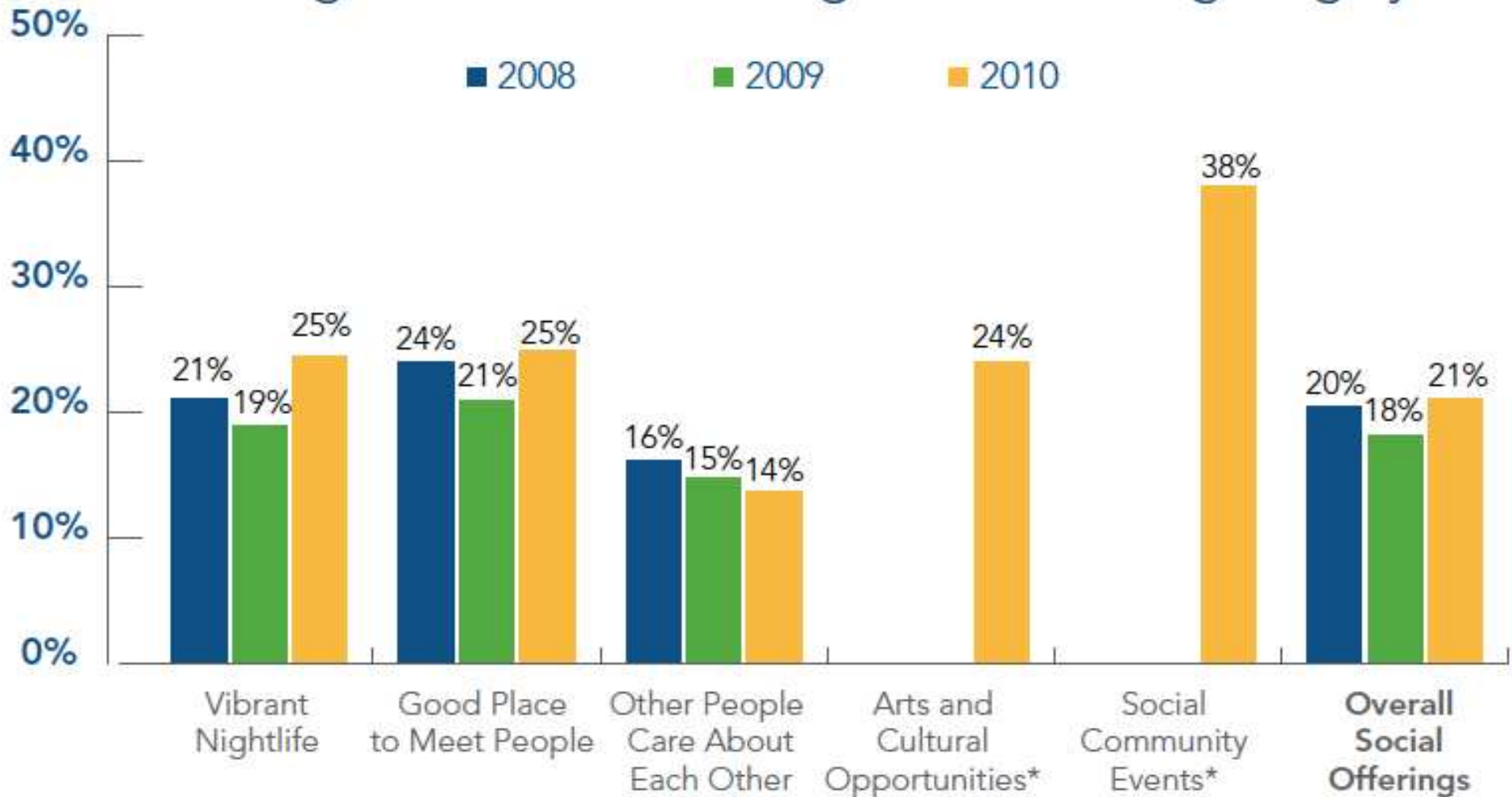


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Social Offerings

Fort Wayne (MSA)

Percentage of Residents Rating Social Offerings Highly

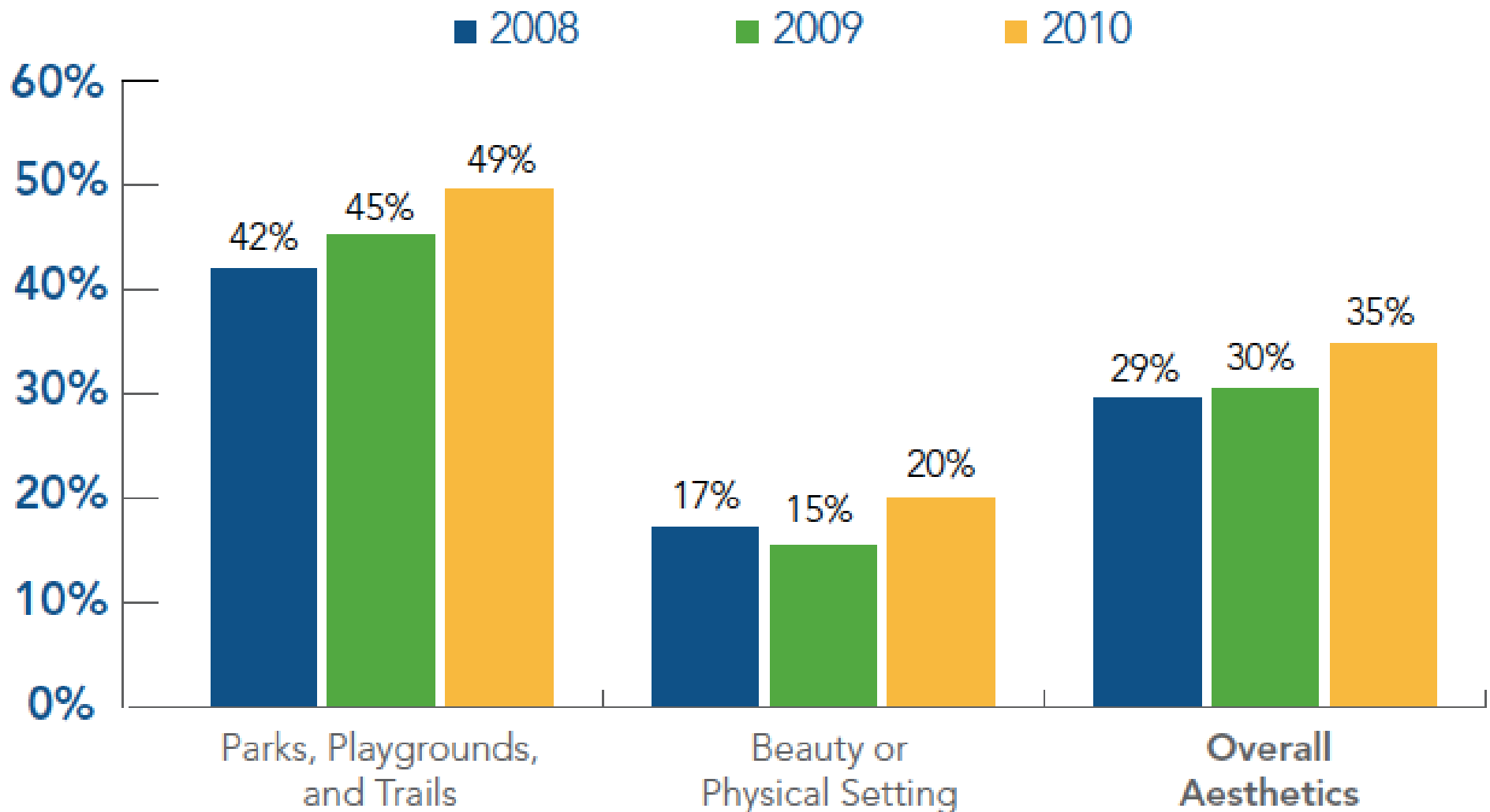


*New in 2010. Not included in domain score to allow trending.

Aesthetics*

Fort Wayne (MSA)

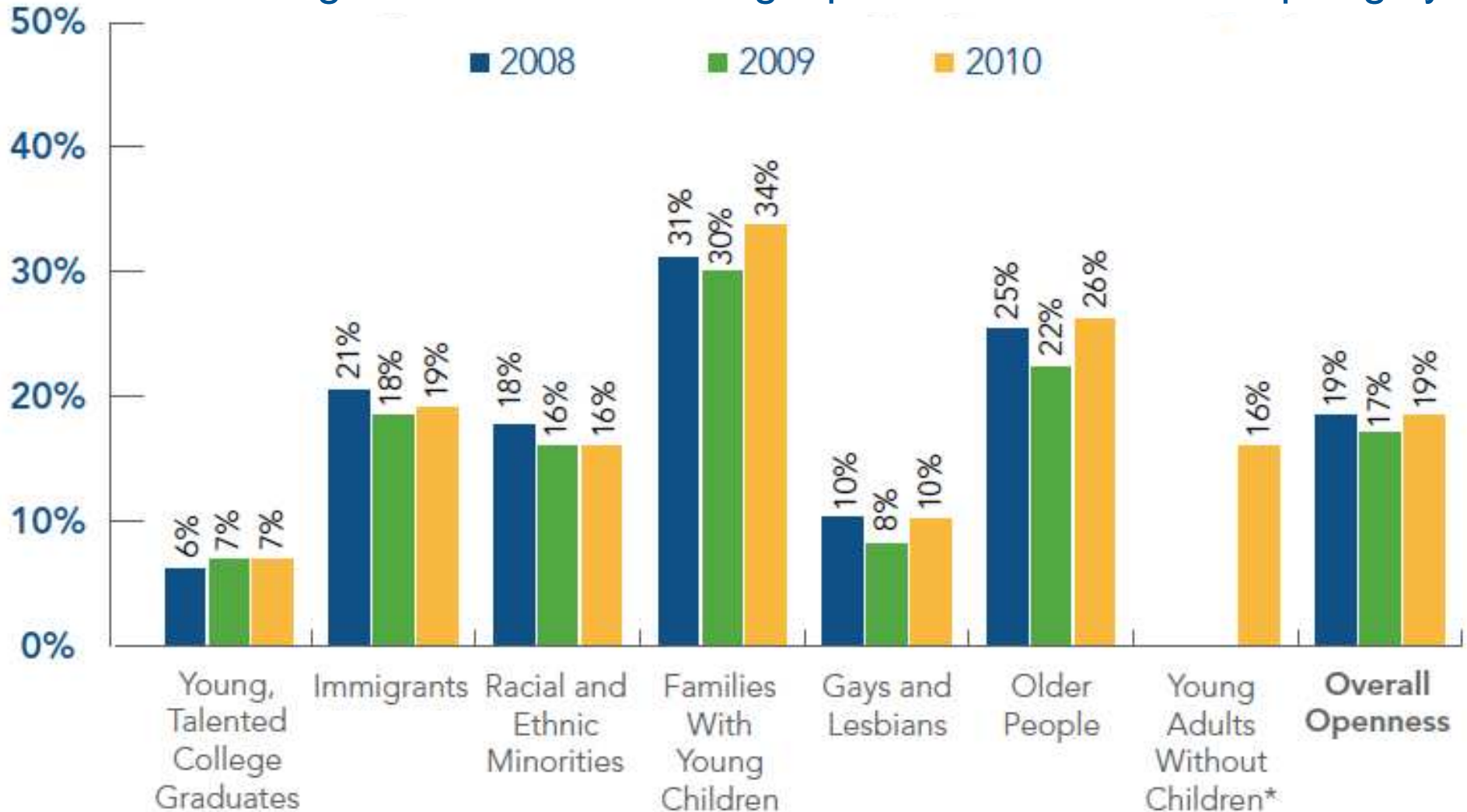
Percentage of Residents Rating Aesthetics Highly



Openness

Fort Wayne (MSA)

Percentage of Residents Rating Openness to Each Group Highly

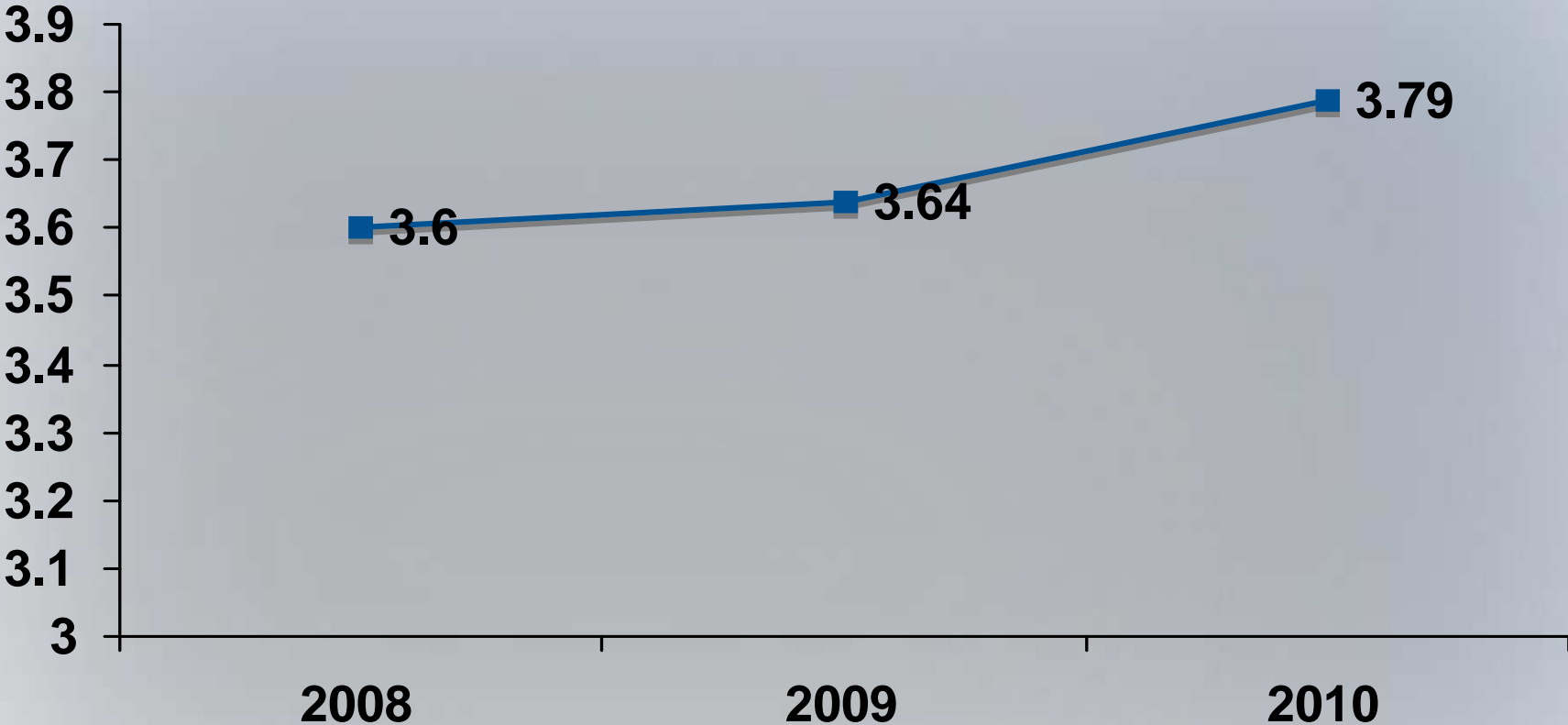


*New in 2010. Not included in domain score to allow trending.

Strengths-Opportunity Map Fort Wayne (MSA)

QuickTime™ and a
decompressor
are needed to see this picture.

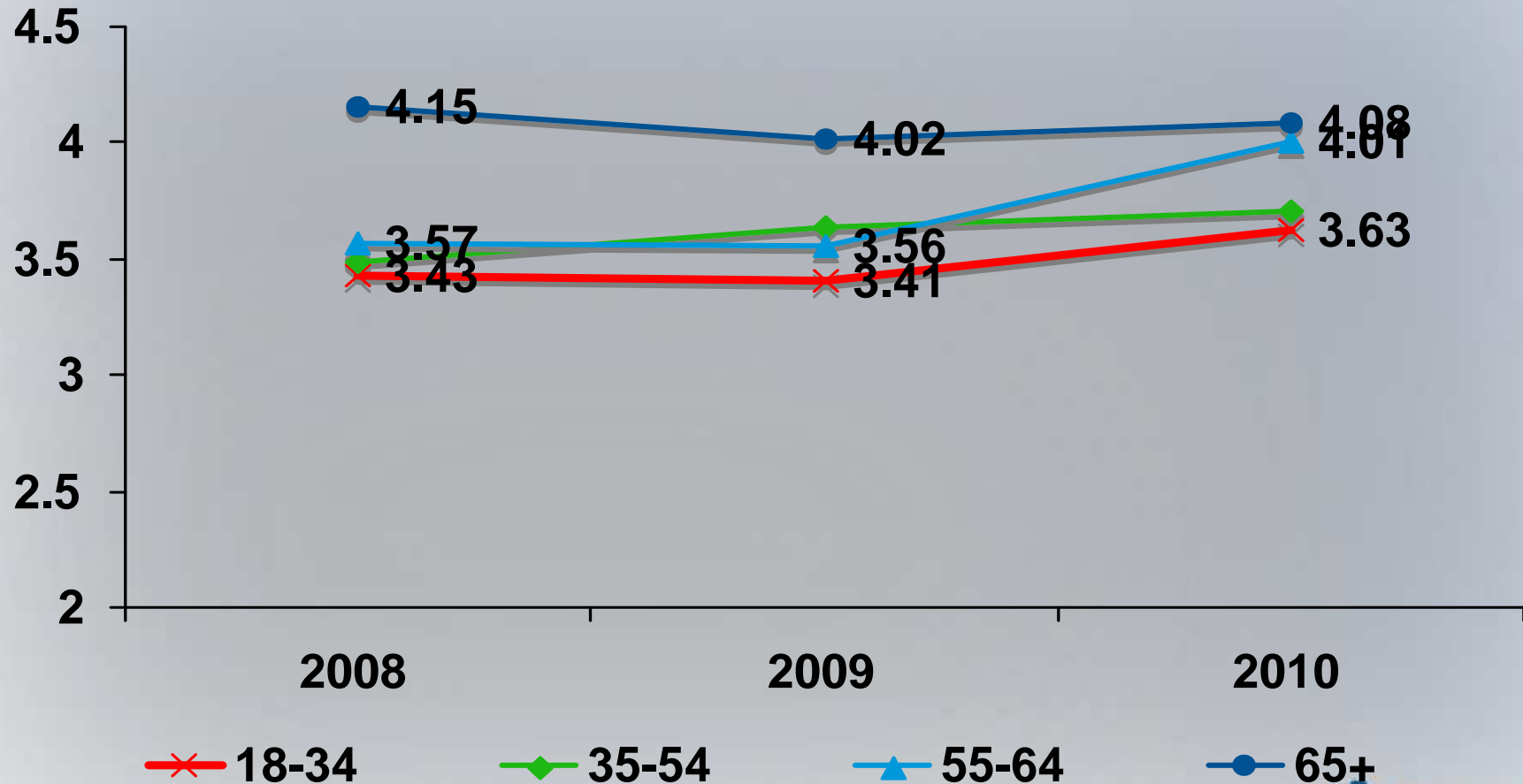
Fort Wayne Area Attachment Over Three Years



—■ Overall Attachment



Fort Wayne Attachment Over Three Years By Age



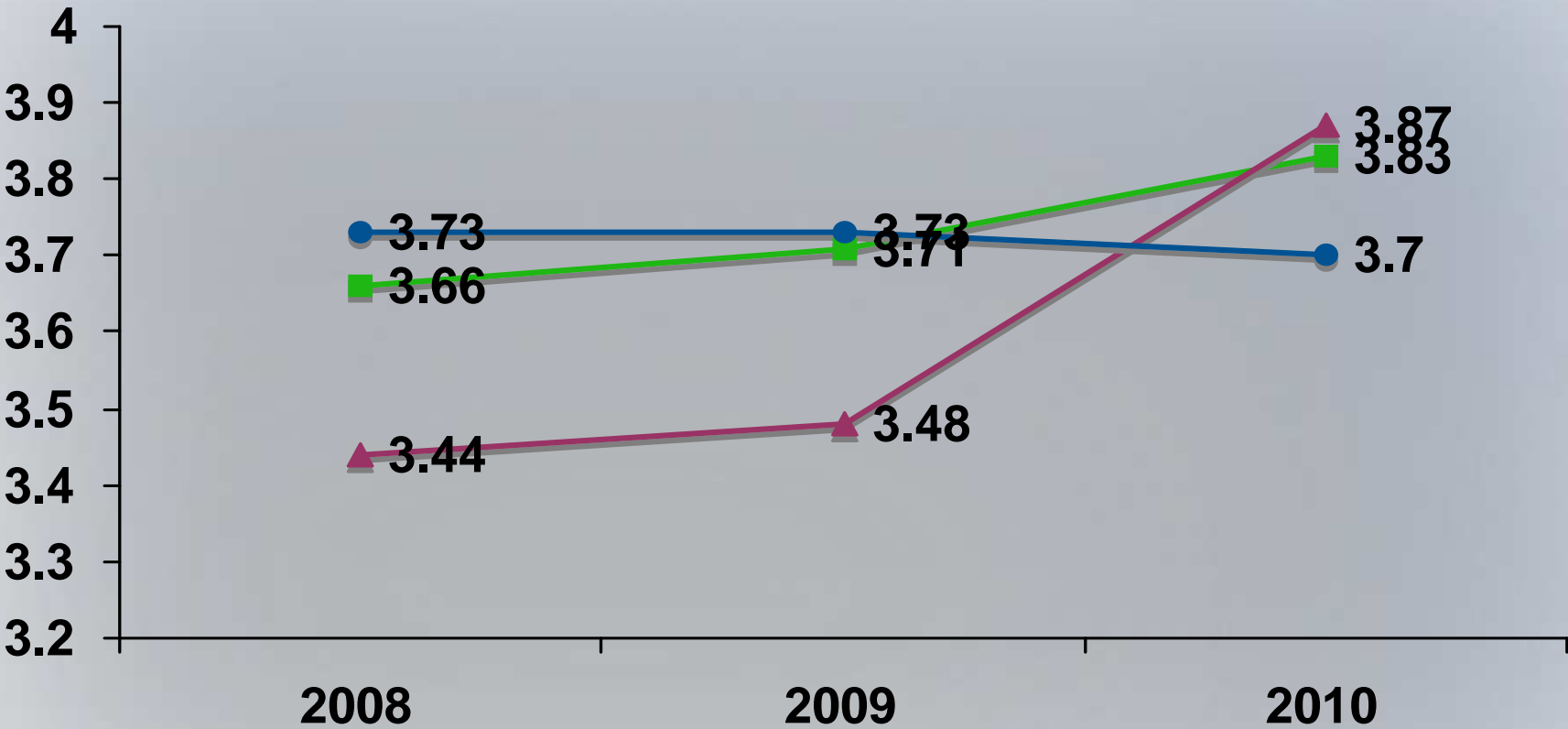
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Fort Wayne Area Attachment Over Three Years By Education Level



■ HS or less ▲ Some college ● College plus

Soul of the Community Projects

Integrate into Current Local Action

- Integrate findings into existing planning/revisioning efforts (Tallahassee, Philadelphia, Charlotte)
- Capitalize on momentums so they can be sustained (Detroit, Boulder)
- Focus on brain drain (Tallahassee, Philadelphia)
- Dispel myths with information (Bradenton)
- Change perceptions to match reality (All)
- A leadership framework for elected leaders/policy (Corpus Christi, Fort Wayne)

Soul of the Community Aligned Projects

- Realize Bradenton
(Bradenton, FL)
- Discover Fort Wayne
(Ft. Wayne, IN)
- Moving Forward Together
(Columbus, GA)
- Speak Your Peace
(Duluth, MN)



Soul of the Community Funded Projects

- **Soul of the Northwest Corridor
(Charlotte, NC)**
- **Soul of the Community Indicators Project
(Miami, FL)**

Finding the Zone



Photo: lumierefl on Flickr



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For more information: www.soulofthecommunity.org

**Join the conversation on Twitter via
the hashtag #SOTC**

Contact us: soul@knightfoundation.org
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