

A person wearing a red jacket and dark pants stands on a dark, pebbly beach, looking out at a vibrant rainbow that arches over the ocean. The sky is dark and cloudy, with the rainbow's colors clearly visible against the backdrop of the sea and sky. The overall mood is one of hope and resilience.

Keeping Community Together and Leveraging the New Normal

DR. KATHERINE LOFLIN

Knight Soul of the Community

**Key Place
Characteristics**

**Social
Offerings**
Aesthetics
Openness



**Resident
Attachment**

Outlook
Recommend
Perfect Place
Satisfaction
Pride

**So
What**

**Local
GDP
Growth**
**(and
more)**



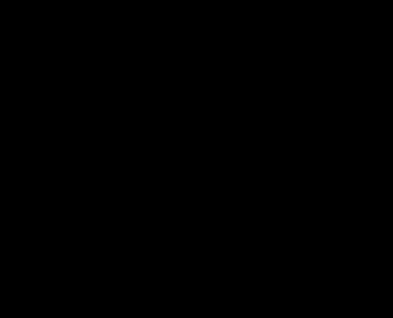
In 26 US cities, 43,000 people, 2008-2010

Keeping Community Together, While Apart

Goals:

- **Manage Isolation** (Deploy creative replacements for social offerings)
- **Maintain Connections** (Bring place to them to maintain attachment)

Porchtraits



Teacher Parades



Facebook Live Skill Share



Dover Mayor Tony Keats is shown here with a batch of cookies he made during the first segment of Cooking with the Mayor on March 31. Photo courtesy Town of Dover Facebook page



Detroit-born designer [Aaron Draplin](#) offers [a course](#) designed to "celebrate your grandma and all the weird sh*t your dad says by designing your family crest." In other words, he teaches attendees the basics of logo design.

Leveraging the New Normal for Future Re-Opening

Goals:

- **Inspire hope for the future** (Improve outlook by inspiring optimism for what's next)
- **Focus on shared identity** (Maintain pride in place)
- **Leverage the new appreciation for place** (Be ready to grow attachment)

Virtual Local Tours



Nat'l Cowboy Museum
@ncwhm

Hello, my name is Tim and I am the head of security for The Cowboy. I have been asked to take on the additional duty of social media management while the museum is closed. I'm new to this but excited. My team will also continue to protect and monitor the museum. Thanks, Tim Send



54K 5:15 PM - Mar 17, 2020



Nat'l Cowboy Museum
@ncwhm

Twitter tips, please

14.8K 10:47 AM - Mar 18, 2020

1,219 people are talking about this



Nat'l Cowboy Museum
@ncwhm

Sorry, thought I was Googling that. Thanks, Tim

17.8K 10:55 AM - Mar 18, 2020

1,051 people are talking about this



Nat'l Cowboy Museum
@ncwhm

Thanks for all the tips, Friends. Realize I have been doing the hashtags wrong. I need to use that pound sign from the phone. I'm learning! Here's his costume from True Grit from 1969 courtesy of John Wayne Enterprises.

#HashtagJohnWayne Thanks, Tim



19K 2:16 PM - Mar 19, 2020



Nat'l Cowboy Museum
@ncwhm

Here's a sculpture by Frederic Remington called The Bronco Buster cast in 1918. What do you guys think of it? Seth in marketing told me that asking questions on the social media is good for "engagement." Let's get engaged! LOL! Thanks, Tim I'm very happily married to Tina though



17.9K 11:31 AM - Mar 20, 2020



Nat'l Cowboy Museum
@ncwhm

Someone suggested I post a Tick Tock. It's from our Warhol and The West Exhibition.

Roy Rogers Alarm Clock c 1951 from The Andy Warhol Museum, Pittsburgh; Founding Collection, Contribution The Andy Warhol Foundation for the Visual Arts Inc TC526.36 #HashtagTheCowboy Thanks, Tim



26.1K 2:08 PM - Mar 21, 2020

Today Is Living History

COVID-19 Stories



A call for submissions.

In an effort to fulfill our mission in documenting Whiting-Robertsdale history, the Whiting-Robertsdale Historical Society is inviting you to submit any photos, videos, and textual reflection that reflects life during the COVID-19 pandemic.

YOU ARE LIVING THROUGH HISTORY RIGHT NOW

TAKE A MOMENT TO FILL IN THESE PAGES FOR YOUR FUTURE SELF TO LOOK BACK ON. AND HERE ARE SOME OTHER IDEAS OF THINGS TO INCLUDE:

- | | |
|--|---|
| <input type="checkbox"/> SOME PHOTOS FROM THIS TIME | <input type="checkbox"/> ANY ART WORK YOU CREATED |
| <input type="checkbox"/> A JOURNAL OF YOUR DAYS | <input type="checkbox"/> FAMILY / PET PICTURES |
| <input type="checkbox"/> LOCAL NEWSPAPER PAGES OR CLIPPING | <input type="checkbox"/> SPECIAL MEMORIES |

Tomorrow We Tell Our Story

Hello Fellow Residents,

While you are home and looking for ways to spend the time, we want you to write a scene about an important moment in the life of our town and submit it to us!

It might be included in our 150th anniversary official production!

There is plenty of information online about our town's history up to current day. You also may be sitting on an untold story of our town. So check attics, family bibles, yearbooks and photographs for those stories yearning to be told.

HELP WRITE THE STORY OF CARY!

In celebration of Cary's 150th
Birthday in 2021

WE [ALL] LOVE CARY

A crown jewel of the celebration of Cary's 150th birthday in 2021 will be an original play telling the story of Cary that will be performed at the Cary Arts Center. But we know that you love Cary like we do, so let's tell the story together!



AN INNOVATION IN TELLING THE STORY OF A PLACE ON STAGE



The idea is simple: we are crowd-sourcing telling the story of Cary onstage. We want you, our residents, to contribute scenes for possible inclusion in the play. The process can cover any historical event up to modern times that in some way helped define the Cary we have today. Your scenes might be story arcs, books, family scenes, or create a historically-based scene.

WE WORK WITH YOU

Be creative! We want to tell the history of our town all the way to today in an engaging, memorable way. We also want the actual stories that many may not know.

If your scene is chosen for the play, our experienced production team and playwrights will work with you in refining the scene for time and flow in the larger storyline. You will be credited in the production as the scene creator.



WE SHINE TOGETHER



Cary is consistently rated as one of the best places to live. Throughout its history, it's been the people that make it shine. In that tradition, we want to tell the story of the people we hold in the people in this truly innovative approach where we shine together.