

WHAT IS OUR CIVIC IDENTITY?

What makes Loomis special? *If your in-laws were visiting, where would you take them in Loomis?*

What entices people to move to Loomis?

Is Loomis' heyday in the past, the present, or the future?



IT'S TIME TO UPDATE THE LOOMIS GENERAL PLAN



Michele Reeves from Civilis Consultants is returning to help us kick off our general plan update! She's

bringing a fun (she promises), thought provoking program to quantify our Town's story today. And, we'll also use the framework to build a narrative of what we want our story to be in the future. This story, constructed from our own words, will help define the values that will guide our general plan update.

WE NEED YOUR VISION!

CIVIC IDENTITY FRAMEWORK

- **Characterization:** A place's physical story is always on. What are your houses, roads, buildings, streetlights, parks, and windows representing to the world?
- **Objective:** What is Loomis passionate about, what motivates you as a community, why would someone connect with your town? Motivation should absolutely inform a range of city activities, from planning, to economic development, to branding.
- **Relationship:** You can tell a lot about a place based on who does, and who doesn't relate to it. Relationship helps us identify ways to serve existing markets and expand to new ones.
- **Environment:** Location, location, location. Context informs all aspects of a story, but in the case of a town, you can't change your context! So, how do you leverage it?

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