

# To Grow Declining Cities, Sell Neighborhoods

Many of our older cities now have just half the residents they once had.

When they lose jobs or tax base or when their downtowns lose sales, smart cities market themselves to businesses, shoppers, or tourists. **But when cities lose residents, they paradoxically almost never market themselves to home buyers.**

Yet residents are critical to a city's economic health.

## No One Lives in a City

A fact cities frequently overlook is that no one lives in a city. But plenty of people live in their neighborhoods. And neighborhoods are products in the marketplace that have competitors and have to be **sold**.

Cities lost residents because suburban home builders were successful in selling not cities but new neighborhoods.

That success, says community marketing specialist John Gann, is a model cities should learn from. Because cities' neighborhoods can sell even when their cities don't.

## Cities Should Sell Villages

Cities need to sell themselves, John urged in *Selling City Living*, as places to live. In *Cities of Villages* he says that the best way to do that may be to sell their "villages"--their neighborhoods.

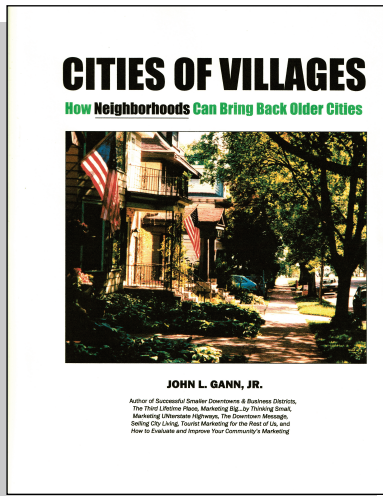
And the more they offer the benefits of suburban villages and market those benefits, the more popular they can become.

John shows how doing that takes more than just another simplistic logos-and-slogans "branding" program. It includes taking actions to make city neighborhoods more marketable.

## What You'll Know

Among the things *Cities of Villages* reviews are:

\* 11 reasons why neighborhoods--often shortchanged in cities' revitalization--are important: p. 5



- \* Why "branding" a neighborhood is not enough: p. 7
- \* Why city neighborhoods need "Got milk?" advertising: p. 22
- \* What most cities don't understand about what makes logos work: p. 26
- \* Why the best slogan for a neighborhood may be **no** slogan: p. 25
- \* How depopulated neighborhoods can "buy" residents: p. 34
- \* Why sidewalks don't make a neighborhood walkable: p. 23
- \* Why city parking lots should not be only downtown: p. 13
- \* Selling urban neighborhoods with magazines: p. 35.

In short, it's a must-read title for the learners and leaders that today's older cities need.

## What They Say About John

"I can't remember ever thinking 'Hey, this guy really knows what he's talking about' until this." *Ron Simoncini, President, Axiom Communications, Secaucus, NJ*

"Gann draws from his extensive professional experience and provides straightforward advice...he confronts and contradicts conventional wisdom, providing a unique perspective...this is certainly the definitive resource..." *Dr. Michael John Dougherty, West Virginia University*

"A Cadillac in marketing expertise."  
*Dale Adams, President, Village of Rockton, IL*

John L. Gann., Jr. ([citykid@uwalumni.com](mailto:citykid@uwalumni.com)), President of Gann Associates, was born and raised in an older city neighborhood.

He has written nine how-to manuals on how communities can market themselves for economic growth.

His *How to Evaluate and Improve Your Community's Marketing* published by the International City/County Management Association has been called the most "thorough and understandable dissertation on how to plan and put together an effective marketing campaign for an economic development organization."



*John gets specific. He uniquely suggests on page 33 here and on pages 6, 23, and 30 how older cities can be persuasively marketed with print advertising.*

Faxo: (866) 61-HORAM

**Yes**, send \_\_\_ copies of *Cities of Villages* (softcover, 40 pages, 21,000 words). I enclose \$39.75 + \$4.75 S&H per copy print or \$29.75 PDF, both + 8.25 % sales tax (IL orders).

Name \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City/State/ZIP \_\_\_\_\_

E-mail \_\_\_\_\_

(Required for electronic version)

Phone \_\_\_\_\_