

# Some say the U.S. college town is the next Detroit. This guy says it could instead be the next Florida.

Jobs, sales, and tax revenues in college towns have depended heavily on campus teaching and research. That's made them prosperous in good times or bad.

But higher education is changing to respond to challenges of high tuition costs, five-figure student loan debts, automation and offshoring of college graduates' jobs, and criticism even from within the campus.

And these changes may adversely affect the economies of college towns.

Multiple observers now even see a parallel between the unhappy fate of Midwestern auto plant towns and college communities. College towns, they warn, could be the next Detroit.

## More Important Than Knowledge

Such warnings may be overblown. But to maintain and grow their prosperity in the 21<sup>st</sup> century, says consultant John L. Gann in CarpeHoram's *The Third Lifetime Place*, college towns still do well to diversify economically.

And they have, he says, a unique and powerful but as yet underutilized economic asset that can help them do that.

But it's *not* the now overbuilt university research parks. It's instead the special character and resources found in even the smallest college town and the strong emotional connection the town has with thousands of alumni.

While academia assumes its prime economic asset is **knowledge**, marketing experience shows that an even more powerful economic asset is **feelings**.

Economically booming Florida, John points out, is today a favored place to live in both working and retirement years because it became a **Third Lifetime Place** (TLP) in millions of lives.

But with the unprecedented embrace of higher education by the Baby Boomers and later generations, the college town can replace the vacation venue as tomorrow's TLP.

New economic roles as A Place for Sports, A Place to Meet, A Place to Heal, and A Place to Vacation can in time make college towns A Place to Live and A Place to Retire.

## Overlooked Economic Value

In the pages of *The Third Lifetime Place: A New Economic Opportunity for College Towns*, you'll find unconventional wisdom that looks beyond college towns' past to what could be an even better future.

But you won't find a tedious or wordy account characteristic of so much academic writing. John, with a degree from the University of Chicago and a master's in city planning, had an Extension appointment at Cornell and has lived in and visited several college towns. But he is a non-theoretical practitioner who delivers useful information in a user-friendly format.

John has done consulting, writing, and training in marketing places for economic development. His *How to Evaluate (and Improve) Your Community's Marketing* was published by the International City/County Management Association

John is most fascinated with finding overlooked economic value in communities that can grow sales, jobs, and tax revenues. His *Marketing UNterstate Highways: Bringing Out-of-Town Dollars to Non-Destination Small Towns*, for example, shows how bypassed towns and their businesses can be boosted economically by better using our older roads.

And now John sees new opportunities that can make prosperous college communities even more successful.

## Who Can Use This Information

- University neighborhoods in big cities
- College town businesses
- Realtors and home builders
- College administrations
- University community relations offices
- College town chambers of commerce
- Retirement community developers
- Citizen community leaders
- Economic development organizations
- Alumni associations
- Municipal and county officials
- College town property owners
- Student organizations
- College town visitors bureaus

CarpeHoram ("Seize the Hour") means a time-saving, user-friendly, and "greener" alternative to the book. With a tighter edit and less useless white space, it's a leaner read. Improved page formatting makes reading and scanning easier, with each page equivalent to about 3 book pages.

## New Things You'll Know

A dozen ways college towns may be vulnerable economically: pp. 6-21.

Why some see higher ed as a "bubble" like the sub-prime mortgage mess: p. 6.

Why college towns have been called "the best bargain in U.S. real estate": p. 36.

An academic study finds universities a fiscal drain on communities: p. 7.

The economically potent emotional associations with college towns: pp. 26-27.

How 3 university towns flunked Marketing 101 in their quest for business: p. 66.

Nineteen ways college towns can be great places to live: pp. 30-37.

How the daily college town retirement experience can be more life-sustaining: p. 40.

Seven marketing mistakes colleges make that college towns should avoid: pp. 64-65.

Why marketing is not logos, cute slogans, "creativity," or big media buys: p. 69.

What makes marketing a college town a lot harder than marketing a college: p. 63.

## What They Say

**"The best analysis of the economic development prospects for college towns that I've seen."**

Gerard Badler, Managing Director  
Campus Continuum

**"A terrific guide for college towns on how to become a retirement center and why that is of great economic benefit."**

Dr. Thomas Kepple, President  
Juniata College

**Yes**, send me \_\_\_\_\_ copies of *The Third Lifetime Place* (8 1/2 x 11 paperback, 74 pages, 62,000 words) at \$77.95 + \$4.95 S&H for each copy (print edition) or \$67.95 for PDF sent to my computer. IL customers add 8 1/4% sales tax.

Fax to (866) 61-HORAM.

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