

# Can College Towns Do Even Better as Univer-Cities?

## THE THIRD LIFETIME PLACE

A New Economic Opportunity for College Towns

JOHN L. GANN, JR.



Or don't they *need* to do better?

College towns have, after all, prospered in good times and bad for 50 years. If they ain't broke, why fix them?

But things are changing for higher education. And while colleges receive a lot of attention, college towns do not.

A local economy dependent on a single employer—especially one that's tax-exempt—can be vulnerable. As can an institution like a university dependent for income on a single service for a single age group.

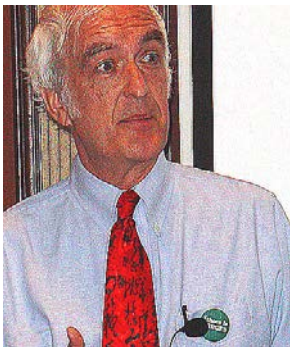
But as community marketing consultant and trainer John L. Gann, Jr., shows in a unique publication, some college towns are beginning to understand that in addition to A Place to Learn they can also be A Place to Meet, A Place to Heal, A Place for Sports and Entertainment, and even A Place to Vacation.

And that can be the key to benefitting from college towns' most important economic asset: their *emotional equity* with thousands of Baby Boom and other alumni as their *Third Lifetime Place*.

That in turn can develop the most compatible and most important secondary economic function as A Place to Live during either working or retirement years for those who are neither faculty nor students. That can make academic ghettos into economically diversified Univer-Cities by fully taking advantage of the special environments colleges have created.

*The Third Lifetime Place: A New Economic Opportunity for College Towns* uniquely shows how compatible diversification can financially benefit college town residents, businesses, property owners, city governments, students, and the college itself.

## And Can They Possibly Learn How From...an Outsider?



There's been only *one* book on college towns—unsurprisingly by an academician—and *none* on college town economic development. But economic development marketing consultant and trainer John L. Gann likes to look beyond conventional wisdom and find overlooked economic value in communities to grow sales, jobs, and tax revenues. And with his objective view as an outsider, he now sees outside-the-academic-box opportunities to solve a dozen economic challenges he finds college towns must face up to.

Not that he hasn't paid his dues in academia. With a degree from the University of Chicago and a master's in city planning, he had an Extension appointment in community development at Cornell University and has lived in and visited multiple college towns. His *How to Evaluate (and Improve) Your Community's Marketing* was published by the International City/County Management Association. His consulting and speaking engagements have taken him from Boxborough, MA, to Cedar Rapids, IA. Before becoming a consultant, he was a small city planning director and Director of Local Services at the Northeastern Illinois Planning Commission in Chicago. He may be reached at (800) 762-GANN or citykid@uwalumni.com.

*The Third Lifetime Place: A New Economic Opportunity for College Towns.* 8 ½ x 11 paperback, 73 pages, 60,000 words. Order from CarpeHorum, (866) 61-HORAM voice/fax, \$77.95 + 4.95 S/H print, \$67.95 digital PDF.

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