

THE CIVIC PRIDE WORKSHOP

PURPOSE

The workshop provides residents with an understanding of how changes to the condition of our cities has lead to a loss of civic pride and the rise of apathy. Furthermore, how we can go about combatting apathy by cultivating pride in our communities.



AGENDA

8:30am - 9am	Introductions
9am - 10am	Presentation
10am - 11am	Discussion
11am - 12pm	Group Activity
12pm	Get to Work!

AUDIENCE

The Civic Pride Workshop was designed with the entire community in mind. The success of the workshop is dependent on local participation and engagement. Attendees should include elected officials, property owners, business owners, community organizations and residents.

BACKGROUND

The towns we call home shape every aspect of our life. The places we live, dictate our social, mental and physical well-being. Over time, we become the places we inhabit. Proud cities produce proud people. Apathetic cities produce apathetic residents, who rarely get engaged, speak poorly of their community and care little about its future. This is not a result of people changing, but the effect of our places changing. We have created communities devoid of all the things that once made people proud and the results have been devastating. Pride is not a scarce resource and fortunately for struggling cities, it can be cultivated endlessly.



REVITALIZE, or DIE.

THE CIVIC PRIDE WORKSHOP



SPEAKER

Jeff Siegler is civic pride consultant, the founder of Revitalize, or Die, and a founding partner of Proud Places. He has assisted hundreds of communities in their fight against apathy. As an outspoken advocate on the power of place, Jeff helps struggling communities become hometowns, people can be proud of again.

What Jeff lacks in patience and eloquence, he makes up for in passion and honesty. He believes revitalizing communities is the most important work we can do. Cultivating civic pride has the power to transform people's lives by fostering a stronger sense of community and giving people meaning in their place. Jeff has dedicated himself to killing apathy- one town at a time.

Jeff lives in Pittsburgh with his loving wife Amber and their four, occasionally obedient, children.

OUTCOME

Unlike other workshops, this isn't just about listening, but doing. There is no pride without accomplishment, and attendees will have the opportunity to make an impact in their community during the day. By understanding how pride & apathy operate, coupled with action, residents will realize true transformation is within reach.



REVITALIZE, or DIE.