

Grow Decatur May, 2015 General Strategy Session Results
Success Factor Priority Voting
June 3, 2015

Success Factors

In each meeting, we asked participants to identify Success Factors that would be valuable and necessary for our community to move forward – what do we need to do or have to realize Decatur’s potential? Some of these Success Factors were discussed by the group; others were recorded in writing and turned in for compilation. The discussed Factors were “voted on” by the group, to identify the ones that the group found had a higher priority or were most important or valuable. (Participants could each vote for 3 items.)

Here is the list of priority items, with their voting tallies. As an example, “14/43 = 33%” means that 14 of the 43 people in that meeting, or 33%, voted for this item. Items are listed in order of the percentage of the meeting participants that voted for the item. This information was not further condensed to combine similar items...

- 31/56 = 55% - Keeping young people here -
- 17/40 = 43% – Housing – this looks like a crime-ridden city –
- 23/56 = 41% - Jobs -
- 17/43 = 40% - Ag/food/Pharma/Healthcare - Research hub -
- 14/43 = 33% - Downtown nightlife -
- 14/43 = 33% - Create a positive experience for visitors -
- 17/56 = 30% - Lake as a recreation venue -
- 12/43 = 28% - "Start" support - make it easy -
- 10/40 = 25% – Skilled workforce – broader scope –
- 10/40 = 25% – Develop Macon County as a technology hub ala Silicon Valley –
- 9/40 = 23% – A better mix of Economic Diversity from labor to executive level, cross industry – focus on mid-sized businesses –
- 10/43 = 23% - Revitalization of inner city -
- 12/56 = 21% - Midwest Inland Port -
- 12/56 = 21% - Focus on future jobs - career pathways, alternative to college -
- 9/43 = 21% - Authentic relationship with kids & adults (mentoring) -
- 8/40 = 20% – Tourist attractions that draw visitors to Decatur from CHI/STL/IND. Chicago Bears Museum, etc. –
- 8/40 = 20% – Better understanding among various groups in community to allow partnering –
- 8/43 = 19% - Passenger rail -
- 6/40 = 15% – Strategy to get people to come back after going away to school –
- 8/56 = 14% - Visionary leadership - government, not for profit, businesses -
- 5/40 = 13% – Arts, Culture, Theater –
- 7/56 = 13% - Housing for young professionals -
- 7/56 = 13% - Educate our citizens to overcome negative self-image -
- 5/43 = 12% - More fast casual & healthy food options -

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- 5/43 = 12% - Fill open positions -
- 5/43 = 12% - Downtown hotel -
- 6/56 = 11% - Involvement from African-American Community -
- 4/40 = 10% – Sell the positives of our community, especially our education system –
- 4/40 = 10% – Champion small businesses –
- 5/56 = 9% - Refurbish housing program -
- 5/56 = 9% - Lower H.S. dropout rate -
- 5/56 = 9% - Entertainment options after 6pm -
- 4/43 = 9% - Police relationships -
- 4/43 = 9% - Celebrate nationalities and contributions -
- 3/40 = 8% – Unique Attributes – celebrate and learn from –
- 3/40 = 8% – Resources to improve neighborhoods –
- 3/40 = 8% – Educate people about the community so they can tell positive stories –
- 3/40 = 8% – Correct stereotypes of poor, unemployed, disabled, mental health issues –
- 4/56 = 7% - Healthy habits for community -
- 4/56 = 7% - Balance between support & independence -
- 3/43 = 7% - Telling Decatur's story to government -
- 3/43 = 7% - Lake - friendly to non-boat owners (beach, volleyball, ...) -
- 3/43 = 7% - Expand retail to other parts of city -
- 2/43 = 5% - Shrink governments into one (IN model) -
- 2/43 = 5% - Reclaim deteriorating neighborhoods -
- 2/43 = 5% - Involve more in attending and contributing to events -
- 2/43 = 5% - Change laws that foster dependence -
- 2/40 = 5% – Eliminate issues of drugs prohibiting people from getting a job –
- 2/40 = 5% – Compassion plan –
- 2/40 = 5% – Build on successful family activities (Zoo, Childrens museum) –
- 3/56 = 5% - Retail options -
- 3/56 = 5% - Promote compassion of community -
- 2/56 = 4% - Seek and use info from returning Decaturites -
- 1/40 = 3% –Financial Literacy in junior high, high school, post-education –
- 1/40 = 3% – Non-resident property owners, esp. commercial – buildings deteriorating –
- 1/40 = 3% – Learn from our successes. Do that some more! –
- 1/40 = 3% – Improve options to Age in Place – housing, transportation –
- 1/40 = 3% – Community attitude is a unique attribute –
- 1/40 = 3% – Change perceptions of the crime rate –
- 1/43 = 2% - Loud & Proud! -
- 1/43 = 2% - Harvest tax base from connecting communities - annex -
- 1/43 = 2% - Everyone learns how to work -
- 1/43 = 2% - 80% voter turnout -
- 1/56 = 2% - Support for homeless -

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1/56 - 2% - Promote unique attributes of community -

1/56 - 2% - Promote crime stats reality -

1/56 - 2% - Promote as a retirement community -

1/56 - 2% - Anti-littering campaign in schools -