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Photo by Cheryl Crowell

## **Asset Mapping as a Tool in Economic Development and Community Revitalization: A Case Study of New Richmond, Ohio.**

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## **Abstract**

Asset Mapping utilizes the concepts of physical capital, human capital, and social capital, as a holistic way of evaluation for revitalization and economic development. Challenges exist within most communities and focusing on only one aspect of development and/or revitalization separate from the others is not beneficial in the long run for sustainable planning and more often than not causes a disconnection between residents, organizations, and local/regional institutions. Asset Mapping encourages cooperation between the components of a community that make it work, or not, and examines the structures of process. A capacity building initiative, Asset Mapping focuses on positive resources instead of needs and problems, encouraging momentum towards net-working that can build a strong foundation connecting social and institutional dichotomy. Asset Mapping makes it easier to deal with community negatives by identifying and accentuating the positive resources which can be utilized efficiently and directly to resolve challenges and issues.





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## **1. Introduction**

Many community planning organizations such as economic and community development corporations, real estate development, chambers of commerce, institutions and social organizations look at areas they are engaging in only one aspect or another and rarely combine methods. Economic organizations look at mainly the economic condition, real estate development looks at natural and physical built space, institutions and formal social organizations look at need, while the informal organizations of these communities generally work their own grass root plans for the common good of the community. Seldom do communities undergo development or revitalization in a totally comprehensive manner where assets are “identified, leveraged and managed” (Arefi 2006) for more sustainable economics. More often than not, it seems that communities look first to what is wrong and attempt to right those aspects, while other community organizations work separately duplicating the same objectives. This duplication causes both overlaps and gaps in the structural process as assets go unrecognized and/or ignored, drawbacks remain glaringly at the forefront, and territorial boundaries are drawn.

Neighborhoods may often have many of the components necessary for strong community building and issue resolution. According to Kretzmann and McKnight (1993) a major concern with impoverished communities is lack of access to credit. While lack of funding can truly stop initiatives in their tracks, reorganization and positive creative linkages of engagement in these communities could help in their revitalization efforts. Of interest are the causes of successful projects that have substantial financial and community support that builds and maintains momentum, while other initiatives stagnate and fail. Current conventional need-based policies, the traditional top down approach, builds upon the idea that fixing the material needs of the impoverished will help them overcome their position sufficiently enough to change it, whereas more asset-based, bottom-up approach policies engage the community in defining priorities (Arefi 2004a). Fixing

conventional challenges with unconventional methods could prove to be more advantageous and sustainable in the long run rather than utilizing yet another combination of tired, yet still somewhat reliable, short term economic tools as approaches. Longer term planning based on viable community assets could prove more attractive over more tried and worn-out short term fixes that do not recognize the core of community issues.

Historically communities have approached redevelopment and revitalization with a host of conventional methods. These methods can include: 1) needs assessments, 2) evaluations of strengths and weaknesses, 3) identifying natural resources and supplies, 4) location, 5) examination of amenities, as well as others. Communities can also examine their infrastructure, economic-multipliers, and benefit-cost analyses to set guidelines and goals to create comprehensive plans and policy for governance purposes. Asset Mapping, which emphasizes community resources by utilizing the concepts of physical capital, human capital and social capital, is a more holistic way of evaluating communities when added to those components of community development mentioned above. Combined with these methods and others asset mapping can enhance and perhaps provide new avenues in matching community resources to existing challenges allowing the scope of the community analysis to develop over time and become more sensitive to subtle nuances.

Here, the concept of physical capital defines the structure of buildings, streets, street furniture, parks, and natural environmental aspects of the community. While human capital describes the economies and knowledge base that make up a community, i.e., the culture, historical heritage, banks, schools, government, and community development corporations. Social capital then consists of the social organizations, service agencies, social clubs and neighborhood enclaves that are important in the overall sense of place. Social capital is literally the heart-beat of a community because it is the dynamics of the people living there that make things happen, or not. This heart-beat is made up of an informal network of relationships that allow a level of trust and cooperation between people (Warren, et. al. 1999).



Source: <http://www.infoplease.com/atlas/state/ohio.html>

## 2. Study Area

A quaint aging village nestled within the rolling hills of western Clermont County along the Ohio River on State Route 52, New Richmond is a mere twenty minutes southeast from downtown Cincinnati, Ohio. Founded in the early 1800's as a viable river town, attempts at current

redevelopment in this culturally rich community seem to have missed some objectives of revitalization perhaps due to overwhelming deteriorating physical capital, economic draught, low income levels, a state route that literally divides the village in half, and major flooding catastrophes that have become ingrained as the historical legacy of the village. These issues could perhaps continuously undermine initiatives to better the quality-of-life for residents and business. Several organizations govern and define life in New Richmond and each one contributes a portion to the overall sense-of-place that makes the community what it is, yet the village still struggles to become viable, strong, and economically sustainable.

### **3. Problem Statement**

Experience in working directly with New Richmond, and other similar communities, has indicated an awareness concerned with disconnection between communities and their organizational structure. A major challenge seems to be a lack of communication between the people of the community and the institutional and social organizations in place to sustain it. A holistic approach to community redevelopment, by mapping and connecting community assets to challenges, could prove to be a desirable tool in creating healthy and nurturing communities. Challenges in New Richmond, which like other communities is culturally distinct in nature, are synonymous with similar communities throughout the United States and although size and circumstances may vary, the way issues are handled looks the same. By examining the smaller scale particulars of the New Richmond organizational structure, the discoveries could be applied to other communities and perhaps better address communication regarding engagement of the populace and its civic commitments with governance and its policies in regard to reversing decline and stagnation.

On the surface, New Richmond seems to have all the right stuff: a hard working Village Administrator who is passionate about his job, a popular Mayor with the best intentions for the people, a



village council that continually discusses options for economic viability, a locally engaged State Senator who lives within the community boundaries, new housing options, as well as a myriad of social organizations, civic clubs and small number of businesses with economic stability, yet New Richmond doesn't quite have enough momentum to instigate a greater sustainable economic change for a more vital and cohesive community that would provide a higher quality-of-life. Of particular concern to any community is that at times public institutions, and other organizational groups, can inadvertently prevent communication or make them one-sided by providing unclear objectives that may unintentionally demean, demoralize, and ignore the community by failing to provide a useful understanding of process and conditions. Even if the community is brought into planning and decision making processes, differing forms of communication and the structure of meetings do not always represent the full breadth of opinion, can stifle residents and lead those in charge to disregard community input (Briggs 1998) thereby cultivating two aspects of power between governance and residents. It is within this context that this thesis explores the following question.

**Key Question:**

***•What are the nuances and variations of organizational purpose versus performance in New Richmond? In other words, are the missions and purposes of the local organizations evident in their performance within the community and do they sufficiently address local needs?***

This paper will utilize the concepts of physical capital as it pertains to infrastructure and environmental assets, human capital as it deals with governance, education, financial institutions, and social capital as a network of social relationships both formal and informal. The goal is to employ these concepts to focus on three components of the key question: 1) compatibility, 2) efficiency,

and 3) performance. The first step is to understand the mission and goals of each organization; secondly, the degrees to which the studied organizations mission (purpose, etc.) reflect the social/historical/ cultural wishes/desires of the community, i.e., the compatibility between organizational missions and community goals. The third aspect of the research question is to see how each of these organizations performs by exploring the degree to which each organization has achieved its set goals.

There are assets within every community that can be considered real gems to offer additional economic opportunities that would entice a visitor to feel welcome, safe, and interact within the surroundings. If the potential of what was once a booming neighborhood metropolis is still there, then overcoming current obstacles by utilizing community assets would allow interactive momentum to move forward instead of dying out or remaining stagnate for both economic and sense-of-place mobilization.

#### **4. Methodology**

A capacity building initiative, Asset Mapping entails first identifying and accentuating the positive resources of people, place and things that can then be utilized efficiently and directly to resolve issues. Discovering the hidden or forgotten resources of a community by outlining the various methods mentioned below can illuminate possible new funding sources and people-driven initiatives which is a more creative, self-help process. As a result the community has a road map of what works efficiently and where the specific overlaps and gaps in initiatives are.

The field of qualitative research can provide a comprehensive basis for gathering information about the practices, events, interaction, roles people occupy, and their relationships, groups, organizations, small scale societies, social relevance, and lifestyle (Babbie 2002). Exploring these

aspects should lead to comprehensive information about community responsibilities, formal and informal agreements, and overall maintenance of programming and policies by identifying operational organizations and the ability of these organizations to get things done as well as depicting the success rate of these organizations in the face of difficult situations.

This thesis will examine the following known organizations in New Richmond, as well as any other groups that become significant to this process, to connect into larger challenges faced by this community and how they respond in resolving their issues. The underlying objective is to identify not only those organizations and physical capitals that are obvious, but to also find capitals that may be unknown or have been lost over time with changing policy and goal initiatives.

Boys and Girls Club	Planning Commission
Historic New Richmond	Shade Tree Commission
Main Street New Richmond	Records Commission
Renaissance New Richmond	Community Reinvestment Board
Landmark Commission	Home Repair Program
Zoning and Housing	Board of Zoning Appeals

With a population of approximately 2,483 (US Census 2006 Estimate), these organizations are small, can easily be researched, and they are an indication of what New Richmond has deemed vital to address its quality of life. Outwardly some are more visible and seem successful, while others are rather vague in both nature and performance.

The steps that were initiated in this research are as follows:

1. Data Collection

- A. Researched mission statements, programming, goals and objectives of the organizations mentioned above.

- B. Discovered additional organizations by researching archival records, newspapers, web sites, and instigating conversational inquiries.
- C. Distributed 500 Surveys to households, 178 Surveys to businesses, churches, and known organizations. Distributed approximately 500 more surveys to festival participants, mailbox hanger distribution, and hand-outs in populated parking lots.
- D. Attended various organizational community meetings, town meetings, village council meetings.

## 2. Analysis

- A. Utilized referral questions in survey (see Appendix A) to determine the power structure (leadership) of the community
- B. Utilized a quantitative scale question in survey to determine overall sense of satisfaction with community processes
- C. Determined community priorities by examining Missions, news articles, results of community meetings and survey results.
- D. Determined overlaps by Mission Statements, objectives and goals, news articles, and community survey.
- E. Determined gaps in priorities by matching current initiatives to community concerns.

After the initial qualitative research period participatory action was initialized, which is research where creating a positive social change is a driving force. Participatory action was used in order to ascertain the community power structure, as well as individual interaction, to find the power structure of relationships to understand the drive behind community objectives. This particular type of research can further the collection of knowledge-based data and can also document the basis of mobilized action (Babbie 2002) in the creation or demise of the current and past community organizations.

Interpretive qualitative research allowed an understanding of group action and interaction, and compliments the asset mapping concept of this paper because combined with other analytic methods such as: identifying similar programming, relationships between variables, patterns and themes, etc. (Miles and Huberman 1994), it provides triangulation to substantiate the issues and challenges that can be vital for the development of a community. This process of evaluation is

used primarily to focus on how things happen in the community rather than what the outcomes are as it focuses on not only formal activities and the anticipated outcomes but also the informal patterns and their accompanying unanticipated interactions. These combined with process data research that allows observation of the nuances, setting, idiosyncrasies and context, permits judgment to be made about the extent to which a program is operating. Process data also reveals relationships that can be improved and highlights strengths and weaknesses (Patton 1990).

All social research must address two concerns, reliability and validity. Reliability means that the same result happens consistently and validity refers to the extent that the research measures what it has set out to measure and is the best approximation of the truth. It is imperative that research be both reliable and valid in order for the results to be accurately applied and interpreted if the research is repeated for future use. The qualitative process outlines four types of validity that can be addressed: external, construct, internal, and conclusive. External validity refers to the approximate truth of the conclusion and asks whether or not generalizations can be made to other people, places, and things. Construct validity pertains to translating an idea into real and concrete information, in other-words can generalizations be made to the constructs of the research. Internal validity defines causal relationships, if there are any, and conclusion validity determines the relationships between the cause and the effects (Trochim 2001).

The strengths of utilizing this method of data collection lie in the value of gathering first hand information directly from the source(s). Empirical observation and the resulting conceptualization allow for further considerations which can provide an excellent and valid source of field research (Babbie 2002.) Judgments of observations can be a weakness in interpretive research if steps are not taken to safeguard inadvertent characterization of situations or measurements based on personal motives. Ethical considerations need to be implemented to protect both the subject being engaged as well as the researcher. Community resident participation was voluntary and

responses to the survey confidential. This research incorporated the standards of human subject protections and a high level of integrity to avoid bias and optimize relationships for networking current and potential community integration (Babbie 2002).

The research incorporated multiple sources for case study, including documentation, archival records, conversations, empirical observation, and physical artifacts allowing for an important advantage in that converging lines of inquiry could be developed. This method resulted in a more solid, convincing, and accurate understanding (Yin 2003). In utilizing this approach the whole is greater than the sum of its parts.

### 3. Findings

- A. Evident overlaps and gaps in policy initiation and current organization initiatives
- B.. Defined perceived disconnection between those living on the hill and those living along the river bank
- C. Substantiated the sense that New Richmond needs to be cleaned up to revitalize
- D. Discovery of entire scope of resources located in New Richmond
- E. Identified a clear path to revitalization.

The summary remarks and subsequent patterns made by those who completed and returned the community surveys are located in Appendices A and B. Although the number of the surveys returned was lower than expected, many conveyed the sentiments that have been expressed in the various meetings and gatherings attended by the researcher.

## 5. Literature Review

Asset Mapping offers a capacity building initiative that networks community resources to resolve challenges for sustainability by incorporating social, human and physical capital. Simply defined, *Physical Capital* are the tangible assets used for production, such as community buildings, infrastructure, parks, artwork, street furniture and the natural environmental condition. *Human Capital* is that which enables people to earn a living, it defines and categorizes people skills and abilities used in employment and summarizes the economies and knowledge that make up the community, e.g., culture, historical heritage, banks, community development corporations, schools, local businesses, and government. *Social Capital* is the amount of trust and spirit that a community has developed, those formal and informal social organizations, clubs and enclaves that allow a community to acquire a sense-of-place. *Capital* in this context are those assets/resources put to revitalization, development and economic use that create a community where one can live, work, and play. *Sustainability* is a term used by both environmentalists and economists. meaning growth that can be maintained and kept in existence without causing an upset in the balance of resources. Sustainability in community revitalization should be a major goal in order to maintain those thoughts and ideas that have been considered as viable initiatives for change.

While this document addresses asset mapping as a tool in comprehensive community development and revitalization, until recently, there have not been an abundance of scholars and authors writing on the subject per se. The range of literature represented here does emphasize community development by utilizing the singular concepts of physical capital, human capital, and social capital, yet only at times in combinations. Even within this narrow scope there seems to be an absence of writing about a more cohesive way of evaluating communities as a whole. Asset mapping as a subject is delegated into topics of capacity building and civic engagement towards community development rather than a process unto itself. The authors selected here



represent a classical genre of the planning field, with a few offering more cutting edge view-points. By examining and then combining this literature a different perspective can be exposed as a way of looking at communities differently than with the usual community building methods, and provide a more creative way to resolve challenges.

## 5.1 Social Capital

Putnam's work and eventual book entitled "Bowling Alone" (2000) identified the complex nature of community/civic engagement and its relationship to effective performance in representative government. Putnam expresses that even though circumstances vary in communities, life is usually easier in a community with substantial social capital reserves and that the informal networks formed within communities facilitate coordination and communication, amplified reputation, and therefore allows for challenges that stem from collective action to be resolved because incentives of personal opportunism are reduced.

Putnam acknowledged that current grass roots groups may have replaced the previous model of civic engagement on a larger scale by noting that organizations such as: The Sierra Club, the National Organization for Women, and American Association of Retired Persons, while of great political importance differ from a local community social connection in that they are more tertiary, or outside the immediate realm of a small community associations. He emphasized that although perhaps being a member of a national or regional organization is important on a different level, it is not the same as being a member of a community bowling league, local civic movement, or neighborhood book club.

Moreover, Putnam also indicated a significant rise in the establishment of non profit organizations and non profit service organizations. Although these are usually classified as more secondary associations within a community, not all non profits will be directly related to the

circumstances of their immediate surroundings, e.g., the Metropolitan Museum of Art, the Ford Foundation, and the Mayo Clinic are all non profits within their community but are meant for a wider scope of recognition. Therefore, attempting to identify some of these types of organizations as trends for social connectedness in a smaller community could perhaps be subject to question unless there is a preponderance of evidence that relationship is directly beneficial to that community.

Lastly, Putnam recognizes an expansion of support groups, defined as a small group that meets regularly and provides support or caring for those participating, as also needing to be accounted for in the social connectedness of community. However, typically these groups do not play a role in the traditional sense of a civic association. Social connectedness and social capital then are somewhat synonymous terms in that they both signify cooperation between individuals, groups, and organizations in community engagement.

In summary Putnam emphasizes that the following four points be stressed when measuring the Social Capital of communities:

- What are the organizations and networks that most effectively generate social capital in the sense of reciprocity, resolution and collective action?
- Do redistribution affects of electronic networks, e.g., video games, television, and internet, impact social capital?
- That attention is paid to the costs and benefits of community engagement.
- The exploration of public policy impingement on social capital formation.

By recognizing and utilizing these points one could investigate returns on investment of community assets with larger tertiary associations, i.e., linking organizations outside the community with local institutions, non profit organizations, and support groups in order to restore civic

engagement and trust in communities.

Green and Haines, authors of Asset Building and Community Development (2001), also recognize the importance of social capital in community development and reiterate *that much of the current social capital of communities has eroded* citing Putnam in the components of this decline that include: increased time pressures, residential mobility, the increase of women in the labor force, the growth of the welfare state, erosion of civic culture, and growth of suburbs.

They contend that people become involved in a community wanting to perhaps meet new people, and those who choose to become involved will often shape the direction of development. This form of social capital in turn then contributes to the human and physical segments of community capital. They concur that if Putnam is correct in the assumptions of erosion, the way to increase social capital then would be to lure people into more social arenas.

Green and Haines develop their own concept of social capital by indicating that there are different types, the most prevalent being bonding capital and bridging capital. *Bonding Capital* refers to people getting together for various reasons because they know each other, therefore strengthening existing relationships within a community. *Bridging Capital* refers to people who may not previously have known each other. These relationships establish new social ties for networking outside the community that fill in gaps and provide new information. Bridging capital can also be referred to as *Linking Capital* (Woolcock 1998) that provides a tie between the people in the community to outside organizations of other communities, therefore enabling them to broaden their source of knowledge.

Green and Haines further their rationalization by implicating several factors that influence the extent to which people rely on informal sources for support. They offer clarification that those with few economic resources rely more heavily on social ties for compensation. Thus the

impoverished are faced with a greater need for instrumental support and have fewer network sources. This leads Green and Haines to summarize that community development effort may face serious obstacles in developing social capital in poor and minority communities. To overcome these obstacles they suggest community based organizations provide leadership with the following steps:

- Initiate social gatherings for the purpose of creating space for social interaction that will allow an atmosphere of development for formal and informal networks.
- Public debate implemented by organizations that could offer residents a venue to identify shared purpose and common concerns.
- Social capital is promoted with a more diverse leadership, rather than relying on the same people all the time. Similarly, Putnam also suggests that promoting arts and culture within a community supports a more socially diverse population.

Green and Haines then connect social capital to economic development by examining both micro and macro components of intercommunity (integration) ties and extra-community (autonomy) ties to improve possible prospects of local development. Intercommunity ties rely on the social resources of the community in order to address collective concerns, while extra-community ties provide access to external resources that may facilitate a development process. They summarize this connection by observing that social capital is highest when the organizational integrity of the local government is high and there is a high level of synergy between the citizens and public officials of a community.

To assess social capital Green and Haines look at indicators utilized by Temkin and Rohe that express two aspects: socio-cultural milieu and institutional infrastructure. Social-cultural milieu is defined with four components: a feeling of community spatial distinction, the level of social

interaction of the residents, the degree of work as well as socializing, and the degree to which community facilities are used. Institutional infrastructure includes the presence and quality of neighborhood organizations, number of voting residents, volunteer efforts, and the visibility of neighborhoods to its governance.

They also look at a basic assumption of the asset-based approach that assumes there are existing resources in every community that are not being used to full extent, such as the availability of funding sources. If cash assets are utilized outside the community, they do not serve local need. While returns on investment may be larger outside the community a balance needs to be created between social and economic objectives in order to promote the importance of development and revitalization within the community.

There is a strong connection between the financial institutions that make up a portion of Human Capital, Social Capital and Physical Capital. Green and Haines recognize a prevalent concern that poor and minority communities suffer from lack of funding that current government policies and market-based solutions do not address (2002). Financial assets need to be mobilized to better serve the community by developing community-based financial organizations, pressuring local credit unions to serve the community, using informal credit markets, and by identifying outside sources of credit..

In conclusion Green and Haines suggest two obstacles to development: 1) a greater need to rely on social ties and networks outside of a community because of the decline in local organizations and institutions, and 2) how to overcome the negative effects of Social Capital, e.g., a core set of residents, very close to each other, that can disproportionately influence local policies and activities. Both, they acknowledge could be overcome by widespread involvement in community activities and policies.

Woolcock (2004) has added to the body of information written about social capital with his ideas of importance in what is often a contested and confusing concept in hopes of better explaining social relationships. He believes that there are four central points of observation: 1) definitional clarity, 2) theoretical clarity, 3) conversational congruity, and 4) learning by doing. He also suggests that there are three types of important relationship assets that people can tap into: 1) *bonding* which defines immediate familial and friendship relationships, 2) *bridging* which defines a relationship to more distant colleagues and associates, and 3) *linking* which defines a connection to people of authority. His formal definition suggests that “social capital refers to the norms and network that enable people to act collectively” (2000, 226).

## 5.2 Human Capital

Human Capital is less measurable than social capital. Becker (1993) asserts that schooling, a computer training course, expenditures of medical care, and lectures on the virtues of punctuality and honesty are capital because they raise earnings, improve health, or add to a person’s good habits over much of his lifetime. Therefore, economists usually regard expenditures on education, training, medical care, and so on as investments in Human Capital. People cannot be separated from their knowledge, skills, health, or values in the way they can be separated from their financial and physical assets. Education and training are the most important aspects of human capital, making the institutions that govern these components crucial in the development of communities. Becker also emphasized the important influence of families on the knowledge, skills, values, and habits of their children. Parents can directly affect educational attainment, marital stability, propensities to get to school or work on time, as well as numerous other dimensions of their children’s lives. He adds that new technological advances clearly are of little value when few skilled workers know how to use them. Economic stability closely depends on the synergies between knowledge and human capital, which is why large increases in education and training

have accompanied major advances in technological knowledge in areas that have achieved significant economic growth.

Becker cites the outstanding economic records of Japan, Taiwan, and other Asian economies in recent decades that dramatically illustrate the importance of human capital to growth. Lacking natural resources these countries grew rapidly by relying on a well-trained, educated, hardworking, and conscientious labor force that made excellent use of modern technologies. It is likely that by applying Becker's insights to local community economic revitalization, change can be initiated in a positive and broader sense than it is with current trends of zero sum objectives.

Florida (2002) writes that people are a force behind growth and fuel the human capital theory of regional development. He states that while a more traditional view places growth in locations of transport routes or areas of natural resource endowment, proponents can argue that highly educated and productive people contribute to local growth. He concurs with the thoughts of Jacobs (1984) that vibrant cities attract creative people and thus more naturally spur their economic growth, then concludes that there is a clear connection between the success of communities and their human capital that can be measured in education.

Berry and Glaeser (2005) illustrate statistical data regarding higher education implications for cities regarding human capital. They assert that skilled cities grew in the 1970's by attracting an unskilled labor force and that they grew in the 1990's by attracting skilled workers. Wössmann (2003) demonstrates that education increases future labor productivity and future income can thus be seen as an investment in human capital, which is embodied in the human being. Spender and Marr (2006) explain the Human Capital component of development by arguing that whatever definition of Human Capital is utilized, it must be evident in the skilled predictable performance it produces. Spender and Marr state that the sum of these practices constitutes a significant part



in identity on which the value of human capital is contingent. The principal challenge with human capital it seems then is to develop an understanding that investment in intellectual capital can better account for the costs of establishing successful communities without at the same time having to rely on fully anticipating the future returns. In other words, connecting community assets through human intellect components to resolve challenges could go much further in process than spending time attempting to find a financial gain on resolution expenditures.

### 5.3 Physical Capital

The value of Physical Capital depends upon people's perspective, e.g., how they look at the houses, roads, businesses, parks, street furniture, artworks and other physical and environmental features present within their communities. According to Green and Haines (2001) one of the biggest issues in community development is affordable housing, or housing stock available to those at low income levels. Some of the problems that exist are overcrowding, older housing stock in historic communities, discrimination, lack of housing options as people transition through the stages of their lives, and homelessness.

They state that housing problems can be divided into four categories: affordability, adequacy, availability, and accessibility. *Affordability* refers to the median housing costs within a community in relation to household income. *Adequacy* encompasses the housing stock of the community and its physical condition. *Availability* refers to housing inventory, the quantity and distribution by type, either single or multi-family units. *Accessibility* refers to the institutional barriers that make access difficult – local regulations, segregation, financing. The concepts and debates behind these problems, according to Green and Haines, occur when economists argue that the market will produce the right mix of housing types. Institutions that affect the housing market of communities are key in understanding how housing markets work, but if the market was producing the right mix of housing, the issues outlined above would not be present.

Green and Haines assert that community development corporations are vital players in revitalization and their specialization can establish a foundation for other community activities, such as economic development and social services. Housing is a visible track record of the vitality of a community and financial tools are more readily available for housing more than any other activity. Green and Haines believe that housing has become a staple of community development work as it is an area that can show success quickly and have direct impact within the community. However, a major drawback is that housing in itself cannot address underlying community issues such as racial/social segregation, lack of jobs, and also can limit the opportunities of low-income residents.

#### **5.4 Community Development**

Complimenting the idea of a comprehensive Asset Mapping approach, Brophy (1993) highlights the notion that successful community development depends on interaction between government, civic, private for-profit and not-for-profit community organizations, and market forces. He refers to four components in the revitalization of communities:

- Community governance acting as entrepreneur/deal maker in leading community progress
- More communities tackling revitalization efforts through partnerships with private and public sectors
- Community based development organizations carrying out neighborhood improvement
- Comprehensive approaches to community development that move beyond traditional physical revitalization

Significant to these points, Brophy interjects that with increased loss of federal aid communities have had to get more creative in tapping local sources for funding. Some creative approaches entail program income, which are loan repayments from community development block grants.

Linkage fees can also be initiated in commercial development, while franchise proceeds are revenues that can be collected from franchises such as cable television. Real estate transfer fees and escheat funds can also come from unclaimed revenues and property.

Brophy concedes that an enduring approach historically has been a sustainable working relationship between local government and the business community in public-private partnerships. Where this working relationship has thrived, so have critical development efforts. Each partnership is different in scope but overall they all share a common goal of building commitment and capacity to improve communities as a mission. He emphasizes that neighborhood groups and community development corporations have become a major force on the neighborhood scale. These groups have a number of common characteristics: they are small in scale, they produce housing and commercial stock in scale with their neighborhoods, they are led by dedicated and able volunteers and professional staff, and they are creative and unconventional in their approaches. Brophy continues by stating that these groups and corporations are also fragile and more help is needed to grow and strengthen them with training, funding, and linkage to local governments. Collaboration is crucial as these groups must work effectively with other players who can be helpful and able to provide for community needs.

Brophy recognizes that there is a movement toward a more holistic approach to community development because of a growing realization that efforts cannot be successful if they are limited to only the physical improvement of cities and communities. He states that this country has seen first-hand the failure of well-designed urban development and housing due to socio-economic conditions with an emphasis that America's toughest neighborhoods are not slums because of physical deterioration. They are undesirable because their schools do not educate children well, they are unsafe, they lack job opportunities, health care is poor and they are usually infested with illegal drugs. He attests that a comprehensive approach to neighborhood development is not a

new concept, that the Model Cities Program in the 1960's was developed by the federal government with this as its goal. Designed to be a limited experimental program, it expanded too quickly within severely limited budgeting constraints which created the attitude that nothing can be done with deeply distressed neighborhoods.

A central theme in community building is to obliterate feelings of dependency and replace them with attitudes of self-reliance, self-confidence, and responsibility (Kingsley, et.al., 1997). Neighbors can learn to rely on each other, work to realize concrete tasks, take advantage of collective and individual assets and in the process develop human, family, and social capital that provides a base for reconnection to the American mainstream thereby giving the community the much needed feeling of sense-of-place. Expanding on this notion, Kingsley, et. al., (1997) maintain that community building strategies can make significant differences and that policy interest is growing because of the increased awareness in the importance of community building. Interest in community-based approaches has been linked indirectly by recent literature to stronger civil society and community life for America as a whole. Also in the forefront are studies that suggest traditional social services are not effective in addressing current problems. The Kingsley work reveals that community initiatives are multiplying and common themes are emerging:

- Specific improvement initiatives that reinforce value and build social and human capital
- Community-driven broad resident involvement
- Comprehensive, strategic and entrepreneurial vision
- Asset-based approaches
- Tailoring to neighborhood scale and conditions
- Collaborating with a broader society to strengthen community institutions and enhance outside opportunities
- Changing institutional boundaries and racism

Kingsley, et.al. (1997) deduce that there is an urgent need for government to step in at all levels with reforms that make public and publicly supported systems affecting the lives of the poor work more effectively and equitably. They also maintain that community building cannot be expected to expand quickly without committed individuals who are skilled at facilitating it. In conclusion, they state that community building depends on the rebuilding of a sense of hope. With hope as a basis community building, then, becomes a valuable means to both motivate and help the poor take advantage of it.

Furthering the concept of a more holistic approach to community building is Kropf (1996) who examines the urban tissue and the character of towns in the context of preserving the treasured inheritance of historic environments in the analysis of communities. He states that most often this analysis is only visual and scenic and leaves out the issues of how the community got to be the way it is and why. The character of a community is an aspect of its underlying processes, activities, and intentions and has deep roots in individual experience. Anyone who has been strongly impressed by a place will assert just as strongly the power and affectivity of its character.

Kropf utilizes two concepts in examining the character of communities: the thing that has the character and the humans who identify and describe it, making a supposition that character therefore is a matter of opinion. The things then that give a community character are the things that make it different from others, in other words its niche. He acknowledges that the built environment is basically physical but that much of a community is the result of on-going choice, desire, and activity. The character of all towns is historical in nature, regardless of how short the history because its identity is the result of this process of continuous formation. Kropf summarizes that historical character is dependent on both the observer and the observed. If character is to have a historical dimension, the observer must have some knowledge of the past. There is no historical

perspective unless the observer makes an association between some aspect of the town and the events in its history.

Enhancing Kropf's notion of on-going choice, Christopher Day (2002) arranges his thoughts around a principal that nature is regulated by a self-correcting process. Nature, then, is not entirely overall good for humans, and while technology can be utilized to overcome it, this in turn is not good for nature. Therefore communities and their *physical/environmental capital* assets are in a continual tug of war. This is important because the mood of our surroundings affects our lives by nurturing, balancing, and healing, or, the opposite which has a direct affect on projecting a sense-of-place for communities.

No one intends to cause damage in this tug-of-war, a root cause of damage though is a personal disconnection from place. Day (2002) claims that all of life is a web of dynamic relationships, and that both human and organism modify environment. Communities are shaped by thoughts while nature is shaped by elemental forces. Sustainability, then, is a more modern issue and if society was not sustainable in some manner we would not be here today. He also believes that alienation is a fact of life. When we are disassociated we disconnect from the multi-layered affects of our actions making scale and alienation thereby linked. Community at one time gave meaning to a place because one knew where they lived and why they lived there, and everyone knew who you were. Day continues with the idea that the best things not rooted in some meaning become out of place and roots are stability for a community, where ecology, economy, and culture can grow out of each other. Therefore nation, region, locality and family shape our attitudes, expectations and values, and give security to our inner identity. These supports, however, are no longer automatic within a community. Culture holds society together with shared values, without it a community disintegrates (Day 2002). He also believes that the more a community is shaped by people that live there the more they will reflect the needs of the real users. This kind

of involvement guarantees that places are not just shaped by thoughts – as happens when people not from there design them – they are shaped also by feelings. Development is all about change, some imposed and place destructive, while community shaping responds more to local need.

Day (2002) describes place as having four components: substance, time processes, moods, and spirit. Communities know places as they are, rooted in history and culture. The unknown changes of community development threatens all of this and a more focused observation allows an opportunity for everyone to review community assets and liabilities, pressures, imprinted patterns, values, forms and future potential in an emotionally detached way. Objective initiatives can take away dispute, and although hard to implement, sets a basis for consensus.

Ben-Joseph (2005) asserts that many of the demands on communities today depend on a balance of physical, social and natural systems as they do not lend themselves well to engineering methods imposed upon them with standardized regulations. Floor-area ratios, building height, and simple use categories are ill-suited to current evaluation and design processes. Specific place-based decisions would be more suited to regulatory ambition than universal code because urban planning is more about communicative process and educating the public. An example can be illustrated with the Uniform Fire Code that states roads be wide enough to accommodate wide fire vehicles. While this is very logical and seems straight-forward in concept, many older historic towns were built to accommodate horses with buggies, and later, smaller automobiles. Widening streets to accommodate this code could immediately strip a town of its ambience thereby destroying its sense-of-place unless a narrower street plan can be discussed and adopted within the town. Communicating ideas, whether they are to clients, political decision-makers, or the wider public is a major key to the success of any project.

Duany (2007), an architect and urban planner, has indicated that communities should reflect

current issues as well as those of growing concern throughout its lifetime. He says that community planning has become too consumed with mathematical models for traffic, density, and assessments that overlook plain old common sense and empirical observations. He also states that what man creates for him self must be as fitting as what nature provides for its creatures. It is this basic natural balance that provides quality of life. He believes that, historically, amateurs have always played an important part in the planning process and they usually have made some great places because planning is a relatively simple process.

*“It is the first obligation of all building to place itself in relationship to the city.” -Voltaire 1827.*

*“What is wanted is not to restore a vanished, or revise a vanishing culture under modern conditions, but to grow a contemporary culture from the old roots.” -T.S. Eliot*

## **6. Concerns with Overlaps and Gaps**

The basic definitions of human capital – those things that enable people to earn a living, physical capital – things you can see and touch, and social capital – the spirit and trust networking that glues a community together, can be expanded into a notion of how they holistically affect community revitalization initiatives and how that in turn affects the people within the community.

The scholars and authors included here concur that each of these types of capitals are a necessary component to communities as a whole and further they each expound on the virtues of utilizing this capital as tools for development and revitalization. Examples are given for social capital, human capital, and physical capital, how each relates to the community, how they can be measured in terms of community success, and how they also relate to more regional aspects such as networking, private-public relationships, and looking at the community from a perspective outside of the everyday working relationships to come to better understanding and conclusion for decision making.



The readings mentioned here exposes a recurring theme that social capital, human capital, and physical capital are not only necessary, but mandatory in comprehensive community planning because each component brings a different dimension of community development into focus. It is also evident in the literature, that each of these separate components is thought of as an exclusive tool in community development. While a few authors will link similar aspects of social to human capital, and human or social capital to physical capital, it seems that each reflects a degree of tunnel vision that prevents a wider more visionary viewpoint. This could be due to the focused nature of their research and emphasis on the subjects of their personal expertise, or it could simply be an oversight in making a connection that could offer a more holistic evaluation in sustainable economic development and revitalization.

The evident gap appears by not totally connecting the components of social, human and physical capitals in the literature which neglects a method in discerning the nature and intent of people within the cyclical progression of community development and how they react to support or reject initiatives. Since development or revitalization has to be a continuing process for sustainability, it is evident in the literature that community resident viewpoints are dependent upon the extent of their involvement within their community. Diversity should then make living in communities more productive and interesting, but does it? The fault with this concept lies in the way that people live because it does not allow for the advantages of diversity to be realized (O'Flaherty 2005). To this researcher it seems that most communities looking at revitalization have a deficit when it comes to a diverse population and therefore are dealing with more inclusive/exclusive types of issues.

Communities have a history, and along with that history stories are developed that are indicative of the people who live there. People in that community either relate to the stories or not which in turn makes outsiders of some. Combine this process with other people that move in and through

the community and the cycle of community inclusiveness/exclusiveness begins again and manifests as a “we” versus “them” tug-of-war. While separate literature on social, human and physical capital can describe indicators of what success in each of these areas look like, what seems to be overlooked is the real issue of root cause for the challenges of the community deterioration to begin with. Social, human and physical capital as a holistic tool encompasses this challenge. Separately, while each component relates to the others, these aspects can cause a ripple effect when one area spills into and creates issues with another. On the other hand, when they are used in tandem, all assets within these components are laid out in advance and can be matched to issues that they can best resolve.

Overall, people have less time on their hands because familial and work networks are now more global in nature. Once upon a time, people grew up and raised children in the same place with family and work nearby, they now move from place to place following jobs and seeking dreams of a higher quality-of-life. People are generally caught up in a cycle of working harder to provide for themselves, their family, and to acquire more amenities. In this process they disconnect from some important aspects of neighborhood and community and think either that someone else will get things done, or, that changes for the better will never happen anyway so why even attempt to work on them? Getting back to the roots of community is a key concept in revitalization of development success.

Currently there is a non-profit overload as a proliferation of these organizations attempt to fill needs left undone by others. The better people get to know each other, the more they can become involved in resolving challenges, and the stronger the chance of holistic community growth and direction. This communication creates community capital in the sense of bonding, which in turn can create bridges between groups and organizations with collaboration, which then can create links to outside of the immediate community to discover additional resources. Communities have to begin therefore looking at both macro and micro aspects of revitalization with bonding,

bridging, and linking. In a micro sense the inter-community aspects are simply those resources available within the community, while in the macro sense the extra-community aspects are those external resources brought back into the community from outside.

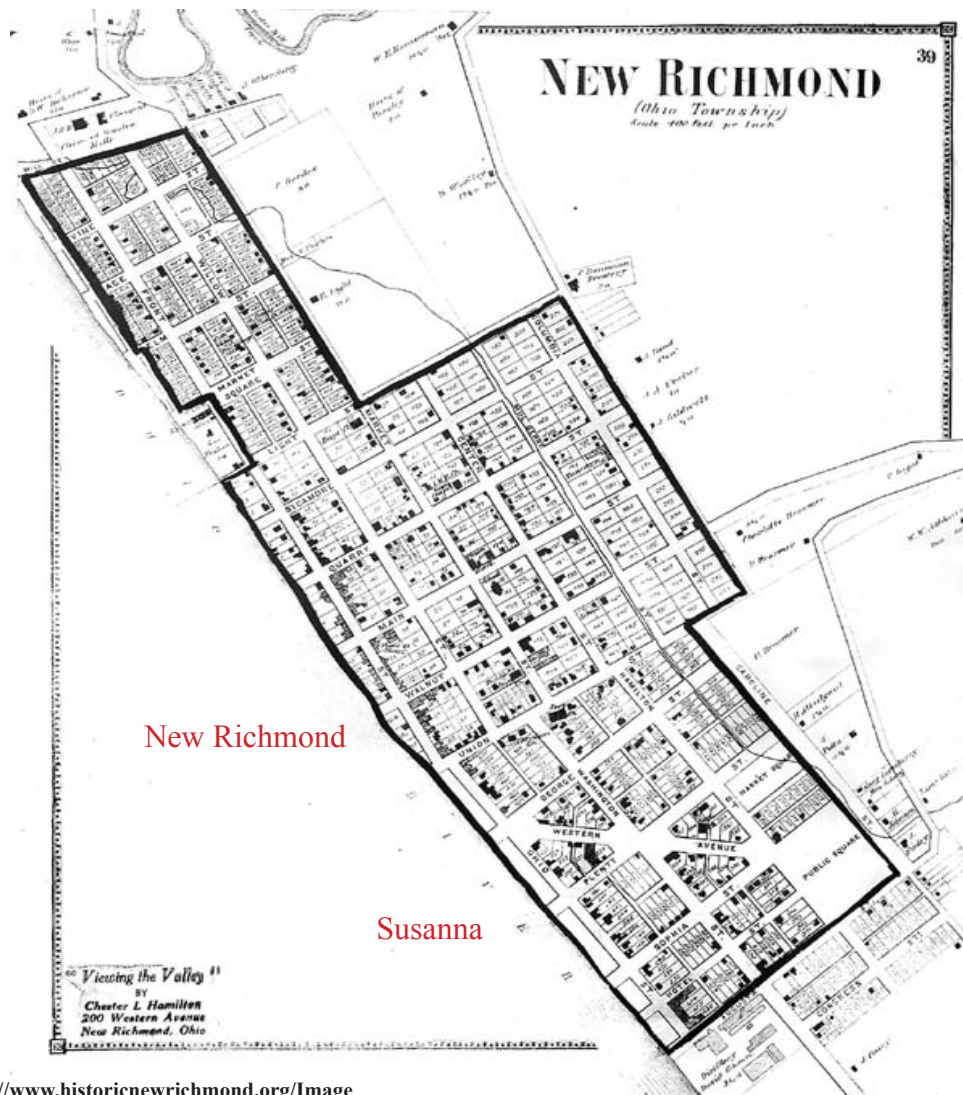
It is also important in revitalization and community development that social and cultural components are examined. The historical events of a community create a story from which to begin, and thus creates a sense-of-community. A feeling of community creates social interaction which in turn feeds work and social opportunity and determines how often community facilities and programs are utilized. Also, the institutional infrastructure has to maintain a presence of quality in its policies, programs, and organizations. This can be quantified by the number of resident voter turn outs, volunteer efforts, and the visibility of neighborhood and community issues to related elected officials.

Another key component to successful and sustainable community revitalization and/or development is a skilled workforce. Gone are the days where a large pool of unskilled labor and a resource rich location attracted manufacturing. Global market competition has created the need for technology to keep up with demand as inventories are scaled back in favor of in-time supplies and skilled labor is required for niche endeavors. By connecting all of these pieces of the community together in a comprehensive manner a door of opportunity can be opened that provides education, insight, initiative, direction, and cooperation in achieving any goal of revitalization and development.

The idea is to combine social, human, and physical capital as Asset Mapping and in turn utilize this as a tool in connecting the components of community, which then causes illumination of the issues not addressed by formal initiatives and informal networks. Asset Mapping can pinpoint then what works and what doesn't within a community to promote and encourage environment.

Asset mapping can allow the community to feel like they own the improvement process because they are a part of it, and by matching assets of community intellect to issues they are more easily resolved by those with the expertise to do so because they can relate to them.

Conclusively, Asset Mapping could be the leveraging tool in the ideal of identifying and managing sustainable community revitalization and development. While the authors and scholars examined here have laid out initiatives that cover human, physical and social capitals in the context of community building, they have not rendered a unified diagnosis or commentary on the people that ultimately drive a community, its policy, and programs. Feudal relationships and power structures within a community seem to be just as important as the policy and programs being initiated for the good of the community. What good are numerous social organizations if the problems they are attempting to alleviate still exist? What good are reforms if ultimately they don't reach the population they are intended for? While these authors and scholars agree on the separate components of social capital, human capital, and physical capital as being important in the overall make up of community planning, they overlook that joining these components in a holistic manner could initiate innovation and drive change. By neglecting this concept, they overlook the very heart of the community - those people that can make things happen, or not.



Source: <http://www.historicnewrichmond.org/Image>

## 7. The History of New Richmond

On June 3, 1778 two surveys were recorded: one consisted of 333 acres by David Jackson, the other was 1,000 acres by Robert Beal. These two surveys became, over the course of the next two hundred plus years, the nexus of the village of New Richmond, Ohio. By 1804, the Jackson property was purchased by Jacob Light and under the direction of Light's nephew, originally from Richmond, Virginia, eighty-five acres were set aside and plotted for what would then be called New Richmond. Adjoining this site, the Beal property was purchased by General William Lytle. In 1817, 875 of those acres were purchased by Thomas Ashburn who laid out the adjacent



General Robert E. Lee, Source:  
<http://www.granthomepage.com/grantphotos>

village of Susanna, named after his wife.

Of note at this particular time in the history of New Richmond was a figure known as Doc Rogers, whose home and office structure still stands on Front Street. While he was revered, cured ills and delivered many babies in his profession as a physician, one of the more famous babies he brought into the world was Ulysses S. Grant at Point Pleasant, Ohio a few miles east of New Richmond on April 27, 1822. Grant would eventually take a place in history as a General in the Civil War that

divided the nation. He would win victory for the northern Union over the southern Confederates forcing the surrender of General Robert E. Lee. In 1868 Grant was a logical choice for candidate to reunite the nation, and thus became the eighteenth President of the United States, 1869-1877.



James Birney, Source: [www.ohiohistorycentral.org](http://www.ohiohistorycentral.org)

The villages enjoyed healthy economic competition until 1828, when an act of the General Assembly joined and christened both villages a Richmond, Ohio. Today, Front Street and Susanna Way still retain most of the original buildings and with its wide promenade along the rivers edge it is reminiscent of the past. As the Clermont County Seat for a brief time, life along the river in New Richmond was not always idyllic. The emotions of the time dictated the ambience of the village. In

1834, James Birney began publishing a newspaper called The Philanthropist. Based upon Birney's belief in human liberty and equality, the paper championed anti-slavery philosophies. New Richmond was one of several first stops in Ohio along the Underground Railroad system that helped slaves escape to freedom as they crossed the Ohio River from the south.



During this time in history the river level, at times, was a mere few feet deep and could be easily crossed. Lights placed in select windows would signal safety for former slaves to cross the river into the North. Thirty-two hideaways dot the landscape of New Richmond and Clermont County. The Presbyterian Church in New Richmond was a hub for abolitionist activity, and at its head for a short time was a preacher by the name of George Beecher, brother to Cincinnati author Harriet Beecher Stowe who wrote Uncle Tom's Cabin. By January 1, 1836 Birney had moved the paper to Cincinnati. He did not receive a kind welcome there and, in order to prevent the printing of the paper, his presses were destroyed in two separate incidences once on July 12, 1836 and then again on July 30, 1836. In August 1844 Birney was elected a presidential candidate by the Liberty Party, and in 1847 he moved the paper to Washington D.C.

In 1857 an organization known as The Union Association of Colored Men existed in New Richmond. Their mission was “to tender best regards as a grand body and be as one in union, charity, and fellowship” (Union Association By-Laws and Minutes, p 2). They took to heart a mantra that to stay united they could stand as one, divided they would easily fall, and through everything they would remember each other in prayer.

The newspaper business was dominant for several years with papers published under the names of:

The Luminary, New Richmond Advertiser/Morning Welcome, New Richmond Weekly Dispatch, New Richmond Telegraph, The Advertiser, and the New Richmond Independent. At the same time steamboats proliferated on the Ohio River. New Richmond thus became a hub for trade and manufacturing of steamboats. The



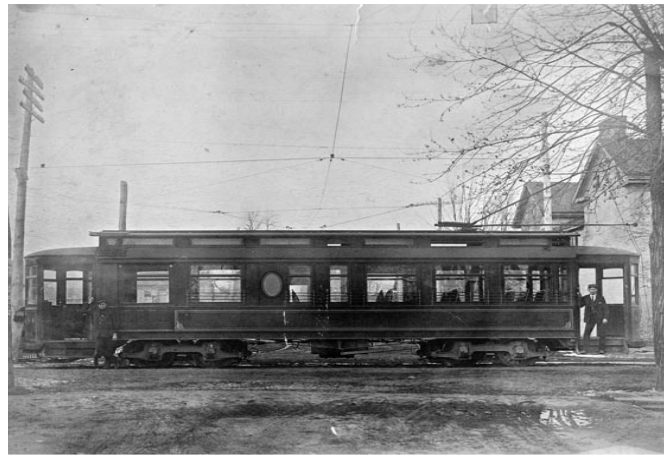
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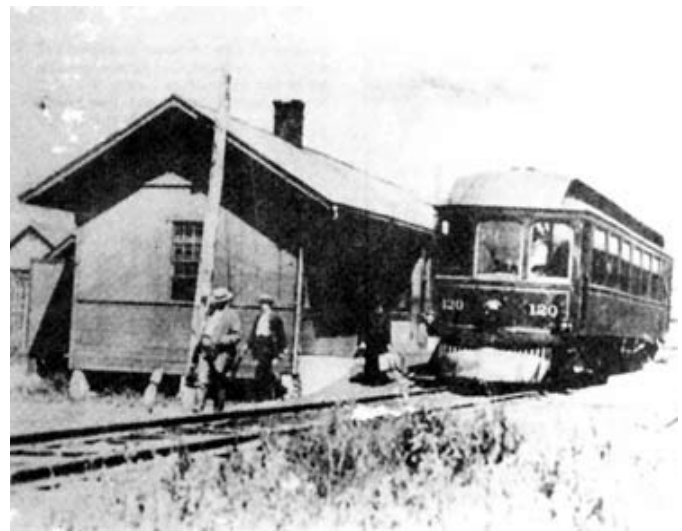
village grew and prospered and storefronts filled with a myriad of business representation. Arts and cultural events were numerous as New Richmond attempted to rival the city of Cincinnati just a few miles down river, right down to the streetcar that ran through the village. New Richmond can also boast claim to the start of the Norfolk and Western Railway, a narrow rail system that originally spanned the hills from New Richmond, along the Cincinnati Turnpike up Nine Mile Road to Newtown, Ohio. Carrying passengers from the North Station in Newtown to New Richmond, it was originally known as the Cincinnati Eastern Railway.

In 1865 the J & H Clasgens Company moved to New Richmond from its Little Miami River location in Newtown, Ohio. Originally established as the Clermont Woolen Mills in 1855, it was incorporated as the J & H Clasgens Company by 1862. They produced blankets, flannels and other woolen articles. A major flood in 1884 caused major damage to the machinery and by 1890 they moved to a second location along the banks of the Ohio River. Floods again devastated the business



*The Black Line Street Car  
Robert Black pictured*

Streetcar, Source: <http://www.historicnewrichmond.org/photoalbum.html>



Source: <http://www.historicnewrichmond.org/photoalbum.html>



Source: <http://www.historicnewrichmond.org/photoalbum.html>





Source: <http://www.historicnewrichmond.org/photoalbum.html>

An account of the history of New Richmond cannot be made without referencing its floods. The ebb and flow of the Ohio River unfortunately set a devastating precedent for its residents and eventual decline.

Ten floods have been documented over the course of New Richmond's one hundred and ninety-three years of existence. An early flood in 1884 reached 71.1 feet, while of major significance is the one that occurred in 1937 where flooding reached eighty (80) feet, an overall record, that was the foremost reason of the initial decline of New Richmond. The last major flood that New Richmond experienced was in 1997, when the river rose to 64.7 feet. All other notated floods were within this same range differing by only a few feet. Flood stage in New Richmond is set at

in 1913 and 1937 forcing them to close and relocate for a third time to their current location on State Route 132, away from the waters of the Ohio. After the move they went into worsted spinning manufacturing. While the Clasgens name is still prominent in New Richmond, the business has diminished in size.



Source: <http://www.historicnewrichmond.org/photoalbum.html>



Source: <http://www.historicnewrichmond.org/photoalbum.html>



Source: <http://www.historicnewrichmond.org/photoalbum.html>

fifty-two (52) feet and, even though few and far between its residents are well aware of what to do when the river starts to rise.

Stories of historical cultural heritage and folk-lore abound in New Richmond, tying its long time residents to the romance and uniqueness of small town living within just a few minutes drive from Cincinnati, Ohio. Venues such as Joe's Place (re-cently renamed Bistro Joes), Susanna's Guest House, The Landing, Ross-Gowdy Museum, Ulysses S. Grant Birthplace, Old Doc Rogers Home and Office, the Arcade, A.P. Appliance, and other buildings of significance still grace the landscape and remind the community of

what once was, while offering major assets from which to build a more modern foundation. Currently this village is at a cross-road wanting desperately to revitalize its core it is unconventionally



Source: <http://www.historicnewrichmond.org/photoalbum.html>



Source: <http://www.historicnewrichmond.org/photoalbum.html>



Source: <http://www.historicnewrichmond.org/photoalbum.html>



attempting to put together ideas toward enjoying a more prosperous economy. Can they be successful under the present conditions mentioned earlier and utilize their assets of historic architecture, river location, and folklore to create a solid foundation for sustainable growth? This document will attempt to identify New Richmond's assets of social, human, and physical capital, explore ways of utilizing this foundation to leverage valuable insights for revitalization in order to manage more comprehensively how the village can work toward a brighter future.



Joe's Place/Bistro Joes, Source: <http://www.bistrojoe.com/>



Front Street, Downtown New Richmond/Photo by Cheryl Crowell



Source: [www.susannaguesthouse.com](http://www.susannaguesthouse.com)



Ross Gowdy Museum/Photos by Cheryl Crowell

## 8. Lessons Learned

New Richmond, a village of approximately 2400 people has much going for it:

School District:	6 Schools
Police Department:	New Richmond Village
Fire Department:	New Richmond Village
Water and Sewer:	New Richmond Village
Private Foundations:	8
Websites:	7
Churches:	13
Not for Profit Organizations:	22
Associations and Groups:	15
Businesses:	121
Library, Clermont County Branch:	1
Comprehensive Plan:	1999
Comprehensive Downtown Revitalization Program Tier Two Grant Application:	Main Street Building and Streetscape Revitalization - Applied: 2005, 2007

What is interesting is that with the current social, human, and physical capitals, individually listed previously and then consolidated into the chart above, New Richmond still struggles to revitalize its economy and maintain its current business base when it appears they have ample tools at hand. Businesses obviously lack support from residents meaning they either are not offering the right products and services, do not have the quality level of product or services called for, or do not have a good level of personal interaction. New business is not readily attracted because of the low level of community support. This, then, creates the necessity for residents to travel outside the village to spend their money elsewhere where they can get the goods they are seeking at a more competitive price-point. Money that could be spent in the community is being spent elsewhere which drains the economic coffers that sustain a community. In the end, if the residents are not enjoying a sustainable economic environment in which to exchange goods and services in their market, a visitor will not be enticed to share those benefits either. The more this type of negative interaction occurs, the more disconnected from the surroundings the residents become.

## **8.1 Compatibility**

New Richmond has great potential and ample opportunity to turn its economic viability around with its myriad of organizations, businesses, and residents all wanting the same things. At the forefront of New Richmond's challenges is matching proper resources to the resolution of many community issues. By either lack of recognition or overlooking current resources, they have inadvertently created an atmosphere of mistrust that is evident in the "we" versus "them" answers culled from the returned surveys of residents, businesses, and organizations.

When groups and organizations, both formal and informal, get involved to actively initiate change that they are not in a stable position to promote, the momentum to get to an established goal does not usually reach the tipping point needed for success. As a result of this, many independent start and stop initiatives have left the community feeling alienated, as if nothing is being done, or, that no one can get anything done. These actions, in turn, have lead to a disconnection of involvement on many levels. Comments from the survey plainly outline this disconnection by highlighting that an elite few are up to date on what is happening in the community, while the majority of residents feel un-informed and thus out of the loop. Specific issues focus on missed opportunities, policies that are set and not followed through with, lack of selective leadership effectiveness, lack of support for community initiatives, and overall frustration with the fact that good objectives are set forth yet fall apart because of the myriad of reasons mentioned previously.

## **8.2 Efficiency**

While many of the organizations and businesses in New Richmond are extremely proficient at what they do, there is an obvious mismatch of skills and resources in tackling issues outside their realm of expertise. This also has caused communication issues as they have disconnected from

each other, in some cases, and it is evident in the daily operations and exchanges of the community. Also much of the leadership of New Richmond does double and triple duty in various other organizations that has helped promote the we versus them atmosphere of how things get done, or allowed for what can be perceived as exclusive cliques.

The New Richmond School District was emphasized as excellent and one of the top four organizations in the questionnaire answers, yet the overall perception is that they do not communicate well with other organizations in the village. This has created a rift that needs to be surmounted, e.g., finding the person with the best relationship to approach them when they are asked to engage in community activities, if they are asked at all. Of the thirty-six organizations and groups, both formal and informal, only three others were repeatedly mentioned as doing great things for the community: The Boys and Girls Club, New Richmond Business Association, and the EMS/Fire Department. This could indicate that the others are doing such a great job that they simply are no longer noticed, as with the Historic New Richmond; that people do not know about them, as with Legaseas, Incorporated; or that they have performed just short of set standards to keep them operational as with the Community Improvement Corporation.

Another challenge is in being inclusive of all the businesses located in New Richmond. Most businesses are concerned that the people who live in the village do not utilize the services or buy the products being offered, meaning these businesses are either not providing the service needed or offering the right products. On the residential side the concern is that there are not enough businesses and services to meet the needs of the community and those then are sought elsewhere. This indicates a catch twenty-two situation. A sense-of-place is based on maintaining local services and goods at the community level, first and foremost. Once that establishment is met residents have a tendency to bring others, relatives and friends living outside the community, into the fold for added revenues. Until a community establishes its own level of a sustainable economic foundation, nothing else will work to bring the outside world in.

Another issue of inefficiency focuses on the websites generated for New Richmond. There are seven, each with a different focus and a question is why so many? While some include links to other organizations, the one that holds the most information for the enquiring mind is the government site, however, it needs to be checked regularly to make sure it is in operation. It seems much more efficient to combine these sites into one or two for a more comprehensive look-see into what makes up the community. Someone perusing a New Richmond site for quality information might pick up on less than satisfactory information of an incomplete web-site. As it is, it is too confusing for someone looking up community specifics, and having fewer websites to manage and update could create a more efficient and timely site in which to find what one is looking for, as well as promote the village.

### **8.3 Performance**

The overall performance of the organizations and groups within the community of New Richmond seems to be good when comparing their mission statements and goals to the actual jobs they do, yet the overwhelming majority of questionnaire answers indicate that more improvement is necessary for them to be effective. This indicates an obvious mismatch of function or communication issues in the actual work being done. Do these organizations and groups advertise successful programming to the community, or do the residents only see the failed attempts?

Highly indicated also in the questionnaire were loitering and drug related issues and what those can do to the feeling of comfort and safety within the community. Many comments were focused on the police department not fulfilling their job description to protect and safe-keep the community. What is the root cause of this perception? Is the village budget so strained that it cannot keep up with the demands? If not, do extra officers need to be placed on patrol? Do the hours of the police department need to be better planned to provide adequate coverage? Without a visible police force combined with lack of confidence in the service, further disconnect is noted in the



things that get left undone. Unfortunately the manifestation of these issues ends up as follows: loitering leads to litter, which in turn leads to lack of pride in belonging, which then can lead to unkempt appearances of lawns and buildings. In the long run this, combined with the separate issues of drug sales and use within the community, could cost more to fix the resulting challenges than to make necessary changes in the beginning to accommodate the public perception.

The last big challenge of the village is in keeping things clean and tidy. Some of this could be a symptom of the above related drug and policing issues at the street level, at the same time the riverfront appearance has been brought into question. Being a riverfront town along the mighty Ohio poses a whole set of challenges related to water flow and river trash, resolution of these issues is both costly and continual. Part of these issues might be resolved by better enforcement of governmental policies or programming, getting other organizations involved in the process, or educating the public on the issues that arise from a river location and how they can be addressed.

## **9. Recommendations**

Land uses are generally based on both need and want of communities and can be accomplished efficiently through planning and maintained with zoning ordinances. Vibrant communities are usually a result of these, as well as having an active social capital and well established human capital base. This gives the community a sound economic foundation to operate from. By allowing disorganized and unattractive development and practices in the community we cause disconnection to the overall sense-of-place. When a community disregards or has no master plan, allows changes in ordinances, or grants variances without the advantage of educated counsel it can set itself up for the creation of challenges that no amount of money can correct or pay for. (Smith 1993)



There are four basic reasons that community initiatives fail:

- Ideals and principals have become secondary to goods, products, and raising the quality of life
- Lack clear conceptualism- education on what a good community should be
- Undisciplined approach to planning - professionals are educated to do their jobs, i.e., lawyers, doctors, and teachers to name a few, while almost anyone can be elected or put themselves into a position that affects community growth/decline.
- Lack of aggressive, imaginative, and inspiring leadership in communities – which can also lead to disconnection between community and its leadership if there is no trust.

Weak communities fail to mobilize the resources present (McKnight 1993). Long range planning opposed to short term problem solving is the best way to build sustainability into any community. By matching local assets to issues, changes can be initiated with meaningful citizen involvement to enhance local social, human, and physical capitals. “It is far less expensive to build a good environment than a bad one,” (Smith p39).

History has taught us that people are only willing to walk about fifteen-hundred feet until they initiate another way of transportation. The reason behind this includes more than the distance to be walked, people want an interesting streetscape, numerous other people around to feel safe, plus a mix of sights and sounds. Fostering a walk-able atmosphere in revitalization is the key to successful development. Pedestrian-scale use including a mix of retail, housing, hotels, groceries, offices, restaurants, arts and cultural venues, and entertainment must reach a critical mass in order for a visitor to the area to be occupied for four to six hours, at the same time residents needs must also be met, and rents and prices justified to new development, revitalization and/or renovation.

Most of the real estate industry, i.e., investors, developers, banks, and service providers have become efficient at reaping short-term rewards by building and then almost immediately selling, which results in a *lack of vested interest*. A few communities have been able to begin to meet an increasing share of the market by demanding long term and more sustainable economic development practices. An indicator of this is whether the investor and/or developer are willing to hold

onto property/buildings over a longer period of time. Although doing so reaps smaller rewards up front, this practice promotes other development within walking range which creates value by conveying excitement in a community and spurring more development opportunities.

A successful revitalization plan demands cooperation and is achieved with a working public/private partnership. Despite what may seem like formidable obstacles and obvious depression, every community has its own niche, with assets that can be built upon for a bankable revitalization process. Cities and villages that were once viable trading centers for their regions can find renewed success by maintaining their original functions as both an economic and social center of the community.

Modest business districts that serve the basic needs of the community help to establish a needed sense of place. Diverse combinations, such as a local bank, post office, grocery, well stocked hardware/lumber store, local tavern(s), local restaurant(s), a gas station/convenience store, a laundromat/drycleaner, hair salon/barber, and auto parts/body shop all go a long way in establishing a main street economic district for a community. Social and cultural attitudes are also keys to this success as this contributes to community attachment and commitments and welcomes outsiders/visitors into the fold. Small town businesses can create a trustworthy, personal care, local flavor ambiance to the central business district. Businesses owned and run by locals are preferred to those run by outsiders because they lend meaning to the community which in turn generates a value that can exceed locality. If residents are proud of their community, they in turn will bring others to enjoy it as well because it serves as a stage for social interaction and brings cohesiveness to those that enjoy it.

A growing recognition is that community revitalization and economic sustainability considers more than just housing. Community development and revitalization has to be comprehensive because inter-related issues and challenges rely on more than just categorical solutions. A synergy

needs to be created that addresses the three capitals of community – human, social, and physical. The following categorical topics (Leinberger 2005) outline observations pertaining to New Richmond that are indicative for strategic planning.

### **9.1 Create a Vision**

- Set the stage by putting available resources to work.
- Rally the community by developing cooperation between people and governance to determine a singular overall vision for the community.
- Examine the overall perception of any previous attempts at community planning and mitigate a consensus that allows forward momentum for the next step.
- Community memory has a remarkable power to lend emotion to a project, both good and bad. Emotion is what creates city halls, arts centers, museums, and arenas, or not. Identifying assets leads to mobilization of resources, capacity building, and empowerment (Arefi 2007).

### **9.2 Plan Strategically**

- What goes into a viable plan is what comes out.
- Create the framework for the vision. If the pieces fit, the plan will work. A higher quality of life is not accomplished with whimsy. While creativity can enhance the staples of economic development and revitalization, a solid foundation needs to be built first.
- Build foundation with the development of following areas: retail, culture, public infrastructure, employment, community involvement, involvement of non-profit organizations, marketing, and social values.
- Make sure that building and zoning codes produce what is needed for economic stability and success, are enforceable, and that budgets reflect community need.
- Recognize common interests and dreams, form coalitions, communicate, and above all collaborate and cooperate.
- Once a plan is in place, future development and revitalization is as easy as seeing where it fits within the Strategic Plan.

### **9.3 Public-Private Partnerships**

- Fit the pieces together, good planning is comprehensive, long range, and will make a community better, more efficient, and therefore more economically sustainable.
- Every community has assets based in social, human, and physical capitals. Identifying and fitting the assets to a strategic plan where they can do the most good creates a unique niche for the community by emphasizing efficiency where overlaps were, and eliminating gaps where they become apparent.
- A strategic plan should also emphasize coordination and cooperation to overcome potential impediments with adequate education. Most importantly, a good strategic plan will indicate who is in charge of what.
- Identify where the two banking institutions of New Richmond fit. Examine their involvement in the community by identifying their Community Reinvestment Programs, these are mandatory as part of the Community Reinvestment Act.
- Engage new housing developers in adding community amenities that build New Richmond's asset base and sense-of-place.
- With well over one hundred service businesses located in New Richmond, a bi-annual clean-up could be initiated as a give-back investment to the community, utilizing economies of scale electrical work, blacktopping, HVAC, plumbing and minor home repairs would help in maintaining the appearance of the community.

### **9.4 Business Improvement District**

- A Business Improvement District (BID) is a formal organization made up of property owners and commercial tenants who are dedicated to promoting business development and improving an area's quality of life and could advance the appearance and ambiance of Front Street.
- A BID can deliver supplemental services such as sanitation and maintenance, public safety and visitor services, marketing and promotional programs, capital improvements, and beautification for the area - all funded by a special assessment paid by property owners within the district.

## **9.5 Revitalization/Development**

- Those with a vested interest in the community need to pinpoint the community leaders that are most capable to implement a real estate and economic development strategy – matching resources to need. These leaders must be blatantly aware of what’s happening in the community and cannot be afraid to ask for proper assistance where necessary.
- Everyone in the community should get into the act of contributing to the end result. Buy-in is indicative of commitment which in turn creates the momentum for success.
- Sustainable development and civic engagement empowers residents to help themselves by making them feel a part of the overall process.
- As the era of manufacturing has melted into more service oriented businesses, research and technology development come to the forefront for economic development. New Richmond could poise themselves to take advantage of this opportunity by developing an entrepreneurial hub that could match potential new business owners with the resources needed to open new markets.

## **9.6 Camaraderie versus Enmity**

- I’ll take my ball and just go home, does not conjure up memories of a good time. If no one stays around to play ball, it isn’t fun. A community at odds creates alienation both within and outside of its boundaries and shows itself in everyday mannerisms.
- Sports venues, performing/visual arts centers, movies, theatres, restaurants, specialty retail, festival events, arts, taverns/pubs/clubs all can contribute to a cohesive community offering a myriad of opportunities.
- Once people are attracted into the community for a reason, it is imperative to a successful economic strategy that they want to come back.
- While festivals and events might bring outside people in temporarily, what brings them back is the sense-of-place that exudes from that community when they are there the first time.

## **9.7 Housing**

- A good mix of housing stock is vital for community stability.
- Retaining market rate and affordable housing as well as more upscale stock (as with a luxury condominium market along the east and west sides of the New Richmond Riverfront) promotes a healthy community by creating and allowing for maintenance of diversity making it easier to attract new people because there is a place for them. This would also book-end the village making an attractive picture for marketing a gateway into Clermont County to those boating on the Ohio River.
- Hiking and biking trails could make way for an added bonus to market New Richmond as a place to connect with nature and ones inner-self. This could open opportunities for additional spa services, a granite labyrinth, fountains, and unique gazebos in the village on flood mitigated lots surrounded by lush trees and flowers making places for meditative contemplation thus boosting the nature theme.
- The myriad of pocket-sized lots dotting New Richmond could become Heritage trail sites with each telling a story of a significant event or person
- With New Richmond's past so rooted in the Underground Railroad movement, it seems extremely logical that tying into the Underground Railroad Museum in Cincinnati is a must. It makes a case for upgraded boating services of landings and ramps that could transport day-trippers to and from.
- At the heart of New Richmond's history lies a past filled with Steamboats, Newspapers and Cultural Arts, working towards returning these concepts to the local economy in some manner would open opportunities for a sense-of-place where people could live, work and play.

## **9.8 Historic Preservation Planning Commission/Architectural Review Board.**

- New Richmond has a niche with its historic architecture, cultural heritage, river ambiance, and numerous mitigated lots waiting for special attention to make them both accessible and in demand by not only current residents, but outside visitors as well.

- Creating a Commission or Board to plan and make decisions on the future vision of New Richmond is crucial to change the appearance, promote a consistent look and perception, while creating a much needed sense-of-place.
- The current mismatch of housing, business and historic buildings lends itself to confusion added to an aura of deterioration in an old town with seemingly no direction.
- A drive into and through the village results in viewing a few new amenities in the form of infrastructure, paired with new paint on buildings still in need of renovation and a variety of housing forms that do not really lend themselves to the overall ambience of the village.
- Nothing indicates a regular, decisive, collective movement towards revitalization of the community than attention to details, and it is the details that visitors notice when driving through the village.
- A preservation/architectural review committee could set and define standards by dictating what can and cannot be done to the historic structures, what new housing standards must be met to blend with current architecture, and concern themselves with the details of paint color, historic replacement and replication, etc.
- Continuity is lacking in New Richmond which manifests as a hodge-podge of visual affronts.

### **9.9 An Affordable Strategy**

- Community upkeep – standards of maintenance – visual assessment: really looking at what a stranger sees from the road when driving thru New Richmond pinpoints deficits that can be changed into assets.
- A lack in the overall attachment of residents to their community has happened in crucial areas to redevelopment. People take better care of property when they feel some attachment to it. If not, property slowly deteriorates without much notice until it is sometimes too late to save. Every historic building that has to come down is a loss to the well-being and visual history of New Richmond.
- Cohesive residential civic involvement is necessary for New Richmond to rebound from its current status. People who work and communicate together can accomplish great goals.

- The median travel time to work for the labor force of New Richmond is 27.5 minutes. The more time traveled, the more a person is drawn out of their community spending money elsewhere.
- Wealthier communities have potential to invest more in upkeep and allow for infrastructure development and maintenance. Investment needs to be made to encourage higher quality of life initiatives that will in turn enable a more stable market.

### **9.10 Local-Serving Retail**

- If a community cannot maintain its own residents as customers how can it expect to entice people from the outside as a customer base?
- Basic business principles and components that take care of community needs feed into a community sense-of-place which in turn will feed a wider audience.
- Quality restaurants with quality service at different price-points are a necessary component of sense-of-place, they offer a place for a quick meal on harried days and a leisurely meal with friends on others.
- A community center and pool lend themselves as places to gather on a regular basis for art shows, recitals, gallery showings, art lessons, and numerous other events, as well offering space for meetings, workshops and seminars.
- A local saloon that serves cold beer and an inexpensive burger is a must. (Joe's Place was both historic as a bar, and had the related ambiance that is both wanted and needed by the residents in New Richmond because it kept them rooted to a successful past).
- The Ice House could become a more upscale market by offering deli style meals, much in the same manner as the Dilly Deli in the community of Mariemont, Ohio and perhaps hold wine tastings, food demonstrations, and cooking classes. It could become the place to pick up more appetizers, foodstuffs, and desserts that the regular grocery does not offer.
- A convenient general store offering a variety of hardware and storage items for smaller handyman and organizing chores could become the staple in the community, as could a local laundromat/dry cleaner.



- The median drive-time for commuters to work is 27.5 minutes. The more chores they can do either before they leave the village for work in the morning or as soon as they get back before going home, the better for New Richmond.

### **9.11 Strong Office Market**

- Economies have moved from industrial to service orientation.
- Find the niche that the community can offer as amenities to attract a wider array of service oriented business.
- Creative thinking, financing, and co-operation could turn around what seems to be impossible odds.
- What would it take to move the service oriented businesses along State Route 52 into the downtown core?

## 10. Conclusion

New Richmond is literally a divided village. Separated by State Route 52, it consists of a lower portion that runs along the banks of the Ohio River and a hillside portion that overlooks the river valley. This division separates its residents as well. Those that reside on the lower banks share commonalities such as, but not limited to, lower incomes, river fluctuations, deteriorating historic architecture, exposure to drug related behaviors, and all of the issues and challenges that come with these. The hillside residents are, for the most part, the more fortunate, they share commonalities of attempting to uphold “rules and regulations for a more structured community that pertains to status and quality of life issues” (Stone p19). It is no coincidence that quite a few of the people that make up the institutional and guiding leadership of the village, live on the hillside or away from the immediate banks of New Richmond. This situation lends itself to the primary disconnection between the two areas according to the survey responses.

With the challenge of division resulting in two separate yet somewhat tenuously connected communities, concerns of public interest never seem to reach enough of a momentum to move forward. While the leadership and residents want good things to happen within the village to increase the quality-of-life, consensus seldom is reached due to conflicting perceptions of what is at stake for all involved. Self interest and public interest, more often than not, work against each other because the political community (leadership) envisions larger scale more long term results, while the cultural community (residents) sees things on a more short term basis.

At the center of New Richmond’s goals and objectives should be components of equity, efficiency, security and liberty despite which side of any issue one agrees with. When contemplating future goals and objectives, equity covers matters that make sure what is generally wanted overall are the same things for every one, e.g., quality-of-life is first on their agenda and will everyone benefit from initiatives attempting to attain it. Safety takes a very frank look at resolving

the issues centered upon the police department, either in perception or in real terms. Efficiency covers the economic aspect of the village and should focus on getting the most out of their efforts, in other words it is in the best interest of the community to look first at local resources in terms of opportunity costs provided elsewhere. Liberty is important in that people in general seem to want to do as they want, but not always without harming others. Sometimes the best efforts of leaders seem to run over the wellbeing of the residents because they presume mutual understanding.

Currently, the community of New Richmond is contemplating the best method to revitalize their community with the least amount of effort and there are many interesting scenarios and ideas being discussed. There are two ways to go about development, either as a process full of research and hard work which is generally more sustainable (long term planning), or in a more friendly social process which does not always result in success (short term goals and objectives). Residents in New Richmond are currently actively involved in a community process of revitalization, and have created an opportunity to shape their own destiny, with this they are not passive recipients of development programs but can become the drive behind the momentum (Sen 1999).

It seems, over the long run, that New Richmond has more of a challenge with utility than with any thing else. The merits associated with utility have to do with the results of social arrangement where attention needs to be paid to the well-being of all the residents of the community, not a select few. New Richmond, while willing to jump in to come up with objectives and direction, more often than not, do not look at these initiatives as a whole concept along with the consequences, which can be good as well as bad. Too often, decisions are made with too narrow of a perspective and do not take into consideration the peripheral nuances that can occur, allowing for its residents to jump to conclusions before enough time has passed to adequately judge any results. In the end, what is good for the community as a whole may not be enough to warrant possible disadvantage.

Individuals live and operate in a built and natural world filled with institutions and organizations. Opportunities and prospects depend crucially on what institutions and organizations exist and how they function (Sen p 142). While New Richmond has what can be considered the right people and the right organizations in place that are doing exactly what they are meant to do, more times than not, these entities do not communicate directly with each other, or listen to what is being said when they do talk. This causes issues of duplication of efforts, i.e., deciding to apply for new 501(c)(?) status when other community groups already have the status necessary to get initiatives implemented, or are working on these initiatives already. There are gaps for needed services, such as a BID, Architectural Review Board/Committee, and higher-end housing initiatives that will bring needed income into the village. There is evident resident indignation resulting from previous efforts, lack of concern over voiced concerns, and some misinterpretation of the institutional, conventional, needs-based top down approach, as well as the more grass roots, asset-based, bottom-up approach. They simply do not meet in the middle in a cohesive manner as indicated by a majority of the complaints about New Richmond focused on inadequate policing, cleaning up a trashy village/riverfront, and the grumbling about an elite few who make decisions for everyone regardless of input to the contrary.

A market is basically an arrangement in which people interest each other and undertake mutually advantageous activities, e.g., what one produces for sale and what another is willing to pay for it. While New Richmond is concentrating on their potential niche as possibly a cultural arts river town, their focus has not taken into consideration the underlying supporting structures that would sustain that initiative. A successful strategic plan depends on not only finding a niche it also depends on identifying a market and building a framework of supportive enterprise around it for longevity. A market in New Richmond can achieve success under conditions where the opportunities offered by it could be reasonably shared among those in the village first, and then to those outside the village. Sustainable economics depends on outside money coming into a community to be re-spent and carries with it the multiplier effects of longevity.

Social organizations can make a direct contribution to the expansion of human capabilities and the quality-of-life. They can be the backbone through which communication and support takes place and a networking component to the communities outside of the village. The demise of the way things were can cause anguish and a deep sense of loss among some. Ways of life can be preserved with a decision by the village, it then becomes a question of balancing costs of preservation with the value that society attaches to the objects and lifestyles preserved.

To create a higher quality-of-life has powerfully moved people in the past and could be the impetus for pivotal change in New Richmond. A capitalist economy is dependent on powerful systems of values and norms. Successful operation of an exchange economy depends on mutual trust and the use of norms – explicit and implicit. Good business behavior is simple and a lot like oxygen: we pay attention to it when it escapes us (Sen 1999).

“Public policy has a role not only in attempting to implement the priorities that emerge from social values and affirmations, but also in facilitating and guaranteeing fuller public discussion. Central to this approach is the idea of the community as an active participant in change, rather than as a passive and docile recipient of instructions or of dispensed assistance (Sen 263).” A community consists of all its residents, those interested in the responsibilities that go along with policy and planning and those who are not, however, it takes both of these entities working together to make an environment suitable for all. The role of residents as instruments of community change goes far beyond economic initiatives and also includes social and political development (Sen 1999).

In making New Richmond a place that is interactive within the realm of Clermont County and beyond, community boundaries need to be set. Attention needs to be paid to the stories that are told about New Richmond. Some of these stories can have the potential to act as a bridge

between old ingrained habits and a bright new beginning. The stories told need to establish trust that is based on shared concerns and vision. Trust is the heartbeat of a community and stories can be told that disrupt those norms of everyday life. It is best to identify the audience, and then create the story that will link intention to the effect (Eckstein & Throgmorton 2003). Stories are also wrought with a myriad of symbols, numbers, causes, interests, and decisions. Symbols are anything that can stand for something else. The meaning of a symbol is usually different for each person dependent on circumstance. In New Richmond the high water marker can mean comfort to some and a reminder of flooding disaster to others. Flooding devastation may not be the best message to send to those invited to come visit the community. In relation to this, the numbers on the marker measure height, no better way to define a problem than to measure it with numbers – a stranger can wonder, does the river really get that high, and is this somewhere I would want to live if it does? There are also the stories of causal effect to contend with in New Richmond. Revitalization happens with a good strategic plan and forward momentum. While lack of money issues, first on the list of why initiatives fail, may contribute to a slower or cancellation of process, rarely is it the primary underlying reason of failure. People relate to other people and stories about community are the ones most interesting, they are also the stories that can divide or unite residents in an instant and they either drive or kill programming and objectives.

Stories can also promote or dissuade community interests. What problems and needs people have are not always what they ask for. Stories play out in different manners depending on the story teller. It is far easier to join a cause, for better or worse, than to be alone in conviction or ideals. Problems then can be cast as either an alternative to a cause or as a best end to the mean (Stone 2002). The river occasionally floods, store fronts remain empty, and there is no money for the spiffy Main Street Revitalization effort. New Richmond can gather together and be a victim of time and circumstance or write a new story to tell. Poor is the community which continually uses lack of finances as an excuse to stand still. Communities can be nurtured as healing

organisms. Yet in many cases New Richmond, as most communities do, continually goes over the same things in an attempt to use the same tools in a different way, reorganizing the same old concepts into new scenarios with a belief that things have to change (Jacobs 1984).

Communities that become good at import-replacing, bringing in knowledge or expertise in commerce from outside, become viable. If New Richmond can experience an episode of import-replacing it can bring its economy up to date and establish an environment capable of innovative work. The process feeds itself, and when begun, does not stop until all the imports that are economically feasible are in place. In other words, once momentum is built locally by matching current assets with initiatives, it can then stimulate other commerce. New Richmond could create plenty of economic vibrancy for its small village.

The perceived disconnection between the two communities of New Richmond could be lessened with influence, cooperation, and loyalty. Ideas are shaped by education, persuasion, and socialization. Actions can be influenced by others and is central in a political community (Stone 2002). Cooperation then becomes two-fold in connecting these communities. First, cooperation allows for alliances to form for a common purpose, and secondly conflict unites some and divides others. Alliances allow for cooperation that is at the heart of the power structure of a community and is an effective form of subordination (Stone 2002). Loyalty to people, place and organizations promotes public interest and maximizes self-interest to bring a community together.

A community can be molded into action with inducements, rules, facts, rights, and power. Inducements of promised reward, as well as threatened penalties, motivate people to act in a different manner than they might in other situations. Rules act as direct commands and work in the short run to accomplish objectives. Facts need to be interpreted in a connecting manner for better direction because the power of the people in the community is in the quality and interests of the decisions they make. In real life, New Richmond might build a great cultural arts community, yet unless they also have an economic framework of support for sustainability, in essence, it will

not work (Stone 2002). Virtually all people in stagnating economies today are living in communities with stories of inventive and creative pasts and New Richmond is no exception.

New tools are available for older communities looking for revitalization. Theory can be utilized to break large ideas into smaller pieces for general understanding. Models allow communities to see how behavior can be sustained and modified. Models can also explain how mistakes and successes can weave into the community fabric. Information systems can be set up to organize attributes and track performance. Lastly, good stories that have beginning and end can emphasize the elements of recognizable identities, ground interactions, and inspire character, aspirations, and memories (Eckstein & Throgmorton 2003).

By bringing social, human, and physical capital investment into New Richmond and paying attention to the nuances of causal effect, New Richmond can look towards a brighter future. New Richmond sits on a major east-west thoroughfare that winds throughout southern Ohio and passes other culturally historic and arts motivated communities. Building on assets already in place as an extension of the initial plans being made presently should become a good indicator of direction for strategic planning. This process enhances a community by enabling direct investment in physical/environmental, human, and social capitals which in turn builds civic engagement thereby allowing greater returns on investment.

What if New Richmond were to dream big: At the heart of municipal Los Angeles lie three powerful proprietary or semi-autonomous departments: water and power, harbor, and airports (Erie p 30). New Richmond has its own water, a power station, a harbor of sorts, and is very convenient to two smaller and one major airport. This infrastructure could become an impetus that New Richmond could utilize to become a centerpiece and gateway into Clermont County as a community of cultural heritage, history, and the arts. Combine these elements with the Ohio



Scenic Waterway, walking and biking trails, a labyrinth, an in-harmony with nature spa facility and guided activities, cultural heritage and arts, a fertile and rich historic past, and then market to the four million plus yearly visitors to Clermont County State Parks. New Richmond could very well become a premier destination place to spend a little time in.

Asset mapping could prove to be invaluable in the sustainable revitalization of communities anywhere. The biggest challenges for many communities may lie in discovering the causes that possibly prevent progress between the human capital that operates the community and the physical and social capital that make up the community.

What New Richmond could look like...



Source of all Photos: Author





Source of all Photos: Author





## 11. New Richmond, Ohio Demographics – 2000 U.S. Census

### 11.1 Population

Year	Population	Percentage of Change
1960	2834	
1970	2650	-6%
1980	2769	+4%
1990	2408	-13%
2000	2219	-7.8%
2006	2483	+11.89

Source: U.S. Census

### 11.2 Economic Characteristics

Top 5 Industry Sectors of Employment	Percentage
Manufacturing	16.1%
Retail	15.5%
Construction	13.7%
Education, Health, Social Services	12.9%
Arts, Entertainment, Recreation, Accommodations and Food Services	9.8%

Total Population in Workforce: 1,097	67.6
Employed	65.7%
Unemployed	1.9%
Median Travel time to Work	27.5 minutes
Below Poverty	14.3%
Median Household Income	\$44,271

Source: U.S. Census

### 11.3 Housing Characteristics

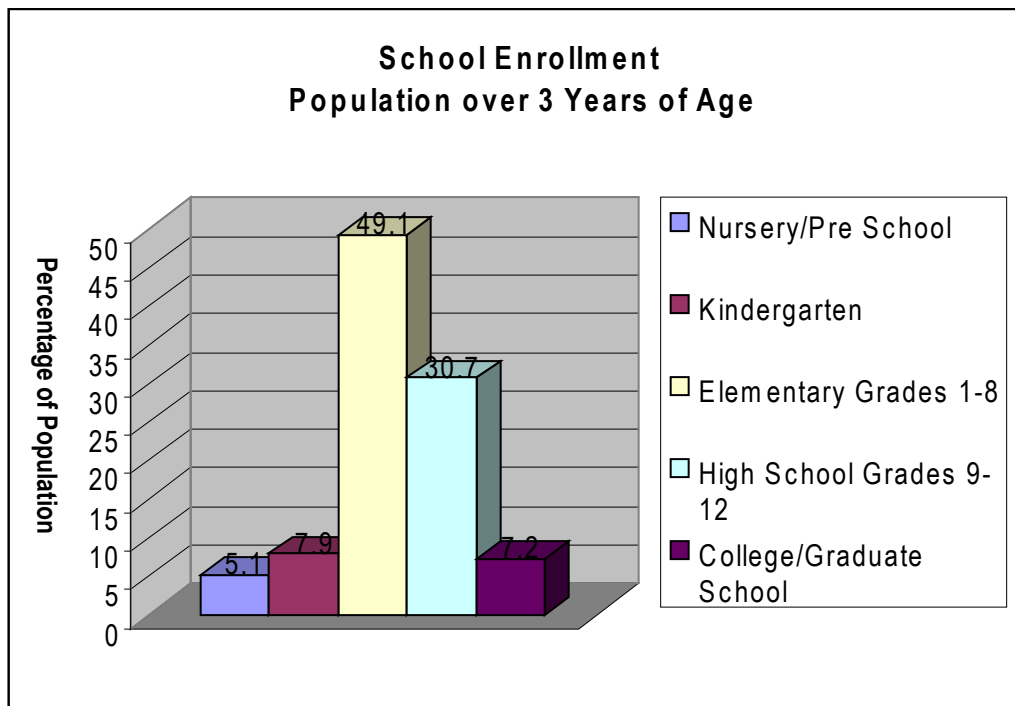
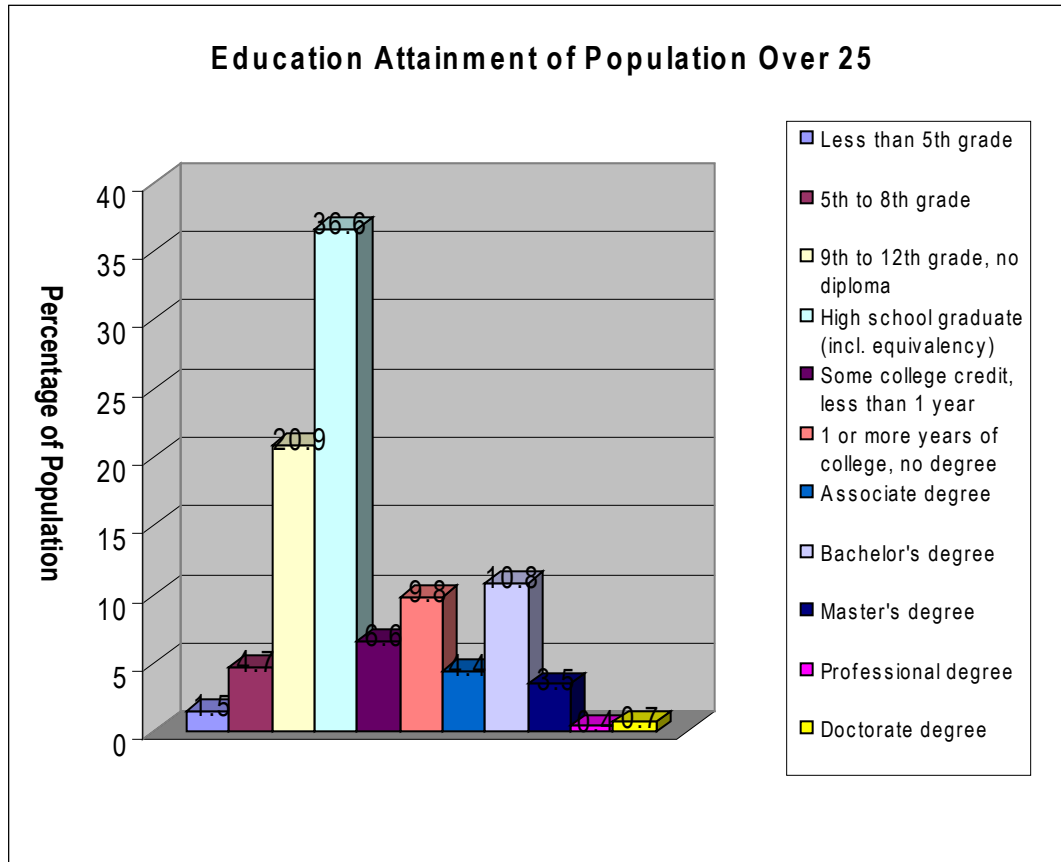
	1990	2000
Median House Value	\$64,900	\$96,200
Owner Occupied	56.8%	59.4%
Renter Occupied	43.2%	40.6%

Source: U.S. Census

### 11.4 Social Characteristics

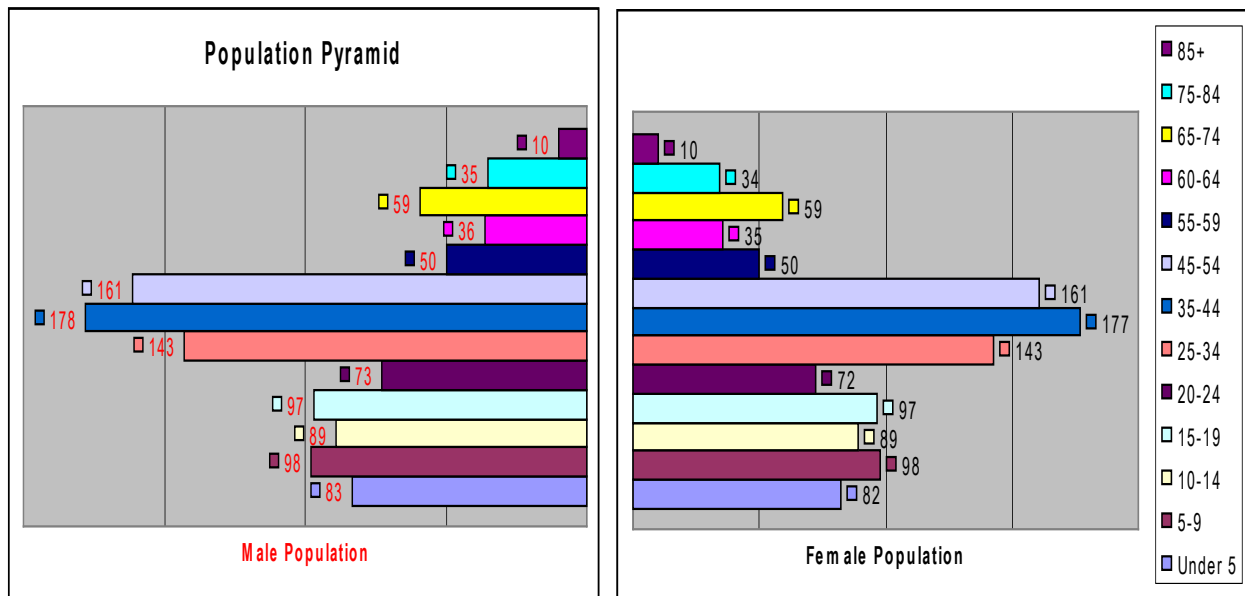
White/Caucasian	93.6%
Black/African American	2.3%
Median Age	33
Age, 65+	9.3%

## 11.5 Education Attainment



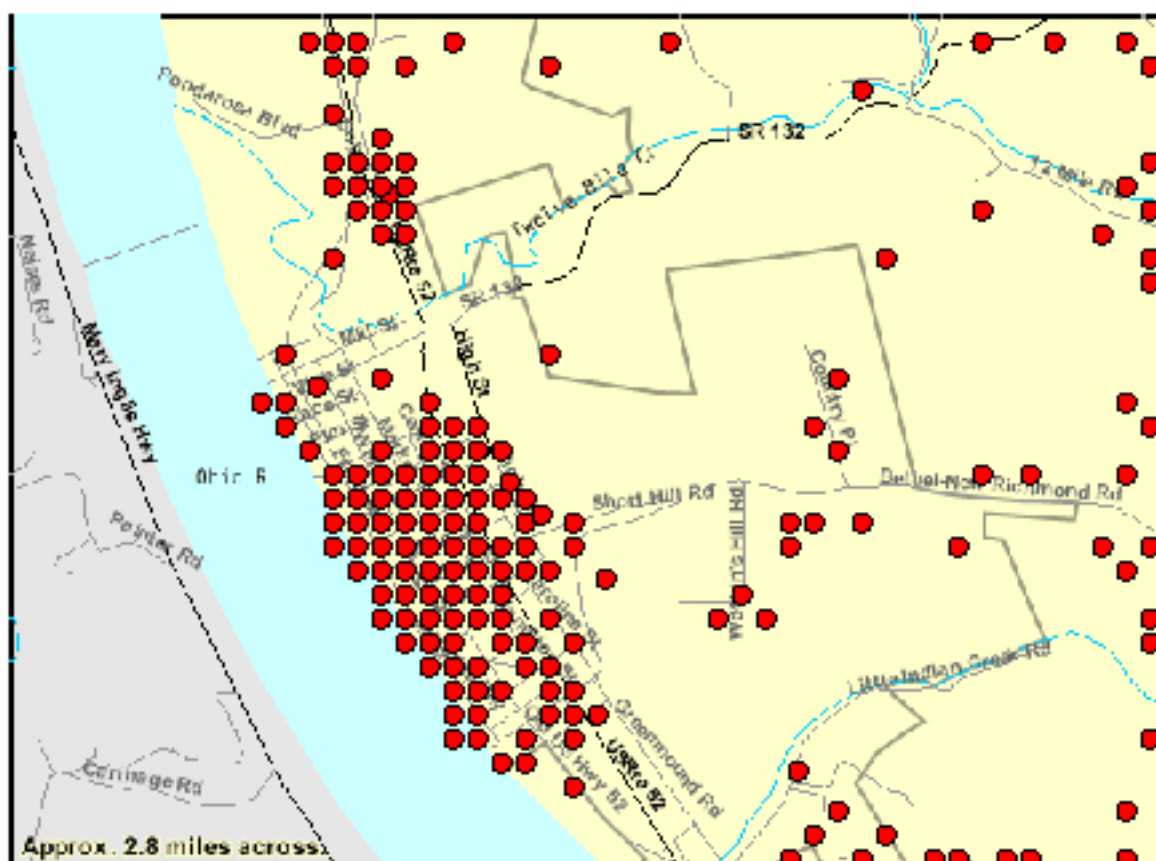
## 11.6 New Richmond Population Pyramid

Total Population 2219



Source: U.S. Census 2000

## New Richmond Map of Assets



Source: [www.msn.maps.com](http://www.msn.maps.com), Author

Each dot represents an approximate location of the assets outlined in the *Assets of New Richmond* section following.

## 12. Assets of New Richmond

### 12.1 Social Capital

<b>Organizations – Formal, Not for Profit</b>	<b>Type</b>	<b>Description</b>
Boys and Girls Club of the New Richmond Area	501(c)(3)*	Public Charity: Boys and Girls Clubs Combined
Cincinnati Shetland Sheepdog Club	501(c)(4)	Civic Leagues and Social Welfare
Clermont County Chapter of the Ohio Retired Teachers Association	501(c)(7)	Social and Recreation Club
Embrace the Children	501(c)(3)	Public Charity: Youth Centers, Clubs, Multipurpose
Family Motor Coach Association	501(c)(7)	Social and Recreation Clubs
Free and Accepted Masons of Ohio	501(c)(10)	Domestic Fraternal Societies
Garden Club of Ohio, Inc.	501(c)(3)	Public Charity
Historic New Richmond, Inc.	501(c)(3)	Public Charity: Historical Societies and Related Activities
Independent Order of Odd Fellows	501(c)(8)	Fraternal Beneficiary Societies
Kiwanis International, Inc.	501(c)(4)	Civic Leagues and Social Welfare
Legaseas, Inc.	501(c)(3)	Environmental Quality, Protection and Beautification
New Richmond Elementary School PTO	501(c)(3)	Public Charity: Parent/Teacher Group
New Richmond Riverfest, Inc.	501(c)(3)	Public Charity: Community, Neighborhood Development, Improvement
New Richmond Soccer Association	501(c)(3)	Public Charity: Youth Development
Ohio Odyssey of the Mind, Region 5	501(c)(3)	Public Charity
Pearl Harbor Survivors Association	501(c)(4)	Civic Leagues and Social Welfare Organizations
Renaissance New Richmond, Inc.	501(c)(3)	Public Charity: Disaster Preparedness and Relief Service
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<b>Organizations - Formal, Not for Profit, continued</b>	<b>Type</b>	<b>Description</b>
Schneider Estates	501(c)(4)	Civic Leagues and Social Welfare Organizations (Housing Owners, Renters Organizations)
Southwest Ohio Doberman Rescue	501(c)(3)	Public Charity: Animal Related Activities
Veterans of Foreign Wars of the United States, Department of Ohio	501(c)(19)	Post or Organizations of War Veterans
Visit New Richmond, Inc.	501(c)(4)	Civic Leagues and Social Welfare Organizations
Women's Aglow Fellowship	501(c)(3)	Public Charity, Christian

### **Associations and Informal Groups**

American Legion

American Legion Auxiliary

Baseball League

Basketball League

Football League

Good Rest Mission Inc.

Liars Club

Mid-America Foxhound Club, Inc

New Richmond Business Association

New Richmond Education Association

Royal Arch Masons of Ohio

Softball League

Spinebenders Book Discussion Group

United Steel Workers of America

Walk New Richmond

\* A 501(c) is a formal Internal Revenue Service (IRS) designation for a non-profit, or not for profit organization

<b>Churches</b>
Church of God New Richmond
Cranston Memorial Church of Christ
First Baptist Church of New Richmond – Western Avenue
First Baptist Church of New Richmond – Bethel-New Richmond Road
Franklin Chapel
Harvest Rain Ministries
Lindale Baptist Church
Mt. Pisgah Methodist Church
New Richmond Church of the Nazarene
Pentecost Church of God
River of Faith International Harvest
St. Peter Church
Spring Grove United Methodist Church

<b>Websites</b>
<a href="http://www.greatschools.net/city/New_Richmond/OH">www.greatschools.net/city/New Richmond/OH</a>
<a href="http://www.historicnewrichmond.org">www.historicnewrichmond.org</a>
<a href="http://www.newrichmond.org">www.newrichmond.org</a>
<a href="http://www.nrnnow.com">www.nrnnow.com</a>
<a href="http://www.nrschools.org">www.nrschools.org</a>
<a href="http://www.nrsoccer.org">www.nrsoccer.org</a>
<a href="http://www.shopnewrichmondnow.com">www.shopnewrichmondnow.com</a>

## **12.2 Human Capital**

<b>Valued Leadership in New Richmond</b>
Village Administrator
Mayor (previous)
Village Council
State Senator
Economic Development - “Bucket Brigade”

<b>Foundations</b>	<b>Type</b>	<b>Description</b>
Community Improvement Corporation of New Richmond Ohio	501(c)(3)	Private Non Operating Foundation
David R. Sanders Memorial Scholarship Fund	501(c)(3)	Public Charity, Scholarships, Student Aid and Financial Awards
Kevin Allen Campbell Memorial Scholarship Fund	501(c)(3)	Private Non Operating Fund
Laura Barrett Family Foundation	501(c)(3)	Private Non Operating Foundation
Motch Family Foundation, Inc.	501(c)(3)	Private Non Operating Foundation
New Richmond Youth Football League, Inc	501(c)(3)	Private Nonoperating Foundation
New Richmond Lions Sports Foundation	501(c)(3)	Public Charity
Smith Childrens Family Foundation	501(c)(3)	Private Non Operating Foundation

Government	Responsibilities*
Board of Zoning Appeals	To hear and decide appeals where there may be error, requirement, decision, interpretation, or determination made by the Zoning Inspector; to authorize variances; decide location of boundary lines for districts; grant permits for use in industrial districts.
Housing Board of Appeals	Grants variances to the village’s Housing Code. All/most enforcement codes must have an avenue for variances due to hardship to be granted.
The Shade Tree Commission	Mission: To maintain the rich heritage and preserve our many historic trees within the Village of New Richmond, the Village Council established the Heritage Tree Program. This program recognizes trees that are unique examples of genus, species or cultivar form, size, or are of historic significance.
	<b>Goals:</b>
	Increase public awareness of trees in general
	Draw attention to and protect trees that are unique examples of genus, species or cultivar form, size or other desirable features
	Provide publicity for increased awareness of the purpose and activities of the Village
	Encourage public participation in the identification and perpetuation of heritage trees

\* Source: [www.newrichmond-oh.org](http://www.newrichmond-oh.org), Village Administration

Government, continued	Responsibilities
Landmark Commission	<p>The purpose of the New Richmond Landmark Commission is to designate landmarks in the Village pursuant to the procedures hereinafter described, in order to preserve, protect and perpetuate places, buildings, structures, works of art and other objects having special historical, community or aesthetic interest or value, all for the following reasons:</p> <ul style="list-style-type: none"> <li>To safeguard the heritage of the Village by preserving sites and structures which reflect elements of the Village's cultural, social, economic, political, archaeological history or architectural history</li> <li>To stabilize and improve property values</li> <li>To protect and enhance the Village's attractions to residents, tourists and visitors, and serve as a support and stimulus to business and industry</li> <li>To enhance the visual and esthetic character, diversity and interest of the Village</li> <li>To foster civic pride in the beauty and notable accomplishments of the past</li> <li>To promote the use and preservation of historic and archaeological sites and structures for the education and general welfare of the people of the Village;</li> <li>To strengthen the economy of the Village</li> <li>To take whatever steps as may be necessary to safeguard the property rights of the owners whose property is declared to be a landmark or is located in the area designated as a New Richmond Landmark District, and act in an advisory role to Architectural Commission of Review and Planning Commission and to other officials and departments of New Richmond's governmental system.</li> </ul>
Parks and Recreation Commission	The mission of the New Richmond Parks and Recreation Commission is to promote the renovation and the expansion of the Village's growing park system along with utilizing existing facilities within the Village to stage recreational events for both youth and adults.
Home Repair Program Board	Administers an emergency home repair program which the village has. This program will fund emergency repairs to homes of property owners that meet a specific income limit. The program will fund roofs, furnaces etc which they would not otherwise be able to handle on their own.
Asset Mapping as a Tool for Economic Development and Community Revitalization Cheryl Crowell	

<b>Government, continued</b>	<b>Responsibilities</b>
Planning Commission	Initiate proposed amendments for the zoning ordinance; review all proposed amendments for the Zoning Ordinance; review all planned development and recommend to the Village Council; act upon resolutions made by the Village Council; prepare, review and modify the Village Comprehensive Plan.
Records Commission	Meets to assure that all of the village's records are being kept managed, destroyed in compliance with the specific guidelines of the Ohio Revised Code. They are to meet twice a year.
Community Reinvestment Board	Oversees the Village's Community Reinvestment Tax Incentives. This is a tax break given on new construction and improvements of existing buildings over a specific amount within the core area portion of the Village.
Police Department	Village owned
Fire Department	Village owned
Water and Sewer	Village owned

<b>Schools</b>	
New Richmond School District	<p>The Mission of the New Richmond Exempted Village School District is to ensure high performance of all students through academic rigor and best instructional practices in a safe environment, in collaboration with stakeholders.</p> <p>Goal: Education in the New Richmond Exempted Village School District will be determined by the needs, style, and rate of learning of the individual student.</p>
New Richmond High School	
New Richmond Middle School	
New Richmond elementary School	
Monroe Elementary School	
Locust Corner elementary School	
New Richmond Graduation Academy	The mission of the New Richmond Exempted Village School District Graduation Academy is to offer individualized instruction with a flexible schedule to carefully selected, at-risk students who will successfully graduate from New Richmond High School while improving the district's overall dropout / graduation rate.

<b>Clermont County Library Branches</b>
New Richmond - Howard F. Flannery Branch

<b>Federal/State/County Financing Programs</b>	
Research & Development Investment Loan Fund	Tax Increment Financing
Rural Enterprise Zones	Ohio Investment Training Program
Job Creation Tax Credit	Ohio Capital Access Program
Community Reinvestment Act for Banks	Hope VI Main Street Program
FHA/HUD Sales Incentives	Federal Heritage Tourism Grants
Community Development Block Grants	National Heritage Areas Program
Rural Housing and Economic Development Grants	National Register of Historic Places
Rivers, Trails, and Conservation Assistance Program	National Scenic Byways Program
Transportation and Transit Enhancement Programs	Recreation Trails Program Grants
Challenge America Fast-Track Review Grants	Training Programs
America's Historic Places Grants	Community Investment Fund
Asset-based Development	Flex-E Program
Entrepreneurship	

<b>Banks</b>	
Park National Bank	River Hills Bank

### **12.3 Physical Capital**

Standard Rate Low to Mid-range Housing Market
New Richmond Band Stand and Public Restroom Facility
New Richmond Front Street, Historic Buildings, and Architecture
New Richmond School's Athletic Complex
Numerous Mixed-use Commercial/Housing Real Estate Units
Numerous Pocket-sized Litigated Lots
Parks - 15
River Access Points - 3
Ohio River Frontage
Ross-Gowdy House Museum
Ulysses S. Grant Birth Place
Village Administration Building
Infrastructure and Sewer
Water Pumping Station

## 12.4 Putting It All Together

### Top Four Initiatives for New Richmond

Asset:	River
Impediment:	Unkempt Appearance
Improvement:	Clean-up
Matching Organization(s):	Boys and Girls Club
	Select NR Businesses
	Kiwanis International
	Legaseas. Inc.
	Parks and Recreation Commission
Funding Options:	Rivers, Trails, and Conservation Assistance
	National Scenic By-ways
	Recreational Trails Program Grants

Asset:	History
Impediment:	Negative Image
Improvement:	Sense-of-Place
Matching Organization(s):	Historic NR
	Garden Club
	Select NR Businesses
	Liars Club
	Pearl Harbot Survivors
	American Legion
	Shade Tree Commission
	Landmark Commission
Funding Options:	Community Investment Fund
	Community Reinvestment Board
	Home Repair Program Board
	Comm. Reinvestment Act for Banks
	Federal Heritage Tourism Grants
	America's Historic Places Grants
	Hope VI Main Street Program
	National Heritage Areas Program
	National Register of Historic Places
	Flex E Program



Asset:	Location
Impediment:	Economic Slack
Improvement:	New Businesses
Matching Organization(s):	Economic Development Committee
	NR Business Association
	Visit New Richmond
	Planning Commission
Funding Options:	Community Development Block Grants
	Tax Increment Financing
	Rural Enterprise Zones
	Job Creation Tax Credit
	Ohio Capital Access Program
	Asset Based Development
	Entrepreneurship
	Ohio Investment Training Program

Asset:	Ambience
Impediment:	Drugs
Improvement:	Activities
Matching Organization(s):	Renaissance New Richmond
	New Richmond Riverfest
	Board of Zoning Appeals
	Police Department
Funding Options:	Ohio Arts Fund
	Renaissance New Richmond
	New Richmond Riverfest
	Select Businesses

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**Electronic Resources:**

[www.greatschools.net/city/New\\_Richmond/OH](http://www.greatschools.net/city/New_Richmond/OH)

[www.historicnewrichmond.org](http://www.historicnewrichmond.org)

[www.nrnnow.com](http://www.nrnnow.com)

[www.nrschools.org/nr](http://www.nrschools.org/nr)

[www.renaissancenewrichmond](http://www.renaissancenewrichmond)

[www.shopnewrichmond.com](http://www.shopnewrichmond.com)

## 14. Appendices

### Appendix A - Community Questionnaires (space condensed for this document)

#### Asset Mapping Questionnaire (Resident)

1. Fill in the blank: New Richmond, a place where\_\_\_\_\_.
2. Name three great things about New Richmond.
3. Name three things, in your opinion, that could be improved in New Richmond.
4. Name three things, regardless of obstacles, you would like to see done in New Richmond.
5. How would you describe the effectiveness of the community of New richmond to get things done?  
  
[1] Not Effective At All  
[2] Needs Improvement To Be Effective  
[3] Effective in Some Areas But Not In Others  
[4] Effective Overall But Could Still Be Improved  
[5] 100% Effective
6. Briefly describe a situation that happened in New Richmond where things did not get done and why  
  
Policy/Program/Objective:\_\_\_\_\_  
Brief Description\_\_\_\_\_
- [ ] Objective did not fit the situation  
[ ] Objective fot the situation but was not supported  
[ ] Objective was supported and not completed
7. What three Community Organizations (Government or Other) do the most for New Richmond?

### Asset Mapping Questionnaire (Business)

1. Fill in the blank: New Richmond, a place where\_\_\_\_\_.
2. Name three great things about New Richmond that support business.
3. Name three things, in your opinion, that could be improved in New Richmond to support business.
4. Name three things, regardless of obstacles, you would like to see done in New Richmond to support business.
5. How would you describe the effectiveness of the community of New Richmond to get things done that support business?  
  
[1] Not Effective At All  
[2] Needs Improvement To Be Effective  
[3] Effective in SomeAreas But Not In Others  
[4] Effective Overall But Could Still Be Improved  
[5] 100% Effective
6. Briefly describe a situation that happened in New Richmond where things did not get done to support business and why  
  
Policy/Program/Objective: \_\_\_\_\_  
Brief Description \_\_\_\_\_  
  
[ ] Objective did not fit the situation  
[ ] Objective fit the situation but was not supported  
[ ] Objective was supported and not completed
7. What three Community Organizations (Government or Other) do the most for New Richmond?

## Asset Mapping Questionnaire (Organizations)

1.     ☐ Organization  
      ☐ Department  
      ☐ Council  
      ☐ Committee  
      ☐ Group

Purpose: Name of Organization \_\_\_\_\_.

☐ Mission Statement   ☐ Vision   ☐ Objective   ☐ Goals

List according to checked above \_\_\_\_\_

2.     What are the top three funding sources of this establishment?  
\_\_\_\_\_  
\_\_\_\_\_
3.     What policy(s)/program(s) does this establishment oversee?  
\_\_\_\_\_

How effective do you believe this policy/program to be?

- [1] Not Effective At All  
[2] Needs Improvement To Be Effective  
[3] Effective in SomeAreas But Not In Others  
[4] Effective Overall But Could Still Be Improved  
[5] 100% Effective

-----  
What policy(s)/program(s) does this establishment oversee?  
\_\_\_\_\_

How effective do you believe this policy/program to be?

- [1] Not Effective At All  
[2] Needs Improvement To Be Effective  
[3] Effective in SomeAreas But Not In Others  
[4] Effective Overall But Could Still Be Improved  
[5] 100% Effective  
-----

What policy(s)/program(s) does this establishment oversee?

---

How effective do you believe this policy/program to be?

- [1] Not Effective At All
  - [2] Needs Improvement To Be Effective
  - [3] Effective in SomeAreas But Not In Others
  - [4] Effective Overall But Could Still Be Improved
  - [5] 100% Effective
- 

4. Funding aside, what three things would be beneficial for the community to attain a higher quality of life that this establishment could provide?

5. All things being equal, for the overall good of the New Richmond community, what is your opinion about the following if deemed necessary?

- |  |                              |                             |
|--|------------------------------|-----------------------------|
| Eliminating an Organization                | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Adding a new organization                  | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Eliminating a Policy or Program            | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Adding a new Policy or Program             | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Partnering with another organization       | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Consolidating Organizations                | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Improving the network/communication system | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

6. Briefly describe a situation that happened with this establishment where things did not get done, and why.

7. What three community organizations do the most for New Richmond?

## Appendix B Survey Answer Patterns

Questionnaire Results Color Key:

Most Popular Answers	Second Most Popular	Third Most Popular	Other Answers
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### 1. New Richmond, a place where: (Personal Sense-of-Place Perspective)

Many different people live
Born
We spend our summers
I was born
Live peacefully and raise a family
I live comfortably and can achieve high property and life values
I call home
I have resided for 36 years
Raise a family
Safe place to live
Small town where everyone knows each other
Love to live
People are warm

(Cultural Sense-of-Place Perspective)

You can go, do, experience, and view something out of the ordinary.
Camp, sight-see, stroll, eat.
Step back in time, river.
Almost stands still.
Families can gather for fun, education, and entertainment.
Old meets new in a river town of leisure and fun.
Congestion disappears.
Live, work and play
You can enjoy the view of the river under the shade trees
Traffic is not bad
History was made
River is beautiful

In the last five years there is change for the better
Development has not come
Only the Lord knows why it isn't booming
1/3 of the population left ten years ago
People like to live, not shop
People should want to come for food and fun on the Ohio.
The community health care needs can be met

## 2. Top Assets

Riverfront	Historic areas	Location
River	Old Homes	Proximity to City
River	Old Town Look	Easy Access to Airports
River	Scenic Surroundings	Convenient to Cincinnati
River	Architecture and History	20 minutes to Cincinnati
River/View	Greenspace	Low Population Density
River	Warm, Small Town Feeling	Easy Access to Cincinnati
River	Small Town Atmosphere	Central Physical Location to US Retail markets
River Location	Historic buildings	Close to Big City/Shopping
River Views	Small Rivertown Atmosphere	Accessibility (US 52)
River	Village History	Easy Access to 275 Loop
Riverfront	Quaint Historic Village Setting	Visibility to Traffic
Great Vista Views from Hill-tops	Historic Architecture	Ease to Downtown Area
Overlook	Historic Value	Location from City
River Views	Small Town Atmosphere	
River		
Location (by river)		
Riverfront		



### Top Assets, continued

Untapped potential	Wild animals	Welcoming active residents
Real town w/public services	Food	Friendly neighbors
Shippers and Land	Library	Family/friends
Great Village Administrator	Recreation area	Home
Government Participation	Good School System	Friendly residents
Growth area	Art	People
Reasonable standards of living	Good variety of stores	Everyone knows your name
Less traffic	Schools	
Growth	Events	
Village Leadership	RNR	
Labor pool – both skilled and unskilled		
Gas prices keep people around to shop		

### 3. Impediments to Success

No tourism marketing	More job opportunities
Lack of destination traffic	Economic Business development
No businesses	Businesses come and go, why?
Rebuild the core	More river activities
Lack of stores downtown	Need community center with pool
Marketing Town Qualities/Accessibility	Utilize area below front street wall
Empty Front Street	Need riverbank access
More riverfront business	Need larger variety of businesses
New business	More businesses/job opportunities
More Business	More businesses
Citizens do not buy locally	

Impediments to Success, continued

Need to paint	Mayor
Dirty overgrown riverbanks	Police Department
Town needs cleaned up	Village not working together
Housing in flood plane	Good ol' boys village
Appearance downtown	Local business not invited into local initiatives
Clean slums	Attitude of locals and what they think of others
Remove blighted buildings	More/better resources for sophisticated people
Increase in elevated housing	Negative Image
Do something with mitigated properties	No reason to visit
More housing stock	Not enough to do
Historic preservation	
Renovation of buildings	
Front Street	
Improve/enhance riverfront	

Drug Culture	Restaurants need improvement
Drug Trafficking	Better restaurants
More Police Protection	Higher-end Quality restaurants
Drug Issues	

#### 4. Improvements needed:

More businesses	Festivals
More restaurants	More Businesses
More stores	More Restaurants
Starbucks	Upscale Shopping
Movies	Showcase Cinema
Bookstore	Restaurants
Riverboat Cruises	Hike/Bike Trail
Clothing Store	Pull customer base - US 52
More Businesses	Gambling Boat
High Quality Condos on riverside on Front Street	Floating Restaurant to draw other business
Antiques Stores	Subsidize local merchants to stay or open businesses
Souvenir Stores	Find a way to keep new businesses
Coffee Shop	Add reasons to visit downtown NR
Strong Art Community	Revitalize Front Street business District
Front Street make-over	Revive Business of Front Street
Hike/Bike Trail	2-3 car shows or cruise-ins
Train and hire qualified employees	Resident focus on local shopping
Bring Back Boat Races	Bike Trail - Anderson to NR
Bridge to Kentucky	Improve Boat Access
Local Bridge into Kentucky	

**Improvements Needed, continued:**

Relocate sports fields	Cleaner waters along river
Festival Park beautification	Make slum lords accountable
Community Center	Remove trailers
Environmental Preservation	Clean up trashy homes
Sports venues for children	Clean up trailer parks
Need a pool	Get rid of trailers
Highlight historical culture sites	Get rid of low income housing
More activities	Clean up boat storage
Revitalized riverfront	Clean up from J Kelley's to Ice House
Hometown Activities – Riverside Bonfire	Sidewalks & curbs on streets into village
More activities	Cut grass along 52 more often
River activity	Clean up
Recreation center	Control floods
Develop area historic culture	Land West of NR: Park/Recreation area cleaned up
Better riverfront for running/walking	
Riverfront as a destination	

## 5. Effectiveness of Community Policies, Programs



Note: There was not enough feedback from the Community Survey to authentically indicate this trend.

## 6. Specific Issues Related to Community Satisfaction

Incident Alleging Theft in Government Office	- issue and name protected in this document
Council sets policy	-not followed through on by police
Police overlook behaviors	- no specific issue stated
Police Dept drops the ball	- no specific issue stated
Council is worthless	– they do not want change
No effective leaders	- no specific issue stated
Zoning laws not enforced	- no specific issue stated
New business needs to advertise	- policies will not allow them to do so
Flood in 1997 ended business development	- no specific issue stated
Police Department	– no follow up when alarm went off
Get rid of drugs	- no specific issue stated

Removal of all homes along Willow for Central City Park	- supported & not completed
Serpentine Wall Proposal	- fell on deaf ears
Revitalization of Front Street	- lack of resources both fiscal & human
Hike/Bike Trail not developed	- too optimistic a project
Economic/Civic Revival	- RNR supposed to spark
Main Street Program	- not enough participation
Renewal of New Richmond	- not supported
Marina	- no issue stated
Parks	- no issue stated

## Specific Issues Related to Community Satisfaction, continued

Need more to do in organizations	Better Bank
No clear goals	Solicit Free Professional Help
Lack of support	More friendly Council
Lack of funding	Too many to mention
\$\$ for improvements	Lost grant money for improvements
On-going missed opportunities due to lack of funding	Increased Population

Businesses don't stay	Massive Self Promotion
Commercial and Factory Space developed	Community paper highlights
Businesses supporting each other	Be more personal and competitive in pricing
Need business signage on 52	Not enough local support of new businesses
NR Businesses get more involved in village	

### 7. Most Effective Organizations in order of significance:

1. Village Manager
2.* Business Association, Churches, Boys and Girls Club, Economic Development Group, Schools
Village Council, EMS/Fire Department, Historical Society, Village Managers Office, Police
3* New Richmond River Hills Bank, River Days Committee, Garden Club, (Past) Mayor, Liars Club, Renaissance New Richmond, Kiwanis
4.* Volunteers keeping city clean, Visit New Richmond, Health Sources of Ohio – FQHC, Head Start
Food Stores, Food Pantry, NR Soccer Association, NR Residents, Revitalization

\*Note: 2, 3, and 4 had equal recognition on the Community Surveys.



**Table DP-1. Profile of General Demographic Characteristics: 2000**

Geographic Area: New Richmond village, Ohio

[For information on confidentiality protection, nonsampling error, and definitions, see text]

Subject	Number	Percent	Subject	Number	Percent
<b>Total population</b> .....	<b>2,219</b>	<b>100.0</b>	<b>HISPANIC OR LATINO AND RACE</b>		
<b>SEX AND AGE</b>			<b>Total population</b> .....	<b>2,219</b>	<b>100.0</b>
Male.....	1,111	50.1	Hispanic or Latino (of any race).....	18	0.7
Female.....	1,108	49.9	Mexican.....	10	0.5
Under 5 years.....	165	7.4	Puerto Rican.....	-	-
5 to 9 years.....	198	8.8	Cuban.....	1	-
10 to 14 years.....	178	8.0	Other Hispanic or Latino.....	5	0.2
15 to 19 years.....	194	8.7	Not Hispanic or Latino.....	2,203	99.3
20 to 24 years.....	145	6.5	White alone.....	2,124	95.7
25 to 34 years.....	288	12.9	<b>RELATIONSHIP</b>		
35 to 44 years.....	355	16.0	<b>Total population</b> .....	<b>2,219</b>	<b>100.0</b>
45 to 54 years.....	322	14.5	In households.....	2,198	99.1
55 to 59 years.....	100	4.5	Householder.....	788	35.5
60 to 64 years.....	71	3.2	Spouse.....	424	19.1
65 to 74 years.....	118	5.3	Child.....	772	34.8
75 to 84 years.....	69	3.1	Own child under 18 years.....	601	27.1
85 years and over.....	20	0.9	Other relatives.....	114	5.1
Median age (years).....	33.0	(X)	Under 18 years.....	45	2.0
18 years and over.....	1,563	70.4	Nonrelatives.....	100	4.5
Male.....	772	34.8	Unmarried partner.....	63	2.8
Female.....	791	35.6	In group quarters.....	21	0.9
21 years and over.....	1,458	65.6	Institutionalized population.....	20	0.9
62 years and over.....	250	11.3	Noninstitutionalized population.....	1	-
65 years and over.....	207	9.3	<b>HOUSEHOLD BY TYPE</b>		
Male.....	87	3.9	<b>Total households</b> .....	<b>788</b>	<b>100.0</b>
Female.....	120	5.4	Family households (families).....	581	73.7
<b>RACE</b>			With own children under 18 years.....	303	38.5
One race.....	2,198	99.0	Married-couple family.....	424	53.8
White.....	2,138	96.3	With own children under 18 years.....	208	26.4
Black or African American.....	52	2.3	Female householder, no husband present.....	103	13.1
American Indian and Alaska Native.....	3	0.1	With own children under 18 years.....	65	8.2
Asian.....	2	0.1	Nonfamily households.....	207	26.3
Asian Indian.....	-	-	Householder living alone.....	168	21.3
Chinese.....	-	-	Householder 65 years and over.....	54	6.9
Filipino.....	-	-	Households with individuals under 18 years.....	327	41.5
Japanese.....	-	-	Households with individuals 65 years and over.....	146	18.5
Korean.....	-	-	Average household size.....	2.79	(X)
Vietnamese.....	-	-	Average family size.....	3.25	(X)
Other Asian <sup>1</sup> .....	2	0.1	<b>HOUSING OCCUPANCY</b>		
Native Hawaiian and Other Pacific Islander.....	-	-	<b>Total housing units</b> .....	<b>888</b>	<b>100.0</b>
Native Hawaiian.....	-	-	Occupied housing units.....	788	88.7
Guamanian or Chamorro.....	-	-	Vacant housing units.....	100	11.3
Samoan.....	-	-	For seasonal, recreational, or		
Other Pacific Islander <sup>2</sup> .....	-	-	occasional use.....	9	1.0
Some other race.....	3	0.1	Homeowner vacancy rate (percent).....	3.7	(X)
Two or more races.....	23	1.0	Rental vacancy rate (percent).....	9.1	(X)
<b>Race alone or in combination with one</b>			<b>HOUSING TENURE</b>		
<b>or more other races:</b> <sup>3</sup>			<b>Occupied housing units</b> .....	<b>788</b>	<b>100.0</b>
White.....	2,159	97.3	Owner-occupied housing units.....	468	59.4
Black or African American.....	57	2.6	Renter-occupied housing units.....	320	40.6
American Indian and Alaska Native.....	14	0.6	Average household size of owner-occupied units.....	2.82	(X)
Asian.....	9	0.4	Average household size of renter-occupied units.....	2.74	(X)
Native Hawaiian and Other Pacific Islander.....	-	-			
Some other race.....	5	0.2			

- Represents zero or rounds to zero. (X) Not applicable.

<sup>1</sup> Other Asian alone, or two or more Asian categories.<sup>2</sup> Other Pacific Islander alone, or two or more Native Hawaiian and Other Pacific Islander categories.<sup>3</sup> In combination with one or more of the other races listed. The six numbers may add to more than the total population and the six percentages may add to more than 100 percent because individuals may report more than one race.

Source: U.S. Census Bureau, Census 2000.

**Table DP-2. Profile of Selected Social Characteristics: 2000**

Geographic area: New Richmond village, Ohio

[Data based on a sample. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see text]

Subject	Number	Percent	Subject	Number	Percent
<b>SCHOOL ENROLLMENT</b>			<b>NATIVITY AND PLACE OF BIRTH</b>		
Population 3 years and over enrolled in school.....	544	100.0	Total population.....	2,183	100.0
Nursery school, preschool.....	28	5.1	Native.....	2,168	99.3
Kindergarten.....	43	7.9	Born in United States.....	2,148	98.4
Elementary school (grades 1-8).....	267	49.1	State of residence.....	1,673	76.8
High school (grades 9-12).....	167	30.7	Different state.....	475	21.8
College or graduate school.....	39	7.2	Born outside United States.....	20	0.9
<b>EDUCATIONAL ATTAINMENT</b>			Foreign born.....	15	0.7
Population 25 years and over.....	1,340	100.0	Entered 1990 to March 2000.....	-	-
Less than 9th grade.....	83	6.2	Naturalized citizen.....	15	0.7
9th to 12th grade, no diploma.....	280	20.9	Not a citizen.....	-	-
High school graduate (includes equivalency).....	491	36.6	<b>REGION OF BIRTH OF FOREIGN BORN</b>		
Some college, no degree.....	219	16.3	Total (excluding born at sea).....	15	100.0
Associate degree.....	59	4.4	Europe.....	15	100.0
Bachelor's degree.....	145	10.8	Asia.....	-	-
Graduate or professional degree.....	63	4.7	Africa.....	-	-
Percent high school graduate or higher.....	72.9	(X)	Oceania.....	-	-
Percent bachelor's degree or higher.....	15.5	(X)	Latin America.....	-	-
<b>MARITAL STATUS</b>			Northern America.....	-	-
Population 15 years and over.....	1,659	100.0	<b>LANGUAGE SPOKEN AT HOME</b>		
Never married.....	427	25.7	Population 5 years and over.....	2,002	100.0
Now married, except separated.....	885	53.3	English only.....	1,938	96.8
Separated.....	24	1.4	Language other than English.....	64	3.2
Widowed.....	101	6.1	Speak English less than "very well".....	13	0.6
Female.....	84	5.1	Spanish.....	29	1.4
Divorced.....	222	13.4	Speak English less than "very well".....	9	0.4
Female.....	120	7.2	Other Indo-European languages.....	35	1.7
<b>GRANDPARENTS AS CAREGIVERS</b>			Speak English less than "very well".....	4	0.2
Grandparent living in household with one or more own grandchildren under 18 years.....	65	100.0	Asian and Pacific Island languages.....	-	-
Grandparent responsible for grandchildren.....	37	56.9	Speak English less than "very well".....	-	-
<b>VETERAN STATUS</b>			<b>ANCESTRY (single or multiple)</b>		
Civilian population 18 years and over.....	1,547	100.0	Total population.....	2,183	100.0
Civilian veterans.....	238	15.4	Total ancestries reported.....	2,075	95.1
<b>DISABILITY STATUS OF THE CIVILIAN NONINSTITUTIONALIZED POPULATION</b>			Arab.....	-	-
Population 5 to 20 years.....	582	100.0	Czech <sup>1</sup> .....	-	-
With a disability.....	58	10.0	Danish.....	-	-
Population 21 to 64 years.....	1,212	100.0	Dutch.....	41	1.9
With a disability.....	261	21.5	English.....	131	6.0
Percent employed.....	50.2	(X)	French (except Basque) <sup>1</sup> .....	78	3.5
No disability.....	951	78.5	French Canadian <sup>1</sup> .....	-	-
Percent employed.....	81.3	(X)	German.....	595	27.3
Population 65 years and over.....	187	100.0	Greek.....	-	-
With a disability.....	88	47.1	Hungarian.....	-	-
<b>RESIDENCE IN 1995</b>			Irish <sup>1</sup> .....	480	22.0
Population 5 years and over.....	2,002	100.0	Italian.....	38	1.7
Same house in 1995.....	1,049	52.4	Lithuanian.....	-	-
Different house in the U.S. in 1995.....	946	47.3	Norwegian.....	6	0.3
Same county.....	714	35.7	Polish.....	28	1.3
Different county.....	232	11.6	Portuguese.....	-	-
Same state.....	143	7.1	Russian.....	10	0.5
Different state.....	89	4.4	Scotch-Irish.....	38	1.7
Elsewhere in 1995.....	7	0.3	Scottish.....	47	2.2
			Slovak.....	-	-
			Subsaharan African.....	-	-
			Swedish.....	6	0.3
			Swiss.....	27	1.2
			Ukrainian.....	-	-
			United States or American.....	281	12.9
			Welsh.....	26	1.2
			West Indian (excluding Hispanic groups).....	-	-
			Other ancestries.....	245	11.2

-Represents zero or rounds to zero. (X) Not applicable.

<sup>1</sup>The data represent a combination of two ancestries shown separately in Summary File 3. Czech includes Czechoslovakian. French includes Alsatian. French Canadian includes Acadian/Cajun. Irish includes Celtic.

Source: U.S. Bureau of the Census, Census 2000.

**Table DP-3. Profile of Selected Economic Characteristics: 2000**

Geographic area: New Richmond village, Ohio

[Data based on a sample. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see text]

Subject	Number	Percent	Subject	Number	Percent
<b>EMPLOYMENT STATUS</b>			<b>INCOME IN 1999</b>		
Population 16 years and over .....	1,622	100.0	Households .....	778	100.0
In labor force .....	1,097	67.8	Less than \$10,000 .....	91	11.7
Civilian labor force .....	1,097	67.8	\$10,000 to \$14,999 .....	72	9.3
Employed .....	1,066	65.7	\$15,000 to \$24,999 .....	92	11.8
Unemployed .....	31	1.9	\$25,000 to \$34,999 .....	103	13.2
Percent of civilian labor force .....	2.8	(X)	\$35,000 to \$49,999 .....	124	15.9
Armed Forces .....	-	-	\$50,000 to \$74,999 .....	170	21.9
Not in labor force .....	525	32.4	\$75,000 to \$99,999 .....	51	6.6
Females 16 years and over .....	789	100.0	\$100,000 to \$149,999 .....	63	8.1
In labor force .....	462	58.8	\$150,000 to \$199,999 .....	8	0.8
Civilian labor force .....	462	58.8	\$200,000 or more .....	6	0.8
Employed .....	459	58.2	Median household income (dollars) .....	40,000	(X)
Own children under 6 years .....	197	100.0	With earnings .....	638	82.0
All parents in family in labor force .....	123	62.4	Mean earnings (dollars) <sup>1</sup> .....	49,415	(X)
<b>COMMUTING TO WORK</b>			With Social Security income .....	155	19.9
Workers 16 years and over .....	1,054	100.0	Mean Social Security income (dollars) <sup>1</sup> .....	9,159	(X)
Car, truck, or van -- drove alone .....	781	74.1	With Supplemental Security Income .....	29	3.7
Car, truck, or van -- carpooled .....	149	14.1	Mean Supplemental Security Income		
Public transportation (including taxicab) .....	15	1.4	(dollars) <sup>1</sup> .....	5,717	(X)
Walked .....	51	4.8	With public assistance income .....	46	5.9
Other means .....	42	4.0	Mean public assistance income (dollars) <sup>1</sup> .....	2,657	(X)
Worked at home .....	16	1.5	With retirement income .....	73	9.4
Mean travel time to work (minutes) <sup>1</sup> .....	27.5	(X)	Mean retirement income (dollars) <sup>1</sup> .....	9,146	(X)
Employed civilian population			Families .....	574	100.0
16 years and over .....	1,066	100.0	Less than \$10,000 .....	47	8.2
<b>OCCUPATION</b>			\$10,000 to \$14,999 .....	29	5.1
Management, professional, and related			\$15,000 to \$24,999 .....	69	12.0
occupations .....	232	21.8	\$25,000 to \$34,999 .....	90	15.7
Service occupations .....	204	19.1	\$35,000 to \$49,999 .....	83	14.5
Sales and office occupations .....	283	26.5	\$50,000 to \$74,999 .....	142	24.7
Farming, fishing, and forestry occupations .....	-	-	\$75,000 to \$99,999 .....	42	7.3
Construction, extraction, and maintenance			\$100,000 to \$149,999 .....	60	10.5
occupations .....	159	14.9	\$150,000 to \$199,999 .....	6	1.0
Production, transportation, and material moving			\$200,000 or more .....	6	1.0
occupations .....	188	17.8	Median family income (dollars) .....	44,271	(X)
<b>INDUSTRY</b>			Per capita income (dollars) <sup>1</sup> .....	16,774	(X)
Agriculture, forestry, fishing and hunting,			<b>Median earnings (dollars):</b>		
and mining .....	-	-	Male full-time, year-round workers .....	34,318	(X)
Construction .....	148	13.7	Female full-time, year-round workers .....	24,792	(X)
Manufacturing .....	172	16.1			
Wholesale trade .....	34	3.2		Number	Percent
Retail trade .....	165	15.5		below	below
Transportation and warehousing, and utilities .....	51	4.8		poverty	poverty
Information .....	26	2.4		level	level
Finance, insurance, real estate, and rental and					
leasing .....	44	4.1	<b>POVERTY STATUS IN 1999</b>		
Professional, scientific, management, adminis-			Families .....	82	14.3
trative, and waste management services .....	97	9.1	With related children under 18 years .....	54	16.2
Educational, health and social services .....	137	12.9	With related children under 5 years .....	33	20.8
Arts, entertainment, recreation, accommodation					
and food services .....	105	9.8	<b>Families with female householder, no</b>		
Other services (except public administration) .....	50	4.7	<b>husband present</b> .....	31	37.3
Public administration .....	39	3.7	With related children under 18 years .....	31	55.4
			With related children under 5 years .....	14	48.3
<b>CLASS OF WORKER</b>					
Private wage and salary workers .....	875	82.1	<b>Individuals</b> .....	382	17.7
Government workers .....	95	8.9	18 years and over .....	243	15.9
Self-employed workers in own not incorporated			65 years and over .....	40	21.4
business .....	83	7.8	Related children under 18 years .....	139	22.0
Unpaid family workers .....	13	1.2	Related children 5 to 17 years .....	95	21.1
			Unrelated individuals 15 years and over .....	87	31.0

-Represents zero or rounds to zero. (X) Not applicable.

<sup>1</sup>If the denominator of a mean value or per capita value is less than 30, then that value is calculated using a rounded aggregate in the numerator.

See text.

Source: U.S. Bureau of the Census, Census 2000.



**Table DP-4. Profile of Selected Housing Characteristics: 2000**

Geographic area: New Richmond village, Ohio

[Data based on a sample. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see text]

Subject	Number	Percent	Subject	Number	Percent
<b>Total housing units</b> .....	931	100.0	<b>OCCUPANTS PER ROOM</b>		
<b>UNITS IN STRUCTURE</b>			Occupied housing units .....	776	100.0
1-unit, detached .....	593	63.7	1.00 or less .....	740	95.4
1-unit, attached .....	10	1.1	1.01 to 1.50 .....	36	4.6
2 units .....	95	10.2	1.51 or more .....	-	-
3 or 4 units .....	76	8.2			
5 to 9 units .....	54	5.8	Specified owner-occupied units .....	356	100.0
10 to 19 units .....	19	2.0	<b>VALUE</b>		
20 or more units .....	25	2.7	Less than \$50,000 .....	47	13.2
Mobile home .....	59	6.3	\$50,000 to \$99,999 .....	136	38.2
Boat, RV, van, etc. ....	-	-	\$100,000 to \$149,999 .....	85	23.9
			\$150,000 to \$199,999 .....	31	8.7
			\$200,000 to \$299,999 .....	52	14.6
<b>YEAR STRUCTURE BUILT</b>			\$300,000 to \$499,999 .....	5	1.4
1999 to March 2000 .....	4	0.4	\$500,000 to \$999,999 .....	-	-
1995 to 1998 .....	42	4.5	\$1,000,000 or more .....	-	-
1990 to 1994 .....	31	3.3	Median (dollars) .....	96,200	(X)
1980 to 1989 .....	81	8.7			
1970 to 1979 .....	114	12.2	<b>MORTGAGE STATUS AND SELECTED</b>		
1960 to 1969 .....	80	8.6	<b>MONTHLY OWNER COSTS</b>		
1940 to 1959 .....	204	21.9	With a mortgage .....	268	74.7
1939 or earlier .....	375	40.3	Less than \$300 .....	9	2.5
			\$300 to \$499 .....	9	2.5
<b>ROOMS</b>			\$500 to \$999 .....	55	15.4
1 room .....	14	1.5	\$700 to \$999 .....	51	14.3
2 rooms .....	38	4.1	\$1,000 to \$1,499 .....	79	22.2
3 rooms .....	50	5.4	\$1,500 to \$1,999 .....	48	12.9
4 rooms .....	224	24.1	\$2,000 or more .....	17	4.8
5 rooms .....	159	17.1	Median (dollars) .....	1,058	(X)
6 rooms .....	208	22.1	Not mortgaged .....	90	25.3
7 rooms .....	90	9.7	Median (dollars) .....	270	(X)
8 rooms .....	89	9.6			
9 or more rooms .....	61	6.6	<b>SELECTED MONTHLY OWNER COSTS</b>		
Median (rooms) .....	5.4	(X)	<b>AS A PERCENTAGE OF HOUSEHOLD</b>		
Occupied housing units .....	776	100.0	<b>INCOME IN 1999</b>		
<b>YEAR HOUSEHOLDER MOVED INTO UNIT</b>			Less than 15.0 percent .....	100	28.1
1999 to March 2000 .....	140	18.0	15.0 to 19.9 percent .....	79	22.2
1995 to 1998 .....	222	28.6	20.0 to 24.9 percent .....	70	19.7
1990 to 1994 .....	160	20.6	25.0 to 29.9 percent .....	22	6.2
1980 to 1989 .....	131	16.9	30.0 to 34.9 percent .....	33	9.3
1970 to 1979 .....	47	6.1	35.0 percent or more .....	52	14.6
1969 or earlier .....	76	9.8	Not computed .....	-	-
<b>VEHICLES AVAILABLE</b>			Specified renter-occupied units .....	320	100.0
None .....	48	6.2	<b>GROSS RENT</b>		
1 .....	269	34.7	Less than \$200 .....	8	2.5
2 .....	311	40.1	\$200 to \$299 .....	13	4.1
3 or more .....	148	19.1	\$300 to \$499 .....	94	29.4
			\$500 to \$749 .....	135	42.2
<b>HOUSE HEATING FUEL</b>			\$750 to \$999 .....	32	10.0
Utility gas .....	394	50.8	\$1,000 to \$1,499 .....	9	2.8
Bottled, tank, or LP gas .....	58	7.5	\$1,500 or more .....	-	-
Electricity .....	178	22.9	No cash rent .....	29	9.1
Fuel oil, kerosene, etc. ....	133	17.1	Median (dollars) .....	533	(X)
Coal or coke .....	-	-			
Wood .....	-	-	<b>GROSS RENT AS A PERCENTAGE OF</b>		
Solar energy .....	-	-	<b>HOUSEHOLD INCOME IN 1999</b>		
Other fuel .....	9	1.2	Less than 15.0 percent .....	67	20.9
No fuel used .....	4	0.5	15.0 to 19.9 percent .....	72	22.5
			20.0 to 24.9 percent .....	35	10.9
<b>SELECTED CHARACTERISTICS</b>			25.0 to 29.9 percent .....	16	5.0
Lacking complete plumbing facilities .....	-	-	30.0 to 34.9 percent .....	10	3.1
Lacking complete kitchen facilities .....	7	0.9	35.0 percent or more .....	83	25.9
No telephone service .....	25	3.2	Not computed .....	37	11.6

-Represents zero or rounds to zero. (X) Not applicable.

Source: U.S. Bureau of the Census, Census 2000.

