



## APPENDIX D





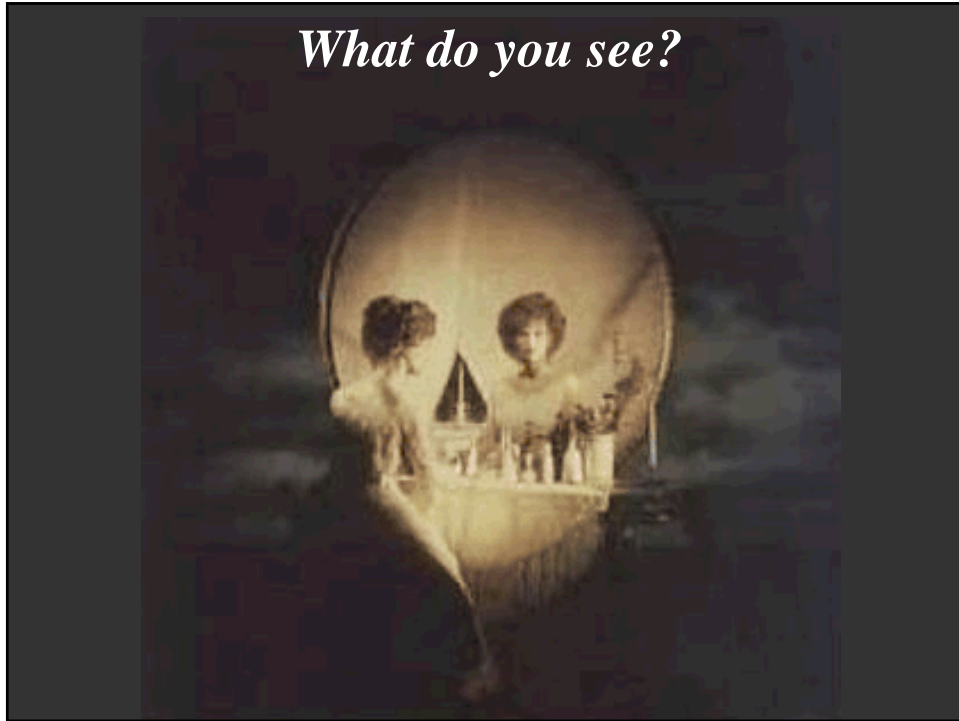
## Town of Ferdinand Vision Development Session

Best Home Furnishing  
White Pine Lodge  
August 18, 2006

## Agenda Overview

- 10:00 a.m. Welcome, intros and groundrules
- 10:15 a.m. “Take on our Town” Presentation
- 10:40 a.m. SWOT Analysis
- 11:20 a.m. Working lunch and break
- 11:40 a.m. Vision Development
- 1:15 p.m. Next steps and debrief
- 1:30 p.m. Adjourn

*What do you see?*



## Process Groundrules

- Share your point of view without killing others' perspectives.
- Strive to reach consensus.
- Consensus means that, though we might not all like the option equally, we can all support moving it forward.
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- The facilitator's role is to help ensure the group uses good process...leading to a good outcome.



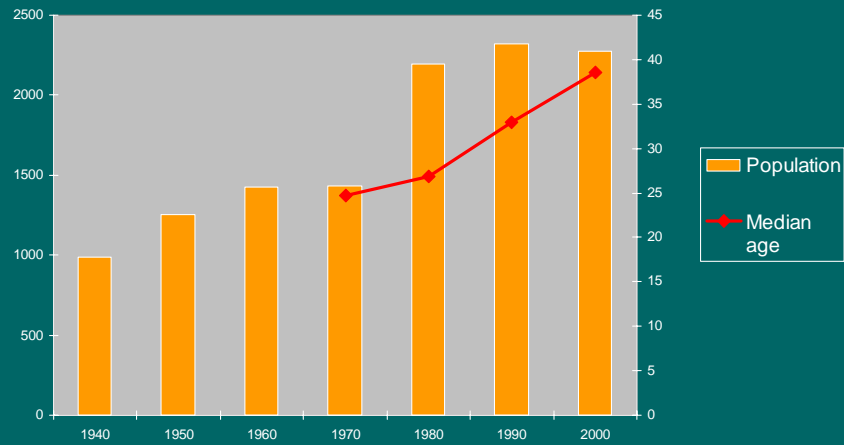
## Ferdinand, Indiana

### The Take on Our Town

## Population

	<u>1940</u>	<u>1950</u>	<u>1960</u>	<u>1970</u>	<u>1980</u>	<u>1990</u>	<u>2000</u>
Population	990	1,252	1,427	1,432	2,192	2,318	2,277
Growth % per year		26.5	14.0	0.4	53.1	5.7	-1.8
Male			704	713	964	964	1004
Female			723	719	1228	1354	1273
Median Age				24.7	26.8	32.9	38.6

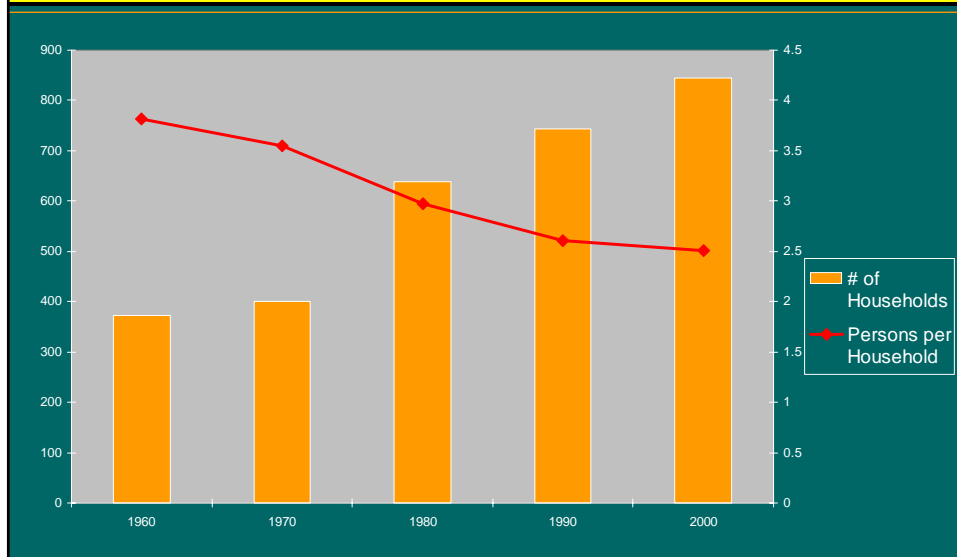
## Population: Graphically



## Households

	<u>1960</u>	<u>1970</u>	<u>1980</u>	<u>1990</u>	<u>2000</u>
# of Households	372	401	638	743	845
Person per household	3.82	3.55	2.97	2.61	2.51

## Households: Graphically



## Housing

	<u>1990</u>	<u>2000</u>
<b>Housing Units</b>	<b>774</b>	<b>845</b>
<b>% Increase</b>		<b>9.17%</b>
<b>Occupied</b>	<b>743</b>	<b>808</b>
<b>Vacant</b>	<b>31</b>	<b>37</b>
<b>Owner Occupied</b>	<b>567</b>	<b>625</b>
<b>Renter occupied</b>	<b>176</b>	<b>183</b>

## Income

	<u>1990</u>	<u>2000</u>
Per Capita Income	\$11,980	\$18,335
Families below poverty level	2.40%	3.40%
Household Median Income	\$30,500	\$41,326

## Growth (Census Bureau estimates) on our population...

- July 1, 2001 ... 2,278
- July 1, 2002 ... 2,281
- July 1, 2003 ... 2,297
- July 1, 2004 ... 2,296
- July 1, 2005 ... **2,299**

In 2005, based on estimates, Ferdinand is the 608<sup>th</sup> population center in the State of Indiana out of 1,381.

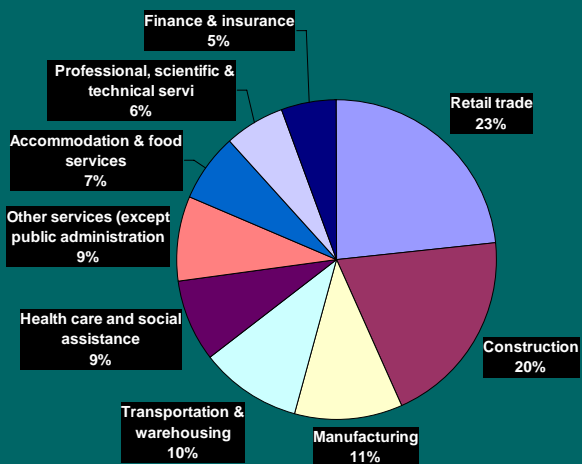


## Business Patterns

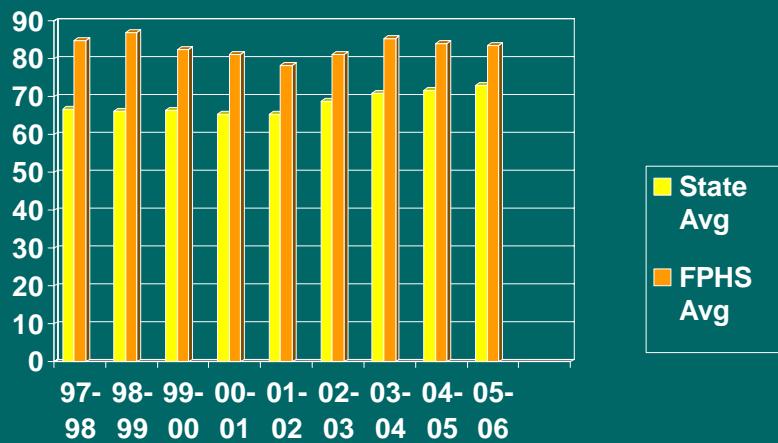
	<u>1994</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>
<i>Total Number of establishments</i>	<i>125</i>	<i>124</i>	<i>128</i>	<i>139</i>
Retail trade	27	24	26	30
Construction	25	25	25	26
Manufacturing	15	13	14	14
Transportation	13	12	12	13
Health care		9	8	11
Other Services	29	11	11	11

<u>More Business Patterns</u>	<u>1994</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>
Accommodation / Food Services	0	8	8	9
Professional, Technical		5	5	8
Finance & Insurance	8	7	9	7
Forestry & Agriculture	1	0	0	2
Information	0	2	1	2
Real Estate	0	2	2	2
Utilities	1	1	1	1
Wholesale Trade	5	2	2	1
Admin, Waste mgmt, remediation	0	1	1	1
Educational Services	0	2	2	1
Arts, Entertainment	0	0	1	0
Mining	1	0	0	0

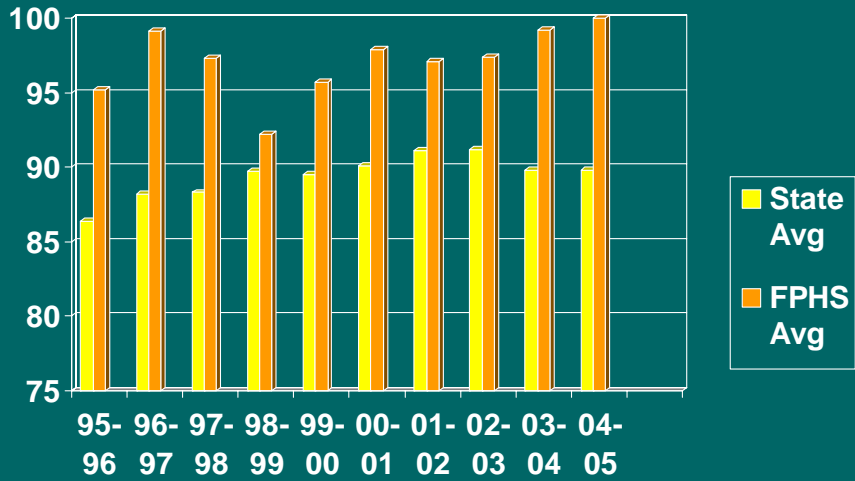
## Business Patterns in Ferdinand (2003)



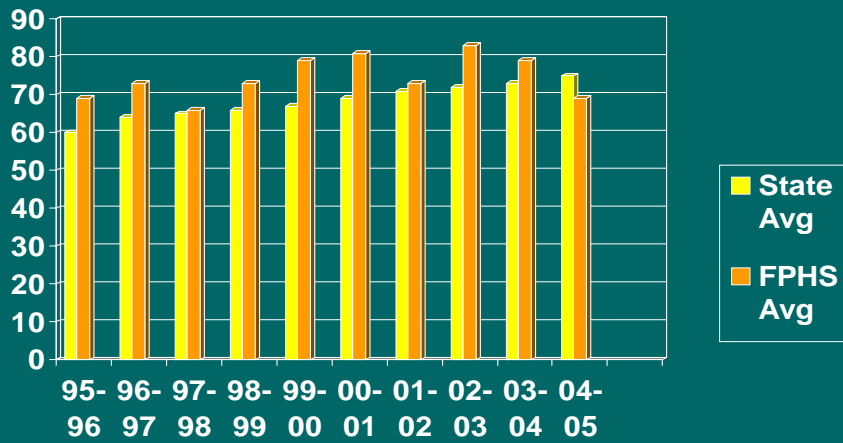
## Education: ISTEP Percent Pass Grades (all levels)



## Education: Graduation Rate



## Education: Percent Graduates pursuing College



## Comments from previous Comprehensive Plan

- Ferdinand median age is steadily increasing. Trend may reflect difficulty in keeping young people in Ferdinand.
- The size of the households is decreasing.
- Over 65 age group was 18% in 1990. In 2000 it was 20.1%.
- The top four major employers in 1996 are : Aristokraft (now MASTERBRAND), Best Chairs (now Best Home Furnishings), Mobel Inc., and Southeast Dubois County School. *(They still are.)*

## We are Ferdinand!

- What does our future hold?
- How do we get there?
- The Town is ready to develop a new Comprehensive Plan.
- So we, now, start our journey...



## Presentation Insights

*Diverge,*

*“What were your key insights from the presentation?”*

## SWOT Analysis

*“What are the Strengths of Ferdinand?”*

*“What are the Weaknesses of Ferdinand?”*

*“What are the Opportunities for Ferdinand?”*

*“What are the Threats to Ferdinand?”*

## Vision

- A Vision is “What do we want to be or achieve in 10 years (or when we grow up)?”
- The Vision should be concrete and vivid. We should be able to “picture it”.
- The Vision is stronger and more compelling if we make it measurable (i.e. Double in Size by 2025).
- Our Vision may have several key elements.

## Possible Visions

- *Diverge many possible Visions or Vision Elements.*
- *What would you like Ferdinand to be or achieve?*
- *Think about what you would want the News Media to use as a headline 10 years from now.*
- *Let loose some radical, outrageous ideas.*

## Converging on the Vision

- Use your “dots” to identify the few most promising Vision Elements you see posted.
- We will discuss those which have strong interest by the group.
- Through the discussion we might refine or “tone down” options.
- We will then reach consensus on the few key elements we all can support.

## Next Steps

- We would like to propose a second session to “pin down” the implementation (who, what, how, and by when)
- Optional dates: September 8 or 22...others?
- *What other loose ends and next steps should be completed prior to the next session?*
- *Are there others who should be invited to the next session?*

## Debrief

- *“What did we do or say that helped in this session?”*
- *“What hindered us?” “How might we improve the next session?”*
- *“What learnings did you have about how this group has worked together?”*

## Closing Comments

- Thanks to everyone for participating.
- Thanks to Best Home Furnishings for use of the lodge.
- Thanks to the Chamber of Commerce for bringing this together.
- Thanks to Ken Sicard and Bob Grewe for the “Take on Our Town” Presentation.





## Town of Ferdinand Vision Development Session II

Best Home Furnishing  
White Pine Lodge  
September 8, 2006

## Agenda Overview

- 10:00 a.m. Welcome, intros new folks, agenda
- 10:15 a.m. Review of the Draft Vision
- 10:30 a.m. Develop teams, strategies and major milestones for Vision Elements
- 11:30 a.m. Working lunch and break
- 11:45 a.m. Develop Rollout Plan and Review Process
- 12:15 p.m. Debrief
- 12:30 p.m. Adjourn

## Process Groundrules

- Share your point of view without killing others' perspectives.
- Strive to reach consensus.
- Consensus means that, though we might not all like the option equally, we can all support moving it forward.
- These will generally be accomplished by diverging (brainstorming) first, then converging on the best option(s) to move forward.
- The facilitator's role is to help ensure the group uses good process...leading to a good outcome.

## 10-Year Vision Key Elements

- **Population growth**
- **New business growth**
- **Community development**
- **Tourism**
- **Brain gain**

## Population Growth

- 500 new homes in the Ferdinand areas resulting in
- Population growth of 1000-1500 in Ferdinand,
- 1000 additional in the surrounding SE Dubois school corporation area, and
- 1000 in northern Spencer County.

## New Business Growth

- 25% of new businesses locally owned
- At least one additional “nice restaurant”
- A new or revitalized shopping/retail district providing an outlet for local products and services and to serve the Ferdinand area residents’ purchasing needs.
- At least one new business in each business sector
- Diversification of manufacturing
- Encourage infrastructure businesses

## Community Development

- A healthcare annex with extended hours and emergency room services synergizing with the senior care facilities.
- A thriving YMCA.
- Sustained Sisters of St. Benedict Monastery and community

## Tourism

- 100,000 tourists per year and \$1.5M per year in tourism-related income to the town of Ferdinand.
- Partner with the Monastery and Holiday World on tourism opportunities.

## Brain Gain

- 25% of college graduates return back to Ferdinand
  - Half returning as new college graduates to high skill/high wage jobs in Ferdinand.
  - Half returning within 15 years of college graduation to join local companies and as entrepreneurs.

## Getting Started

- Develop teams with a leader/champion
- Identify key strategies (high level “how’s”)
- Identify key milestones (by when) major accomplishments should be completed
- We should not get caught up in the detailed tactics today. That is the work of the teams.

## Our Volunteers

Population	New Business Growth	Community Development	Tourism	Brain Gain
Frank Gessner	John Knust	Brian Tretter	Tony Brothers-Bridge	Staci Welp
Beth McManaway		Roger Corley - Y	Bob Grewe	Bob Johnson
Randy Begle		Mike Steffe - Y	Paul Brockman	Gloria Rahman
Ed Roos			Kathy Tretter	
Dave Hoffman				
Tom Lueken				
Greg Dilger				
Wayne Bueltel				
Steve Grundhoefer				

Anywhere: Angi Selffernick, Greg Sicard, Jeff Hagedorn, Dean Daunhauer, Ryan Fleck  
 Undecided: Kent Uebelhor

## High Level Plan for Element

What	How	Who	By When

## Rollout Plan and Review Process

- *How will we share this with the community and other stakeholders?*
- *How and how often will we review progress to the plans and Vision?*

## Debrief

- *“What did we do or say that helped in this session?”*
- *“What hindered us?” “How might we improve the next session?”*
- *“What learnings did you have about how this group has worked together?”*

## Closing Comments

- Thanks to everyone for participating.
- Thanks to Best Home Furnishings for use of the lodge.
- Thanks to all those who helped orchestrate getting this “off the ground”
  - Chamber of Commerce
  - Town of Ferdinand
  - USI



# **Town of Ferdinand Vision Implementation September 8, 2006**

## **Town of Ferdinand 10-Year Vision**

### **Population**

- 500 new homes in the Ferdinand area resulting in
- Population growth of 1000-1500 in Ferdinand, and
- Encourage additional population growth in Southeast Dubois School Corporation and Northern Spencer County.

### **New Business Growth**

- 25% of new businesses locally owned,
- At least one additional full service family restaurant,
- A new or revitalized shopping/retail district providing an outlet for local products and services and serving the Ferdinand area residents' purchasing needs,
- At least one new business in each business sector,
- Diversification of manufacturing, and
- Encourage infrastructure businesses.

### **Community Development**

- A healthcare annex with extended hours and emergency room services synergizing with the senior care facilities,
- A thriving YMCA, and
- Support and collaboration with the Sisters of St. Benedict Monastery and community.

### **Tourism**

- Capture the business of 40% of the county's tourists and triple tourism-related income to the town of Ferdinand and
- Partner with the Monastery and Holiday World on tourism opportunities.

### **Brain Gain**

- An additional 25% of college graduates returning to Ferdinand
  - Half returning as new college graduates to high skill/high wage jobs in the Ferdinand area and
  - Half returning within 15 years of college graduation to join local companies and as entrepreneurs.

## Population Growth Implementation Plan

**Team Leaders:** Frank Gessner and Ed Roos

<p><b>Team Members:</b> Beth McManaway          Randy Begle          Dave Hoffman          Tom Lueken          Jim Hagedorn</p>	<p>Greg Dilger          Wayne Buehtel          Steve Grundhoefer          Ken Sicard          Stan Fischer</p>
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What	How	By When
Work with the county and township to help develop building sites		January 2008
Find and identify potential land sites in the area	<ul style="list-style-type: none"> <li>— Work with Comprehensive Plan</li> <li>— Suitable for building</li> <li>— Talk to landowners/farmers</li> </ul>	January 2008
Develop “price point” home sites for market — Demographics		January 2008
Milestone: Build at least 100 new homes in the Ferdinand area.		January 2011



## Community Development Implementation Plan

**Team Leader:** Roger Corley

**Team Members:** Mike Steffe                      Brenda Barth  
                          Kris Schwinghamer                      Alan Hoffman  
                          Angi Seffernick                              Ron Weyer

What	How	By When
Communicate resources at the Sisters and ideas for uses	Invite with Prioress Review website Help publicize Decide how we can interface regularly	February 2007
Educate and promote the resources available for Community Development ideas		July 2007
Do study for healthcare needs of Ferdinand and what we might do	— Include all potential hospitals	January 2008
Complete study of community assets and opportunities to better utilize them		September 2008
Get new YMCA built		TBD with YMCA Board 9/06

## Tourism Implementation Plan

**Team Leader:** Alvin Hoppenjans

**Team Members:** Kristen Ruhe                      Tonia Brothers-Bridge  
                                  Kathy Tretter                                      Paul Brockman  
                                  Sr. Christine Kempf                              Tim Jarboe

What	How	By When
Meet with Ferdinand Business Development Team to identify tourism opportunities		Begin immediately and ongoing thereafter
Educate local people on how they can link in to tourism		Begin immediately and ongoing thereafter
Meet with Holiday World, Monastery, Spencer County Tourism (and French Lick long-term) to learn their plans and how we can partner		December 2006
Identify new “off season” tourism opportunities		January 2008
Educate I64 and other key road travelers on “what we have,” how to access it, and reasons to stay		September 2008
Develop feasibility study for lodging	Consider how to deal with peak periods, particularly	September 2008



## Vision Rollout and Action Plan

What	How	Who	By When
Share Key Components of Vision in Ferdinand News	In Ken's monthly article.	Ken Sicard	October 2006
Share high level implementation plans of each team in the Ferdinand News.	To follow Ken's monthly article	Team leaders (Tourism first)	October 2006
Reconvene team for first quarter progress review.	Reserve White Pine lodge or Mobel room	Jim Hagedorn and Chamber.	January 2007
Conduct a Community Meeting	Combine with the Comprehensive Planning Process	Ken Sicard and Comprehensive Plan Consultants	

**Ferdinand Vision Implementation**  
**Follow-up Meeting I**  
**St. Gertrude's Hall, Sisters of St. Benedict**  
**January 5, 2007**

*[Please get your lunch and begin eating]*

- 11:00 a.m. Welcome to guests, thanks to all attending, purpose of the meeting (Jim and Ken)  
Comments by David Terrell, Indiana Office of Community and Rural Affairs  
Overview of Vision, teams and today's agenda (Sue)
- 11:15 a.m. Team Reports
- Population
  - New Business Growth
  - Community Development
  - Tourism
  - Brain Gain
- Process for each reportback:*
- Share report of progress (Team leader) (5 min)
  - Q&A
  - "What do we affirm/like about this team's results thus far?"
  - "What concerns/suggestions might we offer as this team moves forward?"
- (10 minutes each)
- 12:15 p.m. Debrief of Vision Progress Overall
- "What do we affirm/like about our progress thus far?"
  - "What concerns/suggestions might we offer as we move forward?"
- 12:25 p.m. Vision Rollout
- Review action plan from the September meeting
  - Revise/add steps to implement and educate others on the Vision
- 12:30 p.m. Closing comments (Ken and Jim)  
Tour of the Chapel and Monastery highlights (optional)