Fostering Pride of Place through Community Heart & Soul
ARTIST AND ENTREPRENEUR DEVON WALLS IN DOWNTOWN CHESTER.
A Catalyst for Positive Change

By actively seeking the collective wisdom of all residents, including those whose voices are often missing, Community Heart & Soul brings people together to build stronger, healthier, and more economically vibrant communities. This resident-driven model takes into account both the unique character of a town and the deep emotional connection of the people who live there — a town’s “Heart & Soul.”

These collective insights into what truly matters most serve to guide the town in making the best decisions about its future. Because the model is resident-driven, Community Heart & Soul builds stronger, healthier, and more vibrant small cities and towns based on what matters most to everyone.
Phases of Heart & Soul

Through this process, the humanities are helping residents to revitalize their communities. By sharing stories, residents are opening pathways for learning and sparking dialogue that will result in the actions needed to transform their communities and public processes. - Laurie Zierer, executive director of PHC.
Principles of Heart & Soul

1. Involve Everyone
2. Focus on What Matters
3. Play the Long Game
Principles of Heart & Soul
Getting to know your Community
Share YOUR Story

Tell us YOUR story on a coaster – Share your story with others and gain a free float.
Thank you!

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