The Successful and Unsuccessful Components of a Sustainable Community: A Case Study of the Town of Dunn and Town of Grand Chute, Wisconsin

By

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###### DEDICATION

To everyone you are the reason.

###### ACKNOWLEDGMENTS

Everyone is cool and I appreciate ther help

###### ABSTRACT

DATA DRIVEN SOCIAL MEDIA SUCCESS PLATFORM: A THREE PART SYSTEM DESIGNED TO PROVIDE INSIGHT INTO CONTENT AND TAGGING OPTIMIZATION AND BRAND ADVOCATE IDENTIFICATION

Spencer Swartz

There is no doubt that in the last decade marketing has evolved in a rapid pace. Gone are the days of simply purchasing a billboard and a couple TV commercials. To be successful in today’s world, companies large and small must be able to connect with their audience on a constant basis. To do so most turn to social media platforms, as this is where there audience is at. But these non-traditional marketing outlets work in non-standard ways, there is no guarantee that a company’s social media efforts are getting noticed or spreading beyond a loyal and close connected fan base. On top of this many marketing departments have little to no ability to look into their historical social media performance giving them little understanding of what their audience is interested in.

The concept of sustainable community development is a new idea among communities worldwide which are striving to reach a state of sustainability. Sustainable development was mentioned in the late 1970'sand early 1980's and then forgotten until it was reiterated in the early 1990's. It will more than likely continue to be a community theme well into the future. There have been numerous attempts to define sustainable community development from the first United Nations Conference on Human Environment in 1972 to the United Nations World Commission on Environment and Development in l987, during the 1992 Earth Summit, and more recently the work of the President's Council on Sustainable Development.

Creating a sustainable community can be a difficult task not only because it is a new idea but because every community is different in terms of its environmental, social, and economic components. Finding the correct balance among these components is critical for a community to progress in a direction of sustainability. However, despite these challenges, several communities worldwide have moved in a more sustainable direction. Waitakere City, New Zealand, and Seattle, Washington, are two good examples of the sustainable community movement.

Using the three components of sustainable community development, both the towns of Dunn and Grand Chute have been critiqued. This involves weighing the town's status as to where they stand in achieving a sustainable balance among environmental, social, and economic aspects of sustainable community development. Both municipalities were also critiqued using sustainability indicators for each component of sustainable development and then ranked using a "sustainability meter" to indicate the rank each community earned for a particular indicator and component. The conclusion is that the Town of Dunn is more sustainable environmentally but not economically when compared to the Town of Grand Chute. Overall, the towns of Dunn and Grand Chute are very close in sustainability rank for the social and economic components.

Many factors play a role in Dunn's sustainability success. These include their early adoption of a land use plan, a very successful PDR program, and strong land use regulations. On the other hand, Grand Chute only recently adopted a land use plan well after major developments were established in the town and it still continues to struggle with the hardships of allowing major development to occur without strict land use measures.

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# Chapter 1 - Introduction

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Table 1: Test Table

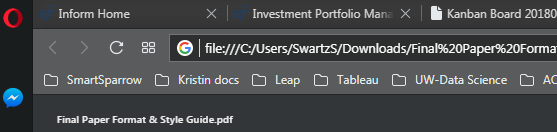


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