

HOW ONE SMALL CITY IS USING SCIENCE TO CHANGE ITS WORLD



BERLIN,
MD

LOCATION



‘America’s Coolest Small Town’ BERLIN, MARYLAND



*‘America’s Coolest Small Town’
Budget Travel Magazine - 2014*

*‘Certificate of Excellence Award
Tripadvisor - 2015*

*‘Top 50 Most Beautiful Towns’
Country Living Magazine - 2015*

*‘20 Best Small Towns to Visit in
2016’*

Smithsonian.com - 2016

*‘South’s Best Small Towns’
Southern Living Magazine - 2016*

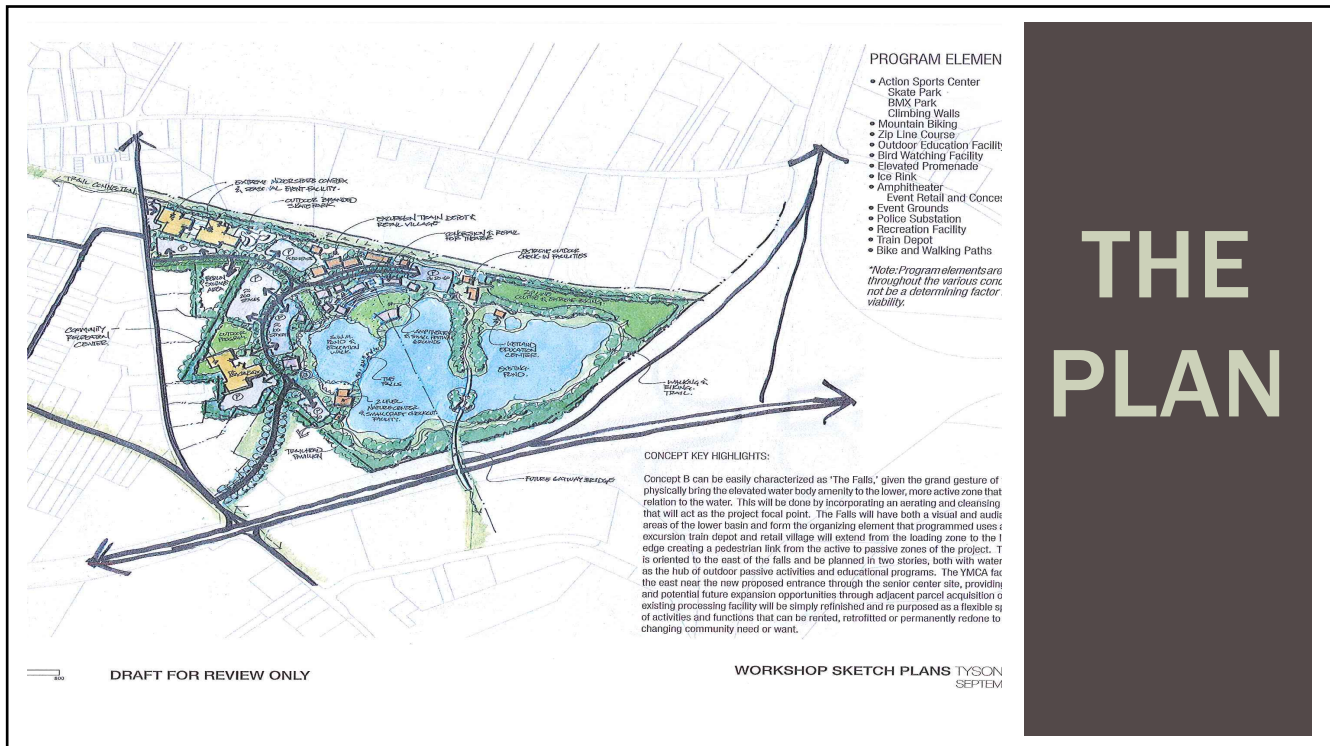


BERLIN FALLS PARK



BERLIN FALLS PARK

- 60 acres
- Blighted property
- Former chicken processing plant
- Focused on remediating ponds
- \$2.5 million



OPPORTUNITIES

- Technical assistance
- Free
- Expert
- Specialized



OPPORTUNITIES



- Objective analysis
- Chance to learn

CHALLENGES

- Volunteer
- Managing results
- Competing priorities
- Public perception
- Team conflicts
- Unclear roles

LESSONS LEARNED

- Social science
- Team
- Dynamic



HOW WE WORK

- We're unique
- Increasing demand
- Politics matter
- Shiny penny
- Emotional decisions
- Money is tight

THANK YOU



Laura Allen
Town Administrator
Berlin, Maryland
llallen@berlinmd.gov
410-641-4144