BACKGROUND

The Community Land Use Game (CLUG) is a teaching tool designed around a team (development company) activity focused on the challenges of business strategy, city management and community building. The intended purpose of the game is to provide a participatory framework to teach the core principles of land use theories, especially central place theory. The game consists of multiple companies/teams operating across several development activities including housing, retail and industrial, that culminates with a “winner” who did the best job maximizing their company’s wealth. No one team can afford to operate in all development sectors and must negotiate with other firms to mutually progress, resulting in high team interdependency.

The game offers a dynamic experiential learning tool that teaches what books and lectures cannot. Students learn to appreciate the change, uncertainty and unpredictability of the real world in a simplified, yet rich, set of decisions. A few hours of the game provides several years’ worth of experience and insight into many of the basic reasons cities grow, develop, and decline. It also offers intense experience in negotiation, political bargaining, decision-making and the art of compromise. Players learn how their decisions impact their city and gain immediate insight into the interrelatedness of the “facts” and the inevitability of short and long-term consequences, good and bad.
VISION

Originally developed in the 1960s by University of Michigan professor of urban planning Allan Feldt, CLUG has since been played by thousands of students, public officials and civic groups and can be imagined as a significant early influence for the popular electronic game *Sim City*.

The Bergstrom Center seeks to translate the original, 2-dimensional board game still in use today into an adaptive electronic game format that will speed the game’s information flow and give players (students) a clearer view of the action. The goal is to offer a more robust simulation and evolve the game environment into a model-like world with visually engaging details that improve responsiveness and more closely evoke reality. This interactive format would also provide “on-demand” data about properties. Ultimately, the purpose for this project is to make the already well-established CLUG game an even more relevant and powerful professional learning tool.

GIFT OPPORTUNITY

The Bergstrom Center has launched an initiative to raise $50,000 to underwrite the programming associated with translating the forty year old CLUG game into a state of the art, interactive electronic game that will make the current generation of students more interested in what they are learning, allow them to develop increased problem solving skills and provide an opportunity to collaborate and compete with more people in today’s hyper-connected world.

Thank you for considering a gift toward this exciting project.