Many thanks!
Stronger CEDS, Stronger Regions

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- Upcoming webinar in the series:
  - **April 27** – Growing Resilient and Prosperous Local Economies: A Conversation with Kimber Lanning and Liza Noland from Local First Arizona

- Please contact Brett Schwartz at [bschwartz@nado.org](mailto:bschwartz@nado.org) if you have any general questions about NADO RF or the Stronger CEDS, Stronger Regions program
Today’s Presenter

Don Macke, Vice President
e2 Entrepreneurial Ecosystems
Lincoln, Nebraska
Rural Resilience and Economic Development

March 23, 2021
Today’s Talk:

Community Prosperity Aspiration

Economic Crashes & Prosperity

Rural Mega Trends

Prosperity Community Framework

Entrepreneur-Led Development

From Tupelo to Ord Stories

Wrap Up Thoughts

Questions & Discussion
Defining Rural America?
Prosperity
End Game
Human Talent Is Foundational
Economic Crashes and Prosperity

- Past
- Future
- Now

- Manufacturing
- Trade Center
- Agriculture

- Entrepreneurs
- Boomers
- Commuters
- Spending Capture
- Tourism?
- Transportation Corridors?
- Energy?
Rural Relevant Mega Trends

Remote Work is With Us

Large Employer Outsourcing – Entrepreneurial Opportunities

Urban to Rural Migration Trends

Younger Adults

Retiring Boomers

Rising Necessity Entrepreneurship to Opportunity Entrepreneurs

Electronic Commerce
Prosperity Community Framework

**People - Demographic Renewal**

*Every community must renew itself demographically to survive, let alone thrive.*

**Place - Quality of Life Placemaking**

*Every community must optimize place making offer competitive quality of life amenities.*

**Economy - Opportunity & Diversity**

*Every community must create economic opportunities for their residents that enable them to make a living and pursue their dreams.*
The Entrepreneurship Connection
Development

- People
- Community
- Economy
From Tupelo, MS to Ord, NE
Wrap Up

Rural America Has Solutions
Rural America is Responsible for its Own Future
Some Smart External Assistance Would Help
• e2 Resources....

www.energizingentrepreneurs.org
Monthly e2 Newsletter
National e2 Practitioners Network
Pathways to Rural Prosperity Podcast
Thank you!

For More Information:

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Questions & Discussion