A rural landscape at sunset. The sun is low on the horizon, casting a warm glow. Several large, bare trees are silhouetted against the sky. In the background, there are utility poles and some buildings. A yellow banner at the top contains the title text.

Rural Resilience and Economic Development

March 23, 2021
CEDS, Recovery, and Resilience Webinar Series



Many thanks!





Stronger CEDS, Stronger Regions

CEDS Resource & Training Archive

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Thanks for Joining the Webinar!

- Questions or comments can be submitted via the questions box on the right side of your screen in drop down menu
- A recording of the webinar will be made available soon at www.nado.org & www.CEDSCentral.com
- 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 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?



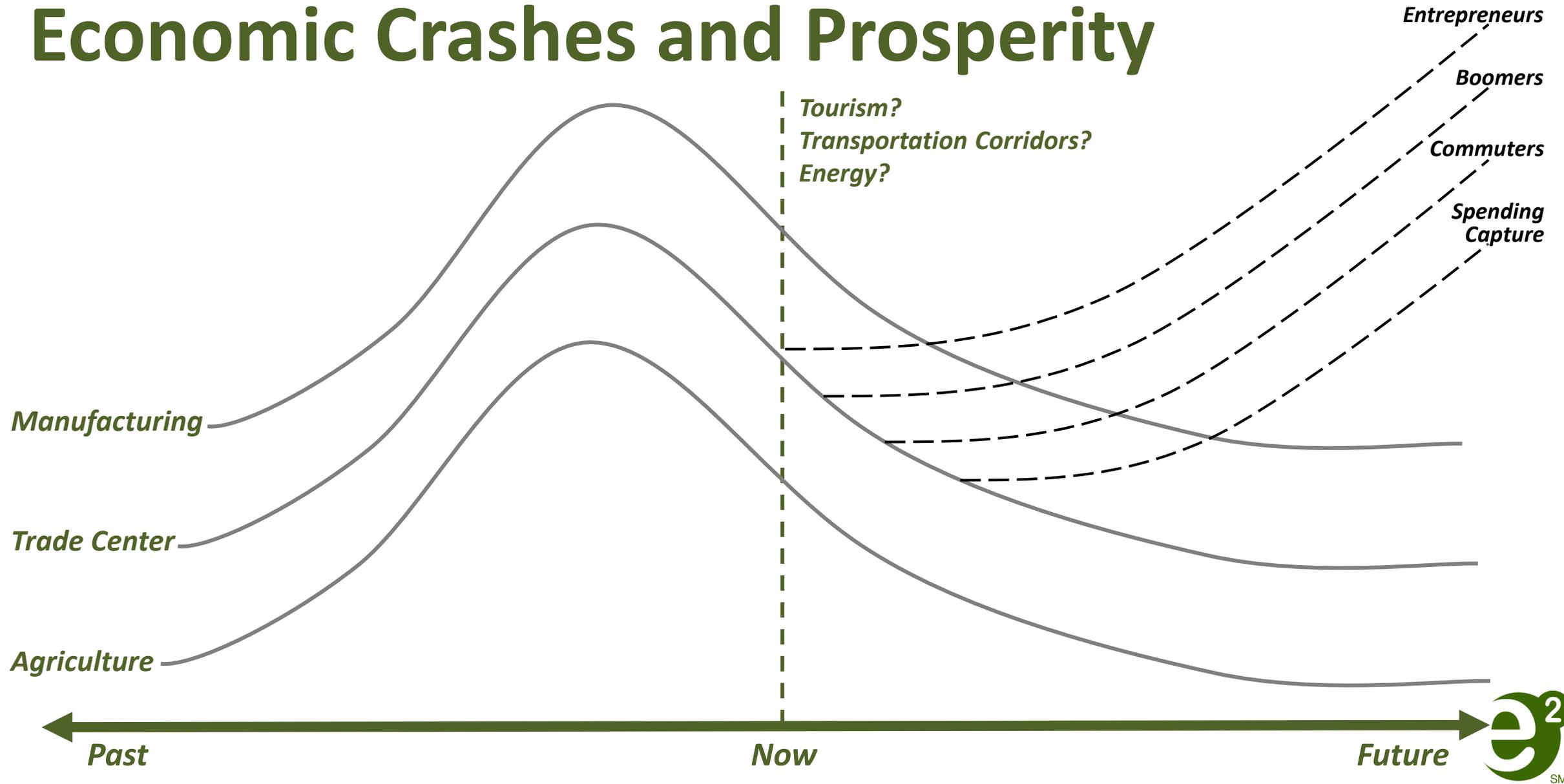
A photograph of a vibrant town street. The buildings are multi-story, with various colors including red brick, purple, and blue. A hillside with trees is visible in the background. The sky is clear and blue. The text 'Prosperity End Game' is overlaid in a large, bold, dark green font. A thin vertical line is positioned to the left of the text.

Prosperity End Game



Human Talent Is Foundational

Economic Crashes and Prosperity



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.



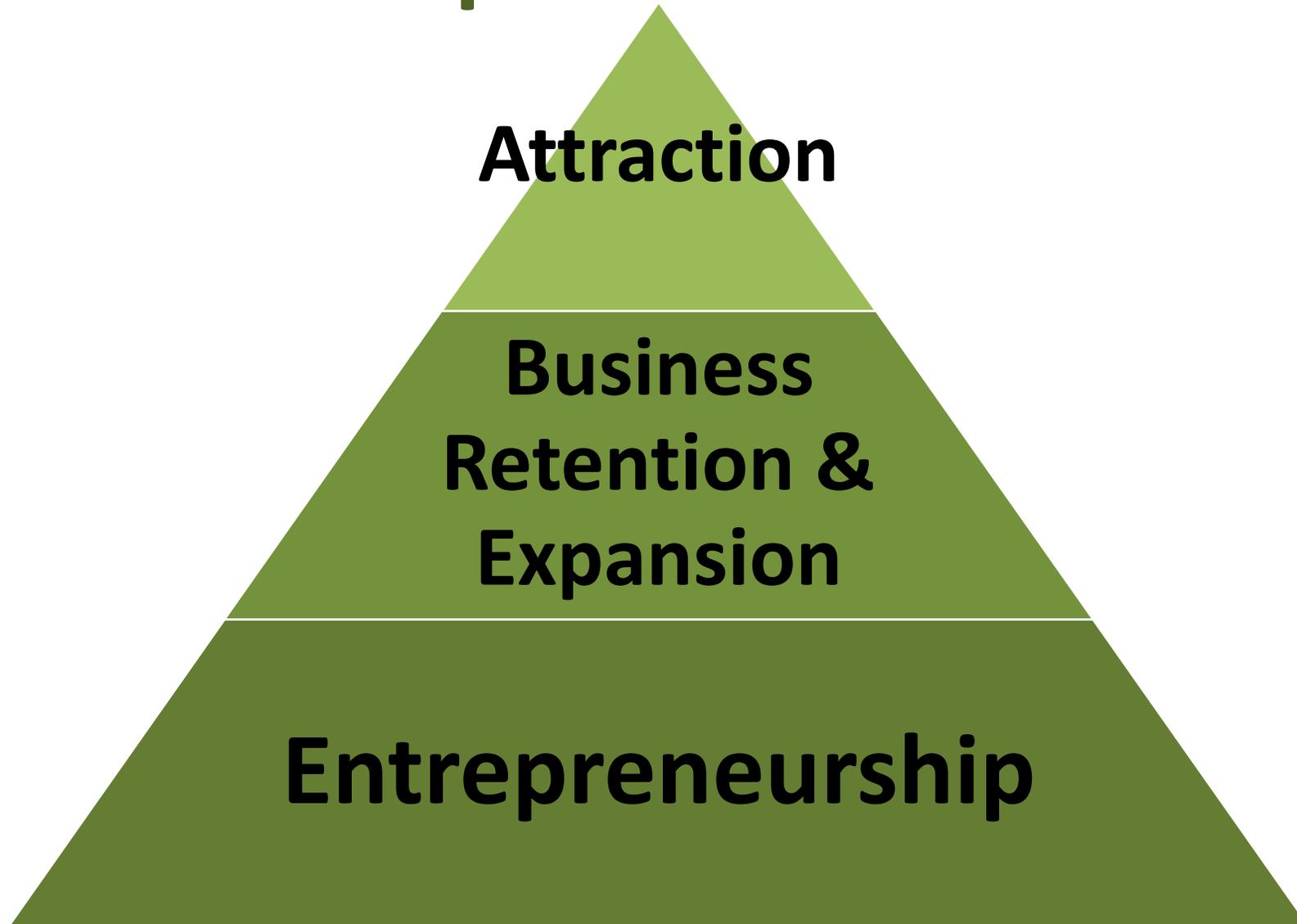
The Entrepreneurship Connection



Development



Economic Development



Community Prosperity Model





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!

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Questions & Discussion