

Exploring a Wealth Creation Approach in Nuclear Host Communities

Technical Assistance for Nuclear Communities

June 8, 2021

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Smart Growth America
Improving lives by improving communities



**The Nuclear
Decommissioning
Collaborative**

The Nation's Decommissioning Clearinghouse



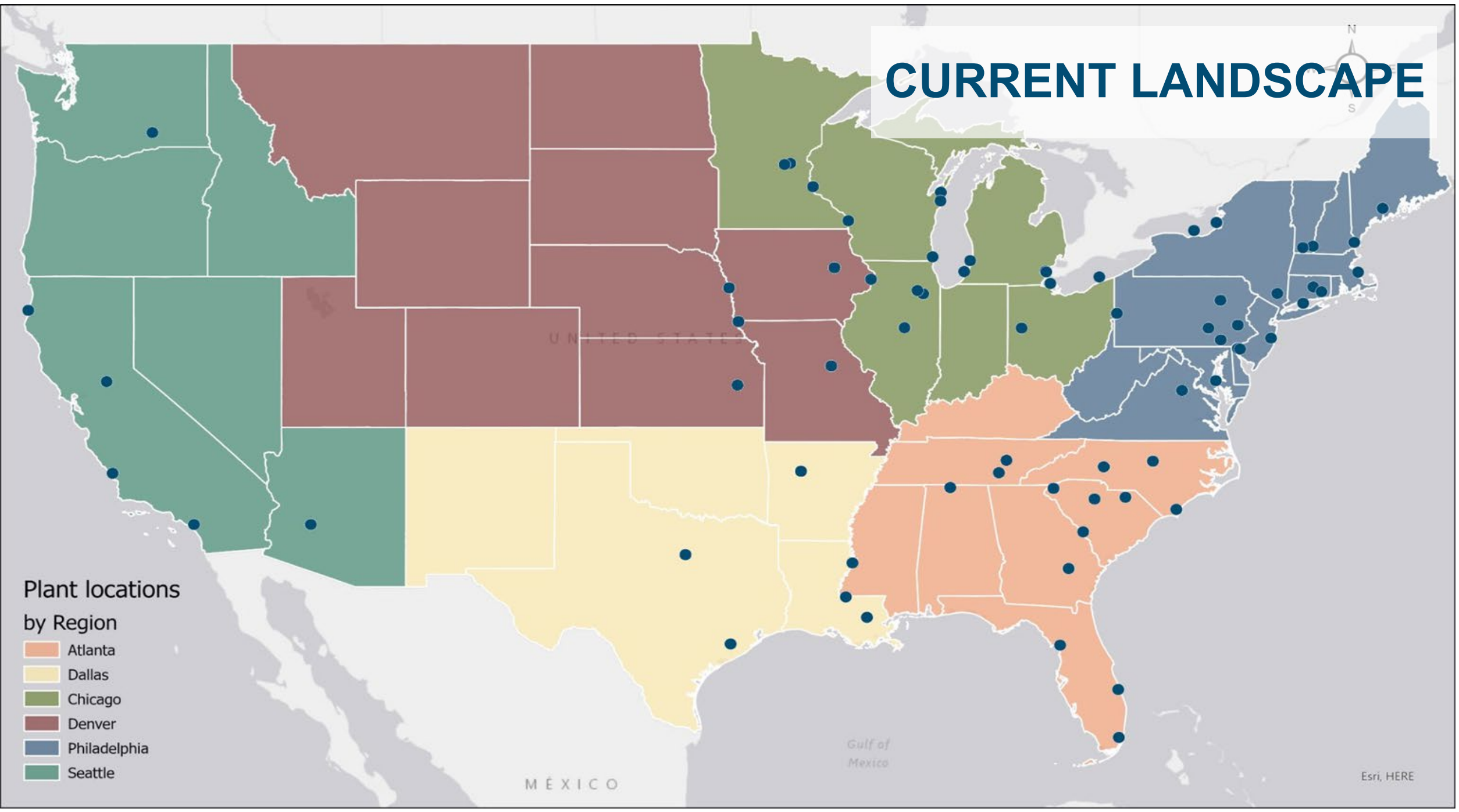
**CENTER FOR CREATIVE
LAND RECYCLING**
RECLAIM. CONNECT. TRANSFORM.

NADO
NATIONAL ASSOCIATION OF DEVELOPMENT ORGANIZATIONS
RESEARCH FOUNDATION

CURRENT LANDSCAPE

Plant locations

- by Region
- Atlanta
 - Dallas
 - Chicago
 - Denver
 - Philadelphia
 - Seattle



Technical Assistance for Nuclear Communities

Designed to help communities and regions maximize the benefits of nuclear assets

This means **capacity building** & preparing communities to seek **additional resources**

SmartGrowthAmerica.org/nuclear

TA for Nuclear Communities

- Webinars, newsletters, and education
- Assistance is available to municipalities, regional stakeholders, other decision-makers
- Peer-to-peer learning to engage with those working on similar issues
- *Team is funded by EDA and support is free of charge to communities*

Thanks for joining us!

- Please submit any **questions** you have into the questions section of the control panel.
- The **slides and a recording** of the webinar will made be available shortly
- For more information about the program, upcoming events, and to sign up for our newsletter, visit:
smartgrowthamerica.org/nuclear

Today's Trainer



Melissa Levy

Principal and Owner
Community Roots, LLC
Hinesburg, Vermont



Exploring a Wealth Creation Approach in Nuclear Host Communities



Presented by Melissa Levy, Community Roots and the WealthWorks Northeast Regional Hub

June 8, 2021



Session Outline



1. Introductions
2. The wealth creation approach – Principles, forms of community capital and value chains
3. Discovering assets
4. Using a wealth creation SWOT to consider opportunities
5. Intro to value chains
6. Economic sectors



POLL

What is the status of the nuclear power plant near you?

- ☐ Open, no announcements yet for closure
- ☐ Announced closure within the next 5 years
- ☐ Announced closure in 5+ years
- ☐ Closed
- ☐ No plant in my region (just here to learn)

Nuclear Plant Closures Bring Economic Pain to Cities and Towns

STATELINE
ARTICLE

September 5, 2018

By: Martha T. Moore

Read time: 6 min

Topics: [Energy and Environment](#), [Eco](#)

Communities Surrounding Closed Nuclear Power Plants Face Terrible Challenges Moving Forward

CLOSING PILGRIM

Historic Plymouth Looks To A Future Without Pilgrim 10:11 ↻ </>

This Vermont Town Took A Big Hit When Its Nuclear Plant Closed 09:55 ↻ </>

Towns prepare for major economic loss as nuclear plants shutdown

Uncertainty reigns in nuclear plant closings

When a nuclear plant closes, a community suffers. Here's how we can change that.

This Is What Happens When a Nuclear Plant Shuts Down

Positive Impacts of Nuclear Power Plants



Clean, reliable energy source – less carbon.

Creates jobs.

Contributes billions of dollars annually to local economies through federal and state tax revenues.

Direct effects – expenditures for goods, services and labor.

Secondary effects – spending attributable to the presence of the plant and its employees as expenditures filter through the local economy (think food and entertainment, etc.)

Upon closure...

Reduced tax base.

Reduced infrastructure funds

Local public services suffering significant cutbacks

- Schools
- Emergency responders
- Fire
- Police

Less of a demand for small businesses.



Vernon, Vermont



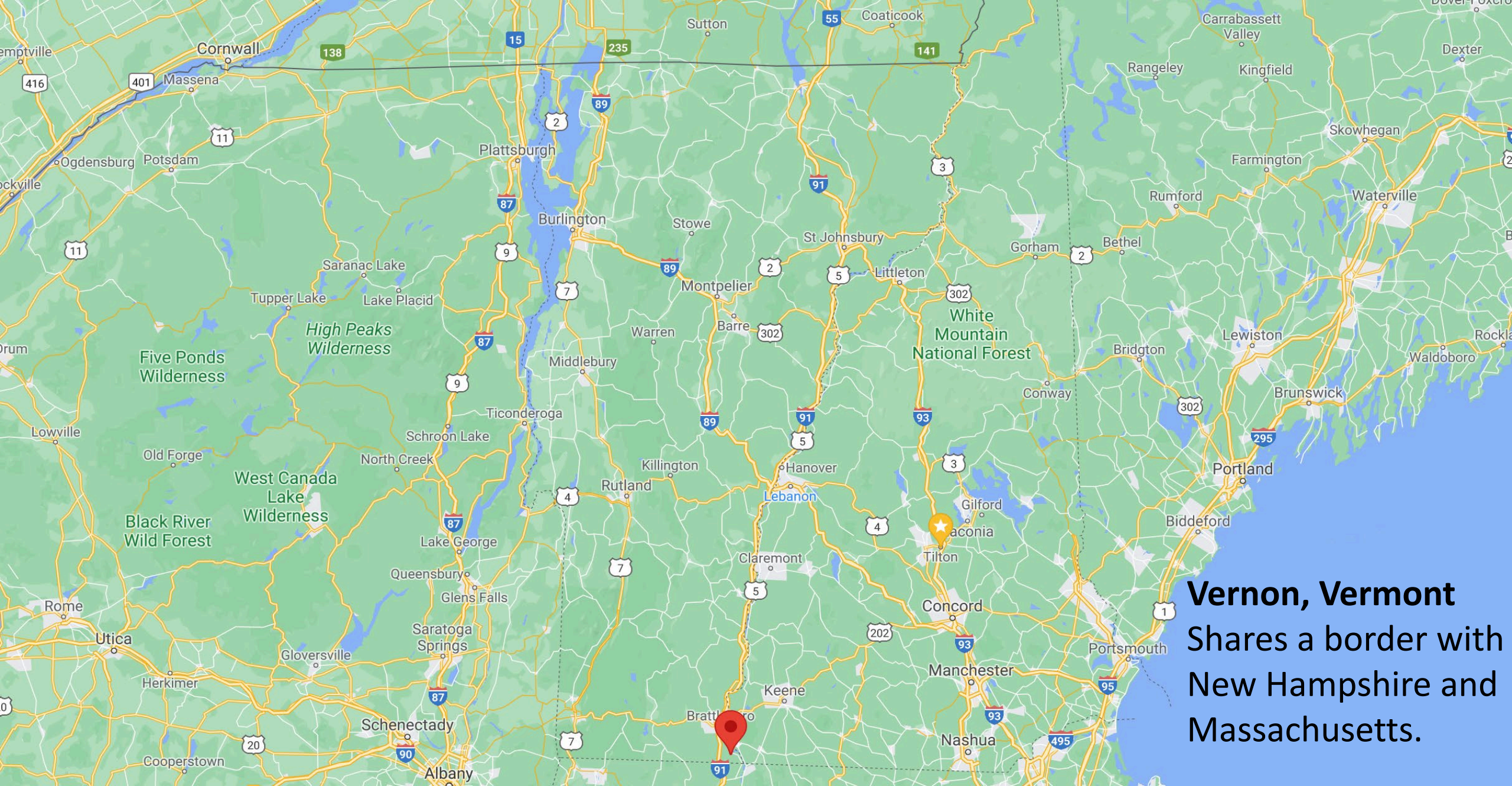
Population, 2010: 2,206 (2010 U. S. Census)

Estimated median household income in 2013: \$63,301 (it was \$49,688 in 2000). VT median income in 2013: \$52,578

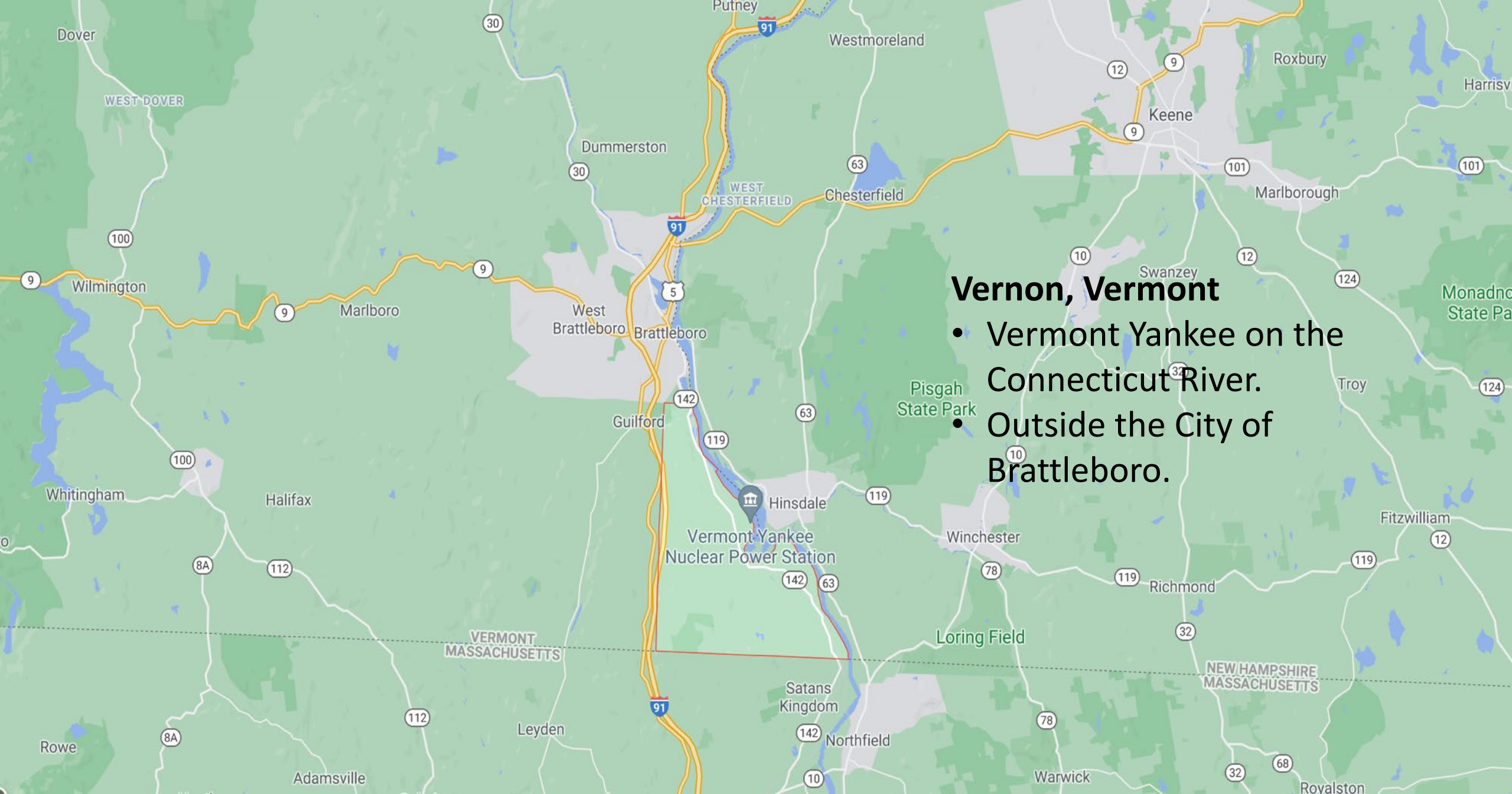
Area: 20.06 square miles (51.8 km²), of which 19.45 square miles (50.2 km²) is land and 0.61 square mile (1.6 km²) (3.15%) is water. (U. S. Census Bureau)

Housing Units, 2010: 924 (U. S. Census)

Median house or condo value in 2019: \$253,724 (it was \$130,000 in 2000) (City-data.com)



Vernon, Vermont
Shares a border with
New Hampshire and
Massachusetts.



Vernon, Vermont

- Vermont Yankee on the Connecticut River.
- Outside the City of Brattleboro.

Impacts



- ❑ Identity and social fabric are being lost.
- ❑ Jobs
- ❑ Property tax revenue.
- ❑ Municipal budget decreased by 20%.
- ❑ Businesses that relied on VT Yankee closed.

What Next

Build on assets:

Agricultural land. Keep agricultural land intact by investing in conservation easements.

Update town plan. Post VT Yankee resiliency component and enhanced energy plan.

Recreation land. Work on trails/riverfront access, as well as trails in the town forest.





- Friends of Vernon Center is working on a village center idea, which would also serve as a gathering place. Entergy gave the town the Governor Hunt House, which will become this community center.
- Vernon officially qualified for a village center designation. The community center will be a catalyst for more placemaking.





POLL

What best defines your community or region's current approach to economic development?

- ☐ Attracting outside businesses and firms to relocate locally
- ☐ Retaining and growing established businesses
- ☐ Supporting small businesses and entrepreneurs
- ☐ No defined economic development strategy

WealthWorks: Doing Economic Development Differently

Local Ownership



**Multiple Forms of
Wealth**

**Improved Livelihoods
for Everyone**



Demand-driven community and economic development

What Makes Your Community Great?

What are the positive assets in your community? What would land your community on a “Top 10 Places to Live” list?

These are the assets you have to build upon.



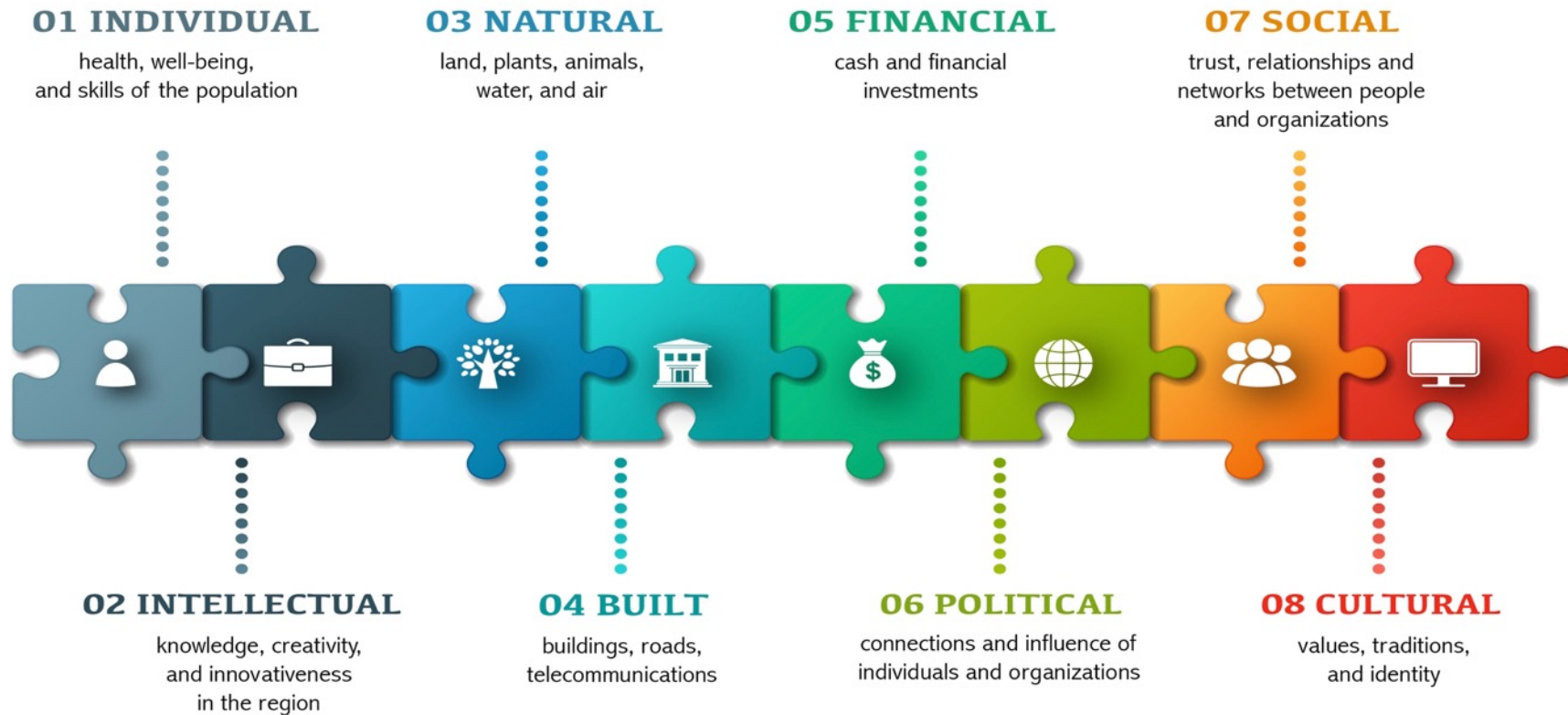
How is wealth usually defined?

Wealth is **not just money**

Wealth is the **reservoir** of **all assets** that can contribute to the well-being of people, places or economies.



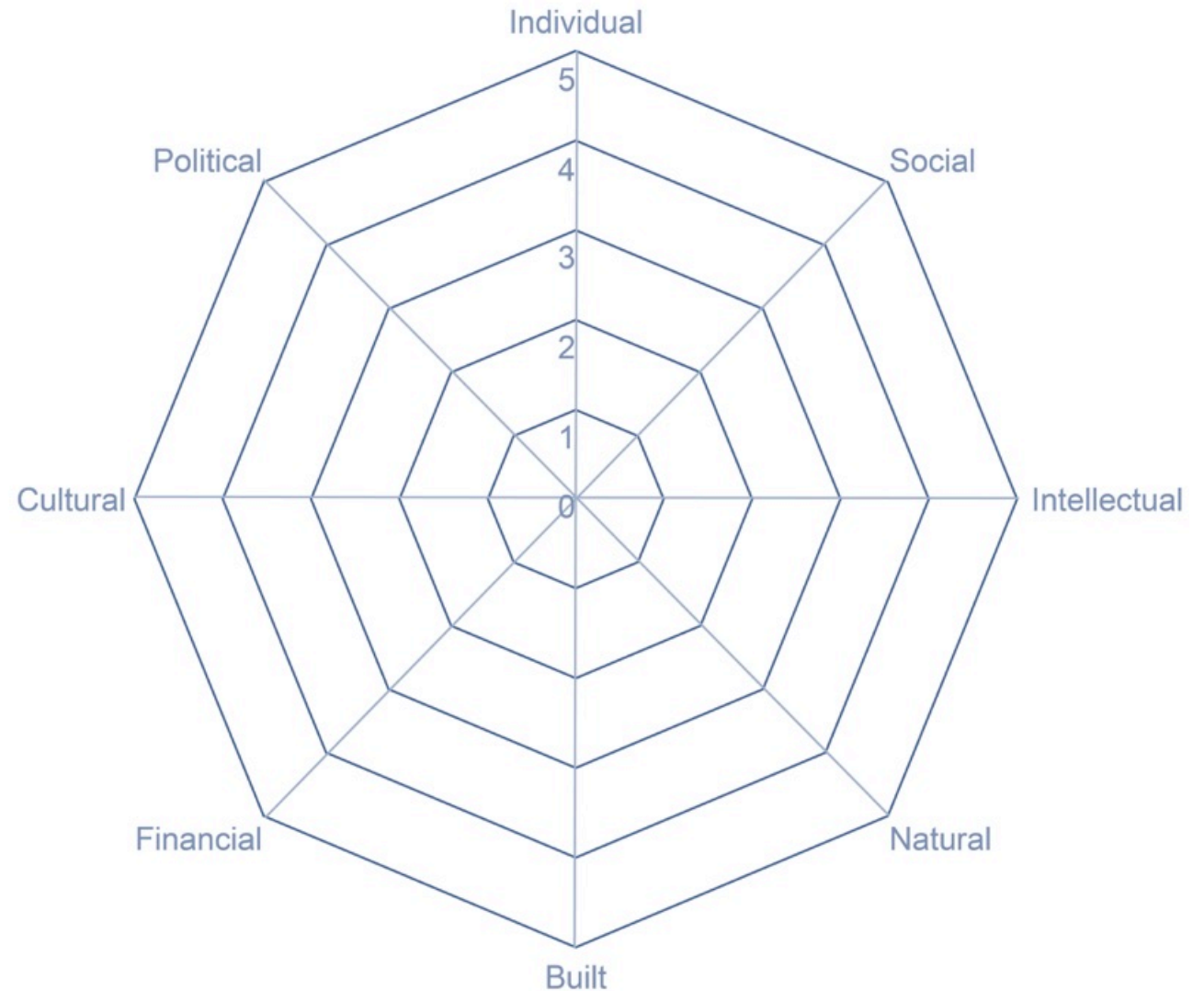
Eight Forms of Community Capital



Evaluating Your Region: Spider Diagram

What kinds of wealth and how much of each does that region have?

Remember, it is only wealth if it is healthy and fully functional and if the region owns or controls it and can make decisions about how to maintain it and use it.



SWOT

(Strengths, Weaknesses, Opportunities, Threats)

Strengths:

- ✓ **Capitals we have, use & could use more**
- ✓ **Energy and enthusiasm**
- ✓ **Partnerships between business, government, and organizations**

Weaknesses:

- ✓ **Capitals we are missing, or are weak**
- ✓ **People, firms and organizations on the economic margins**
- ✓ **Lack of partnerships between business, government, and organizations**

Opportunities:

- ✓ **Underutilized capitals we can invest in**
- ✓ **Upward mobility for all**
- ✓ **Emerging Markets/Demand**
- ✓ **Gaps in activities needed to meet demand for products and/or services in specific emerging markets where investment will have the greatest impact (leverage)**
- ✓ **Repurposed by-products or residuals**
- ✓ **Local, broad ownership**
- ✓ **Potential to go to scale**

Threats:

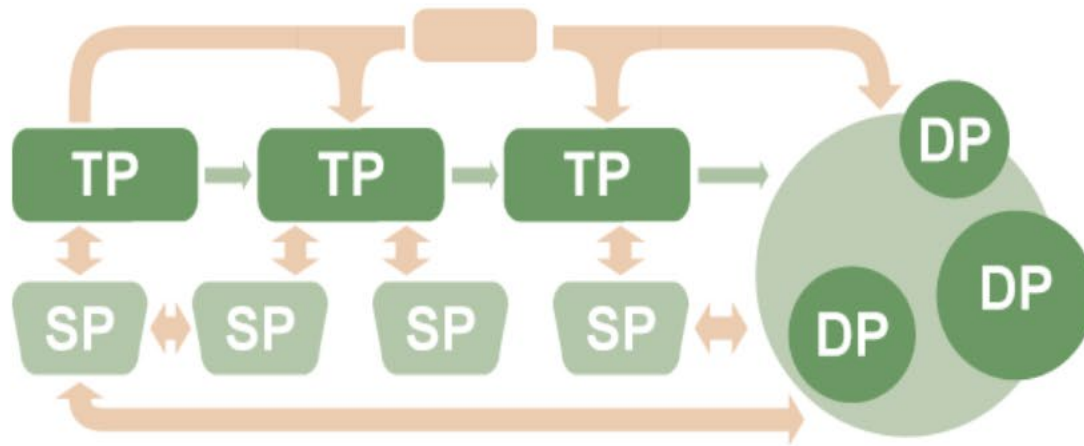
- ✓ **Policy Barriers**
- ✓ **Ownership by those outside of the region**
- ✓ **Negative opinion shapers and parties unwilling to collaborate**

Sectors

- Inclusivity and benefits
- Demand
- Potential for scale
- Systems change potential
- Multiple forms of wealth
- Ownership and control
- Production potential
- Competitiveness



There are 3 primary types of partners in a value chain, and they each play different roles.

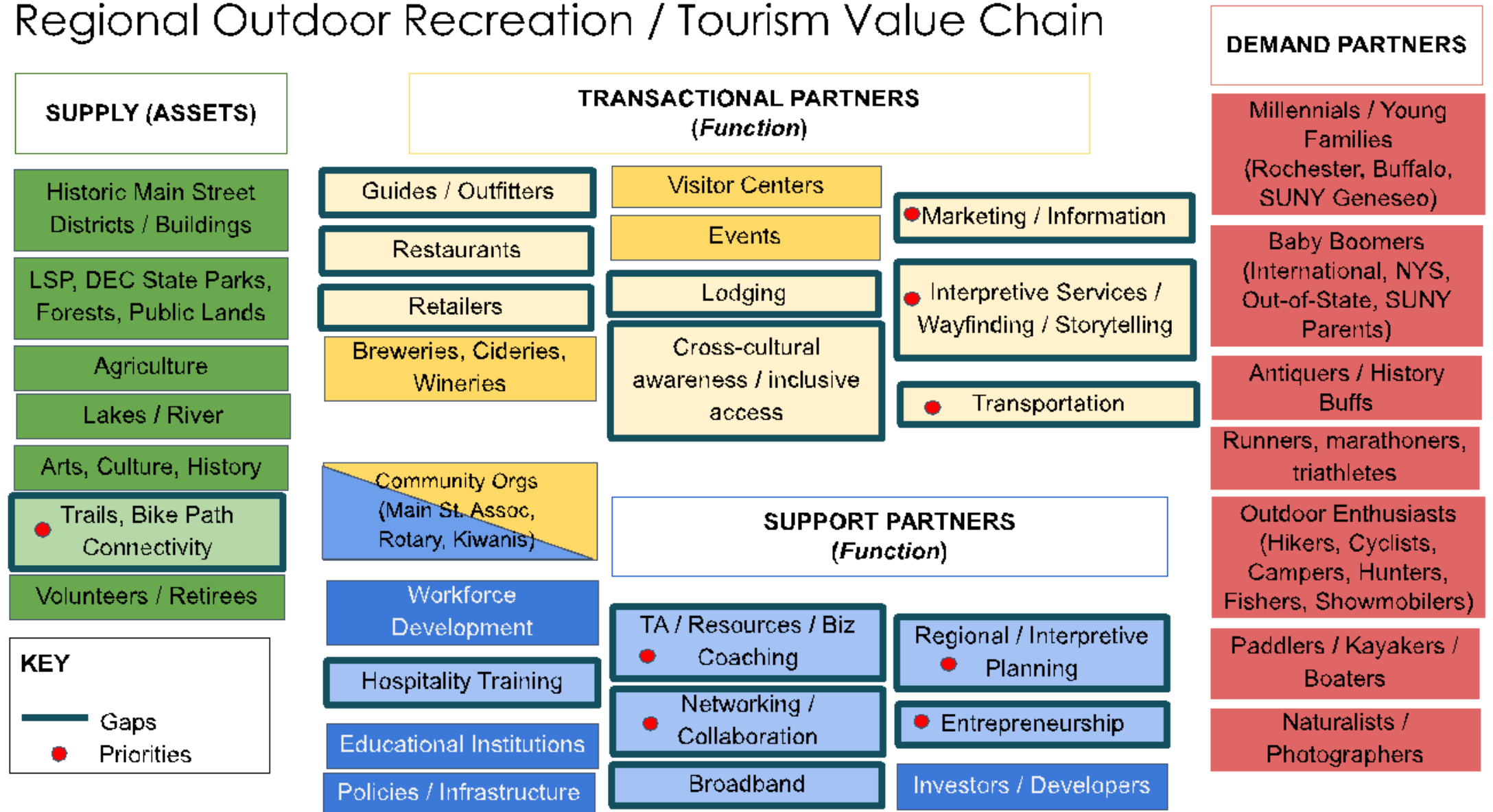


1. **Demand partners** are the buyers.
2. **Transactional partners** are the sourcers, producers and distributors.
3. **Support partners** provide the transactional partners with technical support and assistance.

Value Chains

VALUE CHAIN: A coordinated network of people, businesses, organizations, and agencies working collaboratively to meet a market demand opportunity.

Regional Outdoor Recreation / Tourism Value Chain



Strategies to Sustain Wealth Building



Inventory your assets



Start with **market demand!**



Choose market opportunities with the greatest “wealth-building” **potential**



Connecting community assets to real **market demand**

Start by serving local demand – it may be more flexible

Find regional customers / demand partners to bring initiative to scale



Map process and partners from input to end customer (**value chain** is a great tool)



Identify the **gaps** – create opportunities for new entrepreneurs

For More Information

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