

Cue Slide – Do Not Display

Radically Rural Webinar

From Tupelo MS to Ord NE

Wednesday – January 12, 2022 – 2 to 3 PM Eastern

01.03.2022 Version

A photograph of a historic street scene. On the left, a row of colorful brick buildings in shades of red, pink, and blue lines the street. The buildings have multiple stories, arched windows, and some have small balconies. In the background, a hill covered in trees with autumn foliage rises above the town. The sky is clear and blue. On the right side of the image, there are large, leafy trees. The overall atmosphere is that of a well-preserved historic town.

From Tupelo Mississippi to Ord Nebraska

Presentation Points

*The Tupelo Story Inspired
About Ord and Its Region*

Key Learning

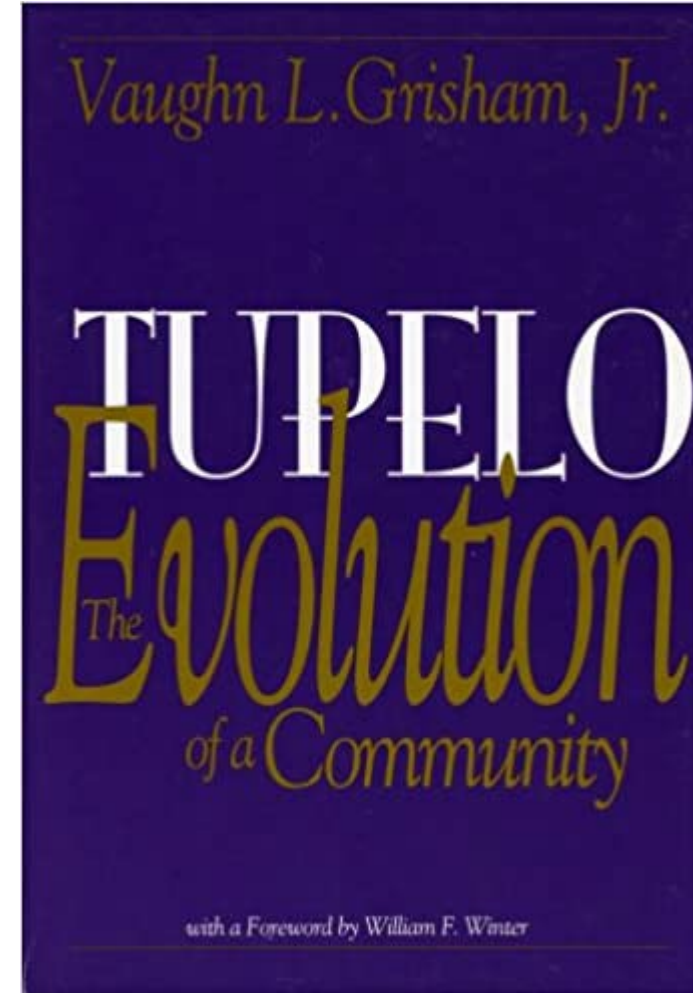
The Ord Story Collection

Some Final Thoughts

Questions & Discussion



The Tupelo and Ord Connection...

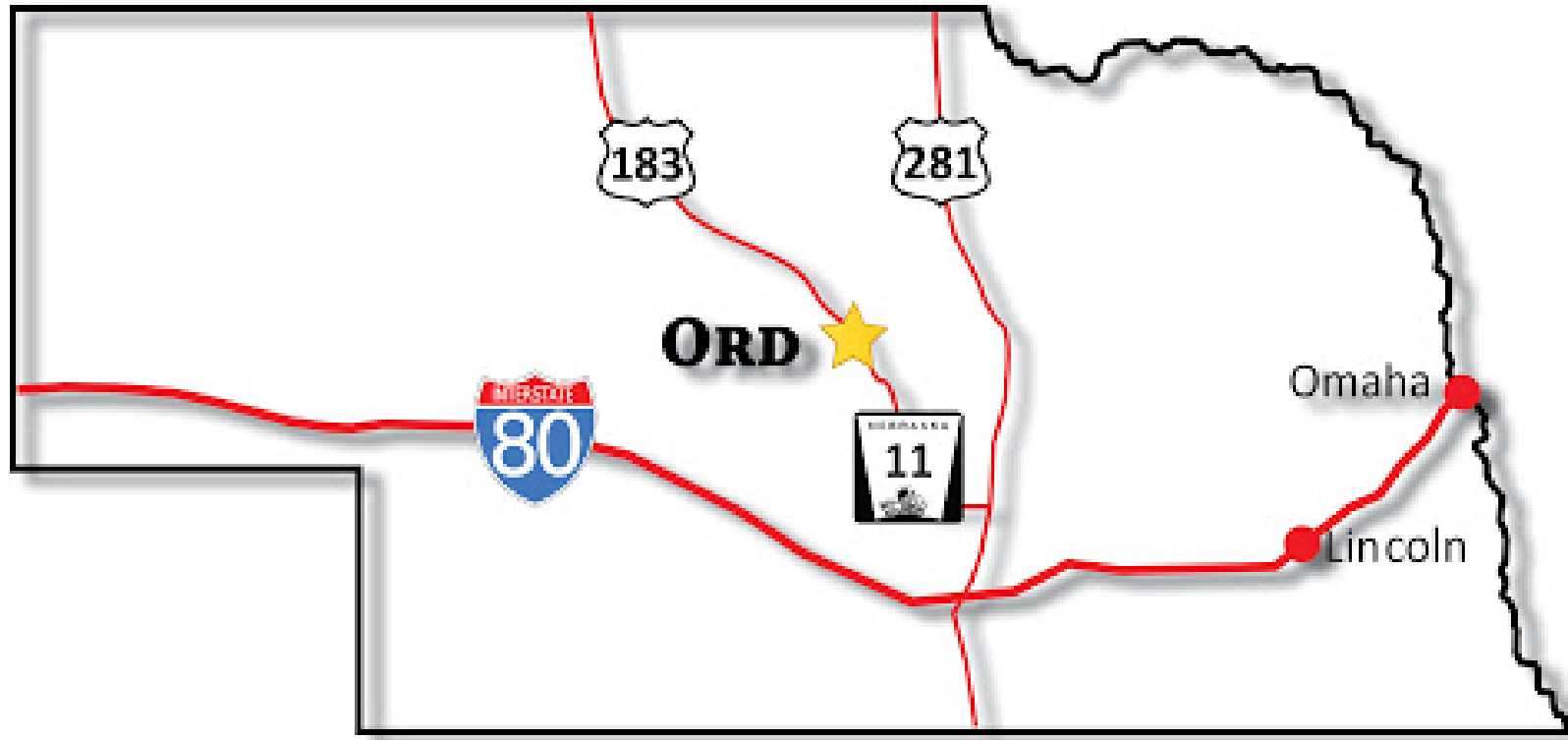


About Ord and its Region



- North Central Nebraska
- Rural and Moderately Isolated
- Founded in 1880
- Peak Population in 1980 with 2,658
- 2020 Population of 2,036
- Net Decline from Peak – (622) – (23%)
- Two Sector Economy:
 - Commodity Agriculture
 - Area Hub City

Ord's Community...









***Jean and
Robert
Stowell with
Grandchild***

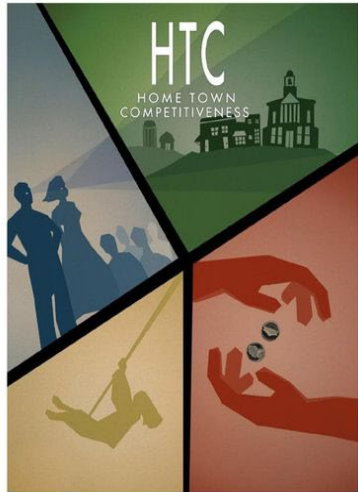
The Golden Husk Theatre







HomeTown Competitiveness



**A Framework for
Effective and
Sustainable
Rural Community and
Economic Development**

An initiative of
Branch County Area Chamber of Commerce
Branch County Community Foundation
Coldwater Downtown Development Authority
Branch County Economic Growth Alliance

1990s & 2000s
Community of Ord
Nebraska Community Foundation
Heartland Center
e2 Entrepreneurial Ecosystems
W.K. Kellogg Foundation
Nebraska Extension
Others...

From Crisis to Hope and Prosperity...

**1980s
Agricultural
Crisis**

**1990s
Search for
Solutions**

**2000
Pivot Year
Aiming for
Success**

**2000-2010
Investment &
Progress**

**2010-2020
Transformative
Change**

Ord in the Early 2000s – Tipping Point...



Transformative Change...

- **30 Years of Sustained Effort**
- **\$250 Million in Investment**
- **2 to 8 Sector Economy**
- **Job Creation:**
 - 1970-2000 – Decline of 18%
 - 2000-2018 – Increase of 9%
- **Strengthened Region**

- **Population Stabilization**
 - 54% in 30 to 34 Year Olds
- **Net Growth in Ventures**
- **Stronger Local Tax Base**
- **Entrepreneurial Culture**
- **Household Wealth Gains**
 - 2020 - \$437K vs. \$305K
- **Cultural Change**

Top 10 Key Insights



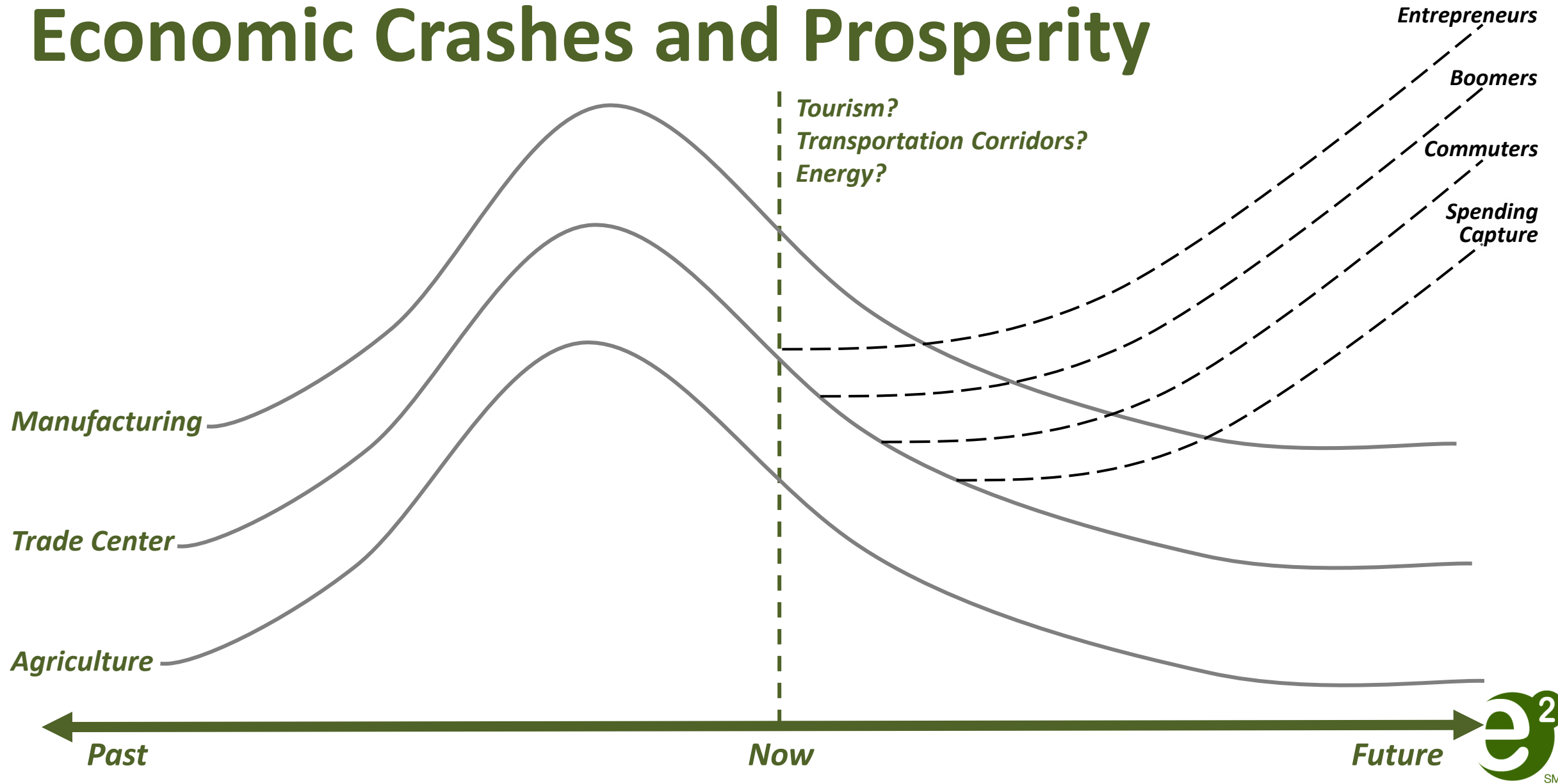
- 1. Commitment**
- 2. Investment**
- 3. Smart Strategy**
- 4. Sophisticated Game Plan**
- 5. Perseverance**
- 6. External Help**
- 7. Empowering Leadership**
- 8. Entrepreneurial**
- 9. Community Agency**
- 10. Embracing Diversity**

Some Final Thoughts



- **Economic Crashes and Prosperity**
- **Brian Dabson's Framework**
- **Prosperity Communities Change Model**
- **Energizing Entrepreneurs**
- **Importance of Case Stories**

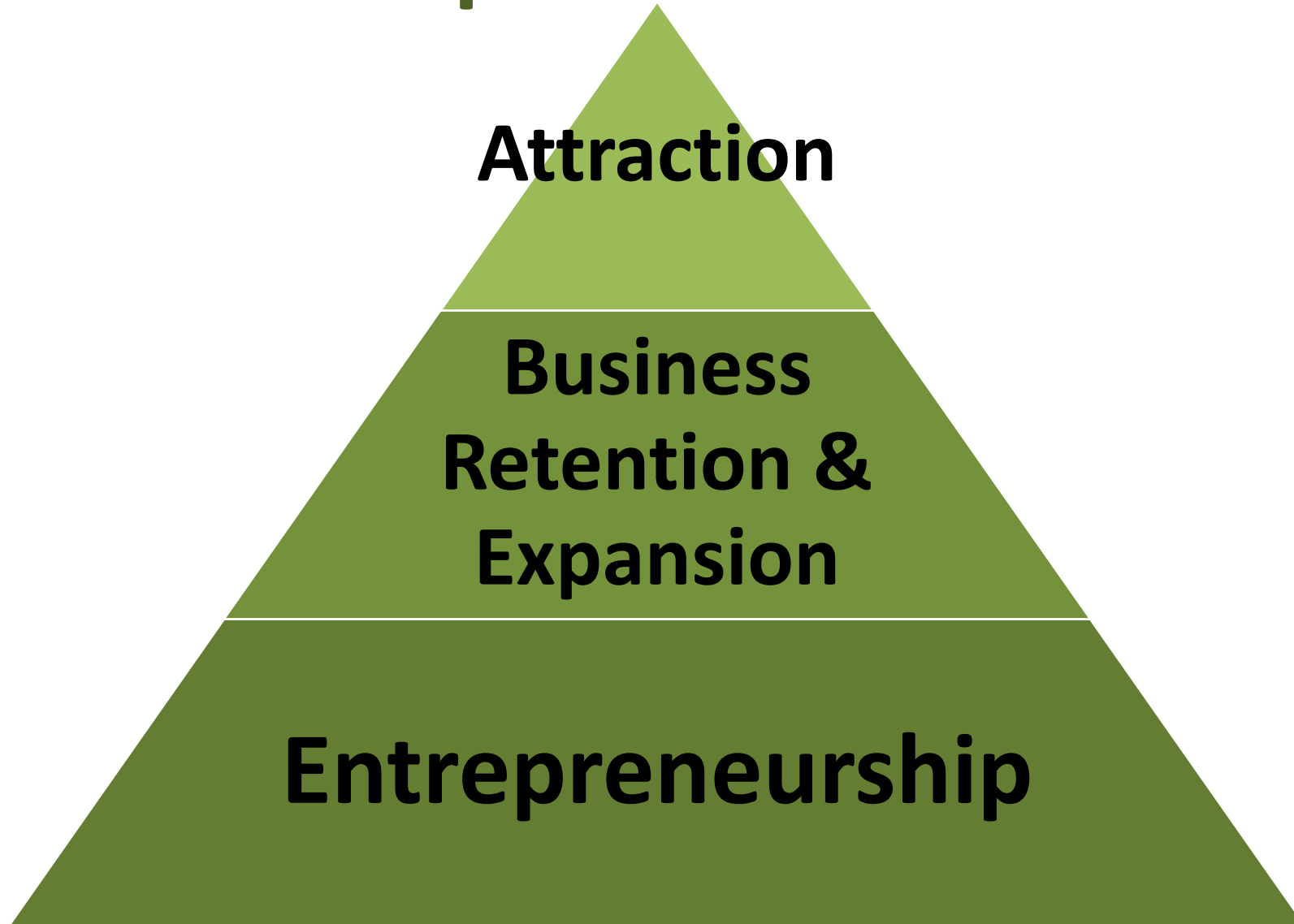
Economic Crashes and Prosperity



Development

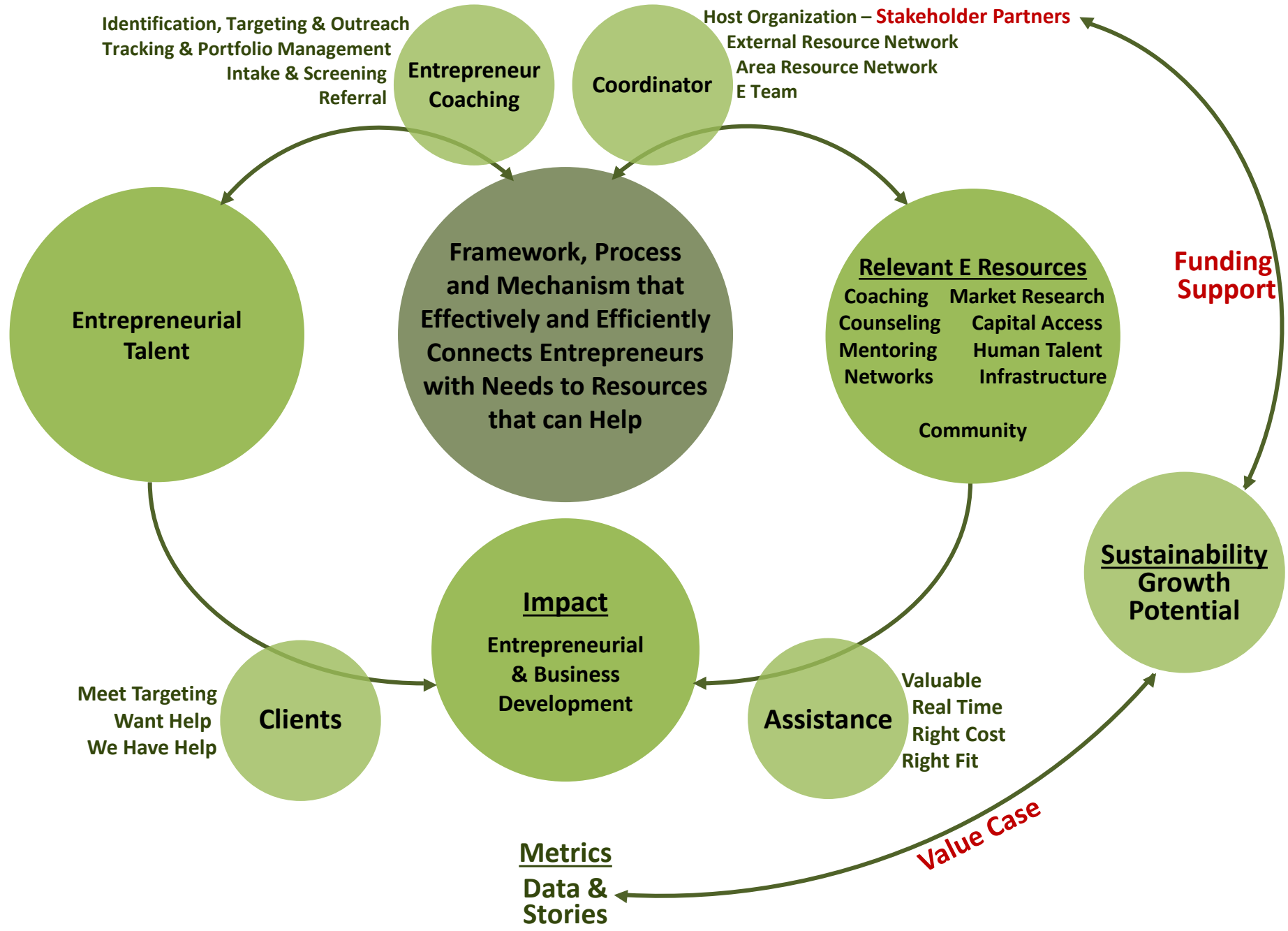


Economic Development



Community Prosperity Model





Importance of Case Stories

Inspire & Inform



Resources



- **Ord Story Collection**
- **The Long Road Home by Matthew Hansen**
- **e2 Resources:**
 - www.energizingentrepreneurs.org
 - **National e2 Practitioners Network**
 - **e2 University Resources**
 - **e2 Newsletter**
 - **Pathways to Rural Prosperity Podcasts**
 - **National Consulting Network**

Don Macke

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Questions & Discussion