

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 blurred background image of a small town street. On the left, there's a row of colorful, multi-story buildings, some with brick facades and others with more modern siding. The colors range from reds and blues to yellows and greens. In the background, there are large, leafy trees with autumn foliage, showing shades of orange, yellow, and green. The overall scene is a soft-focus photograph of a quiet town street.

**From Tupelo Mississippi
to Ord Nebraska**



Presentation Points

*The Tupelo Story Inspired
About Ord and Its Region*

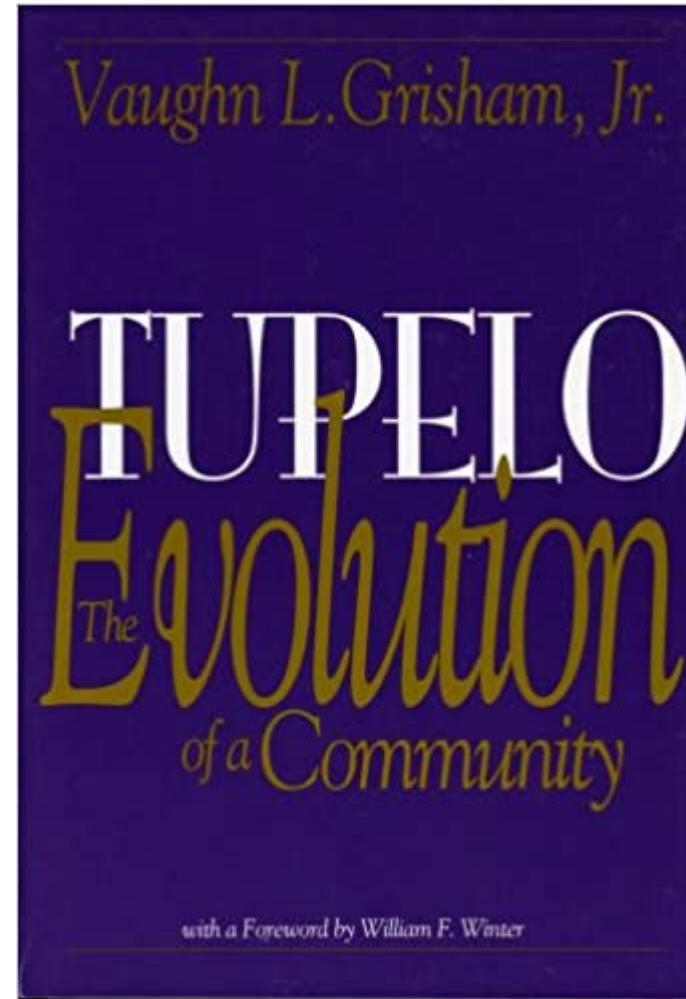
Key Learning

The Ord Story Collection

Some Final Thoughts

Questions & Discussion

The Tupelo and Ord Connection...

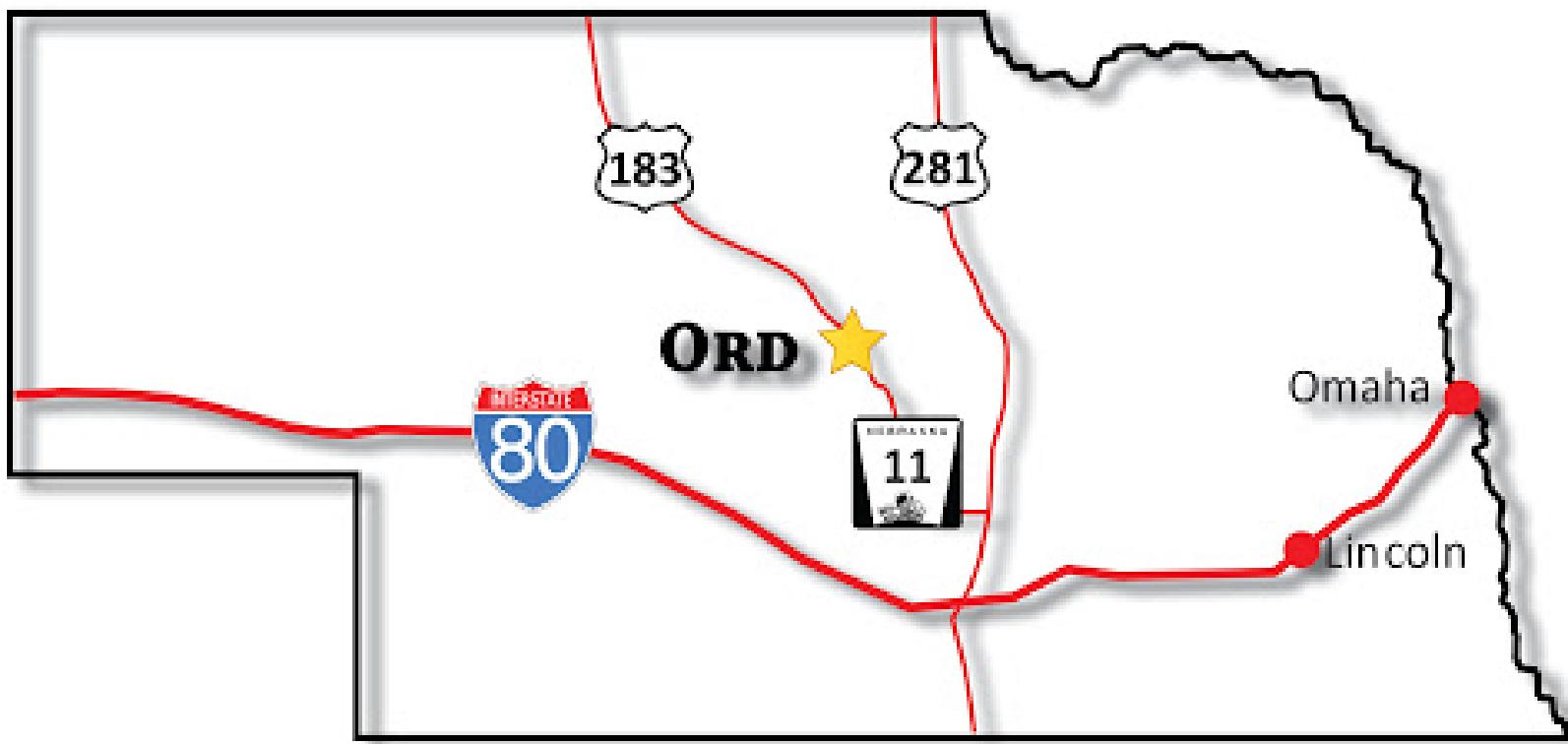


About Ord and its Region



- 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...



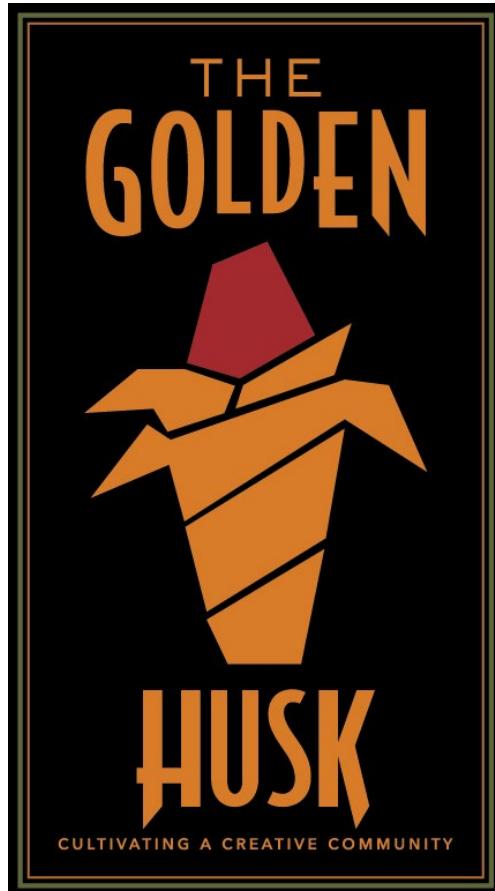






*Jean and
Robert
Stowell with
Grandchild*

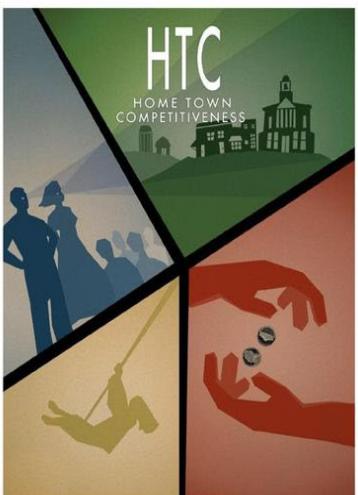
The Golden Husk Theatre







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
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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



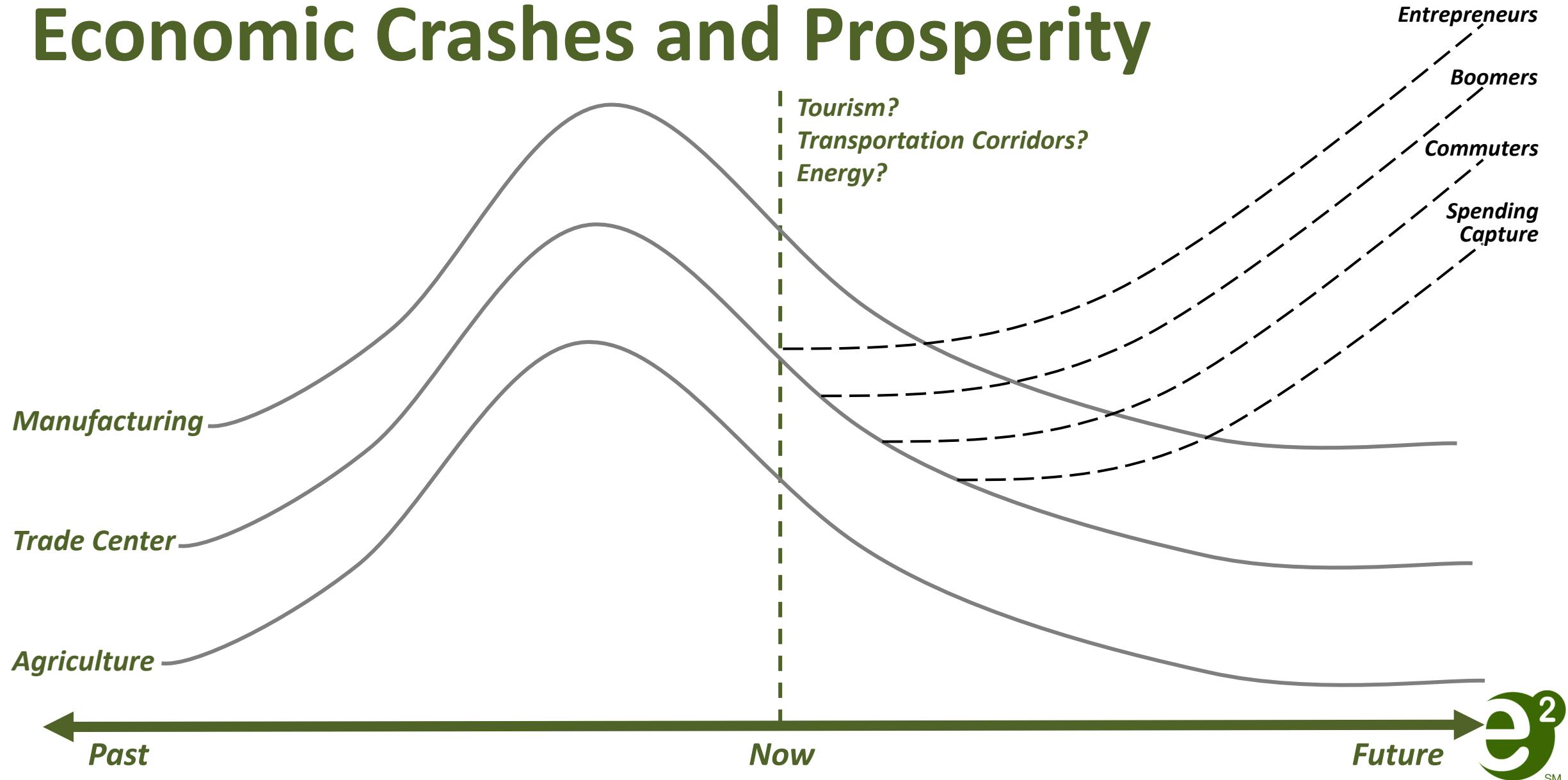
- 1. Commitment**
- 2. Investment**
- 3. Smart Strategy**
- 4. Sophisticated Game Plan**
- 5. Perseverance**
- 6. External Help**
- 7. Empowering Leadership**
- 8. Entrepreneurial**
- 9. Community Agency**
- 10. Embracing Diversity**

Some Final Thoughts



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

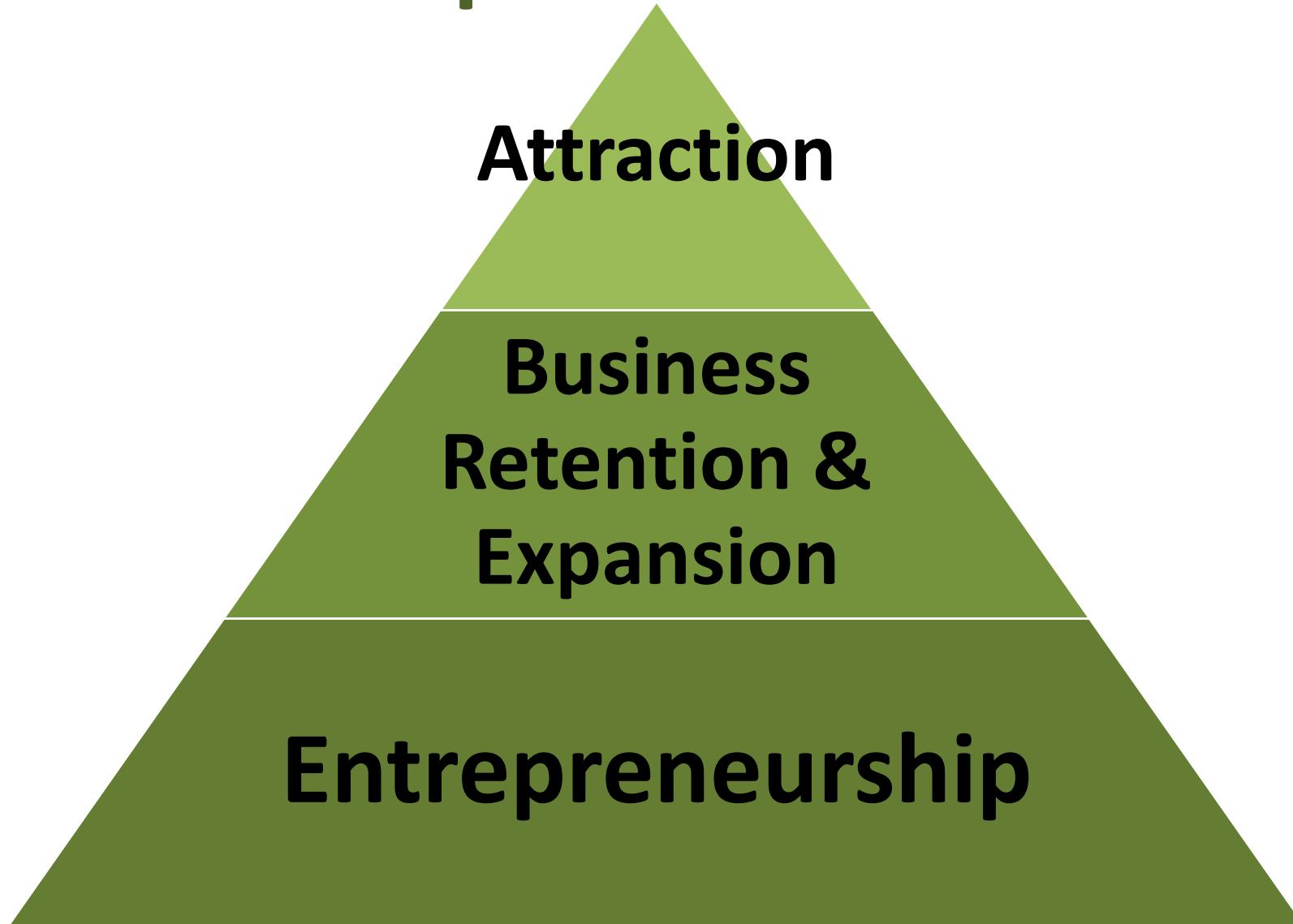
Economic Crashes and Prosperity



Development

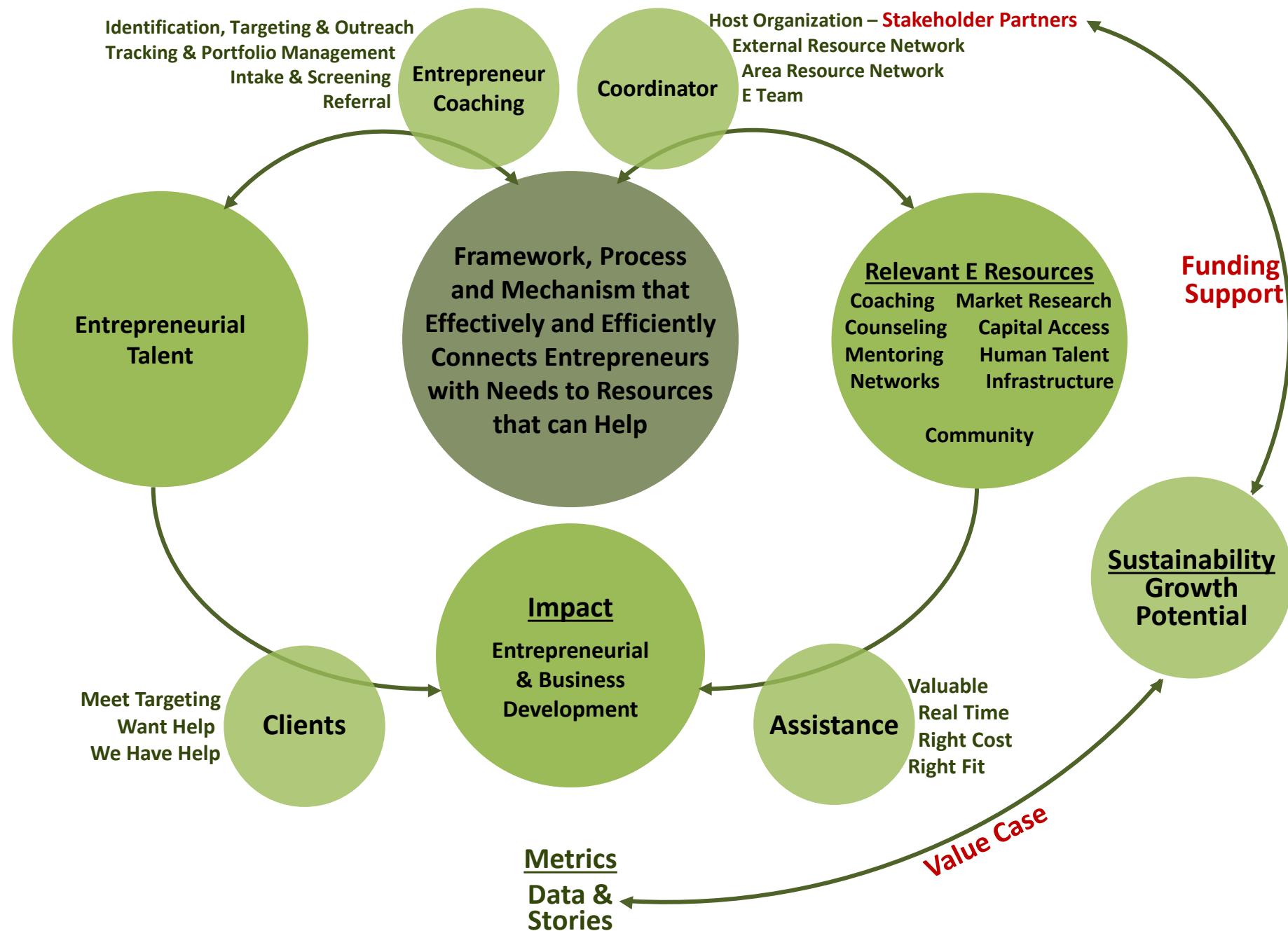


Economic Development



Community Prosperity Model





A graphic element on the left side of the slide features a dark green circle with a light green outline. Inside the circle is the e2 logo. A thick, dark green horizontal bar extends from the right side of the circle, curving upwards and then downwards. This bar has five small, light green circles on it, with the first and last circles being larger and positioned at the ends of the bar's curve. The background behind the bar is a light green color.

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

A large, stylized 'e2' logo is positioned on the left side of the slide. It consists of two concentric circles. The inner circle is light green with a dark green outline. The outer circle is dark green with a light green outline. The number '2' is positioned above the 'e' in the inner circle. A thin, brown, curved line with circular endpoints connects the top and bottom points of the outer circle to the top and bottom points of the inner circle, forming a bridge-like shape.

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www.energizingentrepreneurs.org

Questions & Discussion