Energizing Entrepreneurs
The Pathway to Prosperity

Summer Conference
July 12, 2016
My Talk Today...

Why Communities Fail?
Communities and Their Development
The 3 Essentials for Success
Growing Entrepreneurial Behavior
The Extension Way & Possible Roles
Community Engagement Roadmap & Outcomes
Questions and Discussion
Kickoff
A Story from Red Cloud, Nebraska
Population

Population chart showing the number of people from 1970 to 2014. The population has decreased over time, from approximately 5,000 in 1970 to about 3,500 in 2014.
<table>
<thead>
<tr>
<th>YEAR</th>
<th>COUNTY POPULATION</th>
<th>POTENTIAL IMPACTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>3,625</td>
<td>Current Reality</td>
</tr>
<tr>
<td>2025</td>
<td>3,025</td>
<td>Loss of the Local Hospital?</td>
</tr>
<tr>
<td>2035</td>
<td>2,425</td>
<td>Loss of the Local Schools?</td>
</tr>
<tr>
<td>2045</td>
<td>1,825</td>
<td>Loss of Much of Main Street?</td>
</tr>
<tr>
<td>2055</td>
<td>1,025</td>
<td>??????????</td>
</tr>
</tbody>
</table>
Employment
Economic Growth Opportunities

- Production Agriculture
- Bedroom Community
- Retiree Community
- Heritage Tourism
Webster County Age Cohorts

Percent Cohort Change, 2000-2010

-51.5% 20-24
-41.7% 25-29
-11.0% 55-59
6.6% 50-54
9.3% 45-49
9.1% 40-44
14.2% 35-39
37.4% 30-34
22.9% 10-14

-60.0% -50.0% -40.0% -30.0% -20.0% -10.0% 0.0% 10.0% 20.0% 30.0% 40.0% 50.0%
Foundations for Community Success
Community Prosperity?
The Prosperity End Game!
The 3 Essentials for Success

1. Every community must demographically renew itself.

2. For demographic renewal to be possible every community must create economic opportunities.

3. In today’s environment where human talent is key, quality of life place making is essential.
Entrepreneurs are Key

Learning Innovative

Pursue Opportunities

Open to Change

Make Things Happen Optimistic

Follow Trends

Build Vision

Build Teams
Three Kinds of Entrepreneurs

Critical Leverage Point

Business

Civic

Social
LAKE COUNTY
Lake County Age Cohorts

Percent Cohort Change, 2000-2010

-60.0% -50.0% -40.0% -30.0% -20.0% -10.0% 0.0% 10.0% 20.0% 30.0% 40.0%

-50.7% -43.8%

10-14: 10.1%
15-19: 35.2%
20-24: 21.9%
25-29: -50.7%
30-34: -43.8%
35-39: 7.7%
40-44: 0.0%
45-49: 5.3%
50-54: 5.2%
55-59: 0.2%
Population Change 2000-2015

- Births: 132
- Deaths: -110 (110)
- Natural Change: 23
- Domestic Migration: 116
- International Migration: 10
- Migration: 127
- Population Growth (Natural & Migration): 147
Percent Labor to Non-Labor Earnings

- 0% 1970
- 20% 1980
- 40% 1990
- 60% 2000
- 80% 2014

Labor Earnings
Non-Labor Income
## Lake County Economic Drivers

<table>
<thead>
<tr>
<th>Economic Sector</th>
<th>2014 Earnings (thousands)</th>
<th>Change 2001-2014</th>
<th>2014 Per Capita Values Benchmarked to the US</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retirees</td>
<td>$235,162</td>
<td>93.4%</td>
<td></td>
</tr>
<tr>
<td>Manufacturing</td>
<td>$78,296</td>
<td>70.9%</td>
<td></td>
</tr>
<tr>
<td>Commuters</td>
<td>$68,419</td>
<td>59.7%</td>
<td></td>
</tr>
<tr>
<td>Government</td>
<td>$58,039</td>
<td>21.3%</td>
<td></td>
</tr>
<tr>
<td>Farm</td>
<td>$28,645</td>
<td>46.3%</td>
<td><strong>U.S. Commuter values are not available</strong></td>
</tr>
<tr>
<td>Health care and social assistance</td>
<td>$27,032</td>
<td>101.0%</td>
<td></td>
</tr>
<tr>
<td>Retail trade</td>
<td>$24,537</td>
<td>24.7%</td>
<td><strong>1.01</strong></td>
</tr>
<tr>
<td>Construction</td>
<td>$20,951</td>
<td>5.3%</td>
<td></td>
</tr>
<tr>
<td>Wholesale trade</td>
<td>$20,110</td>
<td>89.8%</td>
<td></td>
</tr>
<tr>
<td>Finance and insurance</td>
<td>$15,655</td>
<td>67.2%</td>
<td></td>
</tr>
</tbody>
</table>

- In Lake County, Farming makes up more than 6.5 times the per capita earnings of the U.S.
Community Engagement Roadmap

Empowering research and analysis.
A genuine vision for a better tomorrow.
A smart development game plan.
More effective community and resident engagement.
Robust and sustained development investment.
Open to change... new?
REAL Regional Collaboration
By Conclusion...
One More Story from Imperial, NE
Imperial - Chase County, Nebraska
Chase County, NE Region
Like so many rural counties, Chase County experienced chronic and severe depopulation beginning with the Great Depression. This period was preceded by the classic boom, bust and boom cycles.
Economic Rebound

Nonfarm Proprietors, Chase County, Nebraska

Nonfarm proprietors' income: real 2010 dollars

Number of nonfarm proprietors

Income (thousand dollars)

Employment

Contemporary Population of Chase County, Nebraska

There are relatively few rural counties in the entire Great Plains Region posting sustained positive population growth.
Russ & Allo Communications

Russ and his wife own the local twice weekly newspaper in Imperial. He and a former high school classmate created Allo Communications. Today they are one of the breakout companies fueling Chase County’s revitalization. Allo Communications is competing head-to-head with the likes of SPRINT and Century Link.

Russ and Allo Communications are charitable and, through gifts to the Chase County Community Foundation, they are supporting workforce development and educational opportunities for youth.
Chase County Age Cohorts

Percent Cohort Change, 2000-2010

-45.6% 25-29 27.8%
-28.3% 30-34
-9.1% 55-59
0.0% 45-49
8.4% 40-44
9.1% 35-39
12.8% 10-14
0.9% 50-54
0.0% 40-44
Questions & Discussion...
Questions & Discussion

Don Macke
don@e2mail.org
www.energizingentrepreneurs.org