Cue Slide – Do Not Display

Ord, Nebraska

Growing an Entrepreneurial Community

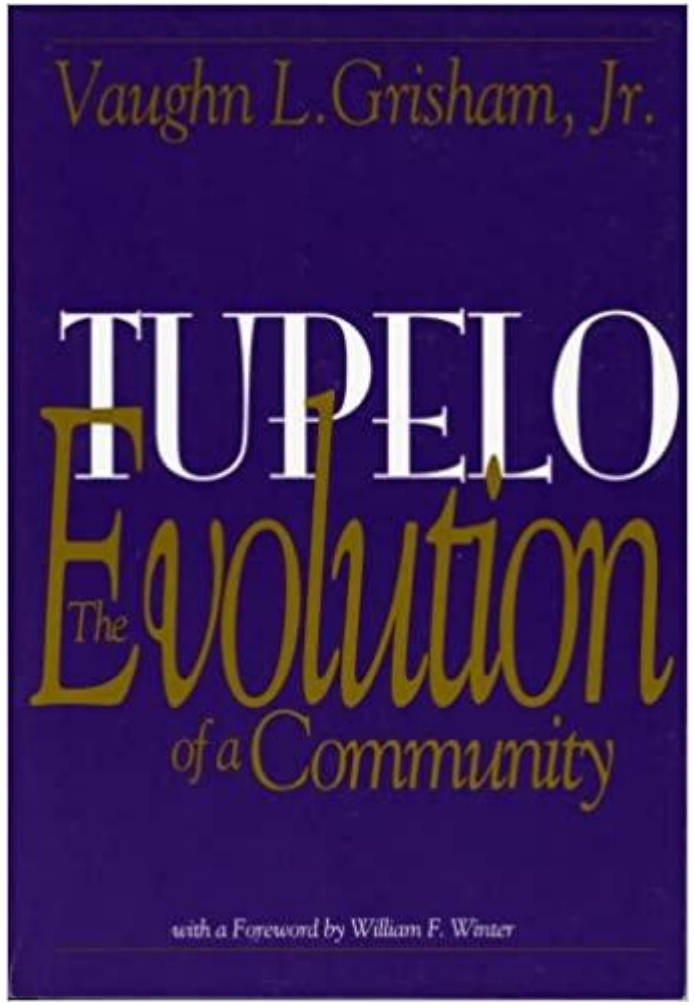
June 16, 2022 – 1-2 PM Central – Zoom

05.23.2022 Version

Ord, Nebraska

Growing an Entrepreneurial Community

The Tupelo and Ord Connection…

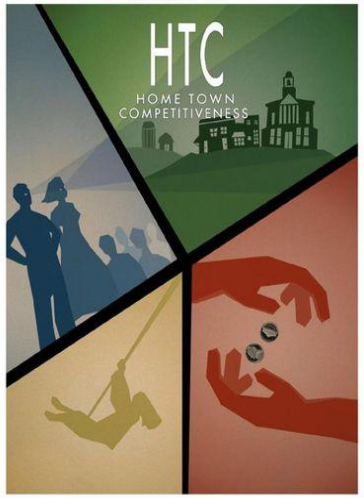


Ord's Community…

From Crisis to Hope and Prosperity…

1980s Agricultural Crisis	1990s Search for Solutions	2000 Pivot Year Aiming for Success	2000-2010 Investment & Progress	2010-2022 Transformative Change

HomeTown Competitiveness



A Framework for Effective and Sustainable Rural Community and Economic Development

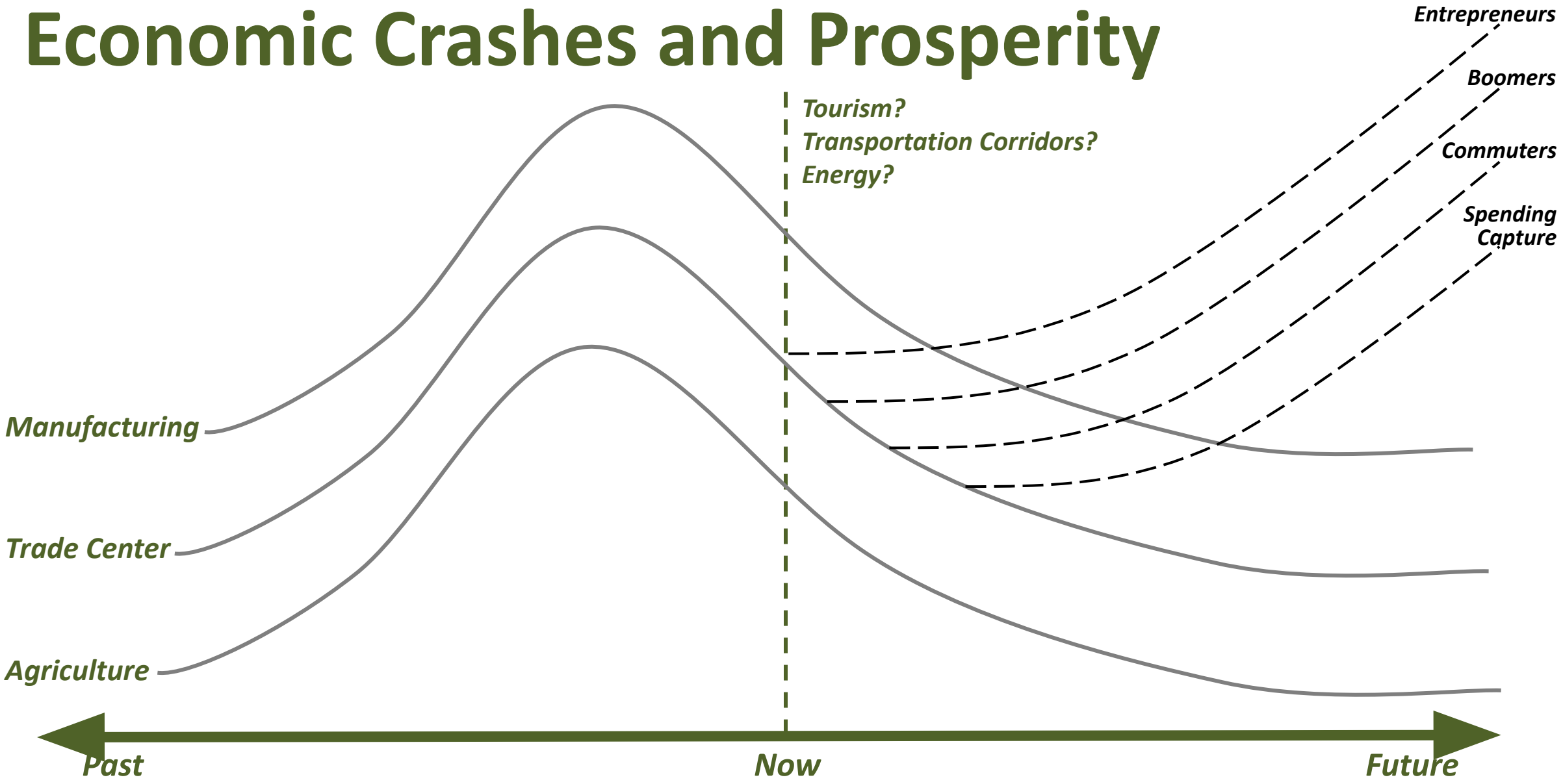
An initiative of
Branch County Area Chamber of Commerce
Branch County Community Foundation
Coldwater Downtown Development Authority
Branch County Economic Growth Alliance

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

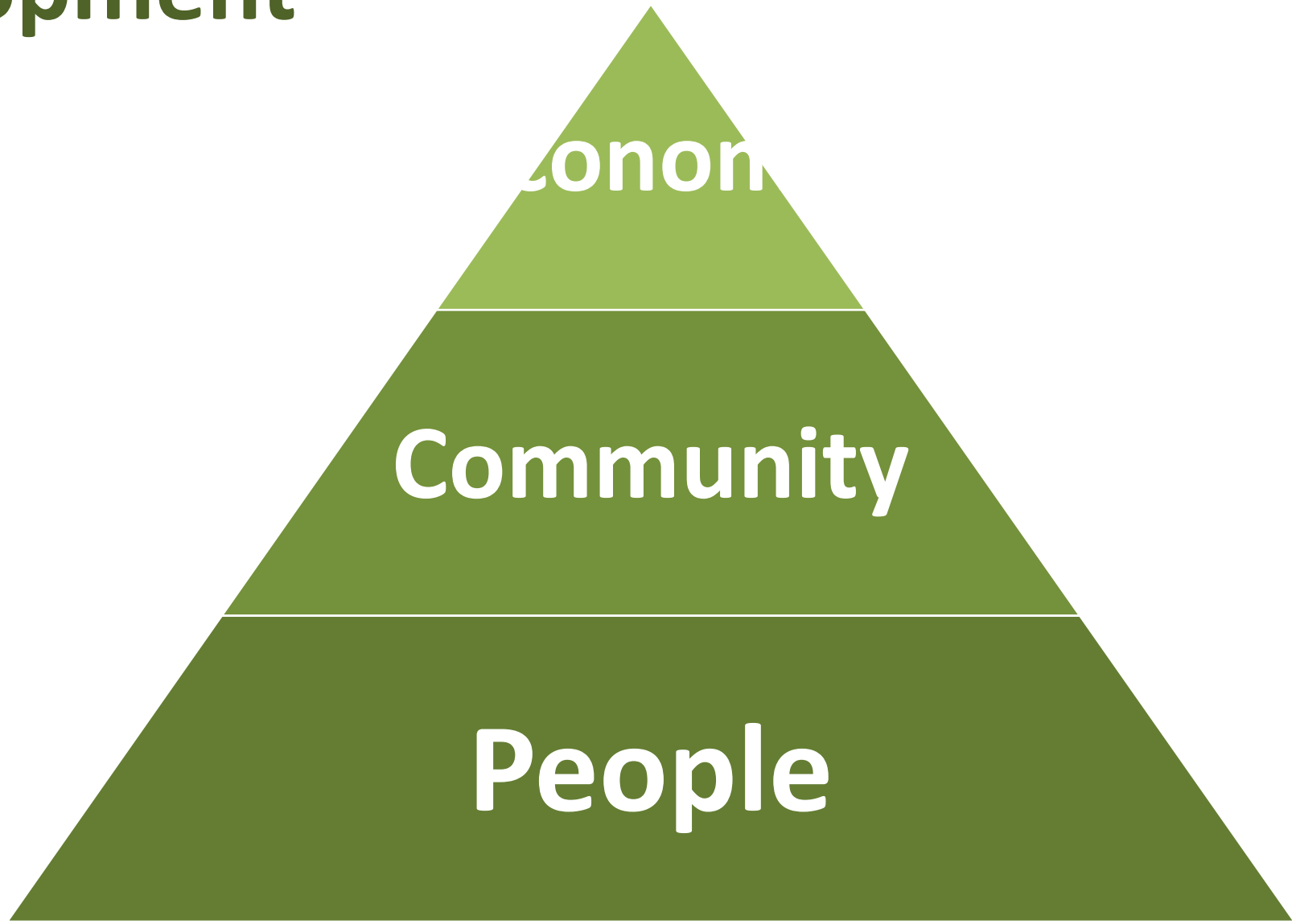
Ord in the Early 2000s – Tipping Point…

e2 Development Framework & Process

Economic Crashes and Prosperity

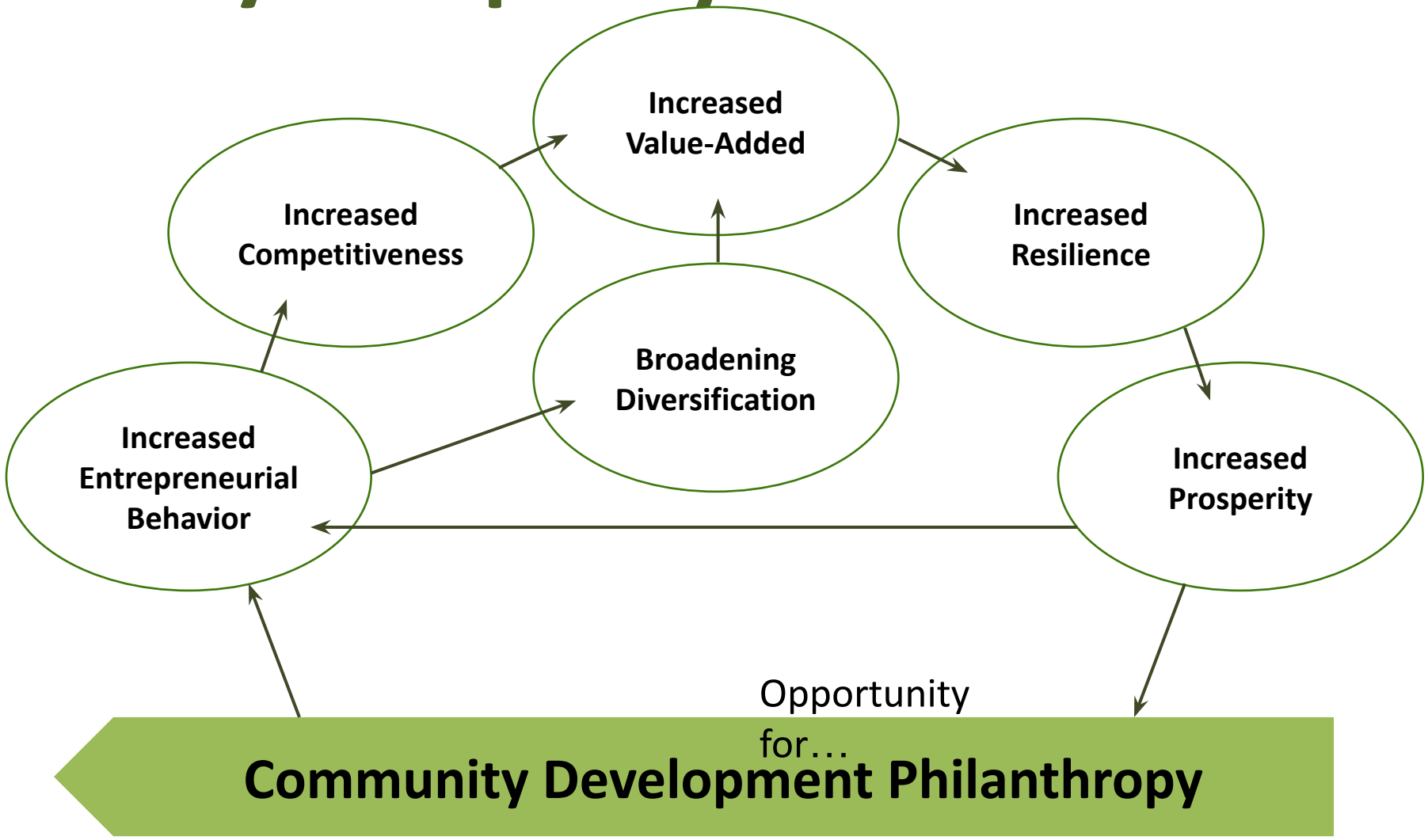


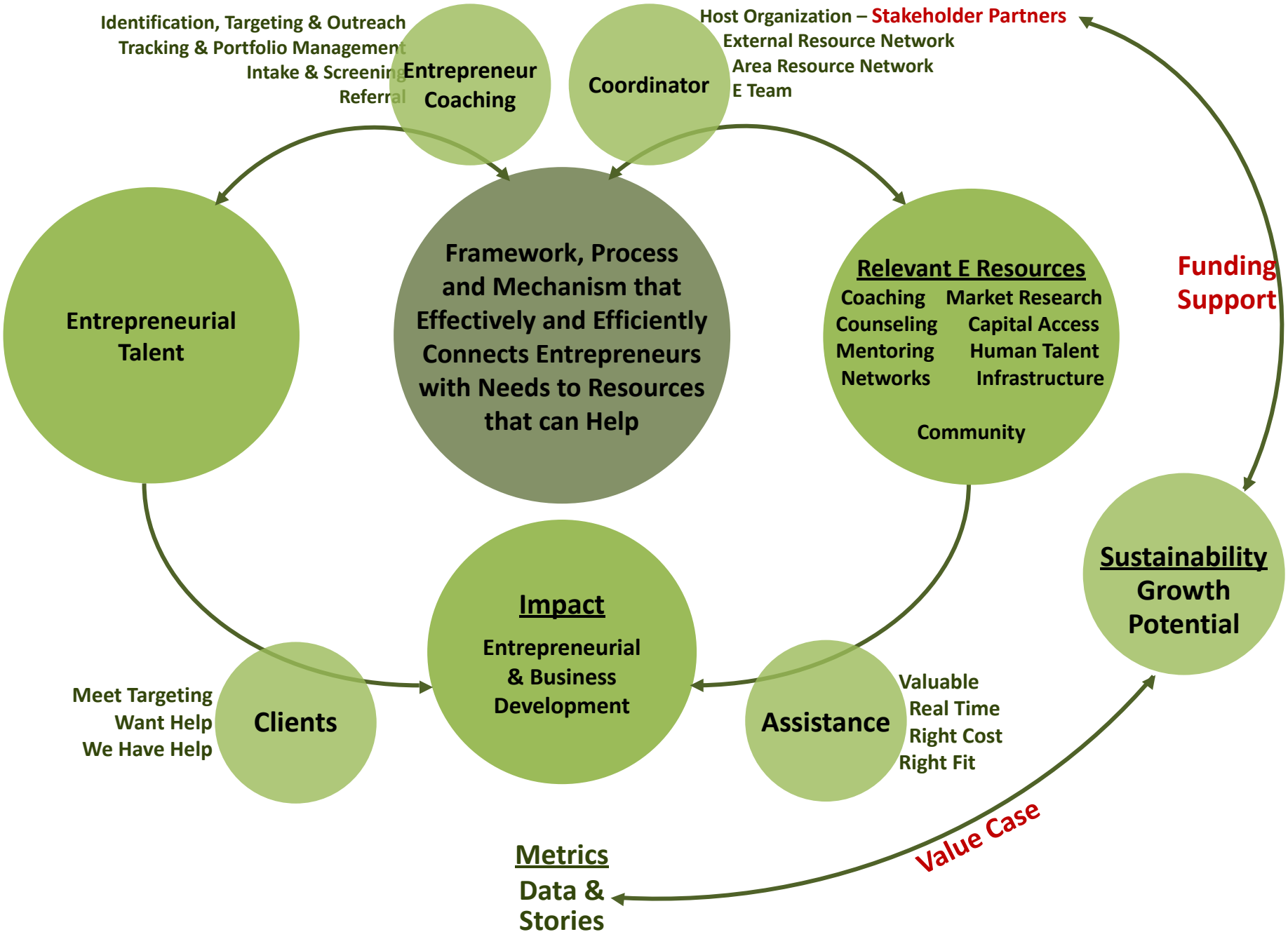
Development



Economic Development

Community Prosperity Model




Identification, Targeting & Outreach
Tracking & Portfolio Management
Intake & Screening
Referral
Entrepreneur Coaching
Coordinator
Host Organization – Stakeholder Partners
External Resource Network
Area Resource Network
E Team
Entrepreneurial Talent
Framework, Process and Mechanism that Effectively and Efficiently Connects Entrepreneurs with Needs to Resources that can Help
Relevant E Resources
Coaching
Market Research
Counseling
Capital Access
Mentoring
Human Talent
Networks
Infrastructure
Community
Funding Support
Sustainability
Growth Potential
Impact
Entrepreneurial & Business Development
Meet Targeting
Want Help
We Have Help
Clients
Assistance
Valuable
Real Time
Right Cost
Right Fit
Value Case
Metrics
Data & Stories

Transforming Change

2000-2020 - $250 million of Investment

Stabilizing Population

2000-2010 – 54% gain in 30 to 34 Year Olds – 10% for 35-40

Regional Hub City

Proprietorship Jobs

1970 to 2000 – Decline of 18% - 2000 to 2018 – Increase of 9%

Outperformed Peer Communities

Household Wealth – Peer Community Comparison

2020 - $437,000 vs. $305,000 Average per Household

Culture Change

Economic Diversification

1980s – Two Sector Economy

Production Agriculture & Hub City

Today – Eight Sector Economy

Production Agriculture

Value-Added Agriculture – Ethanol Cluster

Recreational Tourism – Arts & Culture

Regional Health Care

Hub City – Amenities – Utopia Spa

Growth Ventures – Subconn & Ord Locker

Retirees & Commuters

Bob’s Advise…

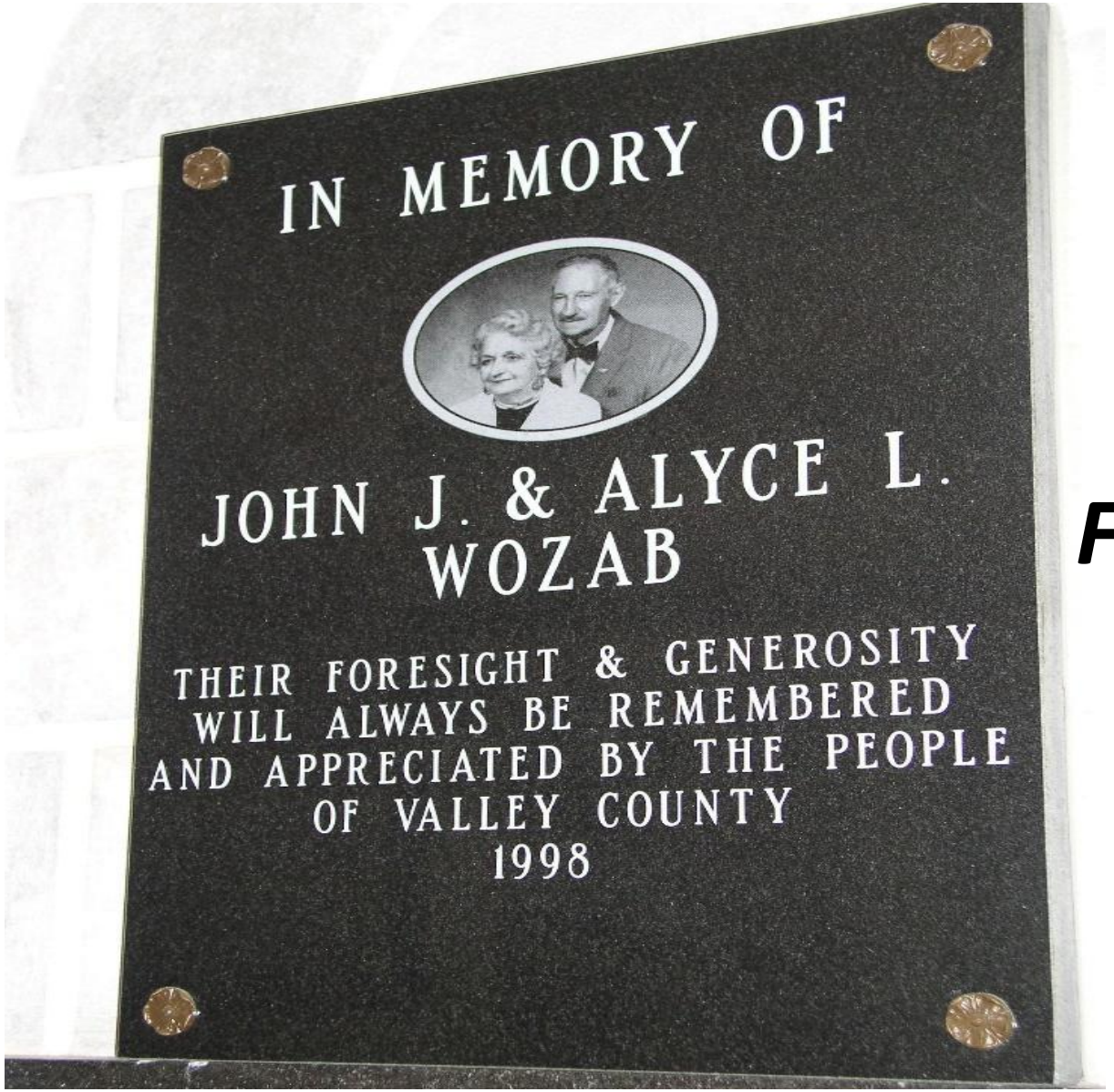
1 - Empowering Leadership

2 – Serious Investment

3 - Entrepreneurship

Leadership

Jean and Robert Stowell with Grandchild



Philanthropy…

An early charitable gift
From John and Alyce Wozab
Energized Ord

Arts… The Golden Husk Theatre

Quality of Life Placemaking…

Resources

- Ord Story Collection
- Matthew Hansen's Ord Story
- Articulate 360 Learning Resource
- Other e2 Resources:
  - www.energizingentrepreneurs.org
  - National e2 Practitioners Network
  - e2 University Resources
  - e2 Newsletter
  - Pathways to Rural Prosperity Podcasts
  - National Consulting Network

Questions & Discussion

Thanks for Your Time & Interest!

Don Macke

e2 Entrepreneurial Ecosystems

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