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…

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

Past

Now

Future

Agriculture
Trade Center
Manufacturing

Tourism?
Transportation Corridors?
Energy?

Entrepreneurs
Boomers
Commuters
Spending Capture

Economic Crashes and Prosperity
Economic Development

- Entrepreneurship
- Business Retention & Expansion
- Attraction
Community Prosperity Model

Increased Entrepreneurial Behavior

Increased Competitiveness

Increased Value-Added

Broadening Diversification

Increased Resilience

Increased Prosperity

Opportunity for...

Community Development Philanthropy
Entrepreneurial Talent

Framework, Process and Mechanism that Effectively and Efficiently Connects Entrepreneurs with Needs to Resources that can Help

Clients

Impact Entrepreneurial & Business Development

Assistance

Coordinator

Entrepreneur Coaching

Host Organization – Stakeholder Partners
External Resource Network
Area Resource Network
E Team

Relevant E Resources
Coaching
Counseling
Mentoring
Networks

Funding Support

Sustainability Growth Potential

Meet Targeting
Want Help
We Have Help

Metrics
Data & Stories

Value Case

Funding Support

Value Case

Funding Support

Value Case

Funding Support
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
An early charitable gift
From John and Alyce Wozab
Energized Ord
Arts... The Golden Husk Theatre
Quality of Life Placemaking...
• Ord Story Collection
• Matthew Hansen’s Ord Story
• Articulate 360 Learning Resource
• Other e2 Resources:
  • [www.energizingentrepreneurs.org](http://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!

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