



MID AMERICA EDC RURAL INITIATIVES

Rural Initiatives Objectives

Rural Initiatives Approach

MidAmerica EDC State Data Sampling

Rural Initiatives Recommendations

Rural Best Practices & Benchmarking

Recommended Implementation Steps

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MID AMERICA EDC RURAL INITIATIVES

<p>Jeff Pipkin Hoosier Energy Economic Development (IN)</p> <p>Nathan Schneider Bismarck Mandan Chamber EDC (ND)</p> <p>Erin Sparks Great River Energy (MN)</p> <p>Nicole Sedlacek Nebraska Public Power District (NE)</p>	<p>Jesse Fonkert Sioux Metro Growth Alliance (SD)</p> <p>Steve Jahn Momentum West (WI)</p> <p>Matthew Marshall Minnkota Power Cooperative (ND)</p> <p style="text-align: center;"><i>THANK YOU COMMITTEE MEMBERS!</i></p>
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RURAL VS. MID AMERICA EDC RURAL

OBM

- Metro areas have >50,000 population
- Counties tied economically to metro area by commuting patterns - 25%+
- Metropolitan areas with 10,000-49,999 population

U.S. Census Bureau

- Strictly based on population size and density
- 50,000 or less = rural

Mid-America EDC

- Rural is state-specific
- Analysis based on sample of state defined rural communities

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RURAL VS. MID AMERICA EDC RURAL

Jurisdiction	State	Population
Dekalb, City	Illinois	44,101
Effingham, City	Illinois	12,337
Hillsboro, City	Illinois	6,214
Cerro Gordo, County	Iowa	44,097
Clinton, County	Ohio	42,416
Hillsdale, County	Michigan	46,646
Macosta, County	Michigan	42,851
Cass, County	Nebraska	24,246
Nemaha, County	Nebraska	7,238
Bowman, City	North Dakota	1,647
Cavalier, City	North Dakota	1,353
New Salem, City	North Dakota	958
Minot, City	North Dakota	41,442
Gillette, Metropolitan Region	Wyoming	29,087

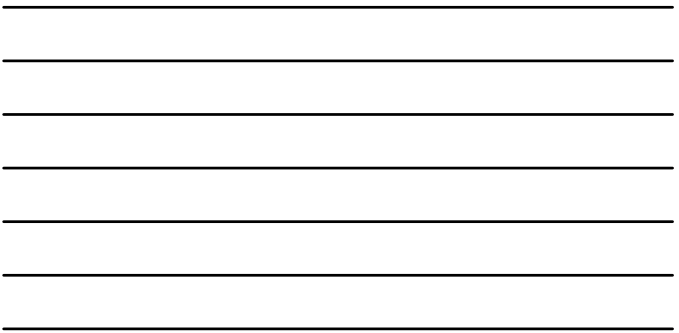
The Montrose Group, LLC Source: St. Louis Federal Reserve



MID AMERICA EDC REGION IS GROWING

State	Population Change
Illinois	-0.1%
Indiana	4.7%
Iowa	4.7%
Kansas	3.0%
Michigan	2.0%
Minnesota	7.6%
Missouri	2.8%
Nebraska	7.4%
North Dakota	15.8%
Ohio	2.3%
South Dakota	8.9%
Wisconsin	3.6%
Wyoming	2.3%

The Montrose Group, LLC Source: U.S. Census Bureau



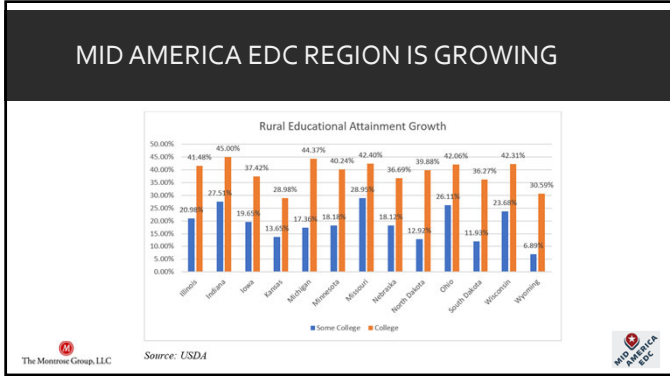
MID AMERICA EDC REGION IS GROWING

Rural vs. Urban Income Comparison
% Change, 2019 - 2020

Jurisdiction	Urban Income % Change	Rural Income % Change
Wyoming	-0.20%	1.75%
Wisconsin	1.64%	6.43%
South Dakota	1.26%	12.61%
Ohio	0.00%	10.04%
North Dakota	1.60%	10.91%
Nebraska	1.01%	10.02%
Missouri	1.00%	8.08%
Minnesota	1.10%	10.62%
Michigan	1.25%	10.45%
Kansas	-0.55%	8.66%
Iowa	0.47%	6.47%
Indiana	0.61%	7.58%
Illinois	0.80%	10.96%

The Montrose Group, LLC Source: USDA







RURAL DATA SAMPLING: IOWA

Population		Households		Unemployment Rate		Summary of Deposits \$3.51 million amongst 8 institutions
Dubuque County	% Change	Dubuque County	% Change	Dubuque County	% Change	
93,333		33,609		5.9%		Entrepreneurial Support <ul style="list-style-type: none"> Dubuque County RLF EDA RLF SBA 504 Iowa ED Authority Demonstration Fund Iowa ED Authority Acceleration Fund Iowa ED Authority Proof of Commercial Relevance Iowa ED Authority SBIR/STTR
94,656	0.8%	36,815	8.5%	5.5%	-0.8%	
95,183	0.6%	39,891	7.7%	4.5%	0.0%	
95,990	0.8%			4.1%	-0.4%	
95,544	-0.5%			3.6%	-0.5%	
96,934	1.4%			3.1%	-0.5%	
96,819	-0.1%			2.9%	-0.4%	
97,162	0.4%			2.6%	-0.3%	
96,961	-0.2%			2.5%	-0.1%	
97,432	0.5%			5.7%	3.2%	
99,229	1.8%			4.4%	-1.3%	
98,718	-0.5%					
	4.5%					

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RURAL DATA SAMPLING: NEBRASKA

Population			Households			Unemployment Rate		
Cass County			Cass County			Cass County		
Number	% Change		Number	% Change		Number	% Change	
25,246			8,932			5,376		
25,320	0.3%		9,612	7.1%		4,576	-0.8%	
25,214	-0.4%		10,073	4.6%		4,276	-0.3%	
25,222	0.0%					3,376	-0.5%	
25,115	0.4%					3,376	-0.4%	
25,360	0.2%					3,476	0.1%	
25,463	0.4%					3,276	-0.2%	
25,513	0.2%					3,376	-0.1%	
25,702	0.7%					3,476	0.3%	
25,888	0.7%					4,376	0.9%	
26,022	0.5%					2,776	-1.6%	
26,275	1.0%							
	4.0%							

Household Income		
Cass County		
Number	% Change	
\$59,392	1.2%	
\$59,091	-0.2%	
\$63,738	5.9%	
\$66,512	4.2%	
\$66,519	0.0%	
\$63,707	-4.4%	
\$71,166	10.5%	
\$75,177	5.3%	
\$72,915	-3.1%	
\$70,106	-4.0%	

Education	
Cass County	
Percentage	
94.6%	
29.4%	

Summary of Deposits
 \$518,162 amongst 10 institutions

Entrepreneurial Support

- SBDCs
- SBA
- Nebraska Dept. of ED Innovation Fund Prototype Grant
- Nebraska Dept. of ED Microenterprise Assistance
- Nebraska Dept. of ED Seed Investment Program
- Nebraska Dept. of ED SBIR/STTR

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RURAL DATA SAMPLING: NORTH DAKOTA

County	Bank Type	# Institutions	# CD Offices	\$ Deposits
Bismarck	Commercial Banks	28	39	\$4,383,013
	Savings Institutions	2	5	\$458,488
	Foreign Banks	0	0	\$0
	Total	30	44	\$4,841,501
Minot	Commercial Banks	8	15	\$2,091,201
	Savings Institutions	1	2	\$0
	Foreign Banks	0	0	\$0
	Total	9	17	\$2,091,201
New Salem	Commercial Banks	1	1	\$48,794
	Savings Institutions	0	0	\$0
	Foreign Banks	0	0	\$0
	Total	1	1	\$48,794
Velva	Commercial Banks	1	1	\$45,411
	Savings Institutions	0	0	\$0
	Foreign Banks	0	0	\$0
	Total	1	1	\$45,411
Bottman	Commercial Banks	1	1	\$44,129
	Savings Institutions	0	0	\$0
	Foreign Banks	0	0	\$0
	Total	1	1	\$44,129
Crawler	Commercial Banks	1	1	\$26,367
	Savings Institutions	0	0	\$0
	Foreign Banks	0	0	\$0
	Total	1	1	\$26,367
Total		41		\$6,609,143

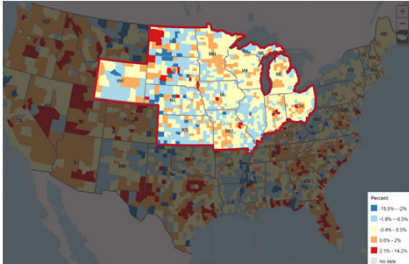
Business/ED Support

- City of Bowman ED Efforts
- Crossroads Business Park
- Workforce Relocation, Tuition Reimbursement
- Façade Improvement
- PACE
- Fixed Cost Reimbursement for Child Care Centers
- Downtown Seating Grant
- Small Business RLF
- Signage Grants
- Hospitality Website Loans
- Renaissance Zone tax exemption
- City of Velva CDC Loan & Grant Program

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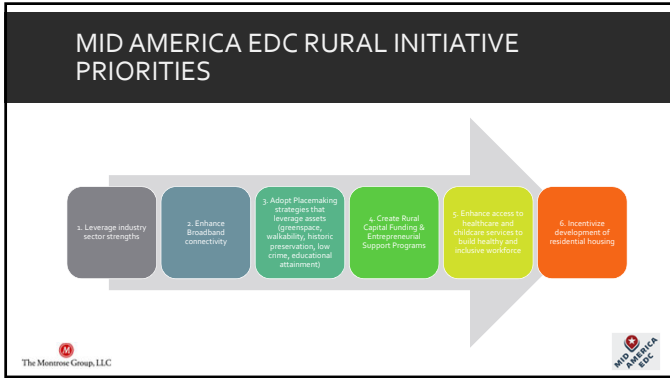


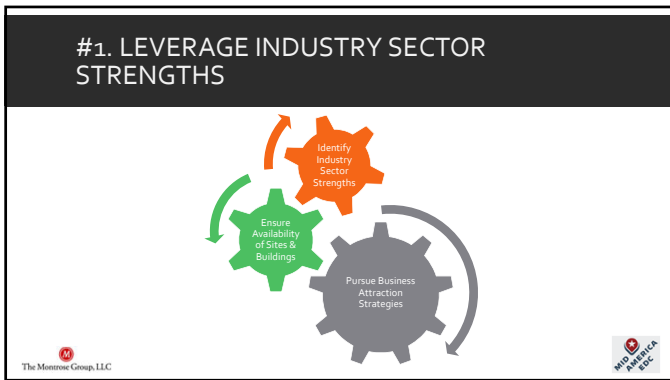
WHY RURAL INITIATIVES MATTER

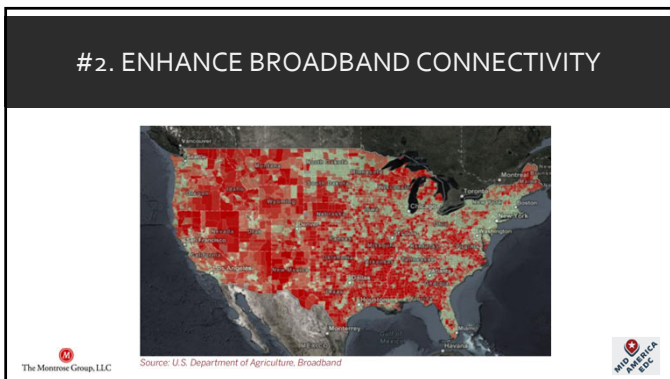


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ENHANCE BROADBAND CONNECTIVITY

Social Benefits

- Higher property values
- Job/population growth

Business Benefits

- Higher rates of new business formation
- Entrepreneurship
- Lower unemployment rates

Health Benefits

- Remote healthcare
- Educational opportunities

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PLACMAKING

#3. ADOPT PLACEMAKING STRATEGIES

The International Economic Development Council defines Placemaking as "the practice of enhancing a community's assets to improve its overall attractiveness and livability."

Setting Placemaking Strategies

Public Spaces

Alternative Transportation Infrastructure

Downtown Redevelopment

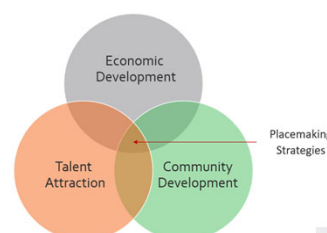
Housing Attraction

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ADOPT PLACEMAKING STRATEGIES

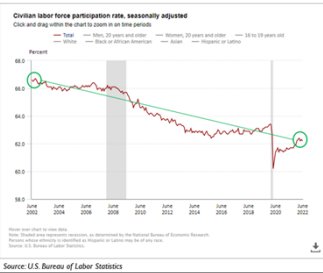
- Why Placemaking matters to Economic Development
- What are the key elements to successful Economic Development Placemaking
- What tools do communities need for successful Placemaking



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PLACMAKING

ADOPT PLACEMAKING STRATEGIES



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ADOPT PLACEMAKING STRATEGIES



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CASE STUDY: MARQUETTE CHARTER TOWNSHIP, MI

Trailhead #9 System Economic Impacts

- Spokes in a regional trailhead hub system
- Access to multi-use pathways
- Access point to commercial, residential, recreational areas
- 2002-2012 asset to supporting 22 major development projects, 4,945 jobs, increased tax base of \$123 million



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CASE STUDY: CASPER, WYOMING

- Strongest industries by LQ – Support activities for mining (18.01), Pipeline transportation (11.56), Oil & gas extraction (10.16)
- David Street Station is hub of downtown activity
 - Public green space, public amenities, community connectivity, cultural amenities
- Vibrant restaurant and brewery scene, art walks, biking/walking trail system
- 100% Broadband connectivity, high labor force participation, wages
- DDA has leveraged \$6.6 million+ in funds for downtown development projects
 - \$36 million in private investment over 18 months; 231 new jobs



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#4. CREATE RURAL CAPITAL FUNDING & ENTREPRENEURIAL SUPPORT PROGRAMS

Access to capital for entrepreneurs and small businesses is vital

•83% of entrepreneurs do not seek conventional bank/venture capital funding

•65% rely on personal savings or family investment

10% carry balances on personal credit cards to fund startup operations

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CASE STUDY: NORTH CAROLINA RURAL INFRASTRUCTURE AUTHORITY



Private body appointed by Governor and General Assembly; awards grants to rural and at-risk counties

- Building Reuse Program – vacant building, existing building, healthcare buildings
- CDBG Priorities
- Appalachian Regional Commission Priorities
- ED planning
- Main Street Programs
- Industrial Development Bond Fund

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#5. ENHANCE ACCESS TO HEALTHCARE AND CHILDCARE SERVICES TO BUILD HEALTHY AND INCLUSIVE WORKFORCE

Healthcare Challenges

- Traditionally an economic and community anchor
- 96.2% of rural nursing home facilities report nursing staff shortages (Chartis Center for Rural Health)
- 36% of rural hospitals report nursing staff shortages have prevented hospitals from admitting new patients
- Closure of 80 rural hospitals nationally since 2010

Childcare Challenges



- Nearly 2/3 of rural families live in childcare desert
- Rural families spend 12.2% of income on childcare vs. 10.8% in urban areas
- Nearly 1/3 of working parents live >10 miles away from childcare providers


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CASE STUDY: STATE OF WISCONSIN

Child Care Counts Program
State of Wisconsin


- \$351 million to support early care & education community (providers) stabilization
- Access to High-Quality Care
 - Operating expenses
 - Materials/supplies for program and curriculum enhancement
 - Professional development, mental health services
 - Family tuition payment assistance
- Workforce Recruitment and Retention
 - Maintain existing WF compensation
 - Quality incentive towards wages, bonuses, benefits, recruiting, professional development, training, scholarships, other continuing education





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#6. INCENTIVIZE DEVELOPMENT OF RESIDENTIAL HOUSING

Montrose Residential Market Analysis Approach



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#6. INCENTIVIZE DEVELOPMENT OF RESIDENTIAL HOUSING

Montrose Group Housing Public-Private Partnership Creation



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CASE STUDY: CITY OF BOWLING GREEN, OHIO

City of Bowling Green, OH

- City ED office gained site control of 9 parcels both through ownership and development agreements – 247 acres
- Completed housing market analysis
- Issued RFP for Midwest developers
- Offering residential housing tax abatement assistance
- Negotiating with developer and builder to begin new construction
- Abbott Laboratories, Inc. announced \$500 million investment and 450 new jobs in December 2022

Abbott Announces Its New Specialty and Metabolic Powder Nutritional Manufacturing Facility Will Be in Bowling Green, Ohio



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CASE STUDY: COOK MEDICAL, INDIANA

Cook Medical Co. Housing Project Owen, Orange, and Lawrence Counties, Indiana

- Medical manufacturer in western Indiana
- Middle-income workforce housing initiative to combat short supply of homes for sale at affordable prices
- Owen County - purchased 62 acres of land across from facility, building 300 homes at \$200k or less



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INCENTIVES SPUR RESIDENTIAL INVESTMENTS


- Community Reinvestment Area Programs
- Ohio/Michigan Transformational Mixed-Use Development Programs
- Port Authorities
- Opportunity Zone Funds
- Federal New Markets Tax Credits
- Tax Increment Financing (TIF)
- Federal/State Historic Preservation Tax Credits



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WAYS TO TACKLE RURAL DEVELOPMENT PRIORITIES



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THANK YOU!

Conclusions	Thoughts
Questions	Contact Jamie Beier Grant Director, Economic Development Planning jgrant@montrosegroupllc.com

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