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Clues to Rural Community Survival

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Clues to Rural Community Survival

Keeping it Rural Conference

October 8, 2019

Milan Wall
Co-Director
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Development

Myths about the Future of Small Towns



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Towns
that are
'too small'
have no future



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A community's location is key to its survival



Industrial
recruitment is the
best strategy for
economic
development



Small
towns can't
compete in the
global economy



The 'best people' leave small towns as soon as they can



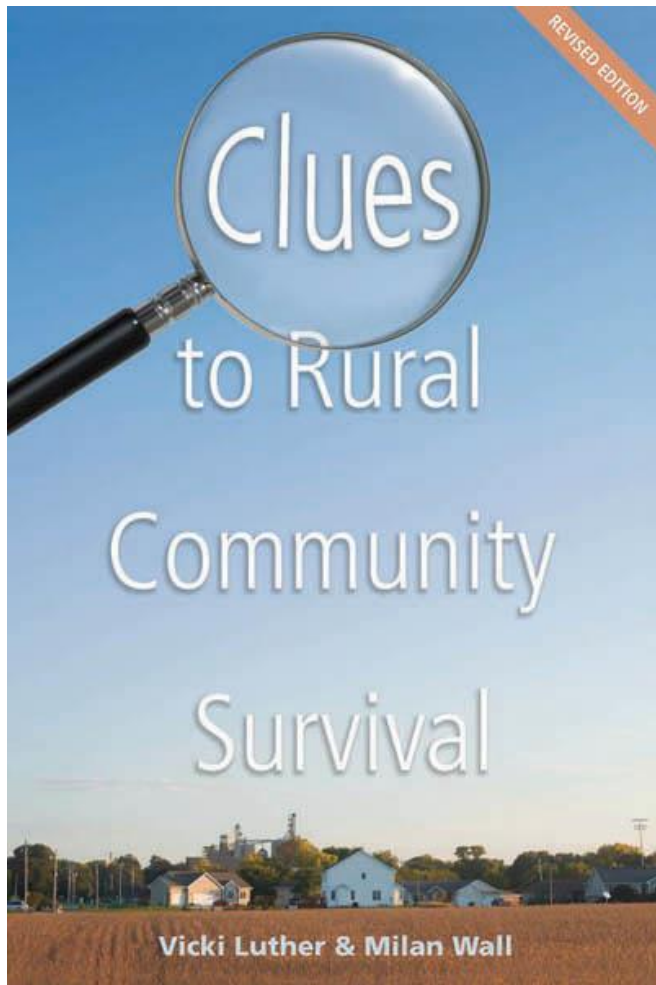
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The rural and urban economies are not interdependent



What's Behind Success in this Community?





Clues to Rural Community Survival

1. Evidence of Community Pride



2. Emphasis on Quality in Business and Community Life

3. Willingness to Invest in the Future



4. Participatory Approach to Community Decision Making

5. Cooperative Community Spirit



6. Realistic Appraisal of Future Opportunities

7. Awareness of
Competitive
Positioning



8. Knowledge
of the Physical Environment



9. Active Economic Development Program

10. Deliberate Transition of Power to a Younger Generation of Leaders

11. Celebration of Diversity in Leadership



12. Strong Belief in and Support for Education

13. Problem-Solving Approach to Providing Health Care



14. Strong Multi- Generational Family Orientation

15. Strong Presence of Traditional Institutions that are Integral to Community Life

16. Sound and Well-Maintained Infrastructure



17. Careful Use of Fiscal Resources



18. Sophisticated Use of Technology Resources

19. Willingness to Seek Help from the Outside



20. Conviction that, in the Long Run, You Have to Do It Yourself

Community Strengths and Opportunities

- ▶ Think about your community and rate the characteristics
- ▶ Discuss the evidence that supports your rating with the group
- ▶ Next, talk about what actions should your community take to address that characteristic
- ▶ Report back

Thank You!



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