

**Strategies for Success
in the
New Economy**

Montana Land Use Coalition
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Dave Ivan
Michigan State University Extension

Funding Partner



**LAND POLICY
INSTITUTE**

Did you know?



It is not the strongest of the species that survives
nor the most intelligent
but the ones most responsive to change

-- Charles Darwin

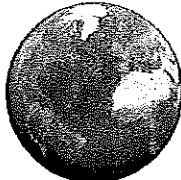
Global Economic Growth


Growth is increasingly occurring elsewhere.

US Share of world growth fell from 19% to 12% in the past decade. (Business Week 2007)

A new approach to growth is needed - it is called the New Economy.

But, we cannot use Old Economy strategies to address New Economy Challenges.



OLD ECONOMY	NEW ECONOMY
	<p>Rich in talent and ideas</p> <p>Attracting educated people</p> <p>Physical and cultural amenities. Key in attracting knowledge workers.</p> <p>Success—organizations individual with the ability to learn adapt</p> <p>Partnerships with business, government, and nonprofit sector lead economic development</p>

What Does our Next Generation Want?

<p>Large Cities</p> <ul style="list-style-type: none"> Walkable Streets Gathering Places Many Jobs Diversity Different Lifestyles Shops/Businesses Arts/Culture 	<p>Small Cities</p> <ul style="list-style-type: none"> Scenic Beauty Safe Streets Affordable Place for Family Good Schools Sense of Community Low Traffic
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Creative Industries for Communities of all Sizes

<p>Performing Arts</p> <ul style="list-style-type: none"> Music Theater Dance Opera Services and Facilities Performers <p>Film, Radio and TV</p> <ul style="list-style-type: none"> Motion Pictures Television Radio <p>Arts Schools and Services</p> <ul style="list-style-type: none"> Arts Councils School and Instruction Agents 	<p>Museums and Collections</p> <ul style="list-style-type: none"> Museums Zoos and Botanical Gardens Historical Sites Planetariums <p>Design and Publishing</p> <ul style="list-style-type: none"> Architecture Design Publishing Advertising <p>Visual Arts & Photography</p> <ul style="list-style-type: none"> Crafts Visual Arts Photography Supplies and Services
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Pillars to Community Success

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Pillars to Community Success

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Environment That Supports Innovation and Entrepreneurship

•New Economy communities recognize that the path to prosperity lies in creating an environment that fosters innovation and entrepreneurship.

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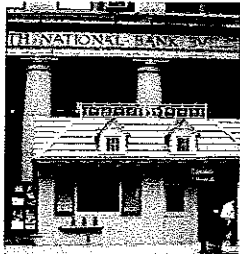
What have we learned about innovative practices in entrepreneurship development?

Intentionally focused on identifying and supporting entrepreneurs as they create and grow their enterprises.

Intentionally focused on creating an environment that is supportive of entrepreneurs and their enterprises – entrepreneurial culture.

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Key Success Characteristics




- Local champion;
- Build on local talents;
- Strong social networks;
- Specific actions are taken to support entrepreneurs;
- Community welcomes diversity and is open to experimentation and innovation;

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Community Acts as Entrepreneur

Fairfield, IA

- Recognizes & celebrates entrepreneurs;
- Extensive mentoring program;
- Local Angel/Venture Capital Funds;
- Past 20 years: 3,000 jobs created; personal income tripled;



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City of Fairfield

Fairfield Entrepreneur Relocation Program

The Century Model of the 21st-Century
Entrepreneurial Capital of Iowa - Silurian Valley
 2002 Iowa & Pioneer Grassroots Award for Entrepreneurship Award given by the National Center for Small Cities

- Key Industries in High Tech Office Buildings
- Broad-based Industries
- Low-Cost Telecommunication Services
- Qualified Employees
- Joint Marketing Programs
- Increased Marketing
- Easy Access to Airports

Entrepreneur support services through the Fairfield Entrepreneur Association and Fairfield Chamber of Commerce

- Mentoring and Coaching
- Financing
- Marketing Support

Access to Various Facilities:

- 27% More Than Double the Space Requirements
- State Offices and City of Fairfield for Business Development
- Over 1200 inches annual rainfall compared to less than 27 inches

Culture and Amenities


- Library, Museum, and Art Shows
- Free Theater and Film Screenings of Performances
- Month-Long Festivals for various local businesses
- Free Theater Company
- Included in the Midwest County Fair grounds - Entertainment, Food, Shopping and Art
- University of Iowa Health Center and IOWA
- Close to Historic Sites such as the State Capitol, Old Danforth's Tavern, Antique Collection
- Close to Iowa Park and Park Trails National Historic Site and the State Capitol and State of Iowa

Quality of Life

- Very public schools and excellent life in the area
- Historic churches, including Methodist and Catholic Churches and School
- Excellent restaurants, bars, and other amenities in the downtown area

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Communities Support Entrepreneurial Development



Nacogdoches, Texas

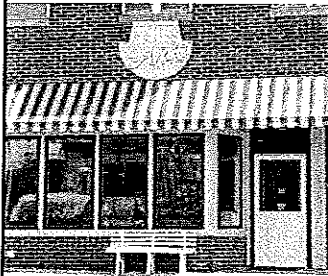
- Special financing for SFA biz students
- Close integration with School of Business

Beloit, Wisconsin

- Partnership with Beloit College
- Student business incubator in downtown building.

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Communities Support Entrepreneurial Development



Westphalia, Michigan

- Faith community engaged youth group to create student-run business;
- Filled empty storefront;
- Gathering place for youth in community;

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Communities Support Innovation Development

Peoria, Illinois

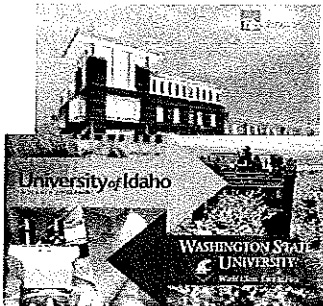
- Next Innovation Center
- 50,000 square feet
- Key partners include CAT, Bradley University, Medical Facility, City of Peoria

Moline, Illinois

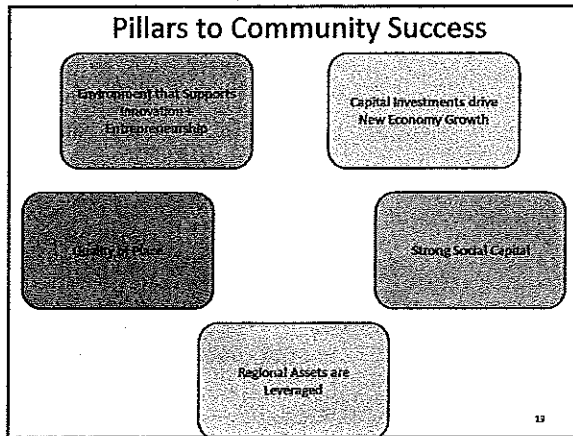
- Intellectual Properties Institute

Moscow, Idaho

- Palouse Knowledge Corridor
- Joint WSU/UID student innovation competition



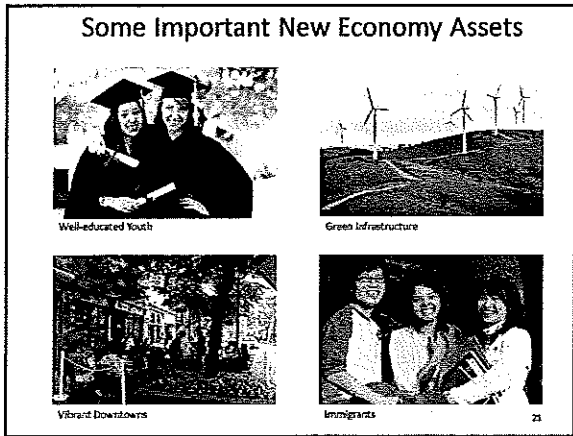
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Capital Investments Drive New Economy Growth

For a community to be competitive in the New Economy it needs capital to support innovators, investments in community infrastructure, and support of educational institutions to strengthen human capital.

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Targeting New Economy Assets

Enhance

- Connectivity
- Educational systems
- Medical facilities.
- Downtowns
- Affordable Housing.
- Renewable energy

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Human Investments Drive New Economy Growth

Fargo, North Dakota

- Among the lowest unemployment rates in nation (4.1%);
- Strategically connecting NDSU & MN State @ Moorhead to identify areas of excellence;
- Conducting cluster analysis to connect industry with research;

Sparta, North Carolina

- Developed training certification program for advanced materials cluster with community college;
- Changing culture among residents relative to education & training.

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Human Investments Drive New Economy Growth

Zeeland, Michigan

- Recognize Importance of Industrial design to future;
- Recruited/hired top international designer from California;
- Expanding connections with Saugatuck

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Human Investments Drive New Economy Growth

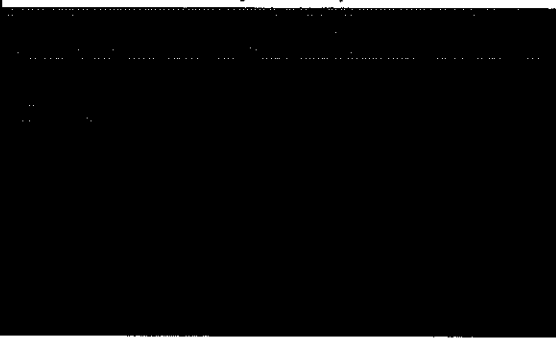


Dubuque, Iowa

- Engaging young university talent;
- YP College Chapter to connect with Chamber;
- Internship academy
 - Freshman: Shadow
 - Sophomore: Mentoring
 - Jr/Sr: Full Internship
- Retention loan forgiveness program;
- Youtube video changing perception;
- "Next five years will define the next 50 years for Dubuque"

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Why Dubuque?



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Human investments drive new economy growth

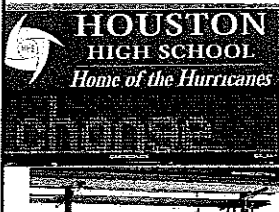


Pella, Iowa

- "Positively Pella" campaign
- Strengthens social bonds of new residents
- Retain talent within community

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Education Enhances New Economy Competitiveness



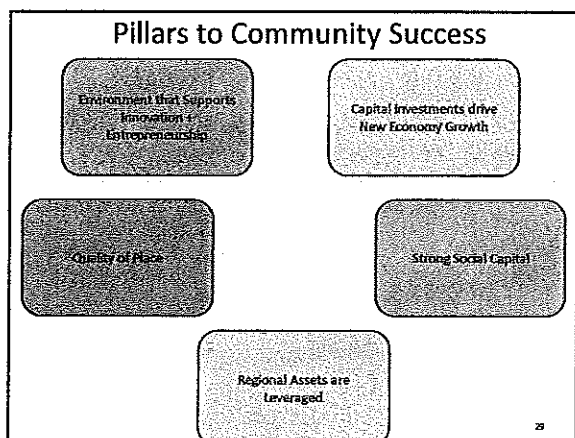
Houston, Minnesota

- Grant provided computers to students district-wide;
- Utilizing online learning to enhance curriculum;
- Home to Minnesota Virtual Academy;
- Provides 70% of school revenue;



Rochester, Indiana

- New Tech High changing preparedness of HS students.
- Superintendent attends econ dev conferences to expand boundaries.

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Strong Social Capital

- Networks that strengthen community bonds;
- Young professional engagement;
- Authentic youth voice

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Young Professional Engagement



Third Place Factor

YPO is crucial


Engagement extends into community decision-making

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Young Professional Engagement

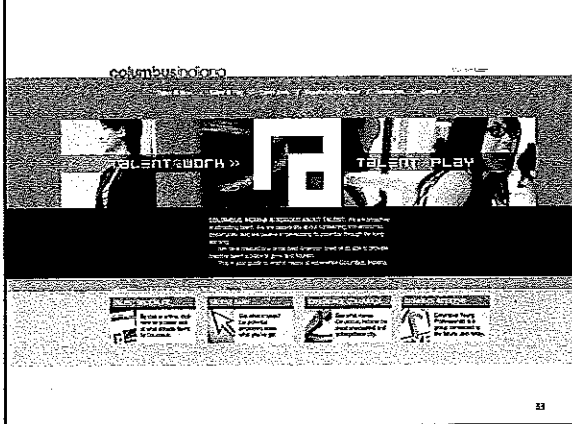
Columbus, Indiana

- 2000 members in community of 40,000
- Creating downtown gathering place with young professional input;
- <http://www.columbustalent.com>




The Commons
Opening in 2010 with your support

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Youth Engagement



- Connect youth with arts & culture
- Create positive memories
- Provide authentic opportunities for youth voice

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Youth Engagement



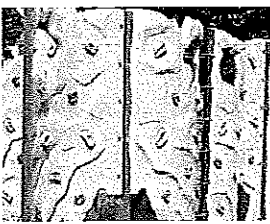
Bothel, WA
Community banners celebrate "youth";

New York Mills, MN
Visiting artist program connects with HS Fine Arts Program

Dowagiac, MI
Dogwood Fine Arts Festival World-renowned artists and performers offer free clinics to community youth;

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Creating Authentic Youth Voices




Jonesville

- Asked older residents why they stayed in Jonesville; top response was childhood memories;
- Surveyed 3rd graders: What do you want in your community?
- Top response: rock wall
- Community built rock wall;
- Re-surveyed students in 7th grade; community received high marks!

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Deliberate Effort in Engaging Youth

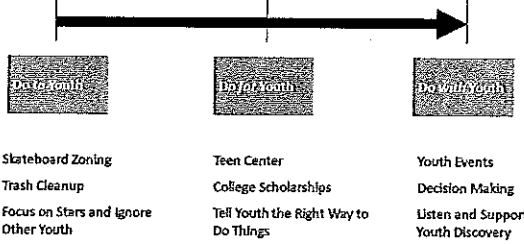


Simple Idea For Your Community

- Provide disposable cameras to school children and ask to take pictures of what they like and dislike in their community;
- Present pictures at future city commission meeting;

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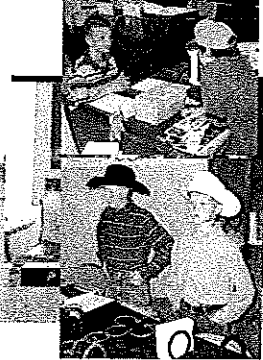
How do communities involve Youth now



Do for Youth	Do with Youth	Do by Youth
Skateboard Zoning Trash Cleanup Focus on Stars and Ignore Other Youth	Teen Center College Scholarships Tell Youth the Right Way to Do Things	Youth Events Decision Making Listen and Support Youth Discovery

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Retaining Youth and Attracting Families

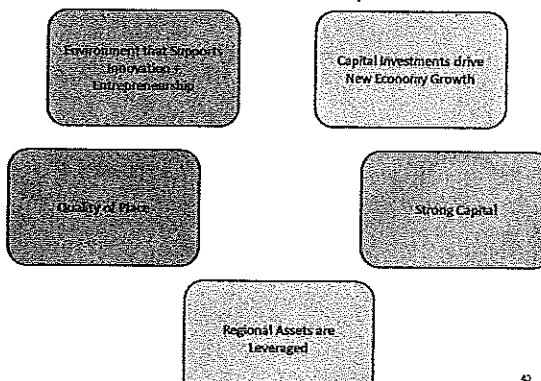


Community Strategies

- Create economic and career choices that are appealing to youth;
- Evolve community cultures that are progressive and embracing of youth and younger generation;
- Proactively link community goals and strategies to the attraction of young people;
- Focus development efforts on those who want to return to their hometown;

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Pillars to Community Success



- Environment that Supports Innovation and Entrepreneurship
- Capital Investments drive New Economy Growth
- Quality of Place
- Strong Capital
- Regional Assets are Leveraged

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Quality of Place

Place matters as individuals chose their communities. Successful communities recognize that creating distinctive downtowns and attractive neighborhoods are a prerequisite to attracting talent in the New Economy.

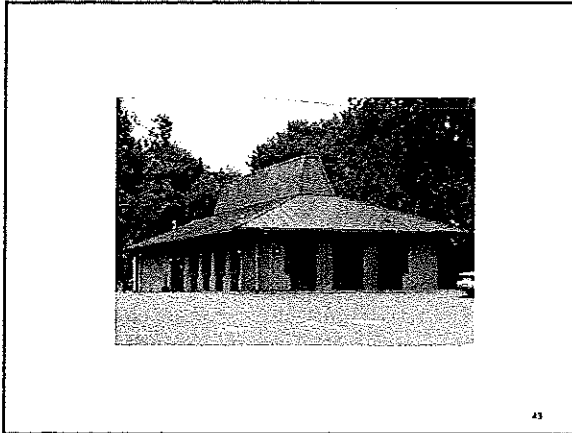
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Quality of Place:

It Is This... ...Not That



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Vibrant Communities

High quality, high amenity living environments are key to attracting knowledge workers.



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It's About Place Making



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Authentic Place Making

“Do what you can with what you have, where you are.”

Theodore Roosevelt

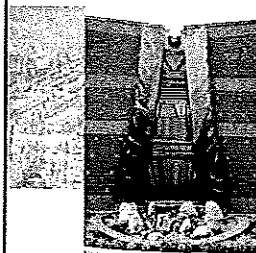
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What Does This Mean?

- Build on a unique history, identity and assets to foster community pride.
- Increase social interaction.

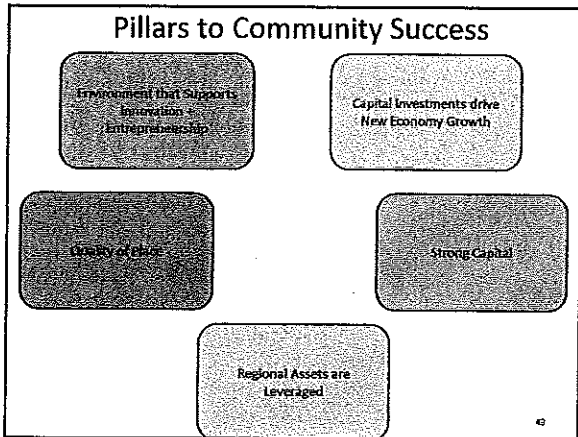
Capital Investments Drive New Economy Growth

Bothell, Washington



- City acquired old school facility (6 acres);
- Mixed use development incorporating affordable housing and sense of place;
- All new facilities LEED certified; ordinance requires 1% of new project budgets be devoted to public art;

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Regional assets are leveraged

In the New Economy regions serve as the economic engines, leveraging community assets across a number of municipalities. Communities clinging to the old economy mindset of "winner take all" in economic development will fall further behind in a quick changing world.

Effective Strategies Require Regional Partnerships

- The New Economy is **regional**.
- Population and job attraction requires **pooling assets**.
- Local governments, schools, and the private sector must all work cooperatively together to market the region.
- Zero sum growth (stealing growth from your neighbor) does **not work** in the New Economy.

Leveraging Regional Assets

- Corvallis, Oregon "Prosperity That Fits"
- North Carolina's "Research Triangle North"

Leveraging Regional Assets

Columbus, Indiana

- Regional initiative to advance individuals by at least one level in their education, training, job placement, and income.
- Working with 34 High School counselors on regional cluster opportunities.
- Regional Advanced Manufacturing Center for Excellence to serve 10 county network;

Learning from other successful places

- Create quality places to live.
- Retain and attract people of talent.
- Welcome **entrepreneurs**.
- Welcome and celebrate diversity.
- Support **education**.
- Promote **community engagement** and involve youth.
- Promote **regional cooperation** and planning for efficiency and success.

Contact Info

Dave Ivan
Community & Economic Development Programs
Michigan State University Extension
Phone: 616-458-6805
Email: ivand@msu.edu



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