Rural America:
New Economic Realities – New Strategies

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Southern Rural Development Center

Rural Communities Initiative
Economic Development Roundtable
June 8-9, 2009
Portland, ME
My Focus Today . . .

Changing conditions in rural America
- Population
- Economic Activities
- Income and Poverty

New economic opportunities

Resources available to support rural economic development activities
The Shifting Population of our Nation
U.S. Population Change in Counties, 1990-2000

Total Number of Counties: 3,103

- Increased: 85.8%
- Decreased: 14.2%
U.S. Population Change in Counties, 2000-2008

Total Number of Counties: 3,104

- Increased: 57%
- Decreased: 43%
### New Definitions . . .

<table>
<thead>
<tr>
<th>Core-Based Statistical Areas</th>
<th>How Defined</th>
</tr>
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<tbody>
<tr>
<td><strong>Metropolitan Areas</strong></td>
<td>Central counties with urbanized areas of 50,000 or more residents; Also includes outlying counties with 25 percent or more of the employed population commuting daily into these areas.</td>
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<tr>
<td><strong>Micropolitan Areas</strong></td>
<td>Counties with one or more urban clusters of 10,000-49,999 persons. Includes outlying counties with 25 percent or more commuting into these areas.</td>
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<tr>
<td><strong>Non-Core Areas</strong></td>
<td>All nonmetro counties not meeting the new micro classification.</td>
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U.S. Population Change by Metro Status, 1990-2008

- **METRO**
  - 1990-00: 7.8%
  - 2000-08: 17.7%
  - 2010-08: 17.7%

- **MICRO**
  - 1990-00: 40.5%
  - 2000-08: 34.2%
  - 2010-08: 63.9%

- **NON-CORE**
  - 1990-00: 92.2%
  - 2000-08: 82.3%
  - 2010-08: 36.1%

Legend:
- **Decreased**
- **Increased**
The Hispanic Population: 2008

Percent Hispanics
2008
- Less than 1%
- 1% - 10%
- 10% or Higher

SRDC
The Changing Rural Economy
Type of Industries Classified by Each Sector

**Goods Producing**
- Farm
- Agricultural Services
- Mining
- Manufacturing
- Construction

**Service Producing**
- Transportation and Public Utilities
- Wholesale Trade
- Retail Trade
- Finance, Insurance and Real Estate
- Services
- Government and Government Enterprises

- - Micropolitan Counties - -

- - Non-Core Counties - -

Source: Bureau of Economic Analysis, Regional Economic Information Systems

Number (in 1000s)

Year


Micro
Non-Core
Average Income of Non-Farm Proprietors in the U.S., 1990-2007
A Look at Poverty in the U.S.
High Poverty Counties in the U.S. by Metro Status, 2007

- 62.9% Non-Core
- 24.1% Micro
- 13.1% Metro

N= 503
Economic Development Resources at Your Fingertips

What the SRDC and the Extension Service Has to Offer
Building on Local Assets

- BR&E
- Entrepreneurship
- E-Commerce
Business Retention and Expansion Program

Course Outline

The Importance of BR&E
Establishing an Existing Business Program
Measuring Success
Assessing Community Capacity
The Business Survey
Conducting Business Visits
Responding to Business Concerns
Analyzing Data and Developing Recommendations
Reporting Results and Implementing Projects

http://srdc.msstate.edu/economic/bre.html
Entrepreneurs and More

Two key resources available:

Ca$hing in on Business Opportunities

The eXtension “Entrepreneurs and Their Communities” Website
A new edition to the comprehensive guidebook for home-based and micro-businesses is forthcoming. Designed to support educational outreach activities.

Four major parts:
- Sharpen Your Entrepreneurial Skills
- Get Down to Business
- Plan as You Expand
- Boost Your Bottom Line
The eXtension Entrepreneurs and Their Communities Initiative

Involves a national team of university faculty and key partners from across the country

Developing information and resources that are available to customers on a 24/7/365 basis

Focus is on current and potential entrepreneurs

New youth component being added in late 2009
Entrepreneurs & Their Communities

Here are some of our featured articles and activities...

Monthly Webinar Series Offers Tips and Strategies
Webinar Features Important Advice for Business Owners
More...

In This Resource Area

Topics:

Build Your Business

- E-Commerce Module: Strategies to Improve Farm Business Management

Building Entrepreneurial Communities

- E-Commerce Module: Connecting Rural Communities
- Mini-Course: Developing Diversified & Value-Added Agribusinesses
- Mini-Course: Developing Entrepreneurs

Enhance Opportunities for Youth

Answers from our Experts

October 14, 2008
What are typical uses of a GIS for economic development in my area?

June 27, 2008
Does my business need a Web site?

June 27, 2008
How do you know if your community is ready to pursue entrepreneurship as an economic development...

More...

http://www.extension.org/entrepreneurship
The National e-Commerce Initiative

Seeks to address the e-commerce needs of rural communities across the U.S.

Designed to strengthen the adoption of broadband and community/business applications

Several products have been released by the SRDC to date

More scheduled for release later in 2009
Helping Artisans Reach Global Markets Webinar to Be Offered on November 20

The 2008 Webinar Series has continued to be a great success this Fall! The next installment, Helping Artisans Reach Global Markets, will be presented on November 20, 2008 at 2 p.m. Providing educational information to crafters (artisans) on the benefits and methods of utilizing e-commerce to strengthen their businesses, the curriculum will provide artisans with sound, research-based information to make decisions on whether or not to develop a Web page, how to do it, utilize resources, and evaluate effectiveness. Each Webinar is set to introduce Extension personnel and community leaders to these new curricula. After participating in Webinars, Extension educators will have a clearer idea of which curricula best fit their community’s needs. They also have the option of submitting a request for funding proposal to assist with implementation. Archived Webinars and instructions for participating in upcoming Webinars are available at the 2008 Webinar Series page.

http://srdc.msstate.edu/ecommerce/learning_center.html
Internet Strategies to Improve Farm Business Management

The purpose of this Program is to provide educational information to crafters (artisans) on the benefits and methods of utilizing e-commerce to strengthen their businesses. The content of the course provide artisans with sound, research-based information to make decisions on whether or not to develop a Web page, how to do it, utilize resources, and evaluate effectiveness. Though the benefits of e-commerce are well documented, there are limitations to its effectiveness in some cases.
## A Snapshot of SRDC e-Commerce Resources

<table>
<thead>
<tr>
<th>Focus Areas</th>
<th>Educational Products</th>
</tr>
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<tbody>
<tr>
<td>Community/Local Government</td>
<td>Connecting Rural Communities</td>
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<tr>
<td>Agriculture/Farms/Food</td>
<td>e-Management: Internet Tools for Farm Businesses Managers</td>
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<tr>
<td>Retailers</td>
<td>Electronic Retailing: Selling on the Internet</td>
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<td>Rural Food Retailing</td>
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<tr>
<td>Artisans (creative workers)</td>
<td>An Economic Niche for Artisan Businesses</td>
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<tr>
<td>Small, micro, entrepreneurial businesses</td>
<td>E-commerce For Beginners: Preparing and Motivating the Potential Rural Entrepreneur</td>
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<td>e-Commerce Simulation Game</td>
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<td>A Guide to Global e-Commerce</td>
</tr>
<tr>
<td>Tourism /Hospitality</td>
<td>Strengthening Competitive Advantage of Rural Businesses with e-Commerce and Experience Economy Strategies</td>
</tr>
<tr>
<td>General (applicable to all sectors)</td>
<td>e-Commerce as a Strategy for Improving Business Vitality: Lessons Learned from Small Rural Businesses</td>
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<td></td>
<td>Guarding Against the Potential: Security and Back Office Concerns</td>
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<tr>
<td>Spanish Language Resources</td>
<td>Comercio Electrónico: Developing A Culturally Appropriate Spanish Language E-Commerce Extension Curriculum</td>
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<td></td>
<td>Hispanic E-Commerce Opportunities: ¡El Tiempo Ahora Està! (The Time is Now!)</td>
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Want to Learn More about the SRDC?

Visit our Website: http://srdc.msstate.edu/
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