

Rural America: **New Economic Realities – New Strategies**

Bo Beaulieu, Director
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

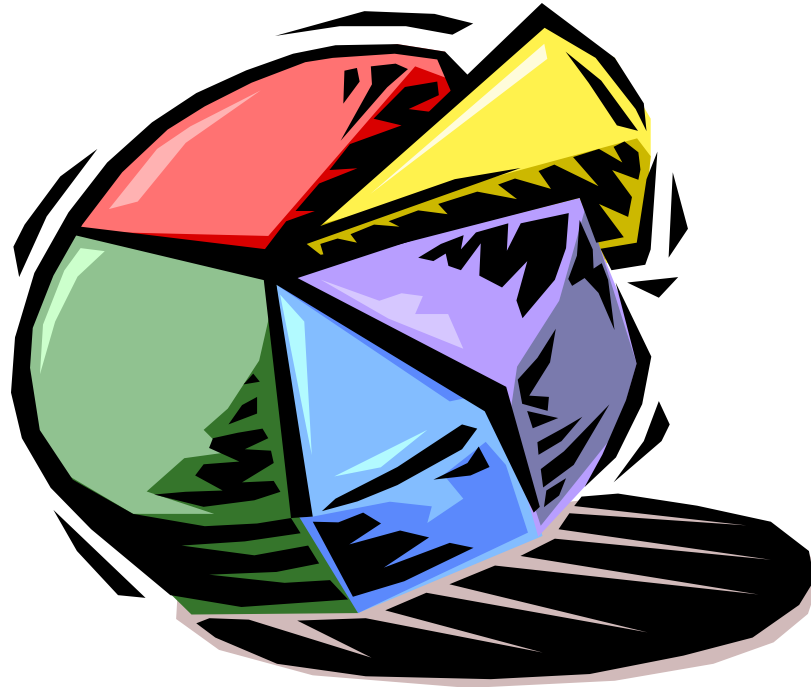
Income and Poverty

New economic opportunities

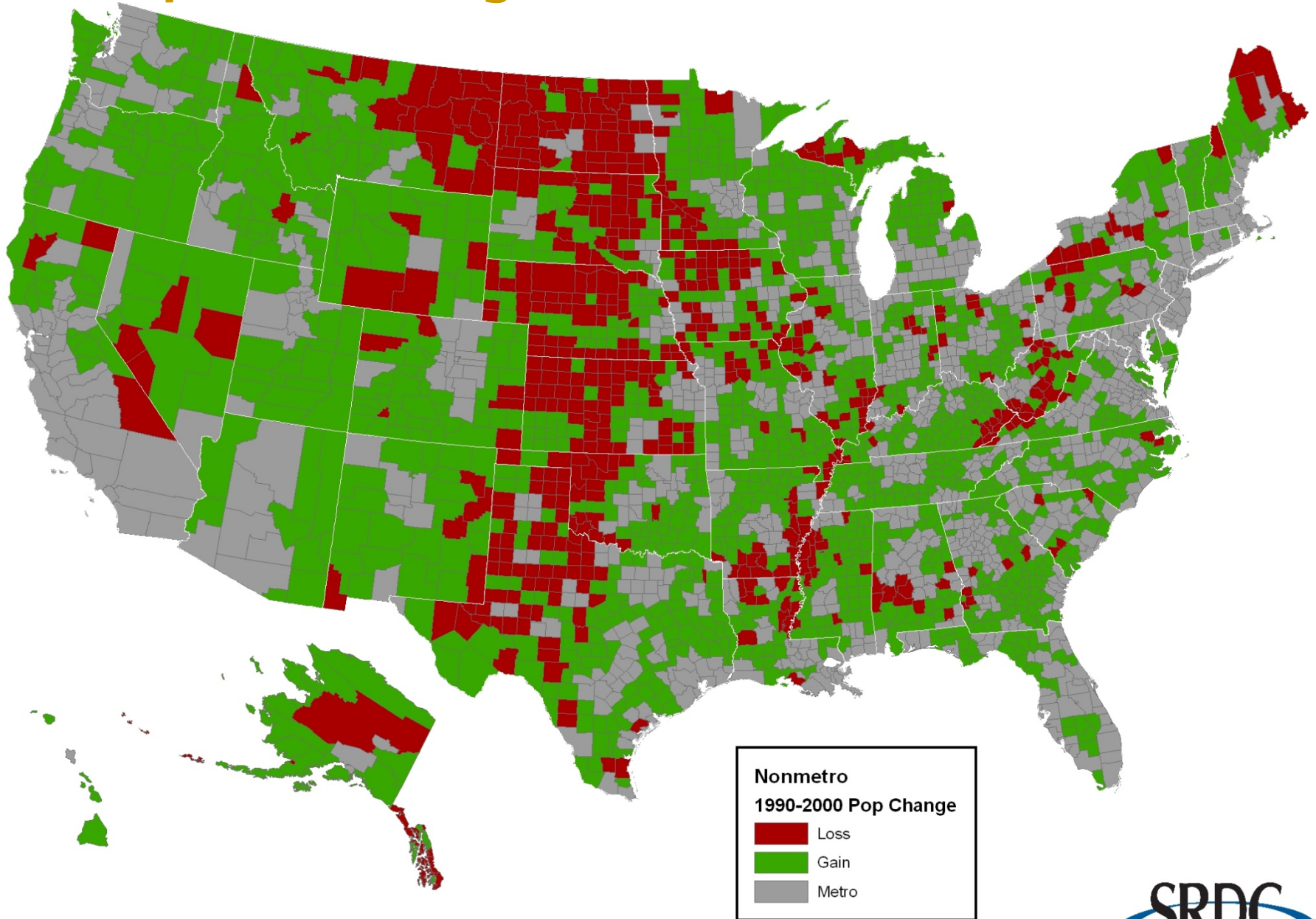
Resources available to support rural economic development activities



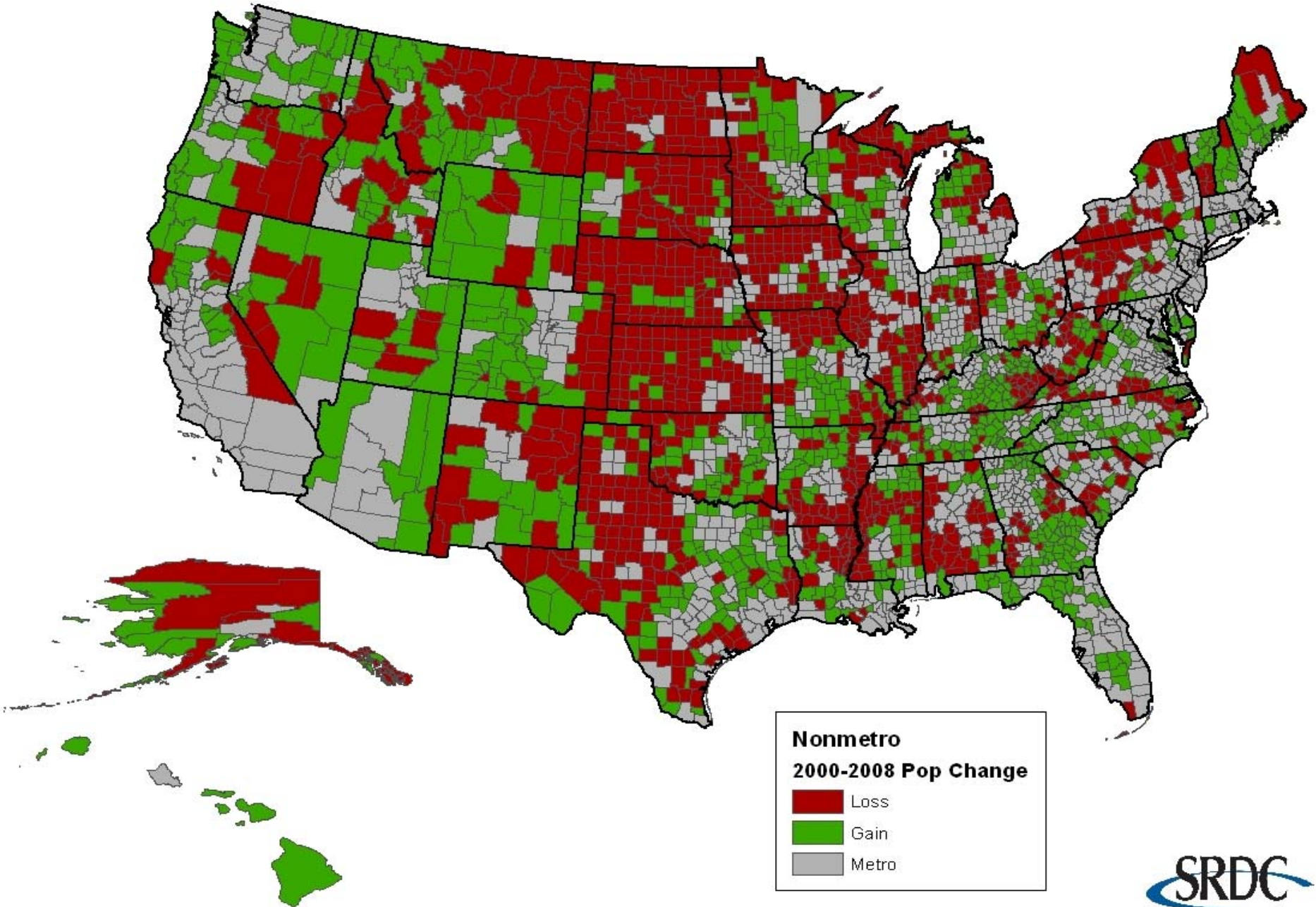
The Shifting Population of our Nation



Population Change in the Nonmetro U.S., 1990-2000

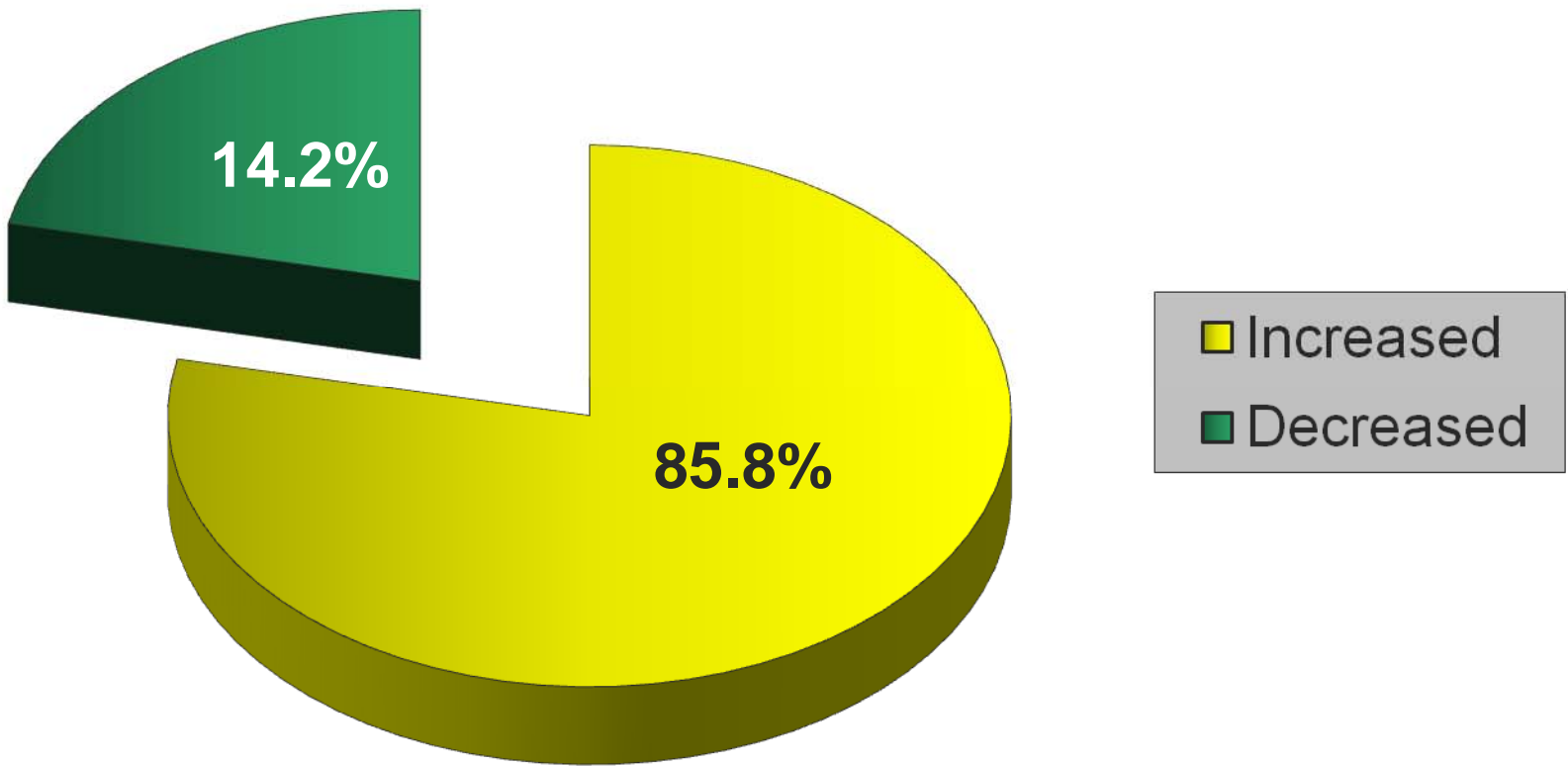


Population Change in the Nonmetro U.S., 2000-2008,



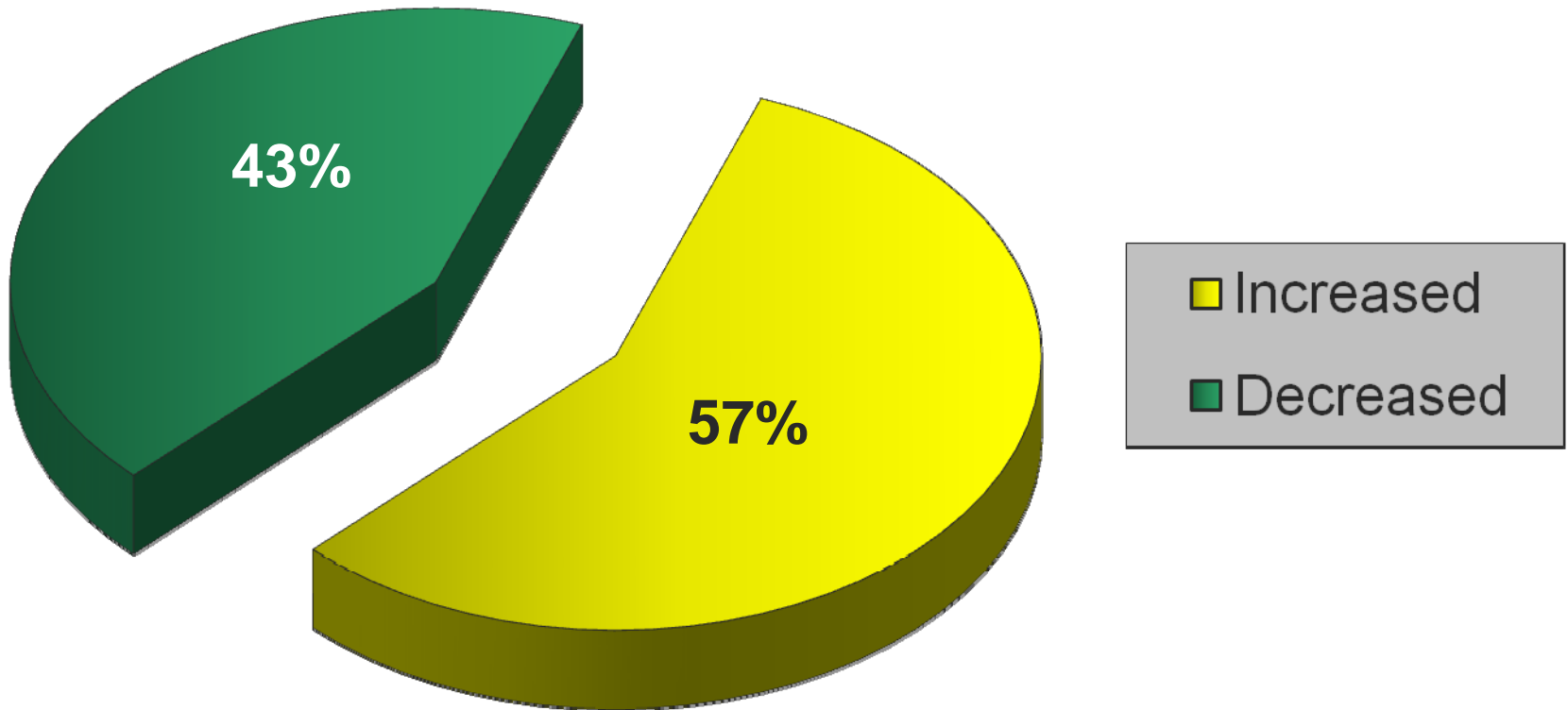
U.S. Population Change in Counties, 1990-2000

Total Number of Counties: 3,103



U.S. Population Change in Counties, 2000-2008

Total Number of Counties: 3,104

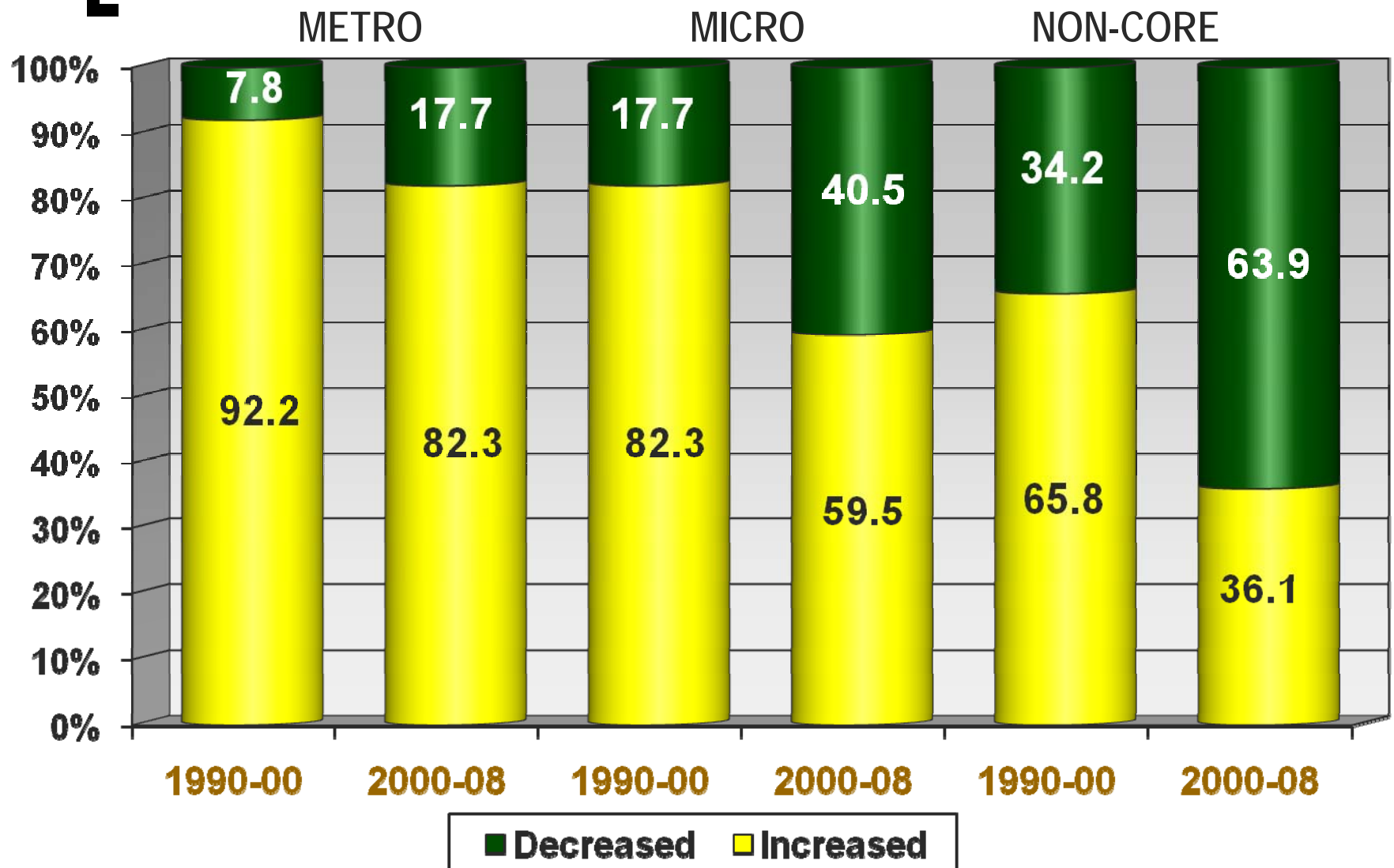


New Definitions . . .

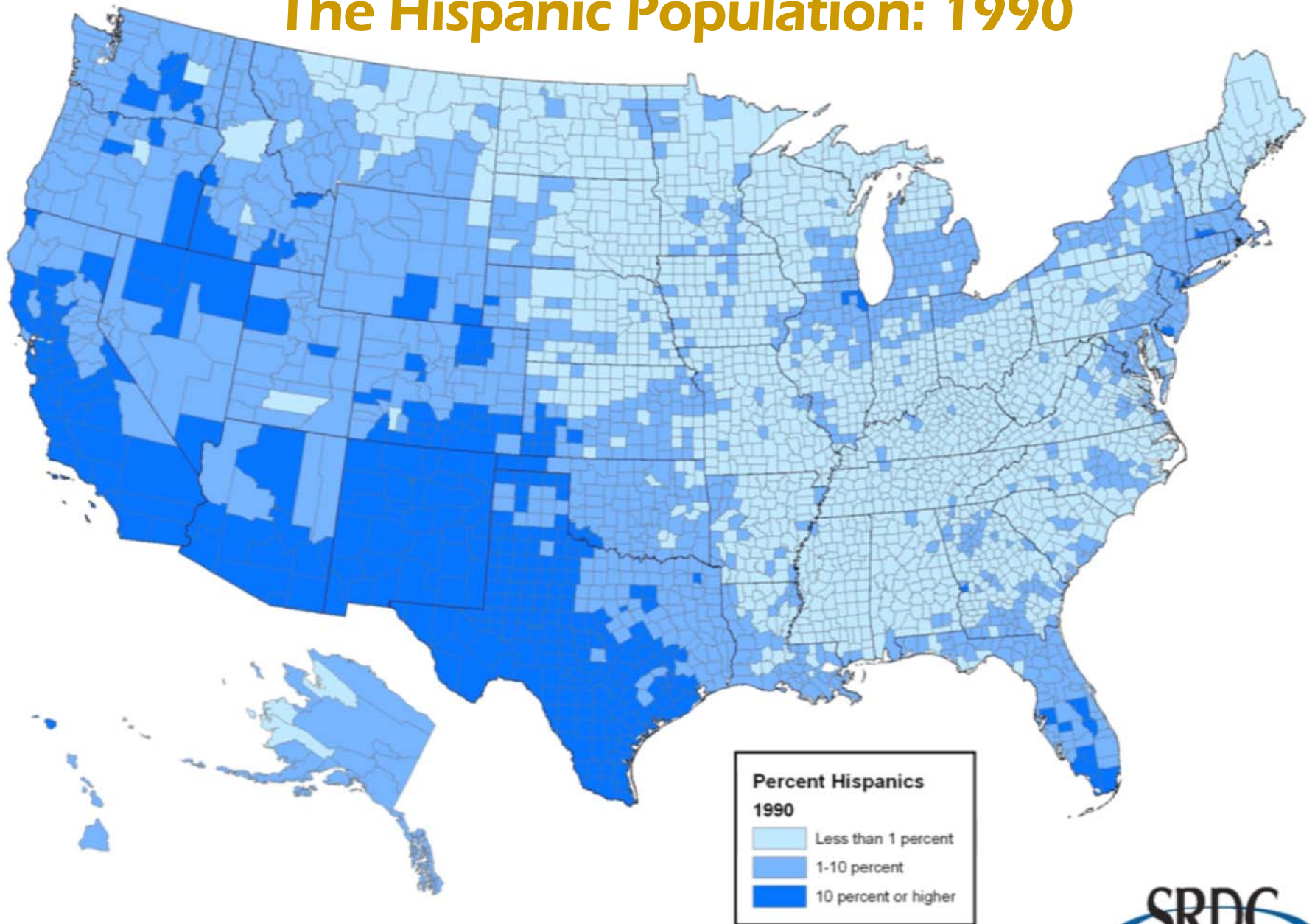


Core-Based Statistical Areas	How Defined
Metropolitan Areas	Central counties with urbanized areas of 50,000 or more residents; Also includes outlying counties with 25 percent or more of the employed population commuting daily into these areas.
Micropolitan Areas	Counties with one or more urban clusters of 10,000-49,999 persons. Includes outlying counties with 25 percent or more commuting into these areas.
Non-Core Areas	All nonmetro counties not meeting the new micro classification.

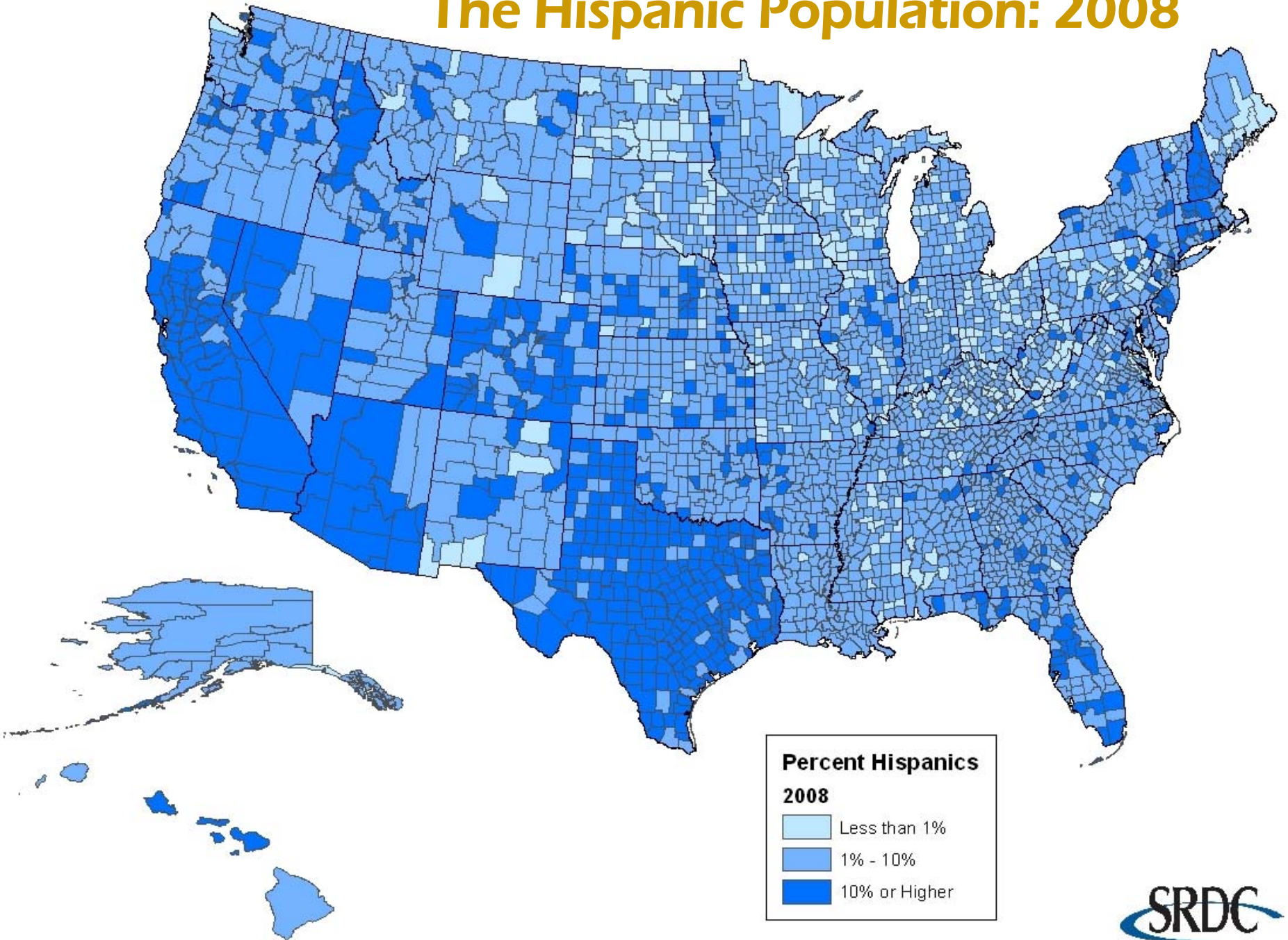
U.S. Population Change by Metro Status, 1990-2008



The Hispanic Population: 1990



The Hispanic Population: 2008



[The Changing Rural Economy]



Type of Industries Classified by Each Sector

Goods Producing

- Farm
- Agricultural Services
- Mining
- Manufacturing
- Construction

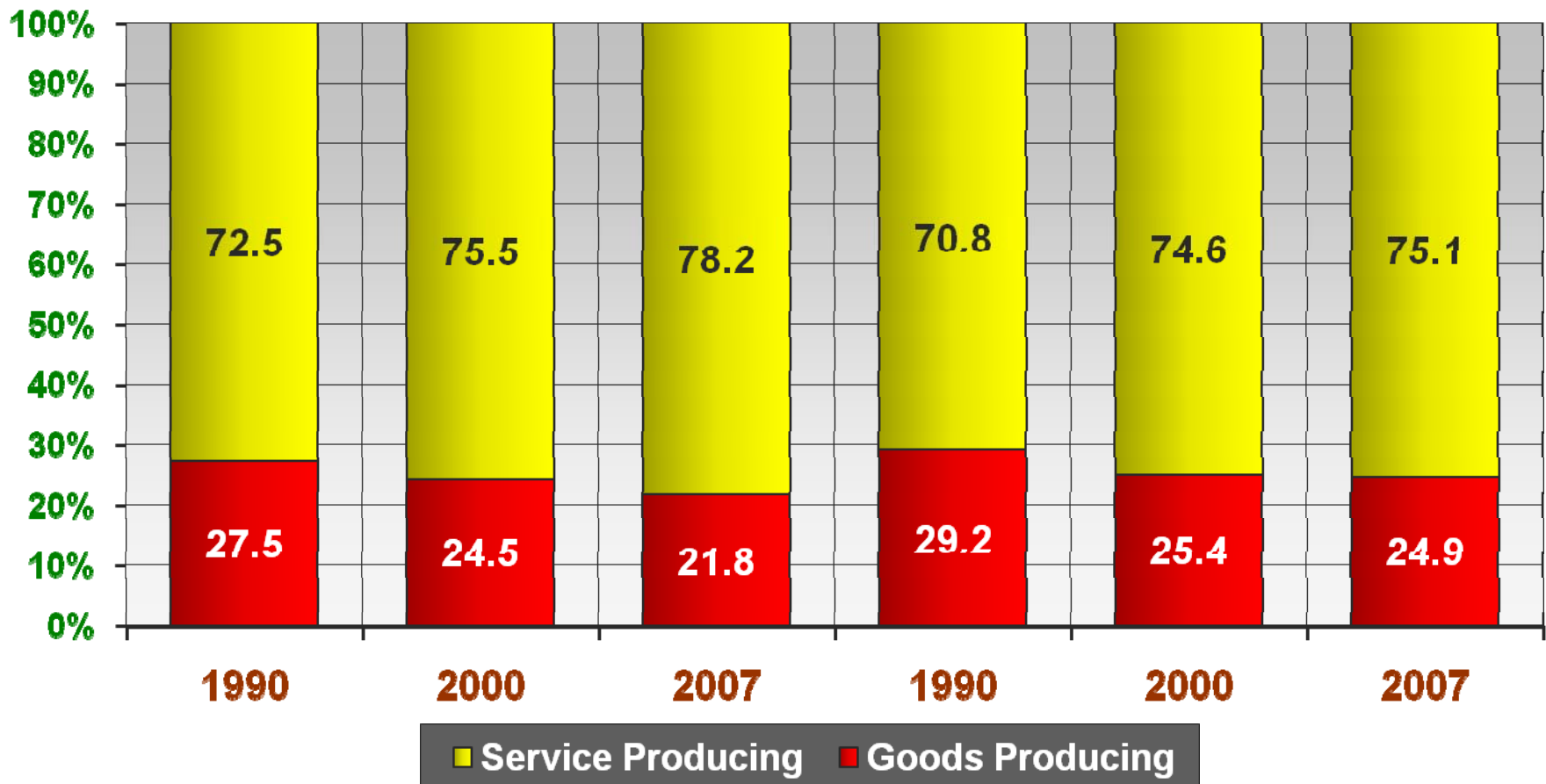
Service Producing

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

Employment by Key Sectors in the Nonmetro U.S., 1990-2007

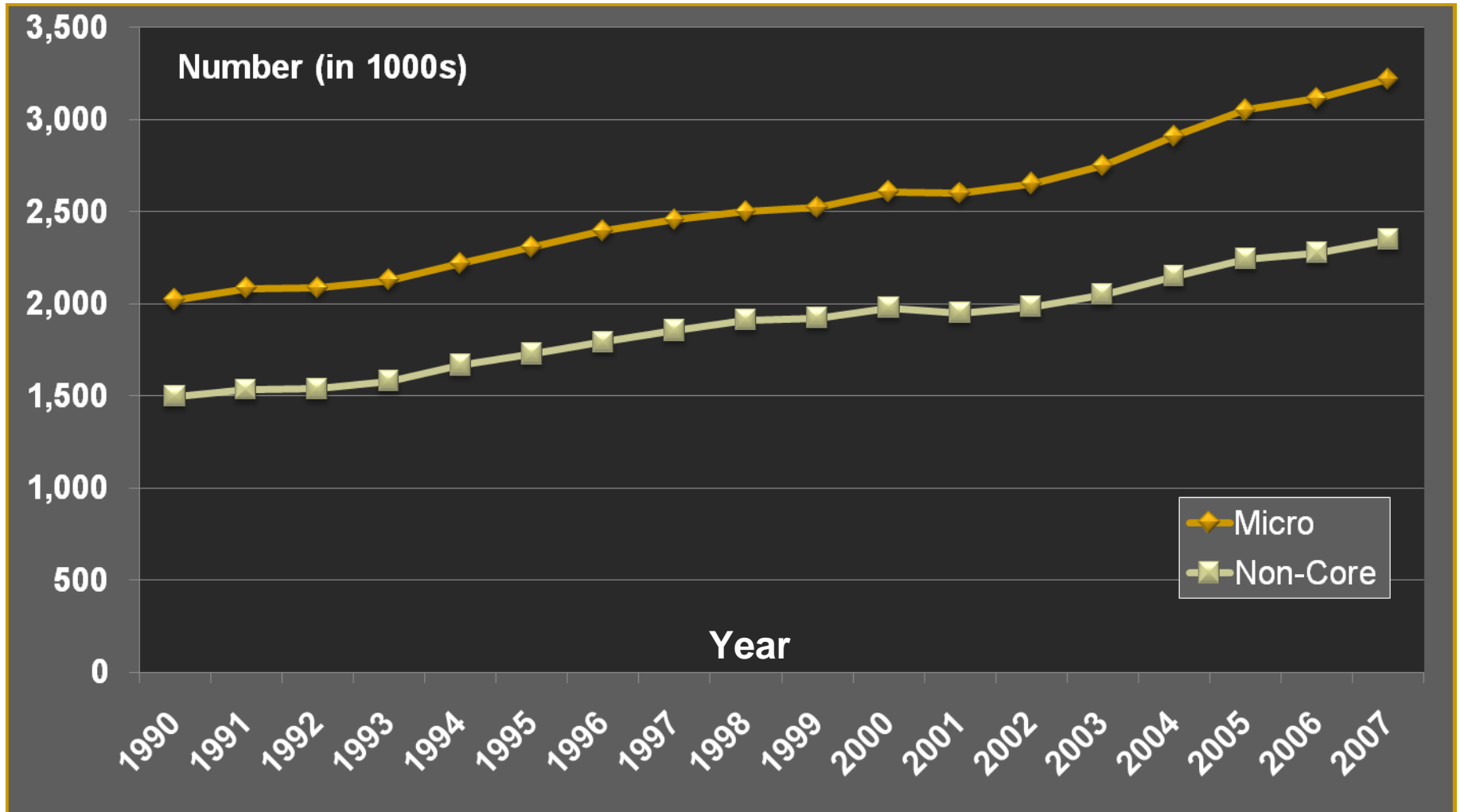
-- Micropolitan Counties --

-- Non-Core Counties --

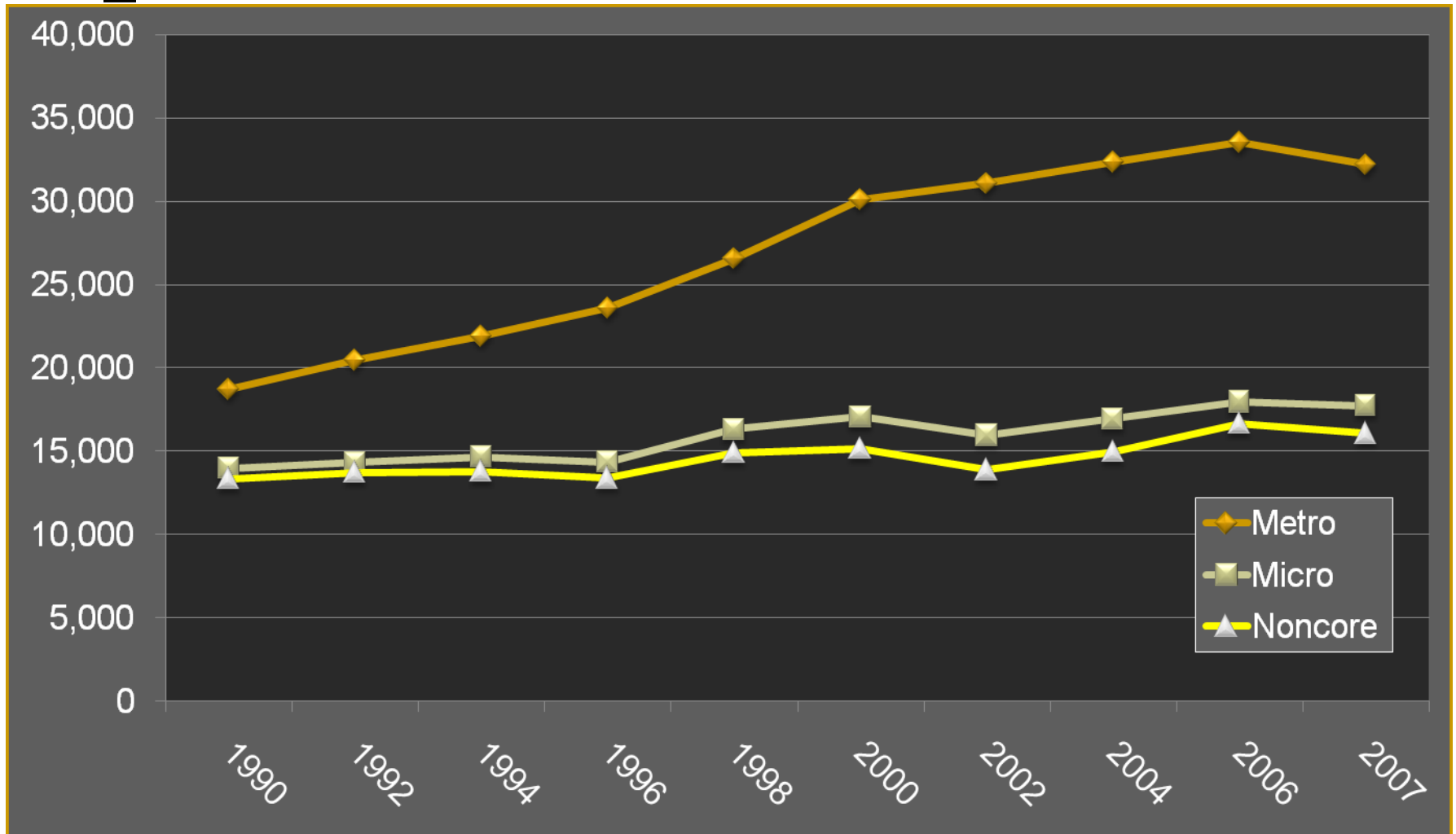


Source: Bureau of Economic Analysis, Regional Economic Information Systems

Growth of Non-Farm Proprietors in the Nonmetro U.S., 1990-2007



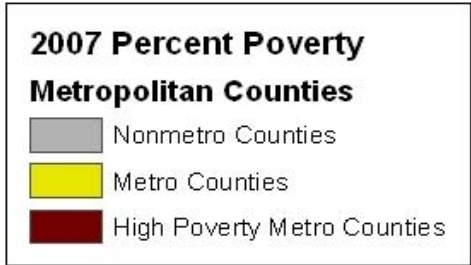
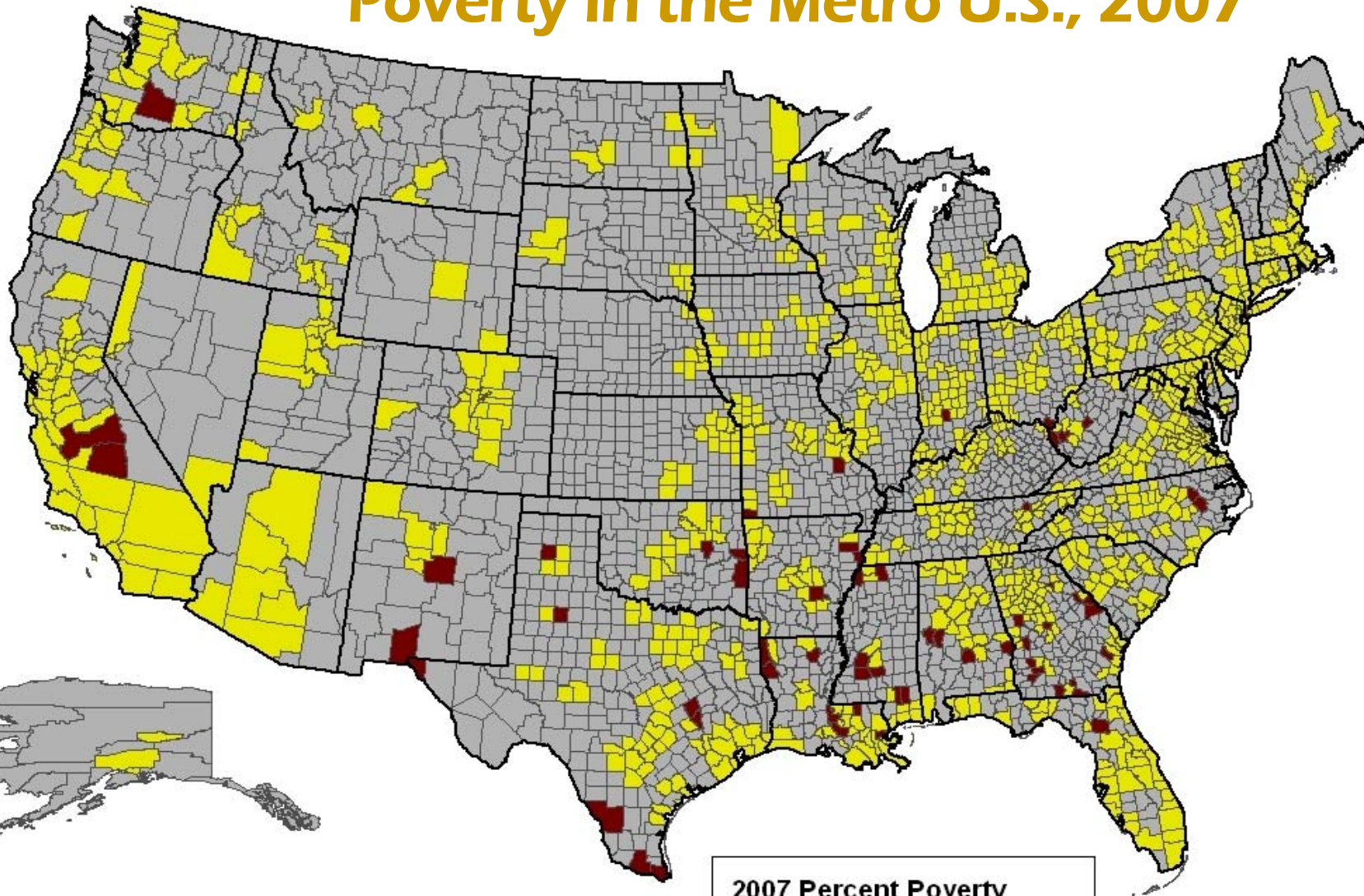
Average Income of Non-Farm Proprietors in the U.S., 1990-2007



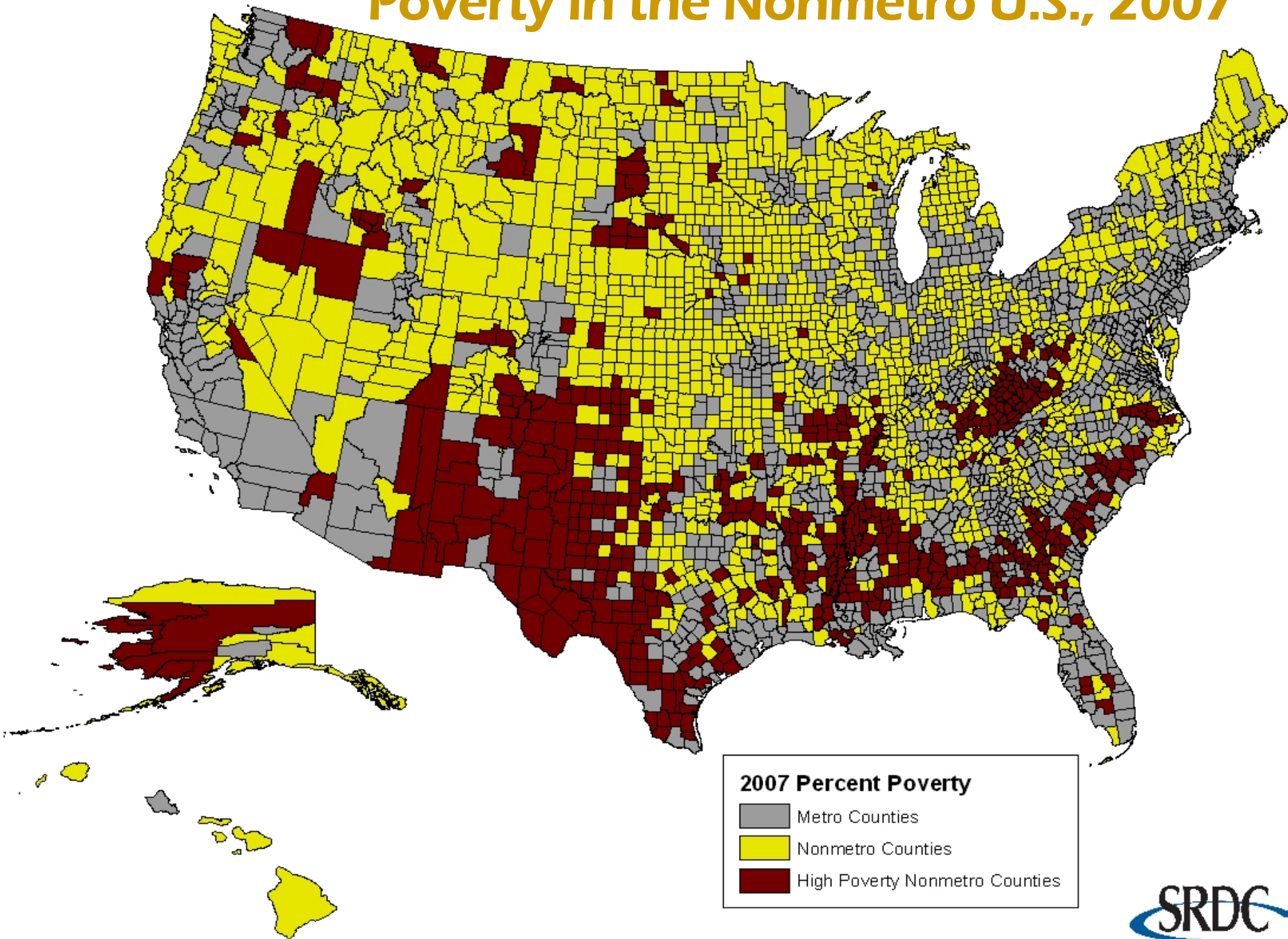
[A Look at Poverty in the U.S.]



Poverty in the Metro U.S., 2007

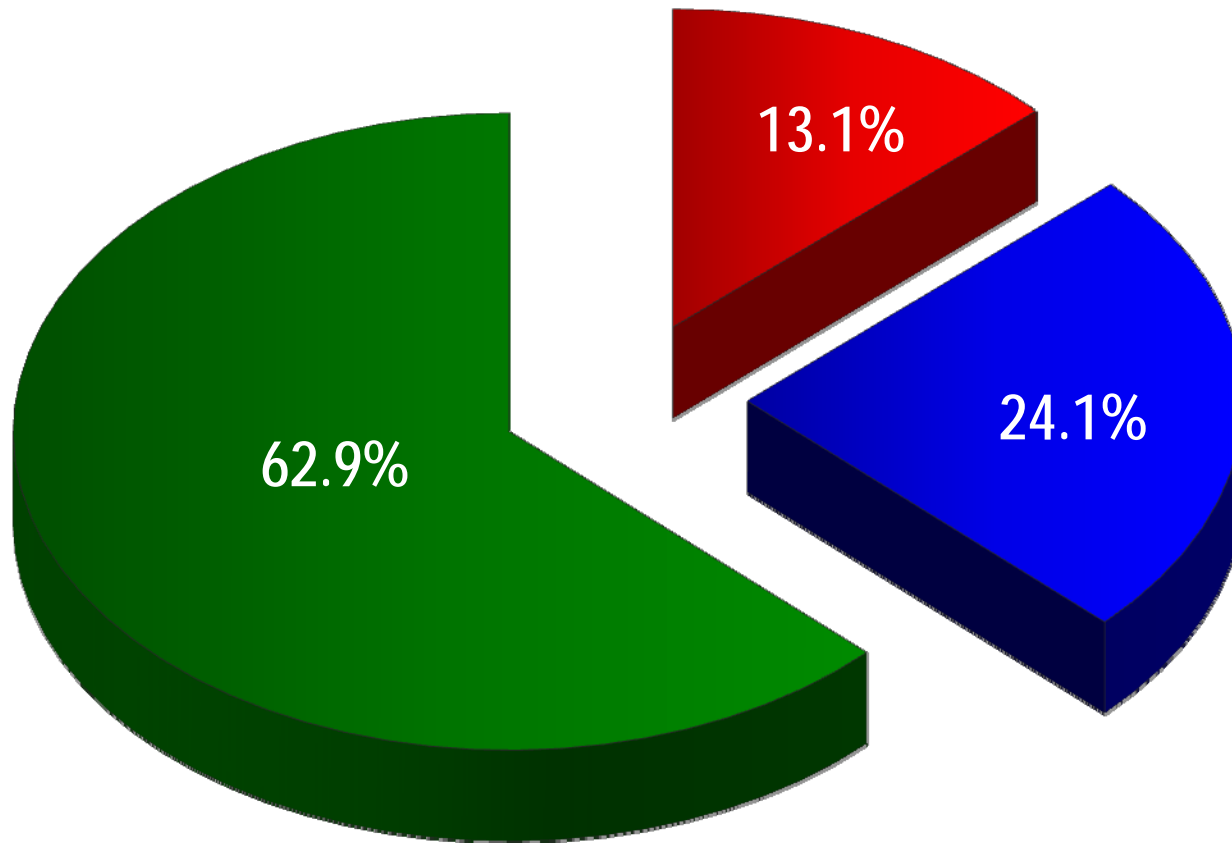


Poverty in the Nonmetro U.S., 2007



2007 Percent Poverty
Grey Metro Counties
Yellow Nonmetro Counties
Dark Red High Poverty Nonmetro Counties

High Poverty Counties in the U.S. by Metro Status, 2007



■ Metro ■ Micro ■ Non-Core

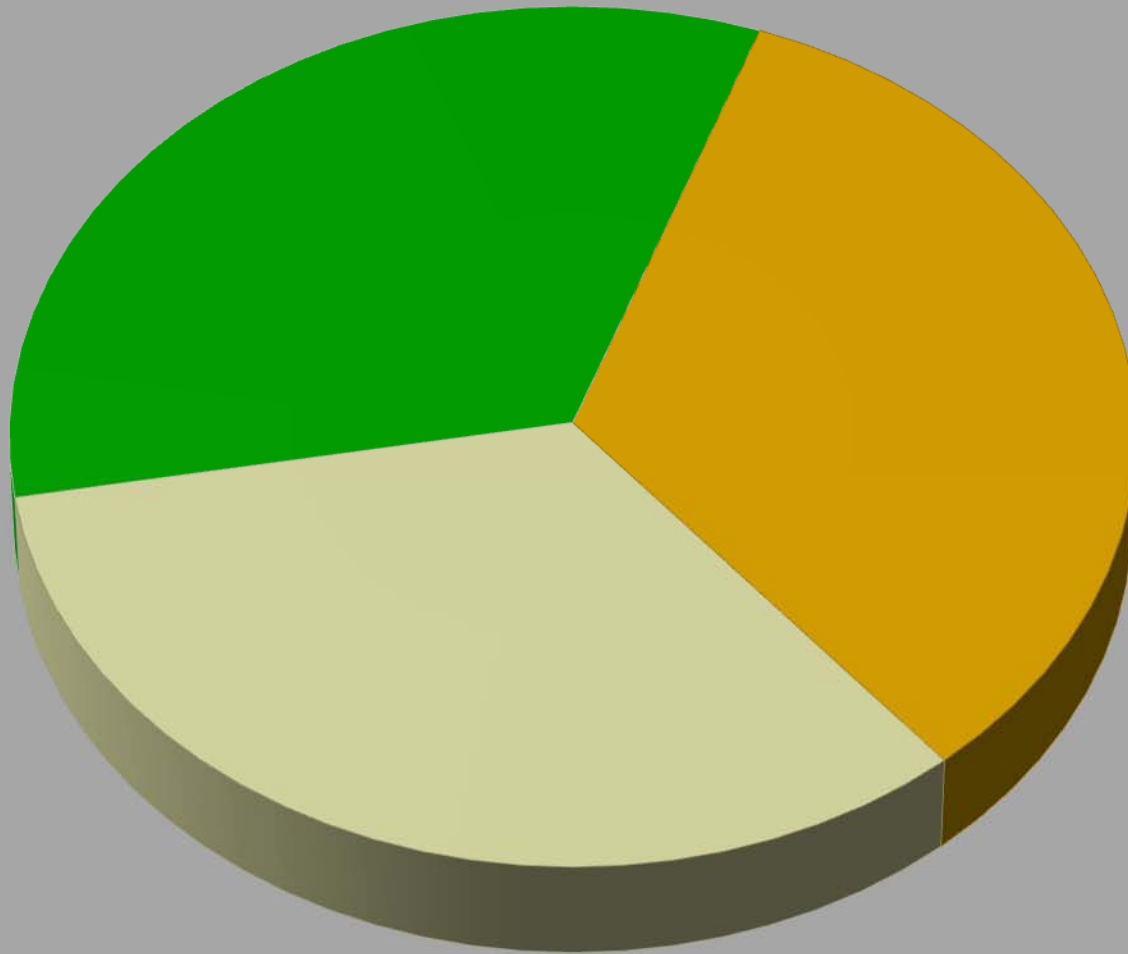
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Economic Development Resources at Your Fingertips

**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



Ca\$hing in on Business Opportunities



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 ...](#)



In The News...

November 19, 2008

First Nebraska Food Business Seminar of 2009 is Jan. 9

November 19, 2008

University of Kentucky Food Study Highlights Universal Concerns

November 18, 2008

Supply Demand Link Connects Farmers, Markets and Consumers

[More ...](#)

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cattle biosecurity **community**
information briefs **community**
research corn cotton industry dairy
 cattle disasters diversity
 entrepreneur business tools
 entrepreneur information briefs
 entrepreneur research
 environment family caregiving field
 crops fire ants geospatial technology
horses **horticulture** integrated

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



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Helping Artisans Reach Global Markets Webinar to Be Offered on November 20



The Learning Center



News



Program Implementation Mini-Grants



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](#).

e-Commerce Curricula: Your Guide to Business Online

The National e-Commerce Extension Initiative



Internet Strategies to Improve Farm Business Management

Developed by Sarah Roth, Jeffrey Hyde, Ellie Hollabaugh Vranich



Internet Strategies to Improve Farm Business Management

e-Commerce Curricula: Your Guide to Business Online

The National e-Commerce Extension Initiative



Helping Artisans Reach Global Markets

Developed by Pamela J. Brown, Ph.D.



Helping Artisans Reach Global Markets

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.

Related SRDC e-Commerce Curricula



Connecting Rural Communities



Helping Artisans Reach Global Markets

Related SRDC e-Commerce Curricula



Connecting Rural Communities



Internet Strategies to Improve Farm

A Snapshot of SRDC e-Commerce Resources

7

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

Want to Learn More about the SRDC?

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

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discovering new ideas,
applying new strategies...

SRDC

SOUTHERN RURAL DEVELOPMENT CENTER



- DECISION MAKING TOOLS
- CAPACITY BUILDING STRATEGIES ←
- ENHANCED OPPORTUNITIES

FOSTERING CIVIC-MINDED COMMUNITIES ▼ BUILDING ECONOMICALLY VIBRANT COMMUNITIES ▼ ENHANCING DISTRESSED COMMUNITIES ▼

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