



# Place-Based Economy Building





# Tremendous Thanks!



**BEACON**  
BROADBAND



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FOUNDATION



**MAIN STREET  
AMERICA™**

*Coordinating Program*

**OREGON MAIN STREET**



RURAL DEVELOPMENT INITIATIVES





# Strengthens Rural People, Places, & Economies in the Pacific Northwest

Develop Networks of  
Rural Leaders

Revitalize  
Rural Economies

Elevate Rural Voices and  
Priorities

Improve  
Access to Resources

A photograph of a street scene in a town. In the foreground, there is an outdoor cafe area with several people sitting at tables. The tables are covered with blue and white striped umbrellas. A motorcycle is parked on the sidewalk. In the background, there are trees, a street with cars, and a blue banner hanging from a pole that reads "HISTORIC BAKER C...".

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# Workshop Series Overview

- 2023
  - Economic Vitality 101
  - From Numbers to Action
  - Business and Property Owner Engagement
  - \*Key Mindsets for Engagement
  - **Place-Based Economy Building**
  - Fostering Innovative Communities
  - Entrepreneurship
- 2024
  - Energy on Main
  - Broadband and Resiliency



# Today's Agenda

1. Types of Community Wealth
2. Business Cluster Analysis
3. Wrap up and Reflection





# Meet the Presenters



Cayla Catino  
Program Manager  
RDI



Amy Hause  
Director of Economic  
Vitality Services  
RDI



Kevin Teater  
Streetview Planning



Sheri Stuart  
State Coordinator  
Oregon Main Street

# Group Norms

- Take care of your own needs
- Participate fully and respectfully
- Check assumptions and ask questions
- Lead with **curiosity** *in yourself and interactions with others*
- Confidentiality



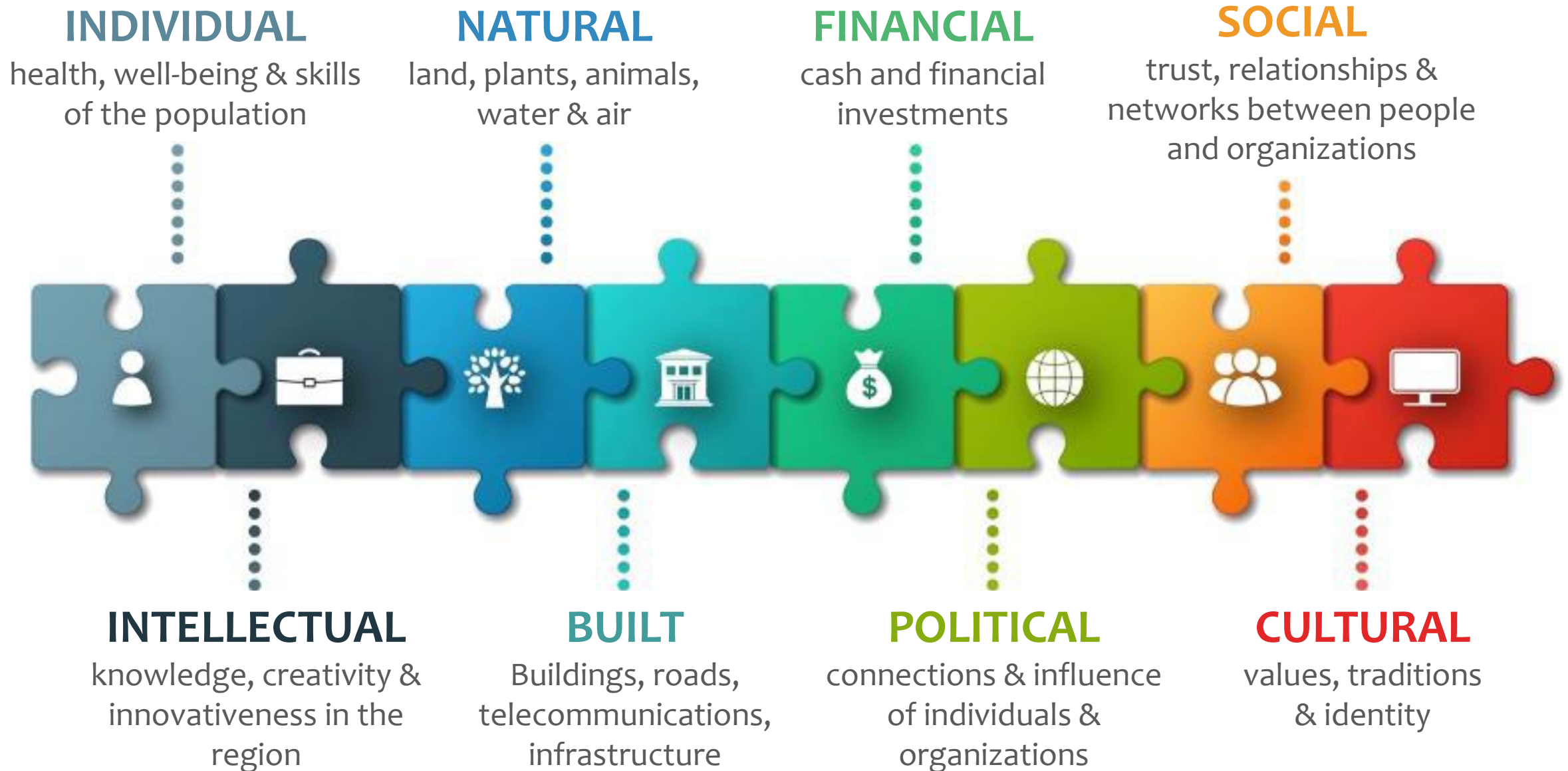


A welder wearing a red protective suit and a black welding mask is working on a metal structure in a factory. The welder is using a welding torch, and a bright light is visible at the point of contact. The background shows industrial equipment and a window.

**Building on Your Assets:  
What are Your Many Forms  
of Wealth?**



# What Is Community Wealth?



# Foundational Forms of Wealth

## INDIVIDUAL

health, well-being & skills  
of the population

## SOCIAL

trust, relationships &  
networks between people  
and organizations

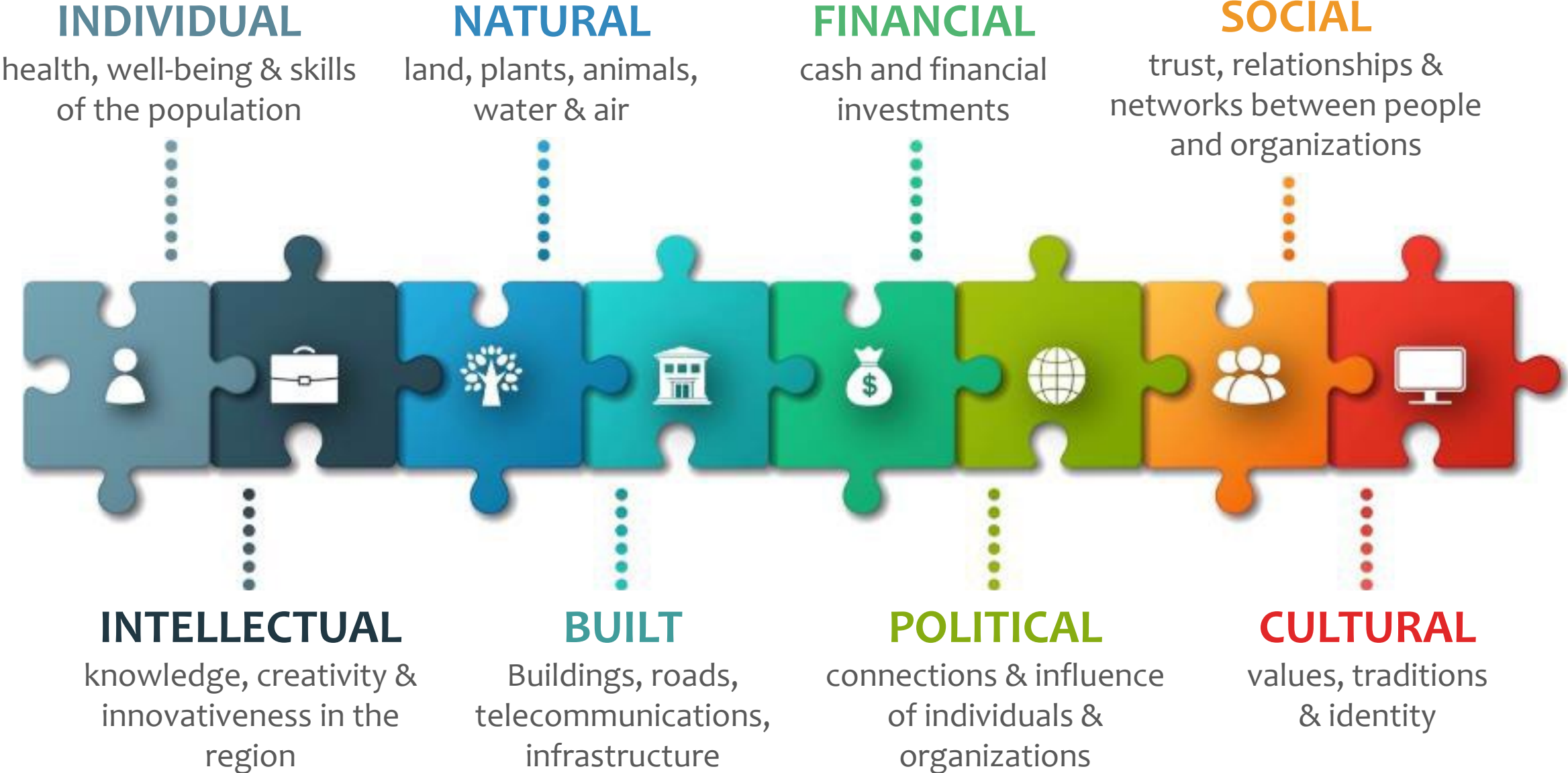


## INTELLECTUAL

knowledge, creativity &  
innovativeness in the  
region



# All Eight Forms of Wealth



# Build on What You Have (An Asset-Based Approach)



- ✓ Focuses on what exists more than what's missing
- ✓ Values local resources
- ✓ A way to discover new ideas to move forward, based on many forms of local "wealth"



# Local ownership ensures **wealth** stays in local communities





# Local Ownership Examples

- Family and Small Local Businesses
- Home Grown Entrepreneurs
- Cooperatives
- Employee Stock Ownership Plans
- Buy Local Campaigns
- Regional Branding
- Community Benefit Agreements
- Tribal Ownership





# Bohemia FOOD HUB



## Food Entrepreneurship

Cottage Grove, OR

Creating entrepreneurial onramps for high school youth, low income, and Spanish speaking immigrants.

- Individual Capital
- Social Capital
- Built Capital
- Cultural Capital
- Local Ownership
- Improved Livelihoods

# Black Belt Treasures Cultural Art Center

Alabama

Creating jobs and increasing incomes of local artists by connecting them with markets.

- Social Capital
- Cultural Capital
- Local Ownership
- Improved Livelihoods







# Energy Retrofits

Kentucky

Lowering energy bills, saving energy, and creating livelihoods through energy efficiency upgrades.

- Individual Capital
- Built Capital
- Financial Capital
- Natural Capital
- Improved Livelihoods
- Shared & Common Interests!

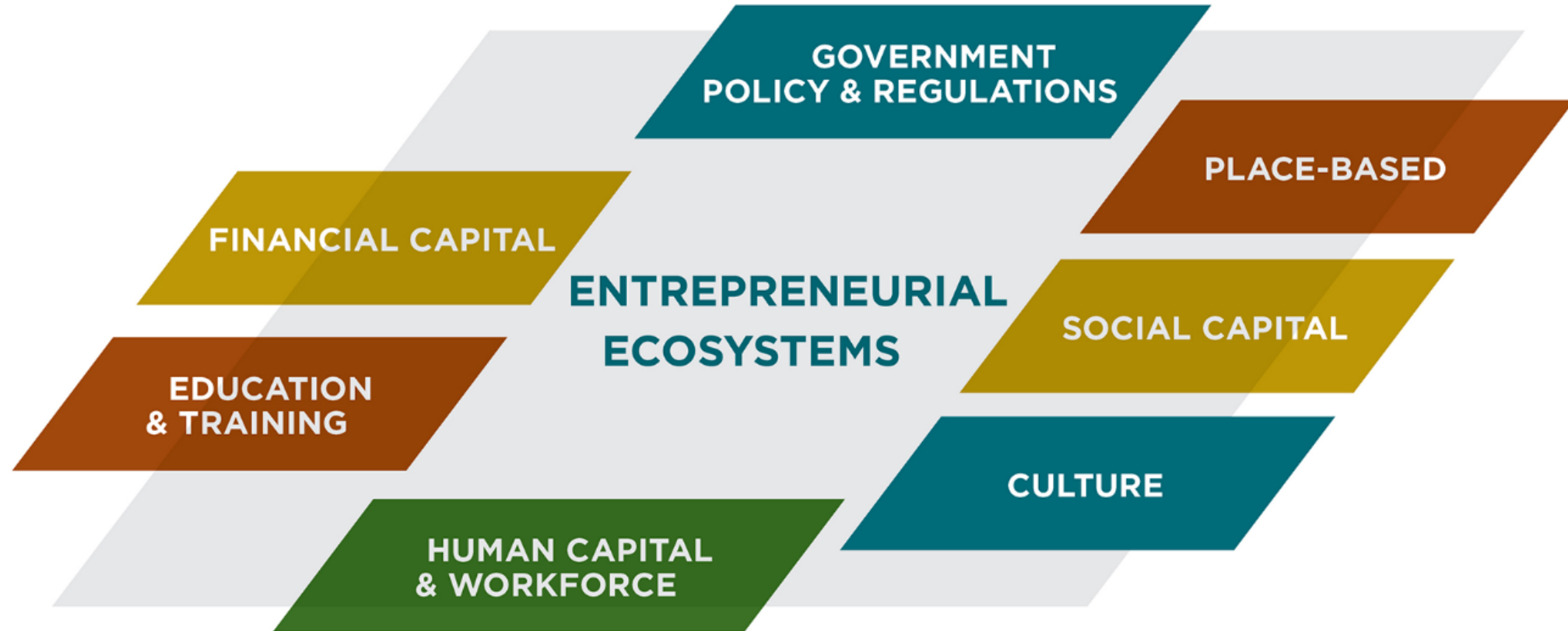
# Exercise: Building on Your Assets



1. Split into break-out groups
2. Brainstorm:
  - *What are some of the assets in your community and particularly underutilized assets? (And what forms of capital do they represent?)*
  - *How can these assets be used to build wealth?*



# Entrepreneurial Ecosystem Assessment



# Business Cluster Analysis



# Business Clustering

Business clustering is a development tool used by shopping malls to increase traffic flow and consumer dollar expenditures.

- Businesses are grouped together in such a way that they complement each other.
- By doing this, they are able to benefit from each other's sales and customer base.
- The groups of businesses are able to act in unison to draw a much larger market share than any one business acting independently.

# Types of Clusters

## ➤ Comparable Clusters

- Income
- Age
- Lifestyle

## ➤ Complementary Clusters

- Women's Apparel and Accessories
- Men's Apparel
- Department Store Type Goods
- Wedding and Special Occasion
- Home Furnishings
- Professional Clusters

## ➤ Competitive Cluster

- Eating and Drinking Establishments
- Appliance/Furniture
- Jewelry
- Women's Clothing
- Lenders and Credit Stores

*Example: Tourism Comparable Cluster*

Art Galleries

Museums

Eating & Drinking Establishments

Theater and Performance Venues

Retail

Other???



# Information Needed to Conduct Analysis

- List of businesses grouped by type
- Building inventory
- Base map of district with building footprint, parking, street patterns, key features like parks identified
- Demographic data (population, age, income, education)
- Lifestyle data
- Consumer expenditure data
- Trade area information

# Process

## 1. Map the district

- Color code buildings by first floor use on base map (retail, service, office, government, vacant, etc.)
- Look for patterns
- Color code by business type (restaurant, jewelry, women's clothing, etc.)
- Choose specific customer groups and color code (students, office workers, upscale, downscale, etc.)

## 2. List Clusters

- List businesses w/n cluster
- Identify businesses that would strengthen the cluster

## 3. List 5 factors that should guide retention/recruitment efforts



# Exercise: Data

## Top Two Psychographic Profiles

- **Midlife Constants:** Midlife Constants residents are seniors, at or approaching retirement, with below-average labor force participation and below-average net worth. Although located in predominantly metropolitan areas, they live outside the central cities, in smaller communities. Their lifestyle is more country than urban. They are generous but not spendthrifts.
- **Old & Newcomers:** This market features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. Old and Newcomers is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support charity causes and are environmentally conscious. Age is not always obvious from their choices.

## Demographic Data

- Population: 4,015
- Median age: 47
- Median HH income: \$45,871
- Population change between 2010-2020: slightly increasing (3.9%)
- Bachelor's degree or higher: 17.2%
- Owner occupied housing: 78.6%

Source: Census/ESRI Tapestry

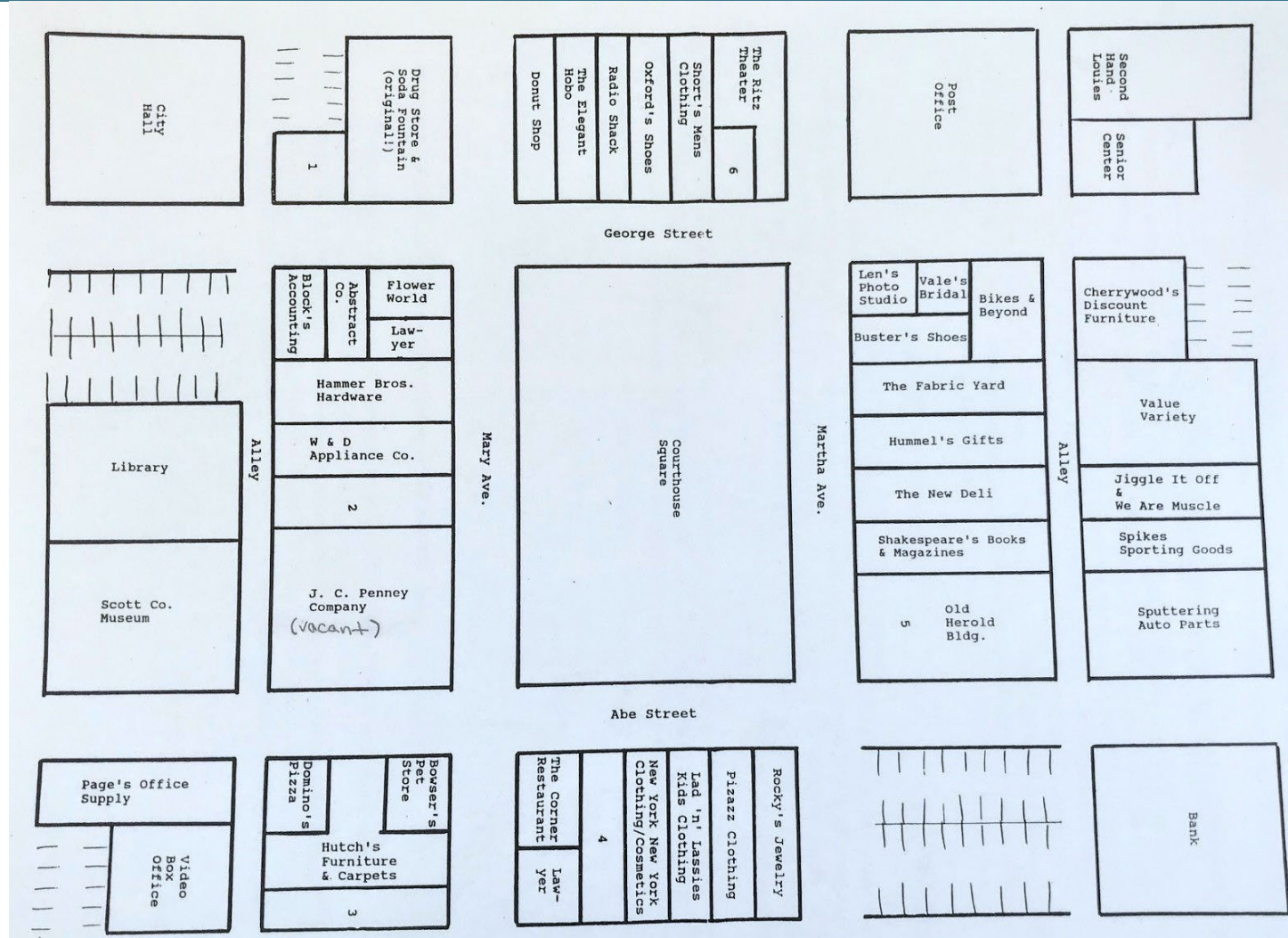
# Exercise: Strengthening Business Clusters

To Do: Identify business clusters in the district – list the businesses in each cluster and brainstorm additional business opportunities that would complement this cluster.

What are your existing or emerging clusters?

List or color code businesses currently in each cluster:

List or write in business opportunities to complement this cluster:





# Focus on Your Community

Which clusters make sense for your community?

What soft capitals – skills & networks – do you need to cultivate that cluster?



# Fieldwork



## **By Next Session:**

- Do Business Cluster analysis in your community (TA Visit)

## **In the next 2-3 months:**

- Monitor Outreach Plan and Timeline

## **Evaluation**



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# Thank You!

**Be extraordinary. Take responsibility.**

**Honor yourself and others.**

**Be authentic. Embrace change.**

**Create and explore. Be influential.**

**Care and collaborate.**



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