



Fostering Innovative Communities

Tremendous Thanks!



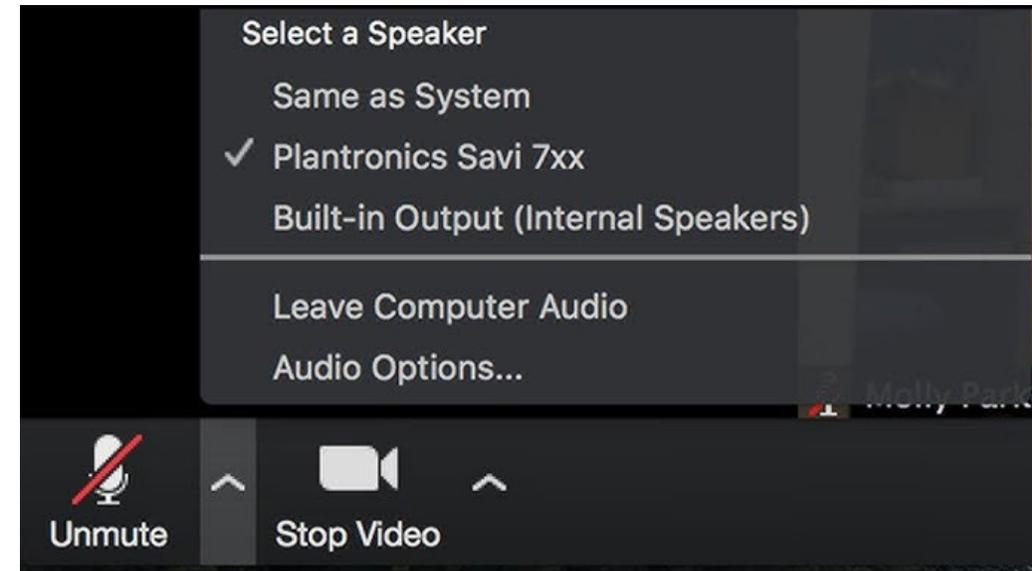
OREGON MAIN STREET

Satterberg
foundation



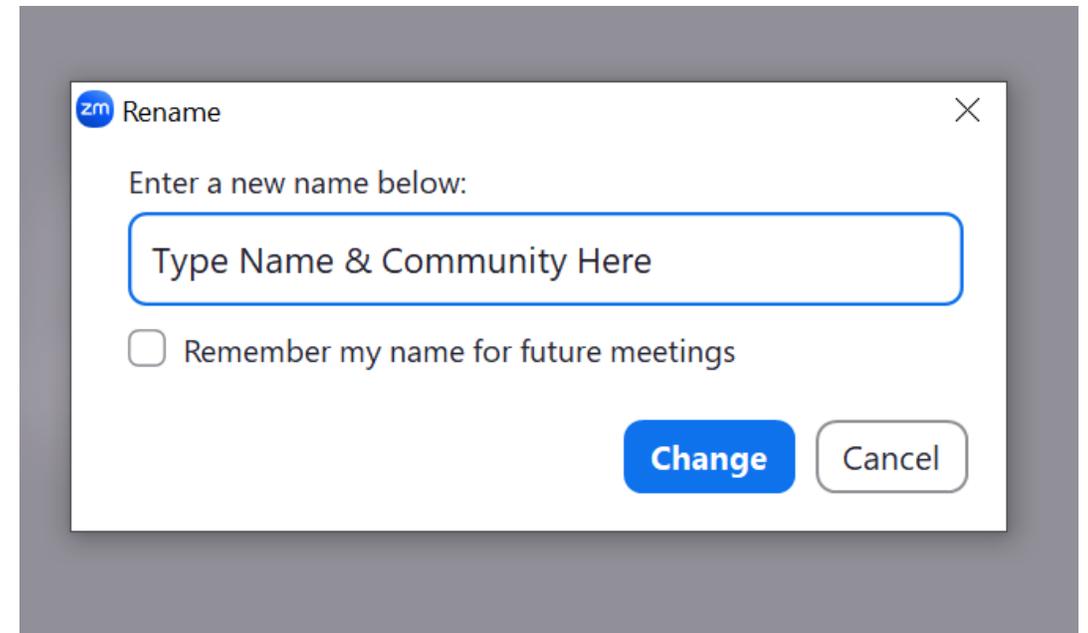
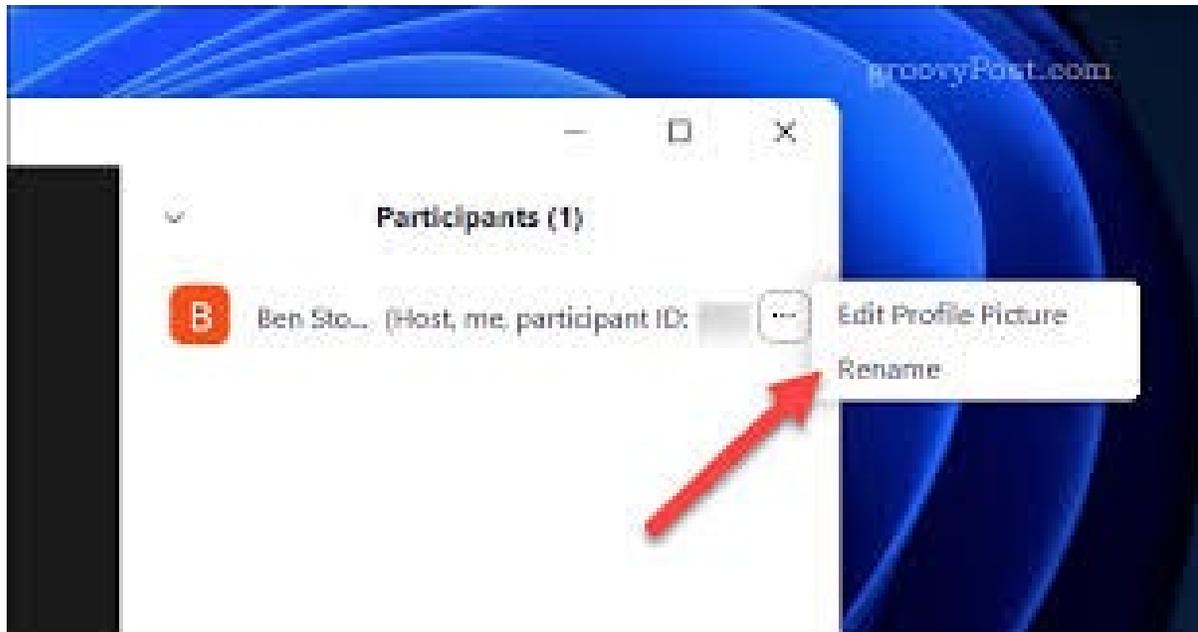
Zoom Tips

- Please keep muted when not speaking
- Turn on your camera if you're able
- Use chat feature for questions and comments



Zoom Tips

Change your display name
First Last, Location (pronouns if you like)



PLEASE DO NOT SHARE THE ZOOM LINK OR SEND IT OUT
Only send names and e-mails to Alison to add to distribution list



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...".

www.rdiinc.org

Workshop Series Overview

- Economic Vitality 101
- Leadership 101
- Business & Property Owner Engagement
- Key Mindsets for Inclusive Engagement
- Place-Based Economy Building
- Energy on Main
- **Innovation in Rural**
- Entrepreneurship in Rural
- Leadership in Action
- Funder Panel

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



Meet the Presenter



Brad Attig
Foundry Collective &
Reinventing Rural

A photograph of a busy street scene in a small town. A large crowd of people is gathered on the sidewalk in front of a building with a striped awning. A street sign for 'HIGH ST' is visible on a pole. The scene is lively and suggests a community event or festival.

Main Street Innovation in Small and Rural Communities

Brad Attig
Foundry Collective



Brad Attig
brad@foundrycollective.org

- Nonprofit focused on helping small and rural communities embrace innovation, accelerate entrepreneurship, and create economic opportunity.

Why Talk About Innovation?

Innovation is the introduction of something new. Like new ideas and new ways to look at things.

Why Talk About Innovation First?

Innovation propels small communities forward

- Micro Businesses make up 90% of the nation's businesses (5 employees or less)
- In Small/Rural Communities that % is even higher
- They create almost all net job growth
- Research found a 30% positive difference in annual revenue growth for rural businesses that get the assistance they need

The Small Town Innovation Equation

When looking at regional outcomes, higher innovation was associated with

- Higher percent employed in creative occupations
- Higher median household income
- Lower poverty levels



A wooden sign for Lake Stevens. The top part is a blue-bordered panel with a scenic illustration of a lake, mountains, and a sailboat. The text "LAKE STEVENS" is arched over the top, and "Welcomes You" is written below the illustration. Below this panel are four circular logos: "LAKE STEVENS", "KAWANUKI", "LIONS CLUB", and "LAKESIDE".

**Is Innovation Different
in Small and Rural
Communities?**

Why Talk About Innovation?

- New generations are 188% more likely to create a side business
- Research found a 30% positive difference in annual revenue growth for rural businesses that get the assistance they need
- Unlocking the digital potential of rural America has huge upside potential

<https://www.uschamber.com/series/above-the-fold/unlocking-the-potential-of-rural-america>

Innovation in Urban

- Collective effort
- Formal system
- Patents
- Lots of resources and money

Innovation in Rural

- User innovation - Solves a personal problem, consumption problem or improves a business process
- Process and product improvements - Incremental
- Linear Innovation (problem solving) vs Disruptive Innovation (profit motive)
- Rural entrepreneurs have different challenges than urban
- It matters to the community...jobs, services, products, culture, and more

Why Talk About Innovation?

Conventional thinking is that only big cities foster new ideas. Recent research at Penn State shows innovation is widespread in rural places, just not by how we traditionally measure it.

Latent or hidden innovation is not recorded and tracked the way patents are, but it appears to be at least as important in terms of economic growth and rural impact.

<https://news.psu.edu/story/602839/2020/01/02/research/innovation-widespread-rural-areas-not-just-cities>

Why Talk About Innovation?

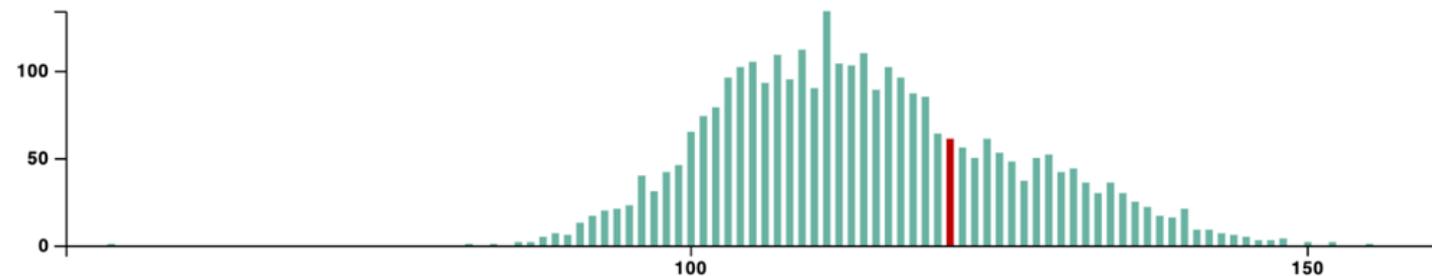
Stevens County, WA

Population: **47,470** Per Capita Income: **\$49,484** Largest City: **Suncrest CDP**

Innovation Intelligence Index

121.1

Rank: **827**



The graph above, and the similar graphs below, show the distribution of index values for all counties. The value for Stevens County, WA is highlighted in red.

This area has **moderate** relative Innovation Capacity. The innovation index incorporates statistical data from a wide variety of sources. Review the indexes below to learn more about how this number was determined.

<https://aese.psu.edu/nercrd/news/innovation-is-widespread-in-rural-areas-not-just-cities>

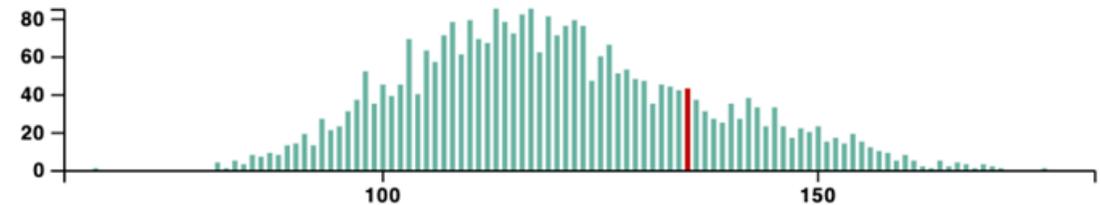
<https://www.statsamerica.org/innovation>

Why Talk About Innovation?

Human Capital and Knowledge Creation Index **135.6** (rank: 579)

Key Takeaways

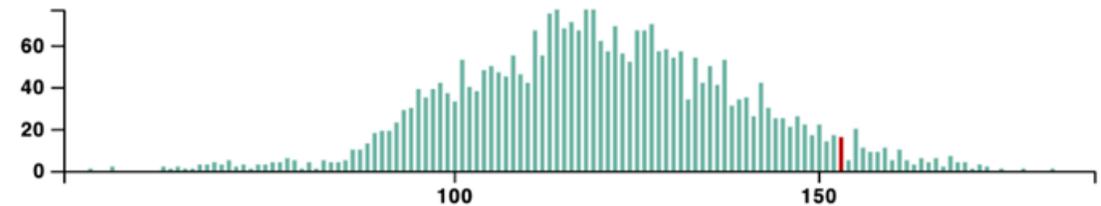
- Patterns of establishment formation and composition indicate a **moderate** level of business competitiveness.
- The top measures for this index are:
 1. Average Prime Working-Age Population Growth (rank 137)
 2. Some College Attainment (rank 224)



Business Dynamics Index **153.9** (rank: 131)

Key Takeaways

- Patterns of establishment formation and composition indicate a **high** level of business competitiveness.
- The top measures for this index are:
 1. Establishment Births to All Establishments Ratio (rank 383)
 2. Traded Sector Establishment Births to Deaths Ratio (rank 297)

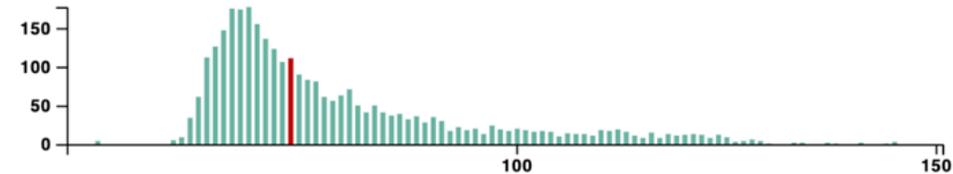


Why Talk About Innovation?

Business Profile Index **73.8** (rank: 1,463)

Key Takeaways

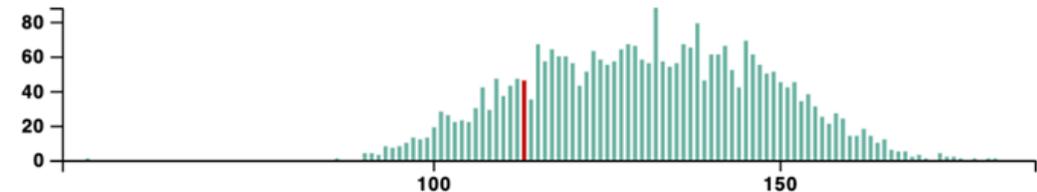
- The relative availability of resources for entrepreneurs and businesses is **moderate** in this area.
- The top measures for this index are:
 1. Farm Operators with Internet Access (rank 105)
 2. Industry Cluster Growth Factor (rank 236)



Economic Well-Being Index **113.3** (rank: 2,592)

Key Takeaways

- As measured by residential internet connectivity and income, this area has a **moderate** standard of living.
- The top measures for this index are:
 1. Broadband Infrastructure and Adoption (rank 188)
 2. Income Inequality (Mean to Median Ratio) (rank 1291)



Why Talk About Innovation?

i Proprietorship Rate

158.8

The number of nonfarm proprietors divided by the total number of employed individuals.

i Change in Proprietorship Rate

107.8

The five-year change in the proprietorship rate, showing whether proprietorship has increased or decreased.

i Proprietor Income to Total Wages and Salaries Ratio

115.6

Proprietor income divided by total wages and salaries in a region. A high regional ratio suggests the presence of profitable entrepreneurial activity, which may also indicate a more dynamic and innovative economy.

Capability & Capital

- PLACE
- Create a culture of confidence to create success
 - Curriculum
 - Mentorship (Trusted Guidance)
- Marketing and Sales Support
- Credit Building
- Financial Management
- Financing

Community Examples





[About Shop Harney](#)

[Merchant Information](#)

[Special Promotions](#)

[Sponsors](#)

[FAQs](#)

[Gift Cards](#)

SUPPORT LOCAL BUSINESS AND SHOP HARNEY



[Buy a Gift Card Here](#) >

Thank you to all of those who have already purchased a Shop Harney E-Gift Card.
Need to check your balance? [Click the link below to check the available balance of your card.](#)

Market 87



Market 87 is a space for artisans, creators, makers, and entrepreneurs to sell their goods and build their businesses while being part of the Heppner Chamber of Commerce.

Wrap Up & Reflection



Reflection

What is one step you will take to support a more innovative downtown?

What's Next

1) Evaluation!

- When the Zoom session ends

2) Resource Website:

- rdiinc.org/main-street-2025-resources/

3) Next Virtual Workshop:

- Entrepreneurship in Rural with Brad Attig
Tuesday, March 10
9:30 a.m. Pacific/10:30 Mountain

4) Teamwork:

- Take the first step!

