



Entrepreneurship in Rural with Brad Attig

Tremendous Thanks!



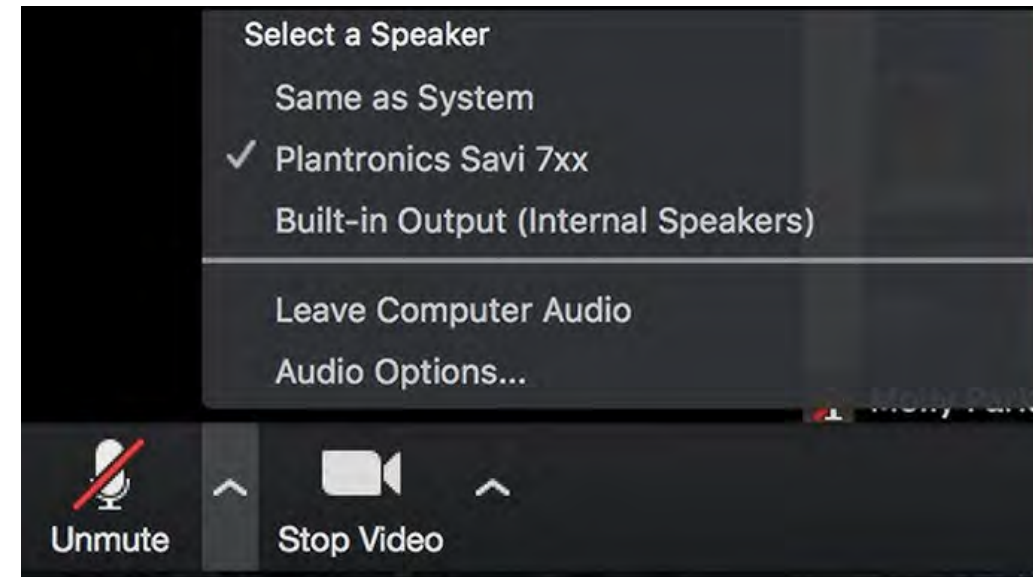
OREGON MAIN STREET

Satterberg
foundation



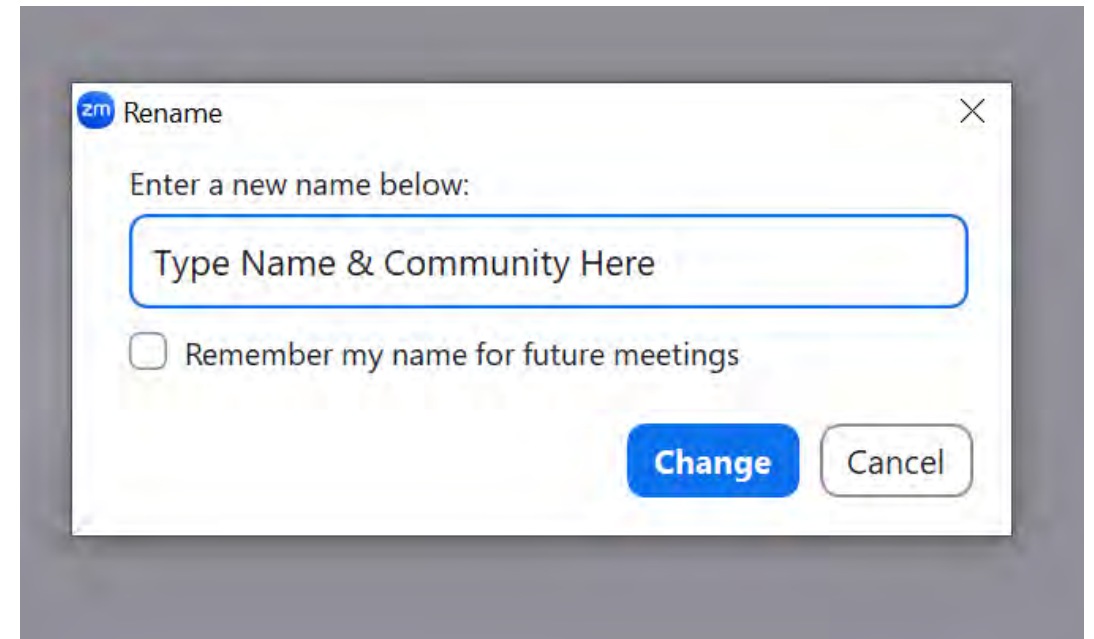
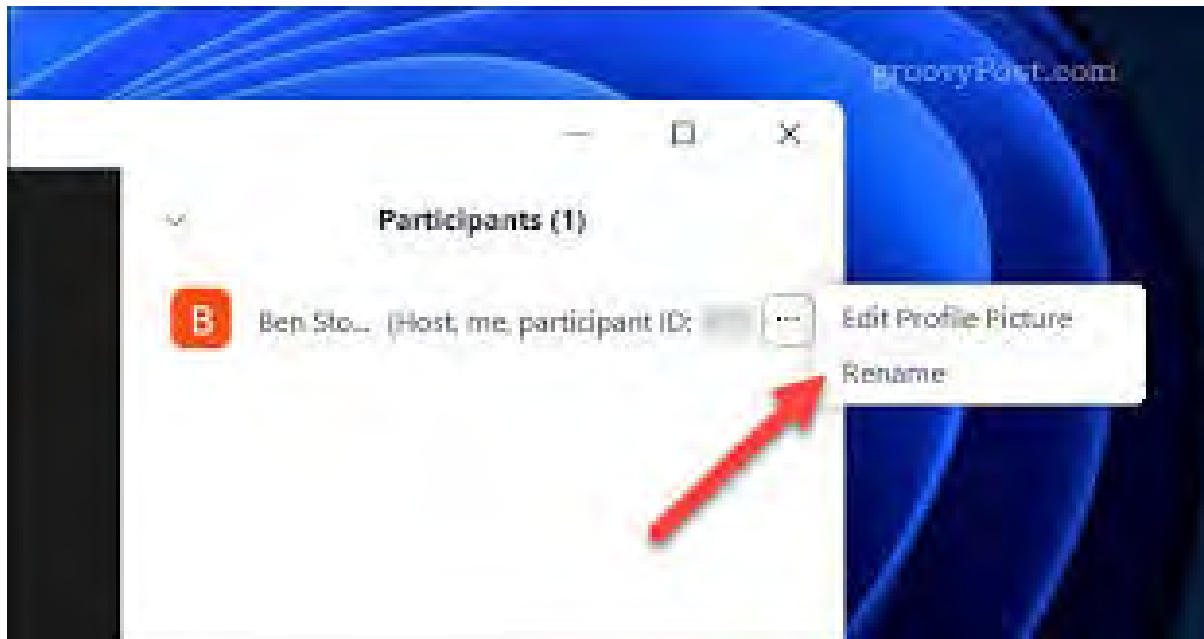
Zoom Tips

- 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 a sidewalk with several outdoor seating areas. People are sitting at tables under umbrellas. A motorcycle is parked on the sidewalk. In the background, there are trees, buildings, and a street with cars. A blue banner hangs from a utility pole, featuring a white architectural drawing of a building and the text '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

Fostering Innovation in Your Rural Community



Brad Attig
Foundry Collective

Brad Attig



Nonprofit focused on helping small rural communities embrace innovation, accelerate entrepreneurship, and create economic opportunity through local partner organizations.

Why Talk About Innovation?

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

Entrepreneurship is figuring out how to make money with your new ideas.

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>

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.
- Improved mental health & lower substance abuse.
- Lower poverty levels.



Small Business Entrepreneurship

Entrepreneurship propels small communities forward by creating new businesses and improving existing ones

- 3.7 million micro Businesses employ 5 employees or less.
30.7 million small businesses in the US.
- Annually small businesses create 1.5 million jobs.
- 31% of small businesses are at risk.

<https://www.oberlo.com/blog/small-business-statistics>

Small Business Entrepreneurship

- 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.

What Rural Entrepreneurs Face

Kaufman Center - Rural Entrepreneurship Initiative

- A culture that does not support entrepreneurship
- Enough demand to justify support services
- Absence of other entrepreneurs
- Distance to market and services
- Gap in capital availability
- Absence of industry clusters



EWING MARION
KAUFFMAN
FOUNDATION

https://www.minneapolisfed.org/article/2001/entrepreneurship-in-rural-communities-an-emerging-strategy-presents-opportunities-and-challenges?utm_source=pocket_mylist

Breakout



- What does entrepreneurship look like in your community now?
- Do you have people starting new businesses?
- Do you have entrepreneurs coming together?
- What is the culture of entrepreneurship in your community?

5-Minute Break



What Can We Change?

1. Make small business entrepreneurship cool
 - a. The social legitimacy of entrepreneurship is critical for both the formation of entrepreneurial intentions and the translation of intentions into behaviors in a region
2. Community engagement
 - a. Entrepreneurship is positively linked to cultures that support “Individual initiative and some amount of positive risk-taking”
3. Entrepreneurial leadership development
 - a. Leadership in rural entrepreneurial ecosystems is typically the stimulus required to drive the establishment and growth of the ecosystem

Innovation and the role of Entrepreneurship

Innovation may be defined as “the process of bringing new problem-solving ideas into use.”

Without the presence of some entrepreneurial activity to exploit opportunities, innovation remains little more than aspirational.



Innovation and the role of Entrepreneurship

A critical aspect of the entrepreneurial role is the development of knowledge sharing communities where innovation may be incubated and entrepreneurship facilitated.



Bring Starters Together

Market 87 in Heppner, Oregon



Bring Starters Together

Tananáwit: A Community of Warm Springs Artists



Bring Starters Together

1 Million Cups Rogue Valley



Rethink Economic Development

The “Attraction” strategy, whether it is a big employer or more tourists has failed the rural PNW.

Job creation is driven by small businesses with 20 or less employees

New Terms

The Restoration and Resilience Economy ("Blue-Tech" Jobs)

High-skill, high-wage "blue-tech" jobs tied to the land. As farms and mills become more automated, there is a desperate need for industrial mechanics, heavy equipment operators, logistics managers, PLC (Programmable Logic Controller) programmers, and heavy equipment diesel technicians to repair and manage "smart" machinery

New Terms

“Traded Sector” Micro-Manufacturers and Artisans

1-to-4 person shops that turn local raw materials into specialized products sold globally via e-commerce platforms. In the PNW, this heavily involves value-added wood and agriculture, such as a specialty milling operation making high-end guitar blanks from "waste" timber, or craft distilleries, silversmiths, and specialty woodworkers

New Terms

Value-Added Agriculture and Regional Food Hubs

Growers take control of more of the supply chain by processing raw materials into specialized products (e.g., turning berries into jams or milk into artisan cheese).

These jobs are supported by the rise of regional food hubs—such as the Southwest Washington Food Hub

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New Terms

"Main Street" Essentialists

While they may not be traditional tech startups, essential Main Street businesses like hardware stores, grocery stores, pharmacies, and coffee shops provide crucial social infrastructure and prevent economic leakage.

Many of these businesses are driving job retention through "succession-based startups," where younger entrepreneurs buy out retiring owners to keep essential local services operating

Help Starters Learn

Create a culture of confidence

Curriculum

Mentorship (Trusted Guidance)



CO.STARTERS[®]

Create a Culture of Locally Supported Innovation and Small Business Success

Let Reinventing Rural help you bring the magic of CO.STARTERS to your rural town

[DOWNLOAD THE 2020 CO.STARTERS IMPACT REPORT](#)

CORE PROGRAM REBUILD TESTIMONIALS

Proven programs to create lasting entrepreneur communities

<https://www.reinventingrural.com/costarters/>

Help Starters Learn CO.STARTERS Core

Help
entrepreneurs
go from IDEA
to LAUNCH in
10 sessions.



Help Starters Learn

A four-part intensive that provides current entrepreneurs with better business basics.



REINVENTING RURAL

CC STARTERS®
BOOTCAMP™

DISCOVER PROMOTE BUILD LAUNCH

? ♥ \$

Learn More Here!

Work collaboratively with peers to strategize, problem solve, and apply business basics while you learn concrete tools to launch your idea!

QR code

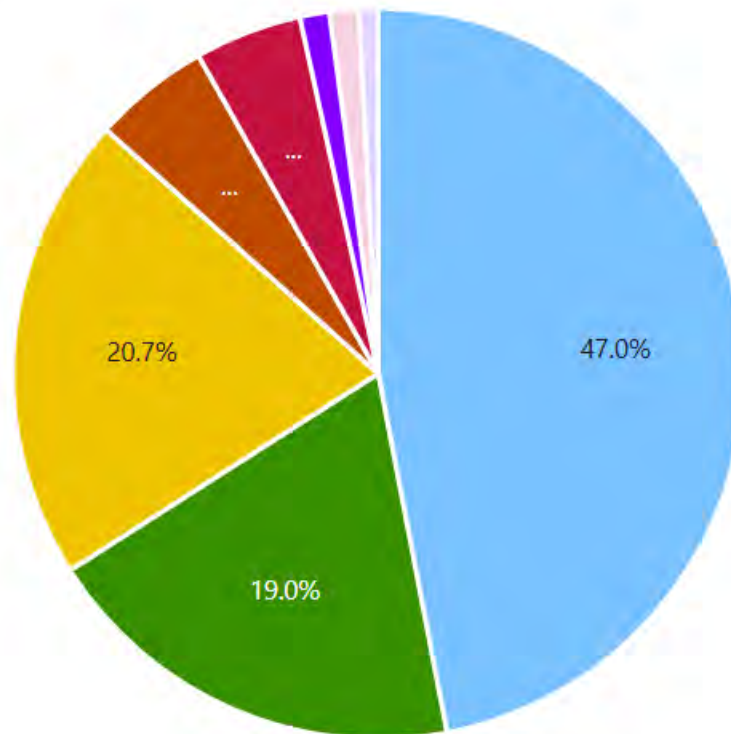
The graphic is a blue rectangular poster. At the top right is the 'REINVENTING RURAL' logo, which consists of a circular emblem with a stylized 'R' and 'R' and a house icon, followed by the text 'REINVENTING RURAL'. Below this is the text 'CC STARTERS®' in a smaller font, and 'BOOTCAMP™' in a large, bold, white font. Underneath 'BOOTCAMP' are four white rectangular boxes containing the words 'DISCOVER', 'PROMOTE', 'BUILD', and 'LAUNCH' in blue capital letters. Below these boxes is a row of four colored squares: a green square with a white question mark, a light blue square with a white heart, a dark blue square with a white dollar sign, and a yellow square with a white cube icon. To the right of these squares is the text 'Learn More Here!' in bold black font, with a yellow downward-pointing chevron below it. At the bottom left is a paragraph of text: 'Work collaboratively with peers to strategize, problem solve, and apply business basics while you learn concrete tools to launch your idea!'. At the bottom right is a QR code with a yellow border.

Rural Starter Impact 2022-25

Business Stage at Enrollment

Biz Stage Intake

- Starter/Concept
- Launch (1<year)
- In Operation/Ongoing (1> y...
- Scale (expanding)
- Pivot (changing Biz Model)
- Unsure
- N/A
- Growth



66% are Starters and or Launch Stage. 20% are existing businesses looking for new ideas.



Help Starters Access Capital

54 Loans Statewide - \$588K



Funded

Total loan: \$12,500

Powered by 135 lenders

Lindsey

River Street Market



Enterprise, OR, United States / Food
Production/Sales

[Find a new loan](#)

A loan helped boost Female-Owned Rural Deli with
Essential Refrigeration.

www.kivaoregon.org



Help Starters Access Capital

54 Loans Statewide - \$588K



Funded

Total loan: \$8,500
Powered by 247 lenders

Andrea

FUNdamental Early Learning
Center



Lebanon, OR, United States / Child Care

[Find a new loan](#)

A loan helped a rural childcare provider open a
Childcare Center for low-income families and foster
children.

www.kivaoregon.org



Help Starters Access Capital

54 Loans Statewide - \$588K

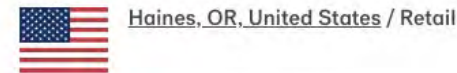


Funded

Total loan: \$7,500
Powered by 88 lenders

Deana

Stagecoach Gifts & Coffee



Haines, OR, United States / Retail

[Find a new loan](#)

A loan helped a small-town gift shop expand and spread joy to the community!

www.kivaoregon.org



Help Starters Access Capital

54 Loans Statewide - \$588K



Funded

Total loan: \$12,000
Powered by 79 lenders

Coco

Salon Specialties by Coco LLC



Saint Helens, OR, United States /
Cosmetics Sales

[Find a new loan](#)

A loan helped this business, Salon Specialties by CoCo LLC, with a major step forward in growing at a new location.

www.kivaoregon.org



Help Starters Access Capital

54 Loans Statewide - \$588K



Funded

Total loan: \$13,500
Powered by 324 lenders

Brenda

CALAVERITA COFFEE



Springfield, OR, United States / Food
Production/Sales

Find a new loan

A loan helped bring "cultura" to every cup and launch
Calaverita Coffee!

www.kivaoregon.org

Wrap Up & Reflection



What is one idea that you can use to move entrepreneurship forward?

What's Next

1) Evaluation!

- When the Zoom session ends

2) Resource Website:

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

3) Next Virtual Workshop:

- Leadership in Action
Tuesday, May 5
9:30 a.m. Pacific/10:30 Mountain

4) Teamwork:

- Check out the new CORI tool – we'll upload it to the resource page

