HOW DIGITAL APPROACHES CAN HELP RURAL COMMUNITIES COMPETE TODAY AND TOMORROW
In this session you will learn...

1. Defining rural economic development
2. Why the value of digital applies to rural areas
3. How one rural area makes the most of digital tools
4. Checklist for digital economic development for rural areas
5. How to partner with regions and states to decrease the cost of your rural economic development digital initiative
6. Next steps
Issues facing rural economic developers

“[Rural] communities are isolated and lack the population density and infrastructure that can support economic development. These physical factors have “people” implications.”

“Far and away the biggest challenge rural development practitioners face is the need for greater human capital—for more leaders, more entrepreneurs, more skilled workers, and even more economic development professionals to work in their own organizations.”

Cynthia M. Duncan

http://www.whatworksforamerica.org/ideas/community-development-in-rural-america-collaborative-regional-and-comprehensive/#.VmQ03N-rR2Y
Understanding rural economic development from the prospect’s perspective – Minster, Ohio

According to Wikipedia:

Minster is a village in Auglaize County, Ohio, United States. The population was 2,805 at the 2010 census. It is included in the Wapakoneta, Ohio Micropolitan Statistical Area. It is adjacent to the villages of New Bremen to the north and Fort Loramie to the south in neighboring Shelby County.

According to a Prospect:

Minster, Ohio
Taking the company town example to a new level
Economic Development Websites Help Your Rural Community to be found.

Village of Minster | Minster, Ohio, Auglaize County
www.minsteroh.com/  
Stop and enjoy downtown Minster! Grab a book at the F.J. Stallo Library and enjoy the new outdoor reading room. Water Well Field Development Underway.

Community Improvement Corporation
Community Improvement Corporation ensuring that the...

Contact Us
Contact Us. 5 West Fourth Street  
P.O. Box 1. Minster, OH 45865...

Council Members
Council Members. The Minster Village Council is the legislative...

More results from minsteroh.com »

Economic Development | New Bremen - New Bremen, Ohio
www.newbremen.com/economic-development •
We have sites that are shovel ready for your economic development project. Bunker Hill Industrial park has sites ranging from 2 to 50 acres for your project.

Minster | Auglaize County Economic Development Coalition
www.auglaize.us/minster «
Minster, Ohio. Minster’s old barrel factories, brewery and creamery are no longer here,
Economic Development Websites Help Your Rural Community be Considered.

**Minister West Industrial Park**
West Fourth Street
Minster, OH 45865

**Connect With Us**

Entire site is zoned industrial. All utilities including electric, water, storm and sanitary lines are at the site and only need to be installed into the property based upon the desired use. There are no assessments on the property. A J Corman rail line located 575 feet east of the site. Access to the site is from Fourth Street, which provides easy access to State Route 66 and State Route 110 to the east and State Route 127 to the west. The electrical utility serving the site is owned by the Village of Minster and is a public power provider. Entire site is owned by the Village of Minster and can be subdivided to meet the requirements of a new tenant.

**Land Information**

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<th>Property ID:</th>
<th>6202</th>
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<tr>
<td>County:</td>
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<td>Site Size (acres):</td>
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<td>Total Available (acres):</td>
<td>11.699</td>
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<td>Shovel Ready/Certified:</td>
<td>Yes</td>
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**Previous Use: Agriculture**

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<tr>
<td>Updated:</td>
<td>9/16/2015</td>
</tr>
<tr>
<td>Ownership:</td>
<td>Village of Minster</td>
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<tr>
<td>Divisible (yes/no):</td>
<td>Yes</td>
</tr>
<tr>
<td>Minimum Subdivide:</td>
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**Community Systems**

[Image of Community Systems logo]
Economic Development Websites Help Your Rural Community be Considered.
How one rural area makes the most of digital tools
About Yakima, WA

14 cities & towns - 4,300 square miles

Smallest city: Harrah - 650 people  --  Largest rural city: Sunnyside - 16,280 people

One of the largest agriculture and food processing regions in the Pacific Northwest

Average wage: $33,767

Roughly 40% of the population is under the age of 18

Unemployment rate 9%

31% of adults age 25 and older have no high school diploma or equivalent
About Yakima, WA

Challenges the county faces:

- Brain drain
- Talent attraction
- Skilled labor
- Poverty
- Educational attainment
- Drought
- Economic diversity
- Amenities
About New Vision

Four Areas of Work:

• Build local business
• Business recruitment
• Workforce development
• Community leadership
How New Vision Uses Digital Tools to Create Value

- Website & social media
- Online GIS sites and buildings database
- Web based “project portal” and project management software for working projects
- ESRI data to compare/contrast our area
- EMSI data to identify targeted industries
- Constant Contact & Mail Chimp
- Online entrepreneur contest management
- Census tools like “On the Map”
Checklist for digital economic development in rural areas
An economic development website that is simple but professional helps your community be found.

A professional website speaks to your organization’s professionalism.

Keeping it up to date speaks to the dynamism in your community.

A modern website can help your community be found (Google).
A simple commercial property database helps your community be considered.

Having properties on your website helps communities evaluate your specific offering.

Often you can partner with a state to push your properties to a statewide website.
Data about your community helps prospects put your community in context.

The size of your labor force, the growth of your community, and the cost profile are all essential elements of your community’s story.
How to partner with regions and states to decrease the cost of your rural economic development digital program
Who is focused on helping rural areas succeed?

There are a number of organizations designed to help rural economic developers face these challenges.

Every state economic development organization, as well as many electric cooperatives and utilities, have programs designed for training, funding, and more.
Partnerships Community Systems has with State organizations