Community Economic Development: Building on Your Strengths for a Better Tomorrow (Part 2) (a rural and small town perspective



Key Success Factors for Your Community

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Rural Community Economic Development: Success Factors





Introductions

Key Success Factors

Community Capacity Exercise Local Success Stories

Wrap-Up/Finish

Today - Goals

Purpose

- Reflect on YourCommunity
- Discuss Options for CED
- Consider Key Factors of Success
- Learn from Others



From a population perspective would you describe your community as...

- Significant growth
- Limited growth
- ☐ Stable
- Declining



Setting the Context....

Earlier we talked about key issues impacting rural and small town Alberta.

Some of these key issues include...

Infrastructure

Leadership

Threats to

Energy Prices

Labour (availability & skills)

Value of Canadian (and the relationships he traditional anufacturing (and the relationships he traditional anufacturing)

Relatively low

Agriculture: farmland loss, fragmentation, conflict

Impacts of evolving

New opportunities (local food, alternative energy, etc.)

Issues

Setting the Context....

We also posed the question:

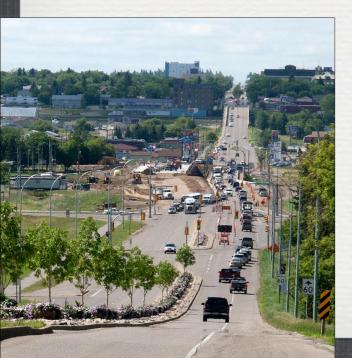
How do rural and small town communities respond when public issues are increasingly dominated by urban issues?

Responding to Community, Economic and Environmental Issues

Global

Regional

Local



Local response required



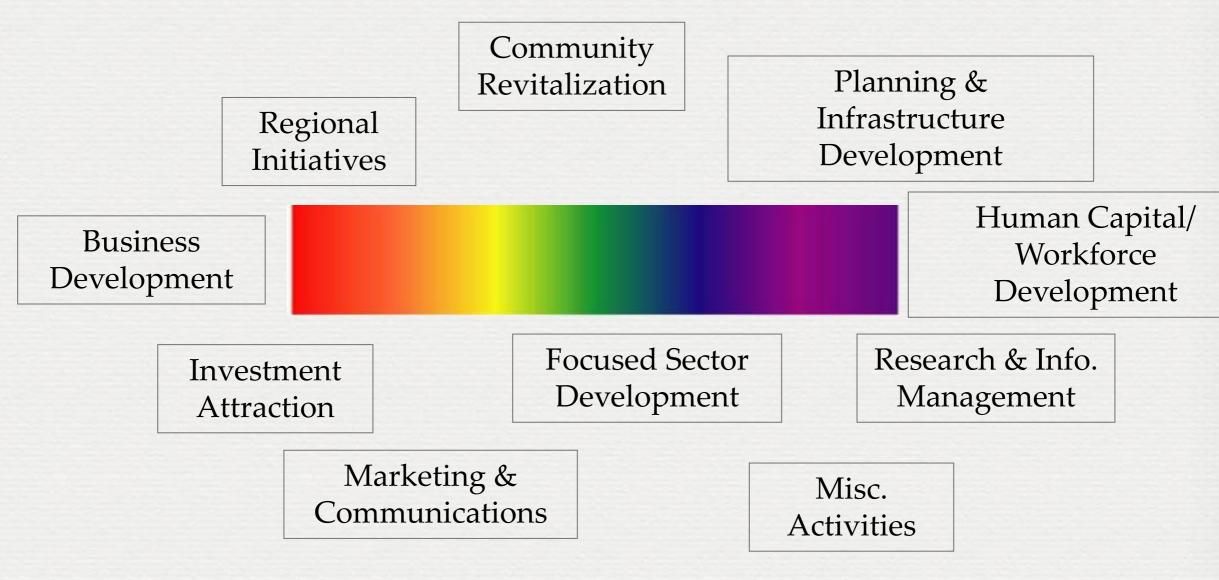


The Spectrum of CED

When you think of Community Economic Development (CED) what activities come to mind?



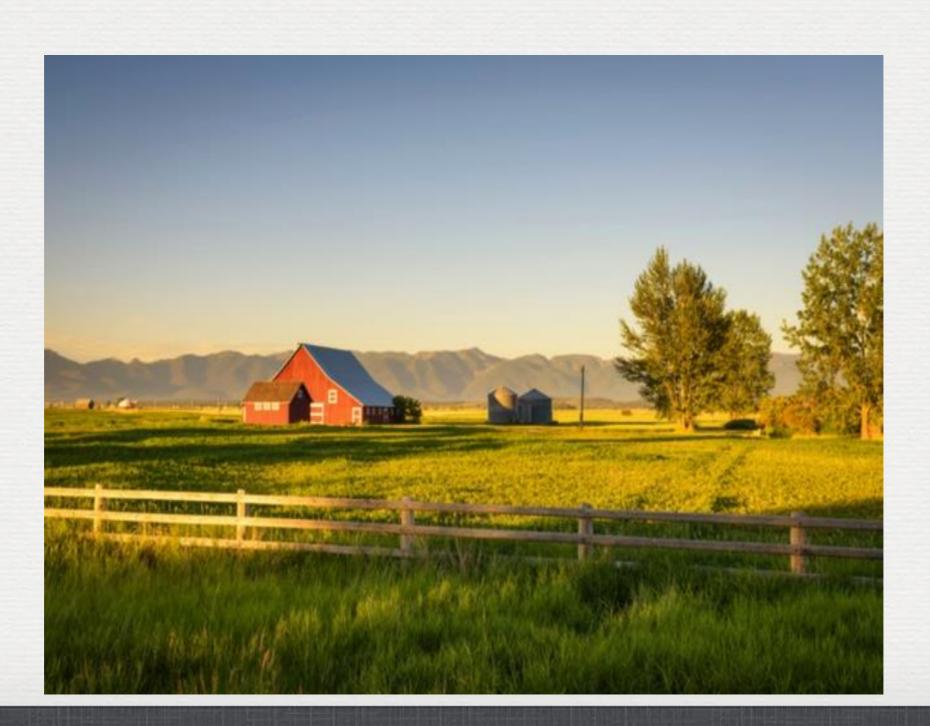
Spectrum of Economic Development Activities



- Traditional Scope of CED
- Broader Array of Activities/Processes
- Make Strategic Choices

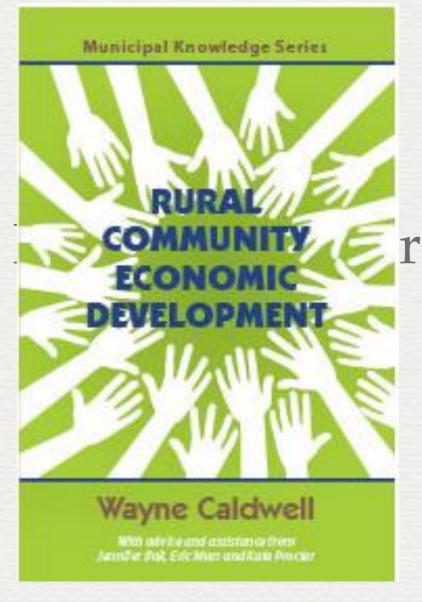
Source: Brian Ritchie, OMAFRA

What Myths do you think exist about living in rural and small town Alberta?



Rural Community Economic Development grows out of the research project:
Prospering with a Stable or Declining
Population....







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Factors of Success -Seven Lessons Your Community Success Stories



We identified seven indicators of success:

·Leadership, ·Planning and Visioning, Community Engagement, ·Capital, Localization, Partnerships and Adaptation to Change.



Activity: Your Community

- At your table reflect on different examples of a community activity/ event or plan that contributed to a healthier rural or small town community (15 minutes)
- Sharing Success Stories

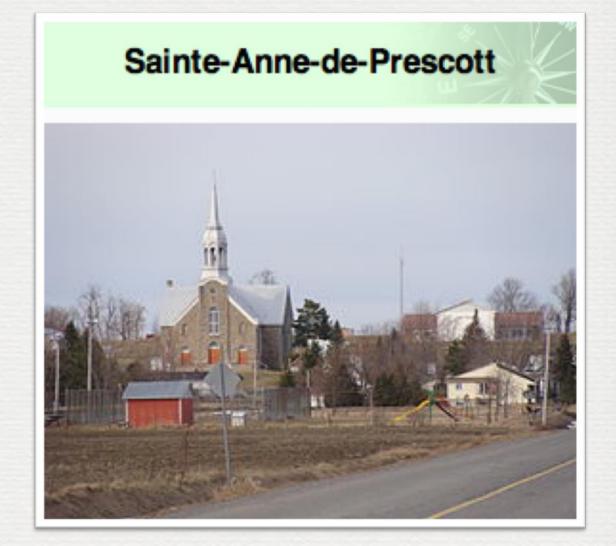


Local Success Stories



Leadership

- Community & Local Government
- Challenge
 Conventional Thinking
- Inspire Others
- Energy & Drive



- Planning &Visioning
 - Visioning Provides Focus and a Foundation
 - Planning Sets Out a Path

Donnybrook



The Ugliest town in Australia

CommunityEngagement

- Dialogue between Community Members
- Opens Doors
- Builds Relationships



Key Factors of SuccessFinancial Capital

- Essential for New Initiatives
- Increases Capacity & Scope of Projects
- Opens Partnerships



Keeping it Local

- Localization of Products and Services
- Self-Reliance
- Withstand Economic Change
- Generate Local Dollars



Partnerships

- Working Together
- Combine Individual Strengths
- Pool Limited Resources



- Adaptation to Change
 - Using Existing Assets in New Ways
 - Reduce Vulnerability
 - Creative Local Solutions



Please rate your community...

(1 - looking for clues; 7 - we've got it figured out)

Rating Your Community	1	2	3	4	5	6	7
Leadership							
Planning and Visioning							
Community Engagement							
Capital							
Localization							
Partnerships							
Adaptation to Change							

Community Economic Development: Key Factors of Success Summary

Quality of Life

Sustainability

Creativity

Community Leadership

Municipal Leadership

Wrap-Up

- Final Thoughts
- Your Next Steps
- Thanks
- **Questions?**

