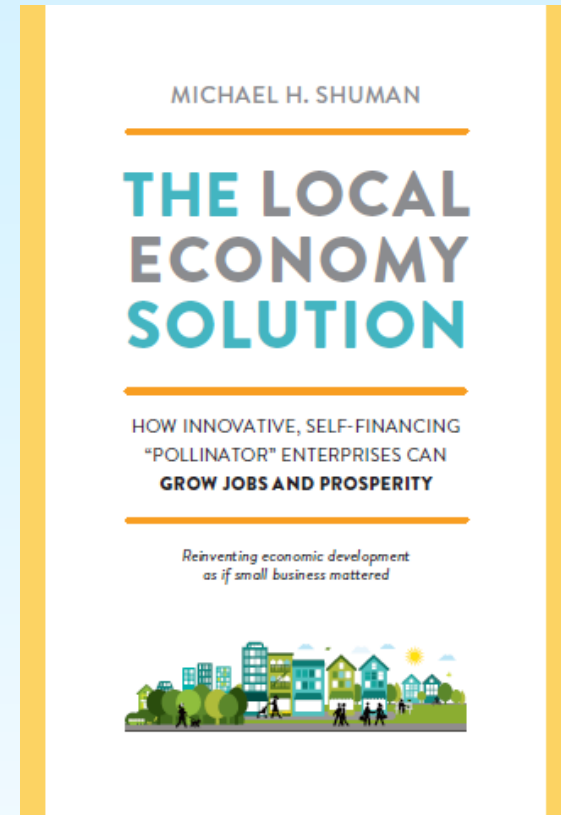


# Pollinating Success in Blackhawk Hills



**Economic  
Development on a  
Tight Budget**

# The Hard Truths of Trying to 'Save' the Rural Economy

**By Eduardo Porter**

Photography by Maddie McGarvey

Graphics by Stuart A. Thompson and Jessica Ma

Can rural America be saved?

There are 60 million people, almost one in five Americans, living on farms, in hamlets and in small towns across the landscape. For the last quarter century the story of these places has been one of relentless economic decline.

# Some Good News

Source: US Census 2016

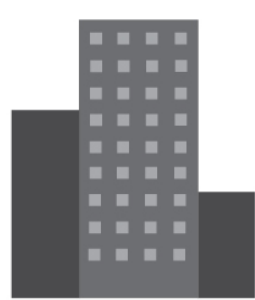
		Rural	Urban
Adults	Married	62%	51%
	Living Alone	12%	14%
	Lives in Birth State	65%	48%
	Poverty Rate	12%	14%
Children	Living in Married HH	76%	67%
	Poverty Rate	19%	22%
Households	Homeownership Rate	81%	60%
	Median Income	\$52,000	\$54,000

# More Good News

- Net In-Migration
- Internet Access
- Clean Water
- Young Farmers
- Local Food Systems



# Role of Economic Development



**LAND**

+



**LABOR**

+



**CAPITAL**

=



**ECONOMIC  
DEVELOPMENT**

# **“Attract & Retain”**

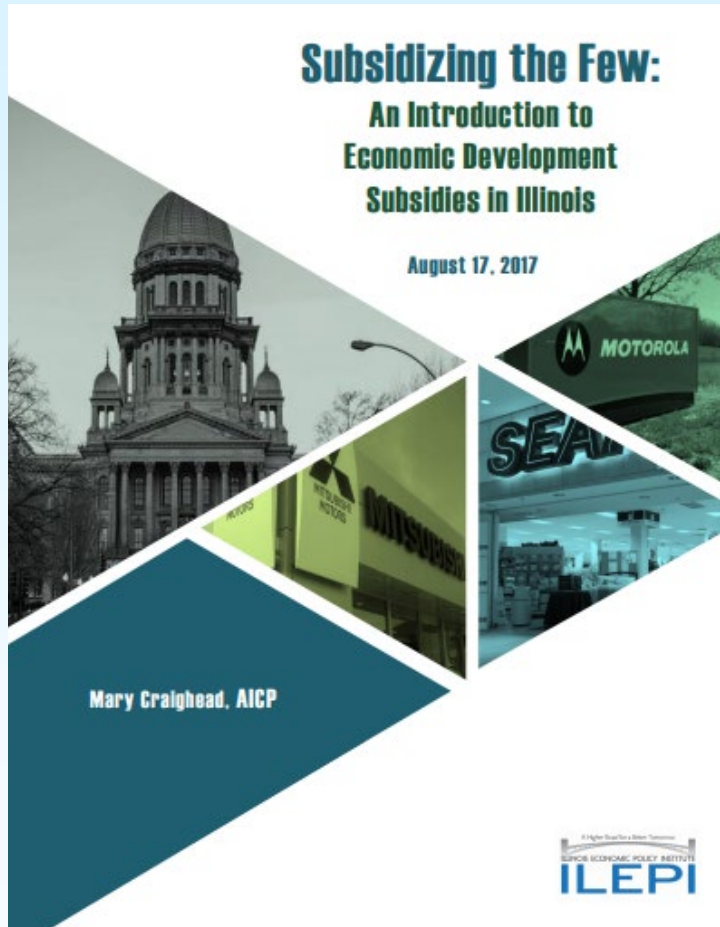


**“Incentive competition is on the rise. It is costly, generally inefficient, and often ineffective for winning regions.”**

**- Ann Markusen & Katherine Ness**



# \$5 Billion Since 1985



# A New Approach





# Four Alternative Rules for Local Prosperity

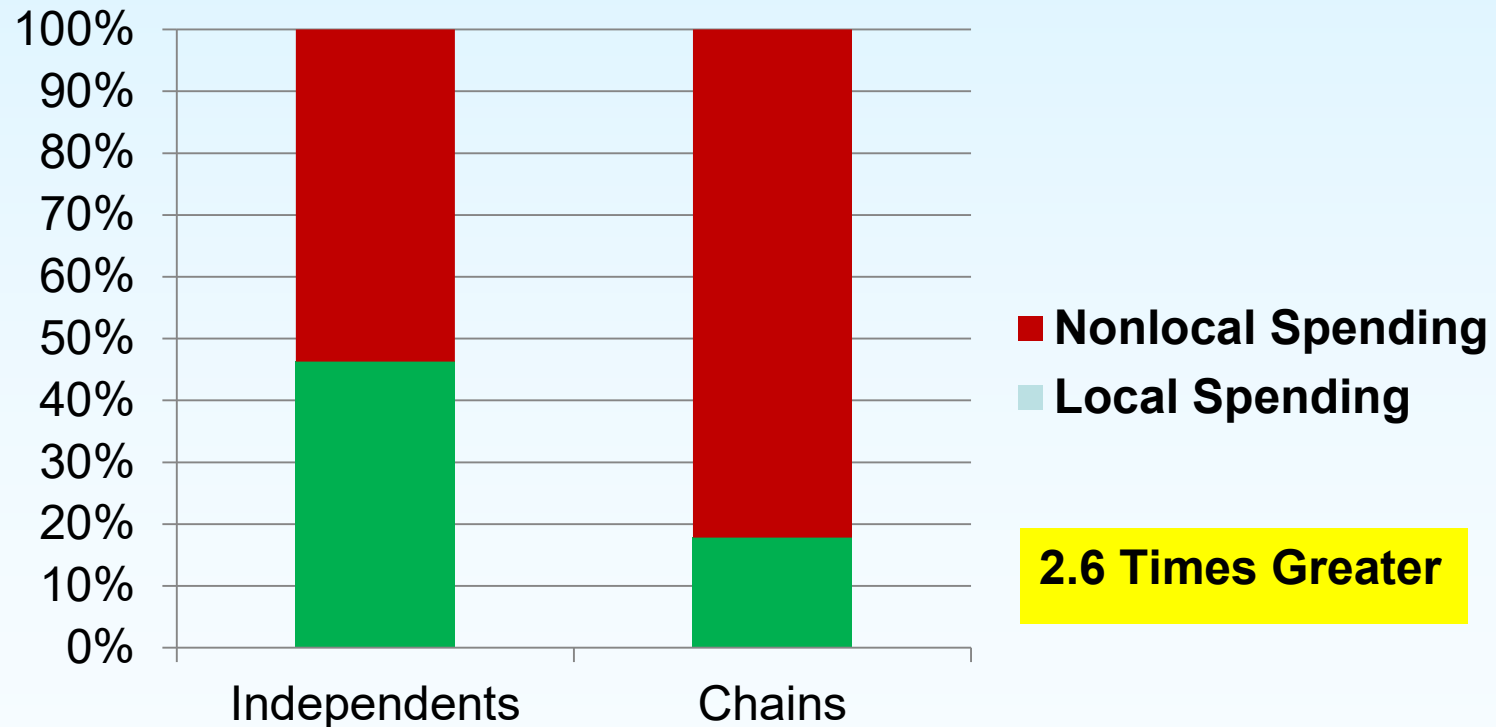


- (1) Maximize local ownership.
- (2) Maximize local diversity.
- (3) Spread models of TBL success.
- (4) Create entrepreneurial ecosystem.

# Rule #1

## Maximize Local Ownership

### Breakdown of Retail & Restaurant Spending In British Columbia (2013)

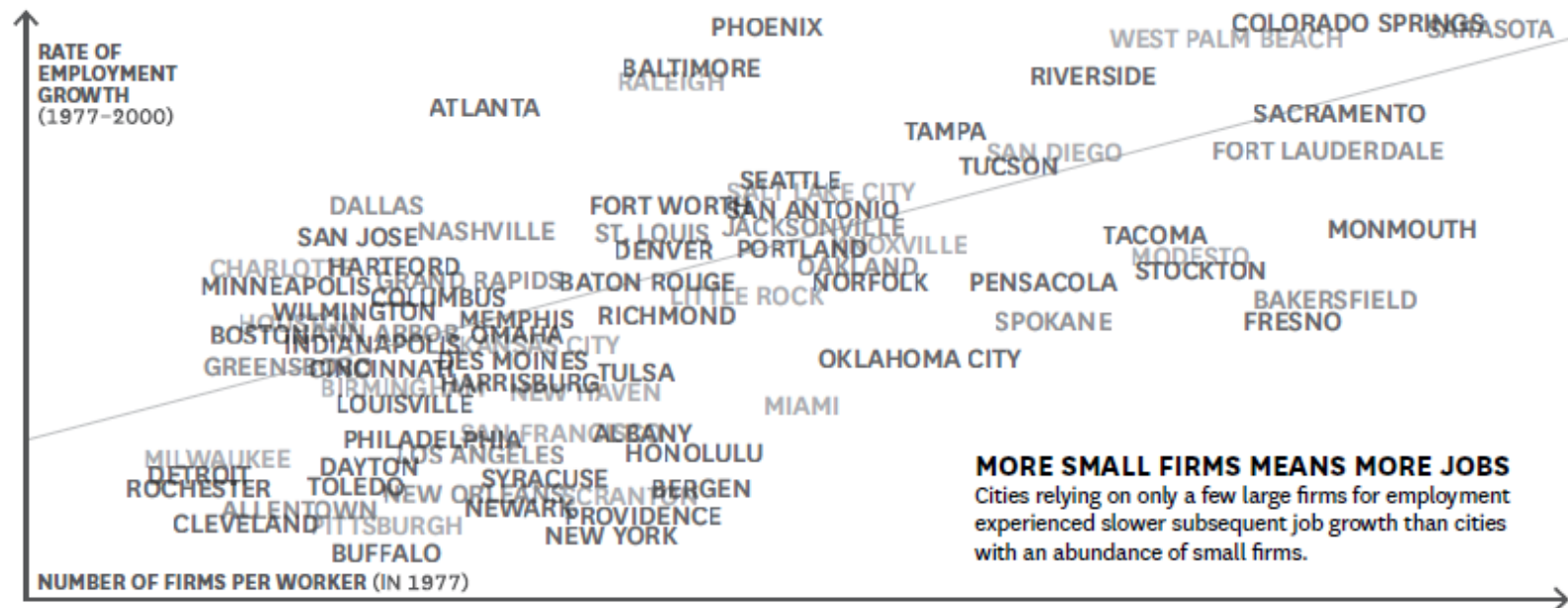


# The Jobs Verdict

Study	\$ Circulated Locally: Local vs. Nonlocal Ownership
Austin (2002)	3.5
Maine (2003)	5.0
Chicago (2004)	1.6
Toledo (2004)	4.0
Iowa (2006)	1.6 (Jobs)
San Francisco (2007)	1.4-1.7
Phoenix (2007)	2.9
Grand Rapids (2008)	1.6
New Orleans (2009)	2.0
AVERAGE	2.6

## July-August 2010

Cities relying on only a few large firms for employment experienced slower subsequent job growth than cities with an abundance of small firms.



# Federal Reserve of Atlanta

August 2013



## **Locally Owned:**

**Do Local Business Ownership and Size  
Matter for Local Economic Well-being?**

Anil Rupasingha, PhD

Federal Reserve Bank of Atlanta

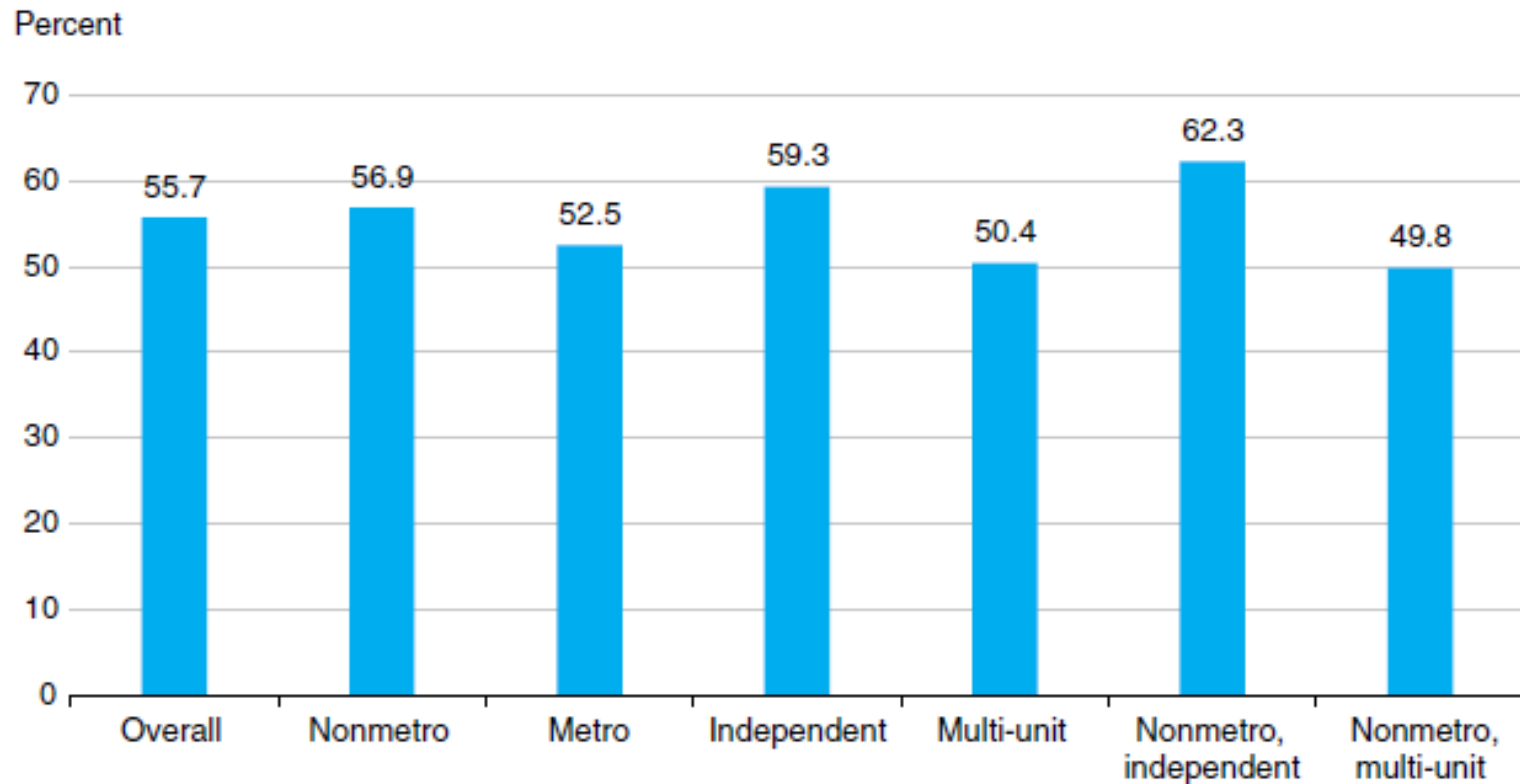
Community and Economic Development Department

“My results...provide evidence that **local entrepreneurship matters** for local economic performance... I find that the percent of employment provided by resident, or locally-owned, business establishments has a significant **positive effect on county income and employment growth** and a significant and **negative effect on poverty** in the all counties and non-metro counties sampled.”

# Local Manufacturing Endures

Sarah Low, USDA, 2017

Figure 6  
Survival rates by plant characteristics, 1996-2011



# Other Reasons Ownership Matters

- Tourism
- Entrepreneurship
- Public Health
- Political Participation





# Rule #2:

## Maximize Local Diversity



# The Zingerman's Story





# Zingerman's BAKEHOUSE





BEARCLAWCOFFEE.COM



you really can  
taste the difference







Zingerman's  
roadhouse  
really good american food











## SHARING ZINGERMAN'S UNIQUE APPROACH TO BUSINESS

SEMINARS

BOOKS & DVDs

CUSTOM TRAINING

  
SEARCH

### FEATURED SEMINAR!

## Zingerman's marketing "secrets"

Zingerman's is known for a colorful, bold, engaging Look & Feel that is carried through print media, in-store signage and displays, online merchandising, social media and more. Our marketing specialists share what Zingerman's has done on a relatively small budget, and how you can adapt our approach and tools to work for your business.

REGISTER



### UPCOMING SEMINARS & SERVSAFE TRAINING

May 7-8

The Zingerman's Experience

May 14-15

Fun, Flavorful Finance

May 21-22

The Art of Giving Great Service

June 4-5

Leading with Zing!

July 10

Customer Service Express Workshop

VIEW MORE...

# **Rule #3:**

## **Spread Triple-Bottom-Line Business**



# How B Corps Boost Prosperity

- Worker Spending
- Local Business Spending
- Reduced Resource Use





# **Rule #4:**

## **Create an Entrepreneurial Ecosystem**



# The 6 P's of an Entrepreneurial Ecosystem

<b>Planning</b>	Plug the leaks & boost the business.
<b>People</b>	Support entrepreneurs.
<b>Partners</b>	Compete through collaboration.
<b>Purse</b>	Harness savings locally.
<b>Purchasing</b>	Spearhead “Local First” campaigns.
<b>Policymaking</b>	Remove anti-local biases.



# Typical Local Response



# **The Better Alternative: Pollinator Businesses**



# Pollinator Examples

<b>Planning</b>	Plug the leaks & boost business.
<b>People</b>	Support entrepreneurs.
<b>Partners</b>	Compete through collaboration.
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<b>Purchasing</b>	Spearhead “Local First” campaigns.
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# Planning Pollinators

**Business Retooling**



# Planning Pollinators



**Placemaking**



# Paynesville

A town co-designed  
and created by a  
community taking  
control



# Blue Earth, MN





# Michigan Placemaking

MICHIGAN ECONOMIC  
DEVELOPMENT CORPORATION

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**PUBLIC SPACES  
COMMUNITY PLACES**

\$7,000,060



Funded

36602



Patrons

193



Projects

\$5,924,441



Matched by Sponsor

**Building Vibrant Communities Across Michigan**

# People Pollinators

Zinger!

**Short  
Courses**





# People Pollinators

**Youth Training**



# People Pollinators



**IMPACT  
HUB**

**Co-Working Spaces**



# People Pollinators



**Acceleration**



# Partnership Pollinators



**Joint Purchasing**

# Partnership Pollinators

**Joint Delivery**





# Partnership Pollinators

## Joint Selling



# Easton, PA





# Purchasing Pollinators

**Virtual Marketing**



LOCAL MARKETPLACE 

BUSINESSES

DEALS

GIFT CERTIFICATES

MENUS

EVENTS

COMMUNITY

[Gift Registry](#)

[Shopping List](#)

#

A

B

C

D

E

F

G

H

I

J

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V



**FIND A  
BUSINESS**



**BUY GIFT  
CERTIFICATES**



**SHOP  
LOCALLY**



**DEALS  
& COUPONS**



Adopt a Cat: Gypsy

Adopted  
\$165

Midland OSPCA



Birthday Flowers

Same day delivery av...

Fresh Flowers by Leanne



Kenwood KCA-RC107MR  
Wired Marine Remote Contr...

Same Price - Expert ...

Fast Forward Audio Video



Panasonic Style CB5 Power  
Head Geared Vacuum ...

Price: \$11.49

Miller's Vacuum



**Local Business News**

# Purchasing Pollinators

Debit Cards



# Purchasing Pollinators

## Local Frequency set to launch

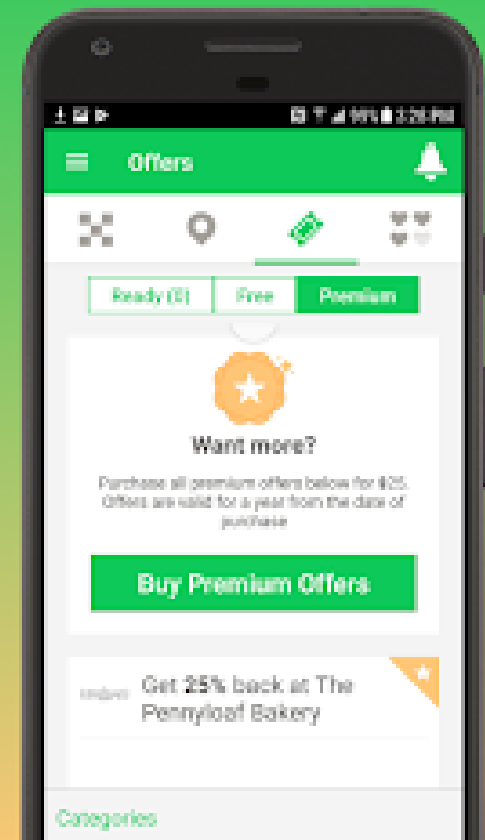
Jaime Polmateer / Westman Journal  
DECEMBER 6, 2017 05:00 PM



### Loyalty App



Purchase a Premium membership for better offers and a 1% load bonus.

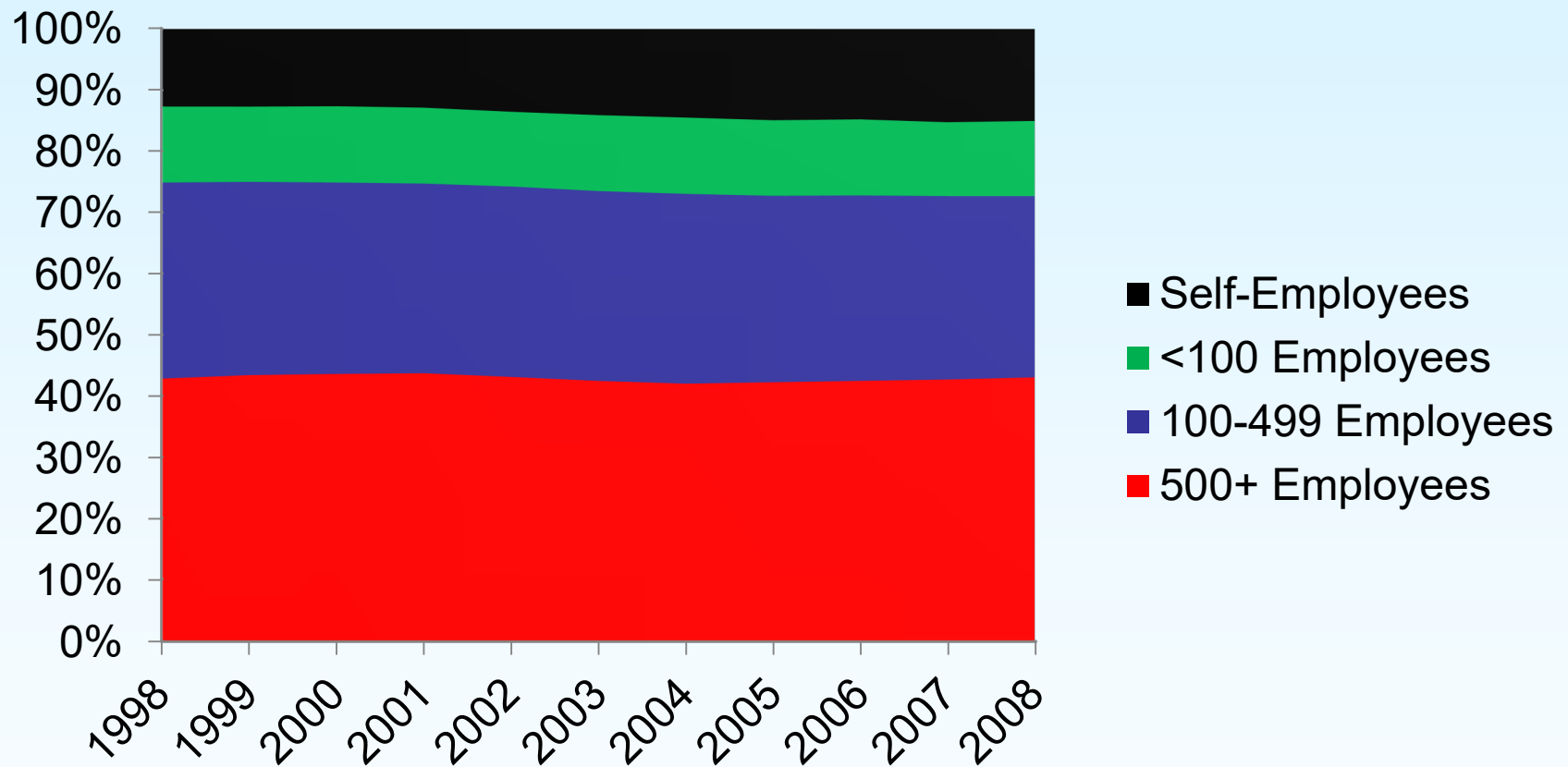




# 6 P's of An Entrepreneurial Ecosystem

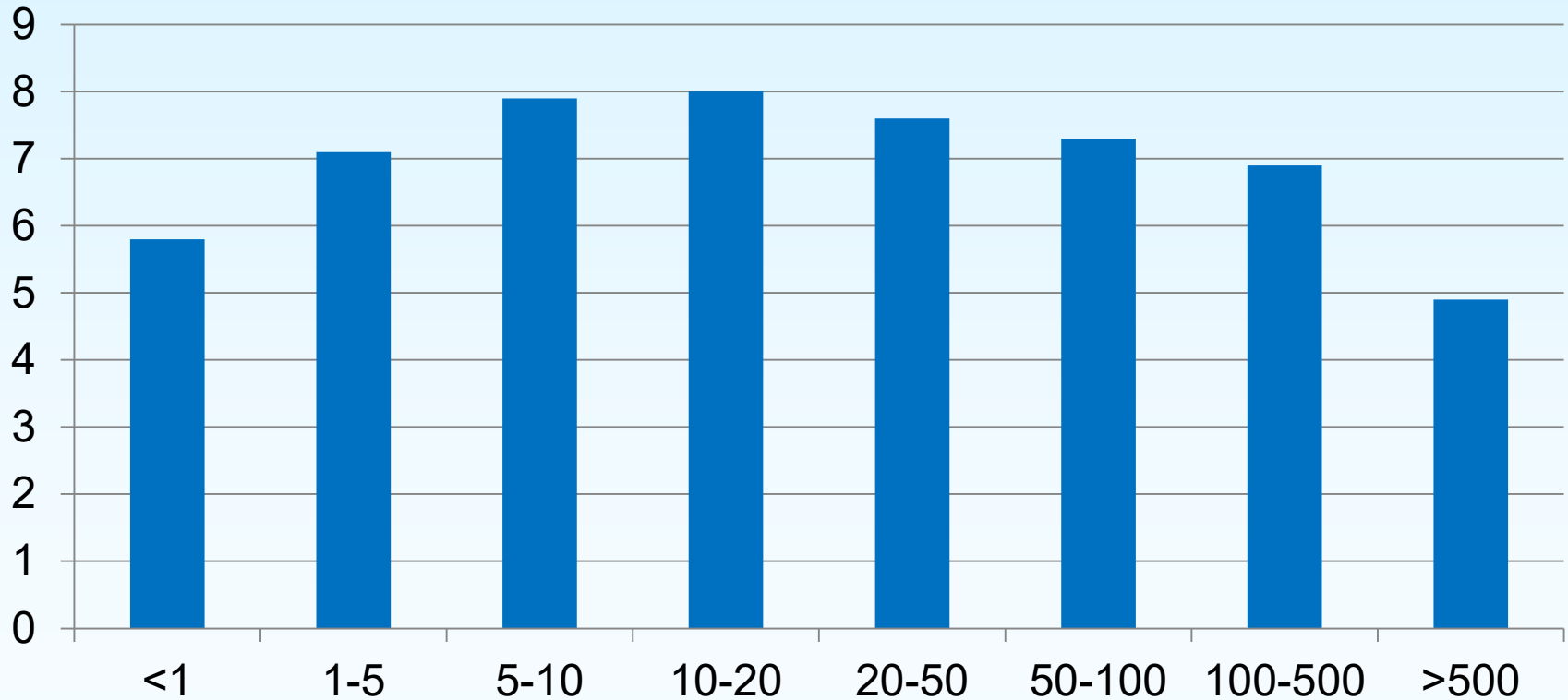
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<b>Policymaking</b>	Remove anti-local biases.

# The Competitiveness of Small (USA)



# 2009 Canadian Profitability

**Profit Rates for Firms  
(By Employees)**



# Our Current Investment Strategy





# The Potential Payoff

**(\$25 Trillion → \$16 Billion in NW Illinois)**



# Purse Pollinators

**Local Banking**





# Purse Pollinators

**NH Community Loan Fund**



# Purse Pollinators



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[DONATE](#)

**INVEST IN  
COMMUNITIES,  
NOT COMMODITIES!**

[JOIN US](#)

[INVEST](#)



# Crowdfunding:\$250 Million

WEFUNDER

[Browse](#)

[Raise Funds](#)

[FAQ](#)

[Q Search](#)

## Invest in Your Local Community

Out-of-touch bankers on Wall St. don't take any risks for Main Street. Let's re-create a world where friends and local communities can invest in their neighbors (like great-grandpa once did it).

[SIGN UP TO START INVESTING](#)

[OR READ ABOUT THE RISKS](#)

# Municipal Funds

- Entrepreneur Fund
- Housing Fund
- Education Fund
- Local Food Fund



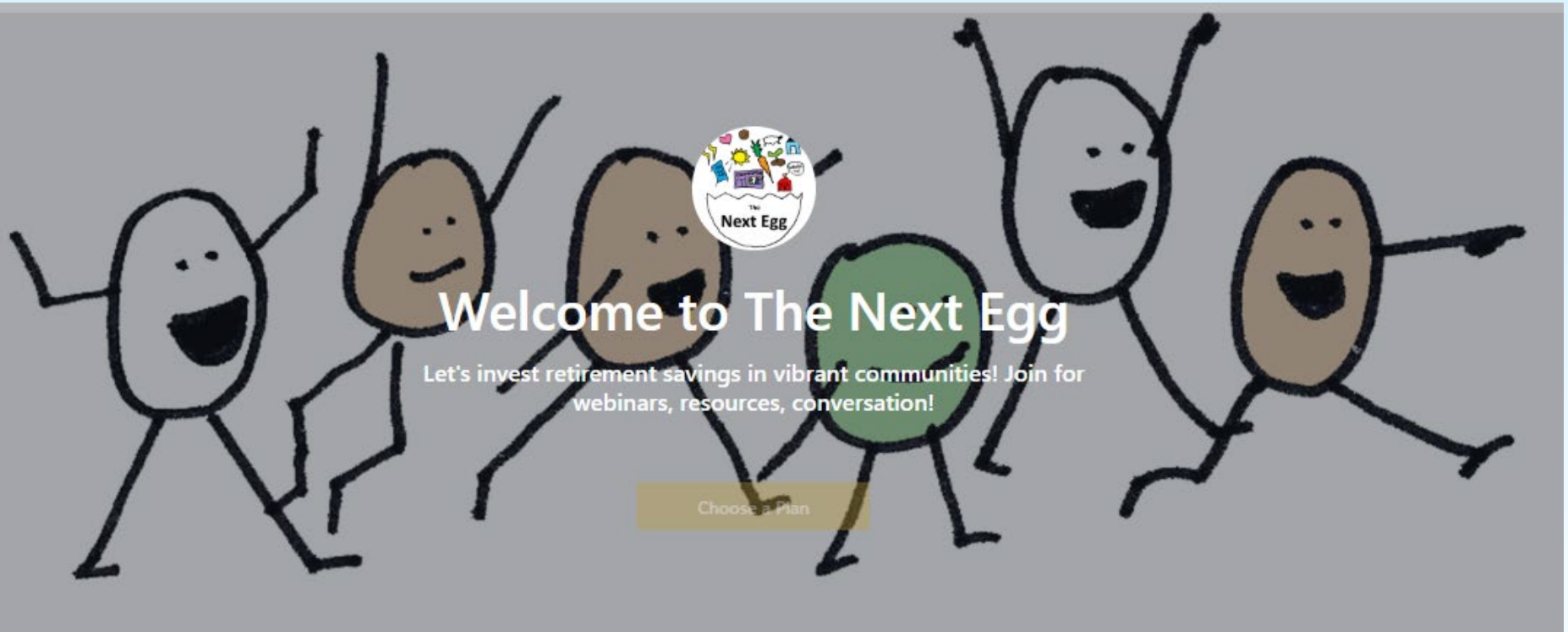


# Purse Pollinators



**Local Investment Funds**

# Purse Pollinators



## ***Introducing: the First Hatch***

Earlier this year, we launched TheNextEgg.org, which is a resource and community for people who want to channel their retirement savings out of Wall Street and into life-sustaining enterprises in our communities. We host monthly webinars and we've been



# Regional Policies

- Move Banking
- List Local Investments
- Open Muni Bonds
- Launch Funds
- Local Tax Credits



to feel like  
happening  
you can  
you can

# Lessons in Leverage









Applause



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