

Regional Strategies to Promote Business Opportunities and Enhance Quality of Life

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National Association of Development Organizations

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NADO
NATIONAL ASSOCIATION OF DEVELOPMENT ORGANIZATIONS

About NADO

- National association for 500+ regional planning and development organizations
- Advocacy, research, training, capacity building
 - Economic development
 - Rural transportation
 - Disaster preparation and recovery
 - Small business finance
 - Sustainable communities



Regional Economic Development + ...

1. Transportation
2. Land use
3. Community Investment

Linking Economic Development + Transportation

- Mid-Columbia Economic Development District (MCEDD)



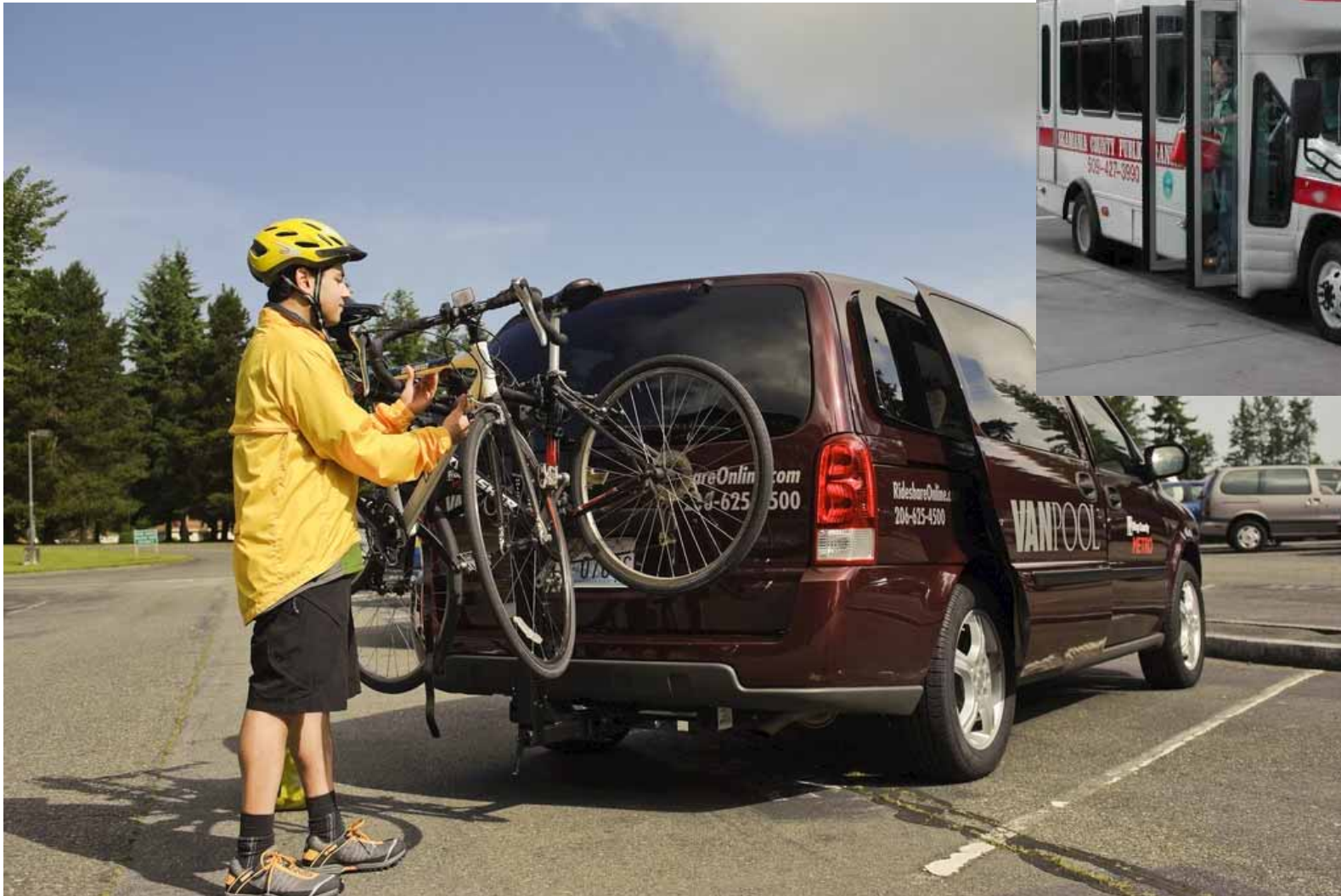


Industry Cluster Support

- High Tech
- Renewable Energy
- Health/Medical
- Arts and Culture
- Wine



Multimodal Regional Transportation Linkages



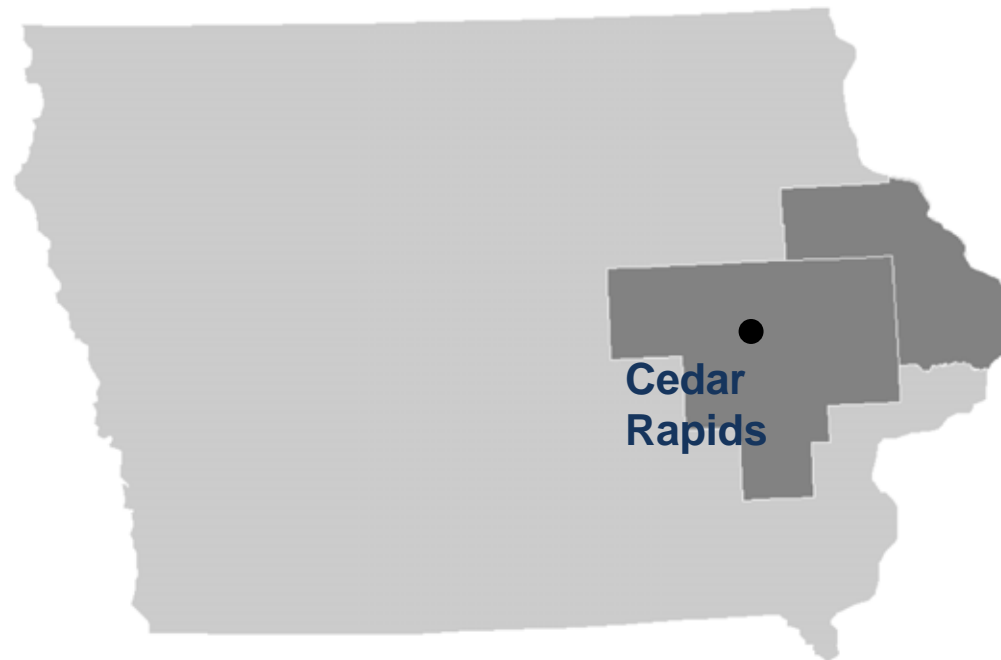
Public-Private Investment Database Tool

Strategies and Policies

- Identify emerging industries based on regional assets
- Business alliances should be private sector-led
- Foundations can help identify business needs and regional priorities, and link investment opportunities with capital providers

Linking Economic Development + Land Use

- East Central Iowa Council of Governments
 - Post-disaster recovery
 - Public-private partnership to plan regionally





Cedar Rapids, 2008 Flooding

Linking Economic Development + Land Use

- Growing interest in regional planning
- Public-private collaboration to combine regional economic development and transportation strategies
- Coordination with Corridor Business Alliance, MPOs, community foundation

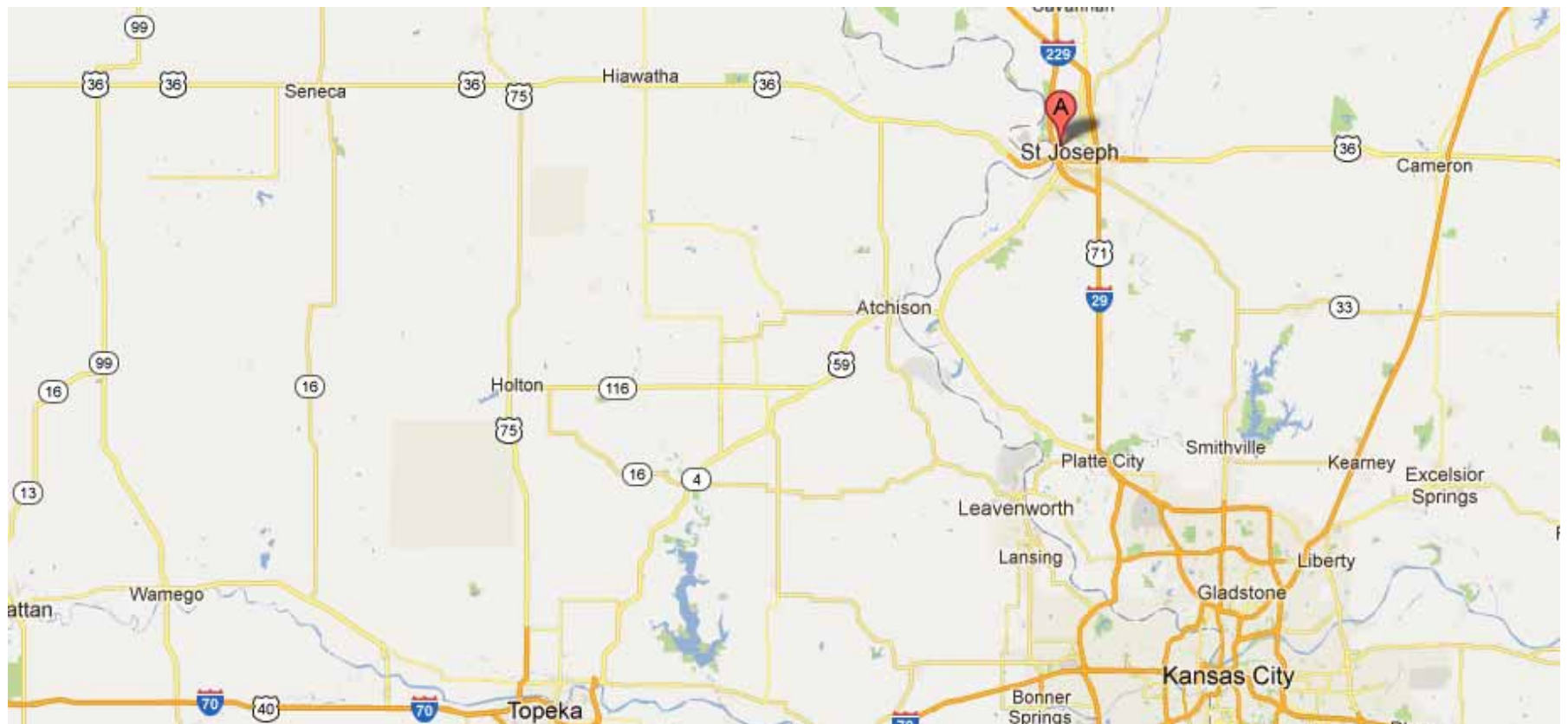


Strategies and Tools

- Use regional councils to connect the funding streams post-disaster
- Non-traditional support
 - Corporations and workforce programs can fund employee transit service
 - Money doesn't have to be the reason to approach foundations and corporate partners
- Good data gets people interested
- “Put the good stuff up front”

Community Investment

- Mo-Kan Regional Council
 - Identifying and supporting business needs in St. Joseph, MO











Strategies and Tools

- Regional councils can facilitate small business loans and workforce connections
- Focus on personal connections to community identity
- How to rectify “regional economic development” and “smart growth locations”?

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The cover features a yellow header with the title in white serif font. Below the title is a subtitle in a smaller white font. The main image area is divided into three sections: an orange semi-truck on a road, a group of people in a vineyard, and a white wind turbine against a blue sky. The NADO Research Foundation logo is at the bottom.

The screenshot shows the NADO website header with the logo and tagline 'Regional Strategies. Partnerships. Solutions.'. A navigation menu includes 'ABOUT US', 'ADVOCACY', 'EVENTS & TRAINING', 'RESOURCES', 'JOB BANK', and 'MARKETPLACE'. The article title is 'Vibrant Rural Communities Case Studies Series'. The byline is 'Posted on: December 10th, 2012 by Brett Schwartz'. A green box highlights the title. The text discusses the NADO Research Foundation's series highlighting rural regions and small towns. A photo of a street scene in Las Vegas, New Mexico, is included with a caption. A list of featured case studies is provided at the bottom.

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Home > Resources > Regional and Community Planning > Vibrant Rural Communities Case Studies Series

Posted on: December 10th, 2012 by Brett Schwartz

Vibrant Rural Communities Case Studies Series

The NADO Research Foundation's Vibrant Rural Communities case studies series highlights how rural regions and small towns across the country are growing local and regional economies and creating stronger communities. This series shows how small towns can leverage a wide range of tools and approaches to build on their assets, protect their resources, and make strategic investments that offer long-term benefits for residents and local businesses. These featured communities have embraced a variety of innovative economic development strategies including downtown redevelopment, historic preservation, streetscape improvements, land conservation, and tourism. Many of these small towns utilized a mix of state, federal, and private funding sources to support these local projects.

It has often been said that "If you've seen one rural town, you've seen one rural town." This observation is certainly true as each community has its own geography, history, natural resources, climate, and demographics. However, the unique nature of each town should not serve as a barrier for sharing success stories and best practices because communities – particularly small towns – can learn much from each other about building partnerships, seeking innovative funding opportunities, and encouraging community participation in economic development projects. While not every small town will have the same local assets and advantages described in these case studies, every community does have the opportunity to look at itself, bring residents and elected officials together, and set a vision for how to take advantage of local assets in whatever form they take. It is the goal of these case studies to provide a snapshot of a few communities that have succeeded in beginning to make those visions a reality.

Featured Case Studies:

- ▶ [Las Vegas, New Mexico](#)
- ▶ [Guthrie, Kentucky](#)
- ▶ [Potosi, Wisconsin](#)
- ▶ [Greenville, Kentucky](#)

The Baca Building (right) and Estella's Café (middle) are local landmarks on Bridge Street in Las Vegas, New Mexico. Families and individuals have been critical in supporting the city's historic preservation efforts.



**National Association of Development Organizations
and the NADO Research Foundation**

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