The WealthWorks Toolkit
A Strategy for Success in Economic and Community Development in Rural America

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A **systems** approach to identify and pursue business opportunities

[Image of gears]

**Asset-based** development that is rooted in local people, market demand and wealth

[Image of children by the water]
Why WealthWorks?

- Expands your economic development toolkit
- Focuses on community assets, not deficiencies
- Maximizes local wealth retention + creation
- Leads to new small business development
- Rooted in deep collaboration which creates shift in community, leading to secondary benefits
What and Who is WealthWorks?

• National network providing rural communities an alternative to “attraction based economic development”
  • Regional Hubs
  • Coaches
  • National Organizations
• RCAC and CU are Regional Hubs
  • Build value chains
  • Replicate value chains
  • Provide training and coaching on methodology
• Doing “economic development differently” by combining successful community economic development models
Principles of Value Chain Construction

#1 – Create wealth, broadly defined, and aspire to do no harm.

#2 – Root wealth in local people, places and firms through local ownership, control and influence.

#3 – Build lasting livelihoods by intentionally including people and firms on the economic margins.
Wealth Components: Eight Capitals

- Intellectual: Knowledge and innovation
- Individual: Skills, education, health
- Social: Trust and relationships
- Natural: Natural resources
- Built: Infrastructure
- Political: Influence on decision makers & shapers
- Financial: Savings and investment
- Cultural: Traditions, customs & ways of doing

Assessment Design Measurement
Evaluating Your Region: Spider Diagram

What kinds of wealth and how much of each does that region have?

Remember, it is only wealth if it is healthy and fully functional and if the region owns or controls it and can make decisions about how to maintain it and use it.
Evaluating Your Community

**Instructions**

Using the spider diagram and the scale of 0 to 5 (where 0 is the weakest and 5 is the strongest), map out the strengths of each of the capitals for your region.

Then share with someone else. Explain what you came up with and why.

Where are your strengths? Weaknesses?
A WealthWorks value chain is:

- a network of people, businesses, organizations & agencies
- addressing a market opportunity to meet demand for specific products or services
- advancing individual interests, while finding mutual interests and shared benefits
- building rooted local and regional wealth that sticks
- and intentionally including people and firms on the economic margins
- with open and transparent communications
Value Chain Partners
“Stakeholders”

Provide Infrastructure
Support Transactional

Suppliers, Distributers, Wholebuyers

Transactional

Support

Demand

Buyers, Consumers
Value Chain “Stakeholders”

Demand partners:
Buyers of goods and services (people, businesses, orgs.)

Transactional partners:
People, businesses, orgs. direct role in sourcing, producing, distributing
- Suppliers: provide specific inputs to other VC partners
- Producers: create goods / services
- Aggregators: bundle products / services
- Wholesale buyers: Purchase goods / services for resale

Support partners: people, businesses, orgs. provide infrastructure that helps the transactional partners obtain resources needed to produce the product / services
- Business and technical assistance
- Financing (philanthropic, debt and equity)
- Policy, regulation
- Media
- Research
Value Chain Exercise

**Step 1: Take a card**
- The cards represent the stakeholders in the Value Chain
- Some cards are blank - represent “Gaps” in the Value Chain

**Step 2: Network with each other**
- Find the link in the value chain: who can help you? Add value.

**Step 3: Assemble the Value Chain**
- Line up in a row
- Left: start with “Demand”, the market or customers
- Right: Moving right, in order of function, “Transactional Partners”
- “Support Partners” stand outside of the line near the function you support
Reflections

What surprised you about this process?

Did you identify “Gaps or opportunities” in the chain?

What challenges did you find in building the chain?

List the key elements needed to build a Value Chain?
Hint.... Communication, Relationship, Self Interest, Shared Interest....
Lewistown, Montana

- 5,901 population
- Heart of Central Montana
- Mainstreet Revitalization
- Youth Engagement
Creekside Marketplace and Pavilion

Youth Engagement Value Chain

- Demand
- Infill project
- Local ownership/control
- Local products

Lewistown, Montana
Nature ROC’s
Nature-based Tourism Stakeholders Meeting

Tuesday, April 24, 2018
5:00pm—6:30pm
Lewistown Public Library

Outdoor recreation is now Montana’s largest sector generating over $7 billion per year in spending. Central Montana is home to some of the best recreational opportunities in the state and we want to make sure we are doing everything we can to have a strong nature-based tourism economy. This is a great way to learn what others in this sector are doing and ways we can collaborate to continually strengthen this industry.

Please bring a brochure or flier describing your business or organization & activities in the region!

Join us for wine & cheese while networking with others in the industry to find ways to maximize your benefit in the Nature-based Tourism sector!

Hosted by the Recharge Our Community Nature Tourism Committee.
For questions contact Carly Wheatley at Snowy Mountain Development Corporation (smdccurry@midvalley.com or 535-2591).

Evaluation of Demand
Development of Hiking Guide
Local talent
New partnerships
Paid Community Coordinator

Green River, UT

- 953 population
- Mainstreet Revitalization
- Population declining
- Few jobs
- Deteriorating Housing
- Epicenter

2014 WealthWorks Model

[https://www.pbs.org/newshour/show/can-this-rural-town-go-from-a-youth-exodus-to-an-art-epicenter](https://www.pbs.org/newshour(show/can-this-rural-town-go-from-a-youth-exodus-to-an-art-epicenter)
Welcome to DeWitt, AR in 2013

- 3200 people
- Losing 10% of population
- 24% of people live in poverty
- Geographically Isolated
- Lack of pride
- And many Assets
Demand Driven

Local Small Farms & Restaurants

10,000 gallons

6 million gallons
DeWitt Ecosystem 2018

- Sense of vibrancy and pride
- 53 new jobs filled by local residents
- 6 new businesses
- $4 million in new economic activity
- $140,000 in additional sales taxes collected by city
- Delta BioEnergy – Arkansas’ first multi-stakeholder cooperative
Eight forms of capital are a great tool to:

- Assess assets in communities
- Define the strategy
- Measure your impact

Value chains connect assets in a community to real market demand to create sustainable economic development.

There are practitioners around the country ready to help communities explore their value chains.