Rewriting the Rural Narrative

Speak softly and carry statistics

Benjamin Winchester
Senior Research Fellow
Extension Center for Community Vitality
People keep leaving rural America. According to U.S. Census figures from 2010, just 16% of the country’s population lives in rural areas, down from 20% in 2000, and down dramatically from 72% about a hundred years ago. Behind these numbers are stories, both of the people who left their rural roots and of the small percentage of Americans who still live in rural areas. There are stories, too, of people who’ve stayed and how they’ve managed to tell. Sociologists Patrick Carr and Maria Kefalas spent two years in a small town in Iowa trying to find out why so many young people are leaving rural America. What they found was that many small towns are playing a role in their own demise, by pushing the best and brightest to leave and under-investing in those who stay.

From Breadbasket to Basket Case

In the 1980s, rural Americans faced fewer teen births and lower divorce rates than their urban counterparts. Now, their positions have flipped entirely.

Rural Minnesota is in trouble. Young people are fleeing the farms and forests of the Gopher State, and the residents left there are aging. And they’re dying. While population Twin Cities area, especially the suburbs

We became kind of the poster child for the war on poverty, and any time somebody wanted to do a story about poor people, we were the first stop.
Fighting for an American Countryside

The slow, agonizing death of the small US town

Hollowing Out the Middle
The Rural Brain Drain and What It Means for America

University of Minnesota Extension
THE NARRATIVE

• There’s a brain drain
• We live in the middle of nowhere
• We are a sleepy town
• Everyone knows one another
• Nobody lock their doors

• What we had
• What we don’t have
• What we wish we had
• What we could have had…
Deficit Approach

Fixing things that can’t or shouldn’t be fixed
NO MORE ANECDATA!

**anecdata** (noun). *information which is presented as if it is based on serious research but is in fact based on what someone thinks is true*
1900-1950

• Mechanization of agriculture

• Roads and transportation

• Educational achievement and population loss

• Church closings (Delafield)
1950+

• Main street restructuring

• School consolidations

• Hospitals closings
The rural idyll

“Agriculture is no longer the mainstay of the rural economy.”
Iron Range town fighting for more than the mail
Calumet challenges the decision to close its post office, which is a social hub for its residents.

Who are you going to find in a small town when you travel to small towns in morning and afternoon?
RURAL IS CHANGING, NOT DYING

• Yes, things are changing
• Small towns are microcosms of globalization
  • Many of these changes impact rural and urban areas alike (not distinctly rural)
  • Yet more apparent in rural places
• Survived massive restructuring of social and economic life
• Research base does NOT support notion that if XXXX closes, the town dies
  • In Minnesota only 3 towns have dissolved in past 50 years
Rural Rebound

- Since 1970, rural population increased by 11% – Relative percentage living rural decreased

1970

- 203,211,926
  - (53.6m rural)

2010

- 308,745,538
  - (59.5m rural)
Rural Data

Population figures reduced by formerly rural places now designated as urban (since 1974)

- **Indiana** 896,800 (18 counties) ~ 14%
- **Iowa** 473,312
- **Minnesota** 352,224
- **Montana** 120,261
- **Nebraska** 170,855
- **South Dakota** 207,790

Urban areas have grown WIDER, not TALLER
### Total Population Infatuation

**Wait, what?**

#### Comparison Historical Population from 1960 to 2010

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>UMVRDC Region</strong></td>
<td>69,063</td>
<td>61,806</td>
<td>59,822</td>
<td>50,845</td>
<td>50,011</td>
<td>45,190</td>
<td>-34.57%</td>
</tr>
<tr>
<td>Households</td>
<td>19,428</td>
<td>19,367</td>
<td>22,026</td>
<td>20,088</td>
<td>19,846</td>
<td>20,039</td>
<td>3.14%</td>
</tr>
<tr>
<td>Big Stone County</td>
<td>8,954</td>
<td>7,941</td>
<td>7,716</td>
<td>6,285</td>
<td>5,820</td>
<td>5,269</td>
<td>-41.15%</td>
</tr>
<tr>
<td>Chippewa County</td>
<td>16,320</td>
<td>15,109</td>
<td>14,941</td>
<td>13,228</td>
<td>13,088</td>
<td>12,441</td>
<td>-23.77%</td>
</tr>
<tr>
<td>Lac qui Parle County</td>
<td>13,330</td>
<td>11,164</td>
<td>10,592</td>
<td>8,924</td>
<td>8,067</td>
<td>7,259</td>
<td>-45.54%</td>
</tr>
<tr>
<td>Swift County</td>
<td>14,936</td>
<td>13,177</td>
<td>12,920</td>
<td>10,724</td>
<td>11,956</td>
<td>9,783</td>
<td>-34.50%</td>
</tr>
<tr>
<td>Yellow Medicine County</td>
<td>15,523</td>
<td>14,415</td>
<td>13,653</td>
<td>11,684</td>
<td>11,080</td>
<td>10,438</td>
<td>-32.76%</td>
</tr>
</tbody>
</table>

*Source: US Census Bureau*
Kids graduate
Population: -2
Households: NC

Spouse passes
Population: -1
Households: NC

Avg HH Size:
1940: 3.6
2018: 2.6 (-29%)
<table>
<thead>
<tr>
<th>County</th>
<th>% Pop Change</th>
<th>% Housing Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Benton</td>
<td>-6%</td>
<td>3%</td>
</tr>
<tr>
<td>Crawford</td>
<td>0%</td>
<td>7%</td>
</tr>
<tr>
<td>Fountain</td>
<td>-4%</td>
<td>2%</td>
</tr>
<tr>
<td>Grant</td>
<td>-5%</td>
<td>0%</td>
</tr>
<tr>
<td>Howard</td>
<td>-3%</td>
<td>3%</td>
</tr>
<tr>
<td>Jefferson</td>
<td>2%</td>
<td>7%</td>
</tr>
<tr>
<td>Madison</td>
<td>-1%</td>
<td>4%</td>
</tr>
<tr>
<td>Marshall</td>
<td>4%</td>
<td>10%</td>
</tr>
<tr>
<td>Noble</td>
<td>3%</td>
<td>10%</td>
</tr>
<tr>
<td>Posey</td>
<td>-4%</td>
<td>0%</td>
</tr>
<tr>
<td>Pulaski</td>
<td>-3%</td>
<td>2%</td>
</tr>
<tr>
<td>Wabash</td>
<td>-6%</td>
<td>1%</td>
</tr>
<tr>
<td>White</td>
<td>-2%</td>
<td>7%</td>
</tr>
</tbody>
</table>

Of the 29 counties that lost population, 23 gained housing units.
Households Moving Between 1995 and 1999:

- 41% Michigan
- 43% Ohio
- 44% Kentucky
- 46% Indiana
- 49% Minnesota
- 46% Wisconsin
- 49% United States
IF NOBODY EVEN MOVED IN OR OUT...

20-24

Age

30-34

2000

2010
BUT IN REALITY PEOPLE DO MOVE...

Age 20-24

<table>
<thead>
<tr>
<th>Moving out</th>
<th>- 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Moving in</td>
<td>+ 6</td>
</tr>
</tbody>
</table>

2000

Age 30-34

<p>| | | | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2010

© 2019 Regents of the University of Minnesota. All rights reserved.
2000-2010, Percent Cohort Change

Rural Prairie County
2000-2010, Percent Cohort Change

Rural Recreational County

- 55-59: 7.3%
- 50-54: 7.5%
- 45-49: 15.0%
- 40-44: 19.7%
- 35-39: 31.3%
- 30-34: 38.6%
- 25-29: -8.8%
- 20-24: -31.1%
- 15-19: 1.6%
- 10-14: 26.7%
<table>
<thead>
<tr>
<th>Age Group</th>
<th>% of All Movers</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 - 24</td>
<td>8%</td>
</tr>
<tr>
<td>25 - 29</td>
<td>14%</td>
</tr>
<tr>
<td>30 - 34</td>
<td>12%</td>
</tr>
<tr>
<td>35 - 39</td>
<td>11%</td>
</tr>
<tr>
<td>40 - 44</td>
<td>10%</td>
</tr>
<tr>
<td>45 - 49</td>
<td>8%</td>
</tr>
<tr>
<td>50 - 54</td>
<td>8%</td>
</tr>
<tr>
<td>55 - 59</td>
<td>8%</td>
</tr>
<tr>
<td>60 - 64</td>
<td>6%</td>
</tr>
<tr>
<td>65 - 69</td>
<td>4%</td>
</tr>
<tr>
<td>70 - 74</td>
<td>3%</td>
</tr>
<tr>
<td>75 +</td>
<td>7%</td>
</tr>
</tbody>
</table>

Profile of Movers into Rural Counties

Source: InfoUSA
Buffalo Commons Research
Dr. Randy Cantrell and Cheryl Burkhart-Kriesel
University of Nebraska
Newcomers: Why?

Simpler pace of life

Safety and Security

Low Housing Cost
Newcomers: Who?

- 36% lived there previously
- 68% attain bachelor's degree
- 67% household incomes over $50k
- 51% have children in household

Yet, Quality of Life is the trump card
Heartland Opportunity

LendingTree’s study found the 10 most popular cities for millennial home buyers are:

1. Des Moines, Iowa
2. Pittsburgh
3. Buffalo, N.Y.
5. Fort Wayne, Ind.
7. Scranton, Pa.
8. Syracuse, N.Y.
9. Youngstown, Ohio
10. Minneapolis
Living in the Middle of Everywhere
Megaregions

http://discovery.dartmouth.edu/megaregions/
Exercise

★ where you live
X where you work

Circle around:
1. Shop / eat out
2. Play / recreate

Age: _____’s

List 5 favorite assets
We live in a COMMUNITY, not an ECONOMY
MIDDLE OF EVERYWHERE

No town is a one-stop-shop

• Home  →  Work: 30 minutes

• Home  →  Eat/shop: 45 minutes

• Home  →  Play – 2+ hours!
"We ended up landing in Roscoe, Illinois because of the location. It’s a quick drive to Chicago (90 minutes), Milwaukee (60 minutes), & Madison (45 minutes)"

http://sprudge.com/snowdrift-coffee-129804.html
Asset-Based Community Development (ABCD)
  - Most effective in a town or small region

How do we include people that work and visit in our community planning?

Partner with groups, not just in your place but different “jurisdictions”

Social Capital needs Bonding and Linking capital
How can we make local decisions while at the same time respect the reality of lives?

The REGION is the primary unit of interest

Mayor, how do you market your town if you don’t know what’s going on around you?
IMPLICATIONS

• Marketing

• Transportation planning

• Employee recruitment

• Housing
Cohort Lifecycle

Avg. American moves 11.7 times in lifetime
(6 times at age 30)
CHOOSING RURAL

• Brain Gain: migration to rural age 30-49
  • Also 50-64 but not as widespread
  • Brain drain is the rule, not the exception
  • Happening since the 1970s

• Newcomers look at 3-5 communities
  • Topical reasoning (local foods regions)
  • Assets vary by demographic

• Employee recruitment must get past “warm body” syndrome
Diversifying the rural economy

Jobs by Industry

Professional & business services
Trade
Health & social services
Government
Manufacturing
Leisure & hospitality
Other services
Construction
Transport & warehouse
Agriculture
Utilities
Mining

Twin Cities
Greater MN

© 2019 Regents of the University of Minnesota. All rights reserved.
Rewriting the Rural Narrative: The Demand for Leadership in Rural America
de Tocqueville

- 1831
- *Democracy in America*

- In towns he was amazed at how associations rise up to meet a challenge and then dissipate
SOCIAL LIFE IS DYING!

• First question: How many people do we need to run our town?

• We have numerous leadership programs currently training leader supply, but are we keeping up with the organization demand?
DEMAND TRENDS
LEADERSHIP DEMAND

• How do we measure the demand that organizations make upon the resident population?

• In the US, there are 90,052 governmental units
  • These government units include counties, cities, townships, school districts, and “special districts” such as those providing oversight for cemeteries, highways, water/sewer systems, and soil/water conservation areas.

• We also have a vibrant nonprofit sector…

Social Life is **Not Dying**

Nonprofit Growth: 1995-2010

<table>
<thead>
<tr>
<th>Period</th>
<th>Growth Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1995-2000</td>
<td>13.6%</td>
</tr>
<tr>
<td>2000-2005</td>
<td>16.3%</td>
</tr>
<tr>
<td>2005-2010</td>
<td>13.1%</td>
</tr>
</tbody>
</table>

*National Center for Charitable Statistics, U.S. Census Bureau*
Social Life is **Not Dying**
Nonprofit Growth: 2000-2010

The U.S. gained 10% in population and gained 32% in the number of nonprofits.

- **Indiana**  + 6% Population
  +20% Nonprofits

This growth can be both good and bad news for rural places.

*National Center for Charitable Statistics, U.S. Census Bureau*
Nonprofit Change: 2000-2010
Nonprofit Change 2000-2010
<table>
<thead>
<tr>
<th>County</th>
<th>% Pop Change</th>
<th>% Nonprofit Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Benton</td>
<td>-6%</td>
<td>23%</td>
</tr>
<tr>
<td>Crawford</td>
<td>0%</td>
<td>24%</td>
</tr>
<tr>
<td>Fountain</td>
<td>-4%</td>
<td>11%</td>
</tr>
<tr>
<td>Grant</td>
<td>-5%</td>
<td>12%</td>
</tr>
<tr>
<td>Howard</td>
<td>-3%</td>
<td>10%</td>
</tr>
<tr>
<td>Jefferson</td>
<td>2%</td>
<td>26%</td>
</tr>
<tr>
<td>Madison</td>
<td>-1%</td>
<td>12%</td>
</tr>
<tr>
<td>Marshall</td>
<td>4%</td>
<td>28%</td>
</tr>
<tr>
<td>Noble</td>
<td>3%</td>
<td>28%</td>
</tr>
<tr>
<td>Posey</td>
<td>-4%</td>
<td>16%</td>
</tr>
<tr>
<td>Pulaski</td>
<td>-3%</td>
<td>47%</td>
</tr>
<tr>
<td>Wabash</td>
<td>-6%</td>
<td>13%</td>
</tr>
<tr>
<td>White</td>
<td>-2%</td>
<td>40%</td>
</tr>
</tbody>
</table>
There are also gains and losses between these time periods, losses (or gains) don’t mean just losses (or gains).

### Benton County, Indiana

<table>
<thead>
<tr>
<th></th>
<th>1995</th>
<th>2000</th>
<th>2005</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td># Nonprofits</td>
<td>76</td>
<td>79</td>
<td>87</td>
<td>97</td>
</tr>
<tr>
<td>Govt Units</td>
<td>38</td>
<td>38</td>
<td>37</td>
<td>37</td>
</tr>
</tbody>
</table>

#### 2000-2010

<table>
<thead>
<tr>
<th></th>
<th>Population</th>
<th>Nonprofits</th>
<th>Gov't Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Benton County</td>
<td>-6%</td>
<td>23%</td>
<td>-3%</td>
</tr>
<tr>
<td>Indiana</td>
<td>7%</td>
<td>20%</td>
<td>-15%</td>
</tr>
<tr>
<td>United States</td>
<td>10%</td>
<td>32%</td>
<td>3%</td>
</tr>
</tbody>
</table>
## SELECTED CHARACTERISTICS

<table>
<thead>
<tr>
<th>Benton County, Indiana</th>
<th>1995</th>
<th>2000</th>
<th>2005</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Number of Nonprofits</strong></td>
<td>76</td>
<td>79</td>
<td>87</td>
<td>97</td>
</tr>
<tr>
<td><strong>Number Filing 990</strong></td>
<td>22</td>
<td>22</td>
<td>27</td>
<td>51</td>
</tr>
<tr>
<td><strong>Revenue (of Filers)</strong></td>
<td>$1,132,866</td>
<td>$1,337,222</td>
<td>$1,515,352</td>
<td>$2,508,758</td>
</tr>
<tr>
<td><strong>Assets (of Filers)</strong></td>
<td>$5,793,078</td>
<td>$7,624,277</td>
<td>$12,431,926</td>
<td>$16,719,402</td>
</tr>
<tr>
<td><strong>Governmental Units</strong></td>
<td>38</td>
<td>38</td>
<td>37</td>
<td>37</td>
</tr>
<tr>
<td><strong>Total Organizations</strong></td>
<td>114</td>
<td>117</td>
<td>124</td>
<td>134</td>
</tr>
<tr>
<td><strong>Population, Total</strong></td>
<td>9,421</td>
<td>8,854</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Population Age 18+</strong></td>
<td>6,795</td>
<td>6,570</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Groups per 1,000 people</strong></td>
<td>12.4</td>
<td>15.1</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Revenue per Organization</strong></td>
<td>$14,906</td>
<td>$16,927</td>
<td>$17,418</td>
<td>$25,863</td>
</tr>
<tr>
<td><strong>Revenue per Person</strong></td>
<td>$197</td>
<td>$382</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Population per Organizational Role</strong></td>
<td>19</td>
<td>16</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: The “Number filing 990” generally indicates filing by organizations with gross receipts of $50,000 or more.
SUPPLY TRENDS
Social Organizations

- Diversification of rural life socially, too
- Reflect the social interests at any given time
- Today is not 25 (or 50, or 100) years ago!
- The people today seem unable to “connect” with the existing social infrastructure
All of this has happened before...
and it will happen again...
EVEN GEN Z'ERŞ ARE STARTING TO BELIEVE Clichés ABOUT GEN Z

There's no scientific consensus that today's young people are especially narcissistic or self-involved, but the public has bought into the notion—as have young people themselves.

TOM JACOBS · MAY 15, 2019

Changing Types of Involvement - The Social Organization (historical)

- Place-based
- Broadly focused
- Word of mouth

Green & Haines. 2007. *Asset Building and Community Development*
Changing Types of Involvement - The Social Organization (present)

- Cover wide geographic area
- Narrowly focused goals/self-interest
- Diverse social interests
- Technological – social media

The people today are challenged in “connecting” with the existing social infrastructure.

Green & Haines. 2007. Asset Building and Community Development
<table>
<thead>
<tr>
<th>National</th>
<th>1995-2016*</th>
<th>% change 1995-2016</th>
<th>Size of Sector, 2016</th>
<th>Sector Share of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>A - Arts, Culture &amp; Humanities</td>
<td>43,652</td>
<td>54%</td>
<td>116,965</td>
<td>7%</td>
</tr>
<tr>
<td>B - Education</td>
<td>85,546</td>
<td>62%</td>
<td>210,144</td>
<td>13%</td>
</tr>
<tr>
<td>C - Environment</td>
<td>14,608</td>
<td>66%</td>
<td>35,078</td>
<td>2%</td>
</tr>
<tr>
<td>D - Animal-Related</td>
<td>18,489</td>
<td>237%</td>
<td>27,301</td>
<td>2%</td>
</tr>
<tr>
<td>E - Health Care</td>
<td>10,572</td>
<td>29%</td>
<td>44,962</td>
<td>3%</td>
</tr>
<tr>
<td>F - Mental Health &amp; Crisis Interven</td>
<td>6,099</td>
<td>49%</td>
<td>17,069</td>
<td>1%</td>
</tr>
<tr>
<td>G - Voluntary Health Association</td>
<td>13,071</td>
<td>74%</td>
<td>30,336</td>
<td>2%</td>
</tr>
<tr>
<td>H - Medical Research: Medical Research</td>
<td>1,872</td>
<td>70%</td>
<td>4,246</td>
<td>0%</td>
</tr>
<tr>
<td>I - Crime &amp; Legal-Related</td>
<td>7,254</td>
<td>48%</td>
<td>20,857</td>
<td>1%</td>
</tr>
<tr>
<td>J - Employment</td>
<td>-8,581</td>
<td>-19%</td>
<td>32,818</td>
<td>2%</td>
</tr>
<tr>
<td>K - Food, Agriculture &amp; Nutrition</td>
<td>5,357</td>
<td>41%</td>
<td>17,999</td>
<td>1%</td>
</tr>
<tr>
<td>L - Housing &amp; Shelter</td>
<td>12,430</td>
<td>53%</td>
<td>33,525</td>
<td>2%</td>
</tr>
<tr>
<td>M - Public Safety, Disaster Prepared</td>
<td>9,677</td>
<td>67%</td>
<td>23,140</td>
<td>1%</td>
</tr>
<tr>
<td>N - Recreation &amp; Sports</td>
<td>60,928</td>
<td>78%</td>
<td>123,007</td>
<td>8%</td>
</tr>
<tr>
<td>O - Youth Development</td>
<td>17,997</td>
<td>106%</td>
<td>32,765</td>
<td>2%</td>
</tr>
<tr>
<td>P - Human Services</td>
<td>48,523</td>
<td>86%</td>
<td>98,055</td>
<td>6%</td>
</tr>
<tr>
<td>Q - International, Foreign Affairs &amp; International Relations</td>
<td>10,219</td>
<td>91%</td>
<td>21,228</td>
<td>1%</td>
</tr>
<tr>
<td>R - Civil Rights, Social Action &amp; Advocacy</td>
<td>2,597</td>
<td>29%</td>
<td>9,352</td>
<td>1%</td>
</tr>
<tr>
<td>S - Community Improvement &amp; Development</td>
<td>10,008</td>
<td>8%</td>
<td>122,656</td>
<td>8%</td>
</tr>
<tr>
<td>T - Philanthropy, Voluntarism &amp; Community Development</td>
<td>47,970</td>
<td>76%</td>
<td>108,684</td>
<td>7%</td>
</tr>
<tr>
<td>U - Science &amp; Technology</td>
<td>497</td>
<td>5%</td>
<td>10,392</td>
<td>1%</td>
</tr>
<tr>
<td>V - Social Science</td>
<td>908</td>
<td>52%</td>
<td>2,575</td>
<td>0%</td>
</tr>
<tr>
<td>W - Public &amp; Societal Benefit</td>
<td>2,438</td>
<td>3%</td>
<td>70,596</td>
<td>5%</td>
</tr>
<tr>
<td>X - Religion-Related</td>
<td>157,482</td>
<td>156%</td>
<td>277,181</td>
<td>18%</td>
</tr>
<tr>
<td>Y - Mutual &amp; Membership Benefit</td>
<td>-11,016</td>
<td>-13%</td>
<td>66,231</td>
<td>4%</td>
</tr>
<tr>
<td>Z - Unknown</td>
<td>10,240</td>
<td>106%</td>
<td>4,454</td>
<td>0%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>578,838</td>
<td>54%</td>
<td>1,561,616</td>
<td></td>
</tr>
</tbody>
</table>
IMPLICATIONS
Definition: Number of people each organization has available to them to locate a positional leader.

- Yes, people serve on multiple boards.
- Assumption of 3 per board is conservative.
- Age 18+ includes many age groups that are less active.
# SELECTED CHARACTERISTICS

<table>
<thead>
<tr>
<th>Benton County, Indiana</th>
<th>1995</th>
<th>2000</th>
<th>2005</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Number of Nonprofits</strong></td>
<td>76</td>
<td>79</td>
<td>87</td>
<td>97</td>
</tr>
<tr>
<td><strong>Number Filing 990</strong></td>
<td>22</td>
<td>22</td>
<td>27</td>
<td>51</td>
</tr>
<tr>
<td><strong>Revenue (of Filers)</strong></td>
<td>$1,132,866</td>
<td>$1,337,222</td>
<td>$1,515,352</td>
<td>$2,508,758</td>
</tr>
<tr>
<td><strong>Assets (of Filers)</strong></td>
<td>$5,793,078</td>
<td>$7,624,277</td>
<td>$12,431,926</td>
<td>$16,719,402</td>
</tr>
<tr>
<td><strong>Governmental Units</strong></td>
<td>38</td>
<td>38</td>
<td>37</td>
<td>37</td>
</tr>
<tr>
<td><strong>Total Organizations</strong></td>
<td>114</td>
<td>117</td>
<td>124</td>
<td>134</td>
</tr>
<tr>
<td><strong>Population, Total</strong></td>
<td>9,421</td>
<td></td>
<td>8,854</td>
<td></td>
</tr>
<tr>
<td><strong>Population Age 18+</strong></td>
<td>6,795</td>
<td></td>
<td>6,570</td>
<td></td>
</tr>
<tr>
<td><strong>Groups per 1,000 people</strong></td>
<td>12.4</td>
<td></td>
<td>15.1</td>
<td></td>
</tr>
<tr>
<td><strong>Revenue per Organization</strong></td>
<td>$14,906</td>
<td>$16,927</td>
<td>$17,418</td>
<td>$25,863</td>
</tr>
<tr>
<td><strong>Revenue per Person</strong></td>
<td>$197</td>
<td></td>
<td>$382</td>
<td></td>
</tr>
<tr>
<td><strong>Population per Organizational Role</strong></td>
<td>19</td>
<td></td>
<td>16</td>
<td></td>
</tr>
</tbody>
</table>

Note: The “Number filing 990” generally indicates filing by organizations with gross receipts of $50,000 or more.
OPPORTUNITIES FOR ENGAGEMENT

• New residents are more than warm bodies
• Younger people (Millennials age 18-34)
  • Decentralized approaches to leadership
  • Simplified methods of communication
• Generational interests change yet organizations do not
• Start with a small request
• Engagement before leadership
OPPORTUNITIES FOR INVESTMENT

• The revenues and assets of the nonprofit sector continue to increase at a rate well beyond inflation

• Vehicles for social investment!
Where We Live and Where We’d Like to Live
by community type

- City: 23%
- Suburb: 25%
- Small town: 30%
- Rural area: 21%

20% live rural/small town
51% would PREFER to

MOVING IN: Demand for rural and small town living!

Reframing Rural Migration

- National societal preferences to live in small towns and rural places (low-density)

- Not everyone is leaving small towns
  - It’s a lot of work to make this move but people are doing it

- Not everyone is flocking to the city
  - Most urban have gotten wider, not taller

- A new urbanity is found in formerly rural places
MIGRATION AND THE NARRATIVE

• Migration patterns open the door to discussing the narrative

• There are varied reasons for people to move to small towns and rural places
HALO EFFECT: VISITATION AND IMAGE

- A good place to live
- A good place to start a career
- A good place to start a business
- A good place to attend college
- A good place to purchase a vacation home
- A good place to retire

Percent Who Strongly Agree

- Visited Past Year
- Not Visited
NEGATIVE NARRATIVES

• Would we allow this negative language to permeate a product or service we were selling?

• Why do we do it?

• Cannot continue to portray rural success as the exception

VANISHING POINT; Amid Dying Towns of Rural Plains, One Makes a Stand
Prepare for one of the largest demographic changes to rural America since 1930
75% of rural homeowners are Baby Boomers and older.

30% over 70 today!
Defining Communities through Investments

• Creating a positive narrative or reinforcing the negative?
• Are we investing in the future?
• Helping heal after fractures?
• Are we reaching new residents?
• Promoting cross-jurisdictional activity
ROLE OF PHILANTHROPY

We can lead action vs. responding to change

- Building partnerships that may not have existed before.
- Engagement: Leading a conversation about the future.
You’re not really from here….
The Rural Choice

These newcomers are:

• Creating groups, building their community
• Diversifying the economy
• Buying/starting businesses, working from home
• Living in a region (no longer a 1-stop-shop)
• More than warm bodies (employee recruitment)
The Rural Choice: Opening New Doors and Welcoming New Neighbors

The bottom line is people WANT to live and move here for what you are today and will be tomorrow, not what may have been!

Rural Revitalization is Upon Us!
Brain Gain Landing Page
http://z.umn.edu/braingain/

Reddit: *Rural By Choice* /r/ruralbychoice

Rural Issues and Trends Webinars
http://z.umn.edu/ruralwebinar/

please ring this bell

benw@umn.edu