



# The WealthWorks Toolkit

## A Strategy for Success in Economic and Community Development in Rural America



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

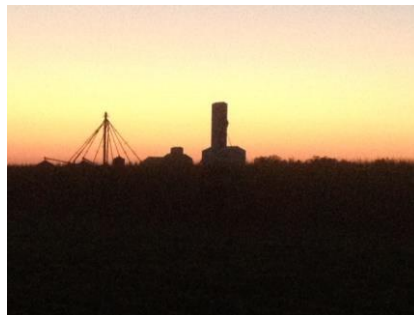
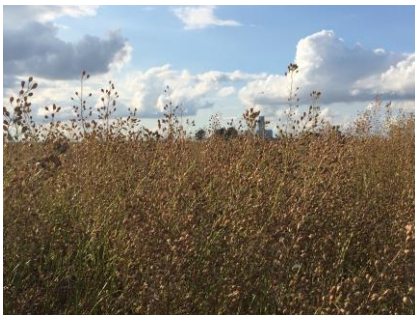


**Asset-based**  
development that is  
rooted in local people,  
market demand and  
wealth



# 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



# WealthWorks Regional Hubs



<http://www.wealthworks.org/connect/hubs>



# 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.

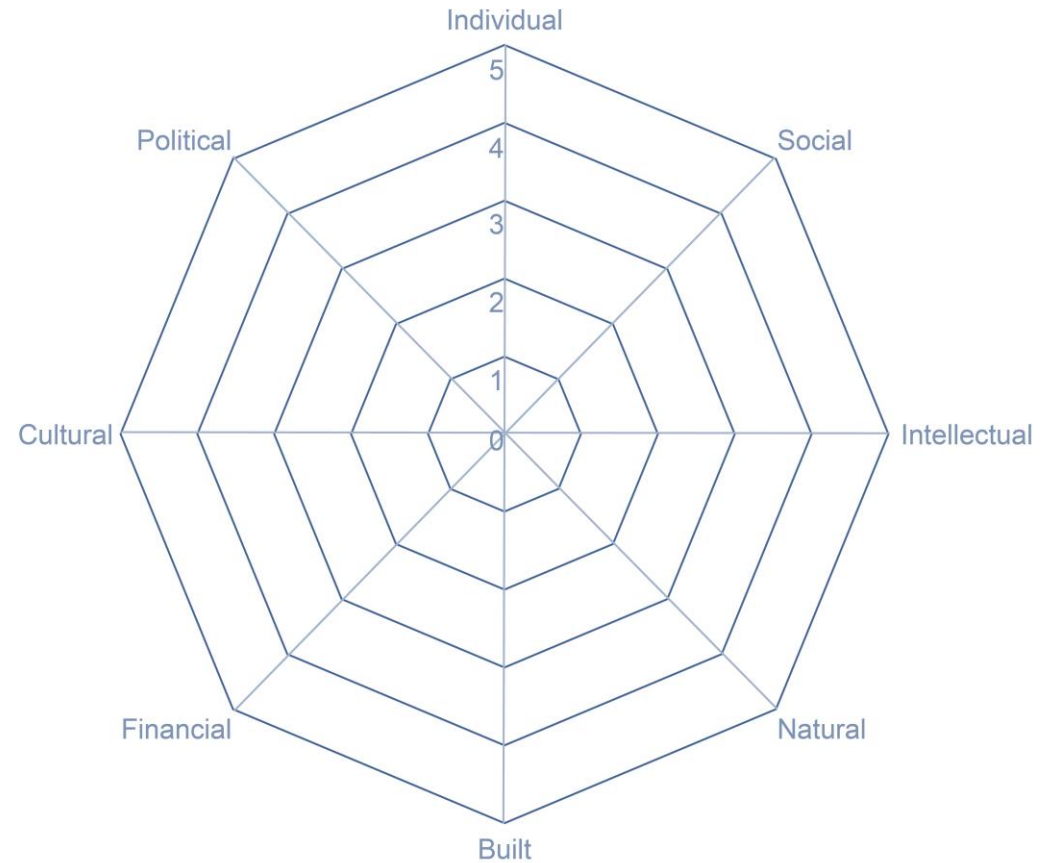
# Wealth Components: Eight Capitals



# 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.





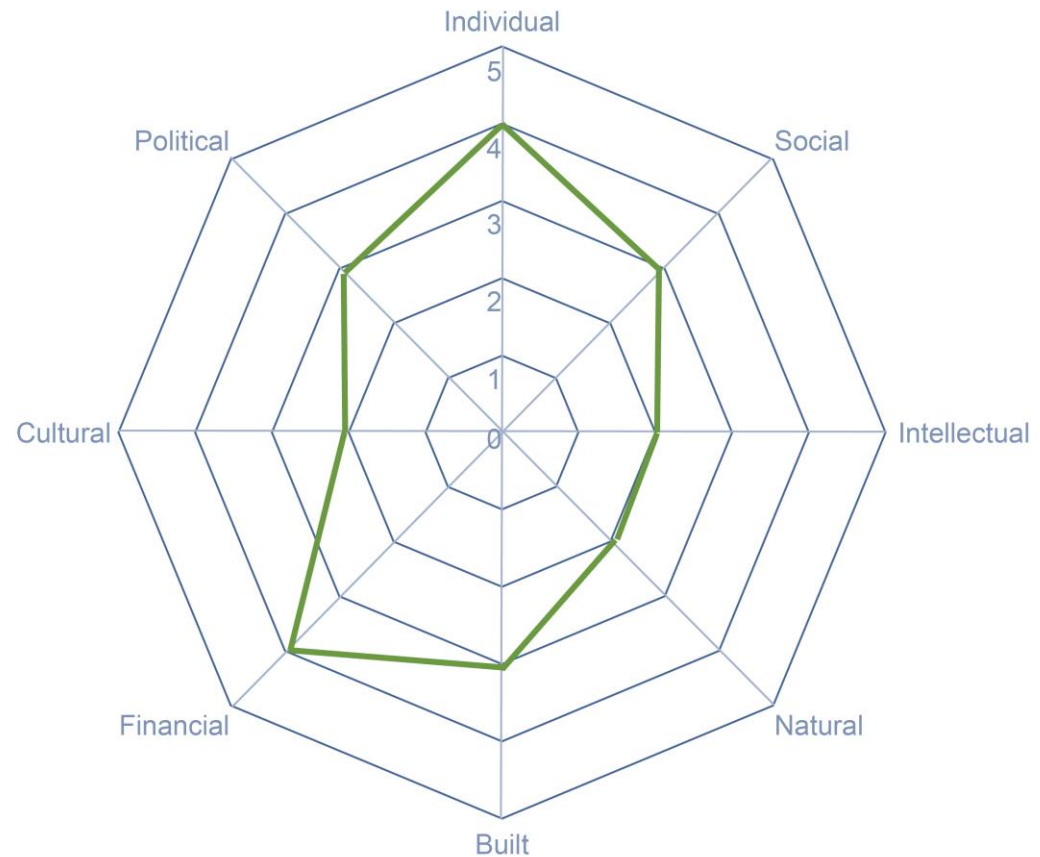
# Evaluating Your Community

## 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?

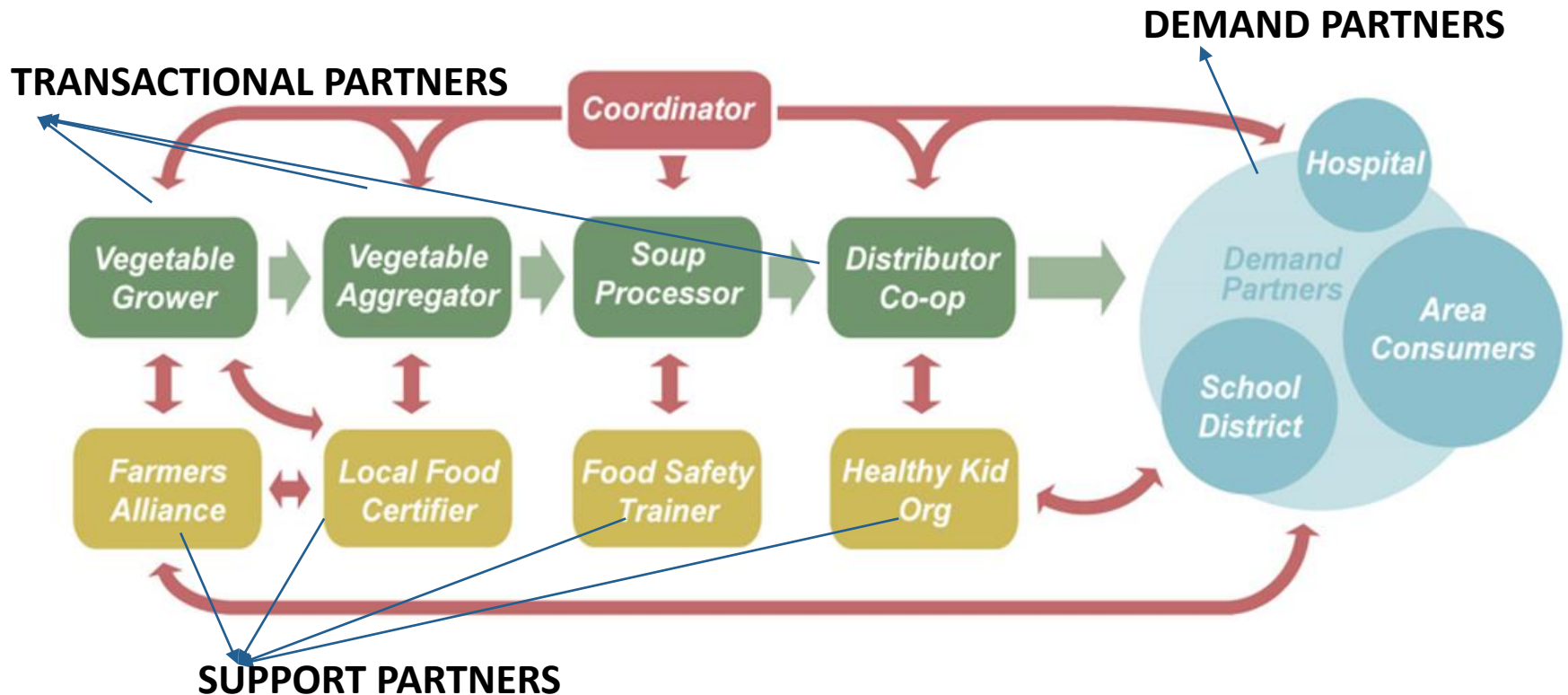


# Value Chain as Wealth Building Tool

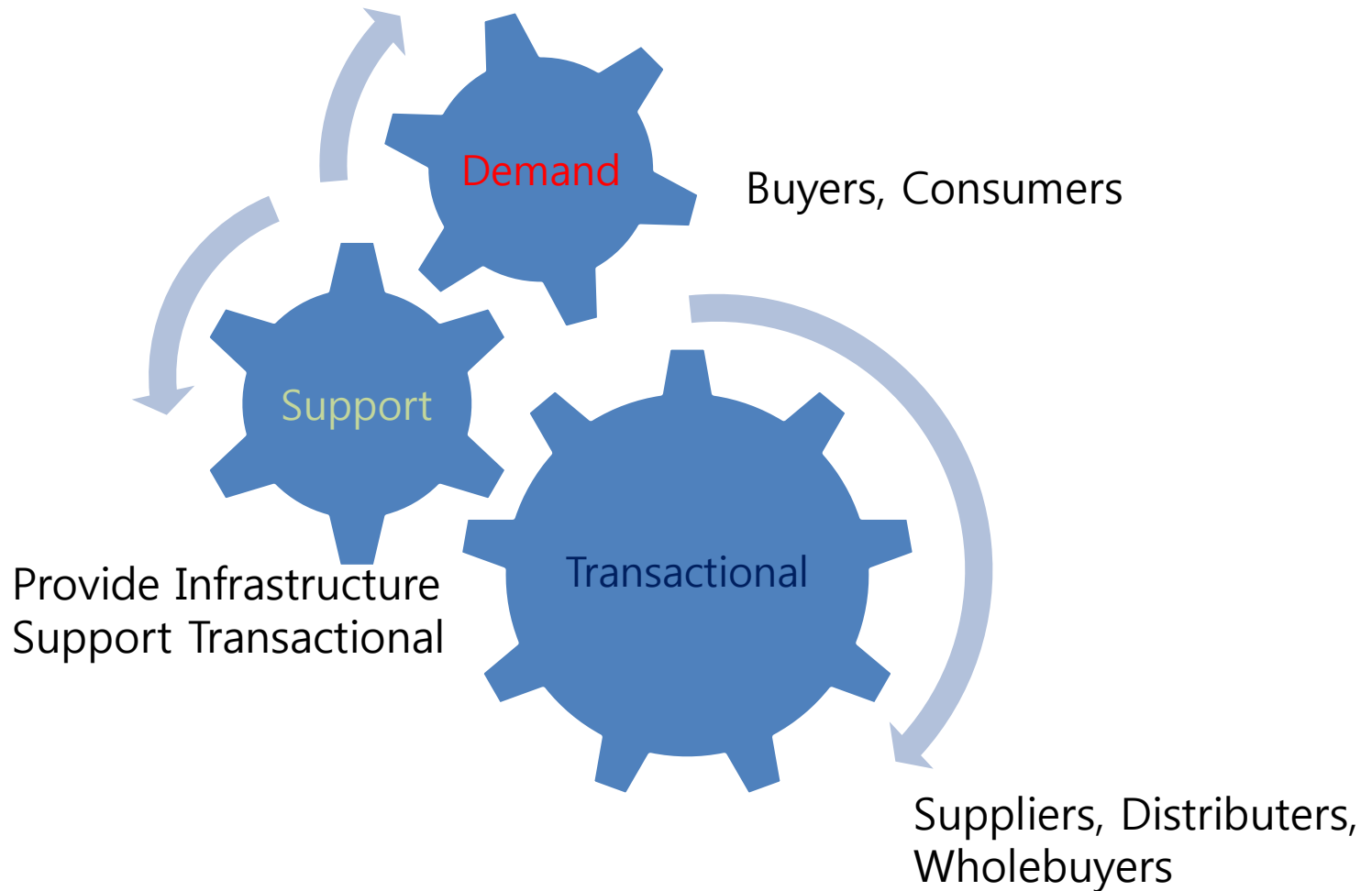
## A WealthWorks value chain is:

- 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 Diagram



# Value Chain Partners “Stakeholders”



# 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 RDC'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!*



Photo by Patricia Kenney Thompson

*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 (smdccarly@midrivers.com or 535-2591).



SMDC is an equal opportunity provider, and employer. Complaints of discrimination should be sent to USDA Director, Office of Civil Rights, Washington, D.C. 20250-9410. Dial 7-1-1 for Montana Relay.

# Nature Tourism Value Chain

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

<http://www.enjoylewistown.com/images/guides/ROCmap.pdf>



## Green River, UT

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

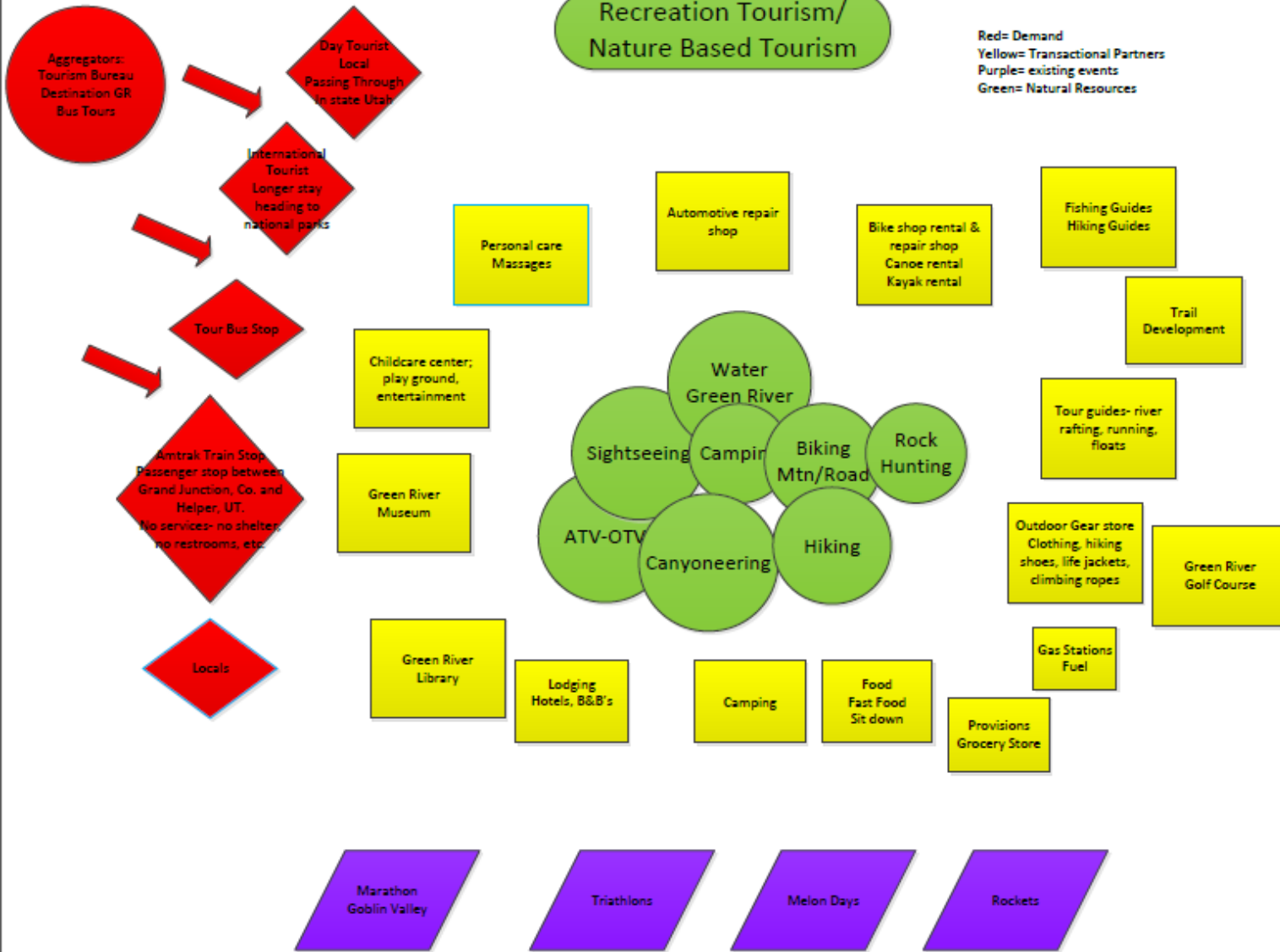
2014 WealthWorks Model

<https://www.pbs.org/newshour/show/can-this-rural-town-go-from-a-youth-exodus-to-an-art-epicenter>



## Recreation Tourism/ Nature Based Tourism

Red= Demand  
Yellow= Transactional Partners  
Purple= existing events  
Green= Natural Resources





# 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

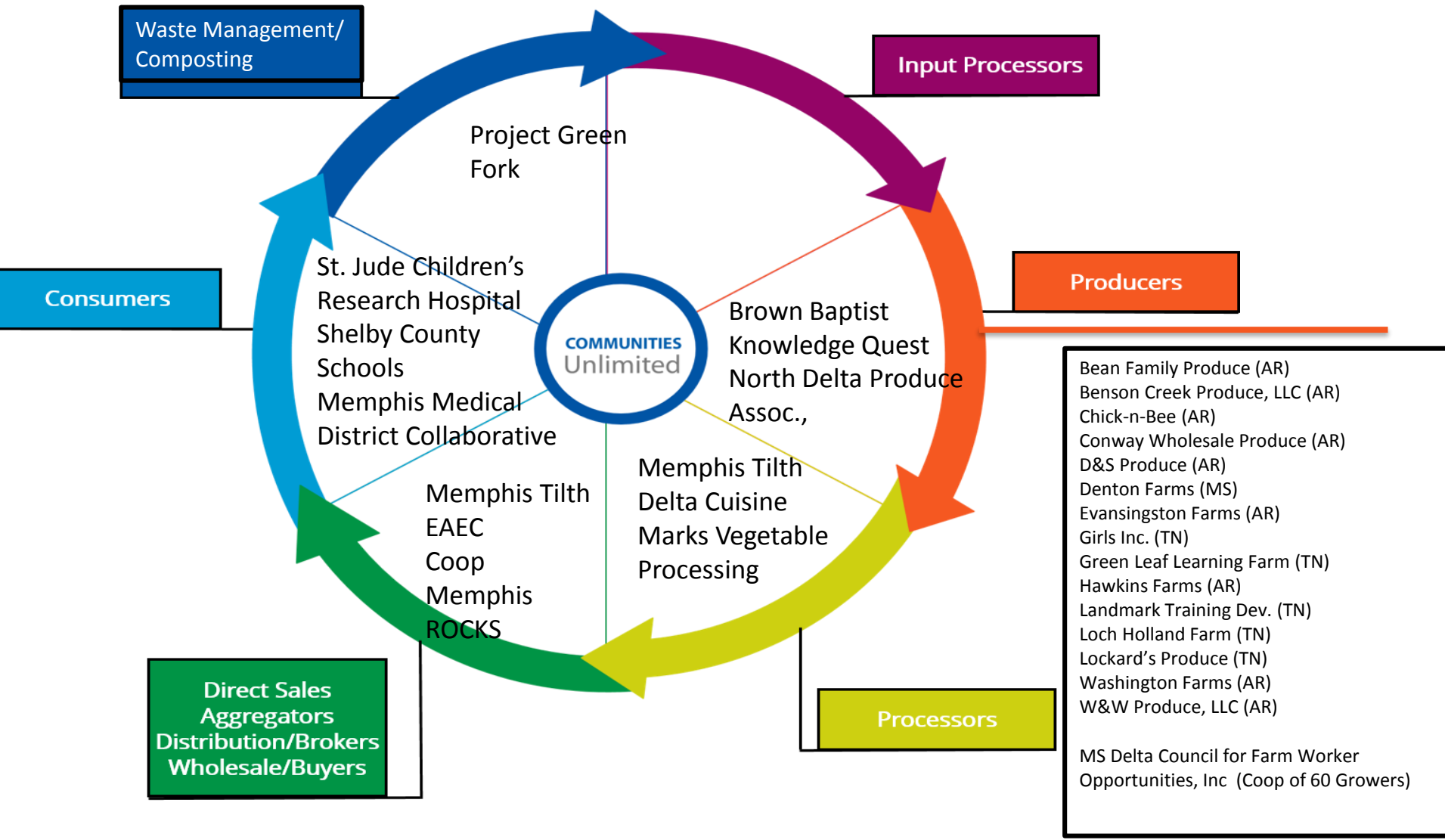


- Sense of vibrancy and pride
- 53 new jobs filled by local residents
- 6 new businesses
- \$ 4 million in new economic activity
- \$140,000 in additional sales taxes collected by city
- Delta BioEnergy – Arkansas' first multi-stakeholder cooperative

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# Mid-South Food LINC Value Chain



Trainers/Extension	Financing	GAP Certifiers	Economic Developers	Researchers	National Organizations
Knowledge Quest McIntosh Seed U of AR Extension Service Brown Baptist UAPB Small Farm Program	DRA USDA Hyde Family Assisi Foundation		East Arkansas Planning and Development District NW Miss. Community Foundation	Ag Innovation Group Mississippi State University	USDA Strike Force

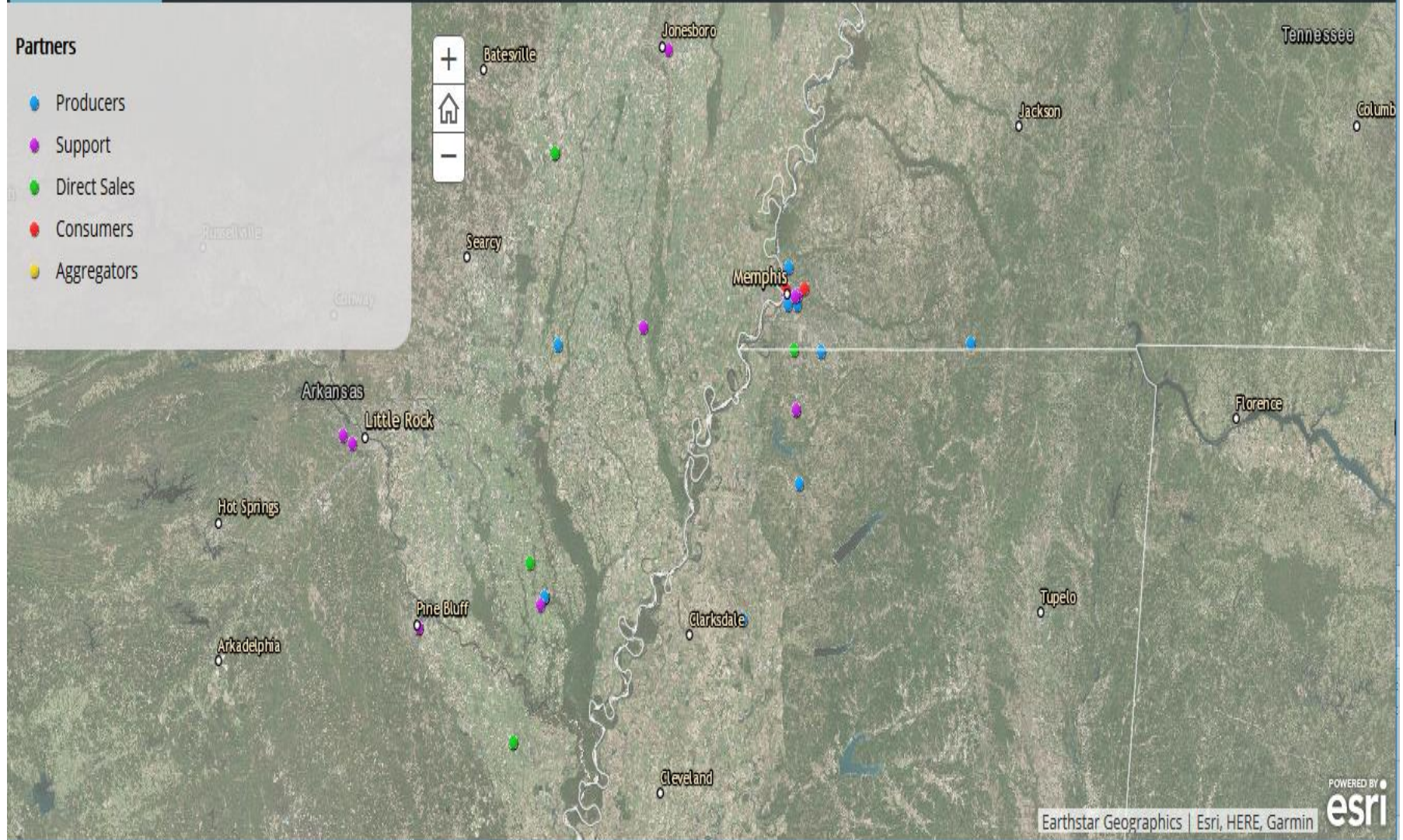
# Mid-South Food LINC Value Chain Meeting

A story map [f](#) [t](#) [e](#) 

## Food Linc Partners

### Partners

-  Producers
-  Support
-  Direct Sales
-  Consumers
-  Aggregators



POWERED BY  


Earthstar Geographics | Esri, HERE, Garmin

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# Take this with you...

- 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