Creating Rural Development and Economic Growth

Celebrating Retail, Accommodations, Tourism, and Entertainment

by Building Rural Innovations and Developing Growth Economies
CREATE BRIDGES PARTNERSHIP

Crossing Borders
Sandstone Hills

Big Sandy

EKCEP

Ozark Gateway

3Cs
Turn Opportunity Into Reality

Opportunities + Assets in the Region → Goals to Pursue
Purpose of CREATE BRIDGES

1. Raise awareness
2. Determine challenges, barriers, and opportunities
3. Develop and implement strategies
Introductions
CREATE BRIDGES Process

- Form a regional steering committee
- Conduct an asset map of CREATE businesses and existing training programs
- Host a CREATE BRIDGES forum
- Convene a retail academy
- Workforce development
- Business Retention and Expansion program
- Employee engagement
- New strategies and actions
You are here

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CREATE BRIDGES

SRDC
STATE Extension
SRDC Division of Agriculture, Research & Extension University of Kentucky System
Community & Economic Development
CEDIK - Community & Economic Development Initiative of Kentucky
Walmart
Regional Steering Committee

- Workforce Development
- Government/Tribal
- Non-profits
- Businesses
- Education
- Economic Development
- Others
Regional Steering Committee Responsibilities

- Coordinate with state facilitators
- Guide asset mapping assignment
- Engage key stakeholders and the public
- Plan and implement communications strategy for region

- Initiate CREATE BRIDGES forum
- Participate in Retail Academy
- Coordinate support for existing CREATE businesses
- Implement new strategies and actions
Regional Steering Committee
Today’s Next Steps

- Asset Mapping
- CREATE BRIDGES Forum Planning
What is Asset Mapping

Identifying and providing information on the regional CREATE BRIDGES assets
Purpose

Strengths
• Provides a picture of the region’s strengths as they relate to CREATE sectors

Invitation
• Provides a potential invitation list for the CREATE BRIDGES forum

Foundation
• Provides a foundation for BR&E and workforce training phases
How to Conduct an Asset Map

Make a list of CREATE businesses and workforce development organizations in your region

Expand the list to include other assets that may be helpful using template provided

Finalize and share the template
Examples of Community Assets

• **Individual capacities** – community members, Extension staff, faith leaders, community volunteers

• **Formal and informal community associations** – volunteer organizations, faith-based groups, training and workforce organizations

• **Community institutions** – universities, colleges, k-12 schools, not-for-profits, businesses, banks and lenders

• **Physical assets** – parks, infrastructure, transportation

• **Community leaders and developers** – current and potential local leaders and policy makers
<table>
<thead>
<tr>
<th>Name of Organization/Asset</th>
<th>Name of Contact</th>
<th>Service Area (cities, counties, etc.)</th>
<th>Email</th>
<th>Phone</th>
<th>How does this asset relate to CREATE BRIDGES?</th>
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<tbody>
<tr>
<td>Example: Innovation Hub</td>
<td>Sally Scheringer</td>
<td>Mason City</td>
<td><a href="mailto:SallyS@place.org">SallyS@place.org</a></td>
<td>111-111-1111</td>
<td>Provides start up and support services for small businesses</td>
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Anything Missing? Complete Version by Jan. 11, 2019
Asset Mapping Sharing Webinar

Who: RSCs and State leaders
What: Asset mapping webinar
When: Week of Jan. 14
Where: Zoom
Why: To share regions’ outcomes
CREATE BRIDGES Forum

An opportunity to create buy-in within your region
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Questions?