

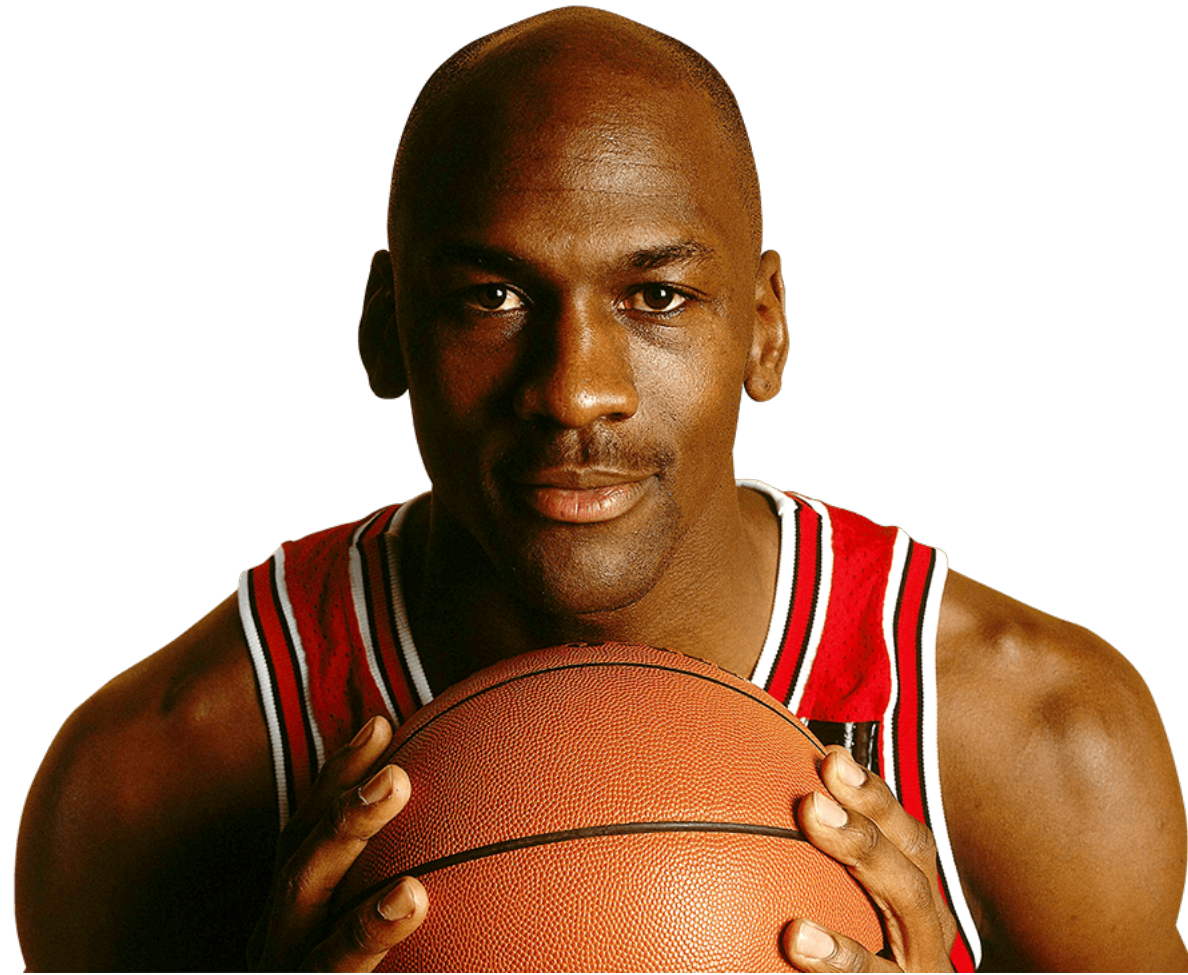
Lorie Vincent, CEcD

STAND UP RURAL AMERICA



1990





 *Acceleration*
— BY DESIGN —



 *Acceleration*
— BY DESIGN —

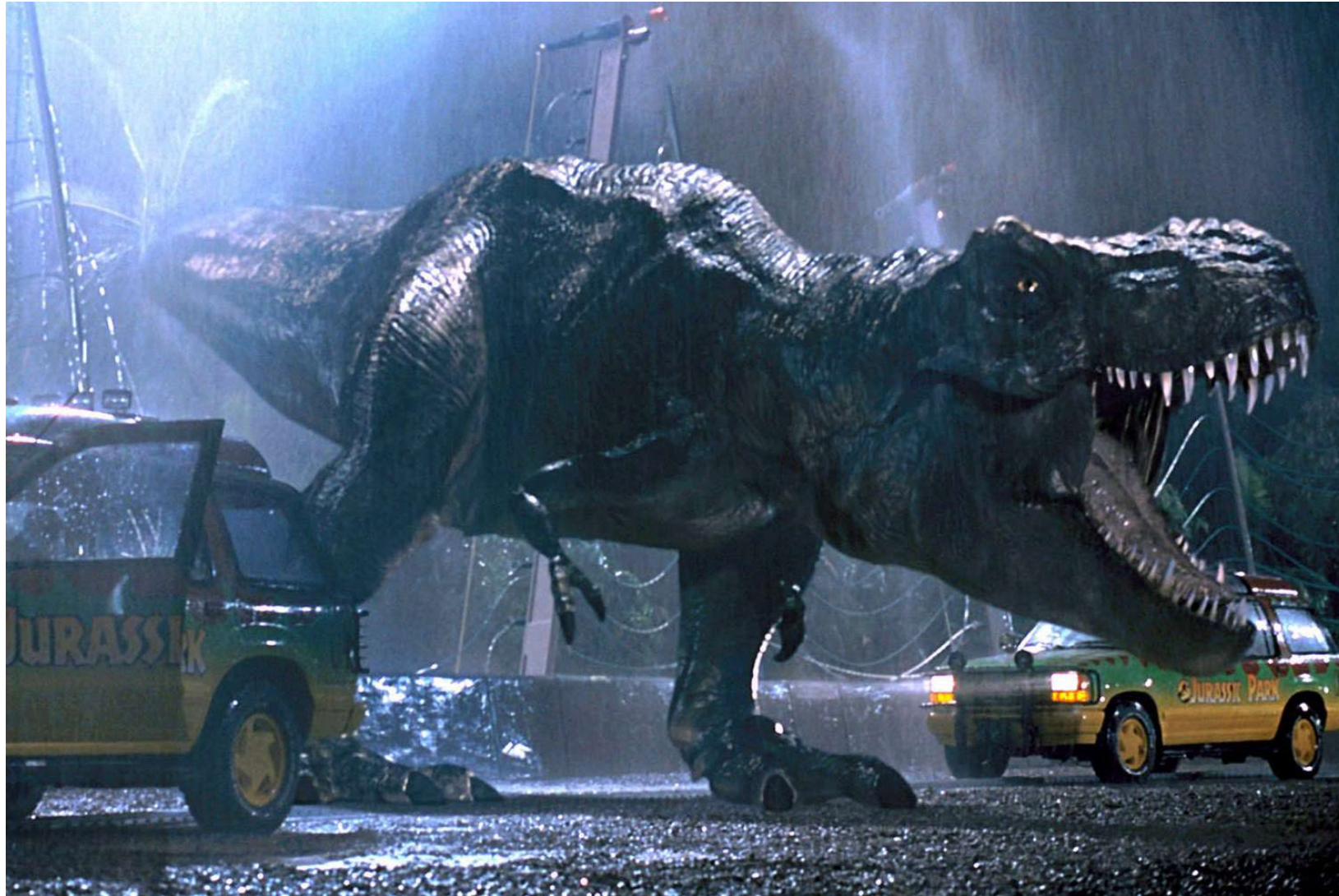




 *Acceleration*
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Acceleration
— BY DESIGN —

1990



A LOT HAS
CHANGED.

SO HAS
RURAL
AMERICA.

SO WHY
WOULD WE DO
ECONOMIC
DEVELOPMENT
THE SAME
WAY?

360
COMMUNITIES.

36 YEARS.

ONE QUESTION.

WHY DOES A
COMMUNITY
THRIVE OR
STRUGGLE
OVER TIME?

THRIVING

Visionary Leadership

Investment

Quality of Place

Workforce

Repurposed & Revitalized

Self-Determination

Gathering Places

STRUGGLING

Waiting
Reacting
Disinvestment
Neglect
Fear of Change
Minimal Business Support
Apathy

THE
DIFFERENCE
WASN'T SIZE.

NO MORE “IF
ONLY.”

WHAT CAN
YOU
CONTROL?

A red speech bubble with a white outline, containing the year 2018 in white text. The bubble has a long shadow extending to the right and bottom. The entire graphic is centered on a white square, which is itself centered on a dark blue background.

2018



#1 INVEST IN
YOURSELF.

#2 BUILD THE
PLACE
PEOPLE WANT.

DO IT FOR
YOU.

NOT SOMEONE
NEW.

#3 LOVE THE
BUSINESSES
YOU ALREADY
HAVE.

RETAIN.
RECRUIT.
GROW.
CREATE.

#4 TELL
YOUR STORY.

GOOGLE
YOUR
COMMUNITY.

EVERYONE
IS AN
AMBASSADOR.

#5 DON'T GO
IT ALONE.

ECONOMIC
DEVELOPMENT
IS NOT A SOLO
SPORT.

BUILDING
MOMENTUM.

START

SOMEWHERE.



TAKE ACTION.

BE THE HERO
OF YOUR
OWN STORY.

WHAT IS ONE
ACTION YOU
WILL TAKE
WHEN YOU GO
BACK?

17,982

cities under 25,000

16,410

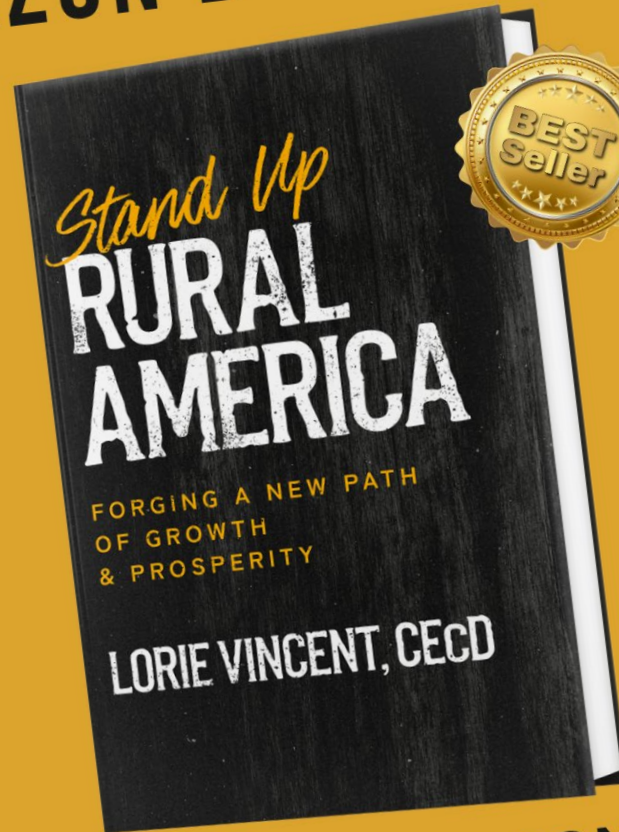
cities under 10,000

ARE YOU
READY?

THIS IS OUR
TIME RURAL
AMERICA.



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