Community-Based Growth Strategies

Seeding Economic Diversification through Project-Based Community Engagement Strategies
How We Work: Harnessing Community Energy

Community Infrastructure Development:
Long-Term Investment for Community Growth

1. Project and Performance-Based Programs
2. Focusing on Local Leadership Growth & Support
3. Systematic Solutions to Persistent Challenges
4. Communications as a Critical Peer-Learning Tool
5. Lasting Community Engagement Strategies

Solutions that Invest in Community Leadership
THE TUPELO MODEL

Economic Development
Community Development
Organization Development
Leadership Development
Human Development
The Challenges We Face

- Rural, Geographically Isolated Communities
- Declining Populations
- Limited and Declining Anchor Industries
- Economic, Social and Creative Challenges Caused by Major Industry Loss
- Urgency of the Moment

- Large-Scale Problems
Community Engagement

An infrastructure for community planning and a mechanism to support emerging leadership
Why Does Community Engagement Matter?
Stories of Local Success through Community Engagement
• Turn This Town Around

• All Abroad Grafton
Impacts

Local Beautification Projects

Twice-Weekly Farmers Market

Launch of First Fridays

Main Street Deck: $2500 leveraged into $60,000 public/private investment
- Blueprint Community
- Princeton Renaissance Project
- Long-Term Community Coaching
Impacts

Leveraged >$200,000 worth of investment in acquisition and renovation of historic Lavon Theater

6 underutilized downtown buildings purchased

7 new businesses created

2 new major annual public events
Emerging Potential

- Innovation Acceleration Program
- Partnership-Based Economic Diversification Planning
- Growing momentum for emerging sectors
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