



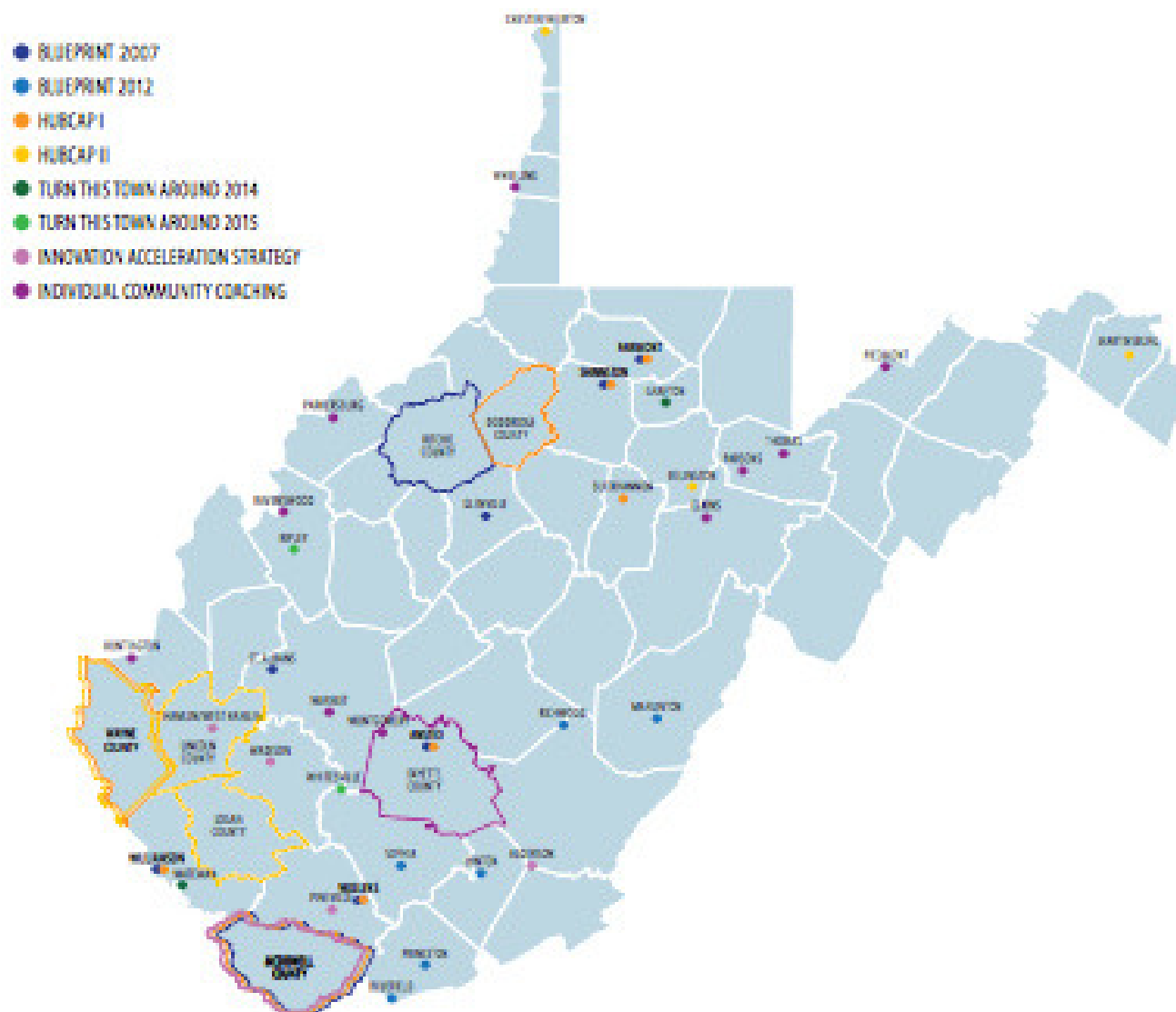
Community-Based Growth Strategies

Seeding Economic Diversification
through Project-Based
Community Engagement Strategies



THE HUB

Where We Work



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



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



GRAFTON WV

- 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



PRINCETON WV

- 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



Stephanie Tyree
Executive Director
WV Hub

s.tyree@wvhub.org
www.wvhub.org