

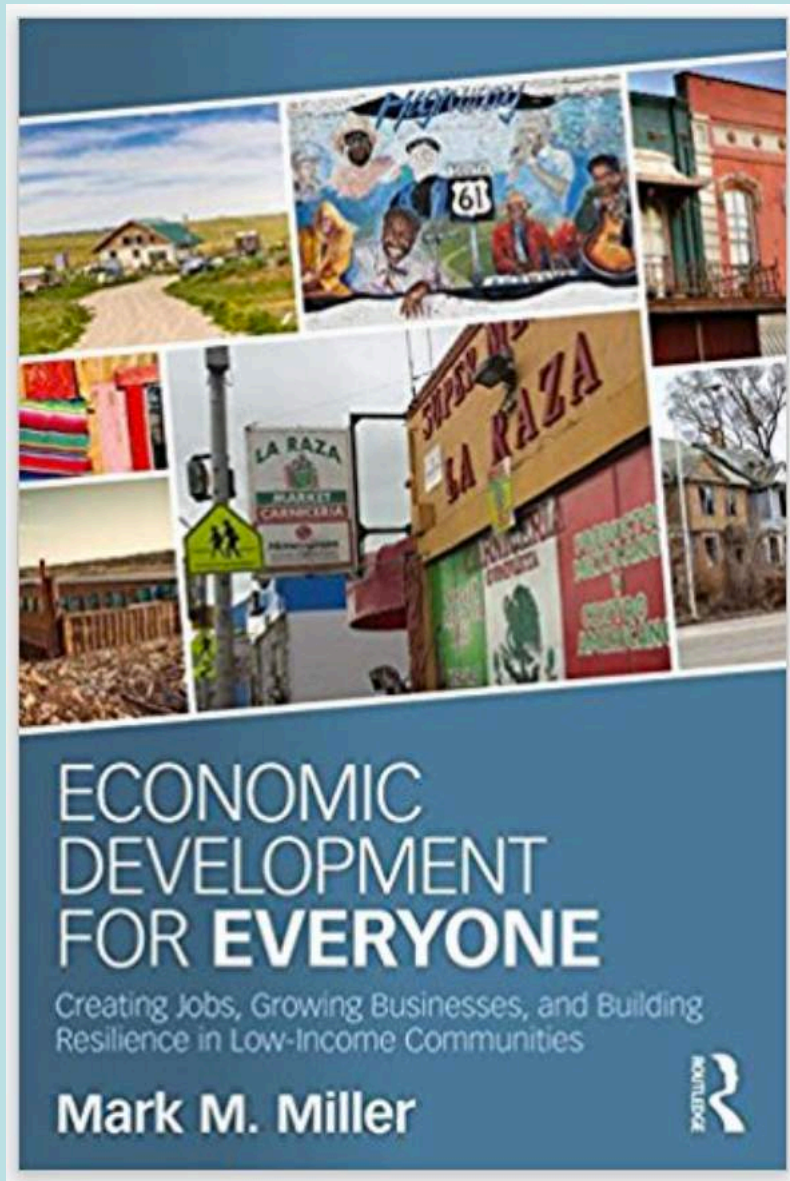
# Economic Development for Everyone: Creating Jobs, Growing Businesses, & Building Resilience in Low-Income Communities



Mark M. Miller

Dept. of Geography & Geology  
The University of Southern Mississippi

*Shameless promotion....*



Key themes (*spoiler alert!*)

# Key themes

- Everything in ED starts with education.

# Key themes

- Everything in ED starts with education.  
Downside: it can take a few generations to fully kick in.

# Key themes

- Everything in ED starts with education.
- There is no single, short-term magic bullet.  
*Contact your SEACAA officers for refund.*

# Key themes

- Everything in ED starts with education.  
Downside: it can take a few generations to fully kick in.
- There is no single, short-term magic bullet.
- There is not even a single big idea right now.  
("No dominant paradigm," to sound more important.) *Ditto*.

# Key themes

- Everything in ED starts with education.  
Downside: it can take a few generations to fully kick in.
- There is no single, short-term magic bullet.
- There is not even a single dominant paradigm.
- There are, however, lots of solid small and medium sized ideas.
  - Many of these options & opportunities are within the grasp of low-income communities.
  - *Reconsider demanding refund, for now.*

# Key themes

- Everything in ED starts with education.  
Downside: it can take a few generations to fully kick in.
- There is no single, short-term magic bullet.
- There is not even a single dominant paradigm.
- There are, however, lots of solid small and medium sized ideas.
- *Network-building*, for example. *You should have paid more attention to Paul Schmitz, right?*

# Key themes

- Everything in ED starts with education.  
Downside: it can take a few generations to fully kick in.
- There is no single, short-term magic bullet.
- There is not even a single dominant paradigm.
- There are, however, lots of solid small and medium sized ideas.
- Network-building, for example.
- Further, we can organize these ideas in a meaningful & productive way.

# WHO CARES?

What are the realities facing  
low-income communities in the U.S. today?



# WHO CARES?

What are the realities facing low-income populations and communities in the U.S. today?

- Where are low-income communities?

# Inner cities

Detroit. Source unknown



# Suburbia

Herriges, Daniel. 2012. Suburban poverty: hiding in plain sight. Strong Towns. February 24:  
<https://www.strongtowns.org/journal/2016/2/24/suburban-decline>



# Rural communities

Clio, Alabama





WALLACE

WALLACE

Don Sutton

Clio, Alabama, inc. 1890

Alabama Pork Festival

# Appalachia

Mitchell, Trip. 2014. 50 Years Into the War on Poverty, Hardship Hits Back. Café Mom. April 20:  
[http://www.cafemom.com/group/99198/forums/read/19865063/50\\_Years\\_Into\\_the\\_War\\_on\\_Poverty\\_Hardship\\_Hits\\_Back](http://www.cafemom.com/group/99198/forums/read/19865063/50_Years_Into_the_War_on_Poverty_Hardship_Hits_Back)



# American Indian reservations

Source unknown



# WHO CARES?

What are the realities facing low-income populations and communities in the U.S. today?

- Where are low-income communities?
- What are some of the major, current issues?
  - Declining health & life expectancy, food insecurity, drug addictions
  - Mass incarceration
  - Declining federal & state funding
  - Growing inequality (absolute vs. relative poverty)

# WHY BOTHER?

Who cares about  
the future of low-  
income  
communities?

DeLuca, Stefanie. 2007. All  
Over the Map: Explaining  
educational outcomes of  
the Moving to Opportunity  
program. *Education Next*  
7(4).



ILLUSTRATION / RYAN PANCOAST

# WHY BOTHER?

Who cares about the future of low-income communities?

People to jobs?

- Spatial mismatch & transportation equity
- Housing policy transformation: from public housing to “deconcentration”
- Gentrification
- Loss of manufacturing employment (mainly due to automation) + lack of other options

# WHY BOTHER?

Who cares about the future of  
low-income communities?

Jobs to people?

- Lack of mobility
- Sense of place
- Your job as a local developer, organizer, planner  
public official, politician

# WHAT'S THE USE?

What can mainstream ED do for low-income communities?

Abbeville, Alabama



## Abbeville, Alabama





Tennessee Valley Authority

[About TVA](#)

[Newsroom](#)

[Careers](#)

[Index](#)

[Energy](#)

[Environment](#)

[Economic Development](#)



## Mission in Motion

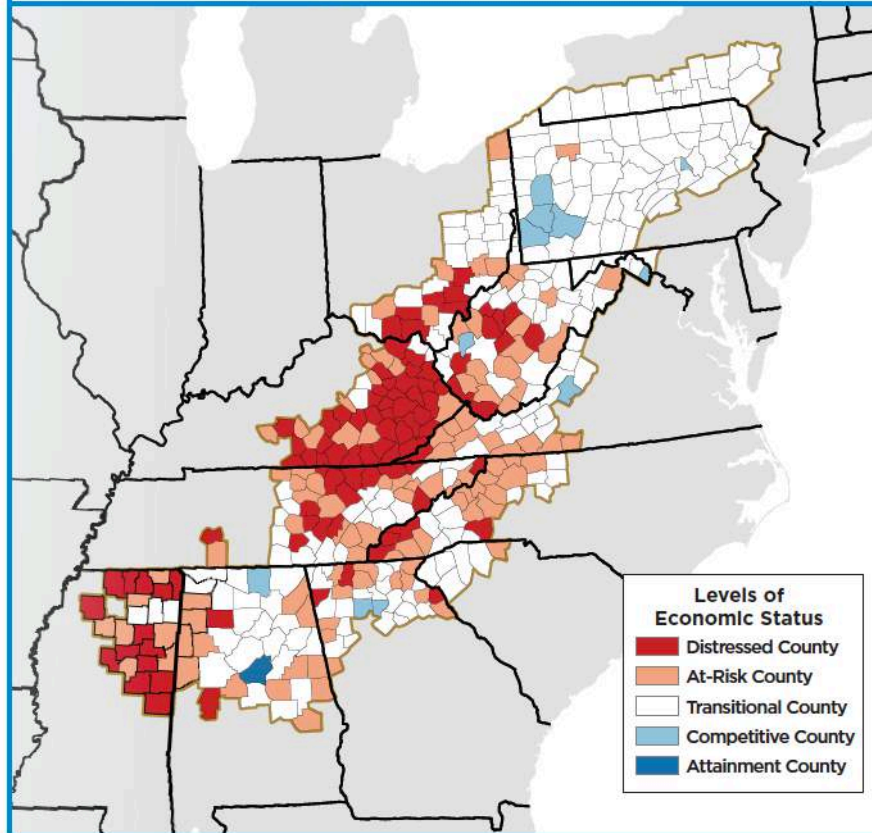
Take a look at just a few of TVA's highlights month-by-month, and you'll see the fullest expression of our mission across our "three Es": energy, environment and economic development.

<https://www.tva.gov/>



APPALACHIAN  
REGIONAL  
COMMISSION

### County Economic Status in Appalachia, FY 2016



<https://www.arc.gov>



*For the First Time*  
**A GREAT STATE OFFERS  
 PLANNED COOPERATION TO INDUSTRY**

No state in America offers more inspiration to men of Industry than Mississippi. Here, in these modern times, is a virgin industrial state where all producers of goods may come and find unexploited manufacturing opportunities.

So certain are the people of Mississippi that profit awaits those worthwhile industrial enterprises which locate within its borders that they have, by law, devised a plan to share the cost of industrial development in the state. This is not only in the form of tax exemption by municipalities and counties but actual assistance with the cost of land and buildings. This new law, the first of its kind, makes Mississippi an industrial haven for practically every form of industry, to the mutual benefit of both the manufacturer and the community.

Mississippi's greatest industrial attractions are found in the opportunities it offers for low manufacturing costs. The undeveloped resources of the state; the wealth of raw materials; the high percentage of friendly, native Anglo-Saxon labor; the excellent transportation facilities by water, rail, air and bus; the low power rates; the ideal year around climate... Mississippi offers you all of these basic factors to help you lower your manufacturing costs.

Surely, this rich region is deserving of your careful investigation. To assist you, the Mississippi Industrial Commission is ready to supply you, without obligation, a confidential survey based on the needs of your own particular company. This same Commission also stands ready to lend its full cooperation to your company and to the municipality in which you wish to locate.

*Steeped in the traditions of the Old South, Mississippi is known as a land where gracious hospitality has always reigned. This same friendly spirit on the part of every Mississippian awaits manufacturers who wish to come here to work and to live. For full information address the Mississippi Industrial Commission, Jackson, Mississippi.*

**MISSISSIPPI INDUSTRIAL COMMISSION**

*A Department of the State of Mississippi*

**JACKSON, MISSISSIPPI**



“First Wave” ED:

Industrial attraction & incentives

Mississippi's 1936  
 “Balance Agriculture  
 with Industry” Act

Mississippi Historical Society. Mississippi History Now. Retrieved 9/27/05:  
<http://mshistory.k12.ms.us/features/feature52/economic.htm>

## “Smokestack chasing?”



**NISSAN**

MANUFACTURING AND ASSEMBLY PLANT  
**NISSAN 10<sup>TH</sup>**  
EST. **CANTON** 2003  
ANNIVERSARY

**Nissan at Canton, Mississippi**

Welcome to Nissan Canton! For the last decade, thousands of our neighbors, friends and family members have been building great cars and contributing to our community. Click on the images to learn more about the work we do.

The image is an aerial view of the Nissan Canton Manufacturing and Assembly Plant. It features several circular callouts with red borders and drop shadows. The callouts contain: a group of employees posing; a close-up of a car engine; a worker operating a machine; a Nissan water tower; a group of employees; and a group of employees holding a sign that says 'NISSAN Bank 3.9%'. The main image also includes a large circular logo in the top left corner celebrating the 10th anniversary of the plant's establishment in Canton, Mississippi, in 2003.

[BEER](#)[EVENTS](#)[TOURS](#)[STORE](#)[ABOUT](#)[CAREERS](#)[CONTACT](#)[DISTRIBUTOR LOGIN](#)[HOME](#)

## Southern Prohibition Brewing

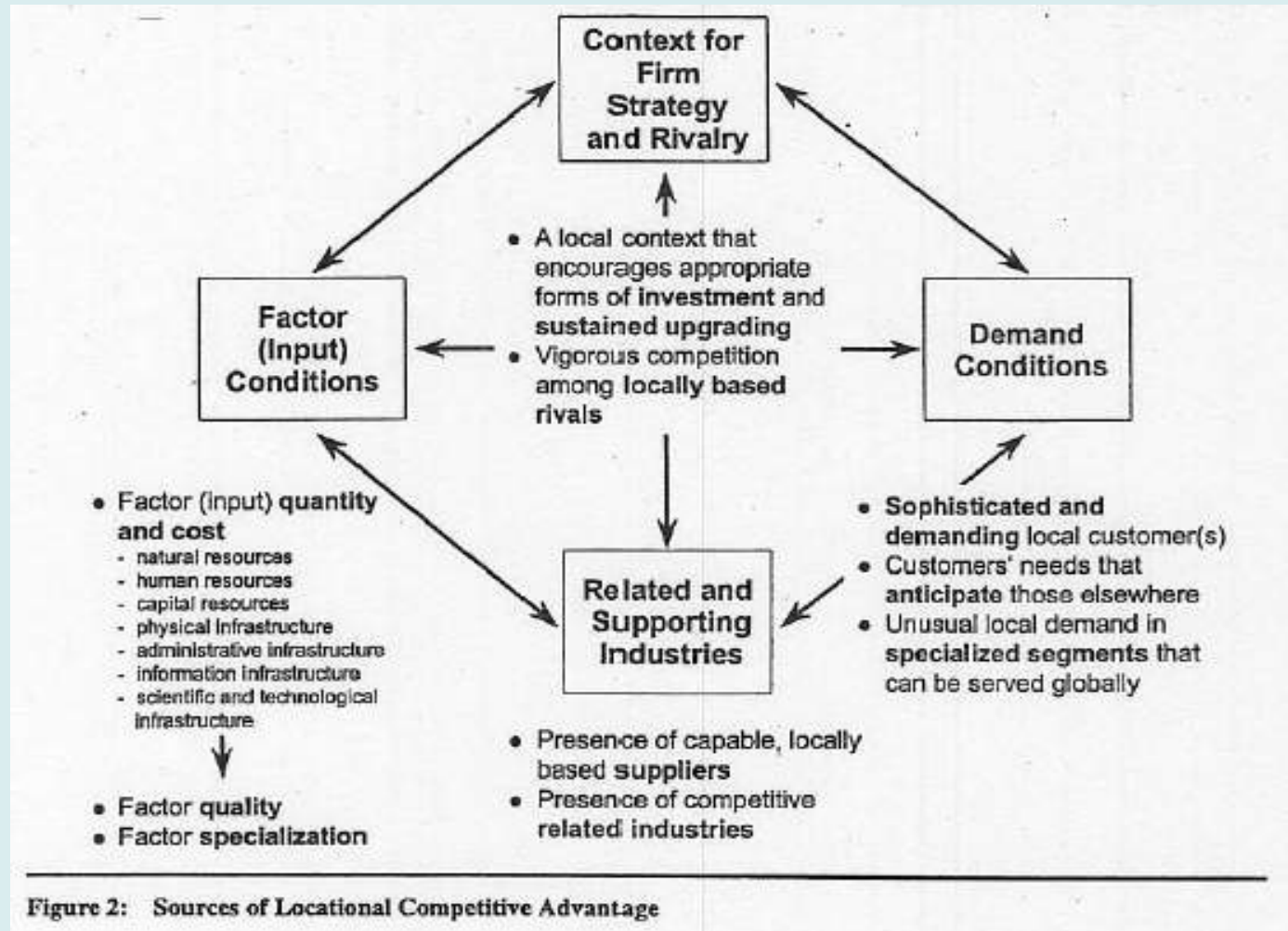


“Second wave”:  
nurture enterprise  
& entrepreneurship

Enterprise &  
empowerment  
zones

# “Third wave” ED: the greater economic environment

## Michael Porter’s industrial cluster







salon.com

Tuesday, May 1, 2007



Search

Go!

Salon The Web

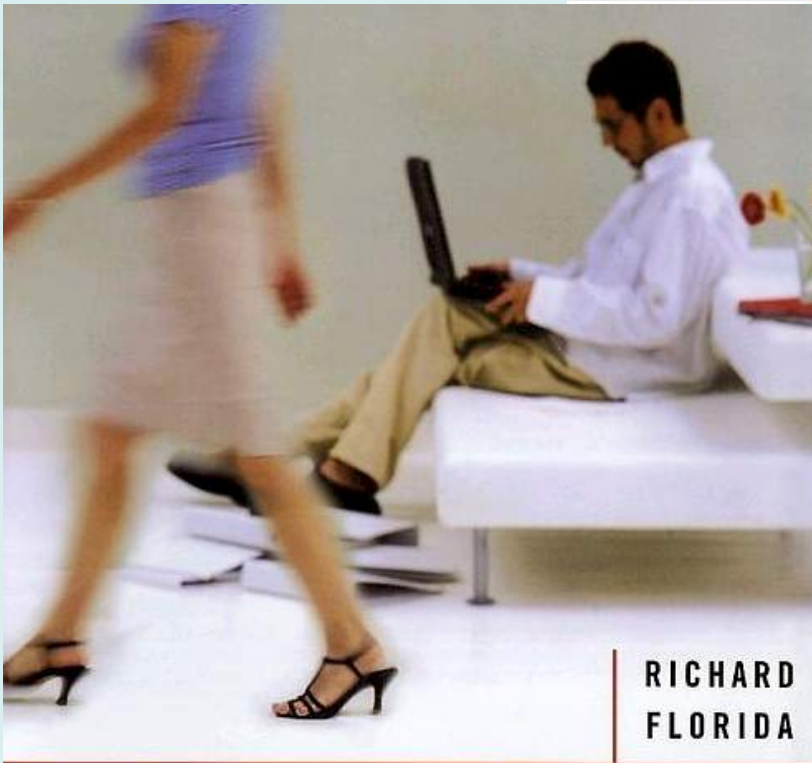
powered by  
YAHOO! SEARCH

Site Sponsored By

brando

A&amp;E Books Comics Community Life News &amp; Politics Opinion Sports Tech &amp; Business Letters

Log in

RICHARD  
FLORIDA

# The Rise of the Creative Class

*and how it's transforming work, leisure,  
community and everyday life*

## Be creative -- or die

Salon.com. 5/1/07:

<http://dir.salon.com/story/books/int/2002/06/06/florida/index.html?x>

A new study says cities must attract the new "creative class" with hip neighborhoods, an arts scene and a gay-friendly atmosphere -- or they'll go the way of Detroit.

By Christopher Dreher

Pages 1 2 3 4 5

June 6, 2002 | Although the idea of a professor of regional development being a celebrity seems a contradiction in terms -- an absurdity to file away with "corporate integrity" and "military intelligence" -- Richard Florida, the H. John Heinz III professor of regional economic development at Carnegie Mellon University in Pittsburgh, is managing that feat. His new book, "The Rise of the Creative Class: And How It's Transforming Work, Leisure, Community and Everyday Life," is attracting the type of attention usually garnered by salacious fiction or celebrity tell-alls, from packed readings to a rapid ascent up Amazon's bestseller list. And it hasn't even hit its official publish date yet.

Public policy and regional development books are often considered best as a cure for insomnia, but Florida's work is challenging many of the verities of the field. He claims that the world has moved away from the old "organizational" era of corporations and homogeneity and into the "creative" era, which is spearheaded by 38 million workers -- from scientists to IT workers to artists and writers -- with a variety of lifestyles and needs.

What that means for cities is that instead of "underwriting big-box retailers, subsidizing downtown malls, recruiting call centers, and squandering precious taxpayer dollars on extravagant stadium complexes," the leadership should instead develop an environment attractive to the creative class by cultivating the arts, music, night life and quaint historic districts -- in short, develop places that are fun and interesting rather than corporate and mall-like. It's advice that city and regional leaders can take or leave, but Florida contends that his focus groups and indices -- reporting the important factors needed for economic growth in the creative age, from concentrations of bohemians to patents to a lively gay community -- are more accurately predicting the success and failure of metropolitan areas.

By Florida's estimation, the top cities when it comes to attracting the creative class are San Francisco at No.1, followed by Austin, Boston and San Diego, with New York coming in at No.9.

Declining industrial centers like Detroit, Buffalo and Grand



audible.com®



# World's Largest Solar Tower Now Powers 10,000 Homes



**Brian Merchant**  
[Business / Corporate Responsibility](#)  
April 28, 2009

## RELATED



3D SOLAR TOWERS COULD  
GENERATE 20X MORE  
ENERGY THAN FLAT PANELS



3D PRINTED BUILDINGS  
PROPOSED FOR THE MOON



WHEN IS A WINDOW NOT A



Photo via Abengoa

The [world's largest solar power tower](#) just began operating outside Seville, Spain—and it marks a historic moment in the saga of renewable energy. The solar tower PS20, seen above right next to its smaller sister PS10, produced even more power than expected over the course of its trial testing. It's been confirmed that the groundbreaking solar tower generates 20 megawatts of electricity: and it's now powering 10,000 homes with renewable energy. The tower, built and operated by Abengoa Solar, is one of the more innovative examples of solar technology. Though we've seen similar [solar towers before](#), we've never seen it executed on such a scale.

“Fourth wave”:  
sustainable ED

Retrieved September 5, 2012:  
<http://www.treehugger.com/corporate-responsibility/worlds-largest-solar-tower-now-powers-10000-homes.html>

# “Happiness” > “meaningfulness”

Bhutan’s “Gross National  
Happiness” index



Revkin, Andrew. 2005. A new measure of well-being from a happy little kingdom. New York Times. Retrieved 10/5/05:  
<http://www.nytimes.com/2005/10/04/science/04happ.html?ex=1129089600&en=de859301f49c121d&ei=5070&emc=eta1>

# Wealth creation



Midtown in Motion. Charrette illustrations. Retrieved August 23, 2017:  
<http://www.midtowninmotion.org/2012/02/06/charrette-illustrations/>

# ED for low-income communities: five dimensions of empowerment



# EMPOWER YOUR RESIDENTS: begin with basic education



Rosenwald School

# EMPOWER YOUR RESIDENTS:

## begin with basic education

- Higher education
- Adult job-, technical-,workforce-training programs: networking key
- High school: completion rates
- Elementary school, esp. up to grade 3
- Pre-school, child-care

# EMPOWER YOUR RESIDENTS:

## begin with basic education

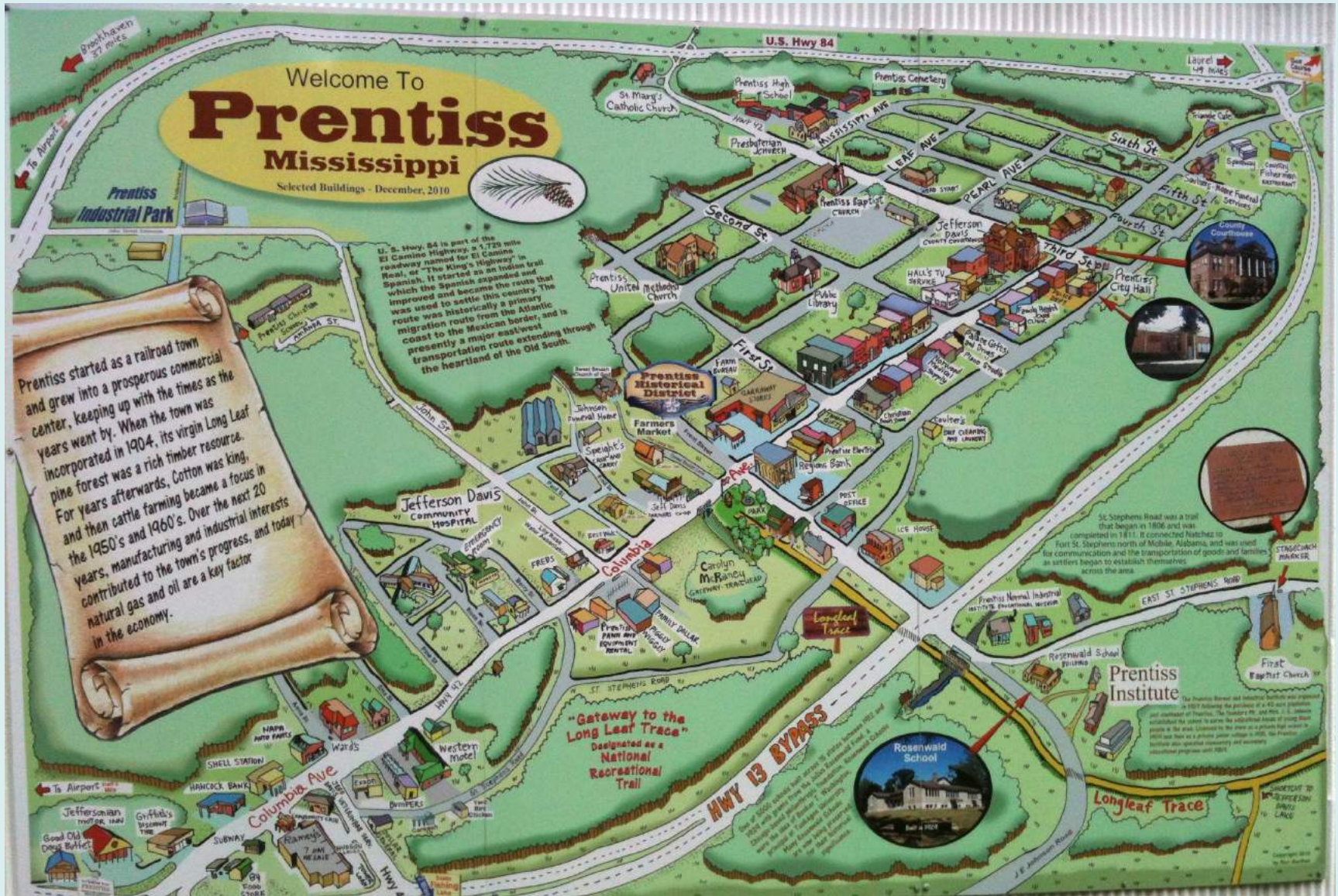
- Higher education
- Adult job-, technical-,workforce-training programs: networking key
- High school: completion rates
- Elementary school, esp. up to grade 3
- Pre-school, child-care
- Brain drain

# EMPOWER YOUR RESIDENTS:

## begin with basic education

- Higher education
  - Adult job-, technical-,workforce-training programs: networking key
  - High school: completion rates
  - Elementary school, esp. up to grade 3
  - Pre-school, child-care
  - Brain drain
- 
- Drive home the relationship between education & ED

# ENHANCE YOUR COMMUNITY: build on your existing assets



# ENHANCE YOUR COMMUNITY:

build on your existing assets

- Social capital
  - Bonding capital
  - Bridging capital
  - Linking capital

# ENHANCE YOUR COMMUNITY:

build on your existing assets

- Social capital
- Historical & natural amenities
- Churches & faith-based organizations
- Regionalism

# ENHANCE YOUR COMMUNITY:

build on your existing assets

- Social capital
- Historical & natural amenities
- Churches & faith-based organizations
- Regionalism
- Immigrants

# ENCOURAGE YOUR ENTREPRENEURS

Hattiesburg, Mississippi



**FIGURE 12.35 Grameen Bank** This innovative institution loans money to rural women so they can buy land, purchase homes, or start cottage industries. In this photo, taken in Bangladesh, women proudly repay their loans to a bank official as testimony to their success.



Les Rowntree; Martin Lewis; Marie Price; William Wyckoff.  
2008.. Globalization and Diversity: Geography of a  
Changing World, Third Edition.



Problem

Model

Impact

Support Us

## OUR MISSION

FOUNDED BY NOBEL PEACE PRIZE RECIPIENT MUHAMMAD YUNUS, GRAMEEN AMERICA IS DEDICATED TO HELPING WOMEN WHO LIVE IN POVERTY BUILD SMALL BUSINESSES TO CREATE BETTER LIVES FOR THEIR FAMILIES.

TOTAL DOLLARS DISBURSED:

**\$97,622,726**

# ENCOURAGE YOUR ENTREPRENEURS

- Microenterprise & microlending
- “New generation cooperatives”
- Creating an entrepreneurial environment
  - Incubators
  - Networking
  - Coaching
  - Localism

# ENCOURAGE YOUR ENTREPRENEURS

- Microenterprise & microlending
- “New generation cooperatives”
- Creating an entrepreneurial environment
- Address “predatory” lending

# DIVERSIFY YOUR ECONOMY

Shaw, Mississippi





# Shaw, Mississippi



# DIVERSIFY YOUR ECONOMY

- Retail & services
  - Slow economic “leakage”
  - Food security

# DIVERSIFY YOUR ECONOMY

- Retail & services
- Tourism
  - Agri-tourism
  - Arts, crafts, music, heritage, culture
  - Recreational trails
  - “Dark” tourism
  - Volunteer tourism
  - Retirement, bedroom, and second home communities

# DIVERSIFY YOUR ECONOMY

- Retail & services: slowing economic “leakage”
- Tourism
  - Agri-tourism
  - Arts, crafts, music, heritage, culture
  - Recreational trails
  - “Dark” tourism
  - Volunteer tourism
  - Retirement, bedroom, and second home communities
  - Gambling

# SUSTAIN YOUR DEVELOPMENT



African-American Military History Museum: Hattiesburg, Mississippi

# SUSTAIN YOUR DEVELOPMENT

Doing well by doing good

- Redevelopment
- Sustainable energy

# SUSTAIN YOUR DEVELOPMENT

- Redevelopment
- Sustainable energy
- Resilience from natural and economic disaster



# SUSTAIN YOUR DEVELOPMENT

- Redevelopment
- Sustainable energy
- Resilience from natural and economic disaster
- True, sustainable ED as wealth creation
  - Human capital
  - Natural, cultural, historic resources
  - Home equity
  - Local enterprise
  - Wellness
  - Social capital / networks

*Thank you for attending!*

Mark M. Miller

Dept. of Geography & Geology

The University of Southern Mississippi

[m.m.miller@usm.edu](mailto:m.m.miller@usm.edu)

