



The BRECC National Network

connecting coal communities

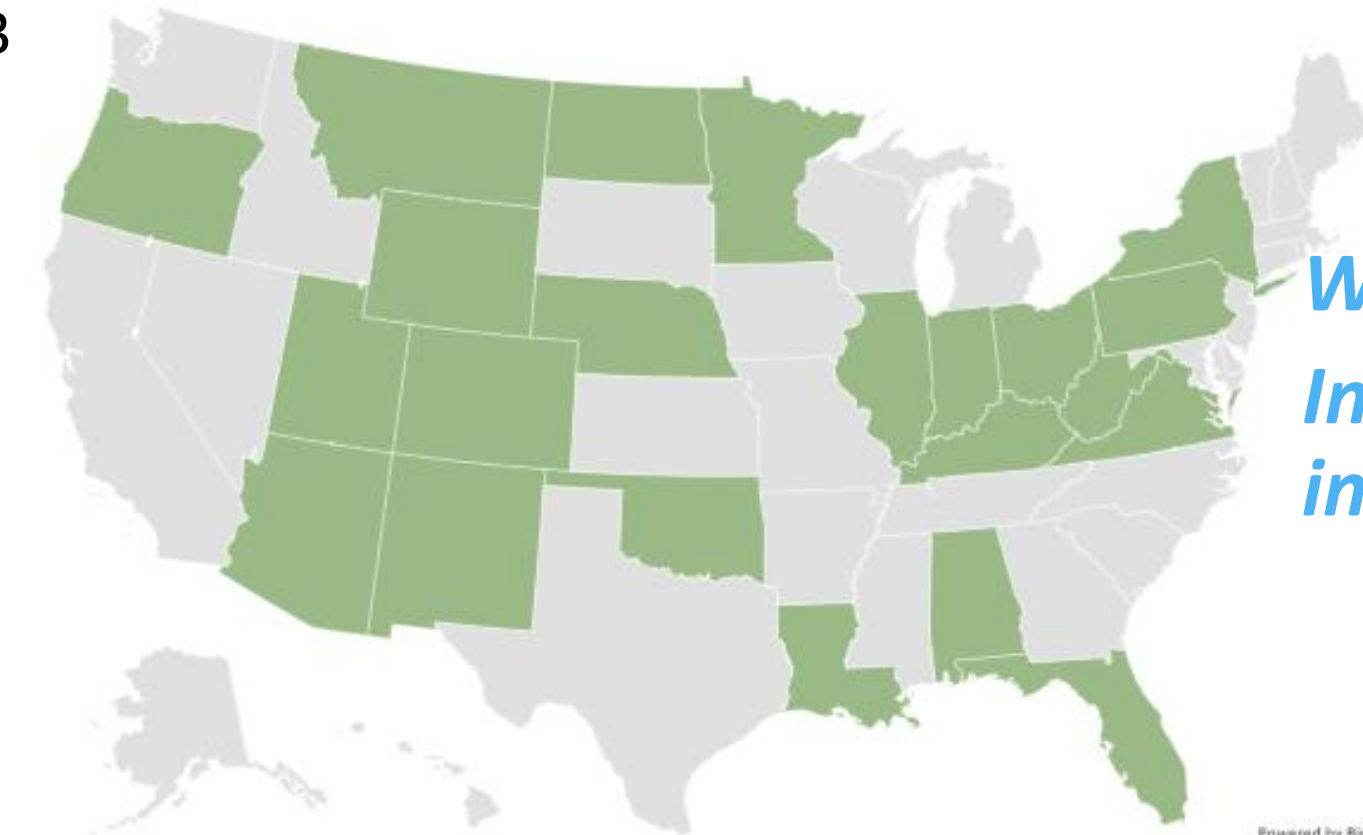
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**BUILDING RESILIENT
ECONOMIES *in*
COAL COMMUNITIES**

Shaping Your Coal Community's Approach to Economic Diversification

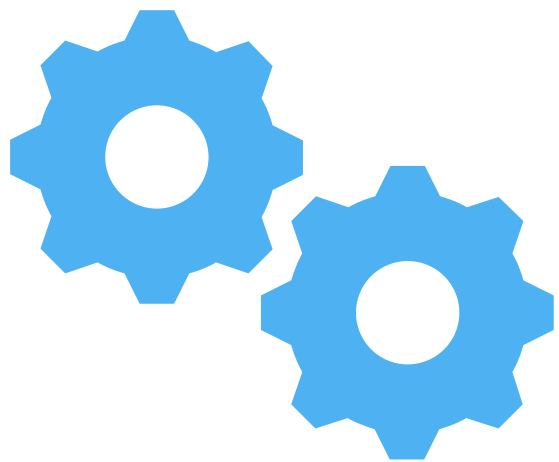
March 23, 2023



*Who's in the room?
Introduce yourself
in the chat!*

The BRECC National Network

connecting coal communities



Today's Agenda



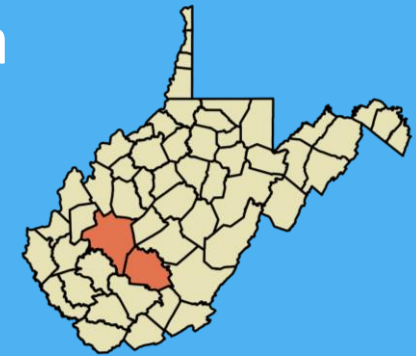
**Place Value as a Framework
for Economic Diversification**



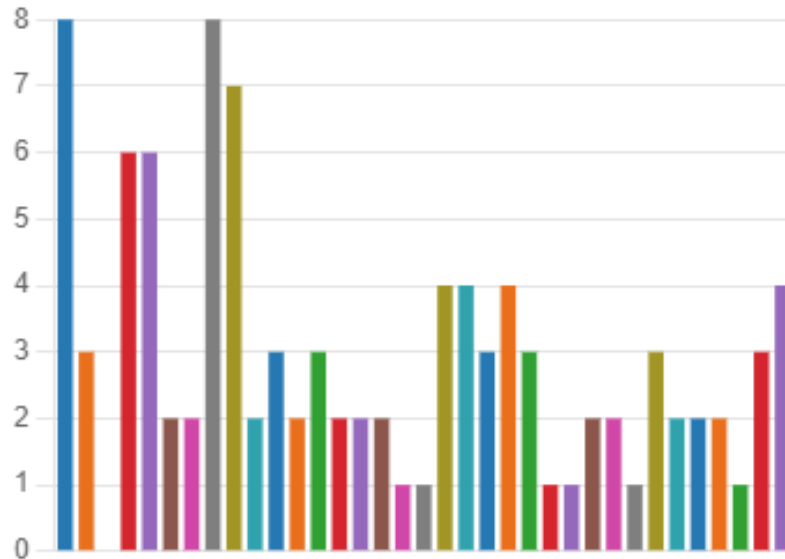
community builders



**Coal Community Spotlight:
Smithers & Montgomery,
West Virginia**



💡 Topics for Future Learning – Complete BRECC’s Survey!



1. Applying for Funding, Best Practices
2. Entrepreneurial Ecosystems
3. Providing Housing Options
4. Marketing to Attract Businesses
5. Workforce Development and Attraction

Potential Topics

- Funding
- Revenue challenges
- Capital absorption capacity
- Marketing to attract businesses
- Workforce development
- Existing workforce support
- Entrepreneurship ecosystems
- Housing opportunities
- Addressing blight
- Downtown revitalization
- Cross-sector coalitions
- Public private partnerships
- Partnerships with power companies
- Leveraging community knowledge
- Empowering local leaders
- Equitable engagement
- Public health
- Restorative economic development
- Renewable energy expansion
- Value-added agriculture
- Outdoor recreation
- Tourism and the arts
- Healthcare
- Land reclamation
- Existing infrastructure and grid
- Broadband
- Transition roadmap
- Data-driven decision making
- Power plant reuse options
- Transition dead-ends/
lessons learned

**Others?
Tell us!**

Place Value for Economic Revitalization



Clark Anderson
Executive Director
Community Builders



Spotlight on Smithers & Montgomery, West Virginia



Hon. Anne Cavalier
Mayor
City of Smithers



Hon. Greg Ingram
Mayor
City of Montgomery

Smithers & Montgomery | West Virginia



Questions?



Please share them in the chat.



Don't miss opportunities

**Interagency Working Group for Coal & Power Plant Communities & Economic Revitalization (IWG):
What the Inflation Reduction Act Means for Energy Communities**
Webinar Series

**U.S. Economic Development Administration (EDA):
FY23 Public Works and Economic Adjustment Assistance (PWEAA) Funding for Coal Communities**
Open application

**Office of Surface Mining Reclamation and Enforcement (OSMRE):
FY23 Outlook for Abandoned Mine Land Economic Revitalization Grants**
BRECC National Network, May 25, 2023

EDA Funding

- **Public Works Economic Adjustment (PWEAA) Notice of Funding Opportunity (NOFO) was recently released**
- **[Assistance to Coal Communities](#) - \$48 million dollars in Fiscal Year 2023**
- Funding to support communities and regions that have been negatively impacted by changes in the coal economy
- **Questions?**
 - [Notice of Funding Opportunity \(NOFO\)](#)
 - [Contact EDA Regional Office](#)



Thank you for joining!

**How can BRECC best support you?
*Tell us what you'd like to learn more about!***

**The next BRECC National Network session is
Thursday, May 25, 2023 | 3 – 4 pm ET**

The Place Value Framework
BRECC National Network
Clark Anderson, Executive Director



**community
builders**

PEOPLE | PLACE | PROSPERITY





**How do we build
diverse and resilient
local economies?**

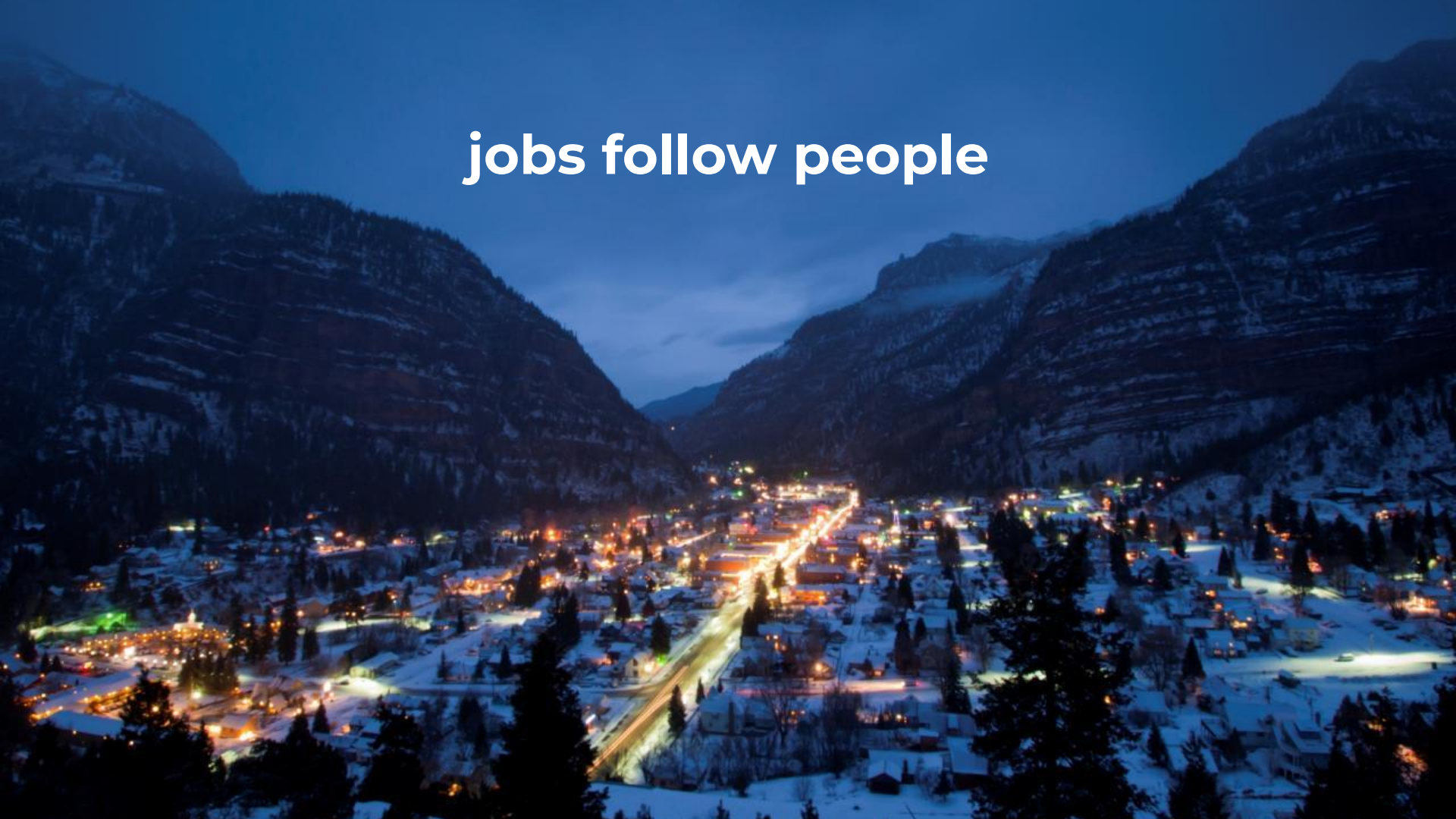
Economic Shifts.



Place Value



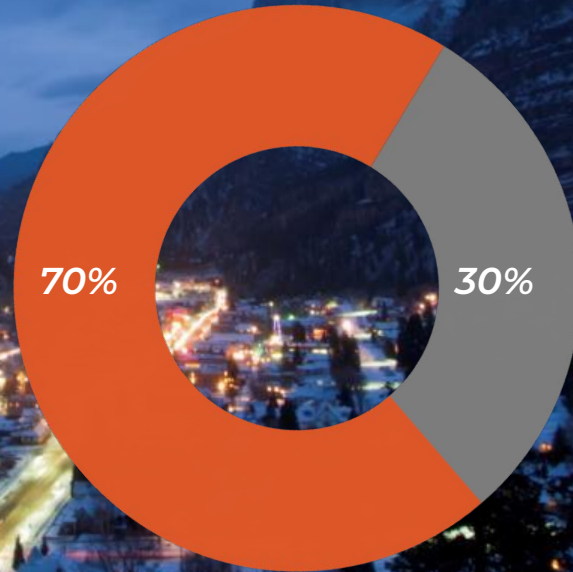
jobs follow people



jobs follow people

If you were involved in starting the business, which best describes your decision process?

-  *I already lived here and started my business*
-  *I moved here to start my business*



people move to great *places*.





*What's more important in relocation decisions:
the job, or the community?*

17% *Ideal job*

44% *Consider both equally*

39% *Ideal community*

*What's more important in relocation decisions:
the ideal salary, or the idea community?*

**ideal
community**

83%

17%

**ideal
salary**



Growing firms want to be in a place where they can attract & retain talent

68% of firms that were currently looking to fill positions said being able to attract and retain talent was **very** important to their location decisions.



People & Businesses are Drawn to Great Places



Two Approaches to Economic Development



Attraction-based

Attract businesses or industry through incentives: land / buildings, infrastructure, tax abatements



Asset-based

Leverage and enhance local, place-based assets: resources, location, amenities, people, capacity



rethinking economic development
growing good jobs locally

A Place Value Framework

- ★ Planning + Process
- ★ Strategies + Opportunities

Groundwork

- *Who's our team?*
- *Who else needs to be involved?*
- *What tools or information do we need?*

Values + Assessment

- *What matters most to our community?*
- *Where are we today?*
- *What are our existing assets?*
- *What potential assets can we enhance or build upon?*



Goals, Opportunities & Vision

- *What type of place do we want to be?*
- *What is the economy we want?*
- *What opportunities do we see?*
- *What do we need to accomplish?*

Strategies and Actions

- *How do we reach our goals?*
- *What are our priority projects/actions?*

Implementation and Stewardship

- *What's our first move?*
- *How do we sustain progress?*
- *How do we track progress?*



Invest in Place-based Assets

- Downtowns, Main Streets
- Parks, Trails and Recreation
- Arts, Cultural + Historic Assets
- Strategic Capital Investments
- Placemaking



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Strengthen Local Entrepreneurship

- Strengthen existing local business
 - Economic Gardening
- Entrepreneurship Programs
 - Accelerators, Incubators
 - Networking, Access to Capital
- Strategic Industry Clustering
 - Facilitate asset-based clusters



Healthy Community + Workforce

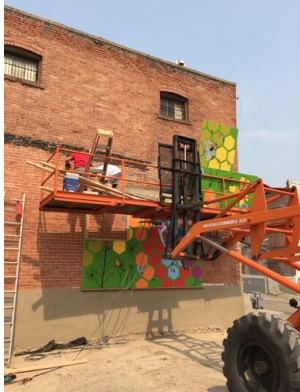
- Commitment to education
- Strategic workforce training
- Housing and childcare
- Public and mental health
- Strong local services
- Community engagement

Create Resources & Capacity to Act

- Public Private Partnerships
- Implementing programs / entities
- Dedicated funding streams

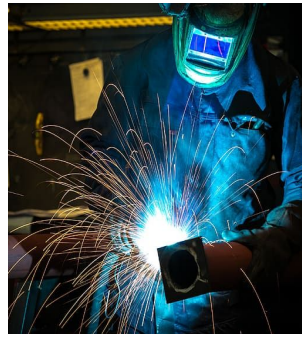
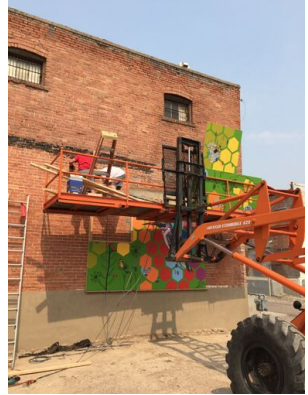
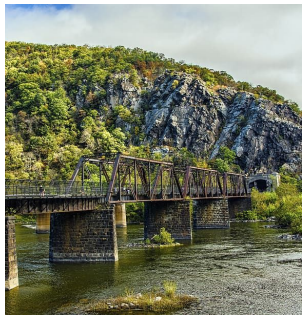


What are Place-based Assets?



What are Place-based Assets?

- Historic buildings/assets
- Natural amenities
- Educational systems
- Downtown / Main Street
- Broadband infrastructure
- Existing industries
- Agricultural heritage
- Publicly owned land
- Transmission systems
- Strategic location
- Transportation system
- Arts + cultural amenities
- Existing housing stock
- Trail systems



Rifle, Colorado



Rifle

Evaluated Assets:

- Downtown
- Colorado River
- Outdoor recreation
- Outdoor access and open space
- Local workforce

Created Strategies:

- Created a strategy to activate Downtown
- Strategically invested in Downtown area, including placemaking, parks, streets, library, housing, and the Ute Theater
- Created Trails Master Plan
- Invested in trails, facilities, and recreation (biking, climbing, river access)
- Setup coworking facilities



West End, Colorado



West End

Evaluated Assets:

- Local agriculture
- Entrepreneurialism
- Tight-knit communities
- Outdoor recreation
- Vast open space

Created Strategies:

- Created needed economic development capacity (WEEDC)
- Connect agriculture to local and regional market
- Entrepreneurship - provided coworking facilities, training, and related resources
- Marketing strategy
- Invested in trails and recreation facilities



Grand Junction, Colorado



Grand Junction

Evaluated Assets:

- Riverfront
- Agriculture
- Trails and Public Lands
- Downtown area
- Airport

Created Strategies:

- Riverfront revitalization + activation (amphitheater, park, trails)
- **Place-based clustering** - Attracted outdoor rec companies near riverfront & Downtown
- **Supported entrepreneurs and local businesses** - Grand Junction Incubator with multiple programs
- **Downtown strategy** - tying it all together



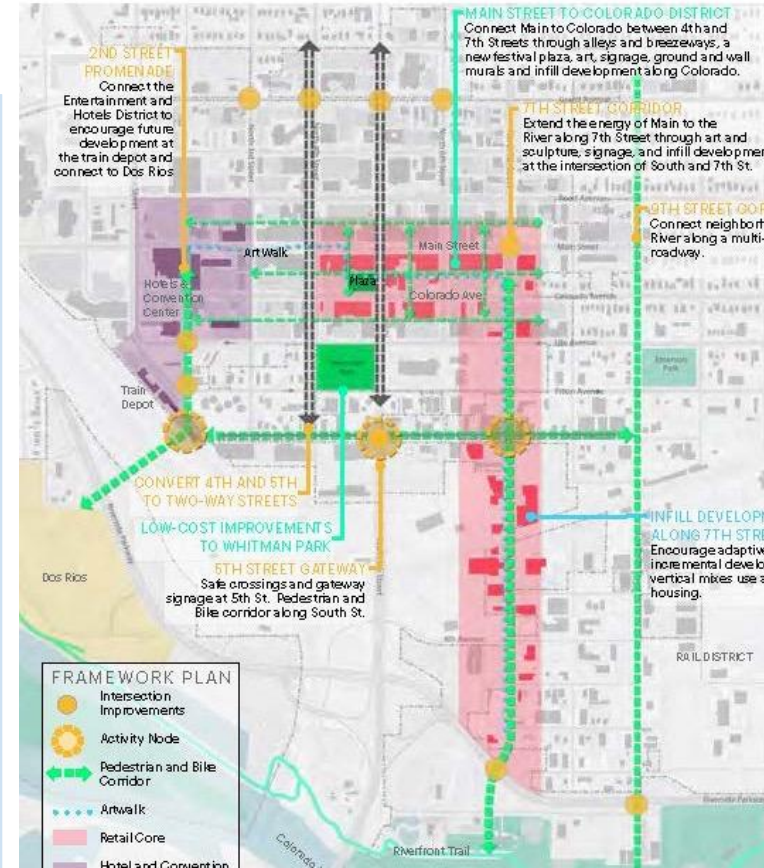
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Community Leadership