

# New Ideas

You can start  
today

By Deb Brown

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*Photo by [www.newdaydairy.com/](http://www.newdaydairy.com/)*

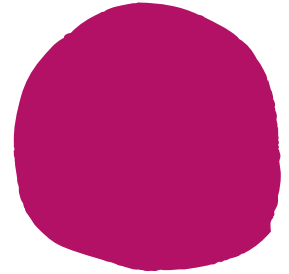
# Top 5 Rural Challenges

1. Housing
2. Downtown needs help
3. Our young people are leaving
4. Childcare is lacking
5. Attitude of despair



*Photo by [Annie Spratt](#) on [Unsplash](#)  
Survey of Rural Challenges from [SaveYour.Town](#)*

# Limits or strengths?



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# Resilience is the ability to bounce back from adversity

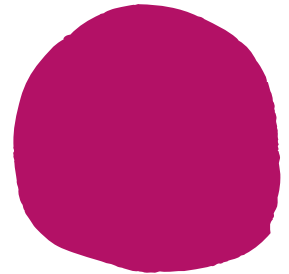
Diversify the economy

Strengthen social bonds

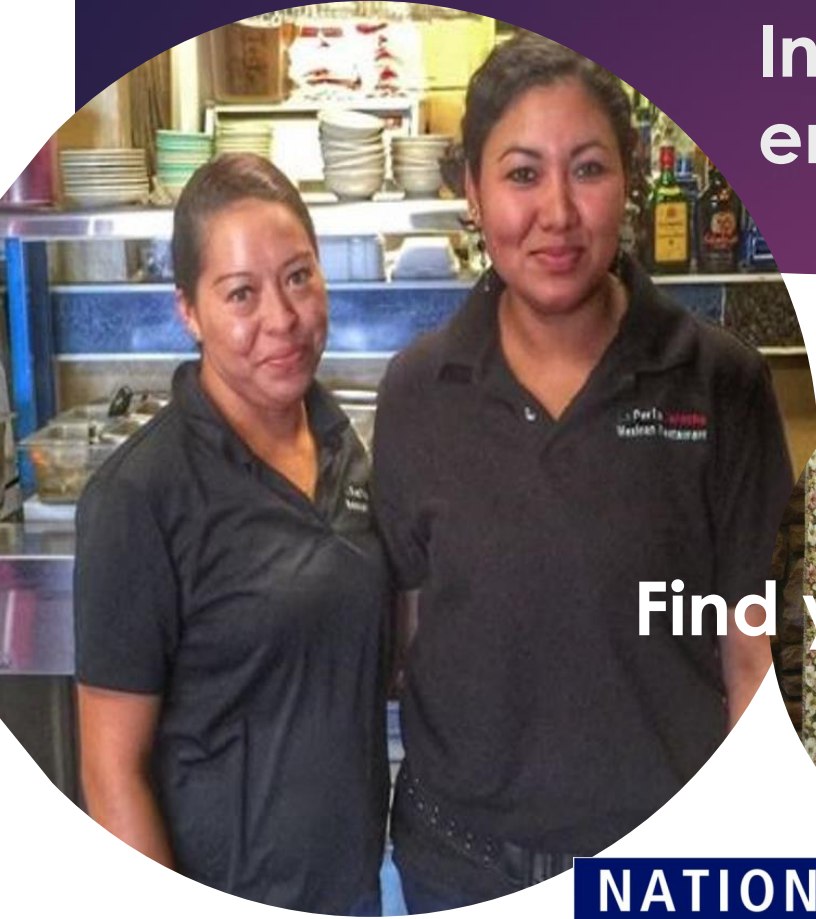
Encourage local  
innovation and  
entrepreneurship

Develop adaptive skills

*Resilient communities are better equipped to handle economic shifts, natural disasters or other unforeseen challenges.*



# Incubators, Artists as entrepreneurs, Partnerships



Find your entrepreneurs

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# Concrete Actions

## ASSET INVENTORY

Identify your community's unique strengths. This could include historic buildings, local talents, or natural resources.

## SUPPORT NETWORK

Set up a mentoring system or a coworking space to encourage local innovation.

## COMMUNITY EVENTS

Strengthen social bonds through festivals, farmers markets, or collective beautification projects.

## EXPERIENTIAL TOURISM

Highlight your town's authenticity to attract visitors seeking unique experiences.



# COFFEE AND CALENDARS



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# SUPPORT NETWORK

OLD GEEZERS CLUB



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# Zuni Pueblo Artists

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# LEVERAGING YOUR COMMUNITY'S ASSETS

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## IDENTIFY

Every town has unique assets. It could be heritage, natural environment, or talented residents. The key is to identify these assets and use them as development levers.

## PATIENCE AND PERSERVENCE

Revitalizing a small town is an ongoing process that requires patience and perseverance. With the right strategies and a mind open to possibilities, every community can create a promising future.

## TAKE SMALL STEPS

Remember: change starts with small actions. Begin today to transform possibilities into reality for your small-town.

## IN MY BOOK

I give examples of towns that have successfully reinvented themselves by focusing on their distinctive strengths. [BuildingPossibility.com/BuyTheBook](http://BuildingPossibility.com/BuyTheBook)

