



JOINT PURDUE – BALL STATE EDA UNIVERSITY CENTER

Highlights of the EDA UC Efforts of the Purdue Center for Regional Development

OVERVIEW



- **Current COVID-19 Relevant Activities**
 - Rural Economic Development Innovation (REDI) Initiative
 - Hometown Business Preservation Initiative
 - Rural Road to Recovery State Task Force Effort
 - Remote Work Readiness Program
 - Data Products

- **Planned COVID-19-Related Initiatives**
 - Supply Chain Disruptions and Opportunities
 - COVID-19 Impacted Small & Medium-Sized Companies
 - Digital Inclusion Comprehensive Planning
 - Business Networks: Regional Learning & Support Systems
 - Talent Needs in Indiana Regions: Assessing Changes



The Rural Economic Development Innovation (REDI) Initiative

An Eleven-State Effort in Partnership with USDA Rural Development

Priority Focus of REDI Sites

STATE	SITE	PRIORITY FOCUS
Florida	Jackson County	e-Connectivity
Georgia	Mission Bartow	Quality of Life & Workforce Development
Illinois	Fulton County	e-Connectivity and Economic Development
Indiana	Spencer County	Economic Development & Quality of Life
Kentucky, Illinois, Missouri and Tennessee	Influencers of the Confluence	Economic Development & Quality of Life
North Dakota	Turtle Mountain	Quality of Life
Ohio	Buckeye Hills Regional Council	e-Connectivity & Economic Development
Virgin Islands	VI Developmental Disabilities	Quality of Life
Wisconsin	Wood County	Economic Development & Quality of Life

- **All Sites are completing a REDI Plan. BUT . . . important adjustments are being made to these plans in light of COVID-19.**

- **Some of the key outcomes of our “Capacity-Building and Technical Assistance Activities” to date include:**
 - ***Turtle Mountain Tribal Reservation (ND)***
 - Completed a “Comprehensive Recovery-Oriented System of Care” Business Plan.
 - \$14M project proposal being submitted to USDA RD.
 - \$2.5M approved by the Tribal Government to invest in this plan.

 - ***Fulton County, IL (Spoon River Partnership for Economic Development)***
 - USDA RD Rural Business Development Grant proposal submitted (to establish a Revolving Loan Program in support of local businesses).
 - Economic Adjustment Grant being submitted to EDA focusing on expansion of Spoon River College’s educational technology program.
 - Pursuing three initiatives to improve broadband access and use (USDA Reconnect Broadband Program; Connected Illinois & the Rural Digital Opportunity Fund).

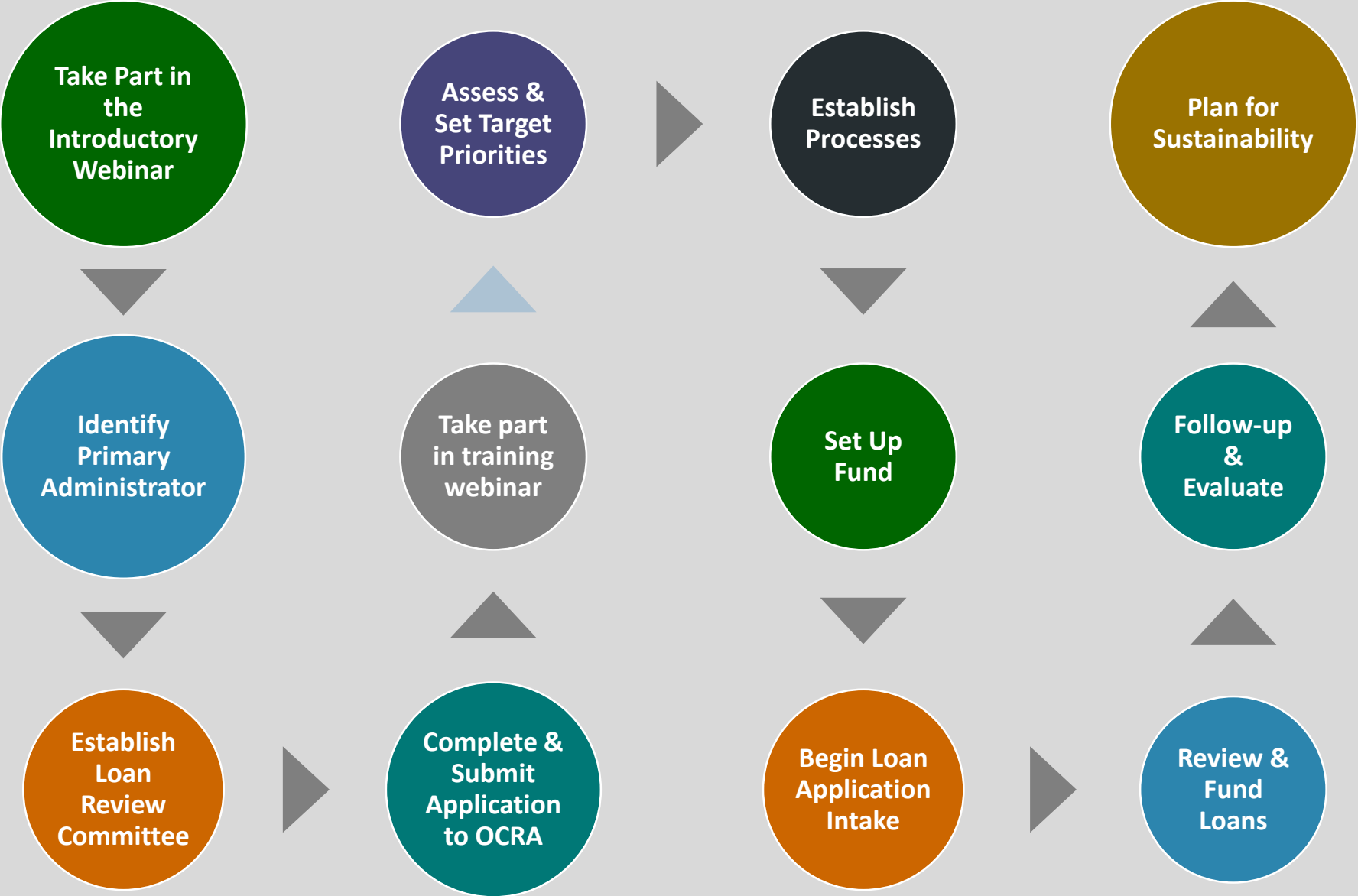


Hometown Business Preservation Initiative

*Creating a Community
Revolving Loan Program*

Training Webinar

Establishing a RLF: The Key Steps



Sectors Being Targeted



Gig Economy

Businesses that are typically sole proprietorships and can be particularly vulnerable during economic downturns



Service

Fastest growing segment of small business. Includes salons, professional services, coffee shops and breweries. They fill a void in local economies.



Retail

Provide creative answers to the needs of the community, such as boutiques, flower shops, bookstores and groceries filling a niche



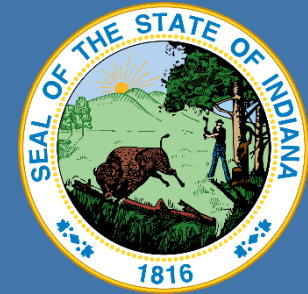
Small Business

Those located in downtown areas or in underserved locations, such as villages and neighborhoods

State Rural Road to Recovery Task Force



- Both Ball State and Purdue EDA UC representatives were appointed to the Task Force.
- **PCRD REPS:** Bo Beaulieu, Roberto Gallardo and Melinda Grismer.
- Our team is informing/guiding the plans of the five state agencies that report to the Lieutenant Governor in terms of recovery strategies.
 - Office of Community & Rural Affairs
 - State Department of Agriculture
 - Housing and Community Development Authority
 - Office of Broadband Opportunities
 - Office of Tourism Development



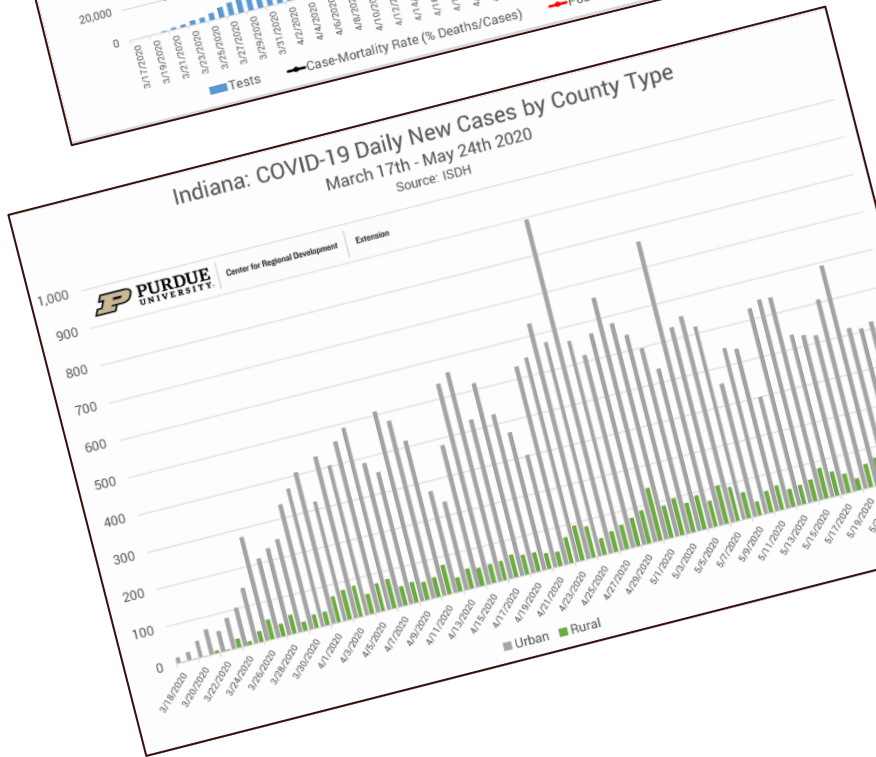
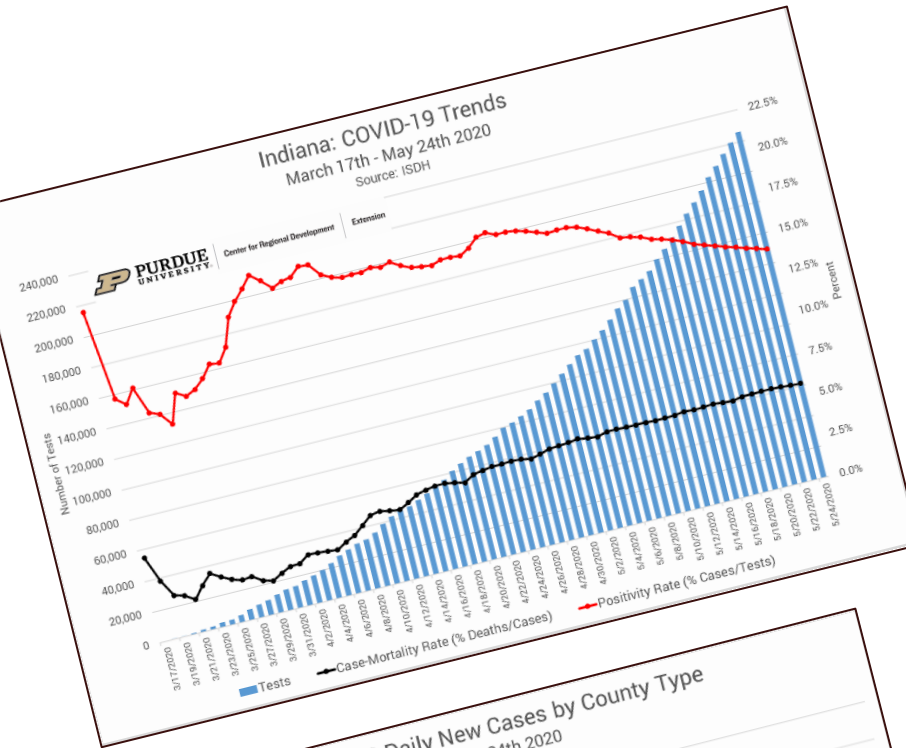
*Office of the Lieutenant
Governor Suzanne Crouch*

- Launched a “Remote Work Readiness Survey” (Roberto Gallardo is leading the effort and you’ll hear more from him in a couple of weeks).
- Being done in partnership with key state agencies.
- **Purpose:** Better understand the opportunities and challenges associated with remote work.
- Results will inform the efforts of Purdue and state agencies to strengthen remote work opportunities in the state.
- The Utah State’s Remote Work Certification will be part of the strategy PCRD/Purdue Extension will be pursuing in the coming months.



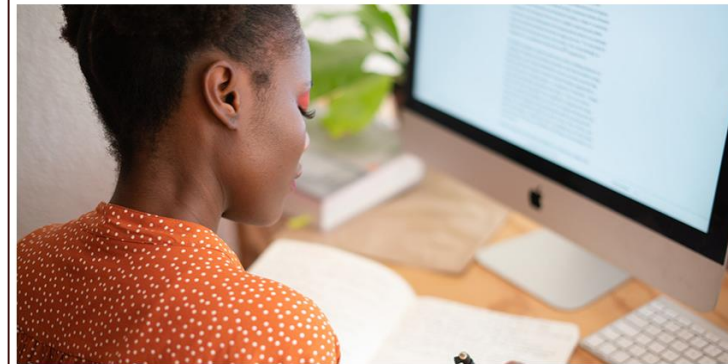
Remote Work Readiness

Data Products



Remote Work and the Coronavirus

Posted by Roberto Gallardo on March 23, 2020, in Coronavirus.



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Which Communities Are Most Able and Which Are Most Vulnerable to Take Advantage of the Shift to Remote Work

Written by Roberto Gallardo and Richard Florida

Vulnerability Group by County

Search in table

Page 1 of 104 >

Name	State	Vulnerability
Autauga	Alabama	Low
Baldwin	Alabama	No
Barbour	Alabama	High
Bibb	Alabama	High
Blount	Alabama	Moderate
Bullock	Alabama	Moderate
Butler	Alabama	High
Calhoun	Alabama	Low
Chambers	Alabama	Moderate
Cherokee	Alabama	Moderate
Chilton	Alabama	High
Choctaw	Alabama	High
Clarke	Alabama	High
Clay	Alabama	High
Cleburne	Alabama	High



COVID 19

Our Planned Activities Over the Next Two Years

**Year 5 EDA UC
& CARES ACT Funds**



SUPPLY CHAIN DISRUPTIONS & OPPORTUNITIES



- Assess the supply chain disruptions and gaps of two key industry clusters – manufacturing and agriculture/food processing – in at least one Indiana region (on a pilot test basis). Roll out to other regions in time.
- *Data products:* We'll tap include Gazelle.ai Business Intelligence Platform, Dun & Bradstreet & Emsi.
- The study will produce valuable data products and insights that can guide potential reshoring and self-sufficiency activities and strategies of the region.
- Furthermore, the project will support the region's CEDS planning document.

COVID-19 IMPACTED SMALL & MEDIUM-SIZE ENTERPRISES



- Partnering with two Indiana Small Business Development Centers (both hosted by PCRDR)
- Focus will be on the EDDs/RPOs located in the northern and southern tiers of Indiana.
- The SBDCs will focus on small companies and PCRDR will hone in on 2nd stage enterprises needing help in identifying barriers to growth.
- The plan is for the PCRDR/SBDC team to assist 8 companies via the **Economic Gardening Program** (one of PCRDR's EDA UC efforts)

Market Research

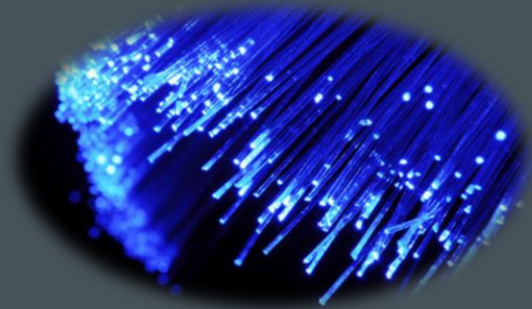
- Assess market trends
- Identify potential competitors
- Discover unknown resources

Geospatial Analysis

- Map areas for targeted marketing
- Visualize competitors
- Identify customers
- Business 2 Business
- Business-to-Customers

SEO & Social Media

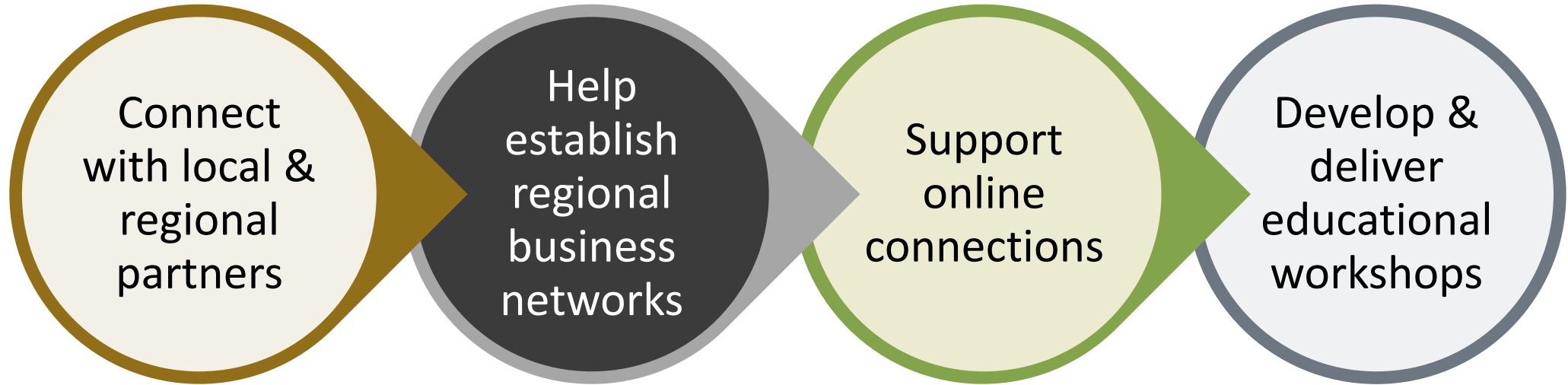
- Raise search engine visibility
- Increase web traffic
- Track online communications



DIGITAL INCLUSION COMPREHENSIVE PLANNING

- COVID-19 surfaced a number of challenges for places and regions in Indiana
- The Center will work with one of the Indiana regions on pilot testing the development and implementation of a comprehensive digital inclusion plan.
- The components include:
 - Implementation and analysis of multiple surveys;
 - Regional engagement and buy-in sessions;
 - Broadband infrastructure planning;
 - Digital inclusion strategies;
 - . . . and more
- Plan could be incorporated into the region's CED strategy and/or local economic development plans.

Business Networks: Regional Learning & Support Systems



Assessing Changes in Talent Needs & Location in Indiana

- COVID-19 is having profound impacts on Indiana's labor force.
- Plan to explore the changing talent needs of the 15 IARC regions along with the regions' metro and nonmetro areas.
- We'll draw on time-sensitive data from Emsi to track shifts in job postings, as well as credential requirements associated with these jobs.
- Our study will provide a basis for examining which jobs are vulnerable in a post-COVID-19 environment.



The Purdue EDA University Center Team

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Center for Regional Development