

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



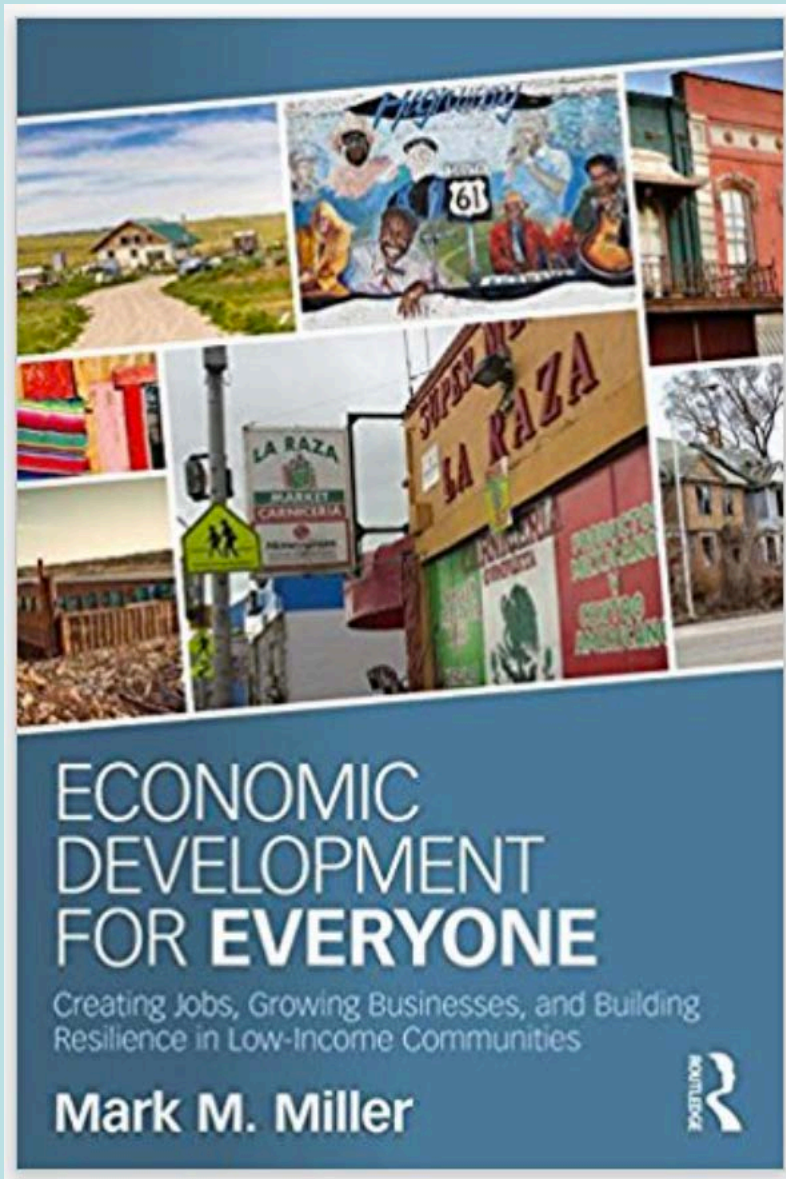
Mark M. Miller

Dept. of Geography & Geology

The University of Southern Mississippi

m.m.miller@usm.edu

Shameless promotion....



Key themes (spoiler alert!)

- There is no single magic bullet. Contact Christine for refund 😊.
- There is not even a single dominant big idea (“paradigm,” to sound fancier). Ditto.
- There are, however, lots of great small and medium sized ideas. Reconsider asking for your refund right away.
- *Nothing works well in isolation*
- *there are many realistic investments that are within the grasp of low-income communities, which can pay dividends in the near term.*
- *Networking*
- *It all starts with Education. It all ends with inadequate education.*
- *Sustainability for green and profit*

WHO CARES?

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

- What is a “low-income community?”

WHO CARES?

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

- What is a “low-income community?”
- Where are low-income communities?

Inner cities

Detroit. Source unknown



Rural communities

Clio, Alabama





WALLACE WALLACE

Clio, Alabama, inc. 1899



Alabama Pork Festival

Suburbia

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



American Indian reservations

Source unknown



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



Texas border *colonias*

Source unknown



WHO CARES?

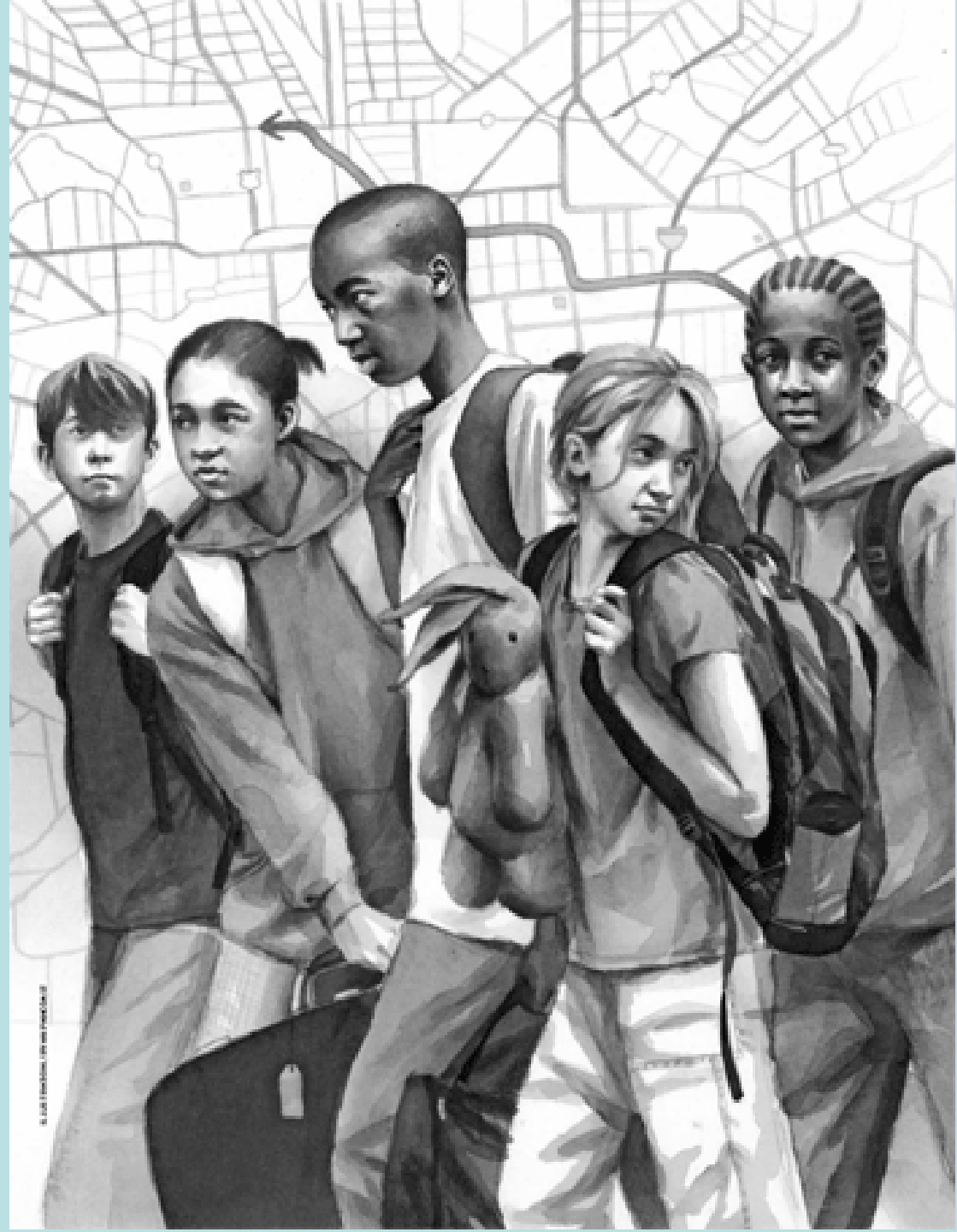
What are the realities facing low-income populations and communities in the U.S. today?

- What is a “low-income community?”
- Where are low-income communities?
- What are some of the major, current issues?
 - Growing inequality (absolute vs. relative poverty)
 - Declining health, food security, life expectancy Drug addictions
 - Mass incarceration
 - Declining funding

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).



WHY BOTHER?

Who cares about the future of low-income communities?

People to jobs

- Mobility: e.g., urban – suburban transportation
- Housing policy transformation: public housing -> Gatreaux
- Deindustrialization: loss of manufacturing employment + agricultural 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
- Sense of keeping your job as a local planner or economic developer

WHAT'S THE USE?

What can mainstream ED do for low-income communities?



Rosenwald School

Economic development: alternative models

© Mark M. Miller
World Regional Geography
Dept. of Geography & Geology
The University of Southern Mississippi



Tennessee Valley Authority

[About TVA](#)

[Newsroom](#)

[Careers](#)

[Index](#)

[Energy](#)

[Environment](#)

[Economic Development](#)





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/>



Tennessee Valley Authority

[About TVA](#)

[Newsroom](#)

[Careers](#)

[Index](#)

[Energy](#)

[Environment](#)

[Economic Development](#)

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



TVA HERITAGE SERIES

Books for the People

In honor of National Library Week, we look back at a time in which TVA provided books to enrich the lives of dam builders and people in remote communities throughout the Tennessee Valley.

[Continue Reading](#) →

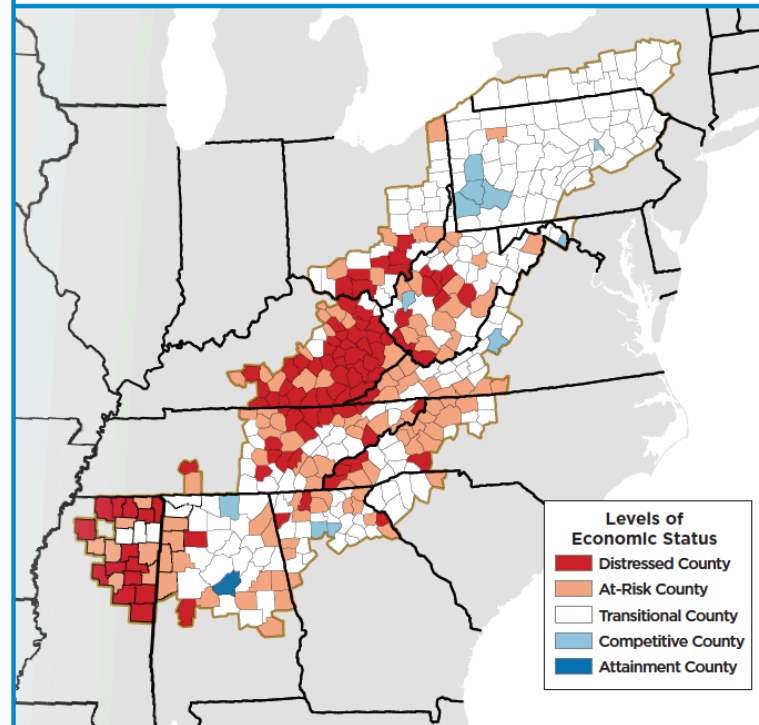


APPALACHIAN
REGIONAL
COMMISSION

<https://www.arc.gov>

v

County Economic Status in
Appalachia, FY 2016



“Jobs to people” vs. “People to jobs”



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

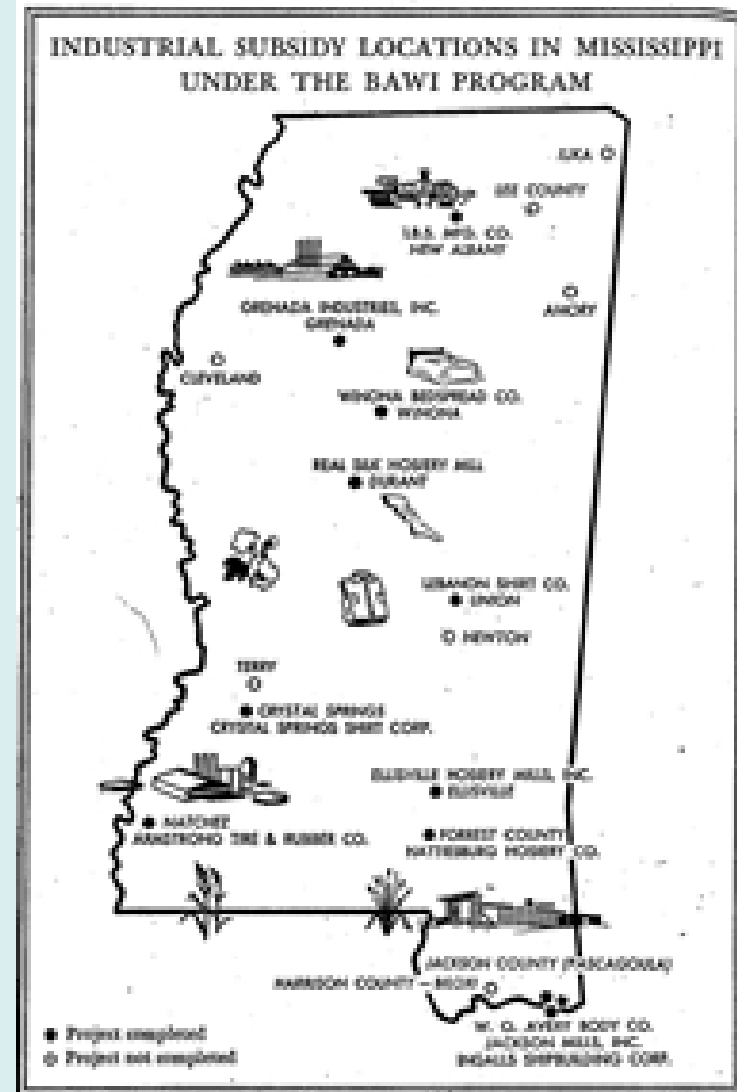
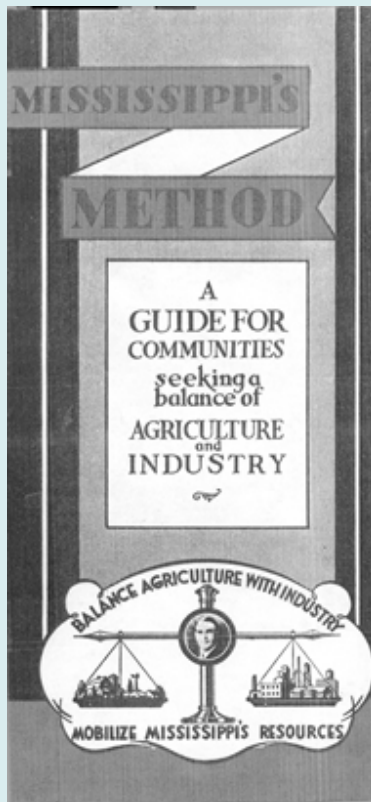


“First Wave” ED:

**Industrial attraction &
incentives
model**

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

Mississippi's 1936 "Balance Agriculture with Industry" Act



“Smokestack chasing”?



The image is an aerial photograph of the Nissan Canton plant. In the top left corner, there is a circular logo that reads "MANUFACTURING AND ASSEMBLY PLANT NISSAN 10TH EST. CANTON 2003 ANNIVERSARY". In the top right corner, the word "NISSAN" is written in white capital letters. The main body of the image is an aerial view of the large industrial facility. Several red circular callouts are overlaid on the image, each containing a different scene: a group of people posing, a close-up of a car's engine, a worker operating a machine, a water tower with the Nissan logo, a group of workers, and a group of people holding a sign that says "NISSAN Bank 3.0".

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.

BEER

EVENTS

TOURS

STORE

ABOUT

CAREERS

CONTACT

DISTRIBUTOR LOGIN

HOME

Southern Prohibition Brewing



“Second wave”:
nurture local
enterprise

- Venture capital
- Incubators



Enter your email address

JOIN

Problem

Model

Impact

Support Us

OUR MISSION

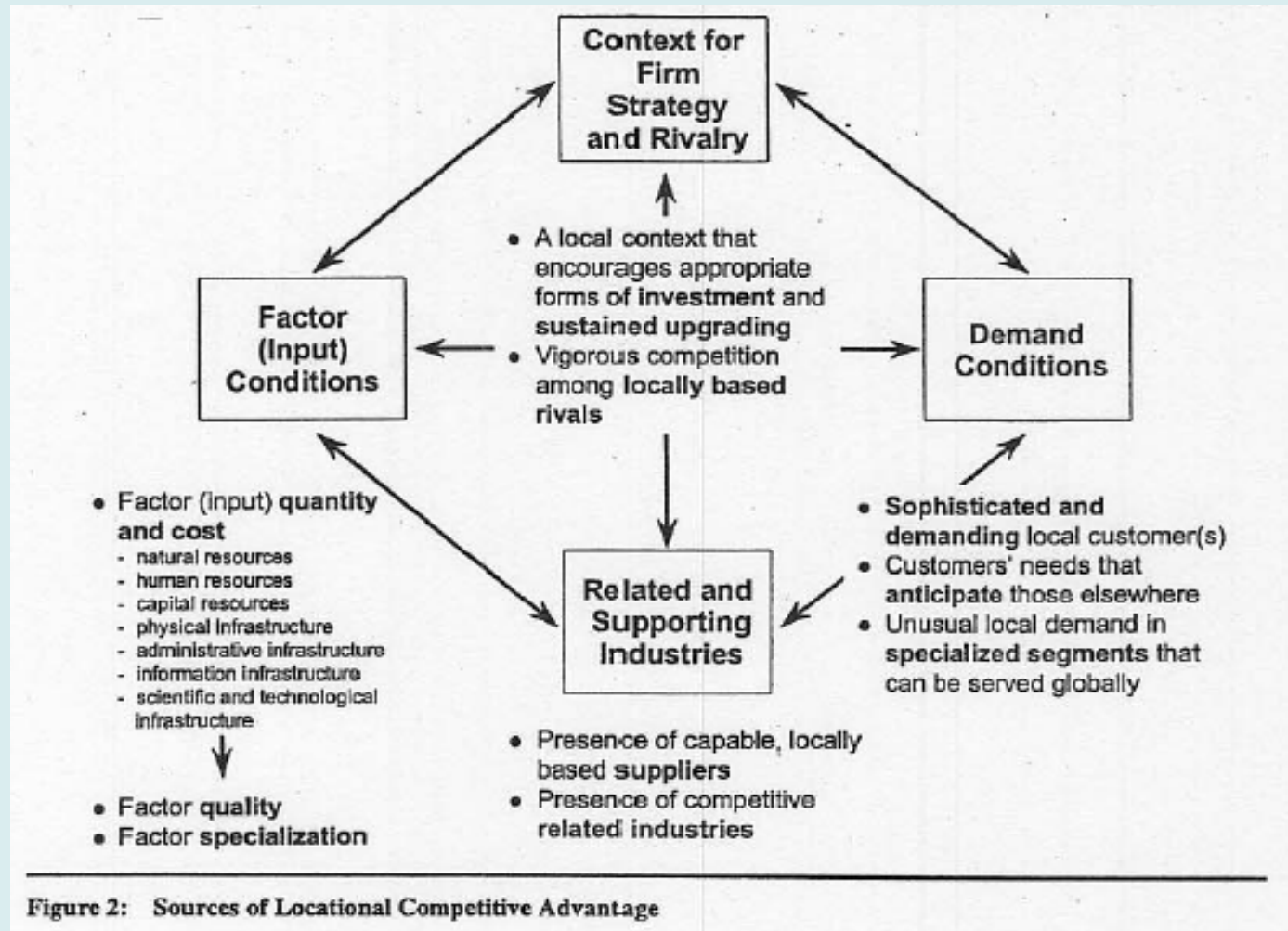
FOUNDED BY NOBEL PEACE PRIZE RECIPIENT MUHAMMAD YUNUS, GRAMEEN AMERICA IS DEDICATED TO HELPING WOMEN WHO LIVE IN POVERTY BUILD SMALL BUSINESSES TO CREATE BETTER LIVES FOR THEIR FAMILIES.

TOTAL DOLLARS DISBURSED:

\$97,622,726

“Third wave”: the greater economic environment

Michael Porter’s industrial cluster:





San Diego Biocluster




“Mississippi gambling cluster”?





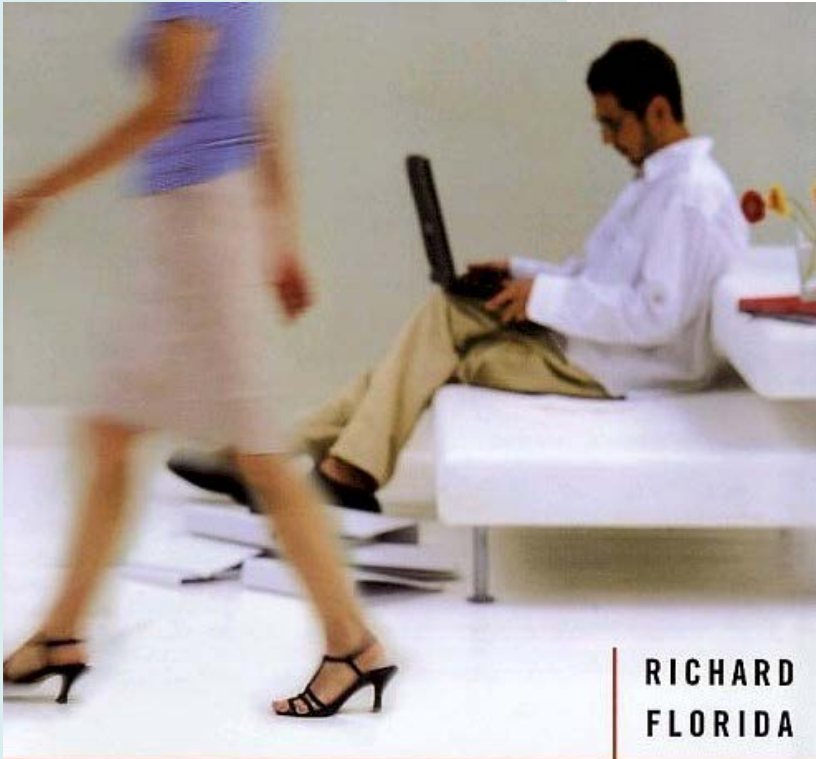
salon.com

Tuesday, May 1, 2007

Meet people who hang out At The Same Places You Do  [SIGN UP NOW](#)

Search Salon The Web powered by **YAHOO!** SEARCH Site Sponsored By **brando**

A&E Books Comics Community Life News & Politics Opinion Sports Tech & 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.

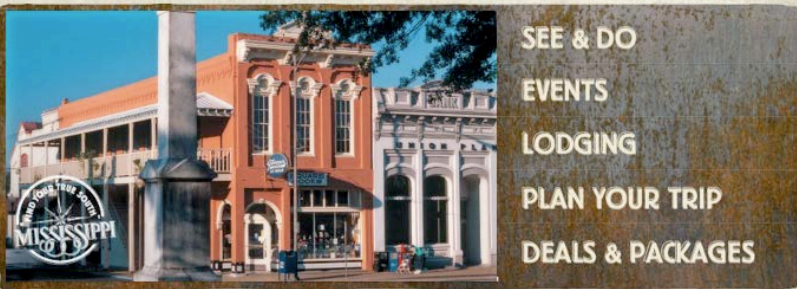
Public policy and regional development books are often considered best as a cure for insomnia, but Florida's work is challenging many of the verities of the field. He claims that the world has moved away from the old "organizational" era of corporations and homogeneity and into the "creative" era, which 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 



E-News Email Address GO

What's Happening



RIGHT NOW MUSIC TRAILS TIME TO EAT JAM OUT GET OUTSIDE

FAVORITES

FIND YOUR TRUE ADVENTURE

The True South—Mississippi—is the perfect place for almost any adventure you want to pursue.

FIND OUT WHY!

Guides to Mississippi

2011

ORDER A GUIDE ONLINE GUIDE

TOURISM

You are here: Hattiesburg Mississippi Home

HATTIESBURG VISITHATTIESBURG

Request a Guide Search

Events · Eat · Shop · Stay · Play · Groups · Visitors Center

"Kick your weekend up a notch!" - Hattie

Local artist, Vasti Jackson, captivates spectators during HUBfest, an annual arts and heritage street festival held in Historic Downtown Hattiesburg.

Join Hattie's Friendship Circle

Stay on top of everything going on in Hattiesburg, Mississippi and get exclusive specials delivered direct!

Subscribe for FREE

What is RSS?

Hear What's Happening in Hattiesburg

Listen to *Tourism Talk with Hattie* and find out more about this weekend's news and events or subscribe FREE to our monthly PODCAST!

Start Listening



Welcome to Hattiesburg, Mississippi

hear the Hattie jingle

Welcome!

You may not know it yet, but at your fingertips is a passport to a virtual journey. It's a journey that will weave you in and out of places marked by the local flavor of unassuming folks who never meet a stranger and always make a friend. It's a journey that will weave you in and out of kitchens that cook up some of the South's finest ... shops that lure you in through the invitation of a window display ... and places and events steeped in a culture unique to Hattiesburg.

And when our journey through this virtual tour is complete, and you're ready to truly experience Hattiesburg for yourself, make your first stop at the place where the welcome mat is always out and the people inside are always smiling. The Hattiesburg Visitors Center, conveniently located at the intersection of I-59 and Hwy 49, is as easy to find as the tip of your nose. Best of all, the Tourism Ambassadors, awaiting your visit there, will ensure you leave no page unturned in your visit to Hattiesburg.

So if you're ready for a sneak peak, just follow my lead, and when we come across something I think is extra-special, I'll let you know. After all, you're my guest, Hattiesburg is my town and we're growing our circle of friends one visit at a time!

Upcoming Events

September 2011

Sun	Mon	Tue	Wed	Thu	Fri	Sa
28	29	30	31	1	2	3
4	5	6	7	8	9	1
11	12	13	14	15	16	1
18	19	20	21	22	23	2
25	26	27	28	29	30	1

Please check back soon for updates.

View All Events

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.

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.

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

“Fourth wave”: sustainable ED

A NEW MODEL?

A FRESH THEORETICAL PERSPECTIVE?

“Happiness”



• **Richard Layard. 2005. Happiness: Lessons From a New Science. Penguin Press.**

• **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>

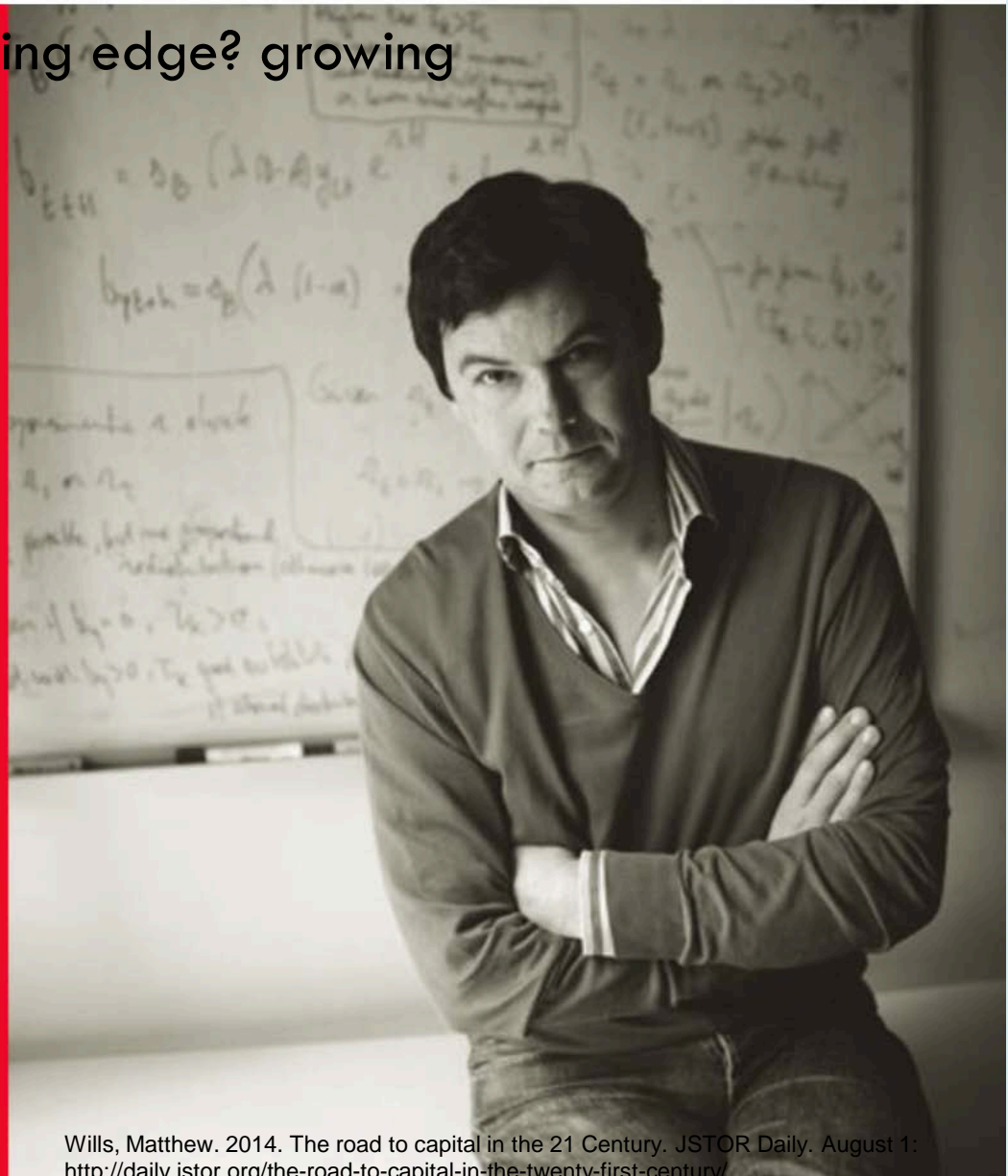
Economic development cutting edge? growing
income inequality

CAPITAL

in the Twenty-First Century

THOMAS
PIKETTY

TRANSLATED BY ARTHUR GOLDHAMMER



Wills, Matthew. 2014. The road to capital in the 21 Century. JSTOR Daily. August 1:
<http://daily.jstor.org/the-road-to-capital-in-the-twenty-first-century/>

ED for low-income communities: five dimensions of empowerment



EMPOWER YOUR RESIDENTS: begin with basic education



Rosenwald School

ENCOURAGE YOUR ENTREPRENEURS

Hattiesburg, Mississippi



DIVERSIFY YOUR ECONOMY

Shaw, Mississippi





**“WHERE THE SOUTHERN
CROSSES THE YELLOW DOG”**

At the start of the twentieth century, the rail crossing once located nearby was an important land transportation point. The junction of the Southern Railroad and the Yazoo Delta Railroad (the “Yellow Dog”) was established in 1897. For decades it was the central Delta’s major rail link, making Moorhead one of the region’s most active passenger and freight connections. The crossing gained national fame in 1914 with W.C. Handy’s seminal blues song “The Yellow Dog Rag.”

Shaw, Mississippi



SUSTAIN YOUR DEVELOPMENT



African-American Military History Museum: Hattiesburg, Mississippi



ROOTS OF ROCK AND ROLL

Rock and roll is rooted in the blues of Mississippi. The Mississippi Jook Band (brothers Roosevelt and Uaroy Graves and pianist Cooney Vaughan) earned a niche in the annals of rock after they recorded in Hattiesburg in 1936, nearly two decades before rock and roll exploded in the 1950s. *The Rolling Stone Illustrated History of Rock & Roll* noted that their blues recordings "featured fully formed rock and roll guitar riffs and a stomping rock and roll beat."

Mark M. Miller

Dept. of Geography & Geology

The University of Southern Mississippi

m.m.miller@usm.edu

Economic Development for Everyone:

Creating Jobs, Growing Businesses, & Building Resilience

in Low-Income Communities



