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

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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
Clio, Alabama
https://www.strongtowns.org/journal/2016/2/24/suburban-decline
American Indian reservations

Source unknown
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?
Economic development: alternative models

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World Regional Geography
Dept. of Geography & Geology
The University of Southern Mississippi
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/
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.
“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 those modern times, is a virgin industrial stage 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 boll; 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’s 1936 “Balance Agriculture with Industry” Act

“Smokestack chasing”? 

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.

“Second wave”: nurture local enterprise
- Venture capital
- Incubators
**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

University of California San Diego CONNECT. Retrieved 9/27/05: http://www.connect.org/
“Mississippi gambling cluster”?
Be creative -- or die

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

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. peaing industrial centers like Detroit, Buffalo and Scranton.
Welcome to Hattiesburg, Mississippi

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 the 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 all the tips 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 peek, 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!
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.
World's Largest Solar Tower Now Powers 10,000 Homes

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.
A NEW MODEL?
A FRESH THEORETICAL PERSPECTIVE?

“Happiness”

- Bhutan’s “Gross National Happiness” index

Economic development cutting edge? growing income inequality

ED for low-income communities: five dimensions of empowerment

- Empower your residents
- Enhance your community
- Encourage your entrepreneurs
- Diversify your economy
- Sustain your development
EMPOWER YOUR RESIDENTS:
begin with basic education

Rosenwald School

Martin, Zena. Books & belongings: a history of Black education and association. 13 February 2013:
http://zmblackhistorymonth2013.blogspot.com/2013/02/julius-rosenwald-benefactor-of-5000.html
ENHANCE YOUR COMMUNITY:
build on your existing assets
ENCOURAGE YOUR ENTREPRENEURS
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

DELTA HANDS FOR HOPE
SUSTAIN YOUR DEVELOPMENT
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.”
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