



Community Prosperity Chart Book

Clay County
Wabash Valley Community Foundation

July 2019

About Your Community's Chart Book

Taking Stock – The Power of Information. Whether a community or a region is successful over time – or not – depends upon the commitment and choices of its leaders and people, and the investments they make in their development. As Deepak Chopra says, “When you make a choice, you change the future.” Making the right development choices is a prerequisite for achieving community and regional prosperity. The best way to make the right development decisions is to commit to a thoughtful and robust assessment of your region’s opportunities. By taking the time to discover and better understand your region’s genuine development opportunities, you will make smarter investments and enhance your region’s potential for greater prosperity.

Your Community Prosperity Chart Book is a start on a pathway to prosperity. But it is only a start. It reflects one view of your community, based on secondary data. We challenge you to build on this work, draw on your own knowledge of the region and its assets, and create a deeper understanding of your unique development opportunities. Then use this understanding to craft and implement a smart development game plan. We hope this Community Prosperity Chart Book is helpful and contributes to your future development success.

Asking the Right Questions. To be successful and achieve sustainable prosperity, every community needs to achieve two things, at a minimum – economic renewal and demographic renewal. These two things are intimately connected. New residents are attracted to and put down roots in places that offer diverse economic opportunities. And, a healthy population supports a more robust quality of life and the amenities that go with it – schools, health care, shopping, arts and recreation, for example. Your **Community Prosperity Chart Book** helps you begin to answer strategically important questions about your community:

1. Who lives in your community?
2. How are your community’s residents doing?
3. How is your economy doing?
4. How is your community doing?
5. What are your community’s assets that can support development?

Your Chart Book is organized around these five questions. The first question begs another question – “How are you defining your community?” The last question regarding development assets is one that you need to address. e2’s **Community**

Online Library

Research collected and analysis completed in support of this Chart Book is available online:

<http://bit.ly/2XzYIXT>

Prosperity Framework can help you smartly explore your community, engage community residents in conversations and evolve your community's strategic vision.



Who Lives in Your Community?

At first you may wonder a bit about this question. Of course, you have a pretty good idea of who lives in your community. However, we find in our work across America that taking some time to dig a bit deeper helps us better understand our community. This question also raises a second question about how we define our community. Is our community the municipality, the zip code area including our community, our county, our school district or some other geographic configuration? Defining your community can help you better explore all the community indicators associated with the other questions.

Table 1: Total Population & Households

Summary	Census 2010	2018	2023	Annual Change 2018-2023
Population	26,890	26,424	25,875	-0.42%
Households	10,447	10,366	10,187	-0.35%

Source: Esri Executive Summary

Tapestry Segmentation

The top tapestry segments for the community are shown below. Tapestry segments incorporate psychographics into other traditional measures to give a detailed portrait of consumer behavior. Additional details on each segment's profile can be found by clicking on the segment name.

Table 2: Top 5 Tapestry Segments

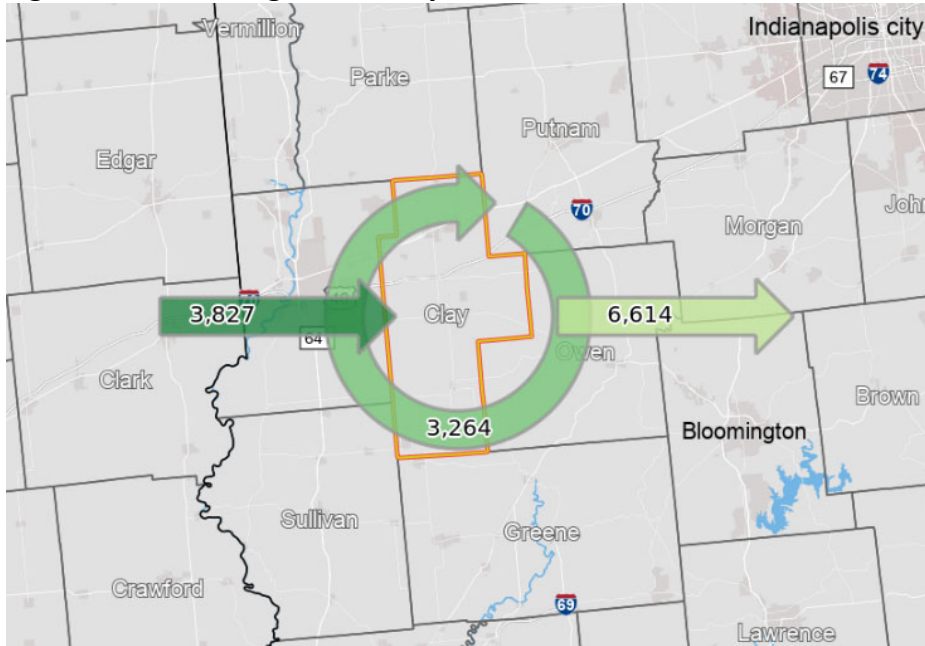
Rank	Tapestry Segment	2018 Households		2018 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Salt of the Earth (6B)	46.9%	46.9%	2.9%	2.9%	1,636
2	Heartland Communities (6F)	18.2%	65.1%	2.3%	5.2%	791
3	Traditional Living (12B)	12.9%	78.0%	1.9%	7.1%	666
4	Green Acres (6A)	6.0%	84.0%	3.2%	10.3%	187
5	Small Town Simplicity (12C)	5.9%	89.9%	1.9%	12.2%	317
	Subtotal	89.9%		12.2%		

Source: Esri Tapestry Segmentation Area Profile

Commuting Patterns

Within any community, there are residents who stay in the community for work and some who travel to other communities. Similarly, there are residents who travel in from other communities for work. These commuting patterns give a very broad view who resides in the community versus who works in the community. Workplace commuting also affects when and how residents will interact with goods and service providers.

Figure 1: Commuting Patterns by Place of Residence



Source: OnTheMap, Center for Economic Studies, U.S. Census Bureau

How Are Your Community's Residents Doing?

The whole point of development is to create a community and economy that opens opportunities to our community's residents. For most, we seek a development strategy that creates opportunities for all. This question can help your community explore how "all" of your residents are doing.

Table 3: Quality of Life Measures

Life Expectancy	75.3
% Poor or Fair Health	18.1
% Low Birthweight	7.6
% Children in Poverty	18.1
% Own Home	76.7

Source: 2019 County Health Rankings (Robert Wood Johnson Foundation & University of Wisconsin Population Health Institute)

Table 4: 2018 Households by Disposable Income

	Number	Percent
Total	10,366	100.0%
<\$15,000	1393	13.40%
\$15,000-\$24,999	1621	15.60%
\$25,000-\$34,999	1293	12.50%
\$35,000-\$49,999	1902	18.30%
\$50,000-\$74,999	2367	22.80%
\$75,000-\$99,999	950	9.20%
\$100,000-\$149,999	681	6.60%
\$150,000-\$199,999	92	0.90%
\$200,000+	67	0.60%
Median Disposable Income	\$40,576	
Average Disposable Income	\$49,637	

Source: Esri Disposable Income Profile

Table 5: Potentially Vulnerable Households

	Households	% of Total
Total Occupied Households, 2017	10,680	
People > 65 years & living alone	202	1.89%
Single female households	1,122	10.51%
with children < 18 years	780	7.30%
Households with no car	539	5.05%

Source: Headwaters Economics

Table 6: Potentially Vulnerable Populations

	Population	% of Total
Total civilian noninstitutionalized population, 2017	25,958	
People w/ disabilities	4,974	19.2%
People w/o health insurance	1,955	7.5%

Source: Headwaters Economics

How Is Your Economy Doing?

A strong and diverse economy is foundational to community prosperity. The following indicators are a start in understanding your community's economic performance. In our free-market global economy every community is responsible for its own economic development.











Figure 2: Income Drivers

	2017 Earnings	Change 2001-2017	2017 Per Capita Values Benchmarked to the US	
Commuters	\$324,399,000	5.1%		1.27
Retirees	\$309,427,000	19.2%	0.75	
Manufacturing	\$182,932,000	48.8%		2.03
Hardship Related Transfer Payments	\$75,450,000	71.8%		1.03
Government	\$61,795,000	0.9%	0.39	
Retail trade	\$29,664,000	-25.4%	0.53	
Health care and social assistance	\$29,431,000	10.5%	0.27	
Other Transfer Payments	\$24,958,000	47.0%	0.86	
Other services, except public admin	\$23,778,000	-9.8%	0.67	
Transportation and warehousing	\$21,021,000	19.6%	0.56	

Source: Bureau of Economic Analysis

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Figure 3: Employment Drivers

	2017 Employment	Change 2001-2017	2017 Per Capita Values Benchmarked to the US	
Manufacturing	2,906	47.3%		 2.72
Government	1,380	4.4%	0.70	
Retail trade	1,268	-21.0%	0.82	
Other services, except public admin	931	7.8%		 1.04
Accommodation and food services	719	24.0%	0.61	
Health care and social assistance	591	-17.3%	0.33	
Farm	570	-10.5%		 2.69
Construction	554	-8.3%	0.65	
Transportation and warehousing	361	-11.1%	0.59	
Finance and insurance	297	-2.0%	0.35	

Source: Bureau of Economic Analysis

0.00 1.00 2.00 3.00



Table 7: Businesses & Employment by Industry (NAICS)

	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	19	3.4%	62	1.1%
Mining	7	1.2%	57	1.0%
Utilities	9	1.6%	361	6.6%
Construction	25	4.4%	88	1.6%
Manufacturing	20	3.5%	615	11.2%
Wholesale Trade	17	3.0%	96	1.8%
Retail Trade	83	14.7%	650	11.9%
Motor Vehicle & Parts Dealers	10	1.8%	40	0.7%
Furniture & Home Furnishings Stores	4	0.7%	15	0.3%
Electronics & Appliance Stores	4	0.7%	9	0.2%
Bldg Material, Garden Equipment, Supplies Dealers	6	1.1%	20	0.4%
Food & Beverage Stores	13	2.3%	152	2.8%
Health & Personal Care Stores	4	0.7%	75	1.4%
Gasoline Stations	13	2.3%	110	2.0%
Clothing & Clothing Accessories Stores	2	0.4%	9	0.2%
Sport Goods, Hobby, Book, & Music Stores	2	0.4%	4	0.1%
General Merchandise Stores	7	1.2%	142	2.6%
Miscellaneous Store Retailers	17	3.0%	71	1.3%
Nonstore Retailers	1	0.2%	3	0.1%
Transportation & Warehousing	28	4.9%	153	2.8%
Information	19	3.4%	370	6.8%
Finance & Insurance	17	3.0%	113	2.1%
Central Bank/Credit Intermediation	9	1.6%	78	1.4%
Securities, Commodity Contracts & Other Financial	2	0.4%	3	0.1%
Insurance Carriers; Funds, Trusts	6	1.1%	32	0.6%
Real Estate, Rental & Leasing	24	4.2%	63	1.1%
Professional, Scientific & Tech Services	28	4.9%	92	1.7%
Legal Services	7	1.2%	19	0.3%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Admin. & Support & Waste Mgmt. & Remediation	9	1.6%	32	0.6%
Educational Services	20	3.5%	520	9.5%
Health Care & Social Assistance	35	6.2%	790	14.4%
Arts, Entertainment & Recreation	6	1.1%	91	1.7%
Accommodation & Food Services	39	6.9%	476	8.7%
Accommodation	4	0.7%	24	0.4%
Food Services & Drinking Places	35	6.2%	452	8.2%
Other Services (except Public Administration)	97	17.1%	389	7.1%
Automotive Repair & Maintenance	11	1.9%	63	1.1%
Public Administration	56	9.9%	460	8.4%
Unclassified Establishments	8	1.4%	1	0.0%
Total	566	100.0%	5,479	100.0%

Source: Esri Business Summary



Retail Market Potential

The Retail Market Potential report describes many aspects of consumer and household purchasing behavior. The market potential for the community is indexed to the market potential nationally. These detailed behaviors and corresponding indices can be used to identify additional potential entrepreneurship opportunities to serve the community. The full report is included in the following pages.





Retail Market Potential

Clay County, IN
 Clay County, IN (18021)
 Geography: County

Prepared by Esri

Demographic Summary	2018	2023
Population	26,424	25,875
Population 18+	20,872	20,488
Households	10,366	10,187
Median Household Income	\$50,599	\$57,475

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	10,211	48.9%	104
Bought any women's clothing in last 12 months	8,916	42.7%	99
Bought clothing for child <13 years in last 6 months	5,452	26.1%	97
Bought any shoes in last 12 months	10,812	51.8%	97
Bought costume jewelry in last 12 months	2,999	14.4%	79
Bought any fine jewelry in last 12 months	3,451	16.5%	92
Bought a watch in last 12 months	2,919	14.0%	88
Automobiles (Households)			
HH owns/leases any vehicle	9,275	89.5%	104
HH bought/leased new vehicle last 12 mo	859	8.3%	86
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	18,588	89.1%	104
Bought/changed motor oil in last 12 months	11,283	54.1%	113
Had tune-up in last 12 months	4,793	23.0%	89
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	13,539	64.9%	93
Drank regular cola in last 6 months	10,271	49.2%	111
Drank beer/ale in last 6 months	8,480	40.6%	96
Cameras (Adults)			
Own digital point & shoot camera/camcorder	2,405	11.5%	99
Own digital SLR camera/camcorder	1,344	6.4%	83
Printed digital photos in last 12 months	4,523	21.7%	93
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	7,125	34.1%	95
Have a smartphone	14,687	70.4%	88
Have a smartphone: Android phone (any brand)	8,203	39.3%	101
Have a smartphone: Apple iPhone	5,774	27.7%	72
Number of cell phones in household: 1	3,324	32.1%	104
Number of cell phones in household: 2	4,320	41.7%	108
Number of cell phones in household: 3+	2,254	21.7%	79
HH has cell phone only (no landline telephone)	5,401	52.1%	99
Computers (Households)			
HH owns a computer	7,051	68.0%	91
HH owns desktop computer	3,894	37.6%	98
HH owns laptop/notebook	5,157	49.7%	88
HH owns any Apple/Mac brand computer	956	9.2%	52
HH owns any PC/non-Apple brand computer	6,456	62.3%	99
HH purchased most recent computer in a store	3,859	37.2%	101
HH purchased most recent computer online	1,115	10.8%	80
Spent <\$500 on most recent home computer	1,977	19.1%	126
Spent \$500-\$999 on most recent home computer	1,791	17.3%	98
Spent \$1,000-\$1,499 on most recent home computer	784	7.6%	80
Spent \$1,500-\$1,999 on most recent home computer	335	3.2%	70
Spent \$2,000+ on most recent home computer	205	2.0%	49

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2018 and 2023.

June 19, 2019



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	13,727	65.8%	105
Bought brewed coffee at convenience store in last 30 days	3,161	15.1%	112
Bought cigarettes at convenience store in last 30 days	2,852	13.7%	125
Bought gas at convenience store in last 30 days	9,194	44.0%	120
Spent at convenience store in last 30 days: <\$20	1,224	5.9%	81
Spent at convenience store in last 30 days: \$20-\$39	2,223	10.7%	111
Spent at convenience store in last 30 days: \$40-\$50	1,629	7.8%	94
Spent at convenience store in last 30 days: \$51-\$99	1,306	6.3%	112
Spent at convenience store in last 30 days: \$100+	5,571	26.7%	120
Entertainment (Adults)			
Attended a movie in last 6 months	10,469	50.2%	84
Went to live theater in last 12 months	1,534	7.3%	63
Went to a bar/night club in last 12 months	3,673	17.6%	101
Dined out in last 12 months	10,524	50.4%	99
Gambled at a casino in last 12 months	2,466	11.8%	91
Visited a theme park in last 12 months	2,615	12.5%	66
Viewed movie (video-on-demand) in last 30 days	2,331	11.2%	61
Viewed TV show (video-on-demand) in last 30 days	1,737	8.3%	60
Watched any pay-per-view TV in last 12 months	1,412	6.8%	62
Downloaded a movie over the Internet in last 30 days	1,135	5.4%	60
Downloaded any individual song in last 6 months	3,177	15.2%	75
Watched a movie online in the last 30 days	3,186	15.3%	64
Watched a TV program online in last 30 days	2,429	11.6%	65
Played a video/electronic game (console) in last 12 months	1,956	9.4%	103
Played a video/electronic game (portable) in last 12 months	945	4.5%	87
Financial (Adults)			
Have home mortgage (1st)	6,374	30.5%	97
Used ATM/cash machine in last 12 months	9,402	45.0%	85
Own any stock	1,130	5.4%	75
Own U.S. savings bond	963	4.6%	96
Own shares in mutual fund (stock)	1,143	5.5%	79
Own shares in mutual fund (bonds)	753	3.6%	76
Have interest checking account	6,278	30.1%	102
Have non-interest checking account	6,512	31.2%	106
Have savings account	11,980	57.4%	98
Have 401K retirement savings plan	2,946	14.1%	91
Own/used any credit/debit card in last 12 months	15,723	75.3%	95
Avg monthly credit card expenditures: <\$111	2,871	13.8%	114
Avg monthly credit card expenditures: \$111-\$225	1,636	7.8%	109
Avg monthly credit card expenditures: \$226-\$450	1,218	5.8%	86
Avg monthly credit card expenditures: \$451-\$700	1,114	5.3%	86
Avg monthly credit card expenditures: \$701-\$1,000	961	4.6%	79
Avg monthly credit card expenditures: \$1,001+	1,403	6.7%	61
Did banking online in last 12 months	6,948	33.3%	85
Did banking on mobile device in last 12 months	4,000	19.2%	81
Paid bills online in last 12 months	8,773	42.0%	85

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2018 and 2023.

June 19, 2019



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	7,519	72.5%	106
Used bread in last 6 months	9,804	94.6%	101
Used chicken (fresh or frozen) in last 6 months	7,028	67.8%	98
Used turkey (fresh or frozen) in last 6 months	1,846	17.8%	116
Used fish/seafood (fresh or frozen) in last 6 months	5,240	50.5%	92
Used fresh fruit/vegetables in last 6 months	8,950	86.3%	99
Used fresh milk in last 6 months	9,181	88.6%	103
Used organic food in last 6 months	1,448	14.0%	59
Health (Adults)			
Exercise at home 2+ times per week	4,867	23.3%	83
Exercise at club 2+ times per week	2,006	9.6%	67
Visited a doctor in last 12 months	16,574	79.4%	103
Used vitamin/dietary supplement in last 6 months	10,814	51.8%	96
Home (Households)			
Any home improvement in last 12 months	3,173	30.6%	110
Used housekeeper/maid/professional HH cleaning service in last 12	912	8.8%	63
Purchased low ticket HH furnishings in last 12 months	1,602	15.5%	92
Purchased big ticket HH furnishings in last 12 months	2,122	20.5%	93
Bought any small kitchen appliance in last 12 months	2,301	22.2%	99
Bought any large kitchen appliance in last 12 months	1,563	15.1%	107
Insurance (Adults/Households)			
Currently carry life insurance	10,229	49.0%	110
Carry medical/hospital/accident insurance	15,867	76.0%	102
Carry homeowner insurance	11,383	54.5%	115
Carry renter's insurance	1,439	6.9%	80
Have auto insurance: 1 vehicle in household covered	2,972	28.7%	94
Have auto insurance: 2 vehicles in household covered	3,013	29.1%	101
Have auto insurance: 3+ vehicles in household covered	2,884	27.8%	122
Pets (Households)			
Household owns any pet	6,791	65.5%	120
Household owns any cat	3,412	32.9%	143
Household owns any dog	5,304	51.2%	123
Psychographics (Adults)			
Buying American is important to me	10,766	51.6%	127
Usually buy items on credit rather than wait	2,402	11.5%	88
Usually buy based on quality - not price	3,892	18.6%	96
Price is usually more important than brand name	6,430	30.8%	110
Usually use coupons for brands I buy often	4,381	21.0%	117
Am interested in how to help the environment	2,778	13.3%	73
Usually pay more for environ safe product	2,425	11.6%	82
Usually value green products over convenience	1,952	9.4%	83
Likely to buy a brand that supports a charity	6,892	33.0%	95
Reading (Adults)			
Bought digital book in last 12 months	1,953	9.4%	70
Bought hardcover book in last 12 months	3,654	17.5%	88
Bought paperback book in last 12 month	5,468	26.2%	90
Read any daily newspaper (paper version)	4,948	23.7%	115
Read any digital newspaper in last 30 days	6,247	29.9%	80
Read any magazine (paper/electronic version) in last 6 months	18,555	88.9%	98

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	15,735	75.4%	100
Went to family restaurant/steak house: 4+ times a month	5,190	24.9%	93
Went to fast food/drive-in restaurant in last 6 months	19,061	91.3%	101
Went to fast food/drive-in restaurant 9+ times/mo	7,982	38.2%	97
Fast food/drive-in last 6 months: eat in	8,126	38.9%	106
Fast food/drive-in last 6 months: home delivery	1,340	6.4%	77
Fast food/drive-in last 6 months: take-out/drive-thru	10,723	51.4%	109
Fast food/drive-in last 6 months: take-out/walk-in	3,731	17.9%	85
Television & Electronics (Adults/Households)			
Own any tablet	8,474	40.6%	89
Own any e-reader	1,071	5.1%	69
Own e-reader/tablet: iPad	4,170	20.0%	75
HH has Internet connectable TV	2,352	22.7%	88
Own any portable MP3 player	3,698	17.7%	82
HH owns 1 TV	1,955	18.9%	90
HH owns 2 TVs	2,850	27.5%	102
HH owns 3 TVs	2,416	23.3%	111
HH owns 4+ TVs	1,912	18.4%	104
HH subscribes to cable TV	3,545	34.2%	77
HH subscribes to fiber optic	283	2.7%	34
HH owns portable GPS navigation device	2,956	28.5%	115
HH purchased video game system in last 12 mos	632	6.1%	72
HH owns any Internet video device for TV	1,448	14.0%	68
Travel (Adults)			
Domestic travel in last 12 months	9,434	45.2%	87
Took 3+ domestic non-business trips in last 12 months	1,817	8.7%	73
Spent on domestic vacations in last 12 months: <\$1,000	2,365	11.3%	105
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,232	5.9%	98
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	599	2.9%	73
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	545	2.6%	68
Spent on domestic vacations in last 12 months: \$3,000+	770	3.7%	59
Domestic travel in the 12 months: used general travel website	886	4.2%	61
Foreign travel in last 3 years	2,877	13.8%	52
Took 3+ foreign trips by plane in last 3 years	306	1.5%	30
Spent on foreign vacations in last 12 months: <\$1,000	528	2.5%	54
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	329	1.6%	42
Spent on foreign vacations in last 12 months: \$3,000+	579	2.8%	47
Foreign travel in last 3 years: used general travel website	474	2.3%	38
Nights spent in hotel/motel in last 12 months: any	7,867	37.7%	86
Took cruise of more than one day in last 3 years	1,045	5.0%	58
Member of any frequent flyer program	1,665	8.0%	46
Member of any hotel rewards program	2,540	12.2%	73

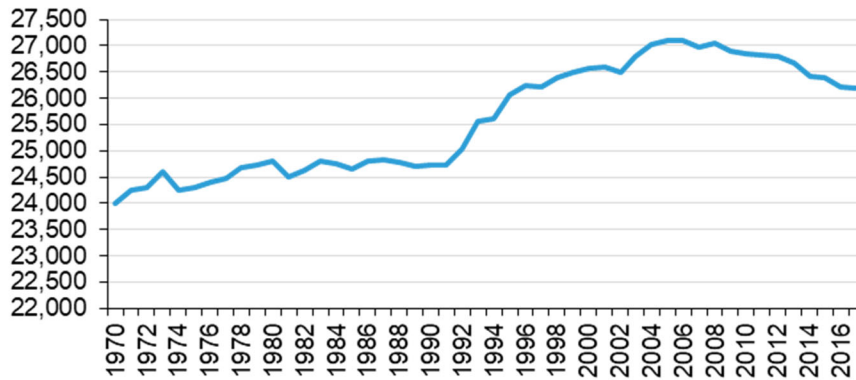
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Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2018 and 2023.

How Is Your Community Doing?

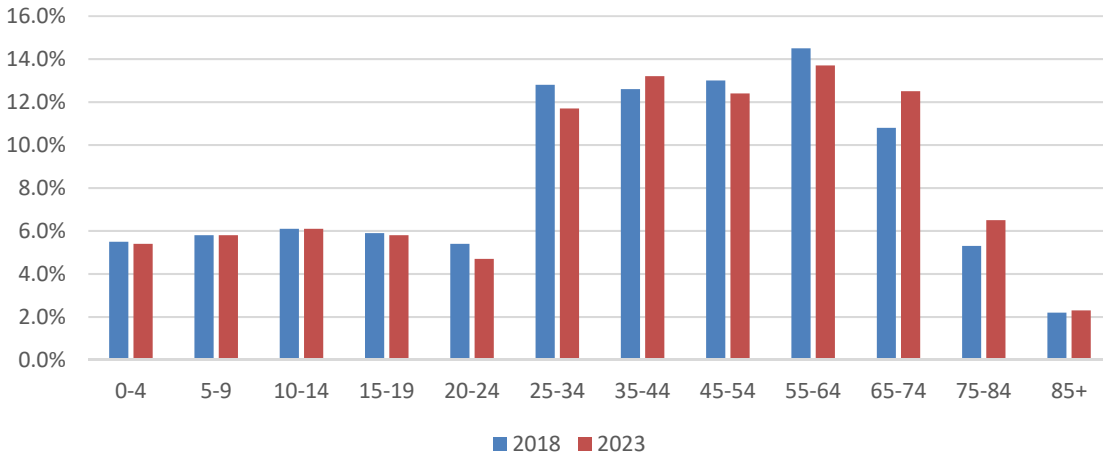
e2 is located in Lincoln, Nebraska. Lincoln’s economy is booming. Yet about 40% of Lincoln’s school children are food insecure, indicating that prosperity is not shared equally. This prosperity question and our Chart Book indicators provide insight on how your community is doing. Ultimately, you want a community that provides all residents economic opportunity and increased economic well-being.

Figure 4: Historical Population Trends



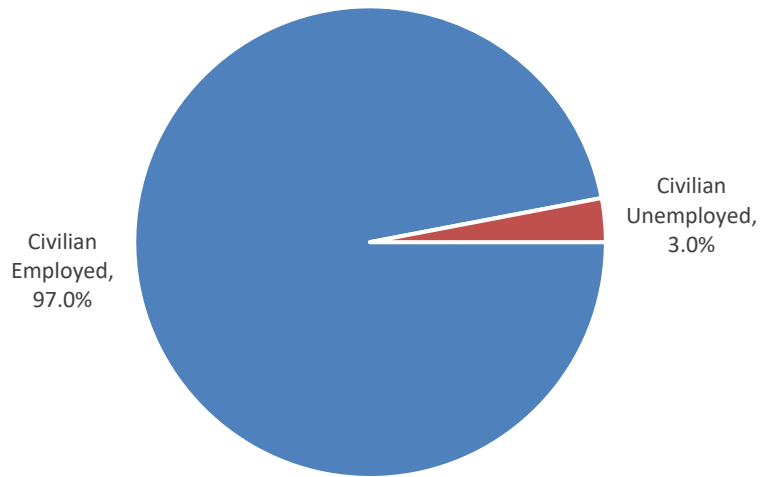
Source: Headwaters Economics, Socioeconomic Measures

Figure 5: Population by Age



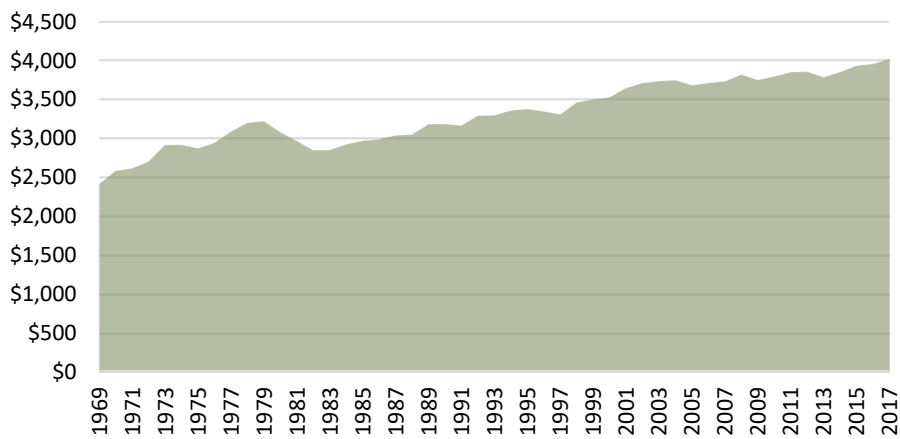
Source: Esri Demographic & Income Profile

Figure 6: Labor Force



Source: Esri Market Profile

Figure 7: Personal Income (Millions of 2017\$)



Source: Bureau of Economic Analysis

What Are Your Community's Assets That Can Support Development?

The following data on net worth and philanthropic capacity identified in a previous Transfer of Wealth study begin to answer this question.

Table 8: 2018 Household Net Worth

	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	288	1,485	1,602	1,829	2,136	1,718	1,308
<\$15,000	183	632	465	441	350	247	149
\$15,000-\$34,999	49	223	167	148	116	101	51
\$35,000-\$49,999	22	73	89	76	73	56	28
\$50,000-\$99,999	27	288	260	198	183	148	118
\$100,000-\$149,999	4	145	173	164	206	148	95
\$150,000-\$249,999	3	78	230	290	289	287	199
\$250,000+	0	46	218	512	919	731	668
Median Net Worth	\$11,803	\$22,108	\$60,383	\$112,681	\$188,812	\$194,918	\$250,001
Average Net Worth	\$25,717	\$66,634	\$163,185	\$436,086	\$866,274	\$729,226	\$823,367

Source: Esri Net Worth Profile

Table 9: 2010 Transfer of Wealth (TOW)

	2010 Net Worth (B)	10-Year TOW			50-Year TOW		
		Value (M)	5% Capture (M)	5% Payout (M)	Value (M)	5% Capture (M)	5% Payout (M)
Clay	\$1.02	\$329.44	\$16.47	\$0.82	\$1,119.78	\$55.99	\$2.80
Wabash Valley	\$5.85	\$1,752.44	\$87.62	\$4.38	\$5,951.16	\$297.56	\$14.88
Indiana	\$298.28	\$104,278.14	\$5,213.91	\$260.70	\$368,087.54	\$18,404.38	\$920.22

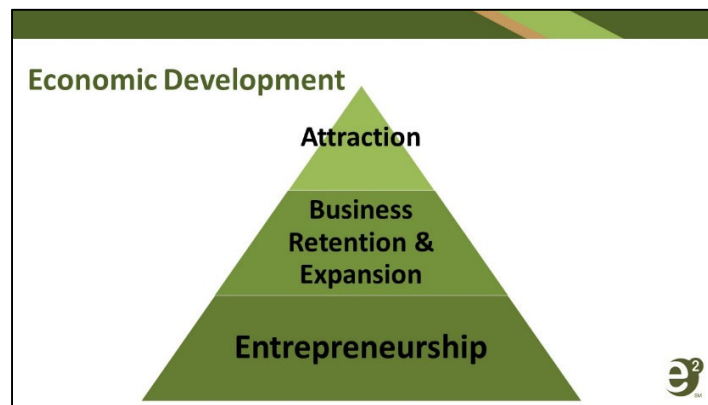
Source: Center for Rural Entrepreneurship

While this data provides a starting point, this Chart Book does not fully answer this question. You need to find answers that will help you mobilize the resources necessary to support desired and robust development. We suggest you consider two frameworks as you map your development assets:

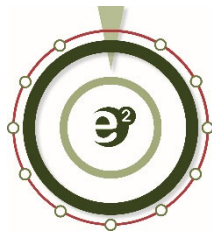
Community Capitals Framework. Some of America's leading community developers created the **Community Capitals Framework**. This [article](#) provides a good oversight of this framework. The framework organizes a community's assets into seven categories that can guide community asset exploration and mapping:

***Built Capital – Financial Capital – Political Capital – Social Capital
Natural Capital – Cultural Capital – Human Capital***

Brian Dabson, formerly with the Corporation of Enterprise Development and a leading community economic development thought leader builds on the community capitals framework by suggesting communities begin with development investments into first people, then community and finally economy. Brian argues that entrepreneur-led development is foundational to all economic development enabling business retention and expansion and finally business attraction.



Asset Based Community Development (ABCD). ABCD or Asset Based Community Development was developed by John McKnight in Chicago. We have used asset-based development for years in our practice. Too often communities focus initially on challenges, issues and problems. This starting point can deflate community energy. Conversely, ABCD embraces that idea that every community, even the most challenged, have development assets. Focusing on your community’s assets and opportunities as your starting point creates hope, vision and energy. Eventually you will deal with your challenges and problems, but we encourage you to explore the ABCD framework as you investigate your development assets. Check out the ABCD Institute website for additional background at <https://resources.depaul.edu/abdc-institute>.



How e2 Can Help

e2 Entrepreneurial Ecosystems can help communities increase prosperity through entrepreneur-focused economic development and ecosystem building through:

- **Mentoring.** We mentor and coach new practitioners seeking to pursue entrepreneur-led development. We provide advice and support for building entrepreneurial ecosystem strategies that work.
- **Analytics Support.** E2 helps communities and regions understand their entrepreneurial potential through research. Please view a sampling of our research tools at: <https://www.energizingentrepreneurs.org/solutions/start.html>
- **Fostering the eMovement.** We support the national entrepreneurship movement along with our partners including the **Federal Reserve Bank of Kansas City, SourceLink, Edward Lowe Foundation, Kauffman Foundation, and NetWork Kansas.** Together, we continue to advance the foundational ideas of building entrepreneurial ecosystems and entrepreneurship-led economic development.

Our emerging vision includes the following solutions:

- **e2 Institutes.** Explore our new generation of e2 Institutes where teams come together, learn from each other and explore the expanded world of strategies, tactics and resources needed in entrepreneurial ecosystem development work.
- **National e2 Resource Network.** e2 offers a resource network capable of connecting those seeking help with those who can help across North America.

e2 Entrepreneurial Ecosystems (formerly the Center for Rural Entrepreneurship) is led by Don Macke, who has more than 40 years of community economic development and policy experience. We have a national team of practitioners, both inside and outside e2, who bring research, coaching, incubation, market intelligence and other expertise to this work.

e2 Team



Don Macke serves as the project lead and primary analyst for this work. He directs **e2 Entrepreneurial Ecosystems**, an initiative with **NetWork Kansas** to build sustainable entrepreneurial ecosystems across North America. Don has over 40 years of community economic development and policy experience. He was most recently the Co-Founder and Co-Director of the national Center for Rural Entrepreneurship. Through this work, Don helped communities and regions throughout North America grow entrepreneur-focused economic development strategies and ecosystems. Don calls Nebraska home and he is a proud resident of America's Great Plains Region.



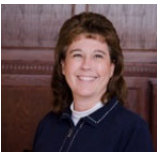
Cathy Kottwitz assists with research, analysis and information preparation. Cathy is a long-time member of the e2 analytics team who has been involved in research projects since 2000. She has a BS in sociology, a master's degree in business administration, and has completed graduate level coursework in community planning. Cathy brings additional perspectives to e2's research team through her experience in commercial real estate and labor market analysis.



Frank and Kimberlee Spillers specialize in community engagement strategies and techniques. Along with Don, they provide community engagement design and mentoring for this work. Frank and Kim are co-owners of [Global Horizons LLC](#), an Atlantic-Iowa company with more than 30 years of experience growing rural areas using collaborative and inclusive training processes.



Ann Chaffin specializes in communications and supports the e2 team with report preparation and communications advice. Ann has more than 25 years of communications experience in advertising, marketing, public and media relations, social media and strategic planning. She holds a BA in business administration and advertising from the University of Nebraska-Lincoln.



Kristi Pedersen provides financial support related to invoicing and fiscal management questions. Kristi is the manager of budget and administration for NetWork Kansas, e2 Entrepreneurial Ecosystems' host organization. She has a BA in business administration with an accounting emphasis from Bethany College.

The mission of **e2 Entrepreneurial Ecosystems** is to help communities and regions connect, learn, and share best practices for building sustainable entrepreneurial ecosystems across North America.

With more than 25 years of field experience, particularly in rural America, e2 is the preferred resource for communities of all sizes wanting to pursue prosperity. To learn more about e2:

www.energizingentrepreneurs.org. (402) 323-7336

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