



RURAL ENTREPRENEURIAL VENTURE – LESUEUR, MINNESOTA

Year 1 Ripple Effect Mapping

CORE THEMES

- Creating a strong and business friendly community
- Connecting entrepreneurs with each other and resources
- Awakening (or re-energizing) the Chamber and services clubs
- Promoting an attitude shift about local businesses

ANALYSIS BASED ON COMMUNITY CAPITALS

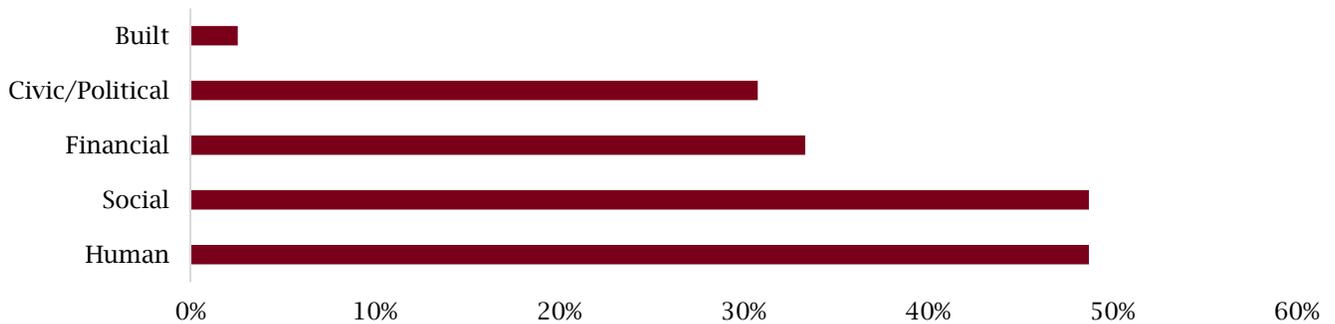
Capital	Definition	% of positive effects (n=39)	Examples
Human	Changes in knowledge, attitudes, or skills among people or organizations.	49%	<i>"Identifying our assets also part of our first networking event, and learning that it is important to build on assets"</i>
Social	Strengthened or expanded trust or connections among people, groups and organizations.	49%	<i>"Networking of entrepreneurs -- getting together and collaborating--both individuals and organizations --people got together in a couple of meetings"</i>
Civic	Increased ability of community to engage the public or influence local decisions.	31%	<i>"City council and other groups in town are really talking about how to help small business. They seem more tolerant for risk taking because they see the benefit of small business. They are also more supportive of the businesses that we do have to help entrepreneurs be more successful"</i>
Financial	Increased private or public wealth coming into the community.	33%	<i>"The team that is in place now is willing to listen and connect the dots -- making sure that funding is in place to work with programs like rev, eda. They are providing matching funds with other programs that support entrepreneurs"</i>
Built	Improvement of structures and infrastructures that contribute to the well-being of community.	3%	<i>"Facade improvement grants that the city has provided"</i>

CHALLENGES

Capital	Definition	% of challenges (n=15)	Examples
Human	Changes in knowledge, attitudes, or skills among people or organizations.	20%	"Turnout is amazing for public service events -- people want to give back to the community -- but difficult to get people to meetings -- same 15-20 people show up for meetings"
Social	Strengthened or expanded trust or connections among people, groups and organizations.	20%	"Entrepreneurs want to be more involved -- want to feel more supported by the community -- want to be more connected to service clubs"
Financial	Increased private or public wealth coming into the community.	20%	"Expense of retail space -- fees and taxes that make it difficult for business owners"
Built	Improvement of structures and infrastructures that contribute to the well-being of community.	53%	"For commercial and small manufacturing, there is really a lack of available space."
Cultural	Strengthened ability of organizations or communities to support, celebrate diverse world views, or transmit cultural or historical knowledge to future generations.	7%	"We offer far less here for entertainment, as compared with the cities. Tens of thousands of dollars leave here every weekend to go to Mankato or the cities for entertainment purposes. "
Civic	Increased ability of community to engage the public or influence local decisions.	7%	"Trying to re-open Main Street, but there is some challenge with other decision makers."

COMPARING POSITIVE EFFECTS AND CHALLENGES

Positive Effects of REV in LeSueur



Challenges of REV in LeSueur

