



Fall 2020 ONLINE
Regional Community
MAXIMIZE | FORUM
NWMO
Dream big and grow together.



November 18, 2020



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Fall 2020 ONLINE
Regional Community
MAXIMIZE | FORUM
NWMO



Event Objectives

- 1) **Raise awareness** of Maximize NWMO's regional community development role and engage more people and communities.
- 2) **Update** those involved and/or watching about what has been happening **and share new ways to collaborACT** while discovering benefits for yourselves and your community.
- 3) **Discuss and determine next action steps.**

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Fall 2020 ONLINE Regional Community FORUM



Morning Agenda

10:30 a.m. – 12:10 p.m.

- ⬡ Introduction of Community Development
- ⬡ Where, Why, How, and What of Maximize NWMO
- ⬡ Brief Overview of the Framework
- ⬡ Panel on Breakthrough Tools and Concepts
- ⬡ New Program Opportunities with Q&A
- ⬡ Break
- ⬡ Strengths and Innovation Discussion

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WHAT IS COMMUNITY DEVELOPMENT?

*... a process where
people come together
to take action on
what's important to
them.*

- ⬡ Inclusive of many voices who are contributing to a shared vision
- +
- ⬡ Encourages individuals to excel

This 2-part purpose maximizes the potential of large groups of people who are willing to

... dream big and work together.

Scottish Community Development Centre

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COMMUNITY DEVELOPMENT

Why is it different than anything that NWMO already has in place?

How can it be helpful to what we already do and have?



- Supports communities, of place and identity, to use their assets and strengths to improve the quality of life for themselves through community involvement.
- Helps all sectors – public, private, and nonprofit entities – work together to improve services and the way decisions are made.
- Non-competitive with successful existing efforts, non-political, and neutral resource.

Scottish Community Development Centre

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OUR REGION *Northwest Missouri's 18 Counties*

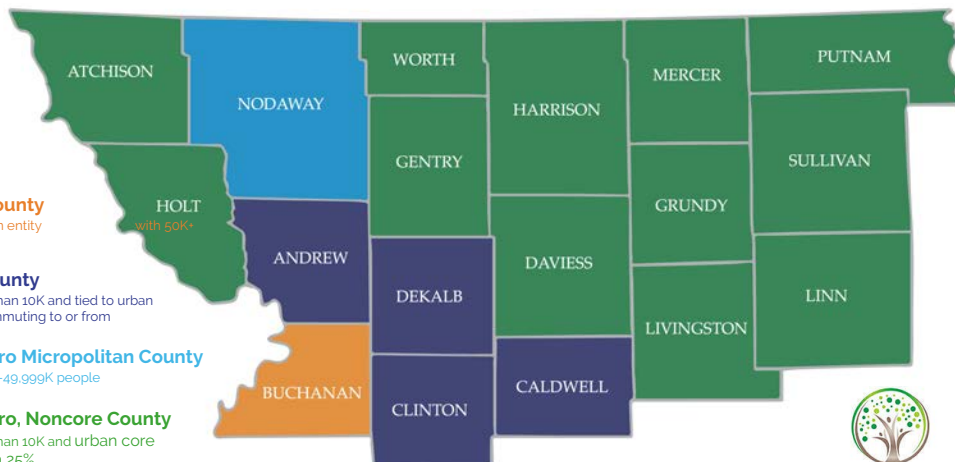


URBAN, Metro County
Has a densely-settled urban entity people

RURAL, Metro County
All urban clusters are less than 10K and tied to urban core with 25%+ workers commuting to or from

RURAL, Non-metro Micropolitan County
Has an urban cluster of 10K-49,999 people

RURAL, Non-metro, Noncore County
All urban clusters are less than 10K and urban core commuters at less than 25%



COMMUNITY FOUNDATION
OF
NORTHWEST MISSOURI

Source: USDA, Economic Research Service using data from the U.S. Census Bureau with definitions based on the Office of Management and Budget

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INCLUDING EVERYONE



A regional stakeholder approach

2012 – 2013

Fact-Informed: Transfer of Wealth Study

2015 – 2016

Rural Regional Listening Sessions and Community Conversations

2016-2018

Launch of Pilot with 3 Communities/Trade Areas in a National Learning Collaborative

2017 – 2020

Applying Learning and Designing a Regional Support Framework

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COMPLEX OPPORTUNITIES AND CHALLENGES WITHIN OUR REGION

Discovering root causes to find solutions...

The Five Whys:

1. Why of the problem?
2. Why of #1's answer?
3. Why of #2's answer?
4. Why of #3's answer?
5. Why of #4's answer?

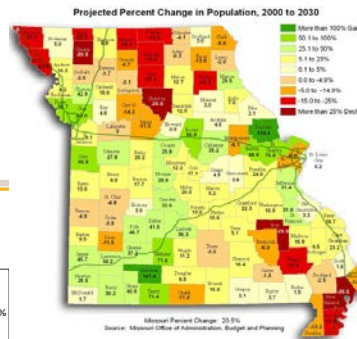
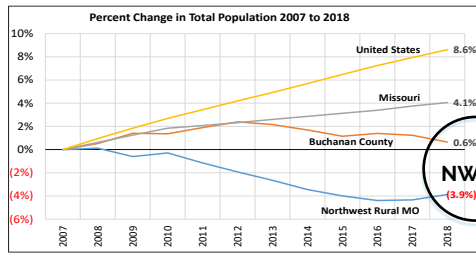
= ROOT CAUSE

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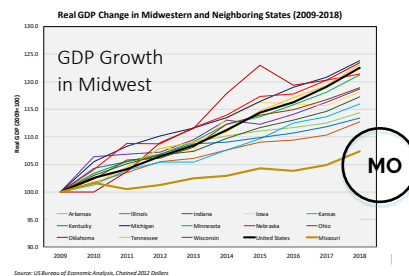
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#1 – WHY is our wealth and health in decline?

Population Loss in the Region



County	2010 U.S. Census	Classification
Andrew	17,291	Rural
Atchison	5,685	Rural
Buchanan	89,201	Urban
Caldwell	9,424	Rural
Clinton	20,743	Rural
Davies	8,433	Rural
DeKalb	12,892	Rural
Lentz	6,738	Rural
Grundy	10,261	Rural
Harrison	8,957	Rural
Holt	4,912	Rural
Linn	12,761	Rural
Livingston	15,195	Rural
Mercer	3,785	Rural
Nodaway	23,370	Rural
Putnam	4,979	Rural
Sullivan	6,714	Rural
Worth	2,171	Rural



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#2 – WHY do we focus on the short-term instead of improving over the long-term?

- 1) Humans are wired for instant gratification.
- 2) Humans are resistant to change that is not fully understood.

Decisions and plans are only intentions until we take action on both short- and long-term efforts.

“Systems are perfectly designed to get the results they get.”
Edward Deming

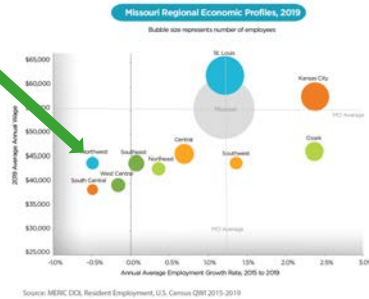
Doing things the way they've always been done isn't getting us the results we've always gotten . . . or want and need today.
Anonymous



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#3 - WHY aren't our investments doing a better job of keeping more of the younger generations of talent here?

NWMO Earns less than most of Missouri.



Most pressing rural issues

(Rank order based on survey of State Economic Development Executives)

1. Broadband Deficiency
2. Workforce Skill Gaps
3. Poor Infrastructure/Transportation Gaps (roads, sewers, etc.)
4. 'Brain Drain' - Natives Leave for Better Opportunity
5. Place Deterioration/ Lack of Community Investment (schools, parks, etc.)
6. Population Decline/Lack of Diversity
7. Overreliance on a Few Industries
8. Housing Stock/Affordable Housing Decline
9. Innovation Isolation/Lack of Entrepreneurship
10. Lack of Community Leadership Training

IT TAKES ALL TYPES OF ENTREPRENEURS . . .

75% MICROENTERPRISE 25% MAIN STREET 8% INNOVATION-LED 5% SECOND STAGE

Images are representative of various entrepreneurs.

©MissouriState | info@missouristate.com | www.missouristate.com | 800-804-8775

Electrification	Telephony	Highway System	Broadband
Need: Rural Economic Recovery	Rural Communication	Nationwide (defense) Mobility	Rural Prosperity
Driving Problem: Rural Poverty	Diffuse localized systems	Congestion & Condition	Cost of Information Access
GAP: Connectivity	Long Range Connectivity	Capacity & Safety	Adequate coverage at acceptable speeds
Solution: Rural Electrification Act	Telecom Act of 1934	Federal Aid Highway Act	Telecom Act of 1996
Benefit: Increased Productivity	Speed of Communication	Increased Commerce	Increased Economic Opportunity
Opportunity Cost: Rural Outmigration Delayed Recovery	Safety service access Restricted Market Access	Restricted Market Size Time Lost	Lost Competitive edge Lost Productivity
Federal Cost of Implementation: \$3.7 Trillion*	Nominal*	\$665 Billion*	122.8 Billion*
Time to Implementation: 1936 - 1942 (6yrs)	1934 - 1992 (58yrs)	1956 - 1991 (35yrs)	1996-Present (23yrs)

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#4 - WHY don't some people feel that critical sense of belonging?



The 8 Capitals of Communities

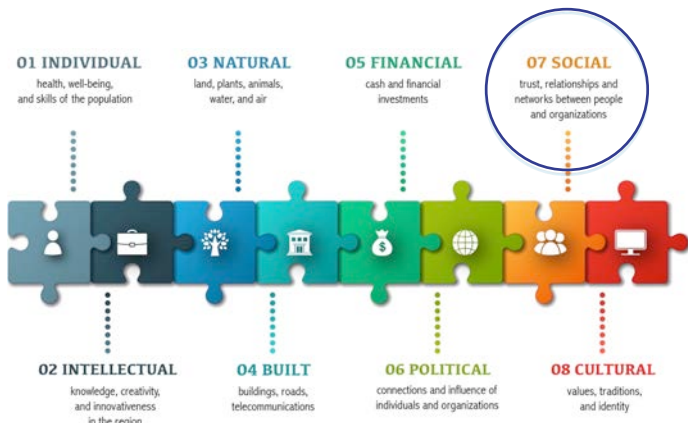
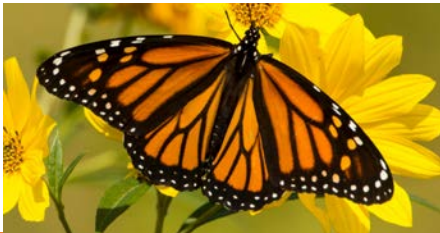


Image Source: Dr. Mallory Rahe, 2018

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#5 - WHY is collaboration on long-term issues so much harder than short-term projects?



There is not enough access in our region to:

- 1) **Next-level leadership development** opportunities that grow systems-thinking and the co-creation of innovation within, and for, the region;
- 2) **Essential data and meaningful analysis** for decision-makers to make more fully-informed choices; and,
- 3) **Communications, leadership coaching, and administrative support** across traditional lines of competition from a regionwide neutral team.

These are the opportunity areas for transformation through regional and community vitality!

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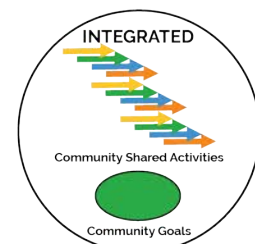
EMPOWERING LEADERS

Helping local communities and the region align goals and integrate actions to maximize win-win opportunities.

Many Voices



One Vision



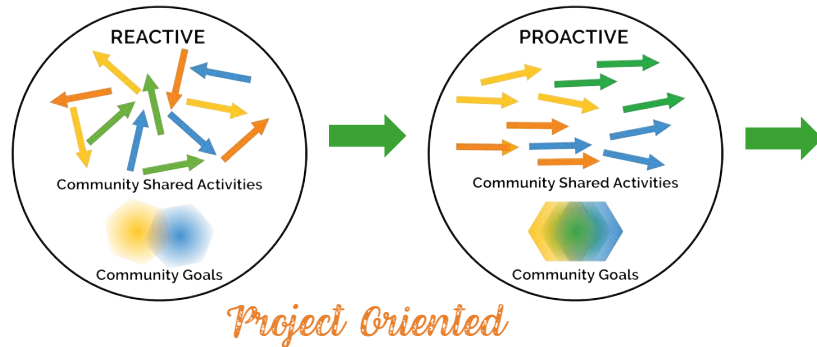
Local and regional communities respecting individual interests while working together on shared needs.

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NWMO IS ALREADY A STEP AHEAD

NWMO has proven that regionwide public/private/nonprofit projects can be planned and implemented. On the regional level, we have moved from reactive to proactive through annual events & programs.



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BUILDING ON SUCCESS

While not a complete list, this lineup is recognition uplifting the fact that we are a region accomplished in thinking and acting locally and regionally within specific interest areas!

With new leaders filling positions and a nation and world that is advancing...

NWMO has a chance to build on all of these strengths!

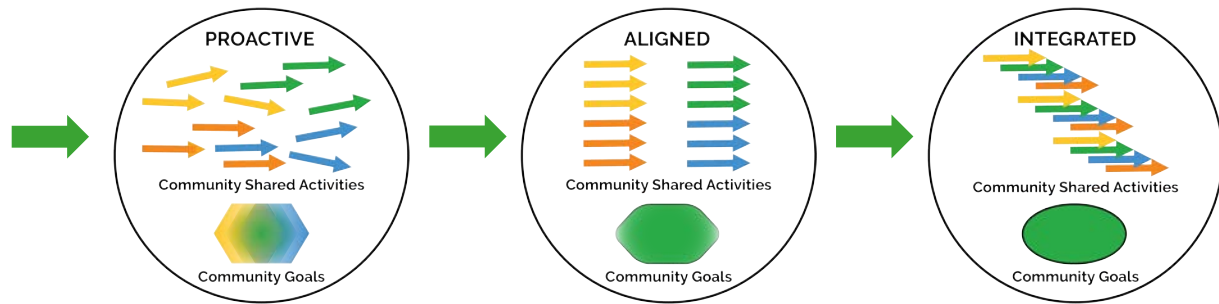
50+ years of groundwork!

- **Economic Development and Entrepreneurship** – NWMO Economic Development Roundtable, SBDC, Enterprise/Business Facilitation orgs, Center for Entrepreneurship, MU Extension, and more
- **Education and Workforce Development** – NWMO Workforce Development Board, Healthy Communities Regional Investor Partners, Mosaic Life Care Foundation, Higher Education and public education associations, University of Missouri Extension and Engagement, and more
- **Health Care and Safety** – State and regional health care associations, safety councils, MO Peace Officers Association, and more
- **Tourism, Recreation, and Conservation** – MO Hwy 36 Heritage Alliance, MO Conservation & Parks System, and more
- **Infrastructure: Water, waste, transportation, and more** – Regional Planning Councils, County Commissions, City Councils and Administrators, MO Community Betterment, and more
- **Faith Communities, Nonprofits, and Philanthropy** – Ministerial Alliances, Synods, Conferences, Diocese, Districts, United Way, Second Harvest, The Community Foundation of NWMO, and more
- **Elected Officials, Legislative Priorities and Leadership** – Leadership NWMO, Great Northwest Day at the Capitol, NWMO County Commissioners, Scouting Councils, and more
- **Media and Entertainment** – Missouri Press Association, and more
- **And, more...**

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THE NEXT STEPS

Help align and integrate all of the hard work these different groups are doing . . . not the groups themselves, but the vision and strategies.

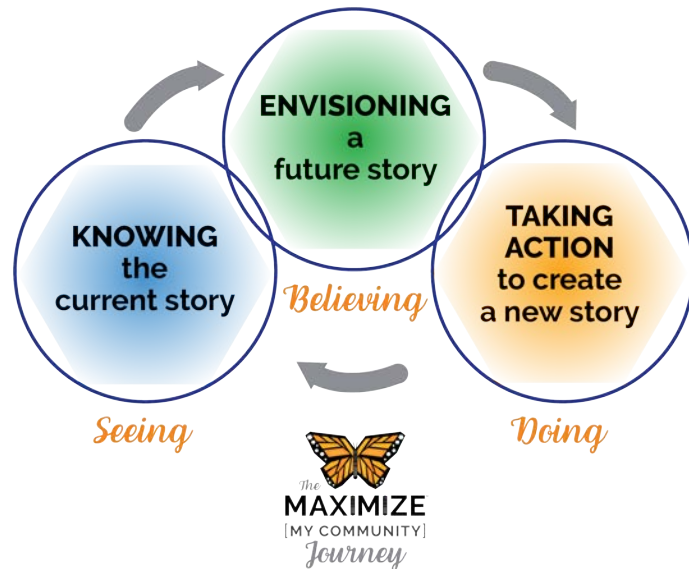


Dreaming and doing bigger and working smarter, not harder.

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ENGAGING AND SUPPORTING LEADERS THROUGH A JOURNEY

Vision
Thriving region, vibrant communities, prosperous people.



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ENVISIONED END GOAL

Vision

Thriving region, vibrant communities,
prosperous people.

Mission

Facilitate and sustain a proven integrated
support system for asset-based
collaborative regional community
advancement.

Help local communities and the region:

- Recognize opportunities across map lines,
- Make decisions together, and
- Change the economy for the better.



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NAVIGATIONAL GUIDE

Values

- Develop a Community Systems Perspective
- Practice Visionary Community Leadership
- Have Integrity – Be Honest & Transparent
- Engage Residents, Visitors, Partners, & Collaborators as Stakeholders
- Value Diversity & Be Inclusive
- Communicate Openly
- Build & Share Knowledge
- Be Agile
- Focus on the Future
- Encourage Innovation
- Mutual Societal Responsibility
- Focus on Excellence
- Measure Performance & Deliver Value & Results



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CURRENT STRATEGIC PRIORITIES



#1 LEADERSHIP

Expand access to next-level leadership training.

#2 REGIONAL SHARED PRIORITIES & KNOWLEDGE SUPPORT

- Expand the entrepreneurship support system
- Expand the entrepreneur pipeline through population retention and growth.
 - *Keep and bring more people and talent to the region.*

#3 COMMUNICATIONS & OPERATIONS

- Implement a strategic integrated communications action plan.
- Initiative management, pilot community coaching, project coordination, and regional decision-making and continuous growth system design.

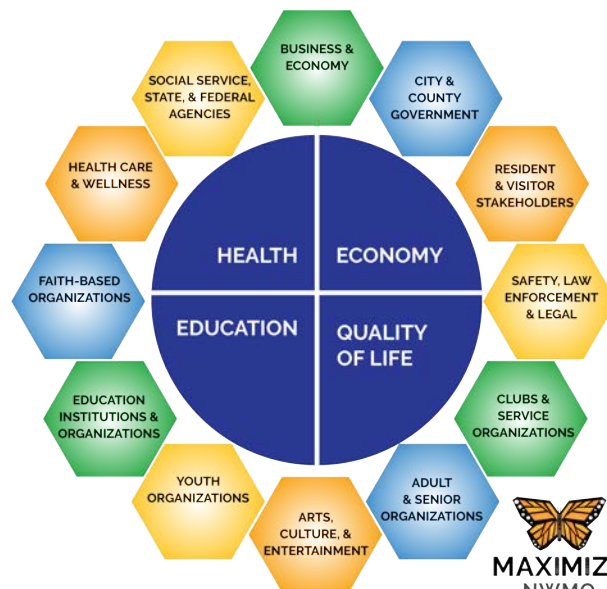


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INCLUSIVE APPROACH
IT TAKES
EVERYONE
WORKING
TOGETHER

Many Voices,
One Vision

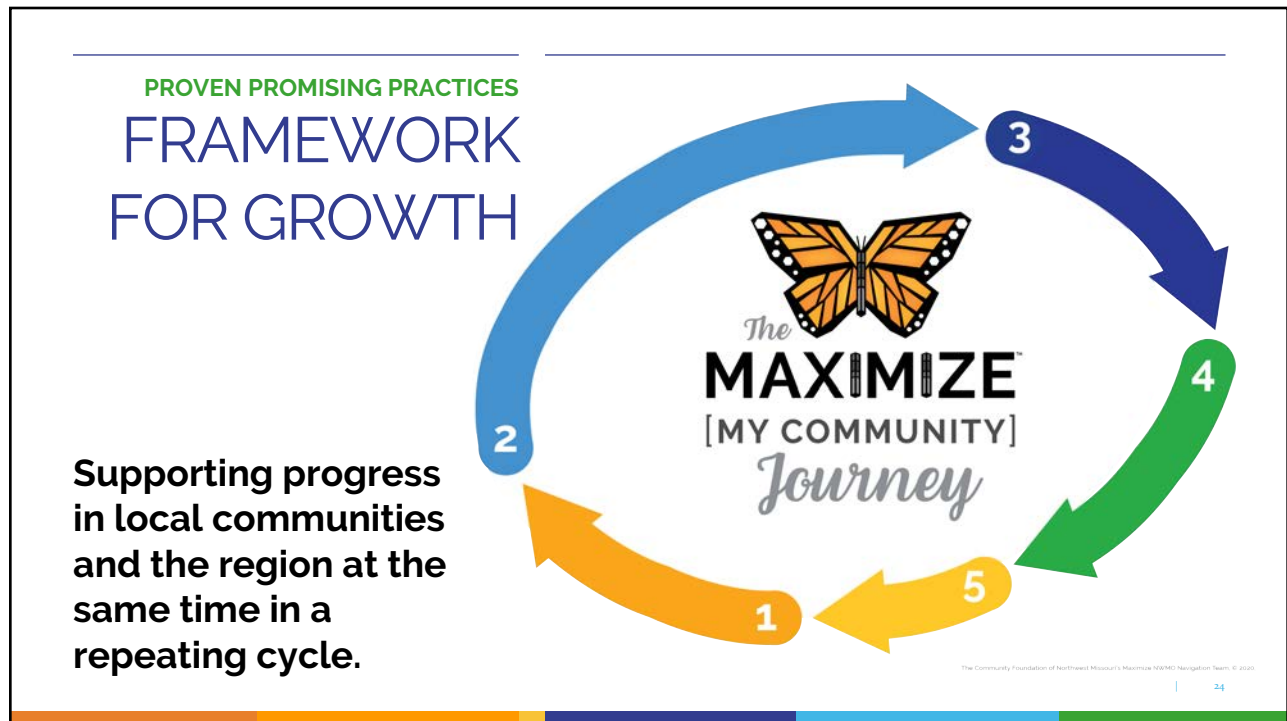
COMMUNITY CORE ELEMENTS & PARTICIPANTS



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UNIQUE & COMPREHENSIVE PROMISING PRACTICES FOR COMMUNITIES OF ALL SIZES

"One of our biggest challenges is to shift the mindset that rural isn't a good place to make a living. Many people are discovering ways to thrive in northwest Missouri. We need to tell our kids and their parents about the opportunities they have to grow here. Working to involve people in our communities whether they are native or new to the area will also help them feel more valued."

— Randy Railsback, Green Hills Regional Planning Director and Missouri State Representative Elect

Transformation step-by-step...

- Supporting progress in local communities and the region at the same time in a repeating cycle
- Broad spectrum of public participation
- Visionary leadership and crisis communications
- Respecting self-, shared, and common interests
- Cycle of improvement, involvement, and succession plan empowering people to act



TOOLS FOR THE TRIP

MILESTONE 2

- Initial Data Report
- Communities of Excellence Framework
- Sample Community Profile Using Systems-Thinking
- Initial Community Conversation Presentation(s)
- Detailed Journey Graphic with Steps Included
- Community Core Elements and Participants: Who to Consider & Engage Around Each Priority
- Decision-Making Roles (Introduction)

MILESTONE 1

- Initial Data Report
- Community Self-Assessment
- Core Leadership Group Commitment Form
- Initial Community Conversation Presentation(s)
- Community Core Elements and Participants: Who to Invite
- Simple Journey Graphic and List of Steps
- Calendar for Traveling through The Journey

MILESTONE 2 to 3

- Deeper Data & Discovery Group Agendas/ Communications/Coordination Tools (if needed for each priority)
- Strategic Action Plan (Agreed upon vision, mission, values, and objectives)
- Strategy Map (Introduction for consideration in mapping action)
- Results Matrix (Introduction for consideration and transfer of measurable outcomes to long-term impact)

MILESTONE 3

- Design-Thinking for Work Cycles
- Community Core Elements and Participants: Who to Involve & Empower Around Each Priority
- Strategic Action Map (Detailed Worksheet of inputs, outputs, and outcomes from all perspectives for each objective and priority strategy)
- CollaborACTION Team Agendas & Presentations
- Communications Tools

MILESTONE 4

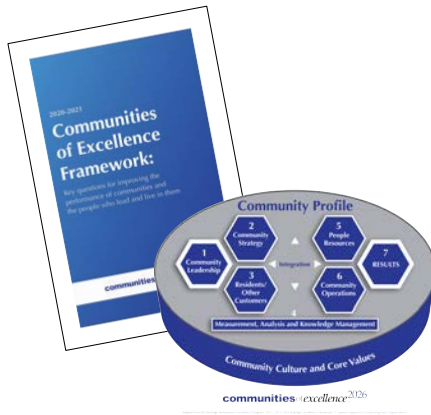
- Community Core Elements and Participants: Who to Expand With Around Each Priority
- Strategy Map (Deep Dive for Alignment Check)
- Results Matrix (Application to track and communicate measurable outcomes to long-term impact)

MILESTONE 5

- Progress to Plan Summary
- Celebration of Progress Tools
- Communities of Excellence Framework of Questions to Review Performance Improvement & Innovation
- Updated Initial Data Report
- Updated Calendar for Traveling through the Next Cycle of The Journey



BREAKTHROUGH THINKING Q&A ASKING WHY AND WHO



Guiding Questions for Community Development and Continuous Improvement

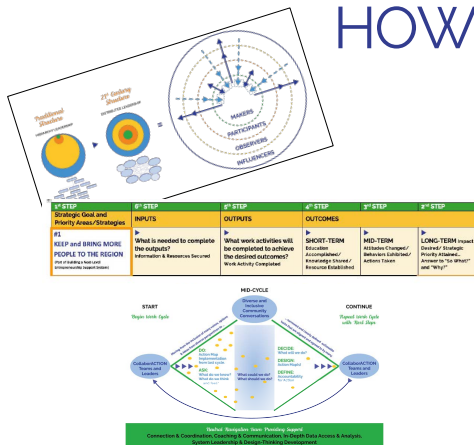
- Communities of Excellence Framework adapted from the Baldrige Performance Excellence Program – the most successful public-private partnership in U.S. Government

Big Picture Thinking of Interconnection

- Systems-Thinking and System Leadership

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BREAKTHROUGH THINKING Q&A DETERMINING WHAT AND HOW



Broadening Power and Building Bridges through Inclusion

- Distributive Decision-Making vs. Hierarchies

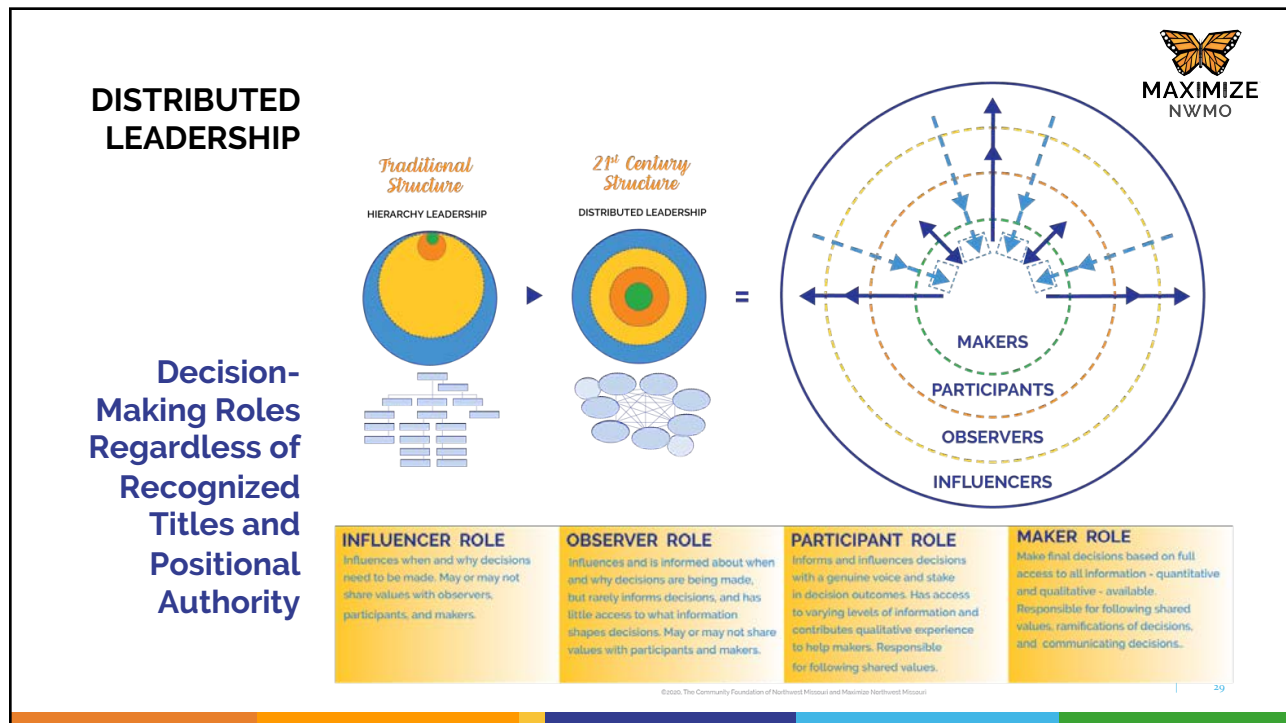
Starting with the End in Mind

- Strategic Action Mapping and CollaborACTION

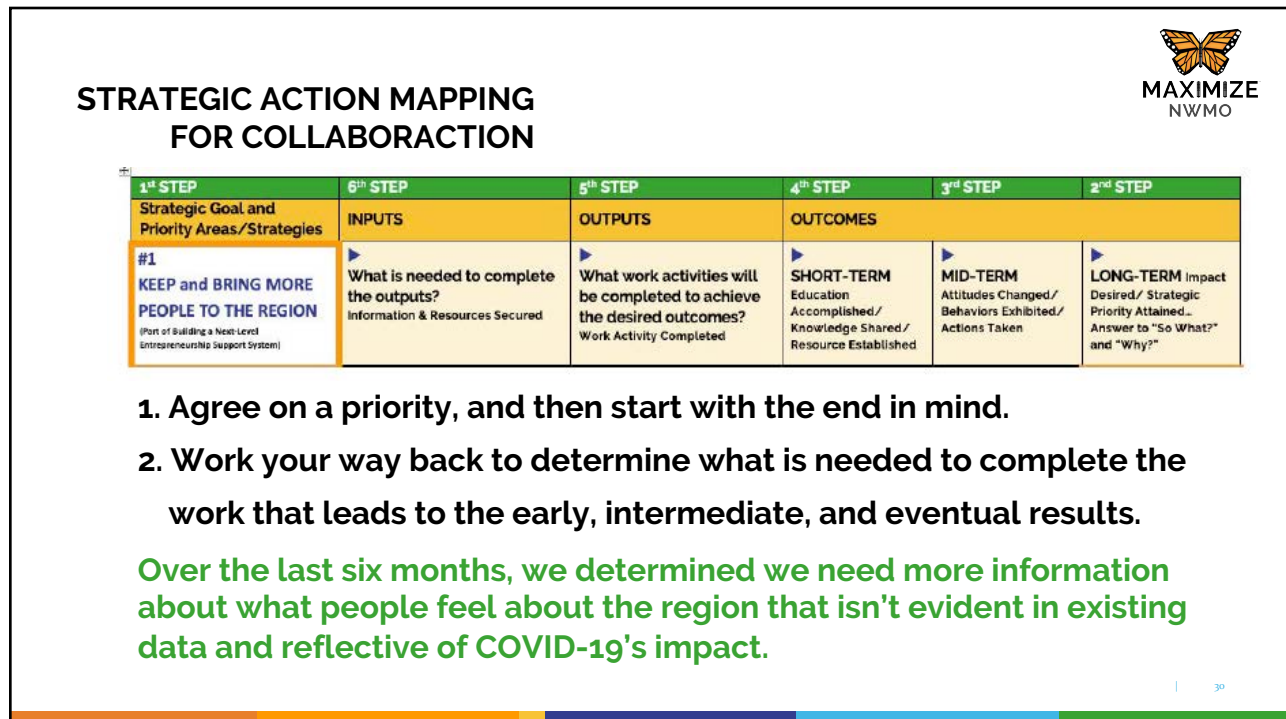
Creating and Testing Solutions through Projects

- Design-Thinking Work Cycles

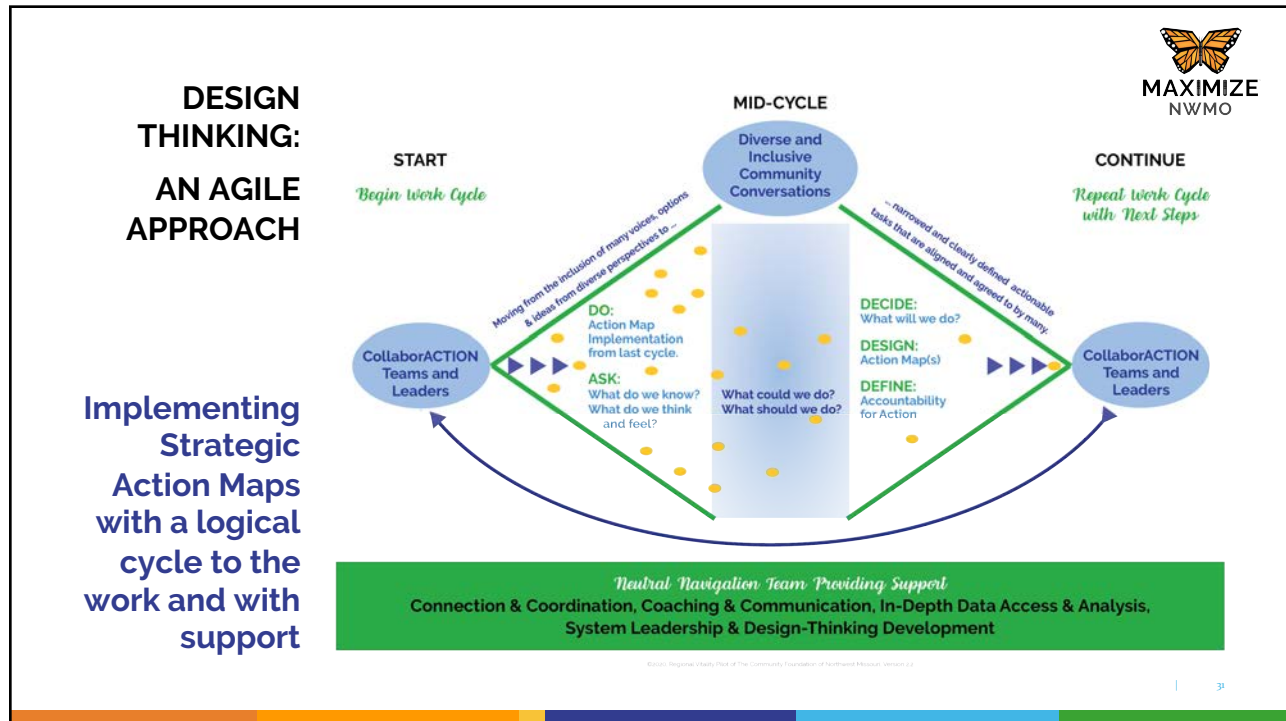
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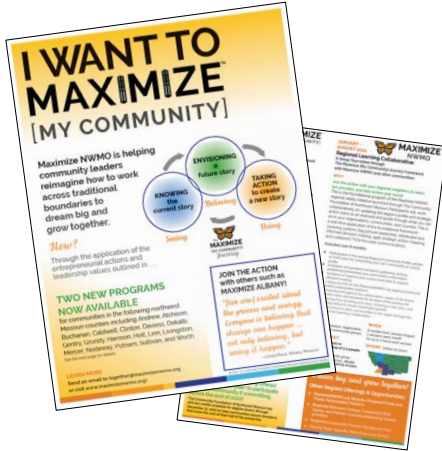


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2020-2021 NEW PROGRAMS



THE MAXIMIZE [MY COMMUNITY] JOURNEY FRAMEWORK

A GUIDED EXPEDITION:

1) Community-Centered Coaching and Support

Starting Fall/Winter 2020 | Over 3 years

INVESTMENT: \$21,000 over 3 yrs (\$7,000/yr)

LIMITED TIME: \$10,500 over 3 yrs (3,500/yr)*

*50% Discount available for 2 more groups who commit in 2020!

The Clinton County Initiative just joined!

A GROUP TOUR ONLINE

2) Regional Learning Collaborative

January 27 – August 25, 2021 | Twice/wk over 8 months

INVESTMENT: \$750/person

-Or-

\$1,500/group of 3-5 people from one community/county group**

** All Community-Centered Coaching group members are automatically enrolled.



NOTE FOR INITIAL PILOTS OF COMMUNITIES OF EXCELLENCE

(Albany, Bethany, Brookfield, Marcelline and Maryville):

Your fees in 2021 are waived for both programs should your groups choose to continue or re-engage as participants.

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LIMITED-TIME TAX CREDITS AVAILABLE

YES!

They can be used if paying participation fees for Maximize NWMO programming.



"Dream big and grow together."

Maximize your tax deduction and help maximize the potential economic and community vitality of our region!

The Community Foundation of Northwest Missouri has \$150,000 of Missouri Department of Economic Development (DED) Neighborhood Assistance Project (NAP) 50% tax credits that you can benefit from this year.

How?
By supporting the Maximize NWMO Regional Vitality Initiative! Any qualifying contributions (up to a combined total of \$150,000 to Maximize NWMO through The Community Foundation's Regional Vitality Fund) receive an acknowledgment of the contribution to a 501(c)(3) nonprofit organization for a tax deduction and, a 50% tax credit. This means you can subtract half of your full donation amount from the taxes you owe and receive your regular nonprofit deduction!

What contributions apply?
Your contribution made to help cover the cost of leaders participating in any of the new learning and coaching programs of the Maximize [My Community] Journey Framework qualify. Please refer to the attached program flyer for more details. Also, donations made to continue the availability of communications, data analysis, and other operating system support that is necessary for the initiative's Navigation Team to provide community development services for the region and its communities qualify.

These limited-time 50% tax credits can provide a big tax liability reduction for you. The result is a one-to-one match of your support!

CONTRIBUTING TO THE REGIONAL VITALITY INITIATIVE OF MAXIMIZE NWMO	25%	50%	75%	100%	150%	200%
Local Full Donation Amount	\$ 1,000	\$ 2,000	\$ 3,000	\$ 4,000	\$ 5,000	\$ 6,000
Local 50% Tax Credit*	\$ (500)	\$ (1,000)	\$ (1,500)	\$ (2,000)	\$ (2,500)	\$ (3,000)
Local Net After Tax Credit**	\$ 500	\$ 1,000	\$ 1,500	\$ 2,000	\$ 2,500	\$ 3,000
Local Net Tax Liability***	\$ (500)	\$ (1,000)	\$ (1,500)	\$ (2,000)	\$ (2,500)	\$ (3,000)
Your Net Out-of-Pocket	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0

Use the full 50% credit!
*At the very least, you will receive half of your donation back!

**These estimates are for demonstration purposes only and may change with the most recent tax law. Please consult your accountant or financial advisor for actual calculations of your net expense.

Learn More at www.maximizenwmo.org
Maximize NWMO's Navigation Team serves as a neutral facilitator of support for community and regional leaders interested in "dreaming big and growing together" to maximize the potential vitality of our 31 counties including Andrew, Atchison, Buchanan, Caldwell, Clinton, Davies, DeKalb, Grundy, Harrison, Holt, Linn, Livingston, Mercer, Monette, Putnam, Sullivan, and Worth.



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DONATE BEFORE 12.31.2020!
Tax credits are available only for contributions made before 12.31.2020.

Who can take advantage of these tax credits?

Business AND individuals who are at least one of the following:

- Operator of a sole proprietorship
- Operator of a farm
- Owner of rental property
- Recipient of royalty income
- Shareholder in an S-corporation
- Partner in a legal partnership
- Member of a Limited Liability Corporation

Donate now to receive your tax credits!

1. Make a contribution at www.maximizenwmo.org or send to our office.
2. Complete and return a completed tax credit application that we'll send to you. For your convenience we have a return on staff.
3. The MO Department of Economic Development will issue tax credits to you, which can be filed with your tax return.

\$139,500 are available until December 31, 2020.

First-come, first served to eligible donors.

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Fall 2020 ONLINE
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*A Demo
with Real
Data*

MAXIMIZING POTENTIAL BY FOCUSING ON STRENGTHS

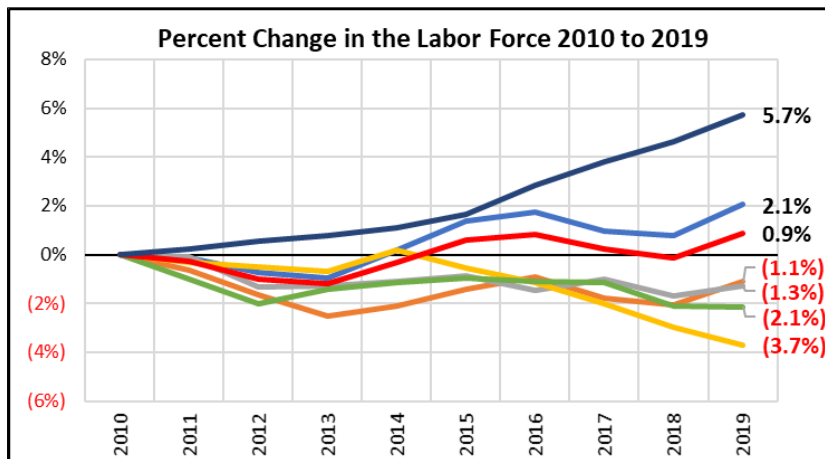
Quick overview of NWMO's economic picture in 5 points.
We're excelling in some areas and seem to be blocked from progress in others.

- What does this data mean to you?
- How can innovation in one area positively affect other areas?
- What would you like to see happen in NWMO to improve the economic picture?

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1 – Our labor force is shrinking due to retirement and outmigration.



United States

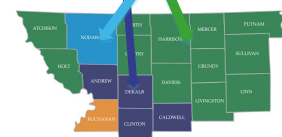
Metro Central
Missouri

Metro Outlying

Micro Central

Rural

Micro Outlying

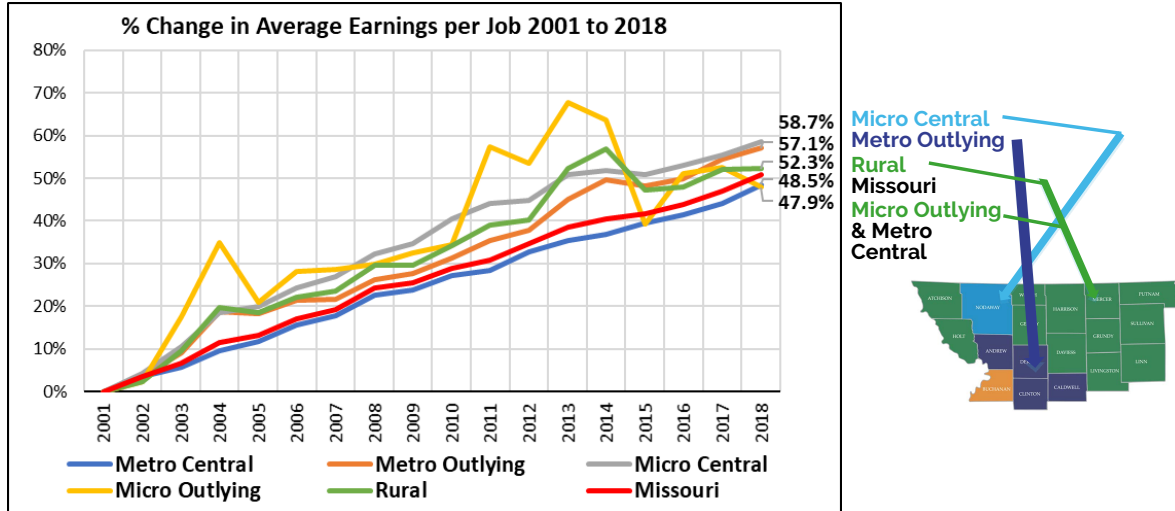


Prepared by Patrick Curry and Associates, November 1, 2020 based on most current available data.

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2 - Our earnings are on par with the rest of Missouri even if not great.

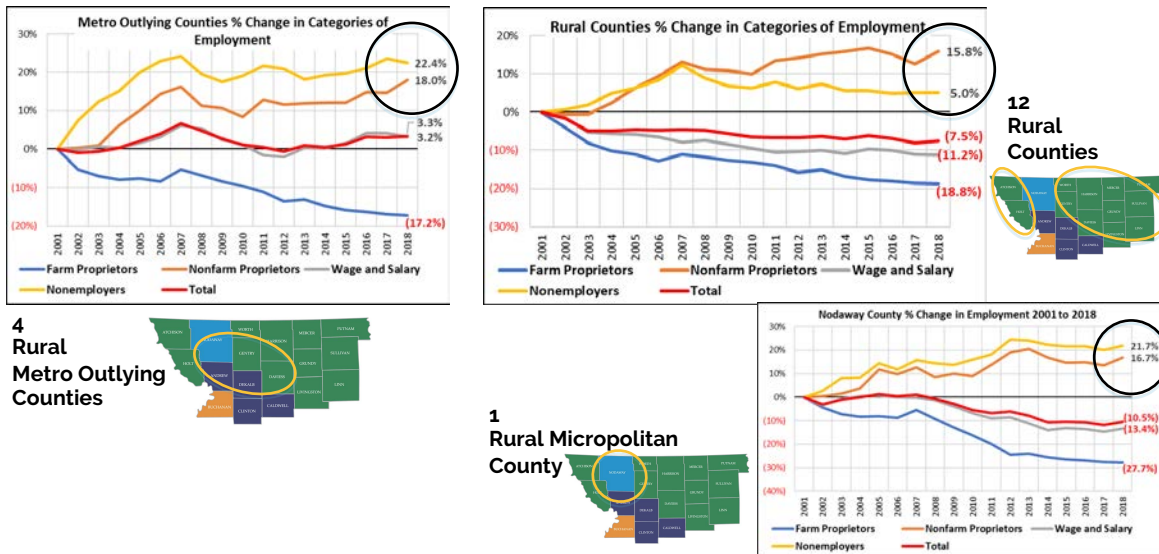


Prepared by Patrick Curry and Associates, November 1, 2020 based on most current available data.

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3 - Entrepreneurship and small business are on the rise in most areas!

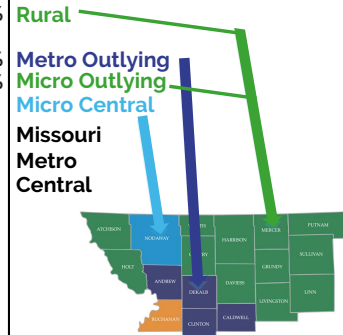
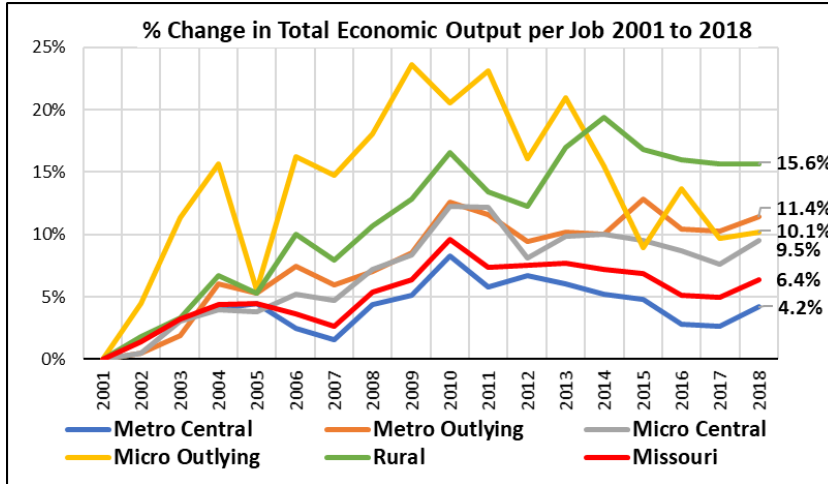


Prepared by Patrick Curry and Associates, November 1, 2020 based on most current available data.

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4 – Northwest Missouri's workforce more productive than other areas!

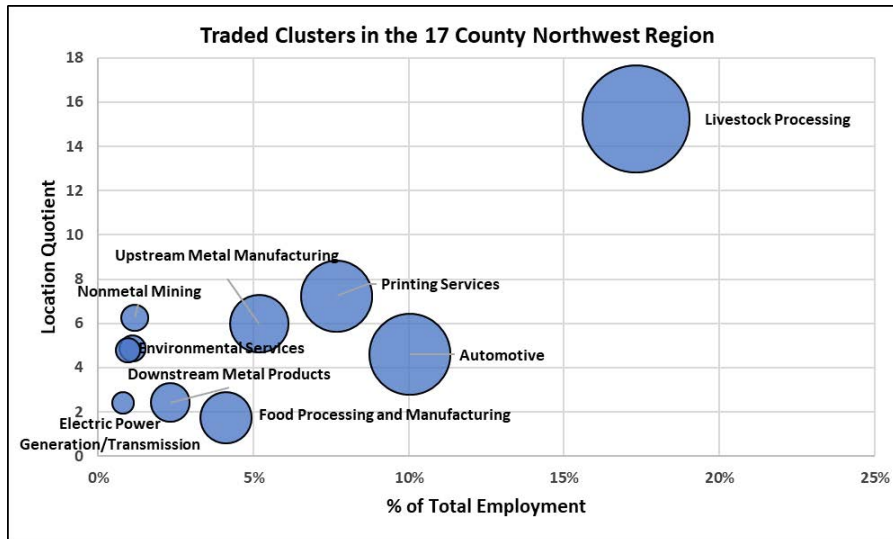


Prepared by Patrick Curry and Associates, November 1, 2020 based on most current available data.

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5 – We have strong traded clusters to build on!



Prepared by Patrick Curry and Associates, November 1, 2020 based on most current available data.

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**Fall 2020 ONLINE
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Break **5-minute Break**
11:45 – 11:50 a.m.

Discussion Questions **MAXIMIZING POTENTIAL BY FOCUSING ON STRENGTHS**
11:50 a.m. – 12:10 p.m.

How can each of the 4 interconnected areas contribute to maximizing these strengths?

- ⬡ Entrepreneurship & Self-Employment
- ⬡ Workforce Productivity
- ⬡ Agricultural Industry Trade Cluster



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**Fall 2020 ONLINE
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Afternoon Agenda

12:15 p.m. – 1:30 p.m.

- ⬡ Brief Introduction to Maximize NWMO
- ⬡ Recognition
- ⬡ Celebration of Progress
- ⬡ Preliminary Findings with Q&A: Alumni & Resident Survey
- ⬡ Next Steps
- ⬡ Break
- ⬡ County/Sub-Region Breakout Discussion

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WELCOME! *The Story Behind the New Brand*



In early 2020, a team of approximately two dozen representatives from across the region chose the monarch butterfly to represent this work.



MAXIMIZE™
NWMO

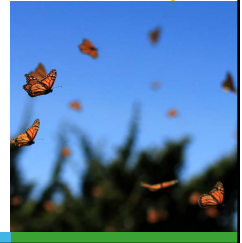
Like the monarchs, our population is challenged.

Thanks to a concerted effort of many people learning about ways to help, slightly changing some of the habits they didn't realize were causing a problem, and the resiliency of monarch butterflies themselves, we are slowly seeing their population stabilize to rise.

We live in a beautiful region in the heart, soul, and crossroads of the country.

There is hope. The same can happen for us in northwest Missouri.

By dreaming big and growing together, our region's prosperity can rise again!



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Dream big and grow together.



MAXIMIZE™
NWMO

together@maximizenwmo.org | www.maximizenwmo.org

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ENGAGING AND SUPPORTING LEADERS

Vision

**Thriving region,
vibrant communities,
prosperous people.**

Seeing

Doing

Believing

The **MAXIMIZE**
[MY COMMUNITY]
Journey

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EMPOWERING LEADERS

Helping local communities and the region align goals and integrate actions to maximize win-win opportunities.

Many Voices → → → **One Vision**

REACTIVE

PROACTIVE

ALIGNED

INTEGRATED

Local and regional communities respecting individual interests while working together on shared needs.

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NWMO

Thank you!

NAVIGATION TEAM & ADVISORS | 2020



Max Summers, Maximize NWMO Regional Vitality Chair

Mary Hinde, The Community Foundation of Northwest Missouri President

Lowell Kruse, Communities of Excellence 2026 Co-Founder

Stephanie Norling, Communities of Excellence 2026 Director

Steve Wenger, Maximize NWMO Core Team

Joe Lear, University of Missouri Extension NW Regional Director

Christel Gollnick, JUPER Communications, LLC

Rachel Kagay, Rachel Kagay Coaching & Consulting

ADVISORS

Amber Barnes, USDA Rural Development

Joe Hegeman, Farmers State Bank (former team member/U.S. Congressman Sam Graves)

Don Macke, The Center for Rural Entrepreneurship

Rob Lawton and Tony Belivosky, C3

Sandra Pothoff, PhD, Communities of Excellence 2026 Mentor

Lara Summers, Luminary Leadership

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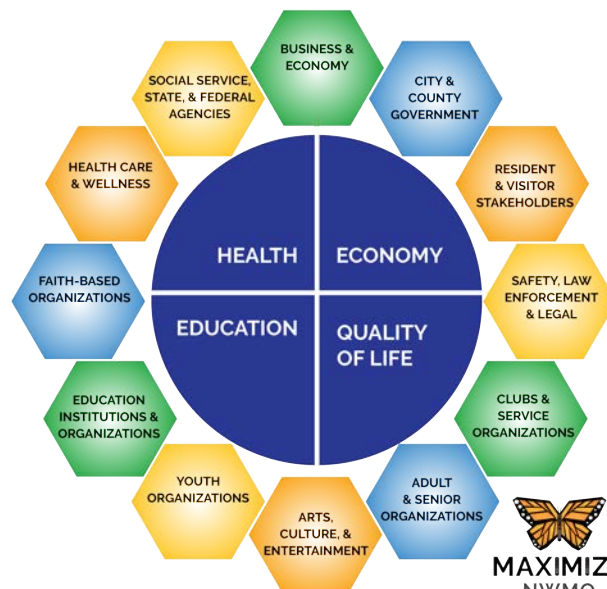
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INCLUSIVE APPROACH

IT TAKES
EVERYONE
WORKING
TOGETHER

Many Voices,
One Vision

COMMUNITY CORE ELEMENTS & PARTICIPANTS



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Thank you!

COMMUNITIES & PARTNERS | 2020

Original Communities of Excellence Pilots

ALBANY/BETHANY
BROOKFIELD/MARCELINE
MARYVILLE

Currently Involved Communities

MAXIMIZE ALBANY
365 Alliance (Brookfield/Marceline)
The Clinton County Initiative
_____**TBD**
_____**TBD**



COMMUNITY FOUNDATION
OF
NORTHWEST MISSOURI



**United States
Department
of Agriculture –
Rural
Development**

communities of excellence²⁰²⁶



Extension
University of Missouri



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NWMO

Thank you!

VOLUNTEERS & VOICES | 2020

Communications CollaborACTION Team

Subash Alias	Don Macke
Kristie Arthur	Mackenzie Manning
Tony Belilovskiy	Hannah McClure
Shelby Berkemeier	Josh McKim
Meredith Berry	Kimberly Milward
Jill Brown	Crystal Narr
Becky Cleveland	Linda Place
Bobbie Cronk	Sandy Potthoff
Denice Ferguson	Carlee Quinn
Darrell Gardener	Mallory Rahe
Christel Gollnick	Randy Railsback
Robin Hammond	Tyler Reid
Blake Haynes	Jamee Searce
Mary Hinde	Shari Schenewerk
Tosha Jackson	Jackie Spainhower
Terri Johnson	Max Summers
Rob Lawton	Mark Sutherland
Joe Lear	Steve Wenger
Sarah Low	Lily White
Gina Lucas	Stephanie Williams
Lisa Macali	

Penny Adams
Jackie Allenbrand
Tim Arbeiter
Monica Baily
T.J. Berry
Ryan Bever
Jim Blackford
Steve Briggs
Derek Brown
Debbie Burke
Mike Chambers
Joseph Chambers
Jill Clair
Gary Clapp
Martha Clark
Chris Collins
Chelsea Corkins
Jerri Dearmont
Bob Dempster
Dick DeShon
Pat Dillon
Jon Doolittle
Daren Dowell

J. Eggleston
Michelle Fagerstone
Darren Farnan
David Gaines
Laura Gibbons
Karen Gillespie
Nancy Greeley
Connie Griffith
Ellen Griffon
Dr. Lav Gupta
Dan Hegeman
Joe Hegeman
Corey Herron
Chad Higdon
Krista Hinrichs
Rodney Hummer
Josh Hurlbert
Nic Hutchinson
Mary Ingersoll
Bill Jackson
Sgt. Ryan Jensen
Elizabeth Johnson
Jessica Jones

Rachel Kagay
Dr. Lenny Klaver
Lowell Kruse
Micah Landes
Julie Lewis
Patt Lilly
Bri Lindstrom
Rebecca D. Lobina
Linda Martin
Quentin McConkey
Andrew McCrea
Brad Meyer
Wally Meyer
Edie Miller
Jerry Mogg
Jenna Monning
Kathy "Kat" Morgan
Zachary Morgan
Keli Morris
Zane Myers
Matt Nolker
Stephanie Norling
Kari O'Neal

Brenda Parnam
Ted Place
Beatrice Quarella
Lance Rains
Phillip Ray
Natalie Redmond
Case Ruckman
Lynne Shea
Jackie Soptic
Mark Sutherland
Leah Swindler
Dana Tarpensing
Martial Thervenot
Ed Turner
Tama Wagner
Jack Walker
Annette Weeks
Ben White
Larry Wilson
Quentin Wilson
Mark Woodbury
Tim Wymes

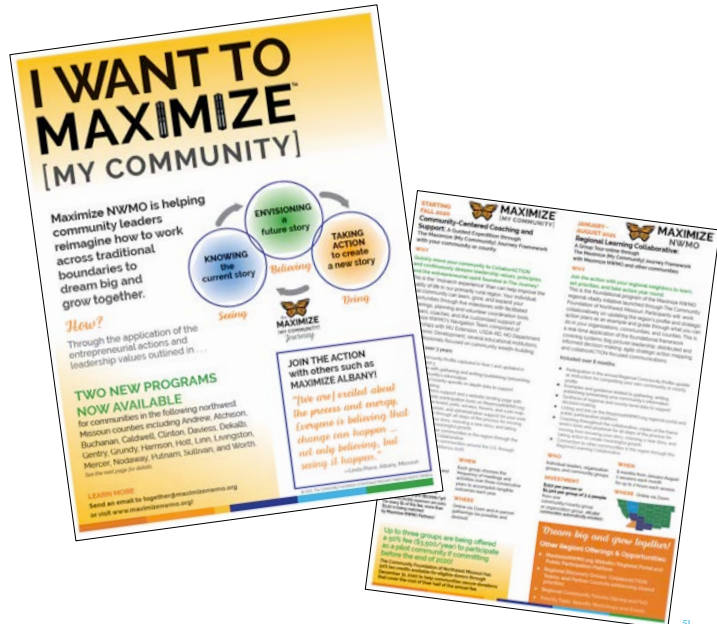
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NEW PROGRAMS DEVELOPED AND LAUNCHING

**1) Community-Centered
Coaching and Support**
Starting Fall 2020 | Over 3 years

**2) Regional Learning
Collaborative**
January – August 2021 | 8 months



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DISCOVERY, DECISION-MAKING, & ACTION
LISTENING 1st
TO WHAT
PEOPLE ARE
INTERESTED
IN MOVING
FORWARD?



*What strategic investments
across traditional boundaries
will ...*

- Help create a better “new normal”?
- Expand what we already have?
- Build essentials?
- Encourage people to dream big and work together?
- Empower the region to reach its maximum potential?

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DISCOVERY, DECISION-MAKING, & ACTION

ENGAGEMENT



March + COVID-19 Connecting Communities pages

April - May Regional Community Conversations to share info & draft Strategy Action Maps for priorities

May - November Discovery Group facilitation

Bringing together experts serving within the region to learn more about what is being done to address topics of highest priority.

- Broadband
- Business transfer/succession, start-up, and second-stage entrepreneurship support and training options here
- Food systems
- Attracting remote workers and new residents

May + CollaborACTION Team formation/facilitation

Communications

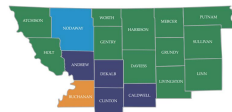
- Alumni & Resident Survey, Intern, Regional Media and Leadership Contact Lists, Promo Video & Photo Library, Social Media Placemaking Video

Fall/ Winter Regional Community Celebration & Forum to share success & Launch New Programs

Leadership: Regional Learning Collaborative, Partner Development, and Strategic Plan Update

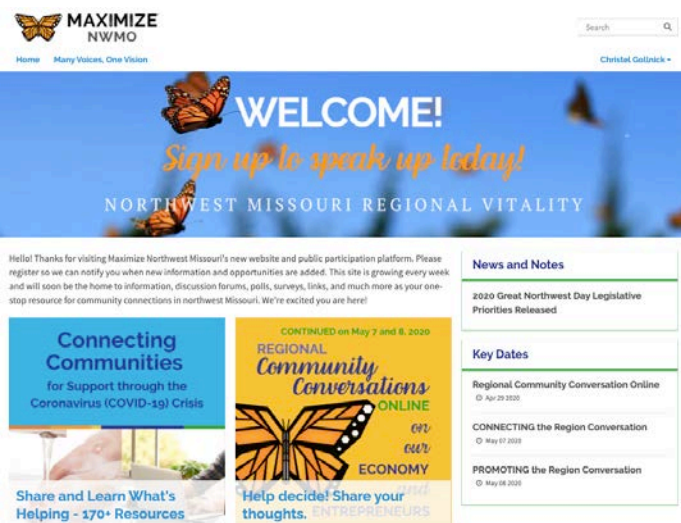
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BUILDING A FRONT DOOR TO A BUSY ONLINE LOBBY OF NWMO



maximizenwmo.org

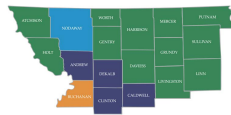
Promoting and Connecting



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PURPOSES OF THE WEBSITE

You can participate on this platform to share your voice!



maximizenwmo.org

1. Dual Purpose

- Portal of regional information
- Public participation platform

2. Site Map Strategy is Being Implemented

- We've launched a fun way to participate by uploading photos of what you love best about living, learning, working, and playing here!

<https://www.maximizenwmo.org/spotlight-the-region>

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NEXT STEPS WERE VERIFIED BY RESEARCH AND EXPERIENCE

Growing the entrepreneurial pipeline by keeping and attracting more people who contribute to the economy's growth.

#1

Make "placemaking" and quality of life efforts a focus to ensure, and promote our thriving life here.

- Return migration, youth retention, and leadership succession

#2

Prioritize implementation and better align the great resources we already have.

#3

Provide support and training for . people collaborACTING

Exceed
Regional
Economic &
Entrepreneurial
Development

Extension
University of Missouri

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Help leaders make decisions following COVID-19.

ALUMNI & RESIDENT SURVEY



MAXIMIZE NWMO

MANY VOICES are needed!

Do you call, or have you ever called, northwest Missouri home?

We are seeking the perspectives of residents, alumni, and those with strong ties to the region. Share your perspective about what is most important within communities and help make meaningful decisions by participating at <http://bit.ly/MaximizeNWMOSurvey2020>, or:

- ▶ Hold your smartphone camera over this code. ▶ ▶ ▶
- ▶ Click the "flowto.it" notification to go to the survey.

It only take a few minutes!

Thank you for helping maximize the potential of northwest Missouri! To learn more before completing, please visit www.maximizenwmo.org or send us an email at together@maximizenwmo.org.

Thanks to partners of The Community Foundation of Northwest Missouri, the survey's results will be shared on this same website with all local elected officials (i.e. mayors, county commissioners, state legislators) and chambers, economic developers, and other community leaders. To make the results statistically viable, we need hundreds of responses from people with ties to each of the northwest Missouri counties of Andrew, Atchison, Buchanan, Caldwell, Clinton, Daviess, Dekalb, Gentry, Grundy, Harrison, Holt, Linn, Livingston, Putnam, Mercer, Nodaway, Sullivan, and Worth.



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PRELIMINARY FINDINGS

Help leaders make decisions following COVID-19.

ALUMNI & RESIDENT SURVEY



MAXIMIZE NWMO

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SPOTLIGHTING WHAT YOU LOVE ABOUT NWMO



SHARE YOUR PHOTOS & VIDEOS

Spotlight your favorite places
in northwest Missouri!



We want to show the great places, attractions, and
activities throughout the region. Snap a photo and
share what makes your community special!

Submit at www.maximizenwmo.org



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CONTINUED MOMENTUM REQUIRES CONTINUED ENGAGEMENT AND SUPPORT



COMMUNITY FOUNDATION
OF
NORTHWEST MISSOURI

*The growth of philanthropy depends
on regional and community vitality!*

How you can help:

BE A PARTNER/INVESTOR

- ☐ Contribute time, talent, access to your circle of influence.
 - **ALUMNI & RESIDENT SURVEY NOW THROUGH SEPTEMBER**
 - Partner Council
- ☐ Contribute funding to sponsor upcoming:
 - The Maximize [Your Community] Journey for additional communities to get involved
 - Online Fall Regional Community Conversation & Celebration
 - Regional Learning Collaborative & Workshops

We have
\$150,000 in
50% tax credits
to offer
qualifying
donors through
December 31,
2020!

BE A LEADERSHIP PARTICIPANT

- ☐ Regional Learning Collaborative
- ☐ Navigation Team
- ☐ CollaborACTION Teams: Communications, Broadband

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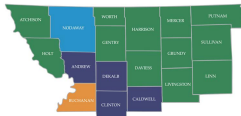


**Fall 2020 ONLINE
Regional Community
MAXIMIZE NWMO | FORUM**

Break 5-minute break

Up Next: **REFLECTIONS ON THE INFORMATION AND OPPORTUNITIES**
Discussion Sharing of ideas and discussing interest in next steps
Questions specific to your area of the region.

- ⬡ Communications CollaborACTION Team
- ⬡ Regional Learning Collaborative
- ⬡ Community/County-Centered Coaching



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Thank you!



Register today and be a part of dreaming big and growing together!

together@maximizenwmo.org | www.maximizenwmo.org

Financial support for this project comes from partner contributions to The Community Foundation of Northwest Missouri's Maximize NWMO Regional Vitality Initiative.

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