

Welcome to the...

Communications CollaborACTION Team



COMMUNITY FOUNDATION
OF
NORTHWEST MISSOURI

1 | **March 4, 2022**



**MAXIMIZE™
NWMO**

Dream big and grow together.

We're continuing to focus on...

Tourism & Recreation Discovery Group



COMMUNITY FOUNDATION
OF
NORTHWEST MISSOURI

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MAXIMIZE™
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Dream big and grow together.

OUR REGION: Northwest Missouri's 18 Counties



URBAN, Metro County

Has a densely-settled urban entity with 50K+ people

RURAL, Metro County

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

RURAL, Nonmetro Micropolitan County

Has an urban cluster of 10K-49,999 people

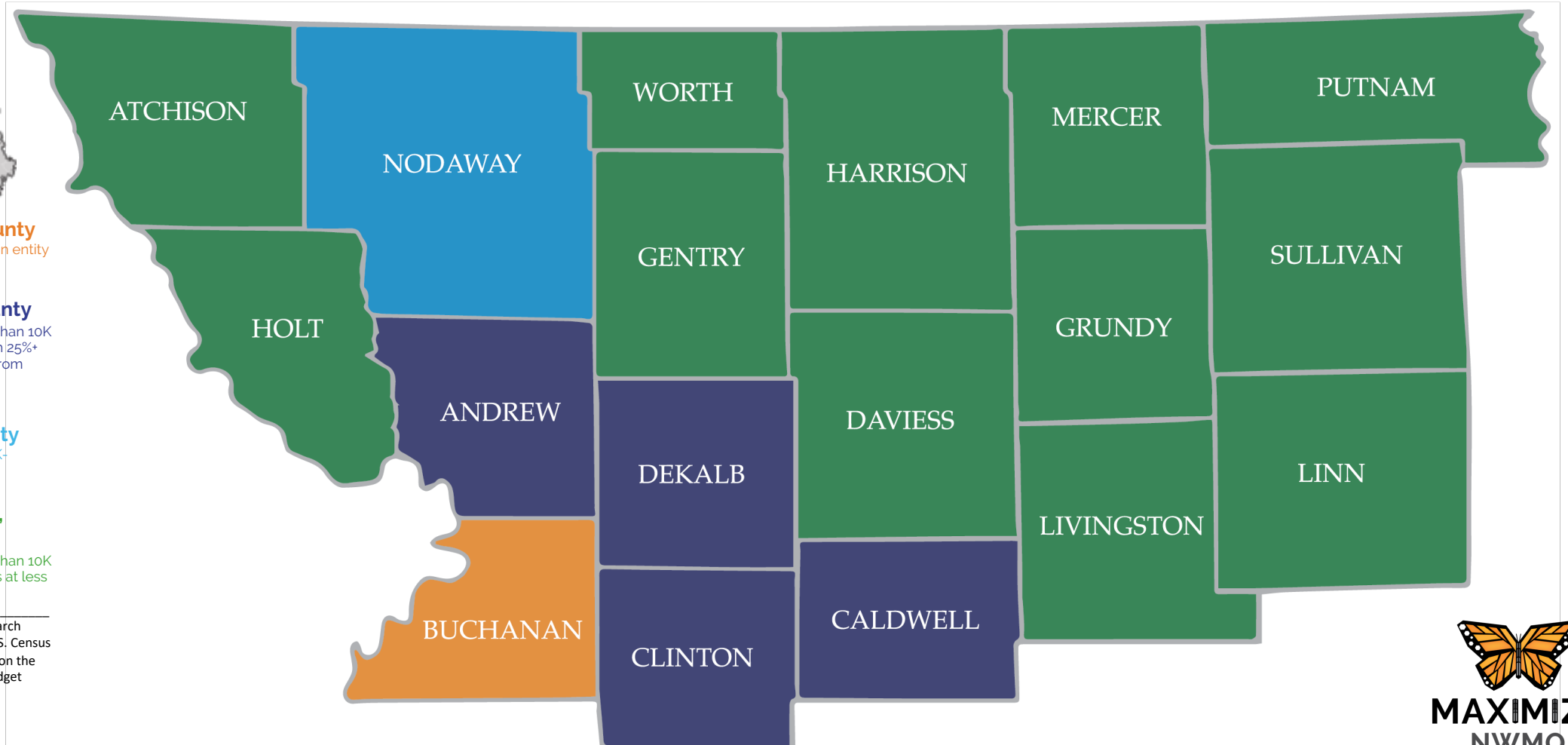
RURAL, Nonmetro, Noncore County

All urban clusters are less than 10K and urban core commuters at less than 25%

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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NAVIGATIONAL GUIDE

PURPOSE

Overcome the consequences of long-term population decline, and the resulting threats to all sectors by promoting and supporting a spirit of systematic inclusive action...

...assist the region by building leadership capability and capacity to sustain successful existing and new community development efforts.

VISION

Be a model sustainable support system for regional community collaboration.

Uplifting & Inspiring Action



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MISSION

Bring Northwest Missouri communities together to dream big, grow leaders, and collaborate across all sectors of health care, economics, education, and quality of life enabling positive transformation and vitality.

Getting Down to Business

ENGAGING AND SUPPORTING LEADERS THROUGH A JOURNEY

Uplifting existing successful efforts and help better align them so all can experience even greater outcomes more quickly by...

Dreaming big and working to grow together!

- ⬡ **Non-competitive**
- ⬡ **Non-political/partisan**
- ⬡ **Neutral advocate**



© 2020, The Community Foundation of Northwest Missouri's Maximize NWMO Navigation Team, adapted from The Communities of Excellence Framework.



Communications CollaborACTION Team's NAVIGATIONAL GUIDE

MISSION

We are personalizing the region to better promote and connect people, places, and resources in the interest of keeping and attracting innovative talent of all ages.

A Place to Belong

A video by the
Communications CollaborACTION! Team of



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Share, Inspire, and Grow Together



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Foster a greater sense of belonging.

The relationships we have with each other
– at school, work, home, and community organizations –
drive the decision about where we live.

- Be proactive and collaborative
- Help people make strong and trusted connections here beyond welcoming by sharing traditions, opportunities to get involved, and incorporating their new ideas
- Be an attractive place that provides quality essential services and key amenities
- Create jobs by supporting new business entrepreneurs
- Increase leadership development opportunities
- Invest in our youth's education and social connections with people and our place
- Promote what is going on and what is here to enjoy



2020

ALUMNI & RESIDENT SURVEY



RESULTS

**48% of Americans said
they prefer to live in a
small town or rural area**

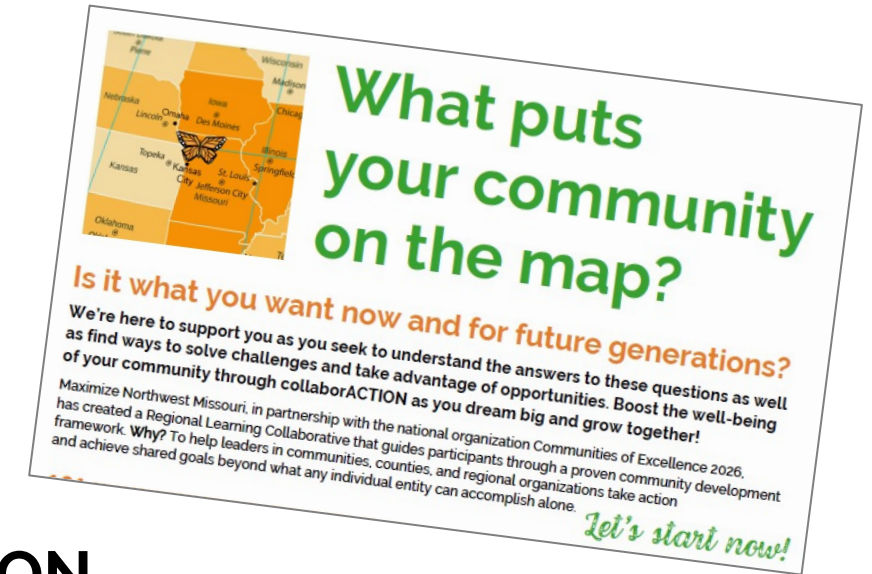
as opposed to a city or suburb in
December 2020,
up from 29% in 2018.
- Gallup poll

Focus on...

- 1) **Leadership development and community engagement for for all ages**
- 2) **Promote and support entrepreneurship and innovation**
- 3) **Attract people who are open to returning to NWMO in the next few years**
 - After college and a few years of work experience
Bring new ideas & energy
 - Near retirement age
Bring accumulated wisdom and wealth creating demand for services and amenities that create jobs, and they contribute valuable time, talent, and treasure.

ANSWERING THE CALL FOR ACTION

- 1) Maximize NWMO's Regional Learning Collaborative and Community Coaching programs are focused on addressing the expansion of leadership development.
- 2) Addressing expanded entrepreneurship, innovation, and attraction of people are the topics of the Communications CollaborACTION Team.



Tourism and Recreation keep coming up in our conversations so we're here to discover what you are doing and the opportunities we may have together.

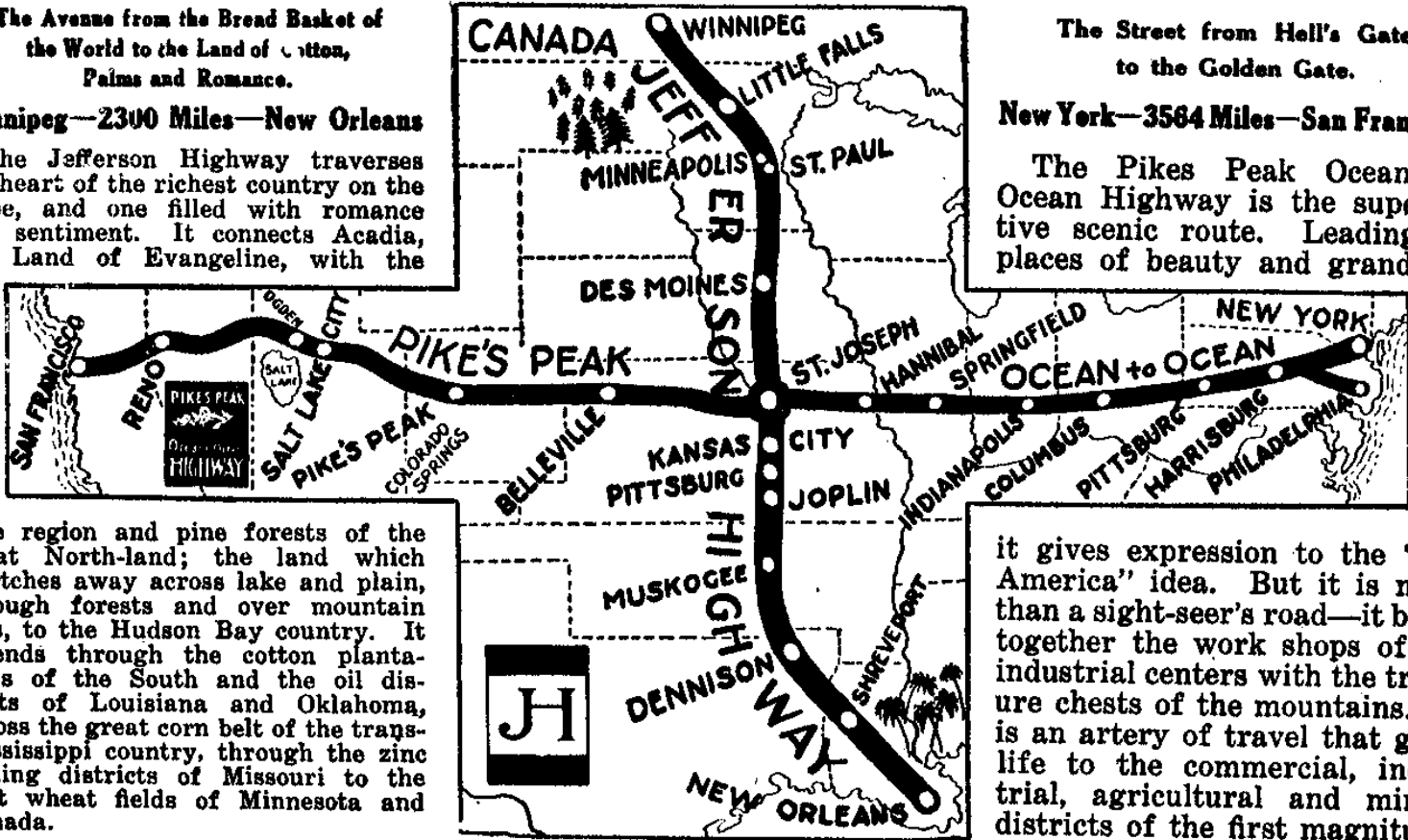
Intersection Recognized a Century Ago

1920 Map in
AAA's
*American
Motorist
Magazine*

The Cross Roads of the Nation Serve all Latitudes and Longitudes
They intersect all North and South, East and West Transcontinental Routes
THE JEFFERSON HIGHWAY and **PIKES PEAK OCEAN TO OCEAN HIGHWAY**

The Avenue from the Bread Basket of the World to the Land of Cotton, Palms and Romance.
Winnipeg—2300 Miles—New Orleans
The Jefferson Highway traverses the heart of the richest country on the globe, and one filled with romance and sentiment. It connects Acadia, the Land of Evangeline, with the

The Street from Hell's Gate to the Golden Gate.
New York—3584 Miles—San Francisco
The Pikes Peak Ocean to Ocean Highway is the superlative scenic route. Leading to places of beauty and grandeur,

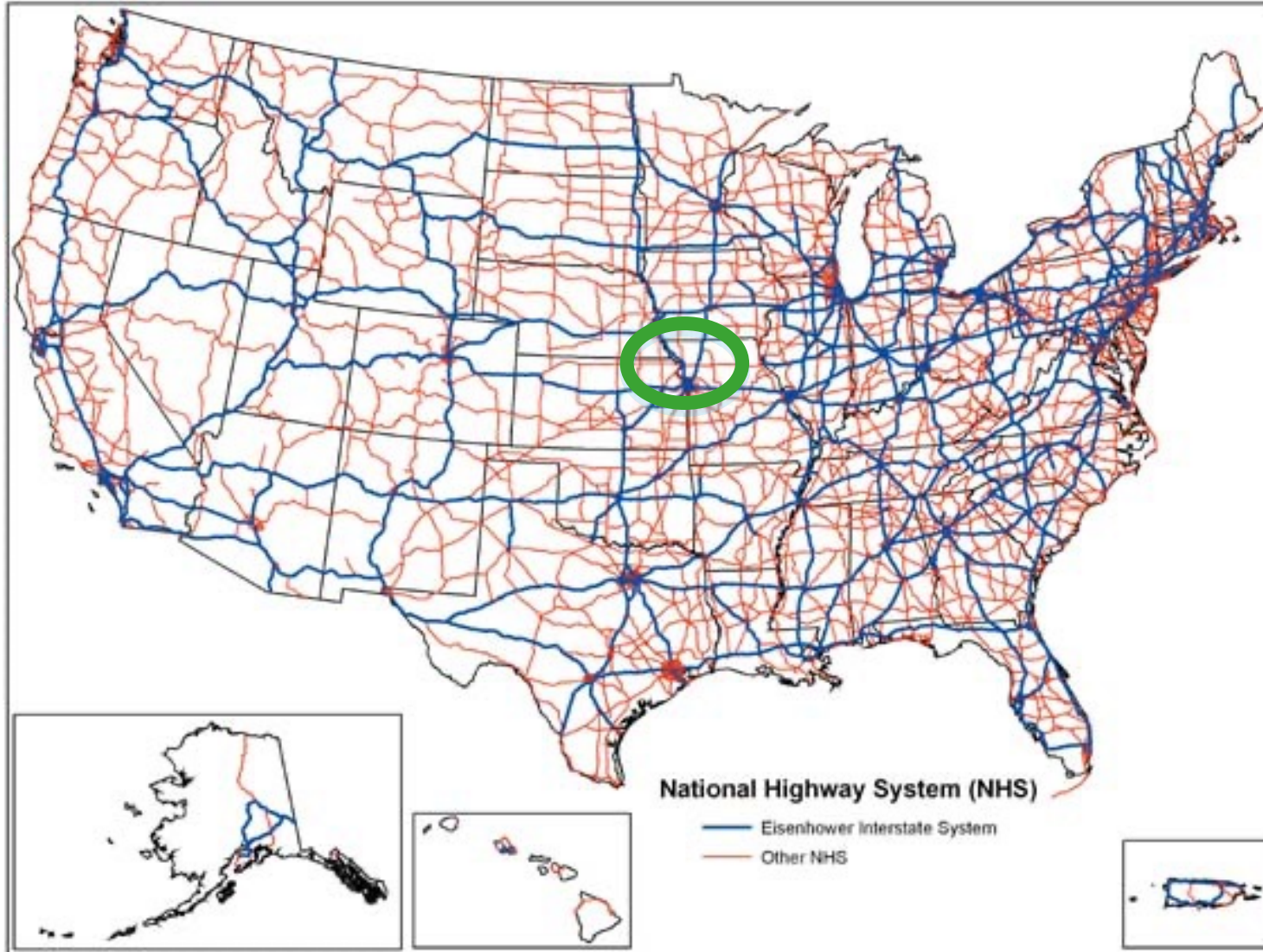


lake region and pine forests of the great North-land; the land which stretches away across lake and plain, through forests and over mountain tops, to the Hudson Bay country. It extends through the cotton plantations of the South and the oil districts of Louisiana and Oklahoma, across the great corn belt of the trans-Mississippi country, through the zinc mining districts of Missouri to the vast wheat fields of Minnesota and Canada.

For Touring Information Address Either Association at St. Joseph, Mo.

<https://www.fhwa.dot.gov/infrastructure/pikes01.cfm>

Intersection Today



**2022 Interstates 29 and 35
and several highways all
converge here linking
Kansas City, Omaha, and
Des Moines.**



VALUING DIVERSE PERSPECTIVES

REGARDLESS
OF THE
PRIORITY,
EVERYONE
PLAYS A PART!

We all want opportunities
to play where we live to
balance out all of the work!

COMMUNITY INTERCONNECTION & INCLUSION

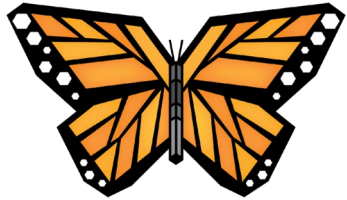


DISCUSSION GOALS | Friday, March 4, 2022

- ⬡ **Welcome and Introduction**
- ⬡ **Continued Discussion on Tourism within the Region**
 - ⬡ **SPECIAL PRESENTATION: Hwy 36 Heritage Alliance**
 - ⬡ **Posting the Maximize NWMO Video on tourism, attraction, and chamber websites across the region to help draw attention to the positives of living, learning, working, and PLAYING here**
 - ⬡ **Start on gathering Spotlight Stories and Geocache locations now**
 - ⬡ **Regionwide Calendar Discussion**
 - ⬡ **Suggested Itineraries for Day-Trips and Weekends**
- ⬡ **Other Updates and Projects**
 - ⬡ **2022 Regional Learning Collaborative Promotion – March 26th in Maysville, MO and on Zoom May 4-June 15**
- ⬡ **Next Team Gatherings – 1st and 3rd Friday Mornings @ 8:30**
 - ⬡ **March 18, April 1, April 15, May 6, May 20**



SCHEDULE



MAXIMIZE
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Communications CollaborACTION Team

8:30 – 10:00 a.m.
via Zoom

2022 First Fridays

All Team & Media Monthly Meeting

Review/update on all Maximize NWMO activities, discussion of integrated efforts, team decisions, and announcements.

April 1

May 6

June 3

~~**July 1**~~ - NO MEETING

August 5

September 2

October 7

November 4

December 2

2022 3rd Fridays

Project-Specific Work Sessions

Focused brainstorming, planning, detail decisions, follow-through, and check-in on progress and support needed for team members stepping up to lead activities.

March 18

April 15

May 20

June 17

July 15

August 19

September 16

October 21

November 18

December 16

Many Voices, One Vision



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Thank you for being a part of dreaming big and growing together!

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