



Innovative Rural Business Models & Rural Jobs Creations Strategies

@BeckyMcCray

SaveYour.Town

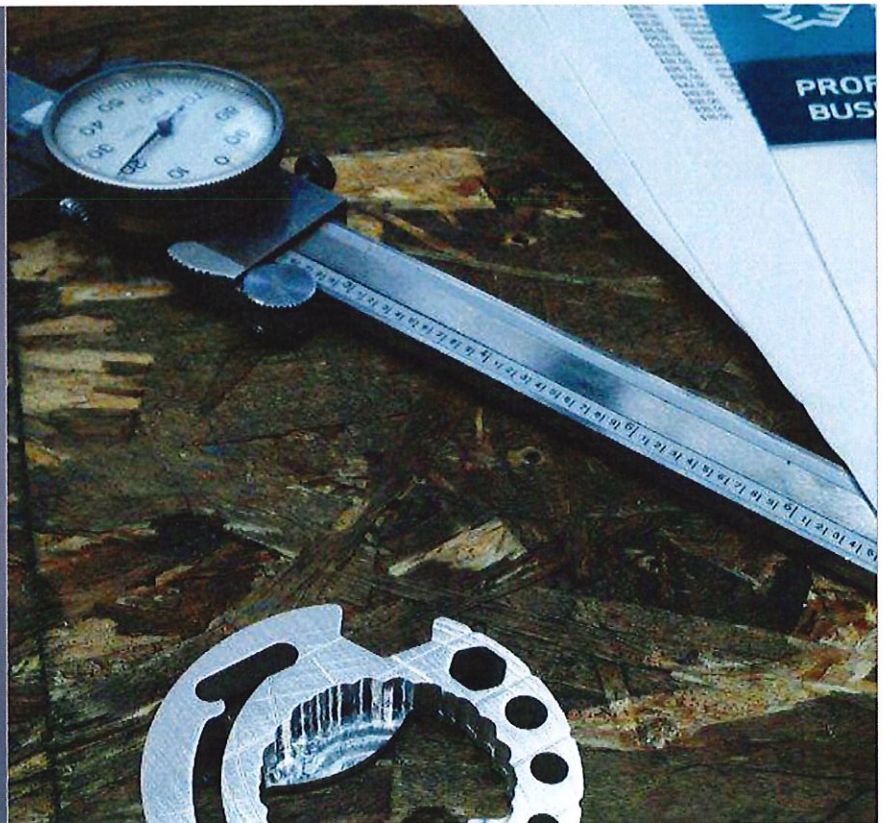
Gather Your Crowd
Build Connections
Take Small Steps
The Idea Friendly Method



Innovative Rural Business Models

@BeckyMcCray

Small
Steps



Innovative Rural Business Models

Tiny

Temporary

Together

Traveling

Tech



Make something

Manufacturing businesses

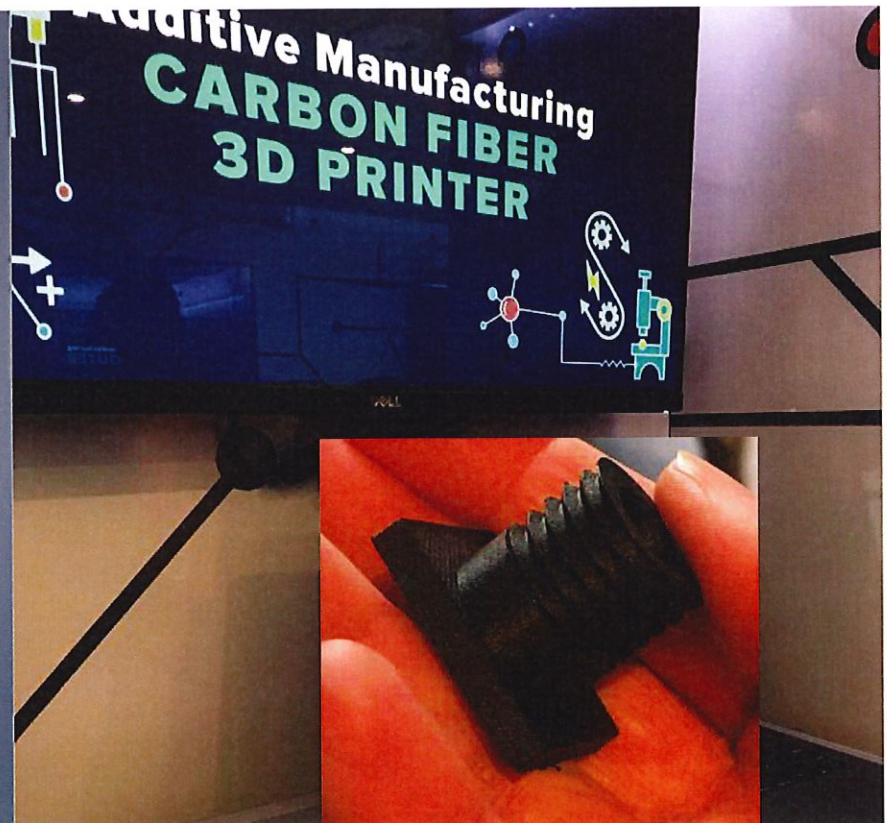
Desktop Manufacturing

Tiny



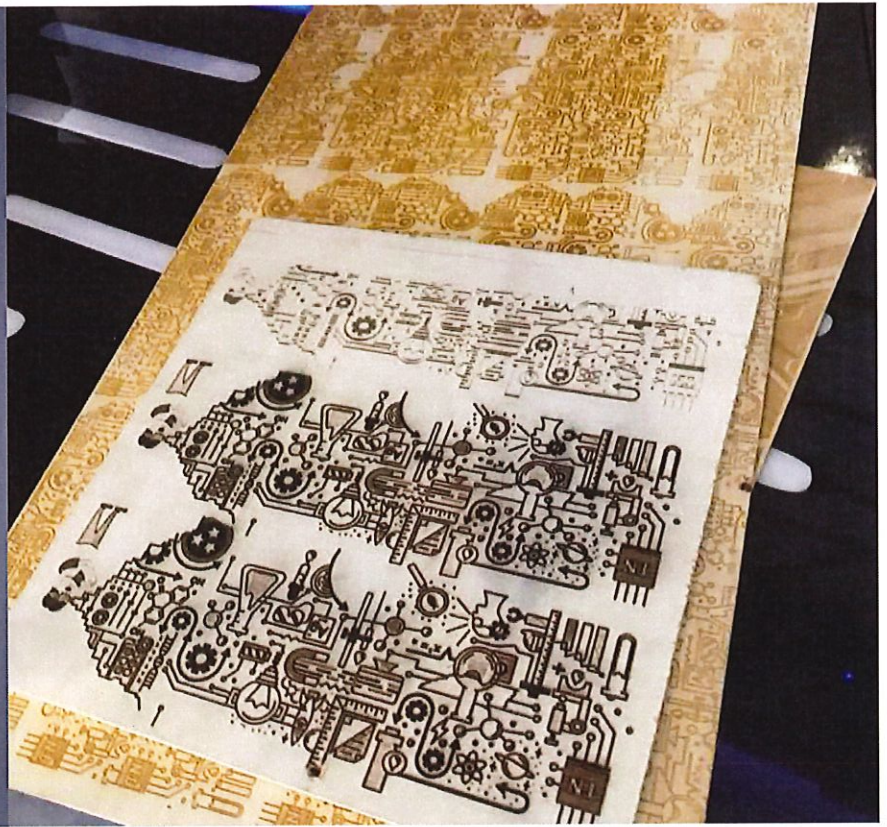
Desktop manufacturing

Tiny



Desktop manufacturing

Tiny



Maker Spaces

Tiny, Temporary, Together



Mobile maker space

Tiny, Traveling



Old Geezers Club

Tiny, Temporary, Together



Small shop spaces

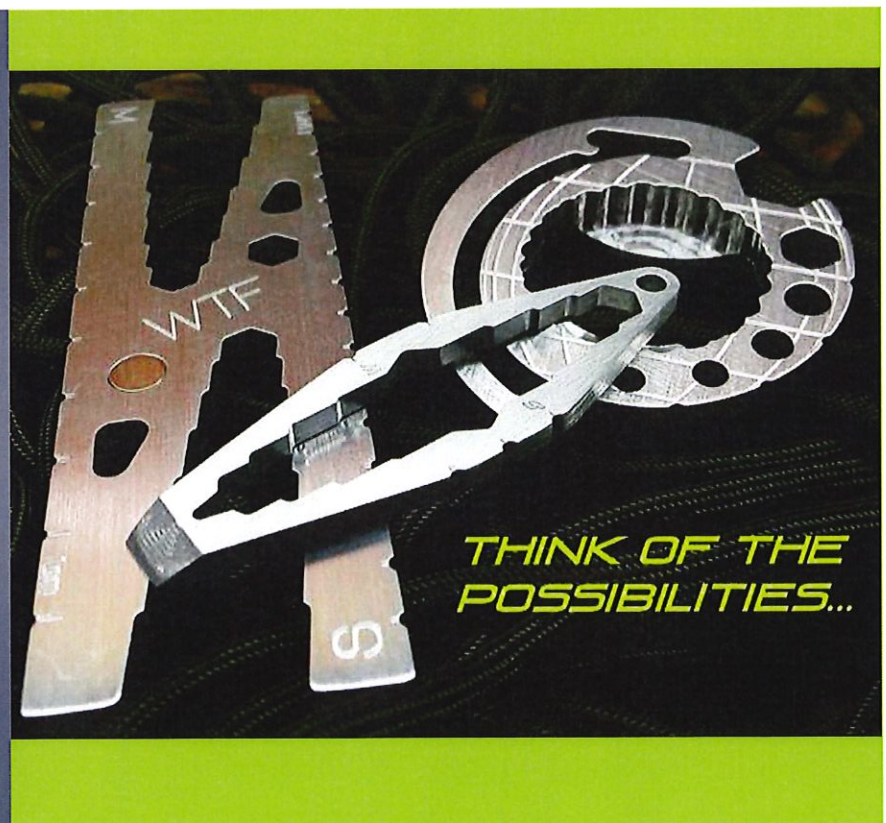
Tiny, Temporary, Together



Funding Platforms

Tech

Photo via Brad Martin
Painting by JESSY WILKINSON



Arts Maker Spaces

Tiny, Temporary, Together

Photo by Discover Oklahoma



Arts Maker Spaces

Tiny, Temporary, Together

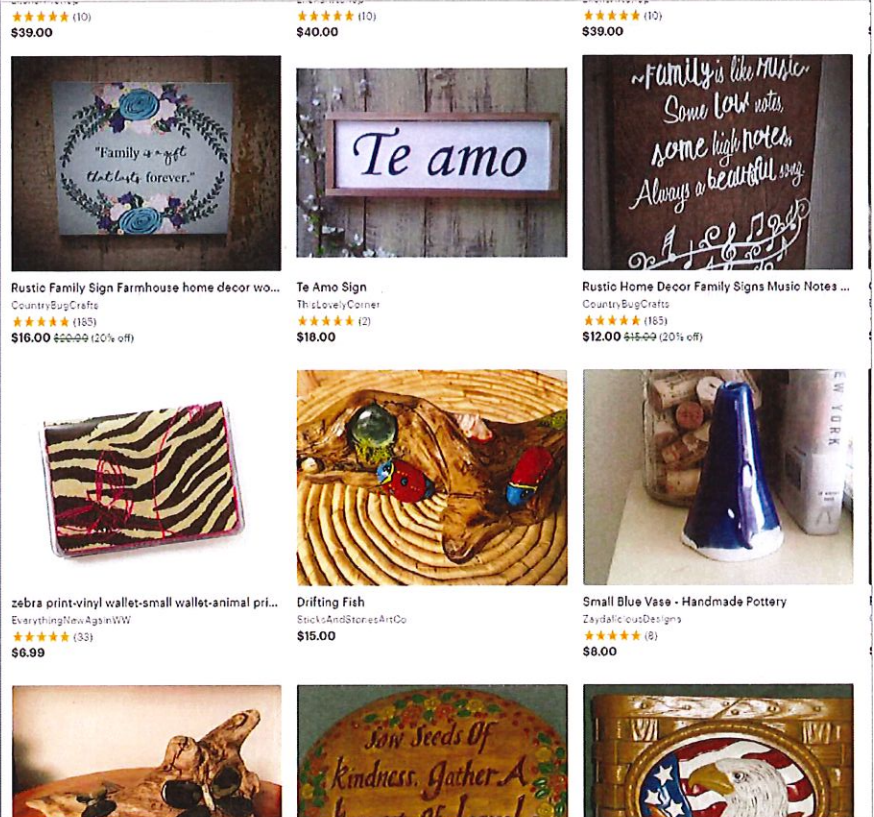
Photo by FSB architects



Marketing Platforms

Tech

Photo (CC) by Chris Orloff



Shared commercial kitchens

Tiny, Temporary, Together



Shared commercial kitchens

Tiny, Temporary, Together

Photo via Teton Valley Kitchen Instagram



Do something

Services

Rural- Sourcing and the Gig Economy

Tech

Photo (CC) by Clara Grönlund



Co- working

Tiny, Temporary, Together

Photo courtesy of Veel Hoeden Coworking



Mobile activities

Tiny, Traveling

Photo by Becky McCray



Mobile services

Tiny, Traveling

Photo by Sue



Mobile services

Tiny, Traveling

Photo via Gary Stewart



Sell something

Retail

Mobile Food

Altadena, CA
Tiny, Traveling

Photo by Lori Elliott Webster



Mobile Retail

Tiny, Traveling

Photo via Katy Kassian



Business Inside a Business

Tiny, Temporary, Together

Photo by Becky McCray



Business Inside a Business

Tiny, Temporary, Together

Photo by Becky McCray



Business Inside a Business

Tiny, Temporary, Together

Photo by Becky McCray



During events

Tiny, Temporary, Together

Photo by Becky McCray



Art on the Walls

Goffstown, NH

Tiny, Temporary, Together

Photo by Somayeh Kashi Art



Look beyond retail

Tiny, Temporary, Together

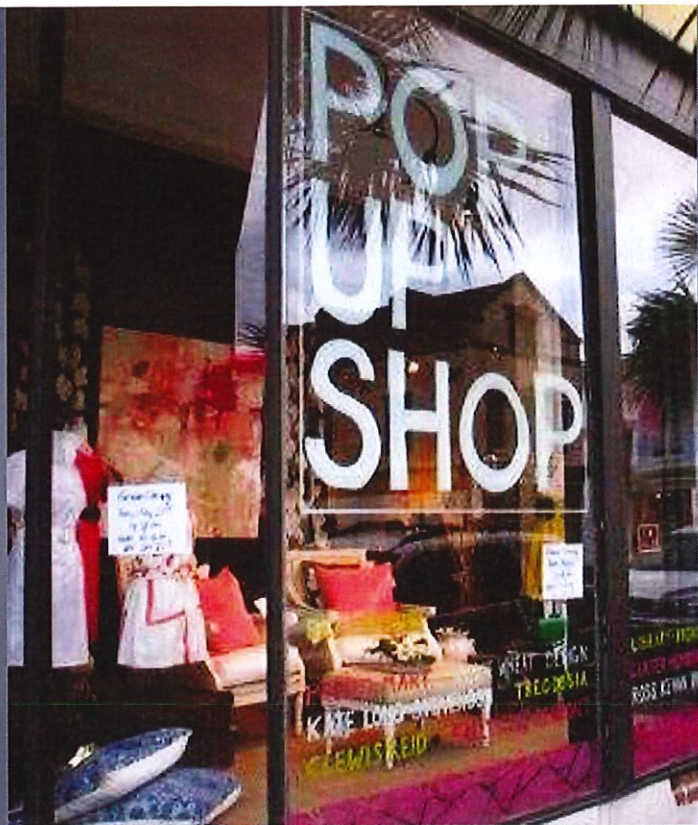
Photo by Becky McCray



Season-long Popups

Temporary

Photo by Village of Homewood, IL



Project Pop-up

Delaware

Temporary

Photo (cc) by Futurilla



Tiny Businesses

Photo by Becky McCray



Tiny Businesses

Hyannis Artist Shanties, MA

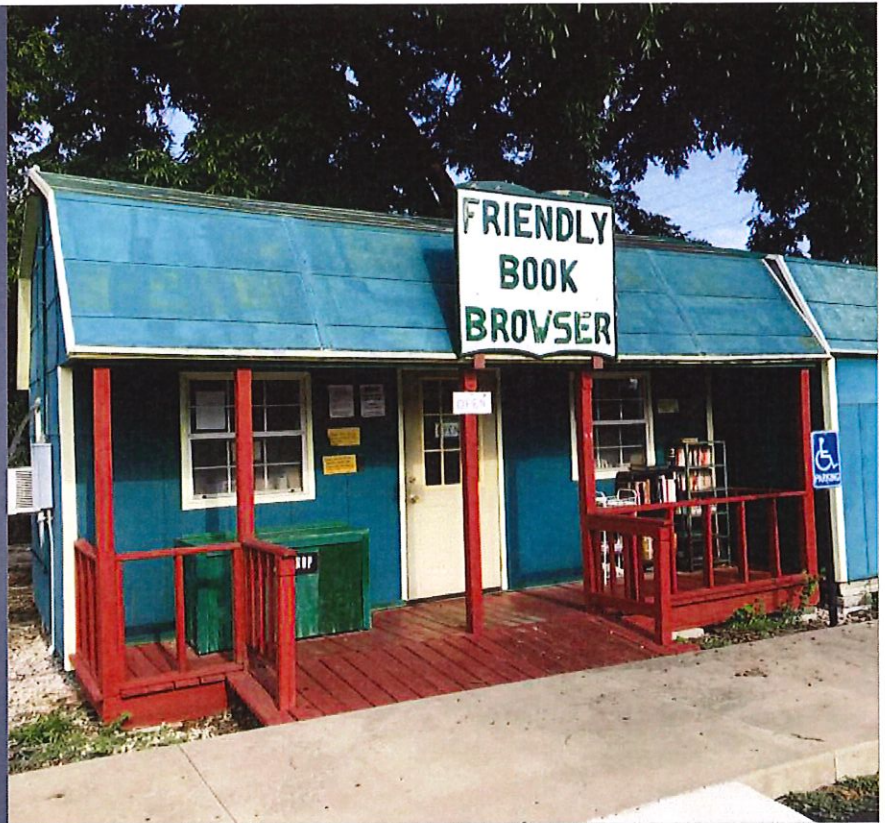
Photo (CC) by Jeffrey Grandy



Tiny Nonprofits

Cleveland, Oklahoma

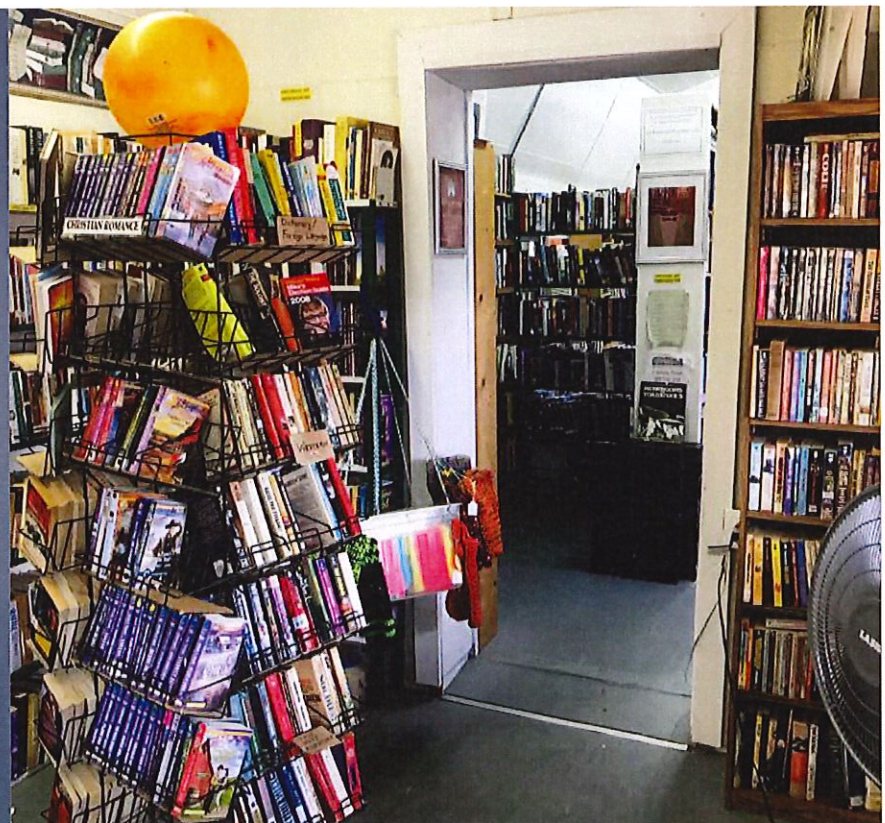
Photo by Becky McCray



Tiny Nonprofits

Cleveland, Oklahoma

Photo by Becky McCray



Tiny Business Villages

Tiny, Temporary, Together

Photos courtesy of Forest County EDC



Tiny Business Villages

Tiny, Temporary, Together



Tiny Business Villages

Tiny, Temporary, Together



Tiny Village: Cozy Cabin Christmas

Tiny, Temporary, Together



Tiny Village: Cozy Cabin Christmas

Tiny, Temporary, Together



Tiny Business Villages

Tiny, Temporary, Together



Photos via Anchor Square Facebook Page

Tiny Business Villages

Tiny, Temporary, Together



Tiny Business Villages

Tiny, Temporary, Together



Shared Spaces

Tiny, Temporary, Together



Shared Spaces

Tiny, Temporary, Together

Photo via June Henderson



Shared Spaces

Tiny, Temporary, Together

Photo by Cathy Lloyd



Shared Spaces

Tiny, Temporary, Together

Photo via Rose Ellis, Facebook Page



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SaveYour.Town/bonus101



Rural Jobs Creation Strategies

Build Connections

**No one creates jobs
in a vacuum**

Open networks lead to more innovation

Connect people to people Connect people to resources

Two parts to Rural Jobs Creation

Connection Places

*Connecting people with each other is the
essence of both community and innovation.*

All those
shared
spaces

Photo courtesy of Veel Hoeden



Connection Events

*Community happens
when people talk to each other*

Networking Events

Norfolk County, Ontario

Courtesy of Norfolk County



Business Fairs

Ohio

Courtesy of Michele Robles



Niche Business fairs

Colville, Washington

Courtesy of Washington State Extension



Business Resource Night

Webster City, Iowa

Photo by Deb Brown



Regular Training

Woodward, Oklahoma, © McCray



Youth Projects

Courtesy of Norfolk County, Ontario



**You create a more powerful
network when you
Build Connections**

The Rural Jobs Creation Strategies

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