

## VILLAGE OF DIETERICH

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**So, what should you do?** All towns are different and will take a different road to growth. However, there are some no risk actions that we would recommend.

- Contact the Illinois Institute of Rural Affairs, MAPPING the Future of Your Community Program. This program is a game changer!
- Don't worry about profit. Consider using the municipality as the developer or instituting incentives that allow the for-profit developer and potential residents a win-win.
- Find your DCDC. Who are your community leaders that have a passion for growing your town? The ones that don't live in conventional boxes. The eclectic entrepreneurs.
- Collaborate. Build relationships. Remove egos. Don't worry about who gets credit for what. Identify the groups that will move you forward and work together.
- Don't be afraid of state and federal grants. They are hard to administer but they will change the game. Pay a consultant to help administer and learn from them.
- Embrace your connections. The world is small. Network. Lean on those you know and trust, those with the same goals.
- Know the benefits of your town and PROMOTE them! Have an advertising budget. Talk about the right things. Find advocates.
- Check your cultural mindset. There is a difference between "Why us?" and "Why NOT us?"

**Building a community isn't different than building any other successful venture.**

**Set goals. Find the people with passion. Acknowledge what you need to change. Take the risk. AND enjoy the ride.**

Gipson, Brittny. (2023, January 26). Economic Development Tools to Build Your Community. [Webinar]. Business Navigators Alliance of Southcentral & Southeastern Illinois

Economic Development Tools to Build Your Community - 1/26/2023: <https://youtu.be/5G-BSVm6ArQ>