

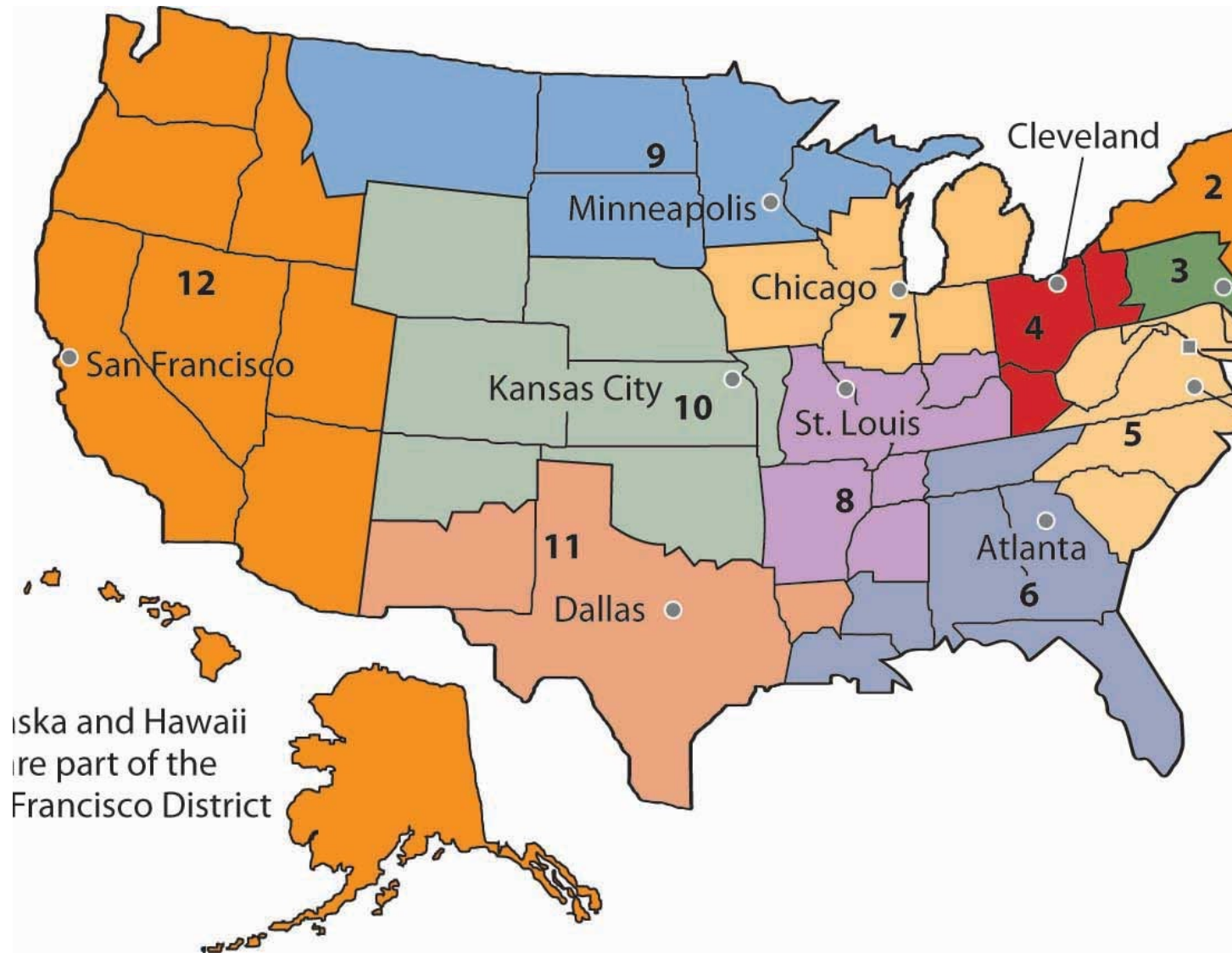
FEDERAL RESERVE BANK *of* KANSAS CITY

# Investing in Rural Prosperity - Moving Forward from the Pandemic to Rural Growth

DELL GINES

FEDERAL RESERVE BANK OF  
KANSAS CITY

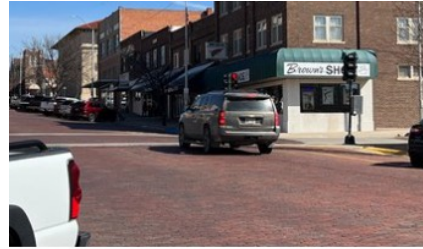
*The Views in this Presentation do  
not necessarily reflect the views  
of the Federal Reserve Bank of  
Kansas City, nor the Federal  
Reserve System*



# The KC Fed

- Conducting national monetary policy.
- Supervising and regulating banks and other important financial institutions.
- Maintaining the stability of the financial system.
- Providing certain financial services to the U.S. government, U.S. financial institutions, and foreign official institutions, and playing a major role in operating and overseeing the nation's payments systems

# The Omaha Branch



April 22, 2022

Nebraska Economist

## Resilience of Nebraska's Regional Hubs

Regional hubs in Nebraska have demonstrated resilience in their economic growth in recent years.

Nebraska Economist, Nebraska, Regional Economy, Employment



April 20, 2022

## Tenth District Beige Book

The Tenth District economy expanded at a modest pace in the first two months of the year.

Beige Book, Regional Economy



January 13, 2022

## Nebraska Home Prices Surging Amid Strong Demand and Limited Supply

Home prices in Nebraska have surged to all-time highs over the past two years.

Nebraska Economist, Nebraska, Regional Economy, Housing



January 05, 2022

## Kansas City Fed announces director appointments.

Paul Maass and Sue Martin were appointed to the Omaha Branch Board. Javier Fernandez was designated as chair for 2022.



November 10, 2021

## Nebraska today

View this infographic for a quick look at Nebraska's economy today.



November 10, 2021

## Nebraska's Economy Through the Pandemic

Nebraska's economy is positioned to grow, but potential headwinds remain. View charts related to the 'Nebraska today' infographic.

<https://www.kansascityfed.org/omaha/>



# INVESTING IN Rural Prosperity



## To Get a Copy of the Book

1. Visit [www.stlouisfed.com](http://www.stlouisfed.com) →
2. Type in Investing in Rural Prosperity in the search bar



Causes for Optimism

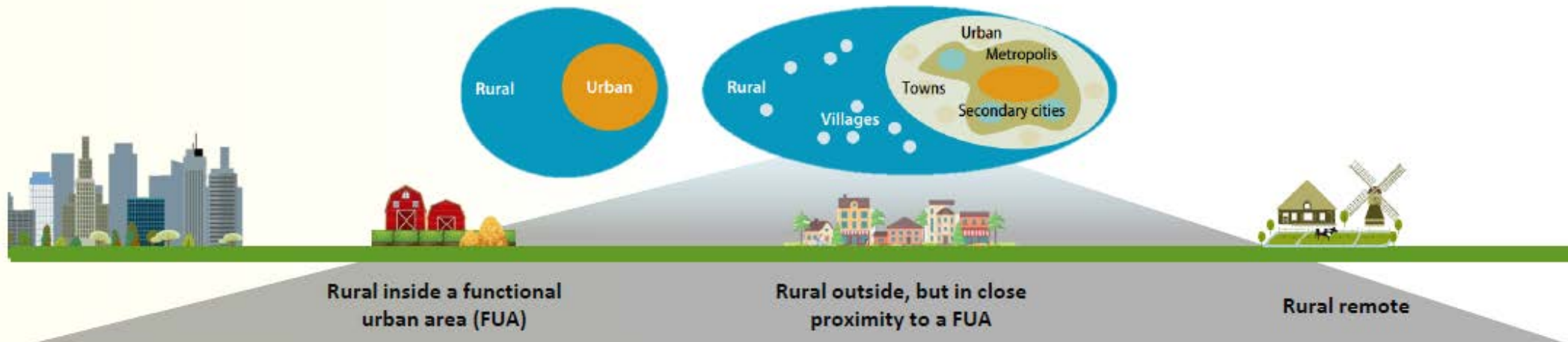
# Rural is Not Homogenous



**Rural places are diverse and they each require a distinct approach**

The simplified area economy

...and a more realistic representation





# The Elephant in the Room

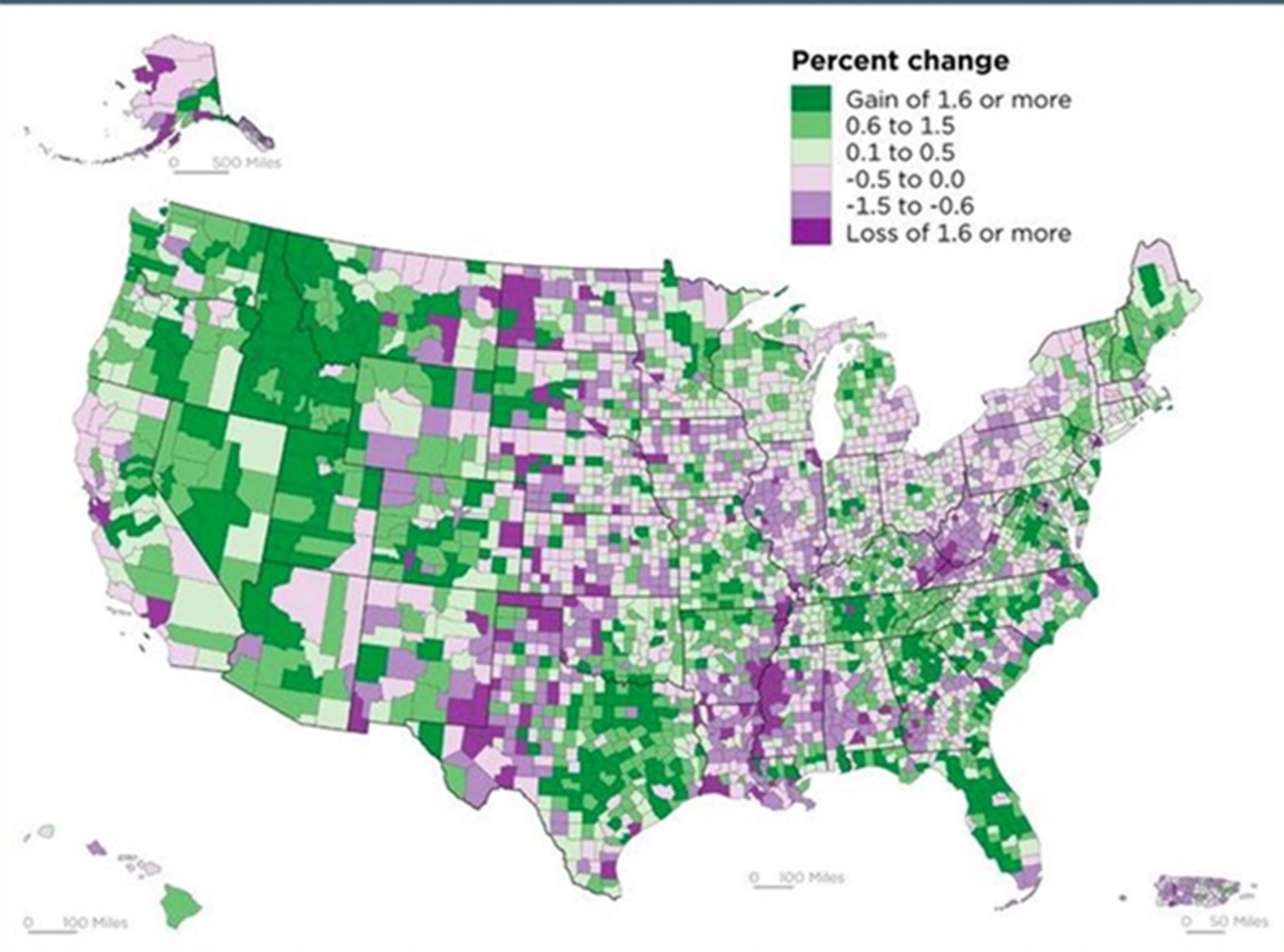


# The State of Rural America



# Rural Population Changes

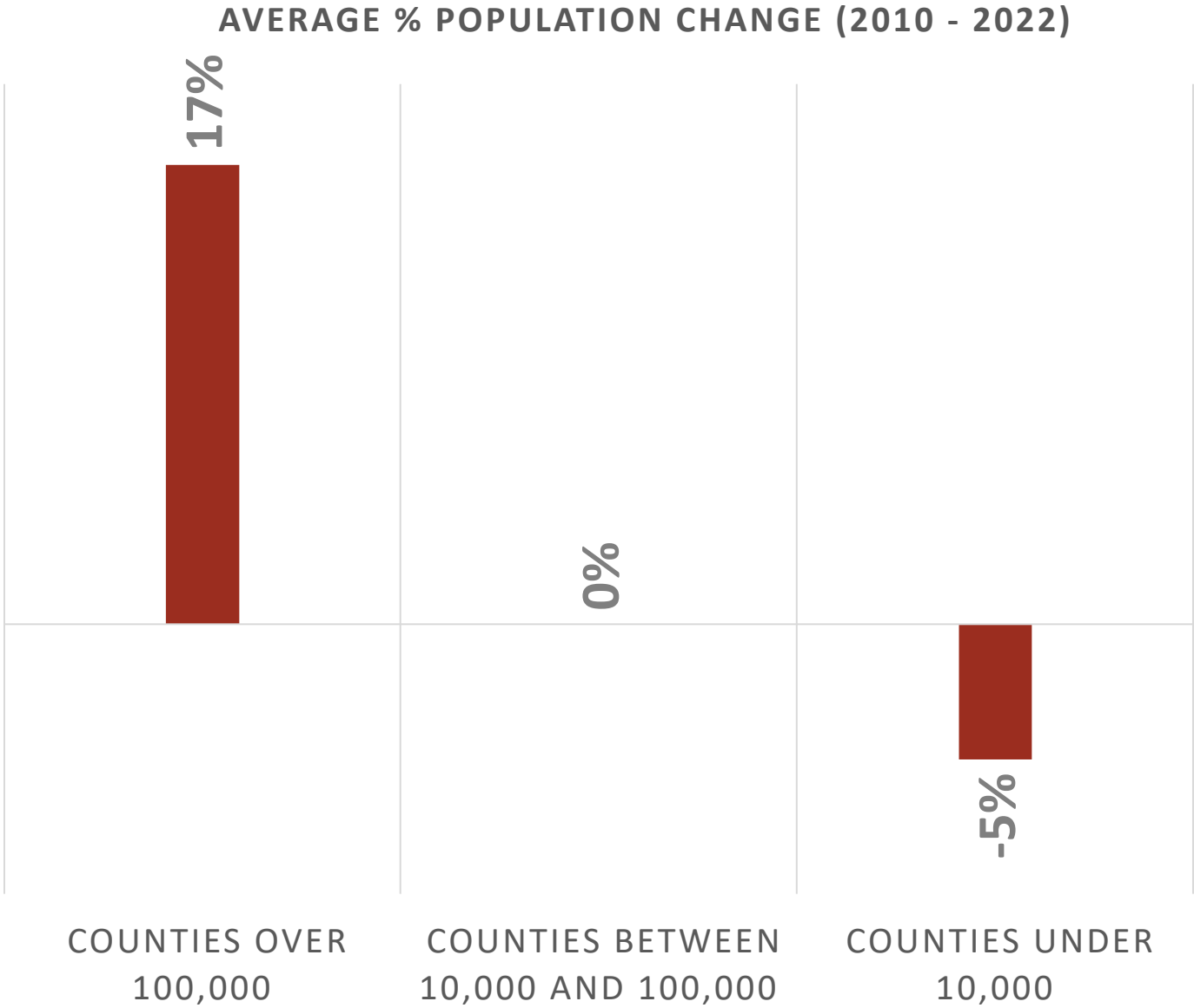
Percent Change in Population by County: 2020 to 2021



Nebraska  
Population  
Changes

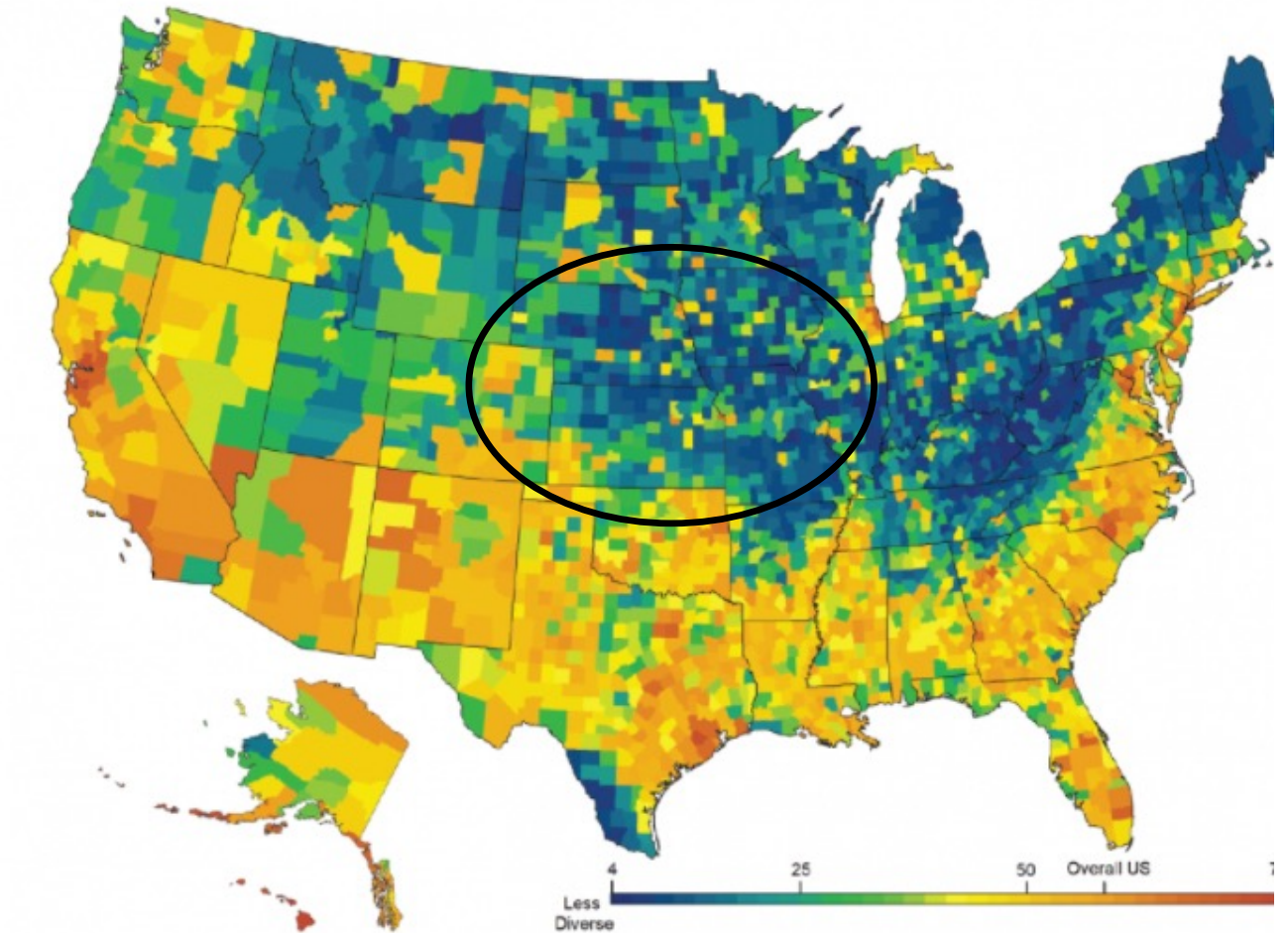
	Top Five Counties	Other Eighty- Eight Counties
Population Change	152210	-20909
Percentage Change	14%	-3%

# Nebraska Population Changes





# Diversity in Rural Counties



Source: U.S. Census Bureau, Population Estimates, 2019. Analysis: K.M. Johnson, Carsey School, UNH

# Four Principles for Rural Prosperity

# Principle #1 – Physical and Institutional Infrastructure Improvement

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BROADBAND/  
DIGITAL LITERACY



HOUSING



EDUCATION



ECONOMIC  
DEVELOPMENT





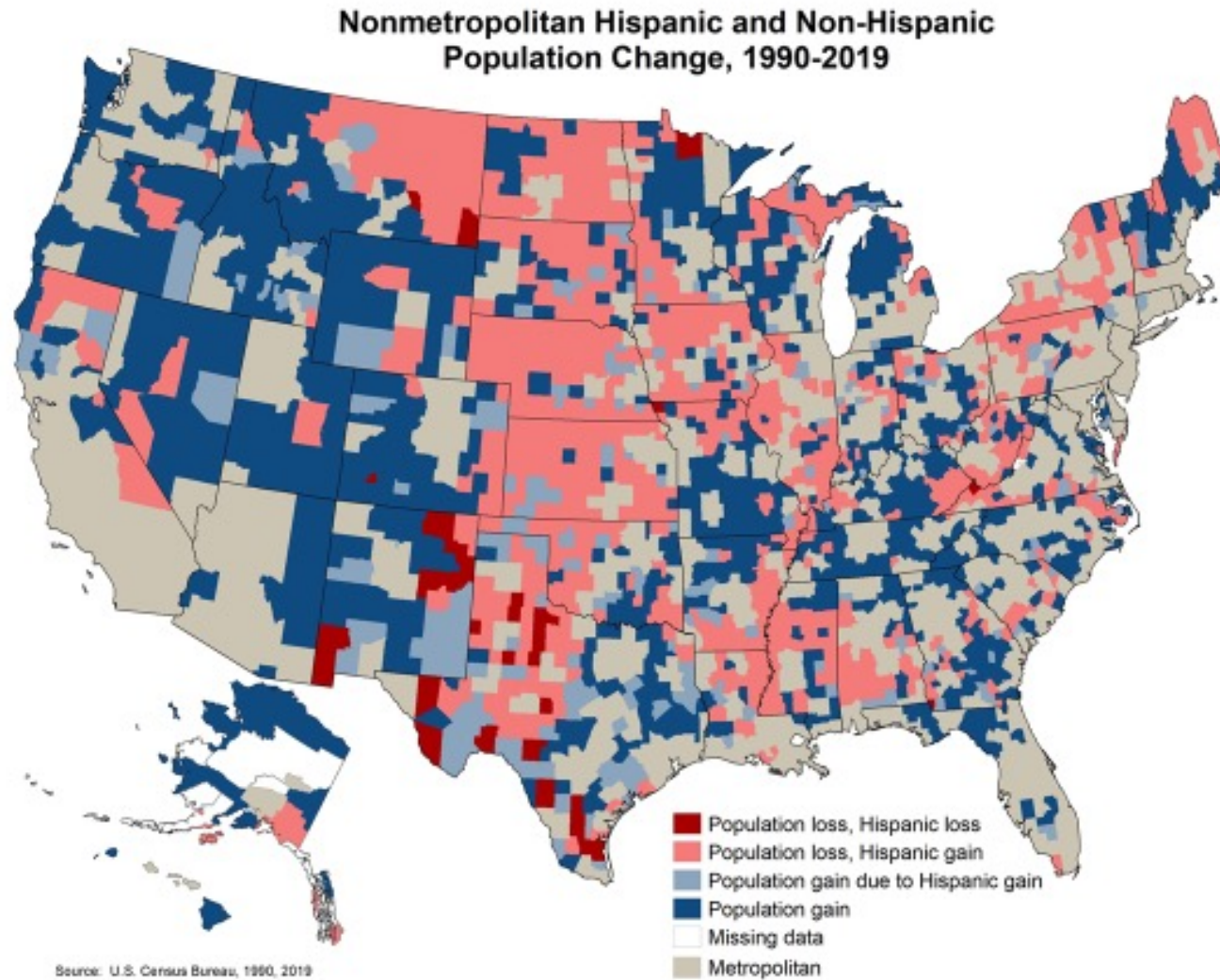
## Principle #2 – Intensely People Focused

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1. Empathy

2. Empowerment

3. Holistic



## Principle #3 – Prioritize Inclusion

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### Types

- Ethnicity
- Gender
- Age
- Income

# Principle #4 – Entrepreneurship Ecosystem Building

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Entrepreneurship  
Skills



Capital



Relationships



Culture

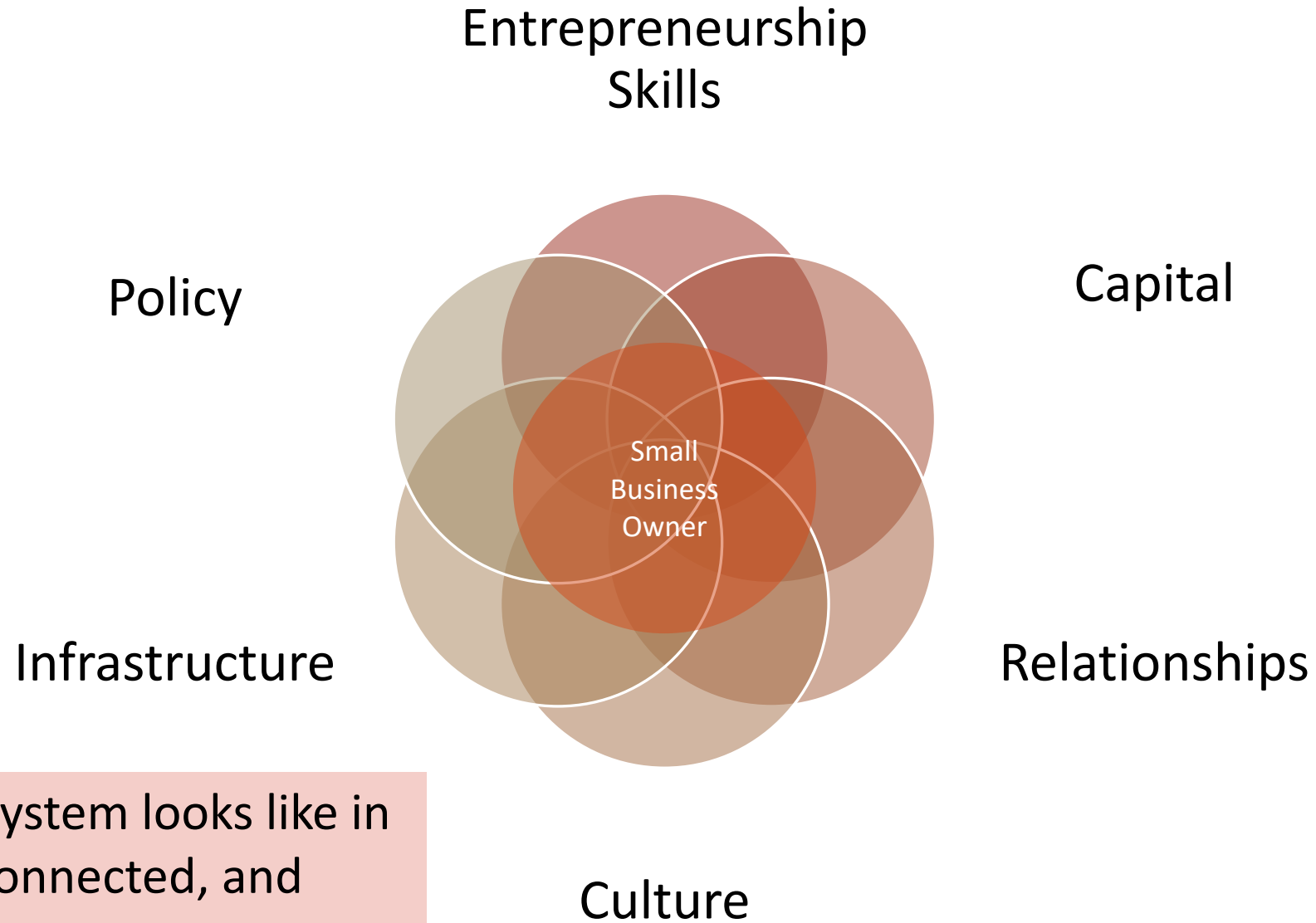


Infrastructure



Policy





What the ecosystem looks like in related. Interconnected, and interactive.

# The Elephant in the Room 2.0



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Contact