



TILDEN DISCOVERY TOOL RESULTS

February 15, 2022



RURAL PROSPERITY NEBRASKA

Table of Contents

About the Discovery Tool..... 2

Tilden Discovery Tool Process..... 2

Community Vision, Sense of Place, Culture of Change, and Leadership 3

Infrastructure, Digitally Connected, Education/ Workforce IQ and Entrepreneurial Support
Systems 6

Feelings about Tilden 8

Tilden Services, Amenities, Projects and Economic Development..... 10

Retail Shopping 17

Business Ownership 19

Community Involvement 19

Demographics 20

About the Entrepreneurial Community Activation Process (ECAP) 21



About the Discovery Tool

The Discovery Tool is an online tool developed to measure how residents view their community relative to eight entrepreneurial community characteristics. Residents are asked to rate various dimensions of their community. For these items respondents rate each on a scale from 1 to 5, where 1 denoted “not at all” and 5 indicated “completely.” They are also given the response option “don’t know.” Residents are also asked a couple open-ended questions about their community as well as some standard demographic questions that are used to make comparisons among community residents.

In addition, at the request of the Tilden steering committee, residents were asked a number of other questions. Those question topics included: community services and amenities, community projects, economic development, retail shopping, and business ownership.

Tilden Discovery Tool Process

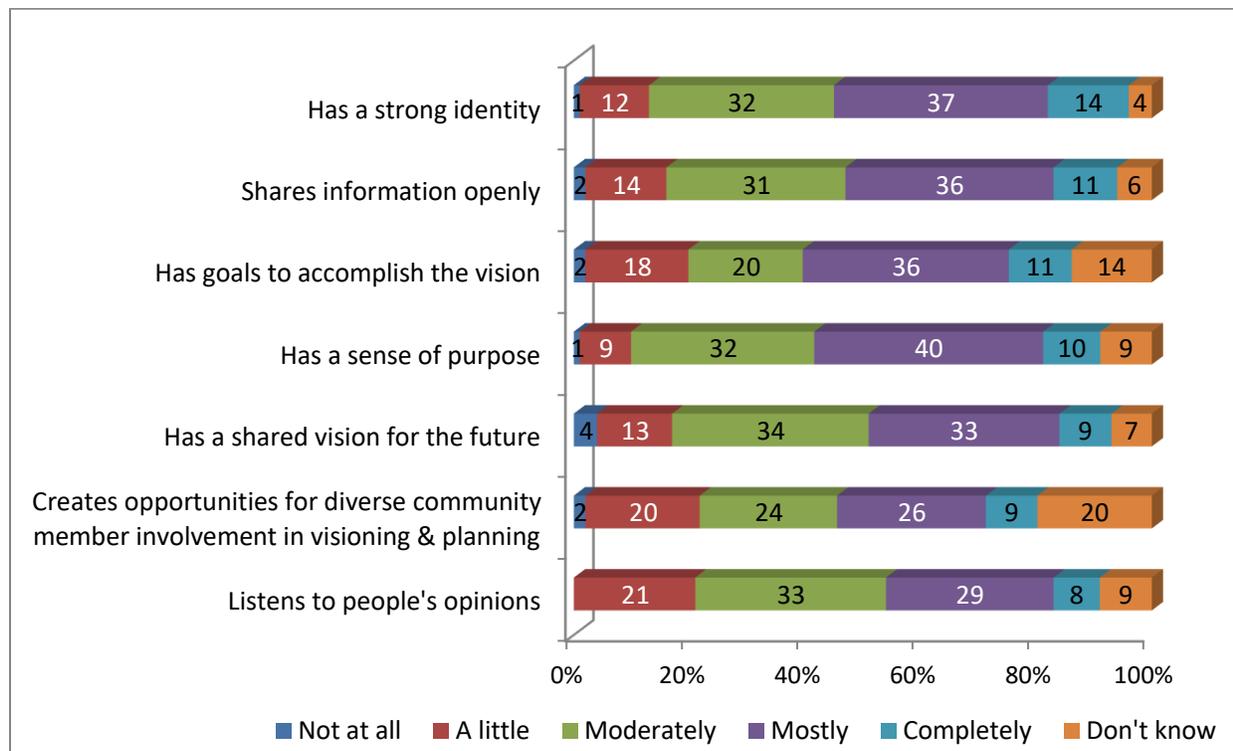
In Tilden, the online ECAP Discovery Tool was marketed to community residents through various sources (newspaper, Facebook, flyers, emails). The residents also had the option of completing a paper copy of the survey. A total of 118 residents completed at least one-half of the Discovery Tool.

Community Vision, Sense of Place, Culture of Change, and Leadership

The community was rated by residents on 36 different dimensions, each using a five-point scale where 1 indicated “not at all” and 5 denoted “completely.” They also have the option to answer don’t know. The responses to 18 of the dimensions are shown in the following charts. The percentages mentioned below reflect the combination of “mostly” and “completely” responses for each scale.

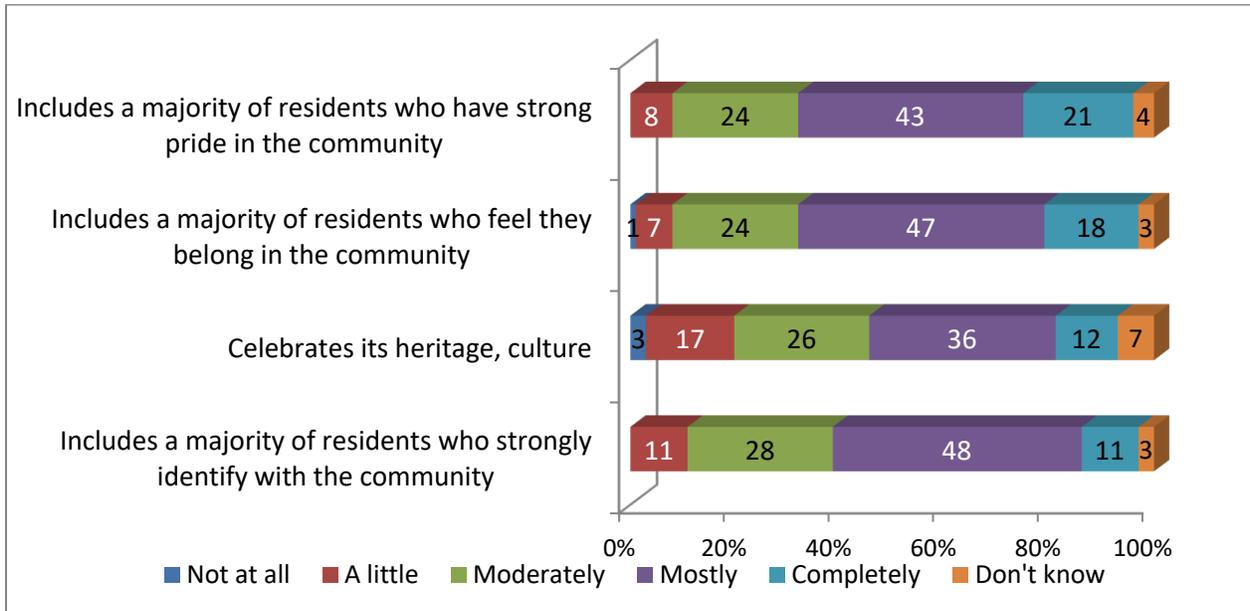


Combining completely and mostly responses, just over one-half of respondents (51%) believe Tilden has a strong identity and one-half (50%) say it has a sense of purpose. Just under one-half (47%) believe Tilden has goals to accomplish the vision and shares information openly. Just over four in ten (42%) believe it has a shared vision for the future. Under four in ten believe listens to people’s opinions (37%) and creates opportunities for diverse community member involvement in visioning and planning processes (35%) describe Tilden completely or mostly.

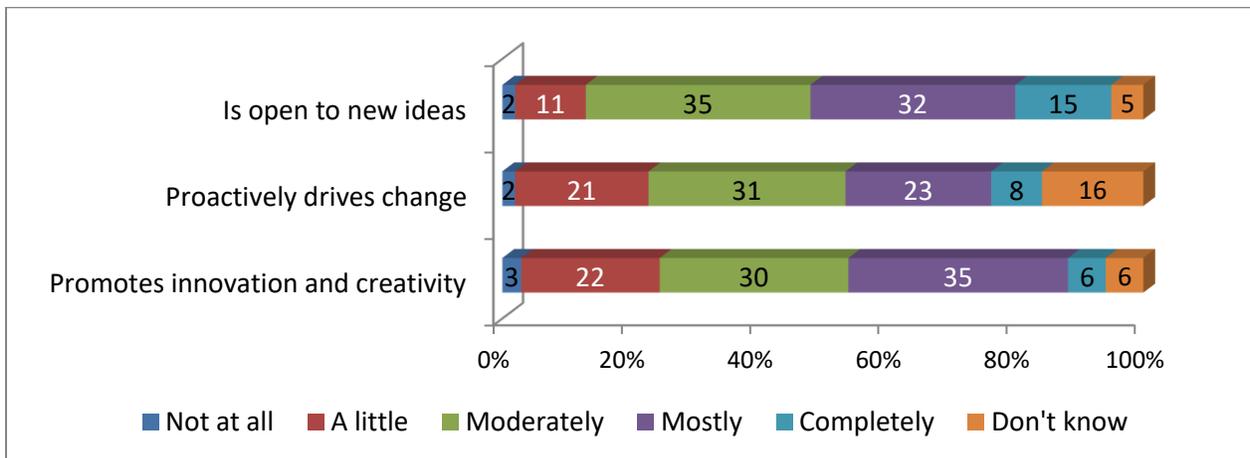




Almost two-thirds of respondents say Tilden has residents who feel they belong in the community (65%) and has residents who have strong pride in the community (64%). Almost six in ten believe it has residents who strongly identify with the community (59%) and almost one-half (48%) believe Tilden celebrates its heritage and culture.

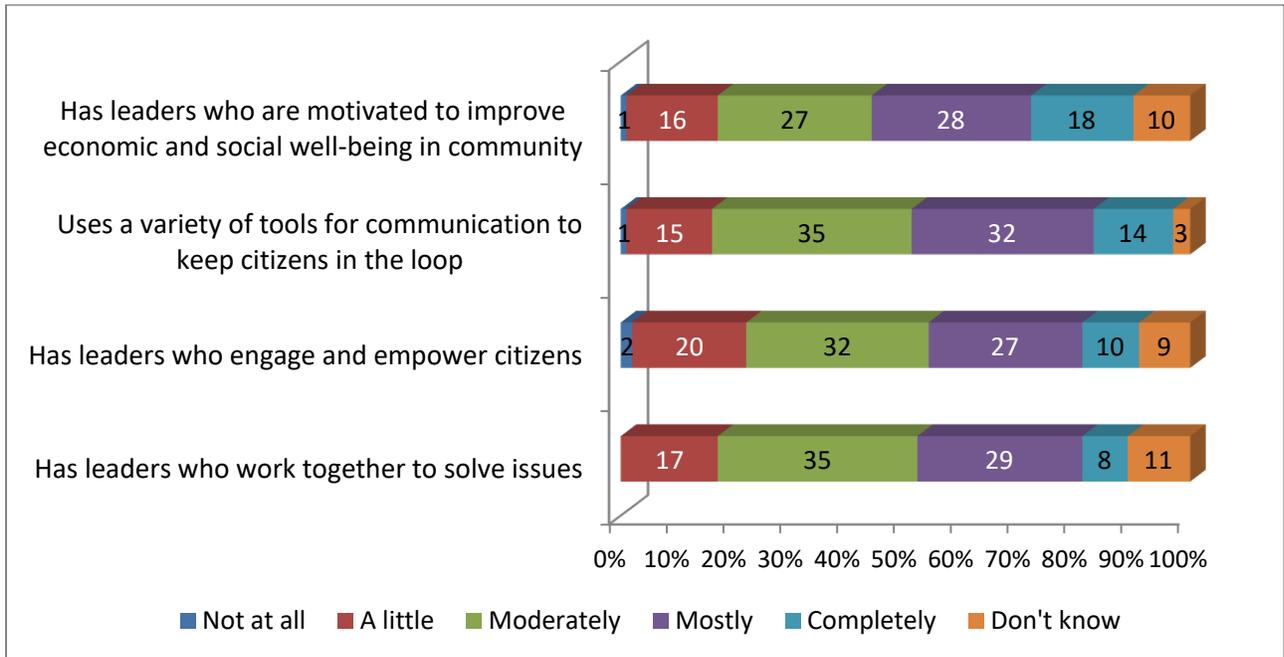


Just under one-half believe Tilden is open to new ideas (47%) and promotes innovation and creativity (41%). Just over three in ten think the community proactively drives change (31%).





Just under one-half of respondents (46%) believe Tilden has leaders who are motivated to improve the economic and social well-being in the community and uses a variety of tools for communication to keep citizens in the loop. Almost four in ten (37%) think Tilden has leaders who work together to solve issues and believe it has leaders who engage and empower citizens.

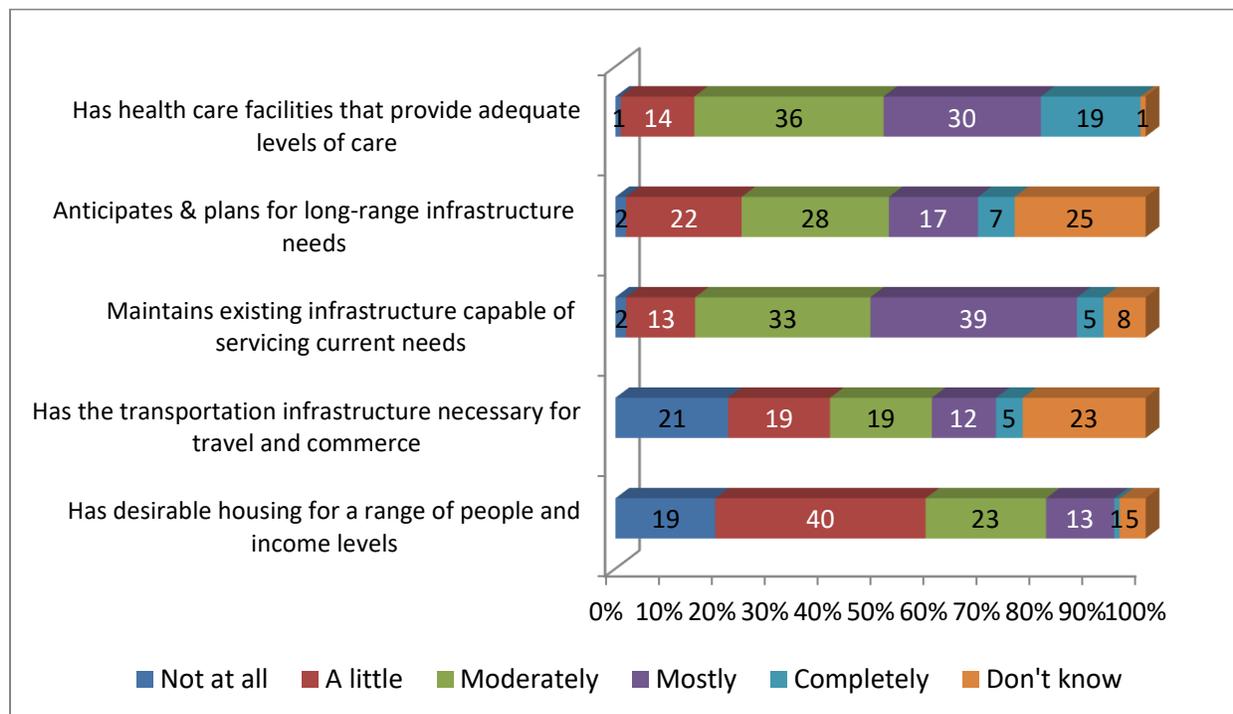


Infrastructure, Digitally Connected, Education/ Workforce IQ and Entrepreneurial Support Systems

The responses to the remaining 18 community rating scales are shown in the following charts.

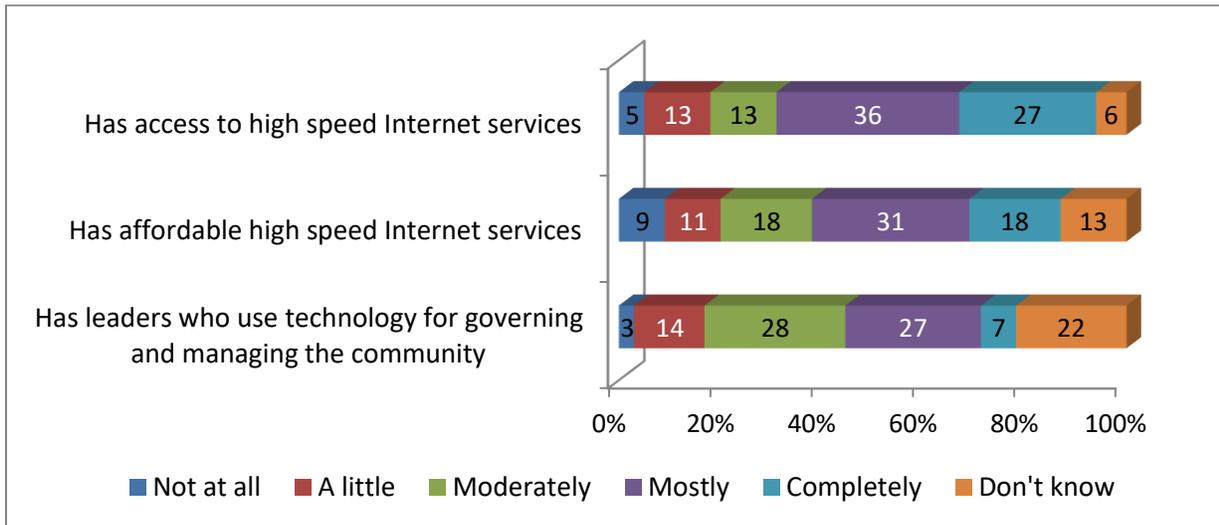


Just under one-half of respondents (49%) believe Tilden has health care facilities that provide adequate levels of care and just over four in ten (44%) think the community maintains existing infrastructure capable of servicing current needs. Just under one-quarter (24%) believe the community anticipates and plans for long-range infrastructure needs. Less than two in ten believes it has the transportation infrastructure necessary for travel and commerce (17%) and has the desirable housing for a range of people and income levels (14%).

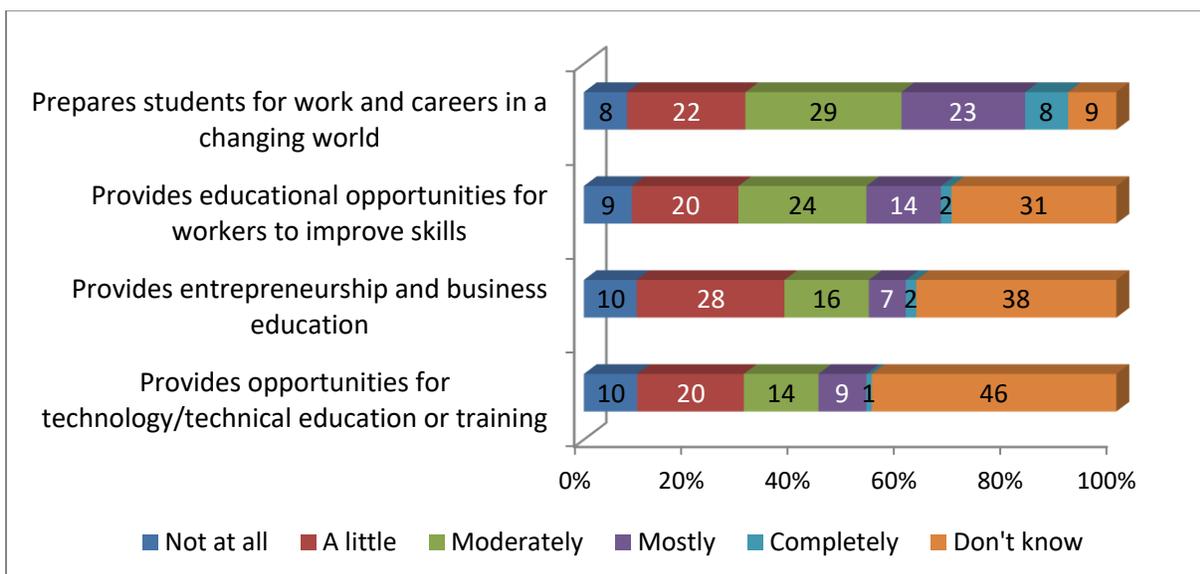




Just over six in ten respondents (63%) believe Tilden has access to high-speed Internet services. Just under one-half (49%) believe the community has affordable high-speed Internet services and just over one-third (34%) say it has leaders who use technology for governing and managing the community.

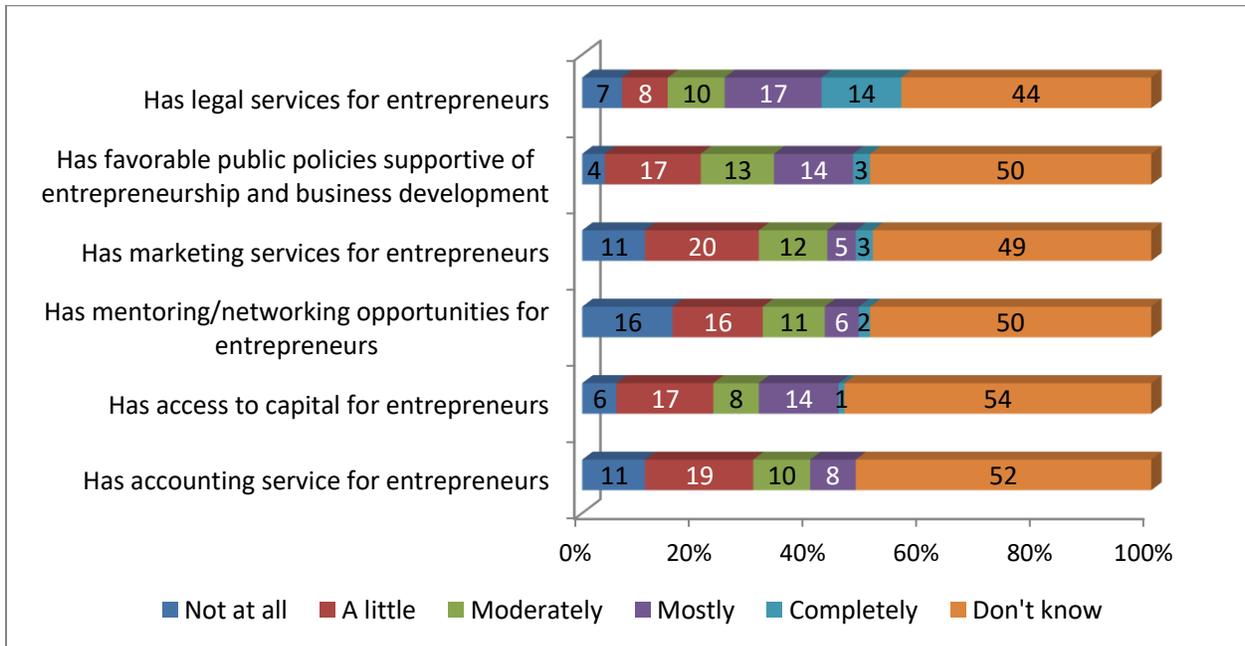


Just over three in ten respondents (31%) believe Tilden prepares students for work and careers in a changing world. However, under two in ten think the community provides educational opportunities for workers to improve personal and job-related skills (16%), provides opportunities for technology/technical education or training (10%) and think it provides entrepreneurship and business education for youth and adults (9%). At least three in ten respondents answered don't know when asked about the educational or training opportunities available in the community.



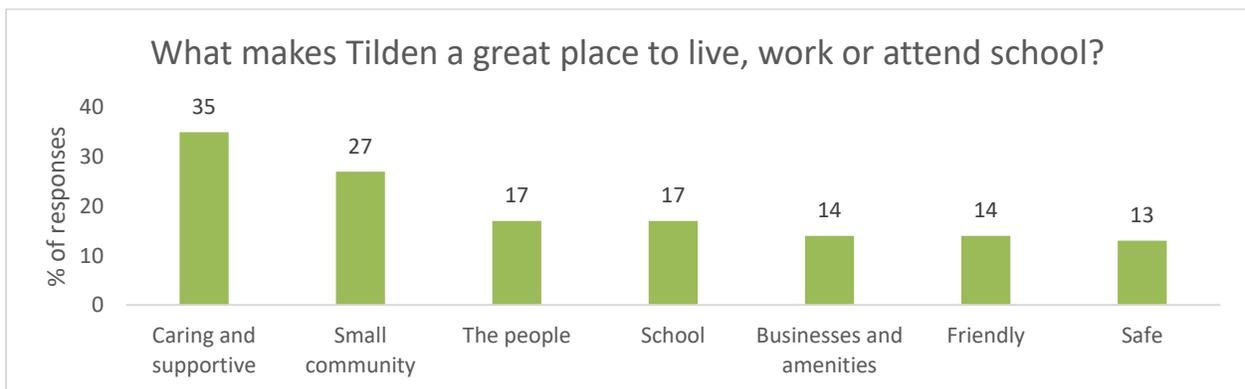


Just over three in ten respondents (31%) believe Tilden has legal services for entrepreneurs. Just under two in ten believe it has favorable public policies supportive of entrepreneurship and business development (17%) and has access to capital for entrepreneurs (15%). Less than one in ten believe the community has mentoring/networking opportunities for entrepreneurs (8%), marketing services for entrepreneurs (8%) and accounting services for entrepreneurs (8%). At least four in ten respondents answered don't know to each of these items.

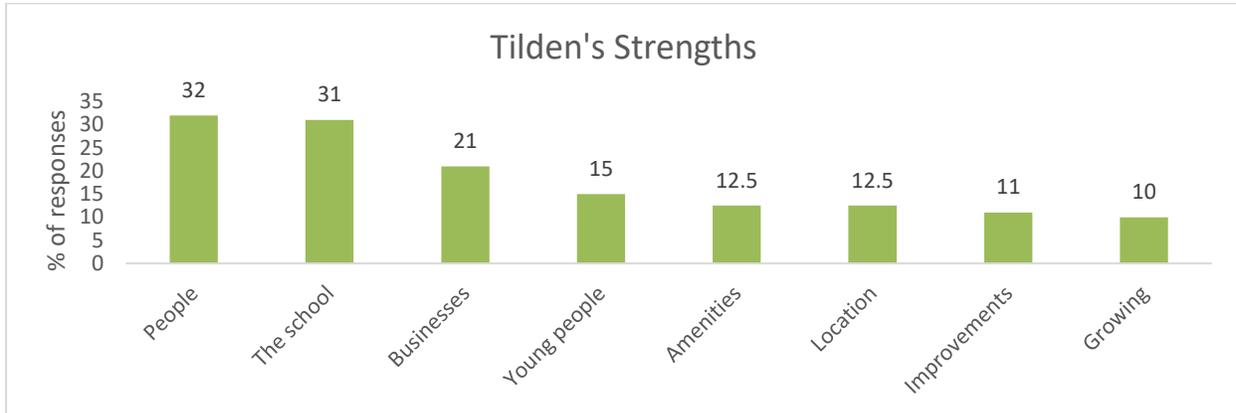


Feelings about Tilden

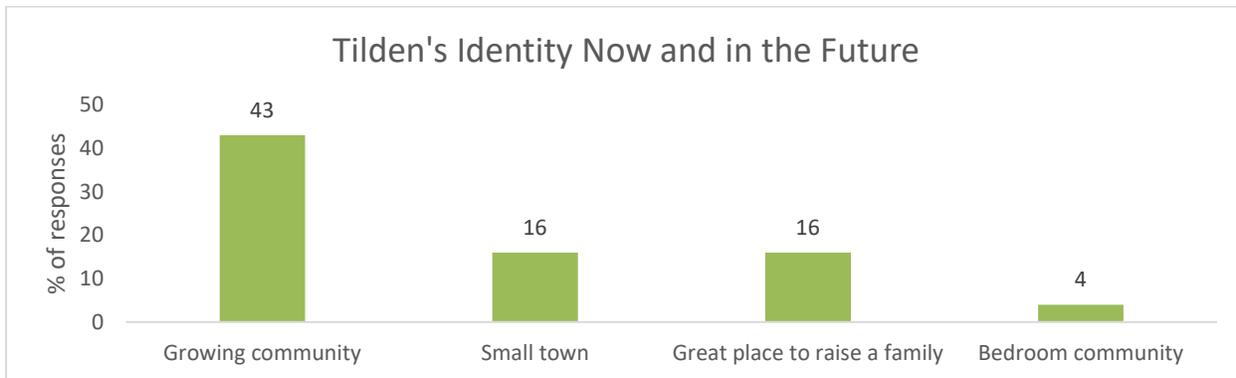
Respondents were asked what makes Tilden a great place to live, work or attend school. A total of 78 responses were received. The top categories of responses include: caring and supportive (35%), small community (27%), the people (17%), the school (17%), businesses and amenities (14%), friendly (14%) and safe (13%).



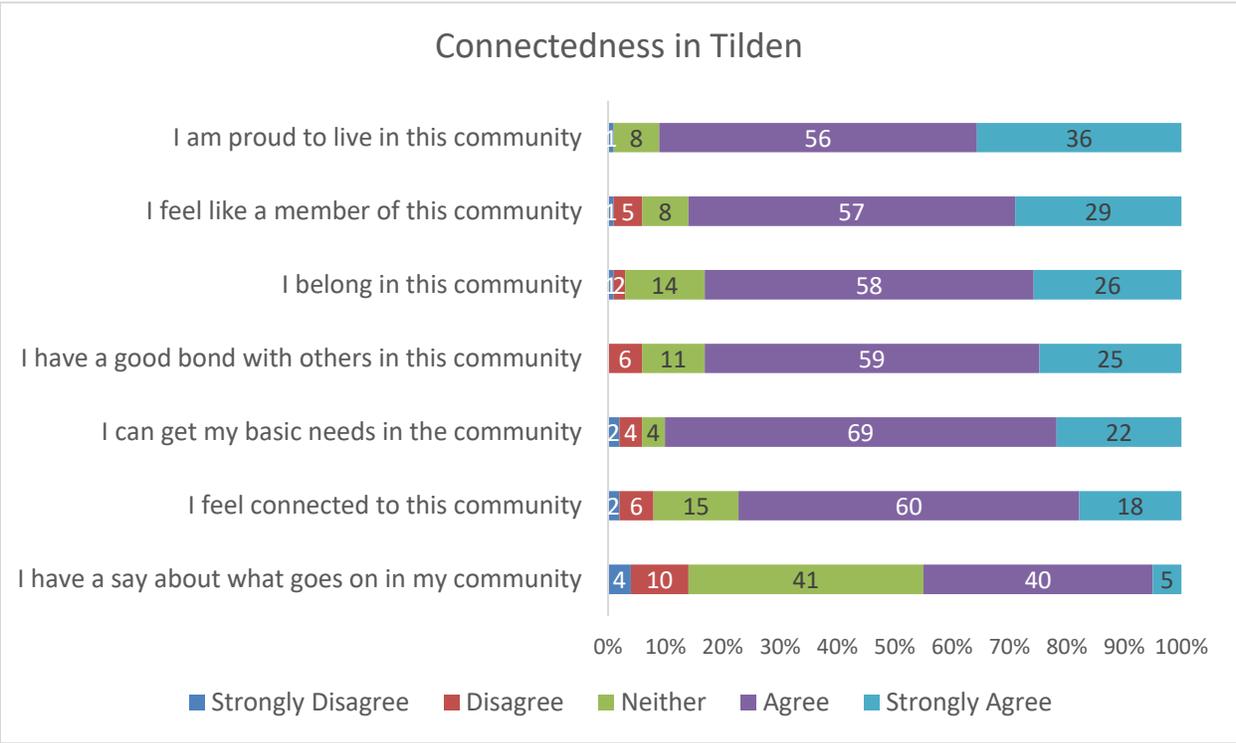
They were next asked what they see as Tilden’s strengths. Out of the 72 responses received, the top categories of responses were: the people and support (32%), the school (31%), the businesses (21%), young people (15%), its amenities (12.5%), location (12.5%), improvements to the community (11%), and that it is growing (10%).



Finally, respondents were asked what they see as Tilden’s identity now and into the future. Out of 56 responses to this question, the top response categories were: a growing community or potential to grow (43%), a small town (16%), a great place to raise a family (16%), and a bedroom community (4%).

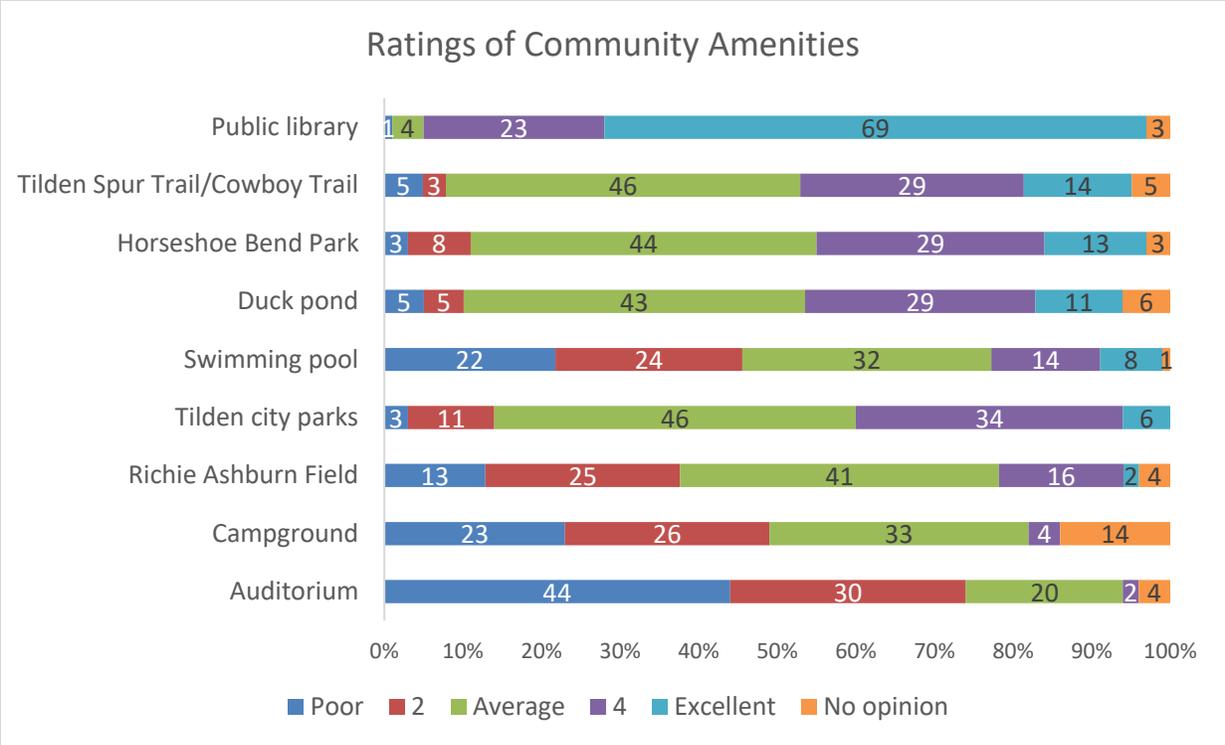


Respondents were also asked the extent to which they agree or disagree with various statements about Tilden. At least three-quarters agree or strongly agree with the following: I am proud to live in this community (92%), I can get my basic needs in the community (91%), I feel like a member of this community (86%), I belong in this community (84%), I have a good bond with others in this community (84%), and I feel connected to this community (78%). However, just under one-half (45%) agree that they have a say about what goes on in this community.

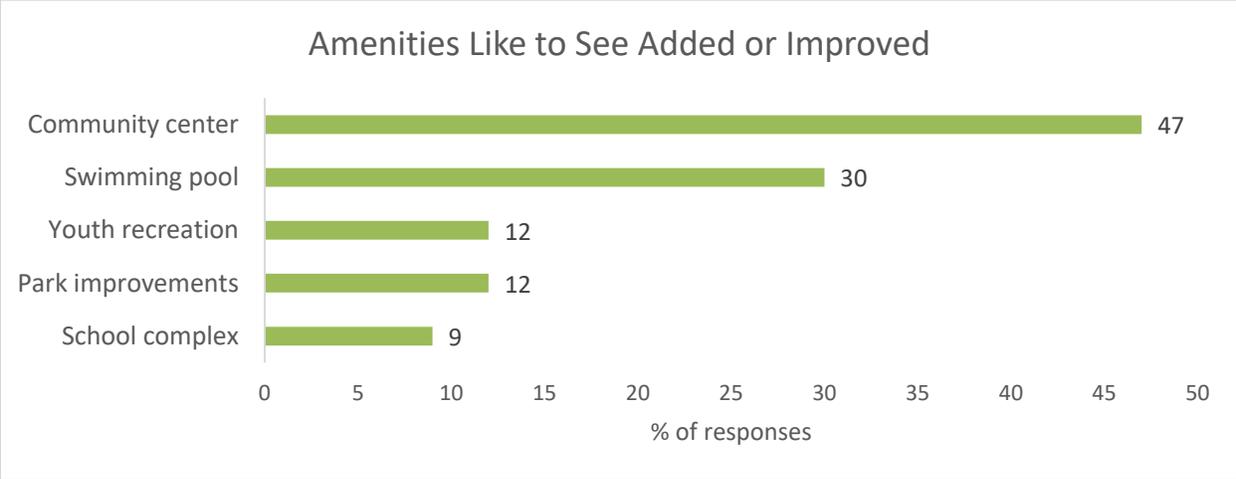


Tilden Services, Amenities, Projects and Economic Development

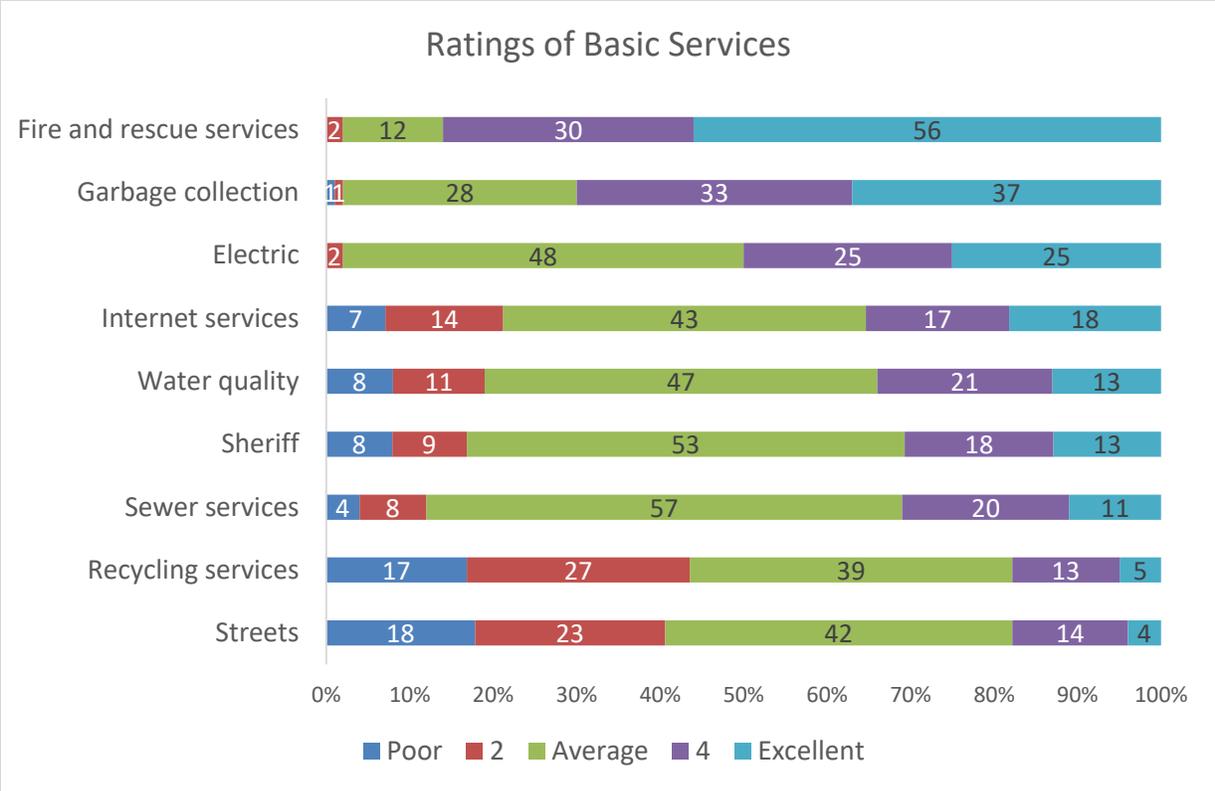
The questions included in this section were requested by the Tilden steering committee. Respondents were first asked to rate community amenities in Tilden. Over one-half of the respondents rate the public library (92%) as either good or excellent. In fact, 69% rate it as excellent. At least four in ten rate the following as good or excellent: Tilden Spur Trail/Cowboy Trail (43%), Horseshoe Bend Park (42%), and the duck pond (40%). At least four in ten rate the following amenities as average: Tilden Spur Trail/Cowboy Trail (46%), Tilden city parks (46%), Horseshoe Bend Park (44%), duck pond (43%) and Richie Ashburn Field (41%). And, over four in ten (44%) rate the auditorium as poor.



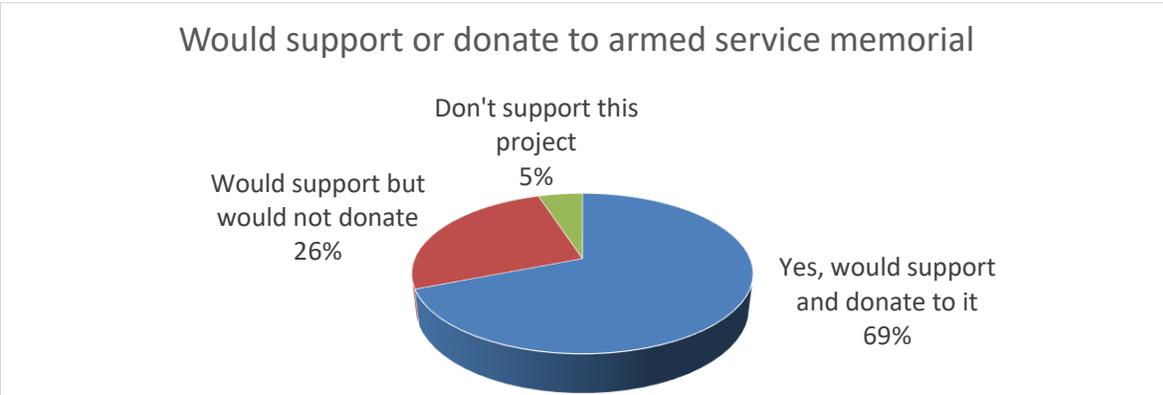
When asked what amenities the respondents would most like to see added or improved in Tilden, 76 responses were received. The most frequently mentioned amenities included: a community center or auditorium (47%), swimming pool or pool improvements (30%), youth recreation options (12%), park improvements (12%), and a school complex (football and track) (9%).



Respondents were next asked to rate basic services in Tilden. Most respondents rated fire and rescue services (86%), garbage collection (70%), and electric (50%) as either good or excellent. Just over three in ten rated Internet services (35%), water quality (34%), sheriff (31%) and sewer services (31%) as either good or excellent. Less than two in ten (18%) rate recycling services and streets as good or excellent. In fact, over one-half (54%) rate recycling services as below average.

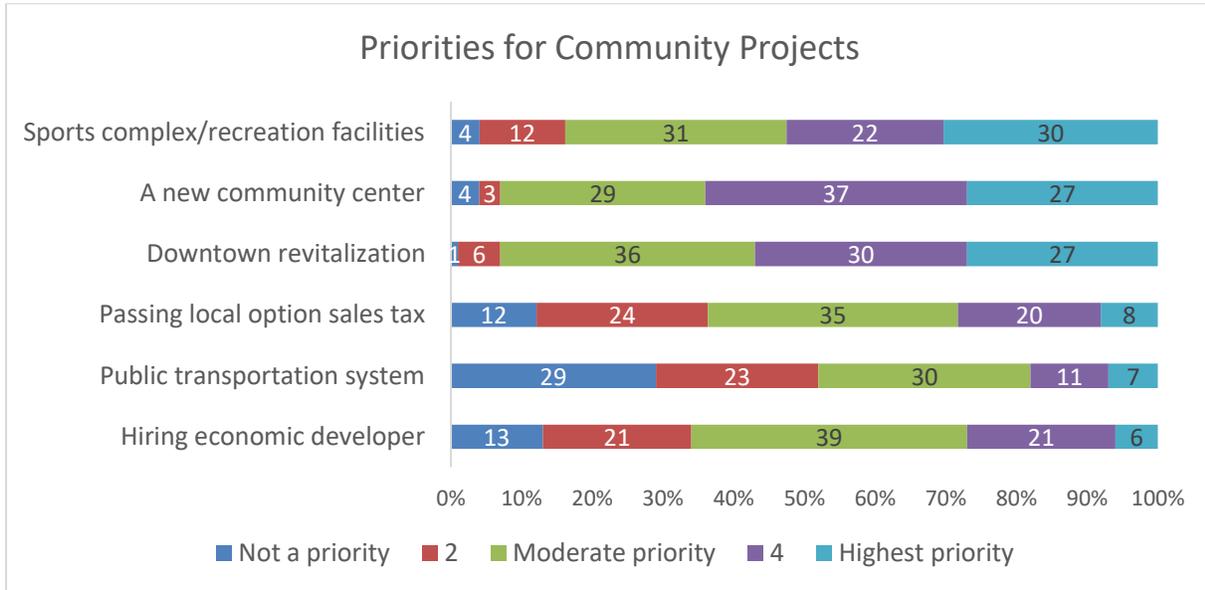


Respondents were next asked a question about a potential armed service memorial that the Tilden Young Men’s Club is exploring adding to the community. Most respondents (69%) would support and donate to this project. Just over one-quarter (26%) would support the project but would not donate to it.

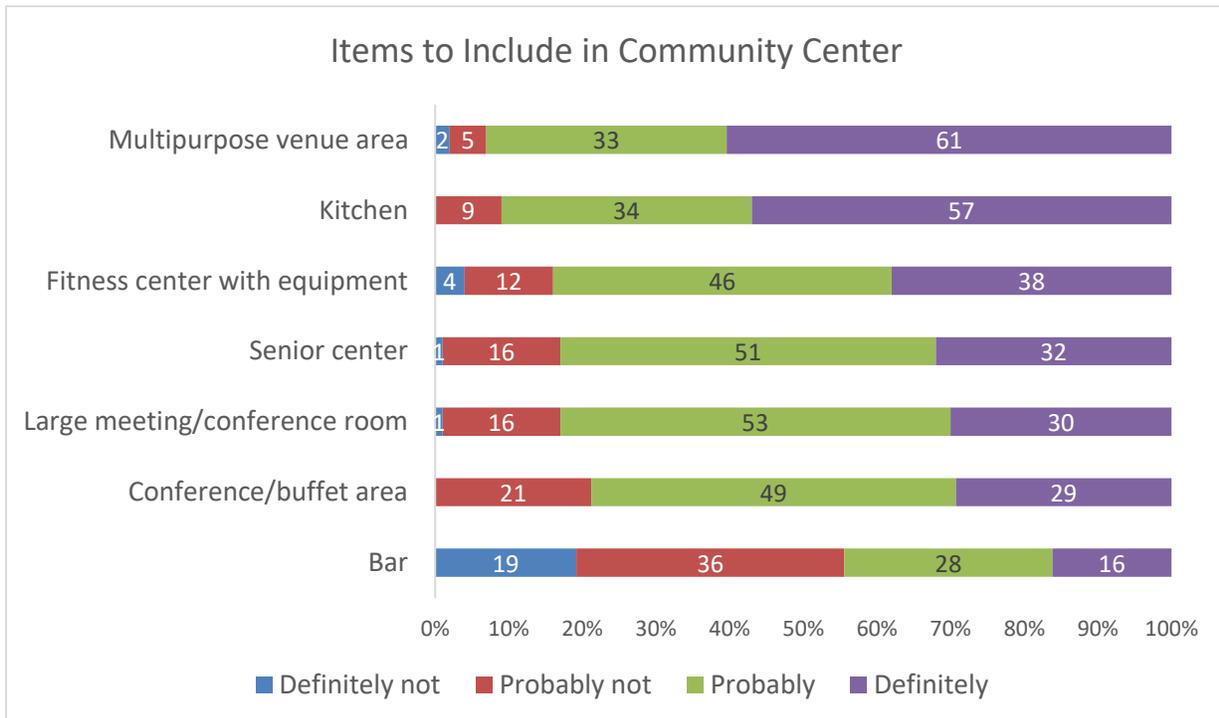


Respondents were next asked what priority level they would rate various community projects. Most respondents rated a new community center (64%), downtown revitalization (57%) and a sports complex/recreation facilities (52%) as a high or the highest priority. Just under three in ten say passing a local option sales tax to fund economic development activities (28%) and hiring an economic developer for the city (27%) should be at least a high priority. Less than two in ten (18%) rated a public

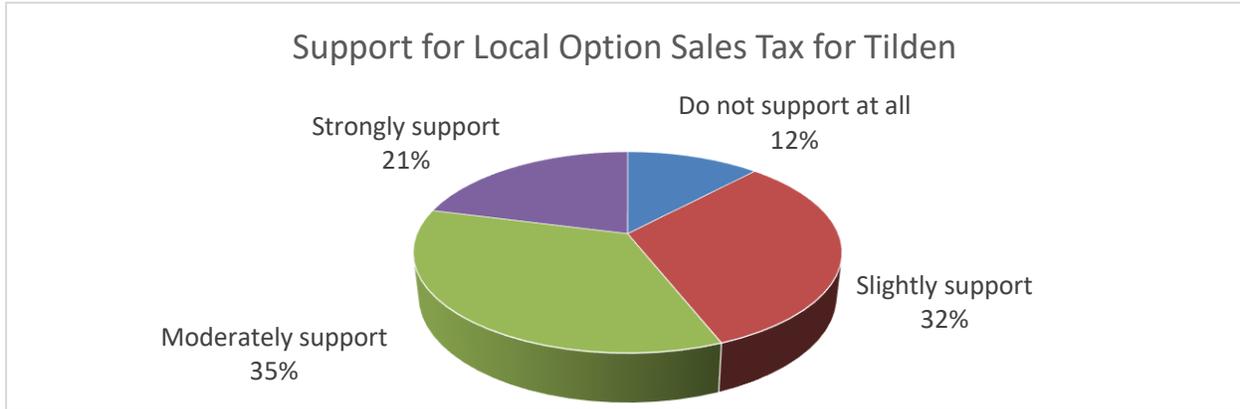
transportation system (like Dial-A-Ride) at least a high priority. Other popular options written in by respondents included housing (4 responses) and a new swimming pool or updating the current one (9).



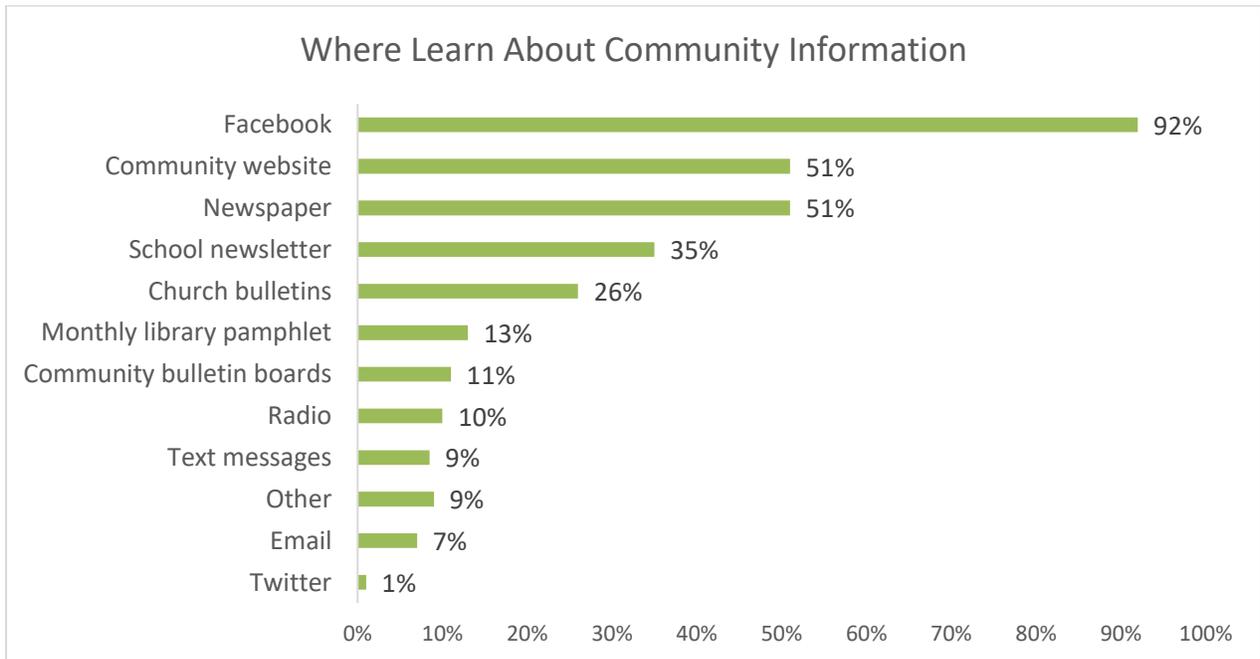
Several communities have built new community facilities recently. Respondents were given a list of items and were asked which they would like to see included in a new community center serving all ages if Tilden were to build one. Most respondents said they would definitely like to see a multipurpose venue area (61%) and a kitchen (57%) in the community center. Just over three in ten respondents would definitely like to see a fitness center with equipment (38%) and a senior center (32%). Most respondents (55%) said they would definitely or probably not want a bar in the center.



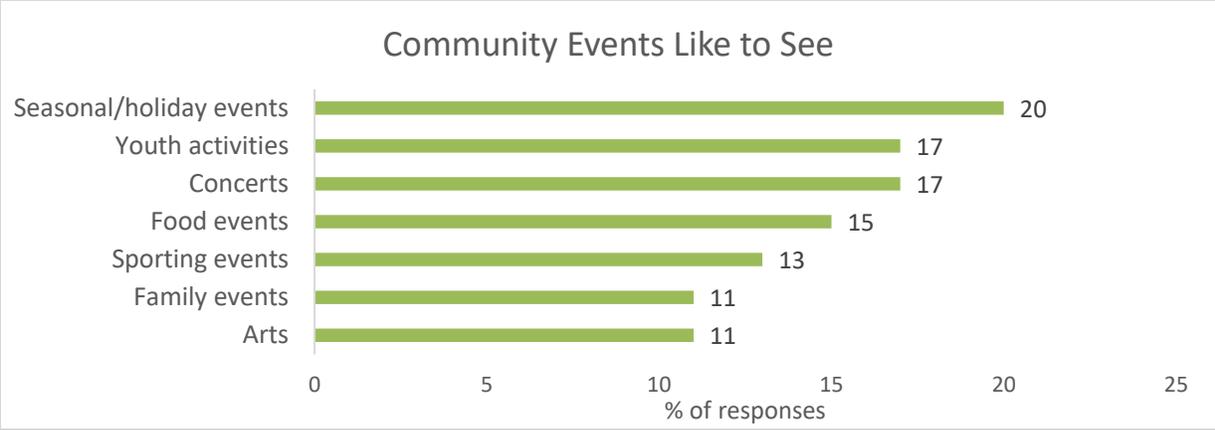
Next, respondents were asked to what extent they support enacting a local option sales tax to fund economic development opportunities for Tilden. Most respondents (56%) moderately or strongly support enacting a local option sales tax.



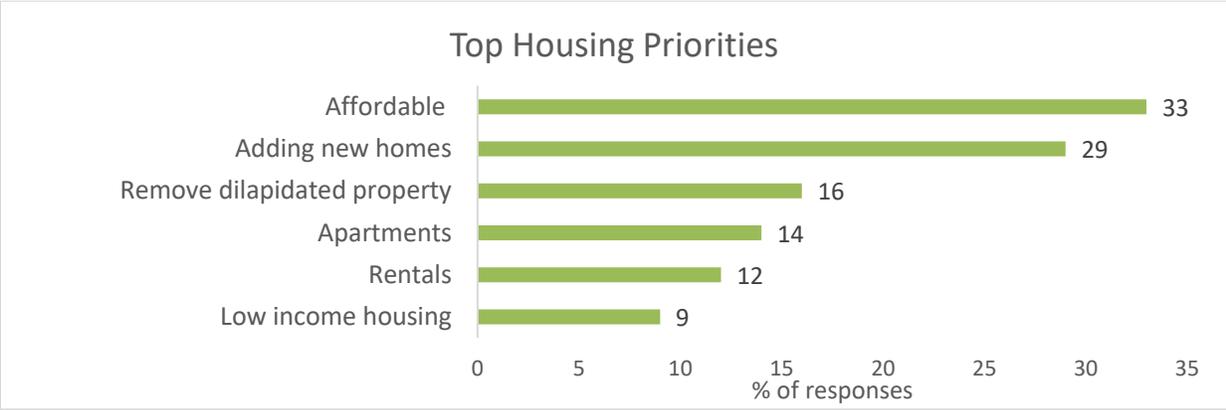
When asked where they learn about community information in Tilden, most respondents used Facebook (92%), the community website (51%) and the newspaper (51%). Many also get their information from the school newsletter (35%) and church bulletins (26%).



Respondents were next asked what types of community events they would like to see in Tilden. Out of the 46 responses received, the top categories included: seasonal or holiday events (20%), youth activities (17%), concerts (17%), food events (15%) and sporting events (13%).

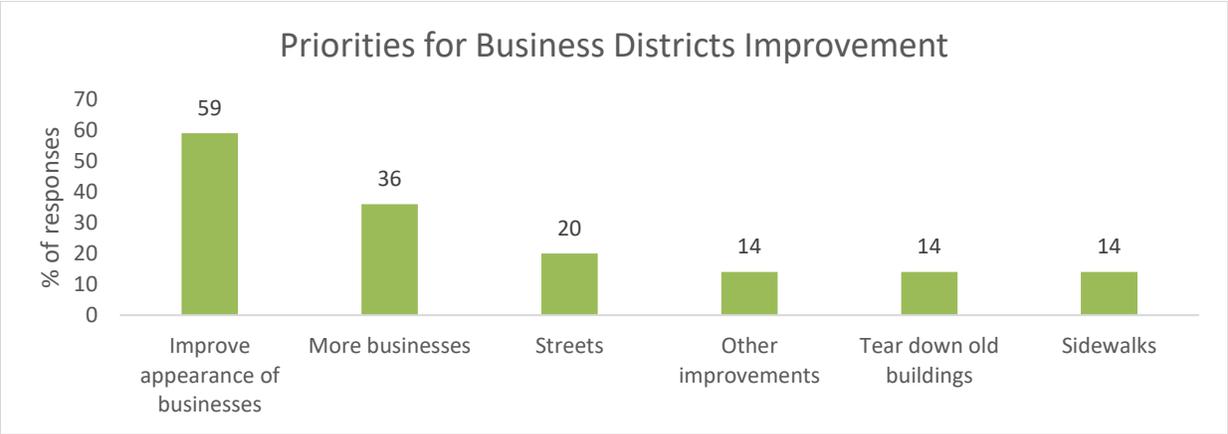
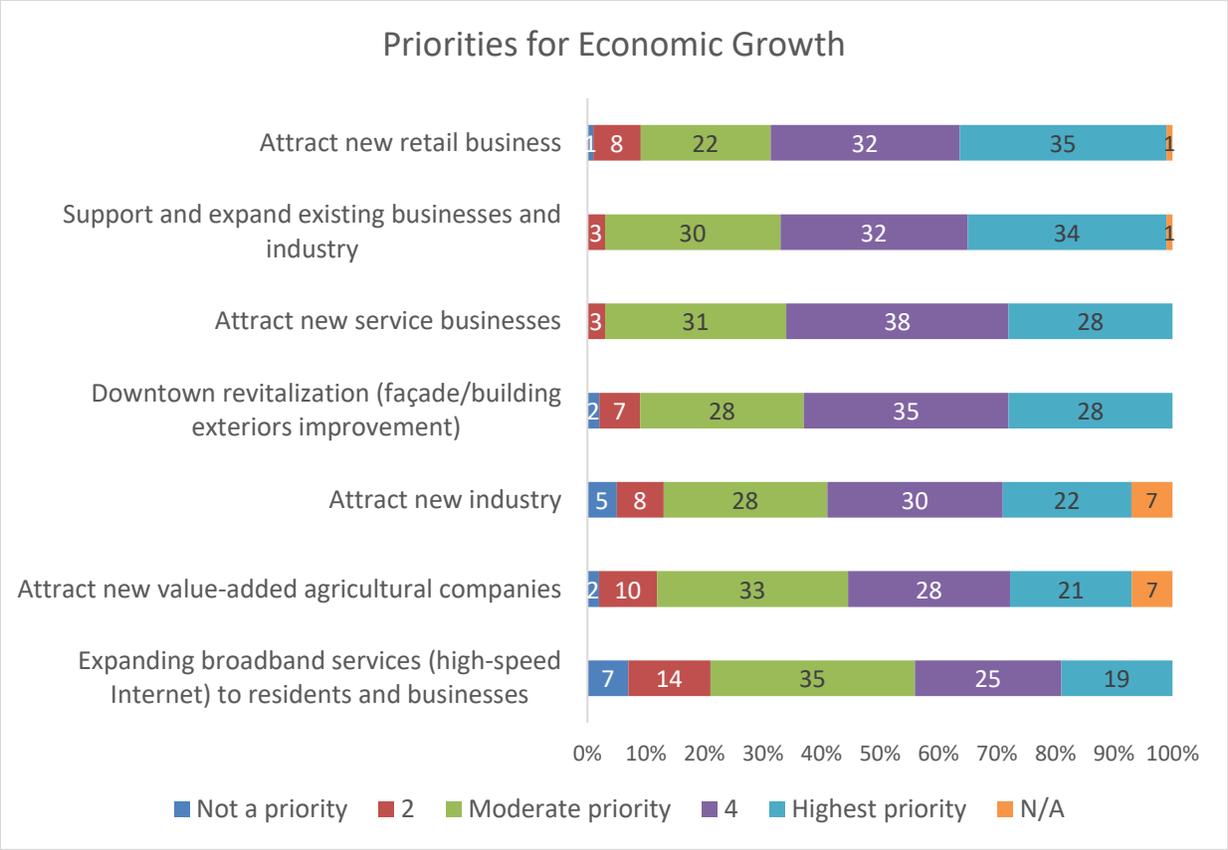


When asked what they think the top priorities should be in housing for Tilden, the top response categories (out of 69 responses) included: affordable housing (33%), adding more homes (29%), getting rid of dilapidated properties (16%) and more apartments (14%).

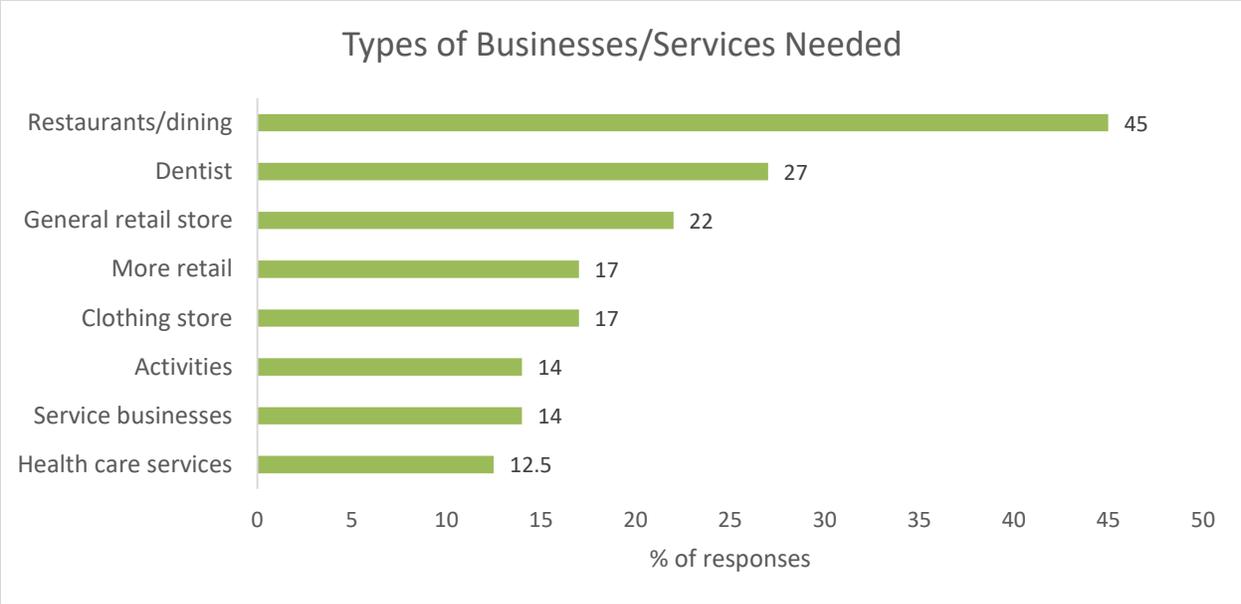


When asked what priority level various items should be regarding Tilden’s future economic growth, at least one-third of residents say attracting new retail businesses (35%) and supporting and expanding existing businesses and industry (34%) should be the highest priority. Less than one-half rated attracting new value-added agricultural companies (49%) and expanding broadband services to residents and businesses (44%) as at least a high priority.

Respondents were next asked their top three priorities for improvements to the business district. The top response categories from the 64 responses received include: improvements to the appearances of businesses (59%), more businesses (36%), streets (20%), other improvements (14%), tear down old buildings (14%) and sidewalks (14%).

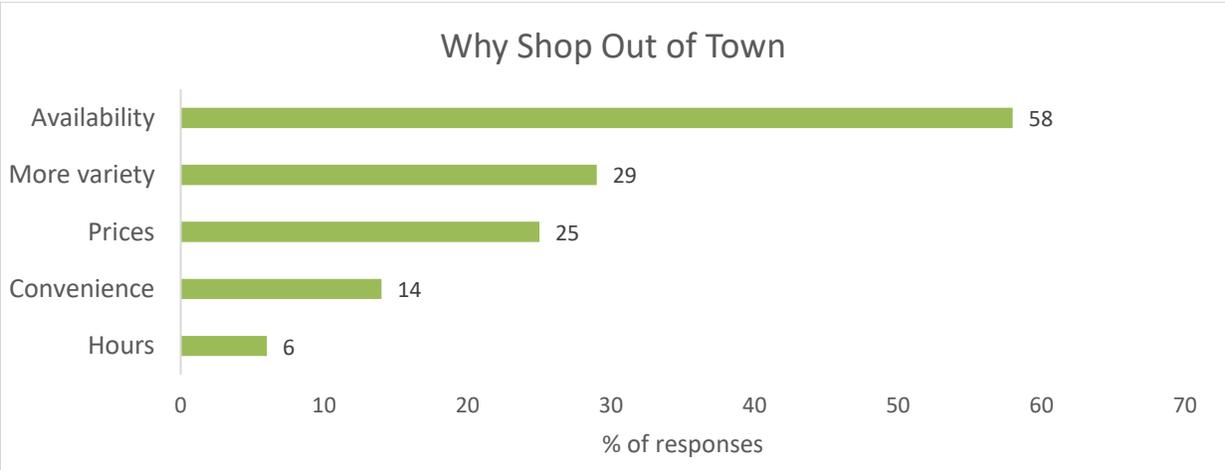


They were next asked the types of businesses or services needed in Tilden that will enhance their quality of life. Of the 64 responses received, the top response categories are: more restaurants or dining options (45%), a dentist (27%), a general retail store (22%), more retail businesses (17%), clothing store (17%), activities/things to do (14%), service businesses (14%) and other health care services (12.5%).

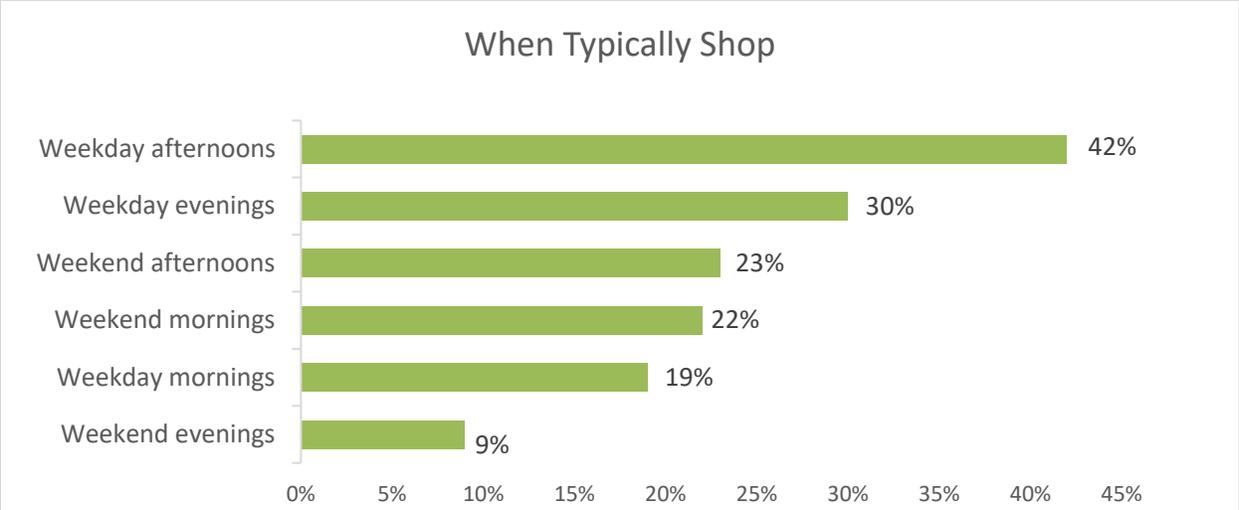


Retail Shopping

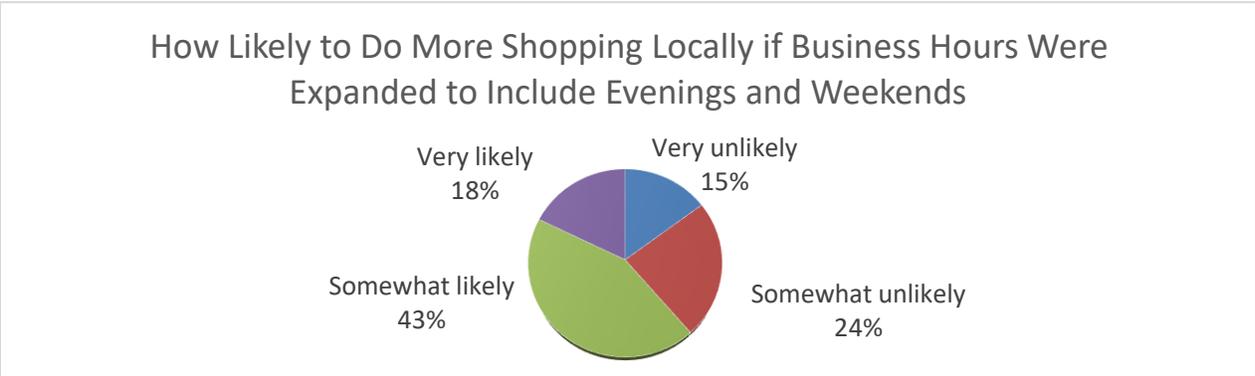
Respondents were asked why they purchase products outside of Tilden and 83 responses were received. The top categories of responses included: availability of items (58%), more variety (29%), prices (25%), convenience (14%) and hours of businesses (6%).



Survey respondents are somewhat evenly split on when they typically shop. Many respondents shop on weekday afternoons (42%), weekday evenings (30%), weekend afternoons (23%), and weekend mornings (22%).



Most respondents (61%) said they are very or somewhat likely to do more shopping locally if the hours of the businesses were expanded to include evenings and weekends.

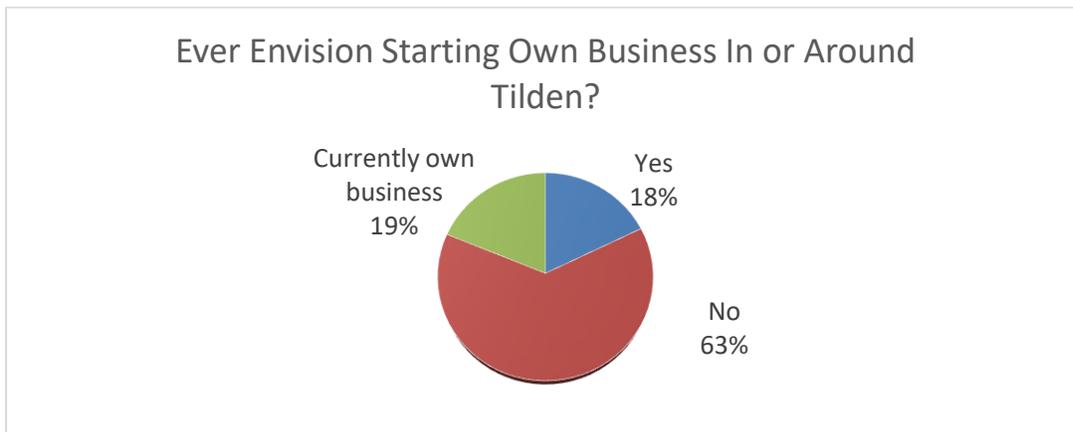


When asked what other changes would encourage them to shop in Tilden more often, suggestions were received from 51 respondents. The top response categories included: more variety (27%), more businesses (20%), better hours (18%), better prices (14%) and better selection (6%).



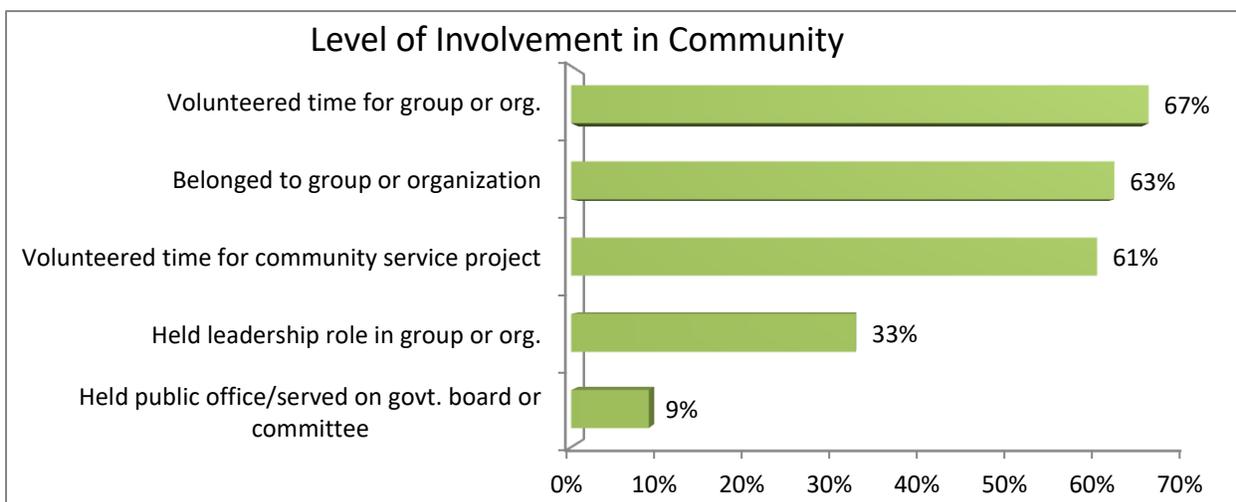
Business Ownership

Respondents were asked if they have ever envisioned starting their own business in or around Tilden. Eighteen percent have and 19 percent currently own a business in the area. Those who indicated they have thought about starting a business were asked what type. Some of the options included: accounting/bookkeeping services, boutique, coffee and clothing shop, coffee shop, daycare or photography, gift shop/garden center, Healing Touch, coffee shop or restaurant, real estate office, restaurant, and retail business.



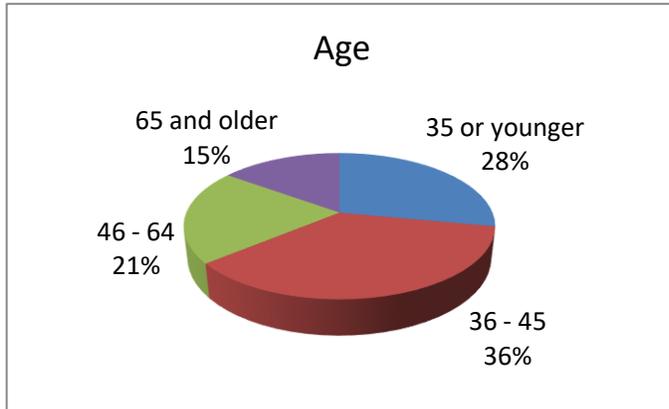
Community Involvement

At least six in ten respondents have volunteered their time for a community group or organization (67%), belonged to a group or organization (63%) or have volunteered their time for a community service project (61%) during the past five years. One-third (33%) have held a leadership role in a community group or organization during the past five years. Nine percent have held a public office or served on a government board or committee.



Demographics

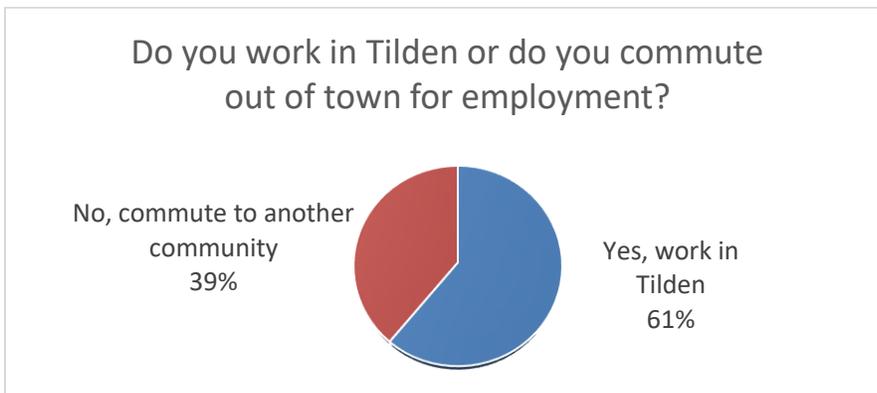
The average age of respondents was 46. Almost three in ten respondents (28%) are age 35 or younger. Just under six in ten (57%) are between the ages of 36 and 64.



Most of the respondents (71%) live within Tilden’s city limits. Thirteen percent live outside city limits on a nearby farm or ranch, eleven percent live on a nearby acreage and five percent live in or near another community.

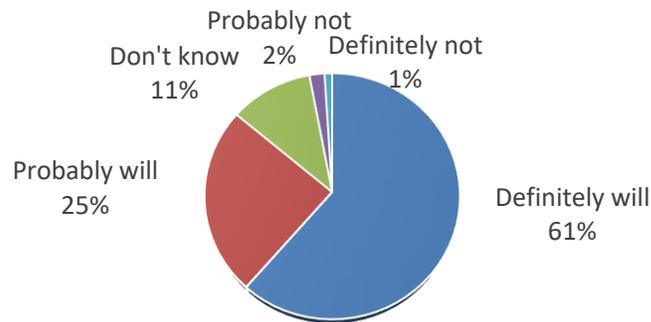
Respondents have lived in Tilden for an average of almost 27 years. Almost three in ten respondents (28%) have lived in the community for ten years or less, while four in ten (40%) have lived there for more than 30 years.

Just over six in ten respondents (61%) work in Tilden and almost four in ten (39%) commute to another community for their work. Most of those who commute indicated they work in Norfolk.



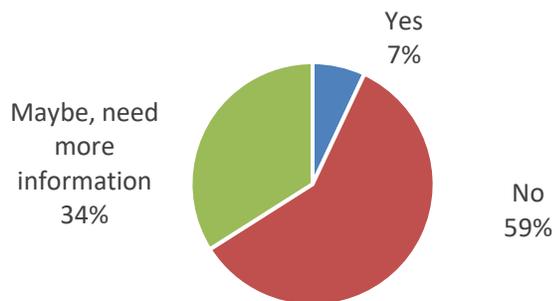
When asked how likely it is that they will be living in or near Tilden five years from now, almost nine in ten (86%) say they probably or definitely will.

How likely is it that you will be living in or near Tilden five years from now?



Seven percent of the respondents would like to become more involved in the community. Another 34 percent answered maybe, they need more information. These two categories represent 41 people.

Would you like to become more involved in Tilden or the ECAP initiative?



About the Entrepreneurial Communities Activation Process (ECAP)

The Entrepreneurial Communities Activation Process (ECAP) is a holistic facilitative process with the goals of attracting and retaining working age population and creating entrepreneurial environments that lead to community vitality. ECAP helps communities support innovation and entrepreneurship by understanding their unique characteristics, community assets and potential opportunities. An extensive review of literature has identified a model of eight characteristics that consistently characterizes entrepreneurial communities, and that contributes to their positive entrepreneurial cultures: Community Vision; Culture of Change; Leadership; Sense of Place; Infrastructure; Digitally Connected; Education/Workforce IQ; and Entrepreneurial Support Systems.

This Community Survey Report is a product of

Rural Prosperity Nebraska

Survey Manager, Rebecca Vogt

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