



EAST RANGE SUMMIT

20 25

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event!](#)



MONDAY, JUNE 2



10AM-1PM
LUNCH INCLUDED



GIANTS RIDGE CHALET
6329 WYNNE CREEK DRIVE
BIWABIK, MN 55708

Keynote: Ben Winchester, **Rural Living in 2025**



There appears to be a renewed interest in people moving to smaller rural communities in response to the pandemic of 2020. What isn't well known is that this trend has been happening for the past 5 decades already, and in many cases, filled up any available housing stocks. This documented "Brain Gain" whereby people age 30-60 have been moving to rural places since the 1970s has re-invigorated of small town social, economic, and demographic life. These trends paint a complex picture of how our communities are changing and challenging traditional boundaries. Changes will continue as the older populations are moving on and welcoming in an entire new generation of rural residents.

A new economic model is emerging around "resident recruitment" which complements the traditional model of industrial recruitment, but incorporates research on community development, economic development, and tourism. Recruitment of residents is especially important in a tight labor market as now it's not sufficient to show new potential residents the job, they must envision their life there.

Panel Discussion: Innovation on the East Range

