



EST. 1987

# THE RURAL CENTER

- Celebrating 30 years of partnership and service to rural North Carolina.
- **Our mission is to develop, promote, and implement sound economic strategies to improve the quality of life of rural North Carolinians.**
- We serve the state's 80 rural counties, with a special focus on individuals with low to moderate incomes and communities with limited resources.

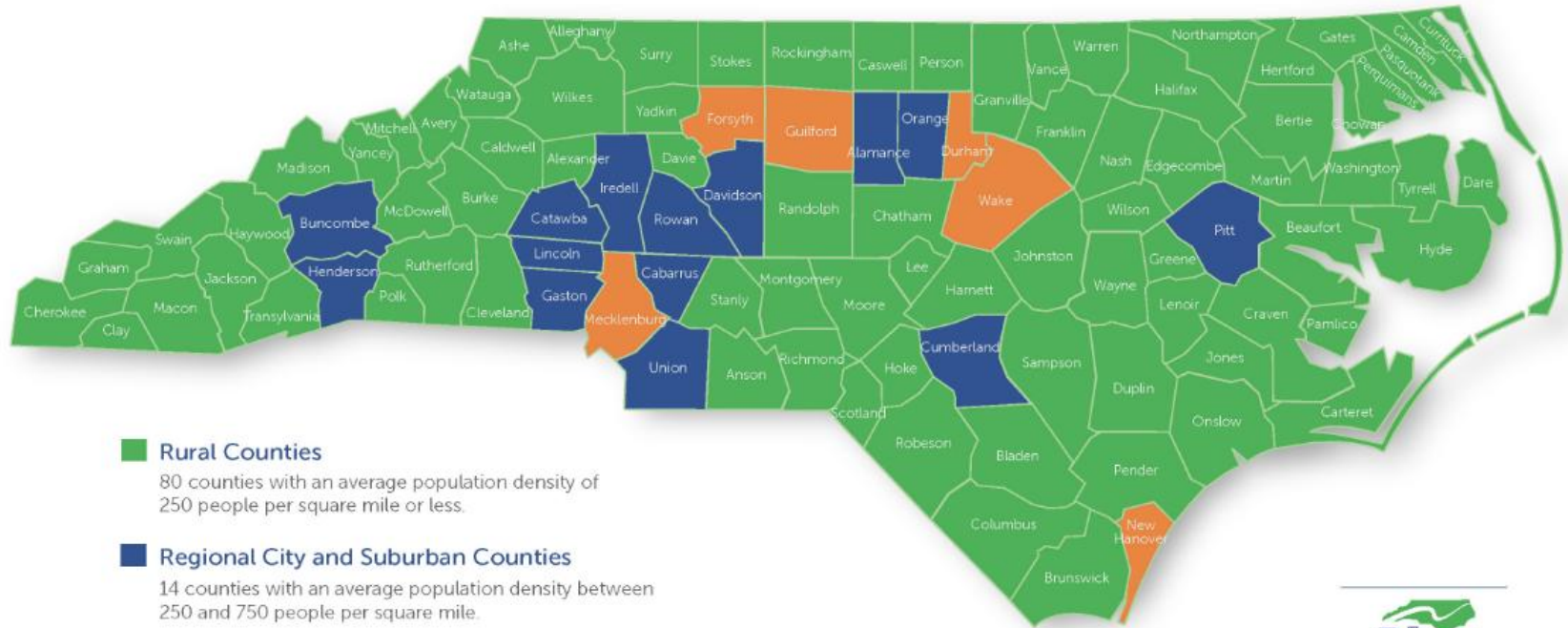


# RURAL REALITIES IN A METROPOLITAN WORLD

- NC population & economic growth has been concentrated in a small number of hyper-growth metros.
- However, NC still has the nation's second largest rural population and the second highest number of small towns.
- More than four million people call rural North Carolina home.
- 80 of the state's 100 counties are considered rural.



# RURAL NORTH CAROLINA



## **Rural Counties**

80 counties with an average population density of 250 people per square mile or less.

## **Regional City and Suburban Counties**

14 counties with an average population density between 250 and 750 people per square mile.

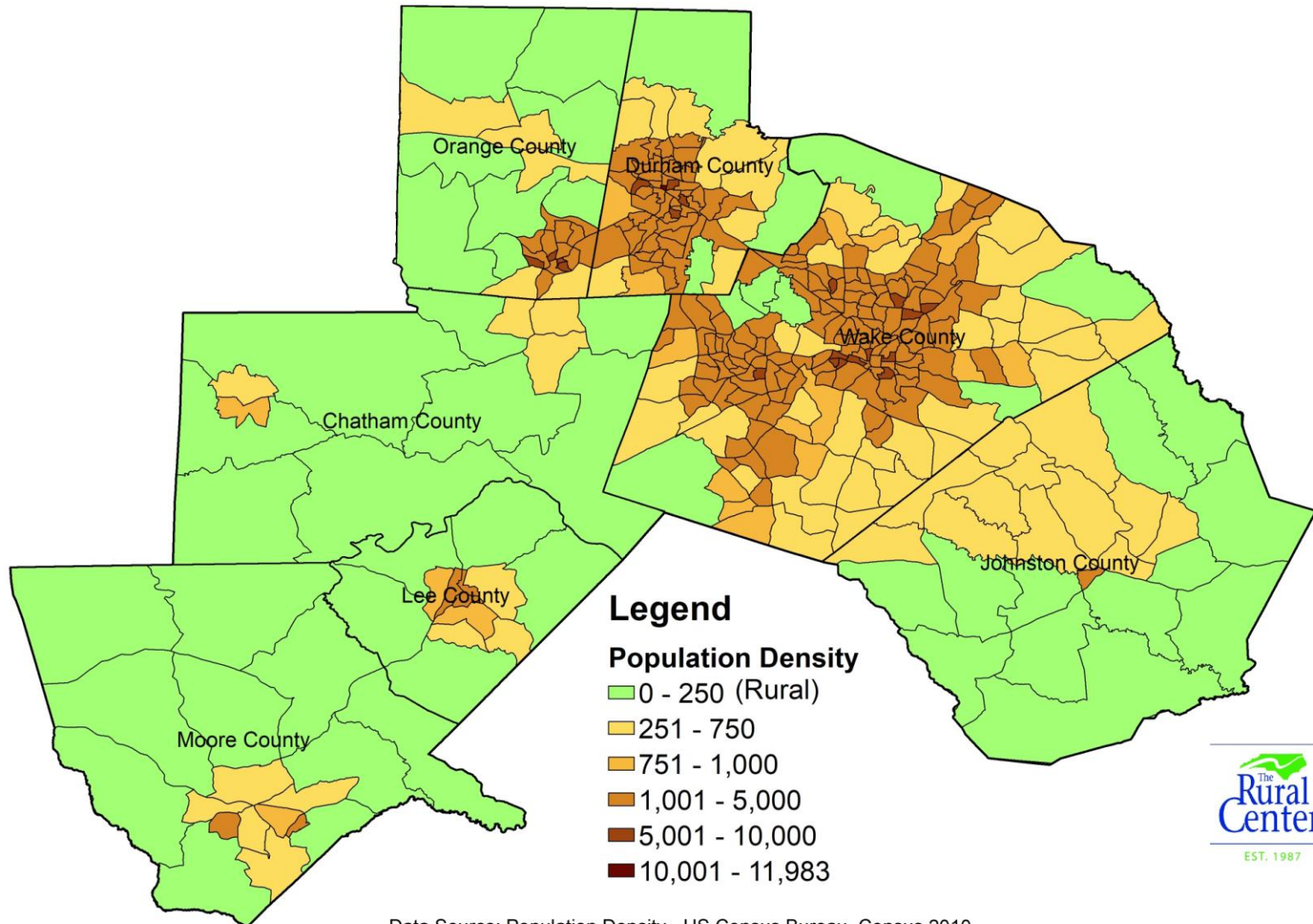
## **Urban Counties**

6 counties with an average population density that exceeds 750 people per square mile.

*Densities as reported in the 2014 U.S. Census population estimates.*



# THE TRIANGLE'S RURAL-URBAN CONNECTION

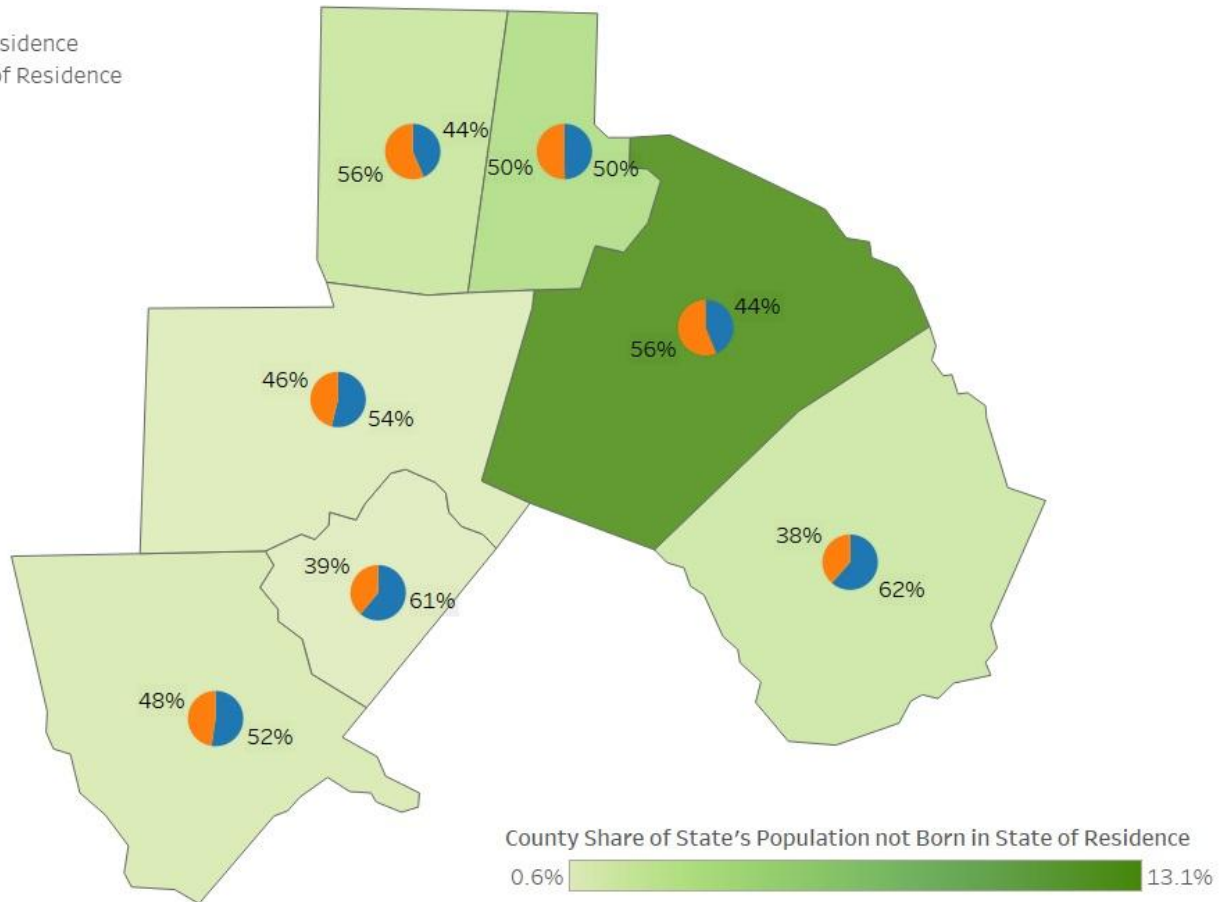


# BORN HERE/MOVED HERE

## Distribution of Residents' Place of Birth: In-state or Out-of-state

Place of Birth

- Born in State of Residence
- Not Born in State of Residence



© OpenStreetMap contributors

Data Source: Census Bureau's American Community Survey; B05002, ACS 2011-2015

# OUR 2016 IMPACT



## 2016 IMPACT REPORT



**INVESTMENTS & LOANS**  
for small businesses  
and microenterprises

157

Totaling more than

\$8M

Leveraging private funds  
of more than

\$90M



**JOB'S CREATED  
OR RETAINED**

2,834



**TRAINING HOURS**  
for rural leaders and  
small business owners

MORE THAN  
12,745



**WORKSHOPS, SEMINARS,  
AND COACHING MEETINGS**

MORE THAN  
211



# RURAL COUNTS

**The first five strategies provide the foundation for success:**

- 1** Vigorously advocate for innovation in education and workforce development
- 2** Stabilize and transform rural health
- 3** Expand accessible and affordable high-speed fiber broadband
- 4** Accelerate modernization of essential rural water and wastewater infrastructure
- 5** Expand and upgrade transportation and natural gas infrastructure





# RURAL COUNTS



**Building upon a solid foundation, we can then focus on our best opportunities for new rural job creation:**

- 6** Invest in stronger entrepreneurship and small business development systems
- 7** Strengthen homegrown manufacturing
- 8** Develop opportunities for agriculture and natural resources, including biotechnology and value-added food processing

# RURAL COUNTS

The final two organizational strategies focus on how we will accomplish the work we need to do:

- 9 Enhance regional collaboration and partnerships
- 10 Stabilize and leverage rural development funding, capacity building, and technical assistance



# ENTREPRENEURSHIP



LOANS

37

AMOUNT DISTRIBUTED  
\$598,781.75

AVERAGE LOAN SIZE  
\$16,183.29



WOMEN-OWNED



MINORITY-OWNED



# ENTREPRENEURSHIP



SEMINAR HOURS



SEMINAR ATTENDEES



TOTAL TRAINING HOURS

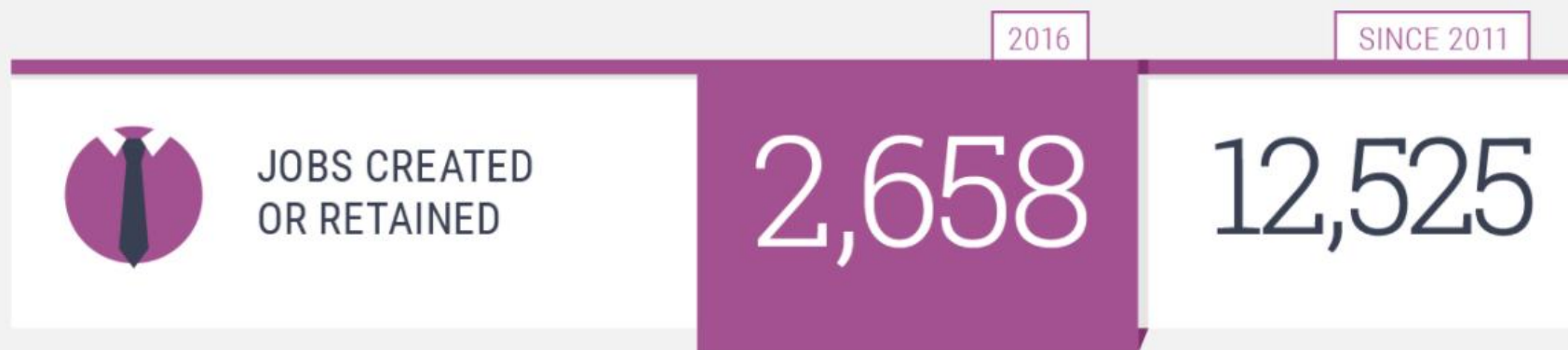
1,725



JOBS CREATED & RETAINED

176

# SMALL BUSINESS CREDIT INITIATIVE





Rural Economic  
Development Institute

2016

SINCE 1989



GRADUATES OF REDI

32

1,104

2016

SINCE 1989



TRAINING HOURS

3,021

50,189



# HomegrownLeaders



HOMEGROWN LEADER  
GRADUATES



TRAINING HOURS

768



INVESTMENTS  
from funders to train  
regional leaders

\$40,000

**SAVE  
THE  
DATE**

**NOVEMBER  
16-17, 2017**

**INSPIRING LEADERSHIP  
DRIVING CHANGE**

**2017 NC RURAL ASSEMBLY**  
PRESENTED BY THE NC RURAL CENTER

**CLAIMING  
OUR FUTURE**



# Deep Run Roots

*Stories and  
Recipes from  
My Corner of  
the South*



Peabody Award-Winning Cocreator of *A Chef's Life*

## Vivian Howard

Photographs by Rex Miller