


The
Rural
Center

EST. 1987

THE RURAL CENTER

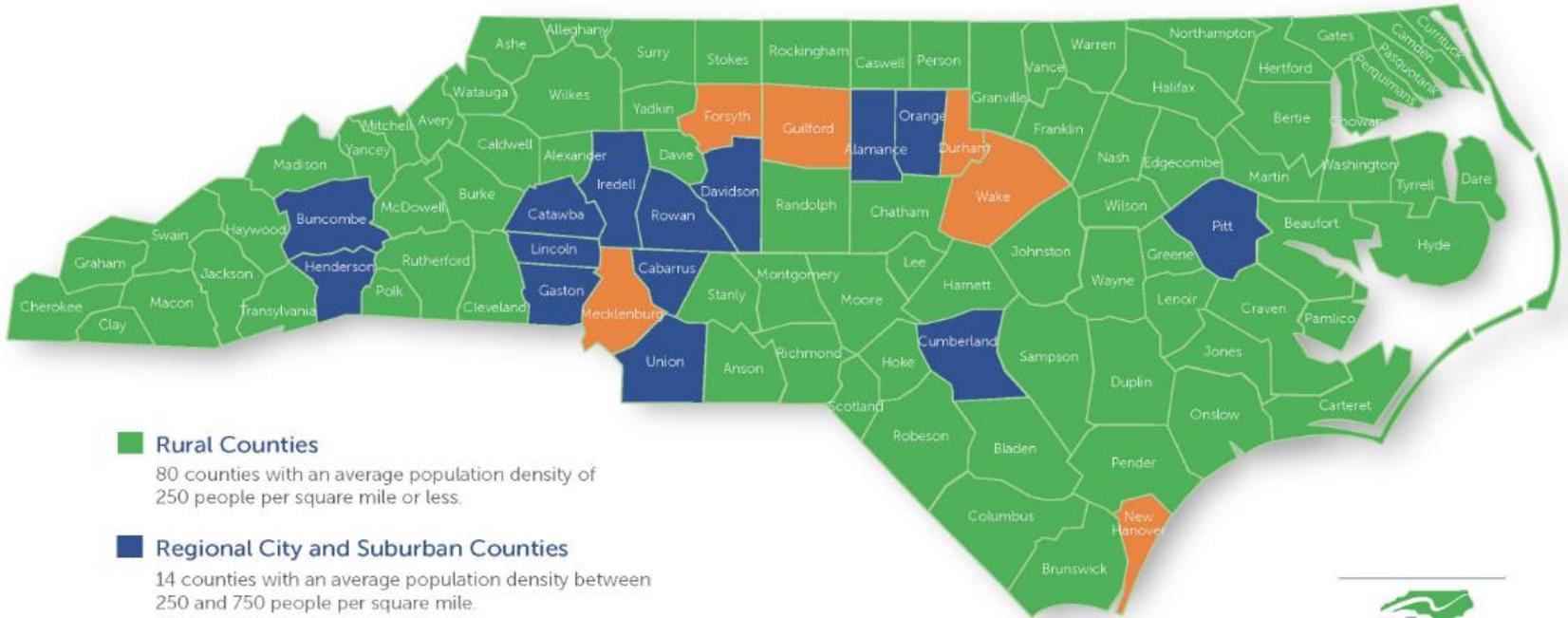
- Celebrating 30 years of partnership and service to rural North Carolina.
- **Our mission is to develop, promote, and implement sound economic strategies to improve the quality of life of rural North Carolinians.**
- We serve the state's 80 rural counties, with a special focus on individuals with low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

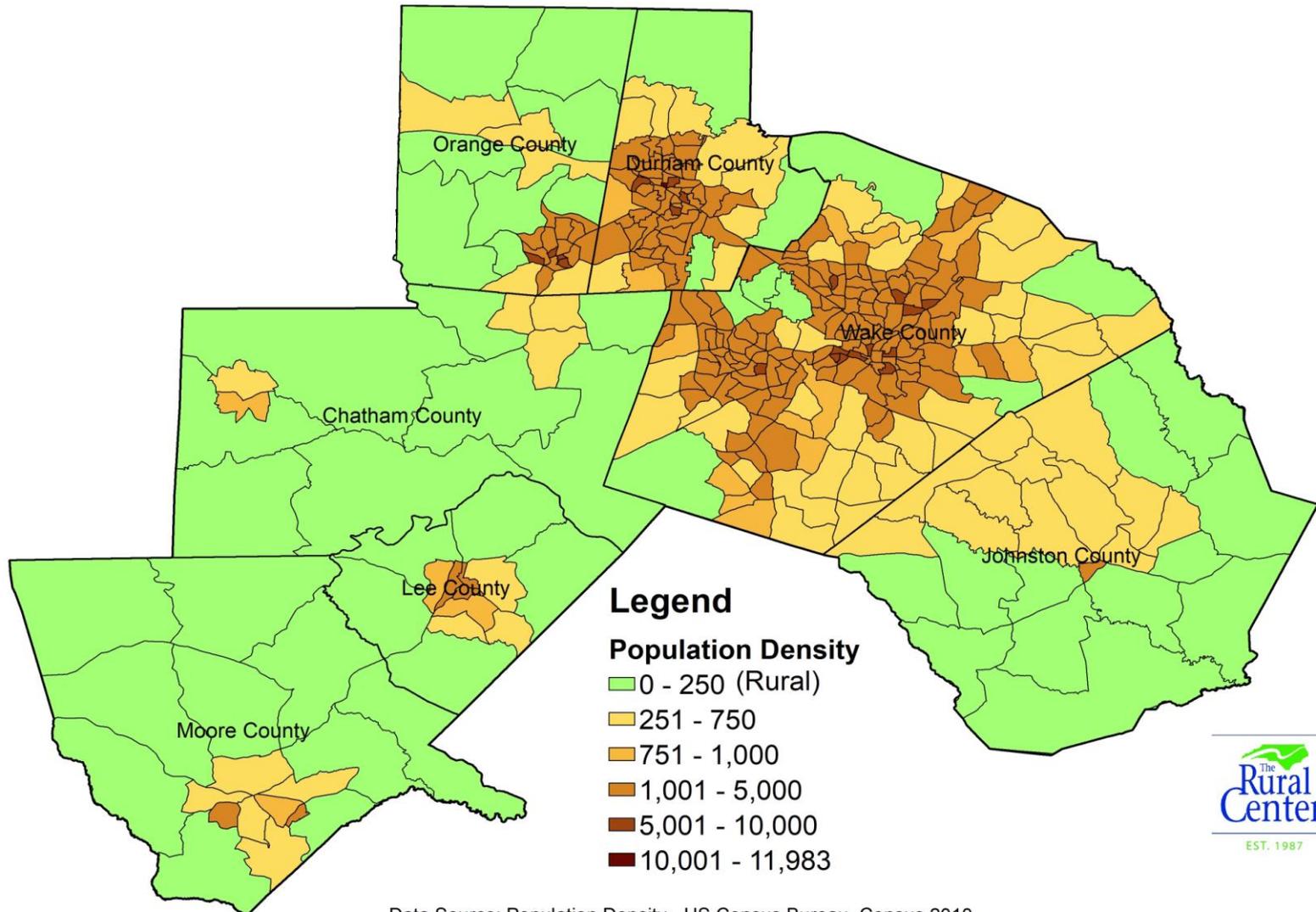
■ Urban Counties

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



Data Source: Population Density - US Census Bureau, Census 2010

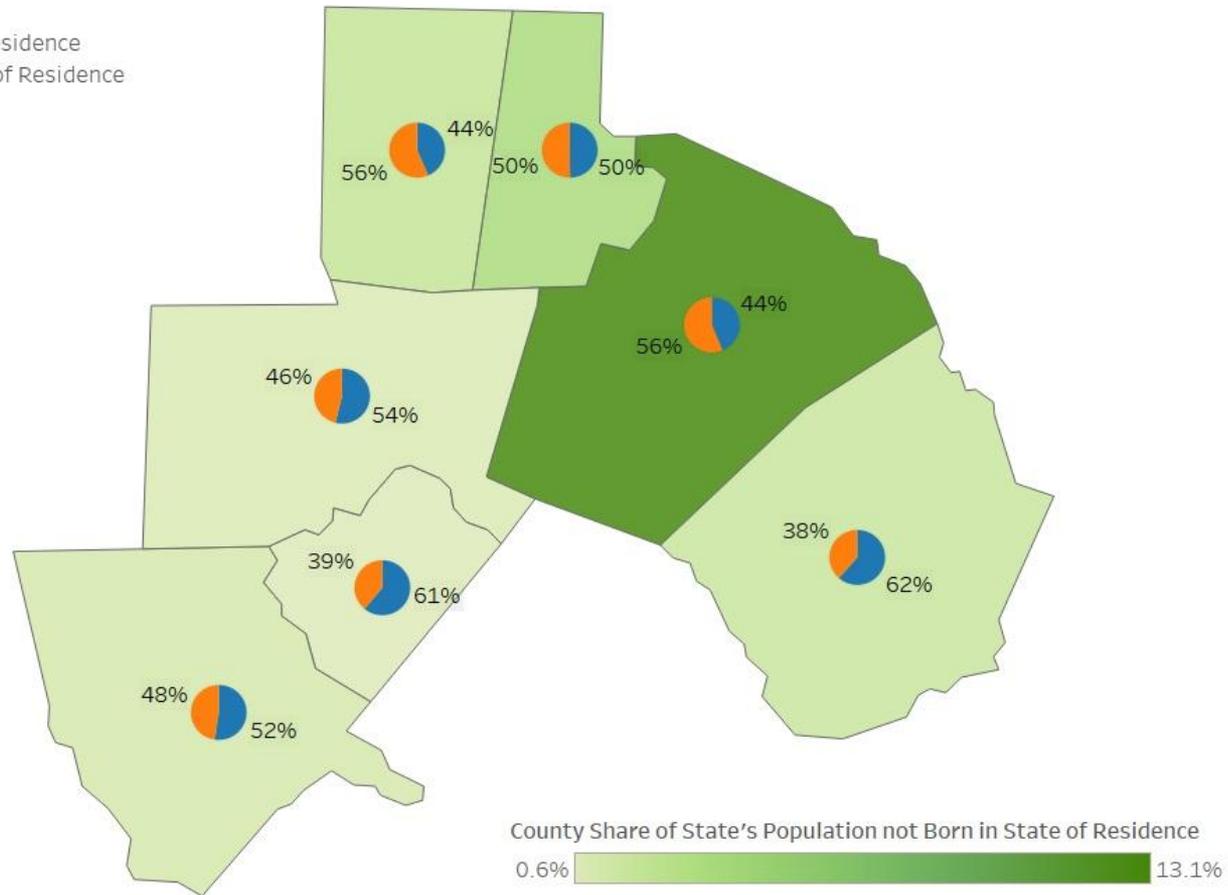


BORN HERE/MOVED HERE

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



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

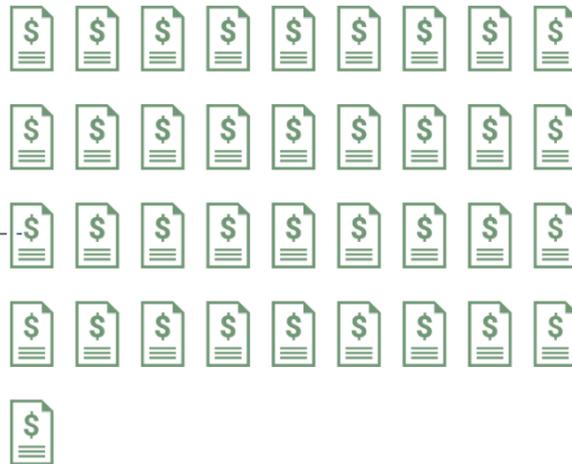


LOANS

37

AMOUNT DISTRIBUTED
\$598,781.75

AVERAGE LOAN SIZE
\$16,183.29



WOMEN-OWNED

MINORITY-OWNED



ENTREPRENEURSHIP



SEMINAR HOURS



SEMINAR ATTENDEES



TOTAL TRAINING HOURS

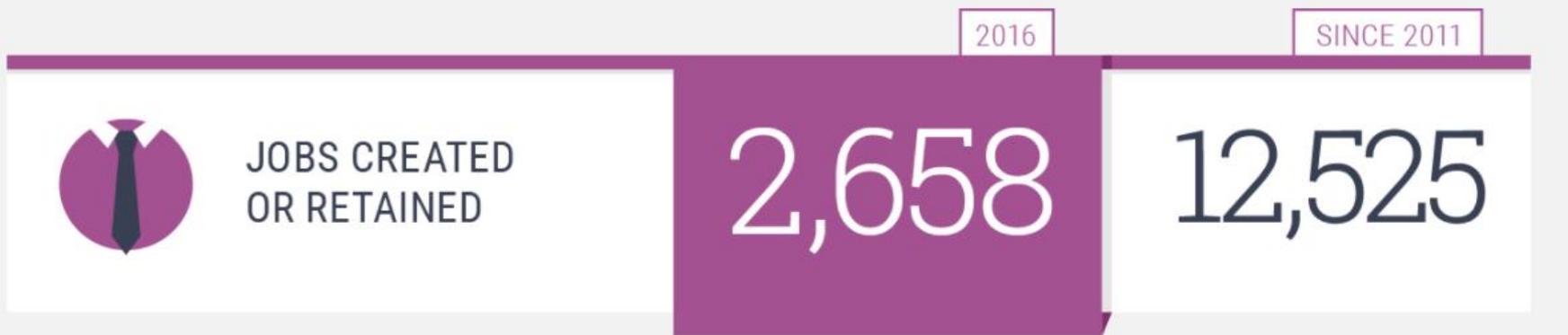
1,725



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