

NC TOMORROW



Building Communities for Tomorrow's Jobs

NC ECONOMIC DEVELOPMENT BOARD 02-10-2012

Assistant Secretary Henry McKoy
NC Department of Commerce – Community Development Division

LISTENING TO COMMUNITY NEEDS

- **2007-2009:** Small Town Action Agenda – 17 Recommendations
- **2010:** Commerce outreach and focus groups with 100 communities
- **2011:** Commerce community work session at Rural Center – 100 community representatives
- Commerce/SAS workshops hosted by SAS with communities (4 Regions)
- Governor's Forums on Small Town Competitiveness (3) – over 1,000 community leaders (East, Central, West)

COMMUNITIES WANT/NEED MORE...

- Capacity
- Access to Resources (financial and human)
- Education/Technical Assistance (convenient)
- Information and Technology Access
- Services (Housing; Infrastructure; Job Creation)

GUIDING PRINCIPLES

- **HUD-EPA-DOT LIVABILITY PRINCIPLES**

1. Provide more transportation choices
2. Promote equitable, affordable housing
3. Enhance economic competitiveness
4. Support existing communities
5. Coordinate and leverage federal policies & investments
6. Value communities and neighborhoods

GUIDING PRINCIPLES

- **EDA INVESTMENT PRIORITIES**

1. Collaborative regional innovation
2. Public-Private Partnerships
3. National Strategic Priorities
4. Global Competitiveness
5. Environmentally Sustainable Development
6. Economically Distressed and Underserved Communities

WHAT IS NC TOMORROW?

- A collaborative of federal, state, regional and private partners who are working together to develop a **North Carolina Comprehensive Economic Development Strategy (CEDS)** that builds strong and livable communities that can spur job creation across the state and increase standards of living.
- The initiative is being co-led by the **North Carolina Association of Regional Councils of Government** and the **NC Department of Commerce - Community Development Division**



NC TODAY

- More than 500 communities in NC with populations of 5000 or less
- More than 200 communities in NC with no full time government leadership
- Rural communities are seeing declining populations

NC Population: 9.7 million

- Poverty (2008): 1.3 million 14.6%
- Poverty (2009): 1.48 million 16.3%
- Increase 169,000 people Up 1.7%

NORTH CAROLINA: TOMORROW'S CHALLENGES

- 500+ Towns = Problem
- 200+ Towns = Problem
- Poverty = Problem

***NEEDS ARE GROWING – NOT LESSENING
ASKED TO DO MORE – WITH LESS***

NORTH CAROLINA: TOMORROW'S CHALLENGES

Growth = Problem

- NC is expected to grow 18% over the next 10 years to over **12 million** people
- NC is expected to be the 7th largest state in 20 years
- NC is 2nd fastest growing Southeast state behind GA

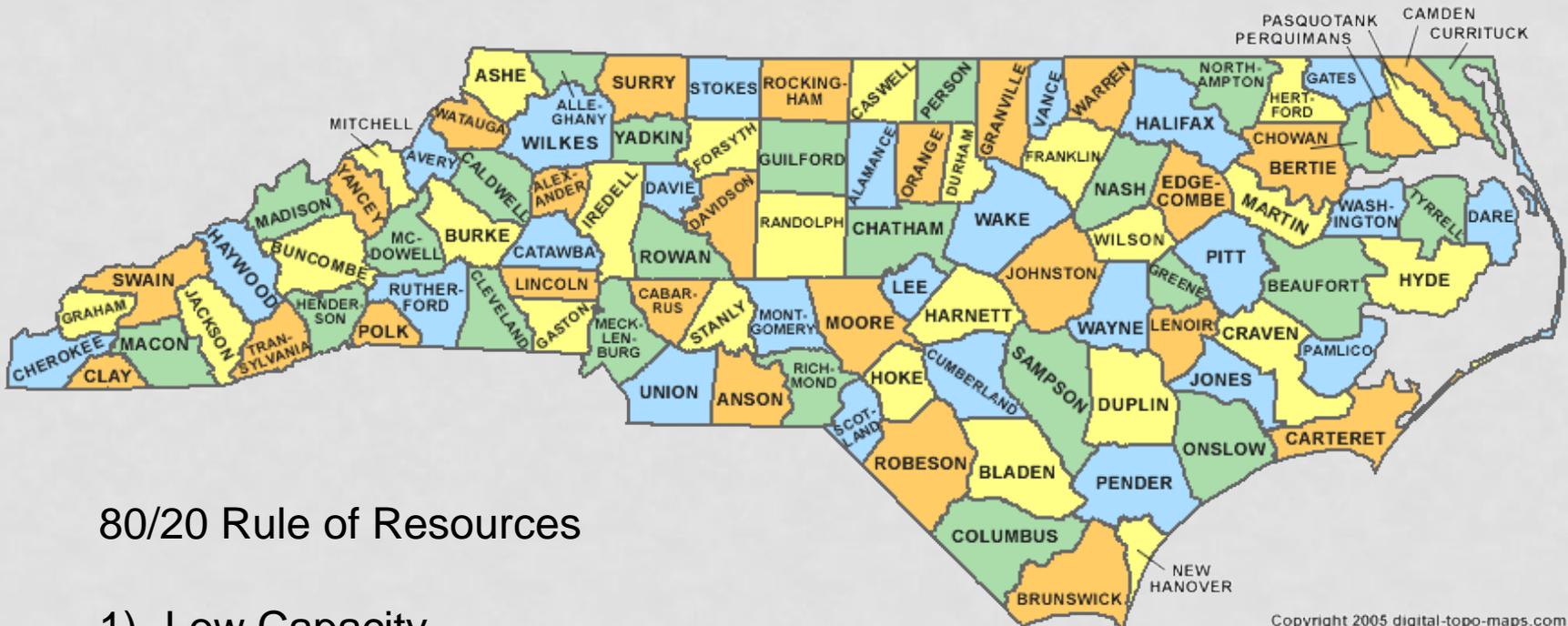
NORTH CAROLINA: TOMORROW'S QUESTIONS

- Where are those 3 million additional people going to live?
- Where will the water come from?
- What will be the environmental quality of our communities?
- Will the infrastructure be in place?
- Where will the jobs come from?
- How will we keep poverty from increasing?

NORTH CAROLINA: TOMORROW'S QUESTIONS

- What will community planning look like *and* How will we balance economic development and land use?
- Where should community development dollars be invested to have the biggest impact?
- How do you bring people back to rural areas?
- Does NC have adequate affordable housing?
- Who will lead us into **Tomorrow** – Private Sector? Non-profit Sector? Government Sector?

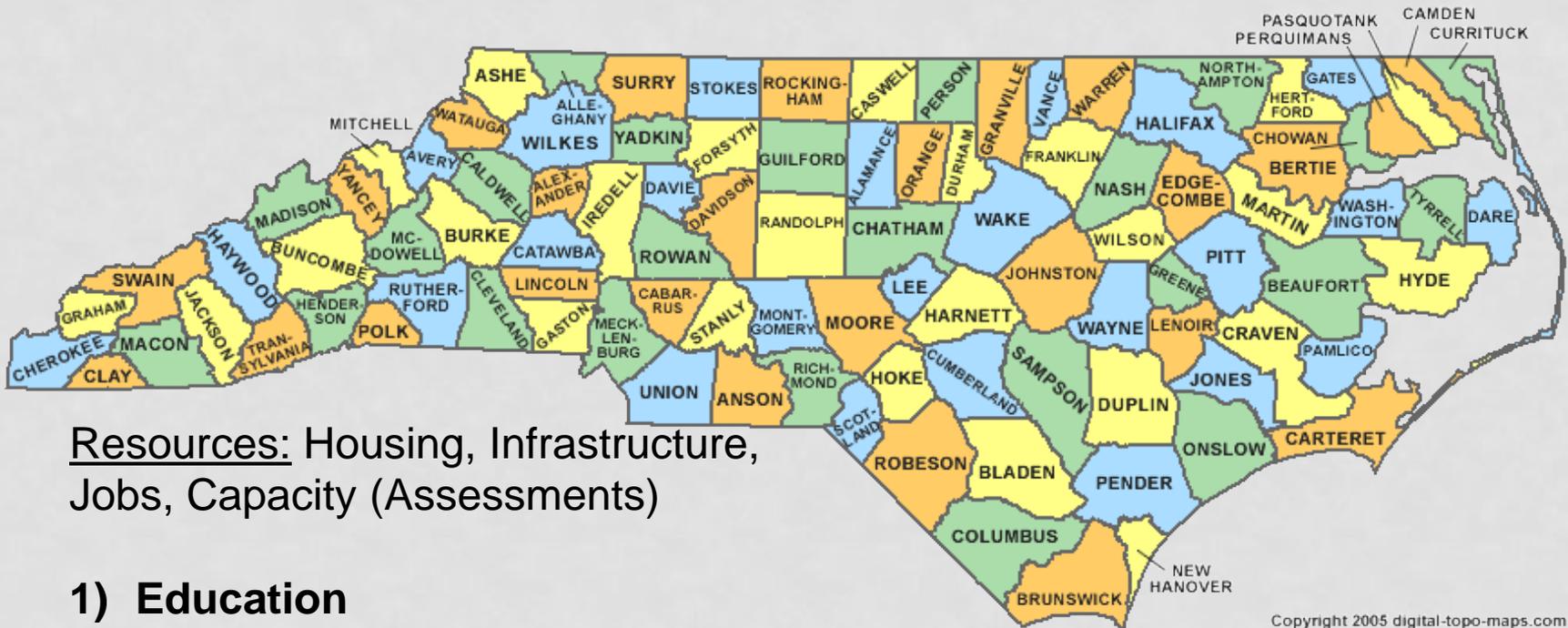
THE HAVE-HAVE NOTS & HAVE NOTS



REGIONAL RESOURCE STRATEGIES

EAST, WEST, CENTRAL, PIEDMONT

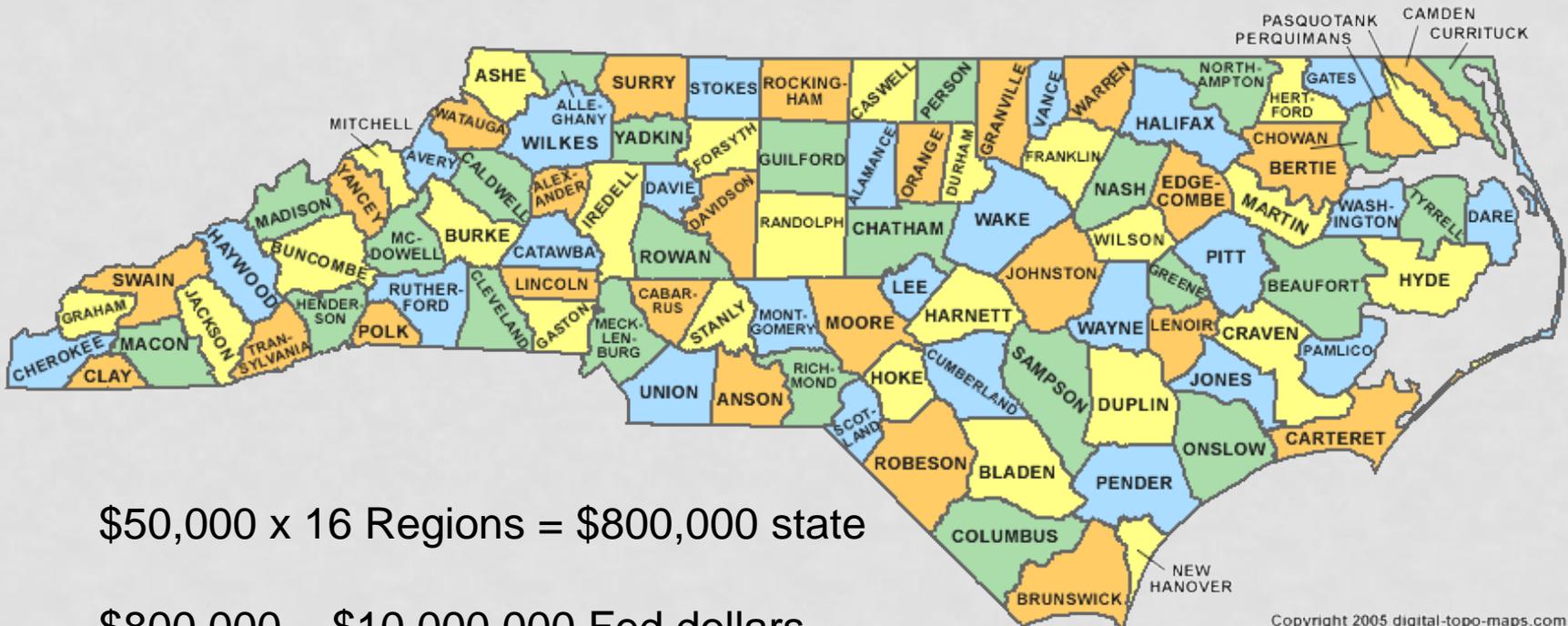
GATEWAYS



Resources: Housing, Infrastructure, Jobs, Capacity (Assessments)

- 1) **Education**
 - 2) **Information/Technology Tools**
 - 3) **Services**
- Create a competitive marketplace
 - Simplify applications for resources
 - 21st Century Community Development

SUSTAINABLE COMPETITIVE COMMUNITIES



\$50,000 x 16 Regions = \$800,000 state

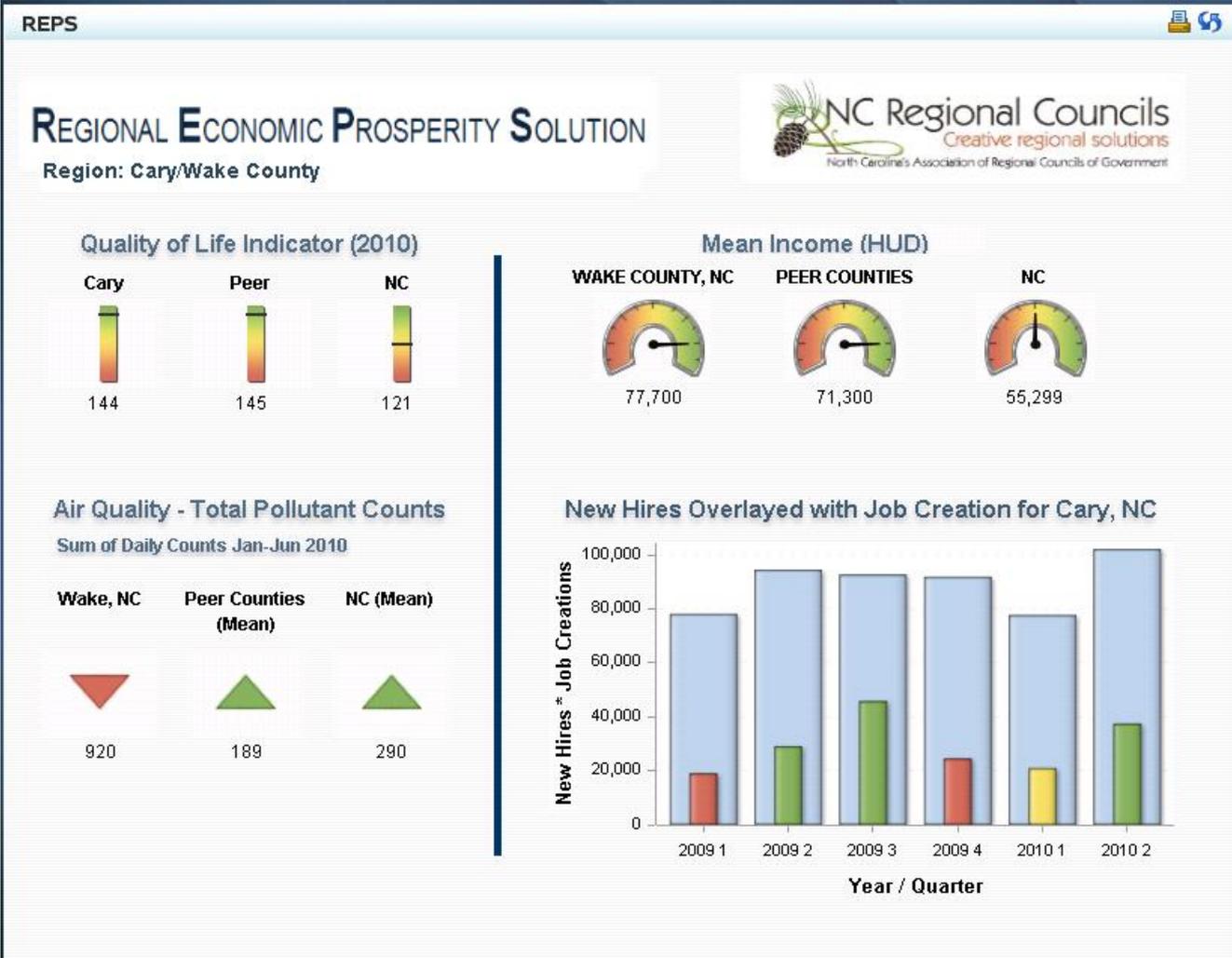
\$800,000 ~ \$10,000,000 Fed dollars
2010/2011 – Piedmont, Land of Sky,
Cape Fear, Charlotte

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SAS JOINS THE PARTNERSHIP

- Developing the **REPS Tool – Regional Economic Prosperity Strategy Tool** - putting \$4 Million in private funds into the initiative
- “**Empowers**” local communities that wish to plan and prepare for economic recovery
- **Opens up the silos of information**, speeds up local understanding of community needs, provides “**scenario planning**” for sustainable development and policy decisions and provides performance measures at all levels of government

SAS EXAMPLE OF DASHBOARD



PLANNING ONLINE

nctomorrow.org

- will be the **online workspace** for the planning process and will continue to provide changes/updates to the regional and statewide NC Comprehensive Economic Development Strategy

Regional Economic Prosperity Solution Tool

- Will be hosted and managed by the SAS Institute in Cary
- An internal workspace for professionals in the field from local, regional and state government agencies

WHO ARE THE PARTNERS TO DATE?

- **INITIAL CORE PARTNERS:**

- The NC Association of Regional Councils of Government
- The NC Department of Commerce – Community Development Division

- **Federal Partners:**

- Economic Development Administration
- Dept. of Housing & Urban Development

- **National Partners:**

- National Association of Development Organizations
- National Association of Regional Councils

- **Other State Partners**

- DENR
- DOT
- NC Rural Center
- Association County Comm.
- NC League of Municipalities
- UNC School of Government

- **Private Partners to Date:**

- The SAS Institute
- Duke Energy

NC TOMORROW TO DATE (2010-11)...

10:1 ROI

Leveraged about
\$2 million into \$20
million

Questions?

Thank You

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