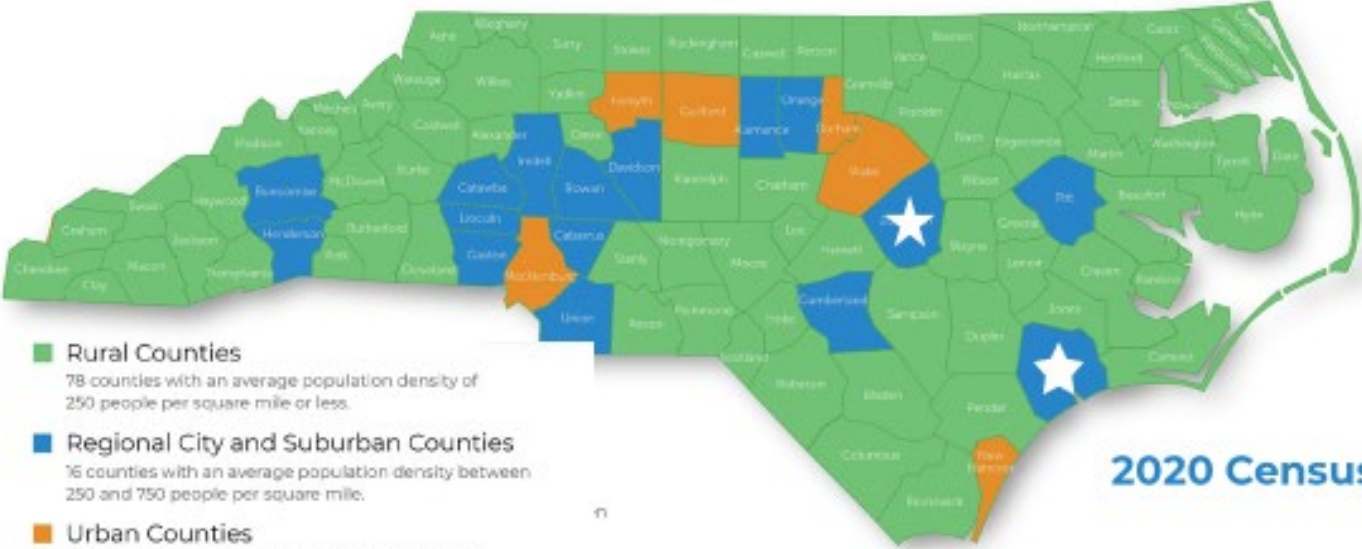




# NC Rural Center

- 501(c)3 statewide nonprofit
- Created in 1987
- Only nonprofit org in NC with a primary focus on rural community economic development

# NORTH CAROLINA COUNTIES



- Rural Counties**  
78 counties with an average population density of 250 people per square mile or less.
- Regional City and Suburban Counties**  
16 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 calculated by the Rural Center based on the 2020 U.S. Census





# Leadership and Engagement

- REDI - Rural Economic Development Institute
  - Flagship - 31 years
  - Statewide; held annually
  - Nine days
- Homegrown Leaders
  - Regional; held 3 times a year
  - West, East, Central 2023
  - Three days
- Alumni network
  - Over 1500 graduates
  - Ongoing professional development, networking, resources
  - Served as coaches for 9 regions Regional Resilience Portfolio Program - RISE partnership with NCORR

# HOMEGROWN LEADERS

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APRIL 18-20, 2023

Caswell  
Chatham  
Durham  
Franklin  
Johnston

Granville  
Lee  
Moore  
Orange  
Person

Vance  
Wake  
Warren



**Application Deadline: March 17**



# HOMEGROWN LEADERS

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JULY 18-20, 2023

Alamance  
Anson  
Cabarrus  
Davidson  
Gaston

Guilford  
Iredell  
Lincoln  
Mecklenburg  
Montgomery

Randolph  
Rockingham  
Rowan  
Stanly



**Application Deadline: June 16**



# Subscribe for Updates

<https://www.ncruralcenter.org/>

## Stay Connected!

# The Rural Counts Approach

Rural Counts provides a platform for rural advocates to be heard, connect across barriers, and engage with their elected leaders at the local, state and federal levels to affect public policy change.

## TACTICS:



- **Convening and Connecting**
  - Advancing the rural narrative
  - Uniting rural voices



- **Engaging and Equipping**
  - Providing information and resources
  - Training and empowering advocates



- **Educating and Advocating**
  - Developing sound policies
  - Connecting with policymakers and elected officials



*The Rural Counts Advocacy Network (RCAN) is comprised of more than 3,000 dedicated grassroots and grasstops advocates from all 100 North Carolina counties and beyond.*



# RURAL COUNTS

THE ADVOCACY PROGRAM OF THE NC RURAL CENTER







THE ADVOCACY PROGRAM OF THE NC RURAL CENTER

# 2023 Rural Counts Advocacy Priorities



1. Expand Accessible, Affordable High-Speed Broadband



2. Stabilize and Transform Rural Health



3. Advance Sustainable and Affordable Housing



4. Revitalize Water and Wastewater Infrastructure



5. Invest in Stronger Entrepreneurship and Small Business Development Systems





# The NC Rural Center: Small Business Supports



**SSBCI Administration:**  
Loan Participation Program  
Capital Access Program  
Fund to Funds

# Connect With Us!

- **Rural Summit 2023.** March 20-21 @ the Raleigh Convention Center.
- Subscribe to the **NC Rural Center Newsletter** to learn about trainings, engagement, and leadership opportunities and all things rural happening in North Carolina.
- Sign up for the **Rural Counts Advocacy Network** to receive newsletters, action alerts, and exclusive webinars.
- Join the **North Carolina Small Business Coalition** and show your support for our state's entrepreneurs and the NC Rural Center's *North Carolina's New Business Plan*.



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NC Rural Center

