Strategic Partnerships Monthly Connect: Hometown Strong: Partnerships in Action for Rural NC
Thursday, July 30, 2020

This slide deck contains four distinct presentations from the July Strategic Partnerships Monthly Connect. (Listen [here](#), password: rM5tk3wB). Presentations, in order, from:

**Mary Penny Kelley**, Executive Director, Hometown Strong

**Kenny Flowers**, Assistant Secretary for Rural Economic Development, NC Commerce

**Tony Brown**, County Manager, Halifax County

**Jonathan Szucs**, General Manager, Advanced Superabrasives (Madison County)

*Moderated by Jenni Owen, Director of Strategic Partnerships*
NC Strategic Partnerships office

- **Subscribe** to Strategic Partnerships Highlights (monthly – news and resources) and to receive future Monthly Connect invites
- See past Highlights [here](#)
- For more information, contact [Caroline.Tervo@osbm.nc.gov](mailto:Caroline.Tervo@osbm.nc.gov)
Mary Penny Kelley
Executive Director, Hometown Strong
Governor’s Mission

A North Carolina that is:
• better educated,
• healthier, and
• keeps more money in people’s pockets
• so that everyone has the opportunity to live a life of purpose and abundance.
Core Principles

- Use Existing Data & Programs
- Led by Local Priorities
- Share Templates for Success
- Build on Strengths & Assets
Hometown Strong Counties

Light – urban
Med – big field visit
Darker Med – recent 1:1 or virtual visit
Darkest – to be visited
Broad Common Themes

Access to Health Care

Revitalizing Economies

Expanding Broadband
COVID-19 Response and Recovery

If you leave home, know your Ws!

- WEAR a cloth face covering.
- WAIT 6 feet apart. Avoid close contact.
- WASH your hands often or use hand sanitizer.

@NCDHHS #StayStrongNC
Main Street and Rural Planning Center

MAIN STREET AMERICA™
Coordinating Program
NORTH CAROLINA MAIN STREET
Remote Learning
Contact
Mary Penny Kelley, Executive Director
Working Remotely from Nash County

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Mary.Kelley@osbm.nc.gov
Kenny Flowers
Assistant Secretary for Rural Economic Development, NC Commerce
Kenny Flowers
Commerce Assistant Secretary, Rural Economic Development
OUR MISSION

• Engage

• Enhance

• Transform
Our Programs

- Community Development Block Grants (CDBG)
- State Rural Grants
- Appalachian Regional Commission (ARC)
- The Utility Account (Industrial Development Fund)
- Main Street & Rural Planning Center
RURAL DEVELOPMENT
STRATEGIC PRIORITIES

• Build a strong ecosystem for prosperity
• Foster job growth and capital investment
• Enhance local capacity
• Prioritize engagement and collaboration
$119.4 million in grants awarded.
183 grant projects.
83 strategic plans, 58 market studies.
More than 300 communities served.
Tony Brown
County Manager, Halifax County
Halifax County North Carolina
Demographics – July 2020

Population: 51,737 (2010: 54,691)

Ethnic Groups: 61.3% ..........Non-White Minorities
38.7% ..........White

40% of Children live in Poverty
>20% of Residents are >65 in age (Median Age: 42.7)
47% of Residents are Medicaid-Eligible

Halifax County Employee Population 576 employees (DSS: 175...30%)

3 School Districts: Halifax County Schools, Roanoke Rapids Graded School District & Weldon City Schools

**ONLY 56% OF RESIDENTS HAVE BROADBAND AT HOME; MANY HAVE NO BROADBAND ACCESS**

Higher Education: Halifax Community College

7 Municipalities: Enfield, Halifax, Hobgood, Littleton, Roanoke Rapids, Scotland Neck & Weldon

“HCIA” + “WTW”
The Halifax County Intergovernmental Association is a means by which municipalities, the County, and the Roanoke Rapids Sanitary District can provide a vehicle for exchanging ideas, making recommendations to Federal and State agencies, promoting the most effective development in the light of local conditions and examining existing and proposed legislation as to its affect within the County.
Halifax County
Chairman: Vernon J. Bryant
Commissioners: Linda A. Brewer
Carolyn C. Johnson
J. Rives Manning, Jr.
T. Patrick W. Qualls
Marcelle O. Smith
County Manager: Tony N. Brown

Roanoke Rapids Sanitary District
Chairman: Eugene J. St. Clair
CEO: Dan Brown

Town of Halifax
Mayor: John L. White

Town of Hobgood
Mayor: Dannie A. Flanary

Town of Littleton
Mayor: K. Owen Scott

City of Roanoke Rapids
Mayor: Emery G. Doughtie
City Manager: Joseph Scherer

Town of Scotland Neck
Mayor: Eddie Braxton

Town of Weldon
Mayor: Julia M. Meacham

Town of Enfield
Mayor: Wayne Anderson

Notes:

Halifax County
North Carolina
P.O. Box 38
Halifax, NC 27839
Jonathan Szucs
General Manager, Advanced Superabrasives (Madison County)
Advanced Superabrasives, Inc.

• Established in 1993.
• Grew from 2 employees and 1100 sq. ft. office to currently 40+ employees and 36,000 sq. ft. building in Mars Hill, N.C. (Madison County).
• Jonathan is 2nd generation owner. His father began the business from the ground up.
• Jonathan chairs committees on multiple local economic development boards as well as state and national district export councils. He also serves as board member at his children’s school.
• Advanced Superabrasives has grown into a dynamic, small business, with customers nationwide, and ASI currently exports to over 28 countries.
About Madison County – Population 21,755

- Marshall
  - Seat of Madison Co. government. Maintains a competitive & small business climate. Also succeeded in preserving its historical habits.
  - Popular for small business, retail & arts.

- Mars Hill
  - College community known for its artistic heritage & cultural treasures
  - Popular for Education & Retail.

- Hot Springs
  - Located at the junction of the Appalachian Trail & French Broad River.
  - Popular for Tourism & Hospitality.
Madison County Initiatives

- Broadband
- Water and sewer
- Natural gas
- Healthcare
- Affordable Housing
- Transportation
- Workforce development
- Economic development