

# 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

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- 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

**HOMETOWN  
STRONG**

COMMUNITY FOCUSED PARTNERSHIPS

**Strategic  
Partnerships  
Monthly Connect**

July 30, 2020

# Governor's Mission



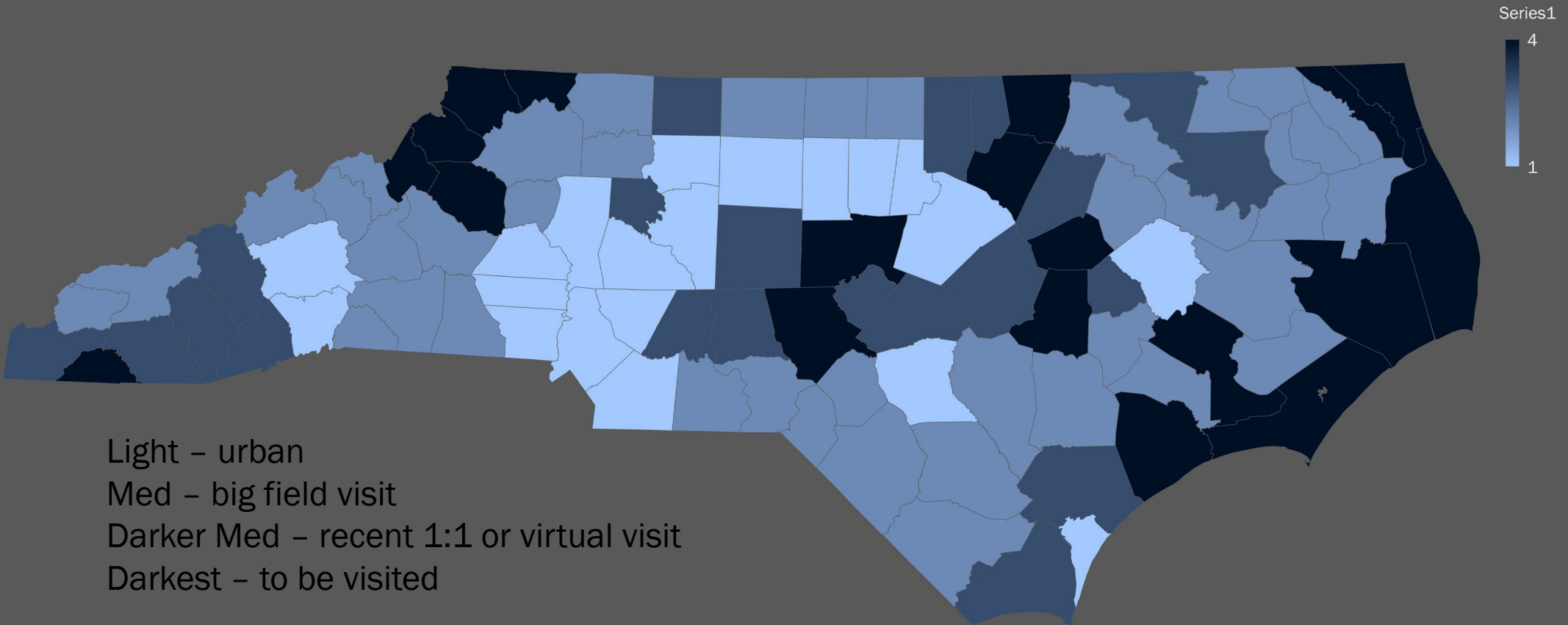
- A North Carolina that is:**
- **better educated,**
  - **healthier, and**
  - **keeps more money in people's pockets**
  - **so that everyone has the opportunity to live a life of purpose and abundance.**

# Core Principles



# Hometown Strong Counties

Rural Visits



Lig  
Me  
Dk  
Navy Blue - to be visited

# Broad Common Themes



Access to Health Care



Revitalizing Economies

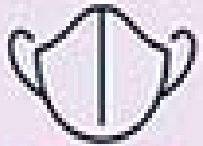


Expanding Broadband

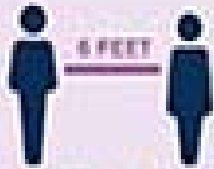


# COVID-19 Response and Recovery

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



# Remote Learning



# Contact

Mary Penny Kelley, Executive Director  
Working Remotely from Nash County

(919) 814-2079 – office voice mail or (919) 539-0707 – personal cell

[Mary.Kelley@osbm.nc.gov](mailto:Mary.Kelley@osbm.nc.gov)

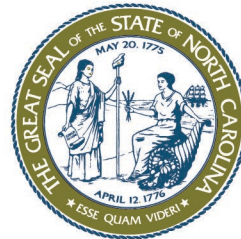
# Kenny Flowers

Assistant Secretary for Rural Economic  
Development, NC Commerce

# KENNY FLOWERS

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COMMERCE ASSISTANT SECRETARY, RURAL ECONOMIC DEVELOPMENT



**NC DEPARTMENT**  
*of* **COMMERCE**  
RURAL ECONOMIC  
DEVELOPMENT

# OUR MISSION



- Engage
- Enhance
- Transform



NC DEPARTMENT  
*of* COMMERCE  
RURAL ECONOMIC  
DEVELOPMENT

# OUR PROGRAMS

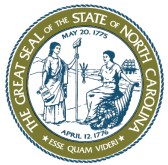


NC DEPARTMENT  
of COMMERCE  
RURAL ECONOMIC  
DEVELOPMENT

- 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



NC DEPARTMENT  
of COMMERCE  
RURAL ECONOMIC  
DEVELOPMENT

- Build a strong ecosystem for prosperity
- Foster job growth and capital investment
- Enhance local capacity
- Prioritize engagement and collaboration

# RURAL PROJECTS ALL ACROSS NORTH CAROLINA



**NC DEPARTMENT  
of COMMERCE**  
RURAL ECONOMIC  
DEVELOPMENT

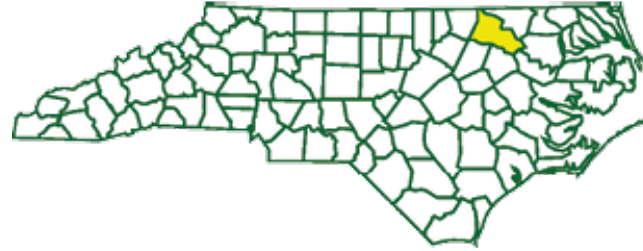


**\$119.4 million in grants awarded.  
183 grant projects.  
83 strategic plans, 58 market studies.  
More than 300 communities served.**

**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%)**

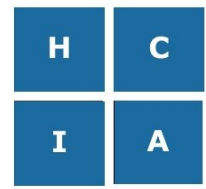
**3 School Districts: Halifax County Schools, Roanoke Rapids Graded School District & Weldon City Schools**

**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”**

# 2020 Legislative Goals



## HALIFAX COUNTY INTERGOVERNMENTAL ASSOCIATION

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.

## COMMON LEGISLATIVE GOALS

### I-95 TOLLING OPPOSITION

Legislative support is necessary to ensure that due diligence is given to studying the impacts before any actions are taken, and to ensure that local input is considered.

### HALIFAX COUNTY WATER SYSTEMS PROTECTION

Support legislation that imposes conditions that will fully protect the quality and cleaning of the water systems in Halifax County, as well as all current and anticipated instream uses of the water system, by prohibiting the mass transfer of water out of the water basin.

### US HIGHWAY 158 MULTI-LANING

Request to expedite the support for US Hwy 158 improvements and multi-laning from I-85 to I-95 using existing right-of-way in Halifax & Warren Counties.

### ECONOMIC DEVELOPMENT

Legislative support will be necessary to help secure grants and other funds necessary for incentives, infrastructure needs, etc. that are required for successful recruitment in rural counties.

### ALIGNMENT OF BECKER DRIVE AND COUNTRY CLUB ROAD IN WELDON

Support is requested for extending Becker Dr. from Roanoke Rapids into Weldon and aligning with Country Club Rd. at the intersection of US Highway 158.

### WATER AND WASTEWATER FUNDING

Support legislation to encourage availability of funds for water and wastewater improvements and continued improvements through NC Clean Water programs.

### AUDIT EXPENSE RELIEF

Request legislature to provide audit cost relief to towns that apply for State and Federal grants which require audits; request that the cost of the audit be allowed as part of the grant.

### STREET REPAIR

Request support to install curb and gutter and resurface State-controlled streets passing through Town/City limits. Ask to restore DOT funding levels to allow for more repairs.

### VIOLENCE AND GANGS

Support efforts to provide gang prevention programs to Halifax County youth including recreational opportunities and other alternatives to gang involvement.

### ANNEXATION

Support legislation to prevent a moratorium on the current annexation laws.

### LOCAL TAX REVENUE

Support efforts to prevent the State of NC from reducing local revenue to balance the State budget.

### AFFECTS OF URANIUM MINING AND MILLING

Fully fund Senate Joint Resolution 430 to study near- and long-term impacts on the State's economy, environment and agricultural activities. Continue to oppose uranium mining in the Roanoke River Valley.

### RECREATION ACTIVITIES

Support efforts to promote more recreation activities, through grants and other funding.

### I-95 EMERGENCY VEHICLE CROSS-OVERS

Request support for installing Emergency Vehicle Crossovers along I-95 at 1 mile intervals.

### AMTRAK RAIL

Support efforts to secure a Weldon stop along the Amtrak rail line.

### DERELICT PROPERTY CLEANUP ASSISTANCE

Request support to initiate programs for small towns that deal with a number of vacant and derelict properties.

### PROSPERITY ZONE REALIGNMENT

Seek legislative support to move Halifax (and Northampton) County(ies) with the North Central Prosperity zone that aligns these counties to a functional economic region based on buyer-supplier, agriculture, education, trade, workforce development, commuting and other linkages.

## HALIFAX COUNTY COMMISSIONERS

### 911 SURCHARGE FLEXIBILITY

Seek approval of legislation that would allow part of telephone surcharges for Enhanced 911 systems to be used for salary and related expenses of county-wide communication centers. This would serve as an alternative revenue source to property taxes to provide basic services.

### MENTAL HEALTH FUNDING

Request to be treated proportionally in mandated county contributions relative to our population.

### JOSEPH MONTFORT AMPHITHEATER

#### RESTORATION

Request funding and support to restore the Joseph Montfort Amphitheater.

### EDUCATION LOTTERY FUNDING

Request General Assembly to reinstate education lottery funding back to the 40% level.

### DESIGN BUILD CONCEPTS FOR SCHOOLS

Support legislation that requires school design plans catalogued in the School Clearinghouse be reviewed and considered before concept plans for new school projects are approved. The intent is to eliminate expensive design fees for new school construction projects.

### BROADBAND FOR RURAL COMMUNITIES

Request funding and support to expand broadband access to rural communities.

### UNFUNDED MANDATES INCLUDING ADOPTION ASSISTANCE AND CRISIS INTERVENTION PROGRAMS

Advocate for legislation that supports counties with additional direct funding and administration expense covering those unfunded mandates not covered directly in G.S. 108-A.

### ETHICS TRAINING

Seek amendment to current legislation regarding ethics training to allow for a more wide-ranging program to encompass multiple areas of responsibility for public officials.

## CITY OF ROANOKE RAPIDS

### LOCAL REVENUE FLEXIBILITY

Seek legislation to provide municipalities with authority for additional locally controlled revenue options and flexibility in the use of those options, including – but not limited to – city-only sales tax, city occupancy taxes, prepared meals taxes, and impact fees for transportation.

## POWELL BILL FUNDS

Seek legislation to ensure that the amount of Powell Bill funds appropriated by the state are sustained and distributions to municipalities are increased and grow over time.

### PUBLIC SAFETY GRANTS

Seek legislation to provide additional grant funding to municipalities for equipment and facility needs for public safety (fire, police, EMS).

### LGRS FISCAL INTEGRITY

Support legislation which defends the fiscal integrity of the Local Government Employees' Retirement System and its defined benefit structure, promotes reasonable pension reforms that are prospective in nature, and meets the needs of local employees, employers, and retirees.

### ECONOMIC DEVELOPMENT SUPPORT

Support legislation to revise the current methods of determining economic needs that are used by the state to allocate funds so that additional areas of the state in need may benefit from increased economic development, jobs, and see more entrepreneurial innovation.

### DISCLOSURE OF LAW ENFORCEMENT RECORDINGS

Seek changes to the law governing the disclosure and release of law enforcement recordings to clarify that disclosure to a municipal manager is allowed and to allow disclosure to a city or town council or citizen review board in a closed session and under confidentiality agreements.

## TOWN OF ENFIELD

### ECONOMIC DEVELOPMENT

Legislative support will be necessary to help secure grants and other funds necessary for incentives, infrastructure needs, etc. that are required for successful recruitment in rural counties.

### STREET REPAIR

Request support to install curb and gutter and resurface State-controlled streets passing through Town/City limits. Ask to restore DOT funding levels to allow for more repairs

### VIOLENCE AND GANGS

Support efforts to provide gang prevention programs to Halifax County youth including recreational opportunities and other alternatives to gang involvement.

## TOWN OF HOBGOOD

### SIDEWALKS

Request support for improving sidewalks on Commerce Street.

## TOWN OF LITTLETON

### REDEVELOPMENT PROGRAMS FOR SMALL TOWNS

Request support and funding to initiate programs for small towns.

### SIDEWALKS – STREET REPAIR

Request support to install curb and gutter and resurface State-controlled streets passing through Town/City limits. Ask to restore DOT funding levels to allow for more repairs.

Request support for improving sidewalks.

## TOWN OF WELDON

### AMTRAK RAIL

Request assistance in securing a Weldon stop along the Amtrak rail line.

## EXTEND US 301 CONNECTOR ROAD

Extend connector road from west side of I-95 into the Entertainment District and continue to US 301.

### EXTEND COUNTRY CLUB CONNECTOR ROAD

Extend connector road from Country Club Road into Hampton Farms and terminate at the Entertainment District.

### SECOND ROANOKE RIVER CROSSING & WELDON PASSENGER STATION

Request assistance in securing a second Roanoke River Crossing and Weldon Passenger Station. This would enable Weldon to have an Amtrak Station and museum at the historic train depot building.

### DERELICT PROPERTY CLEANUP ASSISTANCE

Request support to initiate programs for small towns that deal with a number of vacant and derelict properties.

### ENFORCEMENT OF CURBSIDE JUNK ORDINANCES

Request legislation that will strengthen local municipalities authority to enforce local ordinances pertaining to the disposition of household and business junk

## ROANOKE RAPIDS SANITARY DISTRICT WATER/WASTEWATER FUNDING

Support legislation to encourage availability of funds for water and wastewater project needs at low interest rates and continued improvements in the N.C. Clean Water Loans Bond Program and the N.C. Clean Water Revolving Loan and Grant Fund.

### ENVIRONMENTAL EDUCATION

Support legislation that provides students first-hand contact within the water and wastewater industry.

### ROANOKE RIVER PROTECTION

Support legislation that imposes conditions that will fully protect the quality of the Roanoke River System, as well as all current and anticipated instream uses of the river.

- Prohibit the mass transfer of water out of the river basin.
- Prohibit ecological degradation due to increasing background radioactivity levels.

### SALES TAX REIMBURSEMENT

Support legislation to exempt local government from paying sales tax on goods purchased by local governments.

### EVALUATE URANIUM MINING AND MILLING AFFECTS ON THE STATE OF NORTH CAROLINA

Fully fund the General Assembly of North Carolina Session 2011's Senate Joint Resolution 430, as necessary.

### PRESERVE THE SANITARY DISTRICT STATUTORY MODEL IN THE STATE OF NORTH CAROLINA

Oppose the reduction and consolidation of Sanitary Districts which are singularly managed public health entities operated to provide safe drinking water and protect environmental water quality.

## TOWN OF HALIFAX

### HALIFAX STATE HISTORIC SITE

Request support for funding to improve and enhance operations.

### REDEVELOPMENT PROGRAMS FOR SMALL TOWNS

Request support to initiate programs for small towns, especially those serving as county seats with an abundance of public facilities and limited tax base.

## TOWN OF SCOTLAND NECK

### SYLVAN HEIGHTS BIRD PARK

Request support for economic development opportunities that will allow for the expansion of the Bird Park.

**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



Intergovernmental  
Association

**Working Together Works**

**WTW**

**Halifax County, NC**



**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 2<sup>nd</sup> 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.



**Jonathan Szucs, President**

# 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

