



June 16, 2017

Quote: I don't want to get to the end of my life and find that I lived just the length of it. I want to have lived the width of it as well. *Diane Ackerman*

Congratulations to Morehead City—recipient of the 2017 NC APA Great Places NC award!

Specifically the town was recognized in the Professional's Category for Great Main Street for the Evans Street project—the transformation of the waterfront area into an entertainment destination. <http://downtownmoreheadcity.com/evans-street-in-morehead-city-named-great-main-street/>

Military Economic Impact statements

Ever wondered what might happen to our economy were the Military to pull out of Wayne, Onslow, Craven, Carteret and Jones Counties? Read these studies to gain a better understanding of how the military contributes to our economy. [2015 Marine Corps Installations East Economic Impact Study](#). [MCAS Cherry Point 2015 Economic Impact Study](#). [Seymour Johnson Air Force Base 2016 Economic Impact Study](#).

The one-minute guide to economic development in remote and rural towns

The first principle to grasp is that solving economic problems is not a short-range project. The problems you are facing are most likely the results of years of trends and may take years to solve. If your community does not have current problems, then your goal must be to prevent them. Quick fixes and buzzword projects usually work only for the consultant who gets paid to present them. The author has a suggested list of activities to help you organize. His suggestions are based on his own experiences, both good and bad. Certainly, there are many other ways to approach economic development. [Click here to read more...](#)

NC Soil & Water Conservation Districts—Community Conservation Assistance Program

The Community Conservation Assistance Program (CCAP) is a voluntary, incentive-based program designed to improve water quality through the installation of various best management practices (BMPs) on urban, suburban and rural lands not directly involved with agriculture production. **Who is eligible?** Eligible landowners may include homeowners, businesses, schools, parks and publicly owned lands. **Why is this program important?** How rapid urbanization affects water quality becomes important as North Carolina's land use continues to change. CCAP can help educate landowners on water quality, stormwater management and retrofit practices to treat stormwater runoff. **How does CCAP work?** Interested landowners may apply to their local soil and water conservation district for financial and technical assistance for the installation of BMPs to protect water quality. Applications are ranked based on local water quality priorities and, if eligible, a conservation plan is prepared. Landowners may receive financial assistance of up to 75 percent of the pre-established average cost of the BMP. **CCAP Rules Revised.** The Commission made revisions to the CCAP Definitions and Allocation Guidelines and Procedures rules to improve program efficiency, district delivery and water quality improvements made by this program. The revisions allow the Commission to specify in its annual Detailed Implementation Plan the proportion of available funds to allocate for cost share payments, technical and administrative assistance, and education and outreach purposes and the proportion of those funds to be allocated to district, statewide, and regional allocations pools. This is particularly important given the limited amount of recurring funding currently available in this program. Click the links below to read the revised rules which were effective November 1, 2016, and read the [FY2017 CCAP Detailed Implementation Plan](#). [Click here for more information.](#)

PeopleForBikes Funding Bicycle Infrastructure Projects

Starting June 12, [PeopleForBikes](#) will begin accepting applications for bicycle infrastructure projects. The PeopleForBikes Community Grant Program funds up to \$10,000 for projects such as bike lanes, parks, or stations. The deadline to send letters of interest is due July 21. More information is available [here](#).

Crowdfunding site a catalyst for community involvement in rural communities

It is well known by economic development professionals that strong rural economies require strong entrepreneurs who can start businesses and create jobs. Supporting entrepreneurship in rural communities requires finding ways to enable better access to capital. The Local Crowd model combines the power of Internet crowdfunding with a strong educational focus designed to increase the knowledge base and sophistication level of rural entrepreneurs and investors in using the Internet to raise money and make investments in local companies. The model represents a catalyst for community involvement that will anchor it into rural communities by working directly with local economic development groups. The Local Crowd™ works with rural communities to create local crowdfunding ecosystems that support growth and sustainability of local businesses and organizations. Our full-service package includes locally-based crowdfunding software, consulting and instruction—including webinars, seminars, workshops, retreats, classes (in-person and online), and courses for groups and individuals. This material is based upon work supported by the National Institute of Food and Agriculture, U.S. Department of Agriculture, under Agreement No. 2014-33610-21918 of the Small Business Innovation Research Grants Program. <https://thelocalcrowd.com/> We encourage you to get inspired by watching the short video on the “about” page of this site.

Liability coverage—it is important to keep it updated

In the May/June 2017 issue of Southern City, the point was made that local governments sometimes forget to have new structures added to their policies. Examples of some of these “forgotten” items include: park structures (equipment, lights, fences, scoreboards, shelters, restrooms, etc.), equipment sheds, storage buildings, generators, tanks, pumps, etc. It would be doubly tragic for a fire to damage one of these items and then find out that you forgot to insure it. If your government is insured through NCLM, ask them for advice regarding potential risks. Sometimes you just need another set of eyes that see things differently to help identify risks.

Communities Take the Search for Broadband Into Their Own Hands

More and more small communities are coming together to explore ways to access high-speed broadband, even if that means changing some existing laws. [Read the story](#).

1 in 4 Malls Will Be Closed by 2022, Firm Says

The retail apocalypse is real. So real, in fact, that 20 to 25% of all U.S. malls will close by 2022, according to new research from Credit Suisse. That translates to 220 to 275 of the nation’s 1,100 shopping malls, the research note said, according to [Fortune](#) . . .The firm also said around 8,640 stores in the U.S. will close by the end of 2017 — easily surpassing the number of stores closed in a year over the past two decades . . .[Click here to read...](#)

Top 5 Retail Shopping Center Trends

As the face of retail continues to evolve, tremendous opportunity exists for out-of-the-box concepts and creative retail strategies. Phillips Edison & Company (the “Company” or “Phillips Edison”), a fully integrated real estate firm with a national platform of grocery-anchored shopping centers, released its industry insights on trending themes to be aware of at the International Council of Shopping Centers’ (ICSC’s) RECon conference in Las Vegas recently. The insights were produced by The Company’s emerging trends team, led by Michael Conway, Vice President of National Accounts and Retention for Phillips Edison. The retail industry at large continues to step-up their game,” said Mr. Conway. “Ecommerce, ease of delivery have encouraged brick and mortar retailers to innovate and improve their in-store experience.” Retailers and landlords alike are responding to consumers’ need for experience by blurring the lines between experience, retail, and restaurants. Shopping centers are becoming a social arena where shoppers can eat, drink, socialize and shop. “There’s a good chance that the shopping center as we know it will look completely different ten years from now,” added Mr. Conway. “We all have to continue to adapt; when you have an innovative mind-set new ideas come to light. It’s a pivotal time for the industry and we feel lucky to be a part of its evolution.” The emerging trends team has identified a number

of retail concepts that are breaking out this year. Here are the most promising and significant developments of note . . . [Click here to read...](#)

County health rankings

The Robert Wood Johnson Foundation sponsors this website that annually ranks every county in the nation on a number of health and quality of life factors. Check out your county: <http://www.countyhealthrankings.org> The website also has a Roadmaps to Health Action Center that lays out a series of steps for creating healthy communities. Explore each of the seven steps to find tools for taking action: <http://www.countyhealthrankings.org/roadmaps/action-center>

New 'Asset Map' Aims to Help Cities Improve Local Innovation

A new tool, billed as the first of its kind, emerged this week for cities and towns of any size to enhance their innovation ecosystems. The [InnovateNC Community Innovation Asset Map](#), made public on June 8, comes via partners including the Institute for Emerging Issues (IEI) at N.C. State University, RTI International, and the N.C. Department of Commerce's Board of Science, Technology & Innovation. The open-source tool, which IEI says is widely applicable to both rural and urban communities of all sizes, can be used as designed or modified by communities to meet their individual needs. "The Asset Map was designed with an intentional focus on [inclusion](#)," said IEI Policy Manager Sarah Langer Hall. "It's terrific to have high-quality resources in a community, but not so great if large segments of your population don't know they are available or can't access them." IEI calls the Asset Map a critical step for communities to develop strategies that leverage their innovation and entrepreneurial assets. It is being offered to communities as a free download during its initial launch. Additional tools are planned for release by the end of 2017 at InnovateNC.org.

Webinar: Using Form-Based Codes to Create Vibrant, Walkable Communities

Wednesday, June 21. 1:00 – 2:30PM EDT. Join this Smart Growth Network webinar to learn how communities are using form-based codes to create vibrant, walkable places. Chris Zimmerman of the Form-Based Codes Institute and Smart Growth America will draw upon his experience in Arlington, Virginia to explain what form-based codes are, how they work and, most importantly, why they matter to planners and public officials who want to create walkable communities. Arlington County used FBC to transform Columbia Pike from an auto-oriented corridor into a lively Main Street lined with restaurants, retail and attractive public spaces. Chris will use this example and others to explore the basics of FBC. <https://register.gotowebinar.com/register/2178383606472674563>

As green infrastructure pioneers, Philadelphia is primed for workforce development

. . . Philadelphia has embarked on a multi-generational, multi-billion-dollar program that is not only addressing stormwater runoff and sewer overflows, but providing new job opportunities, better preparing us for climate change, and creating neighborhoods that are greener, more vibrant places for our residents to live, learn, work and play.

Designed by the Philadelphia Water Department over the course of several years and formally adopted by Philadelphia and state and federal regulators in 2011, the [25-year Green City, Clean Waters program](#) is using decentralized plant-and soil-based green infrastructure systems to keep excess stormwater out of sewers and reduce overflows. A combination of public investment, retrofitting incentives, and new regulations crafted to encourage green stormwater management adoption in the private sector has resulted in hundreds of new green infrastructure systems in parks, parking lots, schoolyards and more. Those green tools are now capable of keeping 1.5 billion gallons of polluted water out of our rivers and creeks over the course of a typical year of Philadelphia weather. As Philadelphia's water becomes cleaner and our neighborhoods become greener, Green City, Clean Waters is helping to fuel our robust green jobs economy, attracting more innovative and environmentally-conscious companies. It's also providing new opportunities for local small businesses owned by minorities, women and other communities not typically associated with large infrastructure projects . . . [Click here to read...](#)

Census 2020—it is NOT too early to start preparing!

2020 Census preparations are underway and will become more active as we get closer to Census Day – April 1, 2020. Communities and organizations will be invited to form or join existing Complete Count Committees that encourage friends and neighbors to participate in the 2020 Census. So why is it important that everyone in North Carolina be counted in the 2020 Census? Many of you know that the US Constitution requires the Census for apportionment of seats in the US House of Representatives, but the federal government also uses Census data to distribute funds to the states. The

George Washington University, Institute of Public Policy released an initial report [“Counting for Dollars: The Role of the Decennial Census in the Geographic Distribution of Federal Funds”](#) on June 4, 2017. Looking at the 16 largest Census-guided programs, the study finds that \$589.7 billion were distributed in Fiscal Year 2015 based on Census counts. In North Carolina over \$16 billion were obligated or \$1,623 per person in FY2015!

The new study underscores the dollars-and-cents importance of the Census to our communities. I’ve attached the North Carolina factsheet from the initial report. Plan now to participate in the 2020 Census and make it a success for our state!

Why should visitors love your town? Count the ways!

"What do you do for fun around here?" When visitors come to your town, replies to this question can make or break their impression of your community. If you want visitors to come back again — and say nice things about your town to others who might come, too — you need to have some good answers at the ready.

That means offering things to see and do that are either unique (one of a kind) or extraordinary (other towns might have them, but yours is better). Effective community tourism development aims to give visitors an authentic, high-quality experience that they will remember for a long time. [Click here to read...](#)

Collaboration, Funding, and Community Engagement

EPA has produced a guide to encourage partnerships between park agencies and stormwater agencies to promote the use of green infrastructure on park lands. Green infrastructure can help to maximize the environmental, economic, and social benefits of parks. By building strong partnerships, agencies can improve park lands and access to parks, better manage stormwater, increase community resiliency to shifting weather patterns, and provide funding to implement and maintain park enhancements that benefit the community. The guide is designed to provide a stepwise approach for building relationships with potential partners, and includes information on how to identify and engage partners, build relationships, involve the community, leverage funding opportunities, and identify green infrastructure opportunities. It includes recommendations on the types of projects that are most likely to attract positive attention and funding, and which provide a wide range of benefits. Case studies are included to illustrate the approaches presented in the guide. These real-life examples portray how partnerships between municipal stormwater agencies and parks departments have improved recreational resources in the community, enhanced environmental protection, and reduced risks and burdens.

[Learn More.](#)

ECC offers a number of services at reduced cost for member governments. Contact ECC if you need a price for these services. pflanagan@eccog.org

- Highest & Best Use Studies
- Retail leakage studies
- Posting of county and municipal jobs on the ECC website (free to member governments)
- Asset mapping and management plans to meet grantor requirements for infrastructure funding
- Maps (all sizes);
- Digitizing of existing paper maps;
- Special studies (e.g., pay classification);
- Staffing for planning and zoning boards;
- GPS services;
- GIS mapping services;
- Mapping water, sewer and stormwater systems
- Map scanning (will make that ratty looking map look almost new and give you a digital copy);
- Surveys (citizen, special issue, employee, P&R);
- Various types of plans (P&R, revitalization, redevelopment, business development, etc.);
- Interim help (finance, planning);
- Staff training (communication, customer service, team building, managing employees, grant writing, grant management, etc.)
- Executive Searches (managers, executive directors, police chiefs, etc.)
- Assistance in determining eligibility for Economic Development Administration (EDA) infrastructure grants

Workshops/Meetings/Events/Webinars/Deadlines coming up soon

- 6/26 Matt Livingston's first day as ECC Executive Director
- 6/28 Retirement party for Judy Hills—drop by for some refreshments between 2 and 5 PM—2nd floor conference room (ECC)
- 7/18 DERPO TCC meeting at ECC 2nd Floor Conf. Room 10:00 AM pflanagan@eccog.org
- 7/20 ECRPO TCC and TAC meeting—LaGrange Community Center 9:30 AM pflanagan@eccog.org
- 7/24 SOG Basic Economic Development Course in Chapel Hill [here](#).
- 7/25 DERPO TAC meeting at ECC 2nd Floor Conf. Room 10:00 AM pflanagan@eccog.org
- 8/10 Active Listening Skills for Local Elected Officials. Durham. [here](#)
- 8/17 SOG Strategic Planning for government professionals. Chapel Hill. Please click [here](#) for more details
- 9/4 ECC closed for Labor Day Holiday
- 9/14 ECC Executive Committee Meeting—ECC 2nd Floor Conf. Room 6:00 PM eccadmin@eccog.org
- 9/19 DERPO TCC meeting at ECC 2nd Floor Conf. Room 10:00 AM pflanagan@eccog.org
- 9/21 ECRPO TCC and TAC meeting—LaGrange Community Center 9:30 AM pflanagan@eccog.org
- 9/26 DERPO TAC meeting at ECC 2nd Floor Conf. Room 10:00 AM pflanagan@eccog.org
- 11/3-4 NC Bike Summit in Wilmington <http://www.bikewalknc.org/nc-bicycle-summit/>
- 11/9 ECC Executive Committee Meeting—ECC 2nd Floor Conf. Room 6:00 PM eccadmin@eccog.org
- 11/10 ECC closed for Veterans Day Holiday
- 11/15-17 American Association of Retirement Communities Annual conference in Wilmington, NC [click here for info](#)
- 11/16 ECRPO TCC and TAC meeting—LaGrange Community Center 9:30 AM pflanagan@eccog.org
- 11/21 DERPO TCC meeting at ECC 2nd Floor Conf. Room 10:00 AM pflanagan@eccog.org
- 11/23-24 ECC closed for Thanksgiving Holiday
- 11/28 DERPO TAC meeting at ECC 2nd Floor Conf. Room 10:00 AM pflanagan@eccog.org

Note: The material contained in this bulletin is a compilation from a number of electronic and print sources.

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