



# Update – The Center for Rural Prosperity and Innovation

**GEORGIA'S RURAL CENTER**

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A stylized, light gray illustration of a water tower is positioned on the left side of the page. It features a cylindrical tank with a lattice-like structure, a smaller cylindrical section below it, and a tall, slender tower base with a lattice pattern. The illustration is semi-transparent and serves as a background element.

## MISSION

Georgia's Rural Center exists to **RECONNECT** the state's rural and urban people and places, **REDISCOVERING** all that is unique and extraordinary in the state's less populated areas, and reminding all Georgians of the power and potential present in small towns and crossroads communities.

We work to recognize successful businesses and efforts and help other communities **RECREATE** those models throughout the state.

Believing that people are Georgia's most valuable asset, we **REINVEST** human capital in the state's rural fringes through internship placement and innovative projects.

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# FUNCTION

Approach - outcome based relying on ABAC, CRPI, and partner strengths\assets

- Advocacy,
- Interagency coordination,
- Resource management,
- Human capital provider, and
- Intensive project management

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# REDISCOVERING RURAL TOGETHER

Georgia's Rural Center exists to lead all Georgians, no matter where they call home, to rediscover all that rural Georgia is and has to offer. As the center launches in 2018, we will focus on the following areas to facilitate growth and prosperity.



## RECONNECTING

We remind all Georgians of the vital role that rural people and places play in statewide success.

SUBSCRIBE



## RECREATING

We find ideas that are working in rural Georgia and recreate them in other communities throughout the state.

SUBMIT

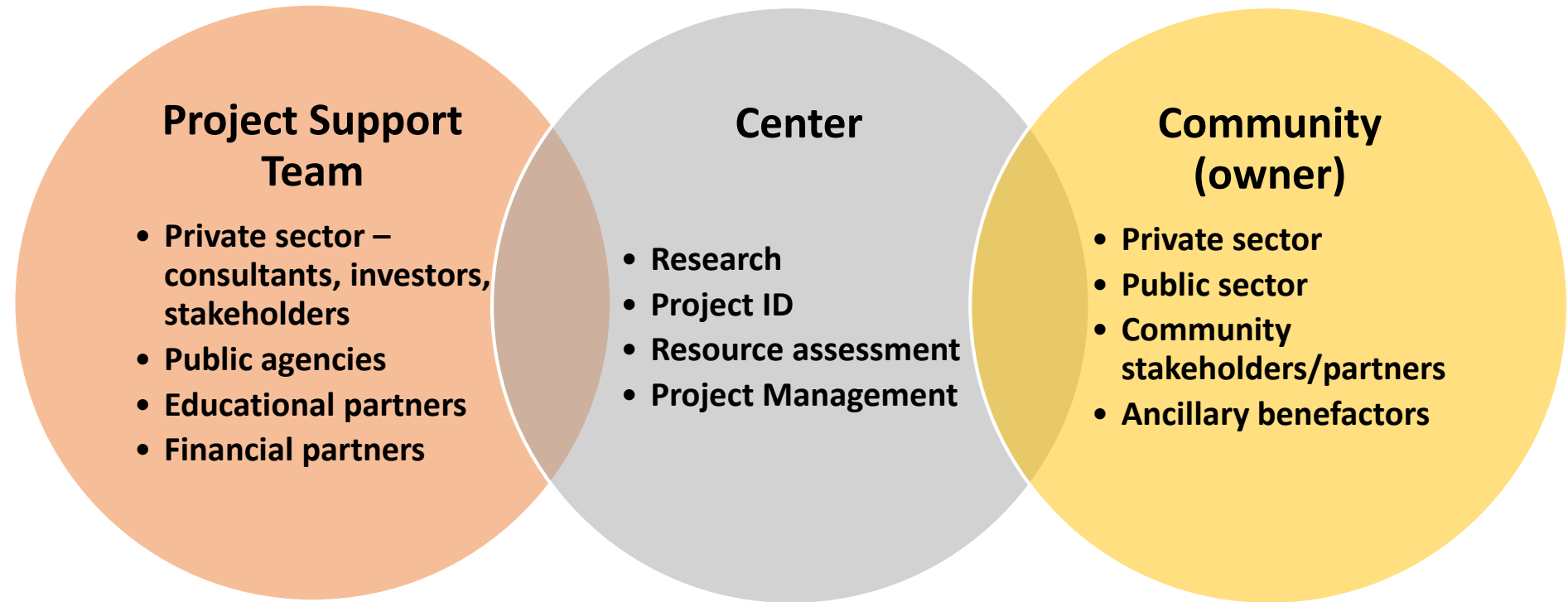


## REINVESTING

We place human capital in small towns and rural communities through internships and special projects.

CONTACT US

# How will the Center function?



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### Agencies

- Department of Economic Development
- Department of Agriculture
- Community Affairs
- Department of Labor
- Others

### Institutions

- USG
- TCSG
- Private

### Non-profits

- GEDA
- EMC

### Private sector

- Georgia Power
- Other infrastructure providers

**Benefitting communities**

col·lab·o·ra·tor *noun*

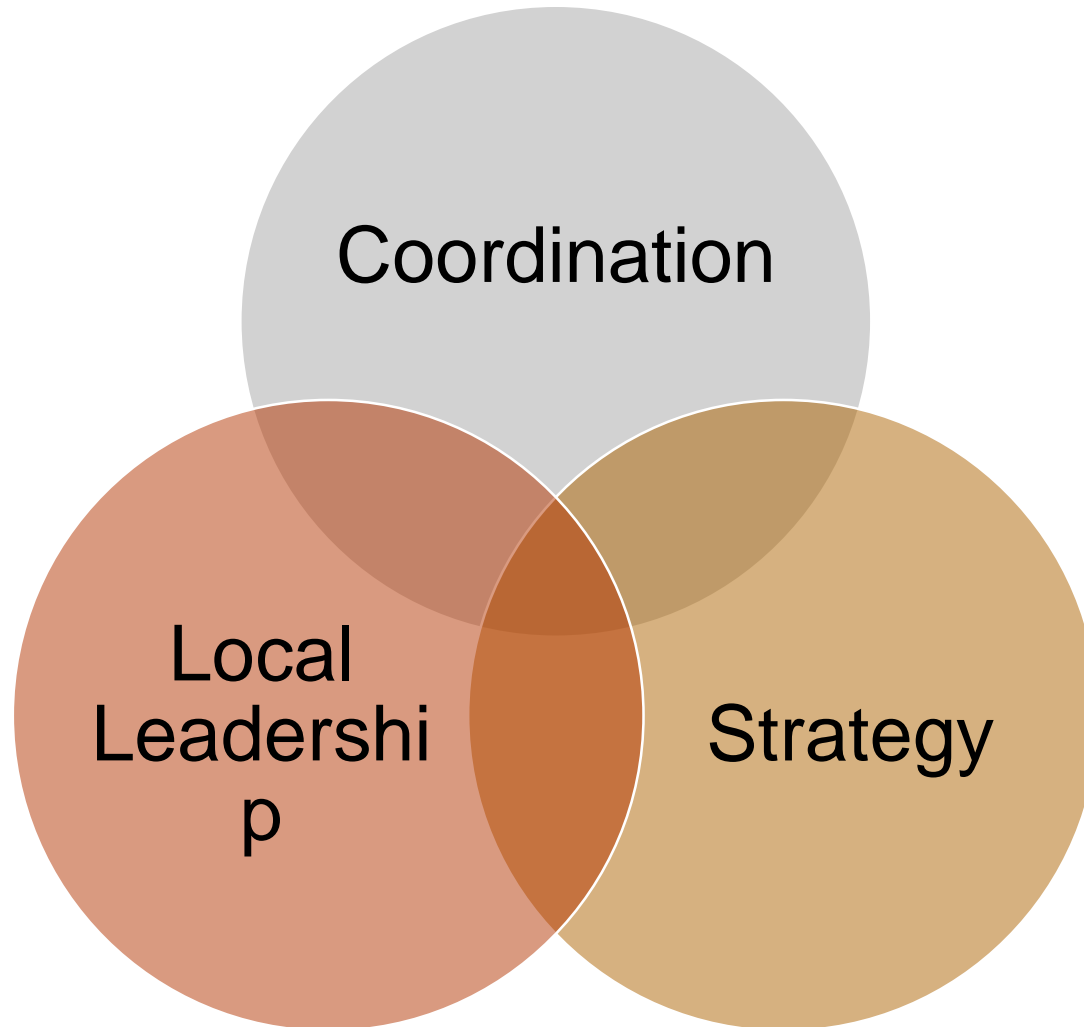
a person who works jointly on an activity or project; an associate.



Finding a the path to prosperity!

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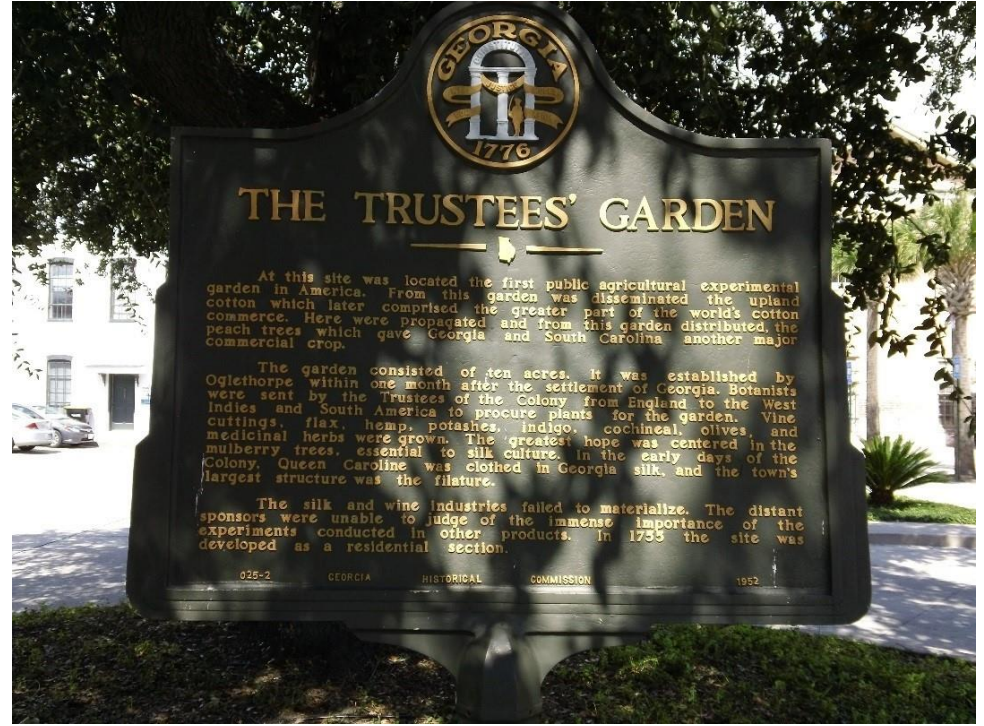
# The Rural Development Effort - Challenges We Face!



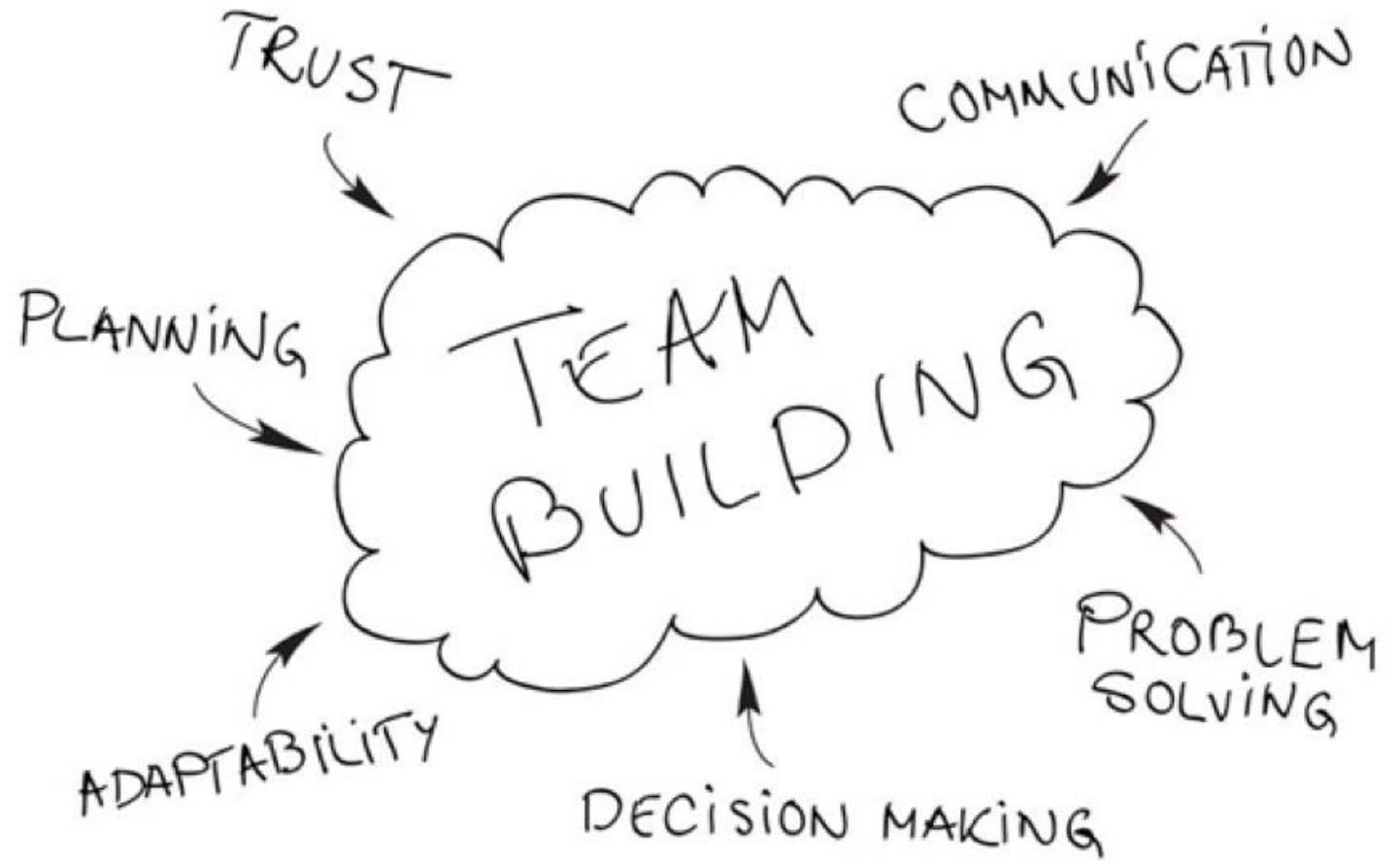




Ed Jackson



# Agriculture - the path to prosperity!





• A



; college

- Committed to serving Georgia Grown food to our Georgia Grown students
- Committed to producing Georgia Grown graduates to serve in Georgia communities
- A website and mobile app that connects communities and employers with students – internships and careers in rural Georgia.



SUCSESSES



- A substantial expansion of an existing industry with a partial relocation to the Taliaferro County area.
- Comprehensive analysis of new job creation and additional economic impact to an area of the state that has had limited opportunity.
- Providing research and supporting documents to our partners at EcD and DCA to help qualify the owners for assistance.
- Conducting research and developing strategy to support local ED in their efforts to provide infrastructure:
  - ✓ Rail,
  - ✓ Natural gas,
  - ✓ Water,
  - ✓ Sewer.



TOWARDS REGIONALISM  
& ECONOMIC DEVELOPMENT

# Real Regional Impact



- The virtue of coops
  - Adding value,
  - Retaining value,
  - Creating market options and stability,
  - Producing “local” wealth, and
  - A true “regional development” tool.
- Collateral economic impact.
- Proof of concept
  - Business innovation
  - Community development
  - Opportunity



*An Analysis of the Economic Impact*





# AGSUMMIT

Hosted by GEORGIA'S RURAL CENTER

November 26, 2018



# The goal....

Prepare a *call to action* for State leaders and decision makers that:

- Enumerates the need and the supply by level (category),
- Anticipates the gap by level (category),
- Creates a forum within which all education partners can work together towards the common goal,
- Proposes structure and oversight to ensure that goals are met.



# How....

- Step 1 – formed AGSUMMIT Advisory Committee
- Step 2 – contracted AGCareers.com to conduct survey
- Step 3 – AGSUMMIT public session
  - ✓ Gather input and seek consensus on how AGSUMMIT can achieve its goals.
  - ✓ Provide guidance to writing committee to help them prepare the Draft Report.
- Step 4 – prepare report and deliver.





# Redevelopment of the Parham Kitchen

## *A Signature Project*



- Local, regional, and statewide impact!
- An important “lead” project for CSH redevelopment.
- Elements:
  - Bring a well-established, financially sound food company to Georgia in a public/private partnership to redevelop facilities.
  - Moving Georgia from agricultural production to food production.
  - Value added through co-packing and processing.
  - Enabling “Georgia Grown”.
- A perfect opportunity to demonstrate the State’s ability to work together!



Go to [ruralga.org](https://ruralga.org)

A large, light gray silhouette of a water tower is positioned on the left side of the page. It features a cylindrical tank with a lattice-like structure and a pointed top.

**For more information...**

The website **ruralga.org**

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### Reality #1

- Many rural communities can't and won't stand alone in the paradigm of "industrial recruitment".
- They may be able to meet the infrastructure and/or bricks and mortar, but they can't meet the workforce/labor force needs to attract an industrial recruit.
- Policy and guidelines relative to inbound, new industry are not well suited to many communities where preservation of existing industry is a challenge.
- Incentives aimed at new industry recruits are often not well aligned with rural community needs.

**Change the paradigm or add a new one!**

REFLECTIONS ON REGIONALISM



## Reality #2

- Regionalism occurs, and
  - Sometimes it's good, and
  - Sometimes it's bad.
- Regional centers are perceived as good for the host county, but not necessarily good for surrounding. Often not perceived as win – win!
- Many successful communities are drawing employees from multiple counties. They are regional.

REFLECTIONS ON REGIONALISM



## Recommendations

- Work towards a virtual 60 county New Georgia
  - Shared Tier Rating
  - Regional workforce effort – individual cities, towns, and counties don't mean much in rural Georgia
- Tier system
  - Do away with it, or
  - Replace it with a regional tier identification, or
  - Rolling 3-yr tiers
- Incentives
  - Move towards funding for regional effort, not individual effort, i.e. reward what you want!

REFLECTIONS ON REGIONALISM