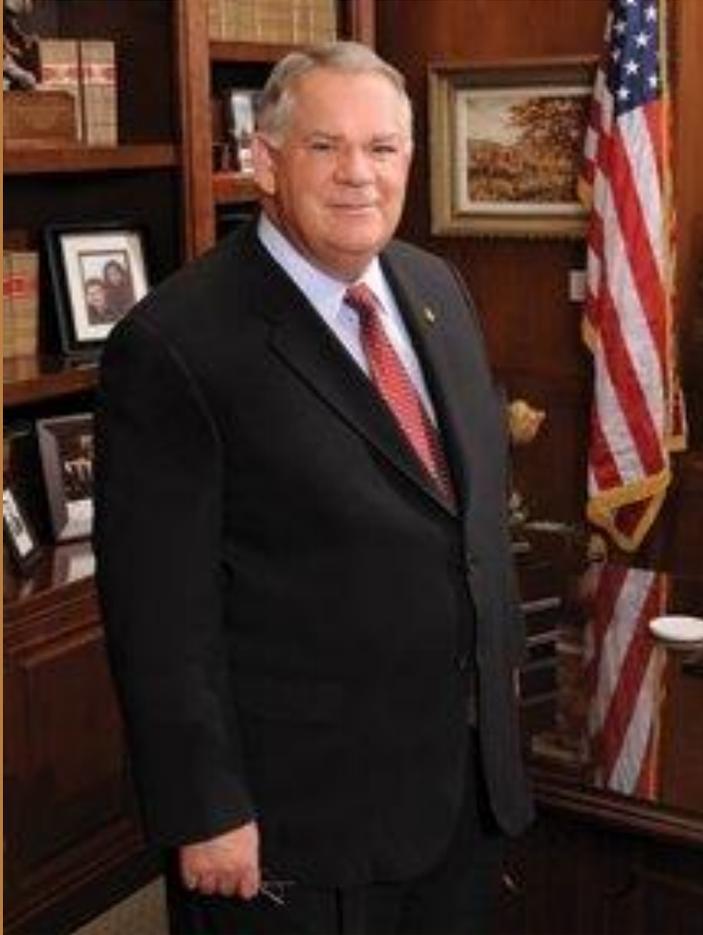




# Update – The Center for Rural Prosperity and Innovation

**GEORGIA'S RURAL CENTER**

Powered by Abraham Baldwin Agricultural College

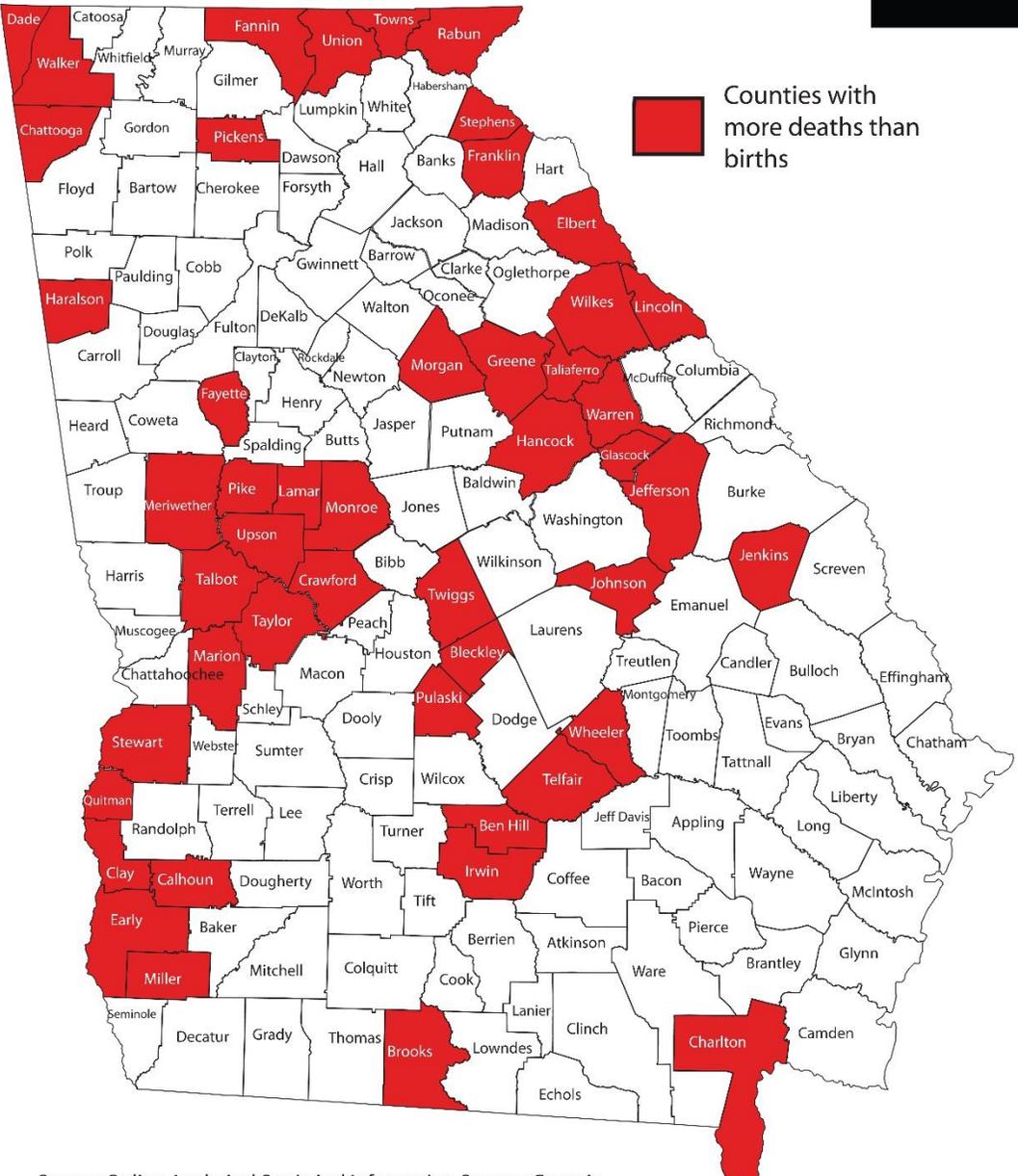


## Acknowledge!

*“Georgia is a growing and prosperous state, and we are thankful for that, but that prosperity isn’t being felt in every community across Georgia. Some of our rural areas are still struggling, and we must do everything we can to help private businesses grow jobs in every corner of our state.”*

*Georgia House Speaker, David Ralston*

Georgia Counties with More Deaths than Births: 2013



# Is Rural Georgia Dying? Literally?

*by Charles Hayslett on August 17, 2015*

Maybe, maybe not!  
But, if it does it will not go away!

Either way, the people of Georgia pay!

Source: Online Analytical Statistical Information System, Georgia Department of Public Health.

# Is the Economic Recovery Leaving Rural America Behind?

By [Sam Brasch](#) on December 5, 2013 in *Modern Farming*

## No net employment growth in nonmetro counties in 2012 and first half of 2013

Employment index (2008 Q1 = 100)



## So what?

- Not good for anybody!
- Cities rely on rural America for food and resources.
- Lower jobs demand, hence lower wages.
- Higher per capita costs for social services.



On the same page: What is rural?

---



On the same page: What is prosperity?

---



On the same page: What is innovation?

---



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



The work of the Center and its staff will be guided by a view that we must,

- **Remind** all Georgians of the vital role that rural people and places play in statewide success and that,
- When we find ideas that are working in rural Georgia, we should **recreate** them in other communities throughout the state and that,
- An essential step in **rediscovering, reconnecting,** and **recreating** rural Georgia is to **reinvest** in people by infusing inspired, educated, and energetic human capital in small towns and rural communities.

Essence = values and vision

# 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



## 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.

# GEORGIA'S RURAL CENTER

Powered by Abraham Baldwin Agricultural College

# FUNCTION

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

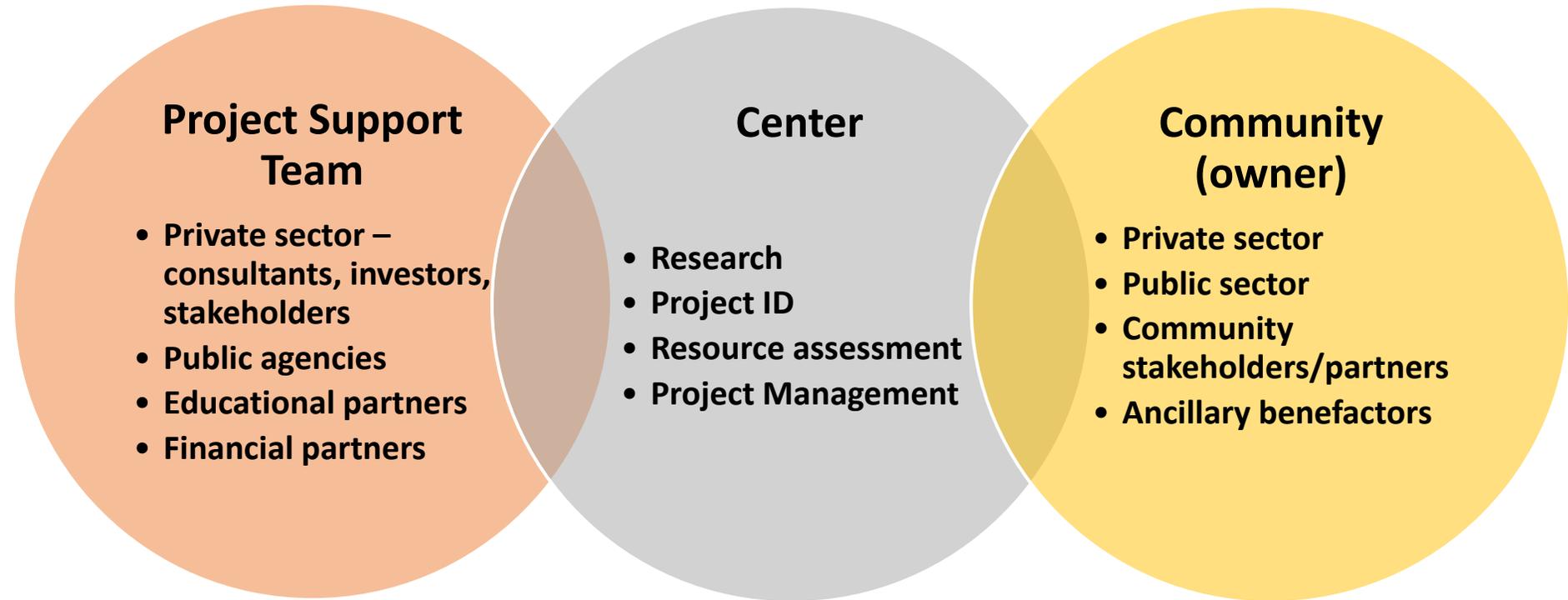
- Advocacy,
- Interagency coordination,
- Resource management,
- Human capital provider, and
- Intensive project management

**GEORGIA'S RURAL CENTER**

Powered by Abraham Baldwin Agricultural College



# How will the Center function?



## GEORGIA'S RURAL CENTER

Powered by Abraham Baldwin Agricultural College



### 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.

# OUTCOMES

- Existing business
  - Expansion
  - More employment
  - Greater profitability
- New business starts
  - R&D to support entrepreneurship
  - Connect suppliers with markets
- Connections
  - Between rural and urban Georgia
  - Existing businesses
  - Marketing/promotion/awareness
- Infusion of human capital

GEORGIA'S RURAL CENTER

Powered by Abraham Baldwin Agricultural College



Finding a the path to prosperity!

---



Ed Jackson



# Agriculture - the path to prosperity!

# Georgia Agriculture is strong!

Based on 2016 FGVR

- \$13.75 billion direct value!
- \$73.3 billion in impact!
- 383,600 jobs!

## 2018 Ag Snapshots

A brief focus on Georgia's agricultural industry

Agriculture has long shaped Georgia's history, a driving force for local economies across the state. The 2018 Ag Snapshots brief on Georgia's agricultural economy is based on the 2016 Farm Gate Value Report, an annual, county-level economic valuation for all food and fiber production in the state. Together these commodities directly represent a value of over \$13.75 billion to the Georgia economy.

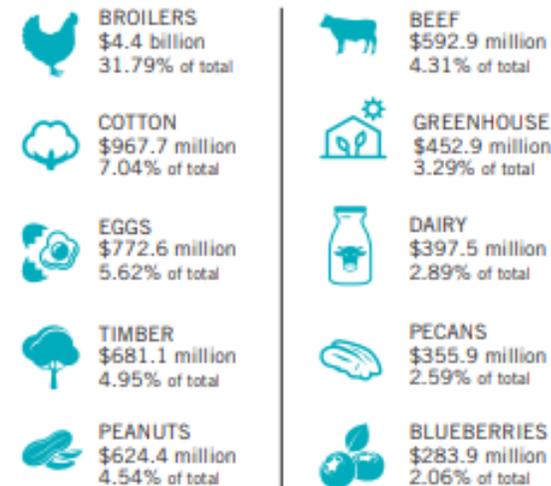
Beyond their farm gate values, these commodities form a foundation for our diverse agricultural supply chain, providing key resources to many sectors and adding value within the economy. Ag Snapshots provides the output and jobs supported by food and fiber production, which include the directly related industries along the supply chain – **the total economic contribution** – to highlight the importance of the agricultural economy to Georgia. In 2016, food and fiber production and related industries represented \$73.3 billion in output to Georgia's \$972 billion economy and more than 383,600 jobs in the economy.

Visit [caed.uga.edu](http://caed.uga.edu) for more resources and to access this report online.



Center for Agribusiness  
and Economic Development  
College of Agricultural & Environmental Sciences  
UNIVERSITY OF GEORGIA

## Top 10 Georgia Commodities by Value



Food and fiber production  
plus directly related processing and indirect sectors

Contributes...



to the Georgia economy



383,600 jobs

A large, light gray silhouette of a water tower is positioned on the left side of the slide. It features a cylindrical tank with a lattice-like structure and a conical roof with a small finial.

## Examples – work underway...

- Economic impact studies
  - Document impact and support growth and expansion
  - Demonstrate value of coops
  - Demonstrate value of regional effort
- Connection
  - Rural to urban
  - Urban to rural
  - Business synergy
- Value added
  - Promote
  - Identify opportunities
  - Build assets and retain value

# GEORGIA'S RURAL CENTER

Powered by Abraham Baldwin Agricultural College



• A



je

- 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.
- Background work completed on **AgSummit**



## ANNOUNCEMENTS

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**

Dr. David Bridges  
Director  
dbridges@abac.edu  
(229) 391-5050

Scott Blount  
Associate Director  
sblount@abac.edu  
(229) 391-3070

Bridgett Mobley  
Logistics & Operations  
Manager  
bmobley@abac.edu  
(229) 391-4847

**GEORGIA'S RURAL CENTER**

Powered by Abraham Baldwin Agricultural College



## Regionalism – fact, fiction, dream or nightmare?

- Ends at the county line, sometimes the city limits
- Not NIMBY, but MIMBY
- Too many lines – county, city, territorial
- Too many BIG egos! Too little success!
- Duplication is a drain – can we afford redundancy?

REFLECTIONS ON REGIONALISM



### 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