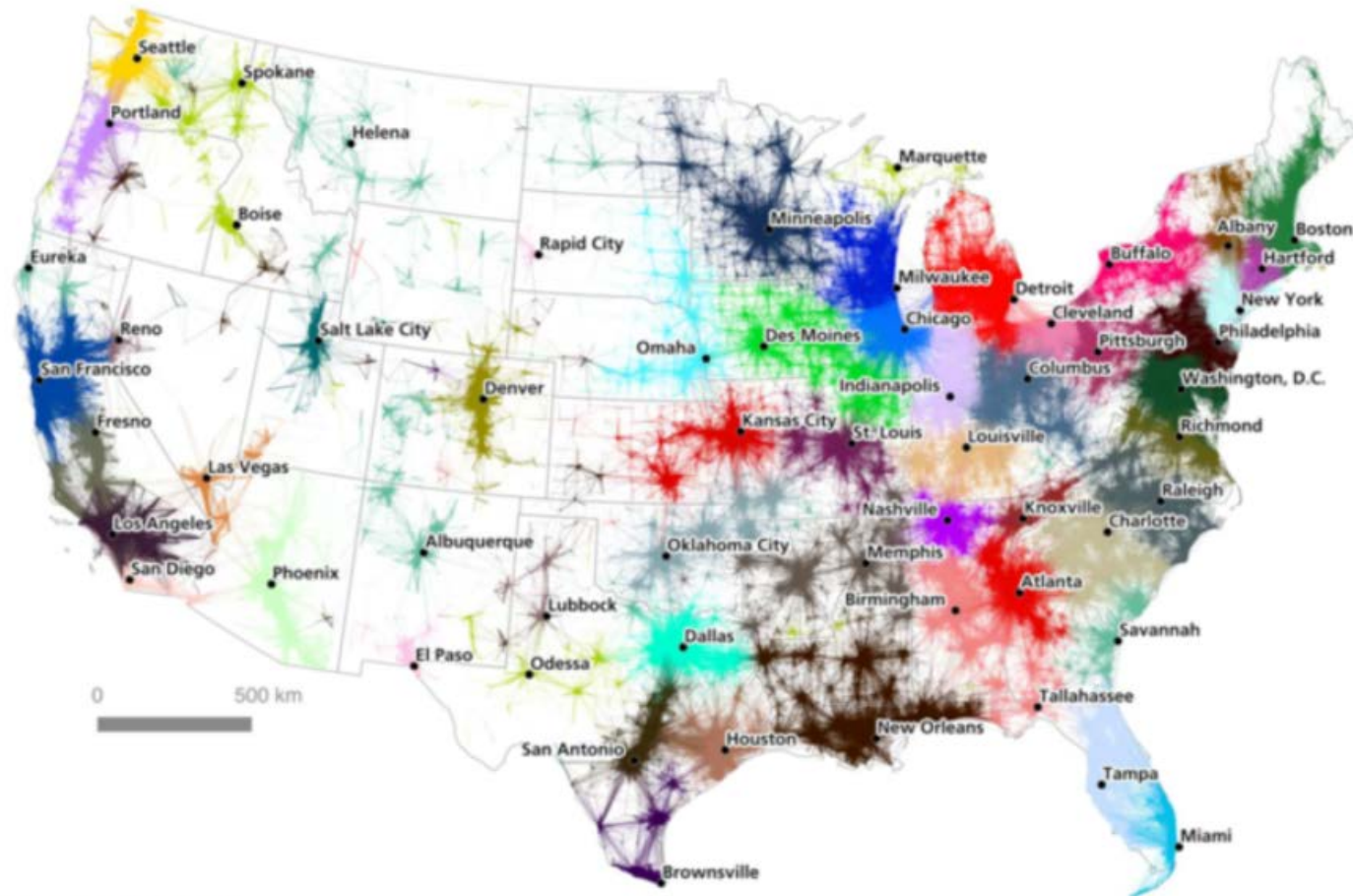




FUNDING SOURCES FOR RURAL REGIONS

Regionalism and Rural Communities

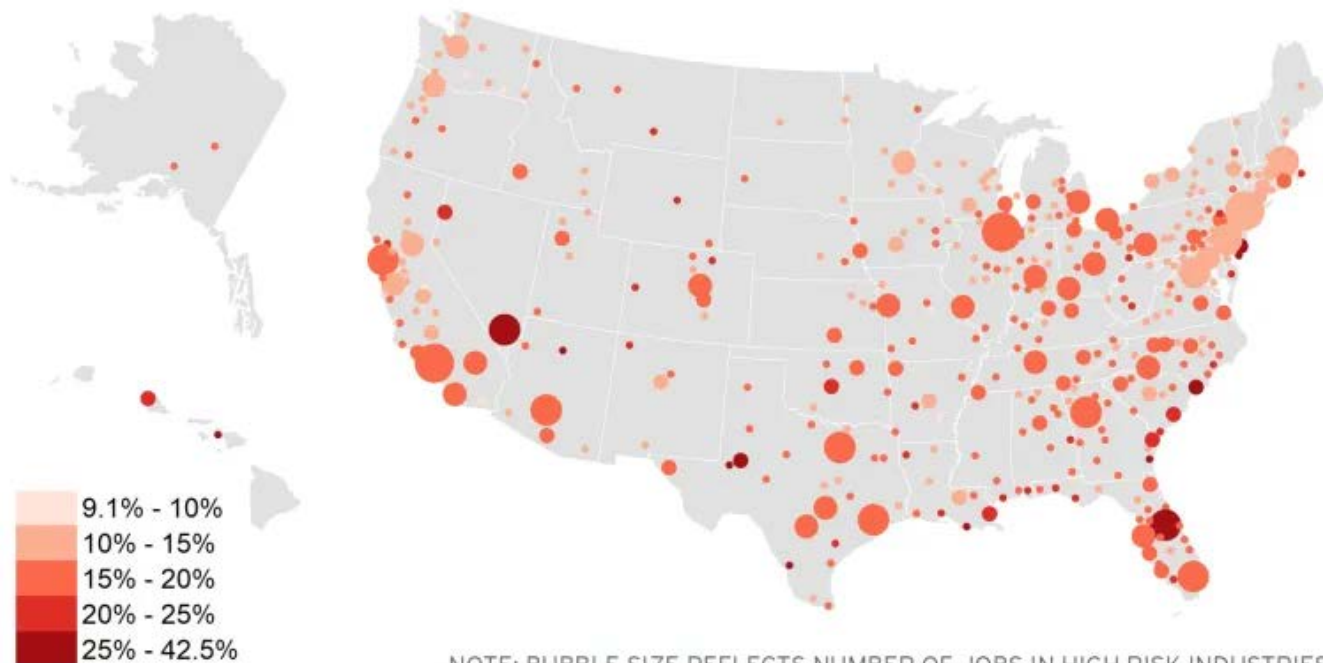


COVID-19 and Rural/Regional

MAP 1

Sunbelt tourist destinations and energy metros stand to be most affected

Share of metro employment in high risk industries, 2019

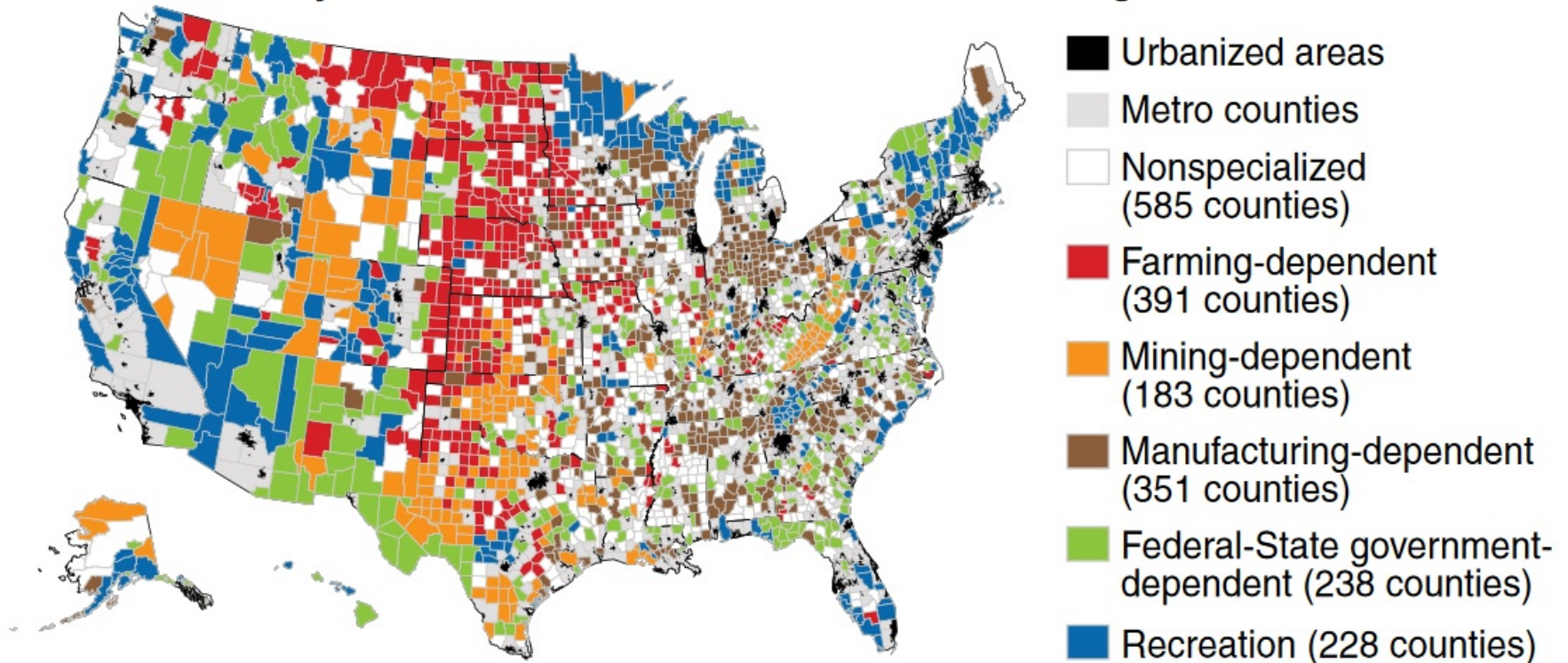


Source: Zandi, "COVID-19: A Fiscal Stimulus Plan," (Moody's Analytics, 2020) and Brookings analysis of Emsi data

B Metropolitan Policy Program
at BROOKINGS

Differing Regional Economies

Rural counties vary in their economic structure with marked regional differences



Note: The 2015 county typologies use data from 2010-2012. See footnote 1.

Source: USDA, Economic Research Service using data from the Bureau of Economic Analysis.

Local Funding Sources

- Local funding = local control & flexibility
- Taxes
 - ▣ Bonds
 - ▣ 4A or 4B Sales tax
- Private and Community Foundations
- Fundraisers

Federal Funding

- USDA Rural Development
 - ▣ Often rural areas or towns with a population of fewer than 50,000 residents
 - ▣ Depends on the program
 - ▣ Work with staff
- Economic Development Administration (EDA)
 - ▣ Work regionally
- Housing & Urban Development (HUD)
- Libraries

State Funding

- Texas Department of Agriculture
 - CDBG
 - Texas Capital Fund
 - State office of Rural Health
- Texas Historical Commission
 - Texas Preservation Fund
 - Certified Local Government
 - Texas Main Street



Local Matching/In-Kind

- ❑ Matching often required for external grants
- ❑ Ensures community buy-in
- ❑ Sometimes cash
- ❑ Often other resources:
 - ❑ Building/land space
 - ❑ Staff labor/time
 - ❑ Technical support (professional contracts – legal, IT, etc.)

Community Capitals



Source: Chart developed by the Purdue Center for Regional Development



We invest in capital.

These are our resources.

What examples of capitals can you think of in your community? (in Chat)



Source: Chart developed by the Purdue Center for Regional Development

Defining the Capitals

Capitals	Definition
Natural	Quality & quantity of natural & environmental resources.
Cultural	Values, norms, beliefs & traditions; includes historic material goods
Human	Education & skills of residents; learning opportunities, programs to build local leadership.
Social	Connections among people & organizations; links inside & outside of region.
Political	Ability to influence & enforce rules and regulations. Access to influential people in govt. positions; level of citizen engagement.
Financial	Financial resources available for development efforts.
Built	The infrastructure of the region – facilities, services, physical structures.

We invest in what we value.

We invest in capital.

- Time
- Money
- Stuff
- Attitudes/beliefs

Planning for funding

- All proposals require a plan
 - ▣ Explicit requirement for a formal plan
 - ▣ Proposal demonstrates a clear plan
 - SMART goals (HO)
 - ▣ Measurable outcomes (HO)



Data (HO)

- Census
- Bureau of Economic Analysis
- Bureau of Labor Statistics
- Robert Wood Johnson
- TX Dept of State Health Services
- Texas Education Agency

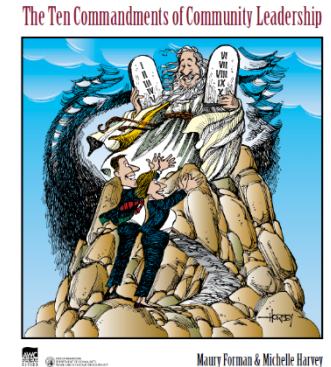


Data tells your story and provides benchmarks.

Best Practices

- ❑ Build a strong team of committed partners.
- ❑ Know what you're working toward. Have a solid, written plan.
- ❑ Be flexible. Adapt your plan to your opportunities.
- ❑ Be on the lookout for opportunities. Sign up for alerts. Network.
- ❑ Write for the specific RFP.
- ❑ Document needs, successes, and struggles. DATA

The Ten Commandments of Community Leadership*



- I. Thou shalt create a vision for the future.
- II. Thou shalt develop a strategic plan.
- III. Thou shalt build a sustainable economy for the next generation.
- IV. Thou shalt seek public/private partnership.
- V. Thou shalt invest in education and training.
- VI. Thou shalt promote respect.
- VII. Thou shalt demonstrate a high standard of ethical behavior.
- VIII. Thou shalt value history, art, and culture.
- IX. Thou shalt prepare for a global environment.
- X. Thou shalt develop future leaders.

*Maury Forman and Michelle Harvey, 2007, Association of Washington Cities, Inc.



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