

Annual Activity Report





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Executive Summary:

Rural Virginia - A Review of 2009 - 2010

In a struggling economy and uncertainty about the future the Center for Rural Virginia finds strength in collaborative partnerships. In 2009-2010, Board members have taken leadership roles and are actively building this *Partnership Networks* with an understanding that in the 21st Century, assessing the specific and overall issues that Virginia faces can only be successfully done through partnerships! Working smarter and dividing the task to conquer the problems rather than duplicating what has already been done.

Collaboration in Action

The 2009 Rural Summit was planned and hosted by a Coalition of Partners including: The Center for rural Virginia, Council for Rural Virginia, Virginia Association of Counties, Virginia Municipal League, Virginia Department of Housing and Community Development, Edward Via College of Osteopathic Medicine, Virginia Community College System, UVA Cooper Center and Virginia Economic Bridge. This community based alliance purposed to advance and sustain development in rural regions of the state comes together each year to help the Center and Council look for improvements that deliver a statewide message.

Additional Actions

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Va Rural Center facilitated the Rural Caucus for the 2010 General Assembly, involving the Secretaries of Education, Agriculture, Natural Resources, Commerce and Trade, Health and Technology in briefing the Caucus during the General Assembly.

- The Rural Center lead the planning and convened the Southern Rural Regional Convening in Charlotte NC in May 2010. The Southern Region is a fourteen state group, and a number of those states joined the Rural Center in planning and presenting this important meeting.
- The Rural Center collaborated with the Council for Rural Virginia, Weldon Cooper Center, VTC, FAIRS, VACo, VML, VEB, Rural Economic Networks, RUPRI, and Southern Rural Development Center to produce the 2010 Virginia Rural Summit. An annual event that has become the premier rural meeting in Virginia.
- In 2009, Va Rural Center facilitated the planning process for the *Rural Enterprise Opportunity Task Force*. The 2010 General Assembly in <u>Chapters 797 and 833</u> of the 2010 Virginia Acts of the Assembly directed the Center for Rural Virginia to facilitate the creation of a rural enterprise opportunity task force to develop strategies that expand and promote economic opportunities of

the agriculture industry throughout the Commonwealth. The legislation also called for the task force to examine and make recommendations on the issues related to expansion and promotion of farm businesses or rural enterprises, specifically:

- Local ordinances that may be unreasonably restrictive and efforts by localities to lessen such restrictions;
- Provisions in law or regulation that may be unreasonably restrictive;
- Innovative approaches taken to expand economic opportunities while preserving the rural character of the surrounding area;
- Best management practices and successful strategies adopted in other states;
- Model ordinances and regulations that allow the marketing and sale of products or services;
- Tax, regulatory, and other incentives;
- The structure and organizational design of a program that could encourage expansion and opportunity on an ongoing basis;
- The definition and eligibility of a qualified rural enterprise; and
- Any other issues the task force deems relevant to meet the objectives of the study.

The legislation provided that the members of the task force include the Deputy Secretary of Commerce and Trade for Rural Economic Development, representatives from the Virginia Farm Bureau, the Virginia Agribusiness Council, the Virginia Department of Agriculture and Consumer Services, the Virginia Association of Counties, the Virginia Chapter of the American Planning Association, and an owner of a farm business or rural enterprise interested in expanded economic opportunities.

Additionally Va Rural Center collaborated on and facilitated the following:

- Updated the 2001 Virginia Rural Prosperity Commission Report and scheduled to release the findings at the 2010 Rural Summit, and to present the results to the Rural Planning District Commission and to the 2010 General Assembly Rural Caucus as well as the Administration for advancing recognized rural policy opportunities.
- Collaborated with the Central Appalachia Network to produce an Appalachia Regional Summit evaluating economic development, job creation, healthcare and broadband issues and needs in Central Appalachia and western Virginia.
- Collaborated as a Kellogg Fellow in Rural People Rural Policy Regional Economic Development Sessions.
- Collaborated with the VRHA to produce a Rural Health Conference
- Collaborated with Virginia Community Capital and People Incorporated to expand capital capacity to distressed areas of the Commonwealth.
- Collaborated with Partners for Rural America to produce a national rural development conference for rural regional economic development and broadband deployment.

The Rural Center's chief resource is partners who have the same drive and passion for rural advancement. The opportunities and challenges faced by rural areas, and the strength in our partnerships will continue to move Rural Virginia ahead in 2010.



Center for Rural Virginia 2009 - 2010Annual Activities Report

Strategic Planning and a New Style of Rural Leadership

In the 21st Century, assessing the specific and overall issues that Virginia faces can only be successfully done through partnerships. Working smarter and dividing the task to conquer the problems rather than duplicating what has already been done!

The Center for Rural Virginia, in partnership with the Council for Rural Virginia, (Serving Rural Virginia as *Va Rural Center*), represents the major rural components of the Commonwealth and is positioned to address social and economic development as the population shifts due to high unemployment. In 2009 - 2010, the Center began Phase I of Virginia's Rural Strategic Action Plan. This plan advocates for a new style of rural leadership to properly address the Commonwealth's rural agenda as we face issues tied to population shifts. This shift occurred when people who where expert in their field were no longer needed. Skills they could offer were suddenly outdated, or the job they once held no longer existed; thus, they need new job skills. The divide continues to grow between the employed and the unemployed, but adequate broadband technology and wireless connectivity can bridge this gap and serve as the bridge for rural residents to access training and remain in their own local area.

• <u>Issue</u> - Virginia's rural areas must have access to the same type revenue streams available to towns and cities in order to create jobs and promote solid economic growth for a sustainable economy.

<u>Action</u> - Va Rural Center has been actively involved in the Governor's Job Creation plan.

• *Issue* - Informed decisions require current and accurate data.

<u>Action</u> - In 2009-2010, Va Rural Center began the plan to revise the data of the original *Virginia Rural Prosperity Commission Report*. The Virginia Rural Center exists because of recommendations made by the original Commission. Chmura Analytical & Associates have completed that study, which as of this report, has been released. This pro-active plan was put in place and the bulk of the work completed in the current reporting year.

Rural Population/Research by the Weldon Cooper Center attributes rural population growth more to natural increase (more births than deaths) than to new residents moving into the state. *Source: Mike Spar, a demographer at the University of Virginia's Weldon Cooper Center for Public Service*. Population Estimates for Virginia, Localities, Planning Districts, & Metropolitan Areas: Final 2008 & Provisional 2009 – *Data source: Weldon Cooper Center for Public Service*.

Jurisdiction	July 1 Estir	nates		April 1, 2000 - July 1, 2009					
	Provisional 2009	Final 2008	April 1, 2000	Numeric			Percent		
	2009	2008	Census	Change	Due to natural increase	Due to net migration	Change	Due to natural increase	Due to net migration
Virginia	7,882,590	7,795,424	7,079,030	803,560	426,265	377,295	11.4%	6.0%	5.3%

Activity / Actions

Facilitate Regional Rural Caucus – Va Rural Center facilitated the Rural Caucus for the2009 General Assembly; in which, Governor's Cabinet members participated and briefed the weekly Caucus (i.e., Secretary of Education, Secretary of Agriculture, Secretary of Natural Resources, Secretary of Commerce and Trade, Secretary of Health and Secretary of Technology). Once the General Assembly session ended, Regional Rural Caucus began. The Rural Center formed partnerships and facilitated the Caucus throughout the Commonwealth.

T (*						
Location	Regional Partnership					
Valley Caucus	Robin Sullenberger, Shenandoah Valley Partnership					
West Central Caucus	Gary Christie, Region 2000 PDC					
Eastern Caucus	Jerry Davis, Northern Neck PDC					
Constituent of MA Decreal Constants	Carl Mitchell, SW Va. & SO Va Datum to Danta					
Southwest VA Rural Caucus	Carl Mitchell, SW Va & SO Va Return to Roots					
New River Valley Caucus	Kevin Bird, PDC 4					
New Miver vancy Caucus	Kevin Bild, I DC 4					
Mt. Rogers Caucus	Dave Barrett, PDC 3					
LENOWISCO Caucus	Skip Skinner, PDC 1					
Cumberland Plateau Caucus	Jim Baldwin, PDC 2					
West Southern Caucus	Amanda Whitt, Janie Hodges, Tom Bishop, Chamber Presidents					
Central Southern	Laurie Moran, Chamber President					
East Southern	Nancy Pool, Chamber President					
	Nancy 1 001, Chamber 1 resident					
In partnership with Dean Lynch, VACo Policy Representative						
Sponsored by: VA Energy Coalition, Dominion, AEP, ODEC						
Coordinated and facilitated by Va Rural Center						

2009 Virginia Regional Rural Caucus

Forming Partnerships and Leveraging Resources

Investing Time and Energy in Rural - The Rural Center has determined that investing time and energy in rural people and in rural communities as they continue to suffer the consequences of job loss and a failing economy is the only way to revitalize rural. State driven programs have not always met the needs, nor have they addressed the root causes of economic difficulties. The challenges are evidenced by a declining rural population, loss of jobs and shifting demography – a major challenges for rural leaders and state leaders as a whole. Va Rural Center recognizes that *no one entity can address these issues alone.* Change doesn't come easy, nor is it easy to deal with since the playing field is not level.

Action – Va Rural Center has formed collaborative networks throughout the Commonwealth.

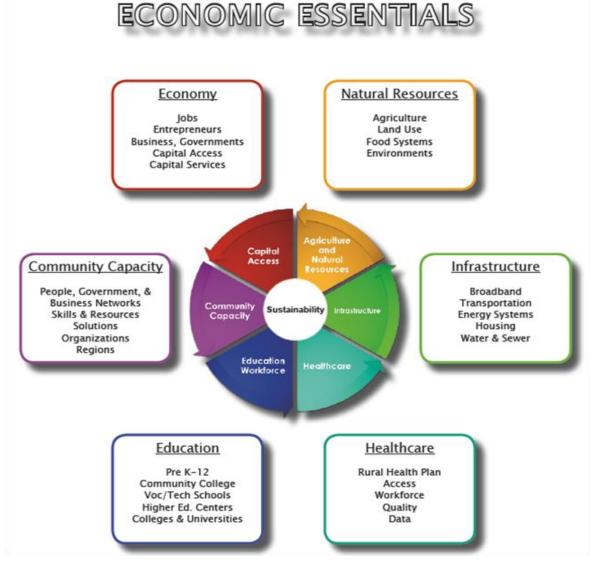
2009-2010 . . . New Structure, New Leadership Style to the Rural Center

Stronger Federal/State Partnership – The Council for Rural Virginia and the Center for Rural Virginia entered into a Collaborative Activities Agreement in April 2006 defined as:

Strength in Collaboration

Center for Rural Virginia Board of Directors Council for Rural Virginia Board of Directors Collaboratively serving Rural Virginia as: Va Rural Center

Va Rural Center Economic Essentials Defined and Categorized



Va Rural Center Strategic Rural Partner Leadership Teams Developed and Implemented

Action – Fall 2009, a critically important time in the history of the Center for Rural Virginia. <u>Phase I</u> – In Phase I, Leadership Team with Co-chairs were selected for each of the six *Rural Economic Essentials*.

Phase II – In Phase II, Partner groups began to build in each area. Current groups are not all inclusive and will continue to grow as the Rural Center collaborative network grows.

Community Capacity Education Economy **Oliver McBride and Gary Keener** Gary Christie and Basil Gooden Woody Harris and Ellen Davis Virginia Dept. of Commerce and Trade Virginia Dept. of Commerce and Trade Virginia Dept. of Education Virginia Dept. of Technology Virginia Dept. of Technology Superintendent of Public Instruction Virginia Dept. of Education Virginia Dept. of Education Virginia Community College System Virginia Community College System Virginia Community College System Technical and Vocational Centers Colleges/Universities/Higher Education Colleges/Universities/Higher Education Virginia Dept. of Housing & Community Dev. Colleges/Universities/Higher Education Virginia Economic Bridge, Inc. Virginia Dept. of Housing & Community Dev. Virginia Higher Education Centers Virginia Employment Commission Virginia Economic Bridge, Inc. Workforce and Occupational Centers Virginia Community Foundations Virginia Economic Bridge, Inc. Virginia Employment Commission Virginia Dept. of Business Assistance Virginia Cooperative Extension Virginia Community Foundations UVA Weldon Cooper Center Virginia Dept. of Business Assistance Virginia Association of Counties USDA Rural Development Virginia Municipal League Virginia State/Local Chambers of Commerce Virginia R C & D Councils Virginia Planning Districts **USDA Rural Development** Virginia and Local Chamber of Commerce Virginia R C & D Councils Virginia Economic Development Partnership Virginia Network of Nonprofit Orgs. VANNO Virginia Tobacco Indemnification Commission USDA Rural Development Virginia R C & D Councils Health Care **Natural Resources** Infrastructure Bryan David and Dee Walton Ward Stevens & Laurie Moran Jay Poole and Joe Sheffey Virginia Dept. of Technology Virginia Dept. of Health & Human Services Virginia Dept. of Ag. & Consumer Services Virginia Dept. of Commerce & Trade Edward Via College of Osteopathic Medicine Virginia Dept. of Ag. & Forestry Virginia Dept. of Transportation VCU Medical System Virginia Dept. of Mines, Minerals, & Energy Virginia Dept. of Environmental Quality UVA Health System Virginia Dept. Environmental Quality Virginia Dept. of Mines, Minerals & Energy Virginia Rural Health Association Virginia Dept. of Housing & Community Dev. Virginia Dept. of Conservation & Recreation Virginia Rural Health Resource Center Virginia Dept. of Rail & Public Transportation Virginia Tele-health Association Virginia Food Systems Council Center for Innovative Technology UVA Dental School Virginia Energy Coalition Virginia Broadband Coalition/Roundtable UVA Wise - Graduate Medical Education Center Virginia Agribusiness Council Virginia Energy Coalition Virginia Community College System Virginia Farm Bureau Virginia Economic Dev. Partnership Colleges/Universities/Higher Education Virginia Community College System Virginia Tobacco Indemnification Commission National Rural Health Association USDA Rural Development National Org - State Offices of Rural Health Colleges/Universities/Higher Education Federal Office of Rural Health Policy Virginia R C & D Councils USDA Farm Service Agency Virginia Economic Bridge, Inc. USDA Rural Development Virginia Primary Care Association Virginia R C & D Councils Virginia Joint Commission on Healthcare USDA Rural Development Virginia R C & D Councils

Rural Strategic Partners Leadership Teams

Chief Goal of Defining Rural Economic Essentials and Establishing Leadership Roles

First, the Rural Center's chief goal is to provide the roadmap that leads to more vibrant and sustainable rural communities in every region of the Commonwealth, secondly, to address the issues facing rural areas by identifying those that can be altered or improved, and thirdly, to determine the economic mix to bring about healthy community change. Herein lies the need for a statewide rural strategy as the roadmap to guide planning and to address the impact of *jobs, workforce training and economic development.*

<u>The Conversations to address these issues are underway</u> Creating workforce solutions by bringing together specific groups designed to identify common issues and develop innovative solutions was paramount to the 2010 Southern Region Convening and again at the 2010 Virginia Rural Summit.

Addressing Rural Virginia's Challenges by addressing economic essentials

Addressing the Essentials:

- 1. The need for quality secondary **education** across all of Virginia, specifically, underserved rural areas
- 2. How to reinvigorate community and <u>civic leadership</u> in rural areas to offset the out-migration of young leaders to urban and suburban settings (i.e., build **community capacity**)
- 3. Access of acceptable and necessary healthcare services in parts of rural Virginia
- 4. Resource development that includes all aspects of community life in rural areas
- 5. The need to support the creation of sustainable systems for **natural resources**, agriculture and **energy** production and consumption
- 6. The importance of enhancing and preserving livable spaces, the traditional rural **quality of life** for future generations.

Virginia is faced with limited resources, increased demand for quality services and a highly mobile population. Status quo will not meet this need; therefore, services must be delivered more efficiently in the future. Va Rural Center has proven time and again that collaboration and partnerships are a must have! The question: How do we claim the new opportunities?

A growing chorus of rural leaders agrees that new opportunities are on the horizon for Rural America. Economic Consolidation and out migration need not be rural America's future. The question most rural regions now face is this: How to claim the new opportunities? At the root, this question is all about governance-how regions make economic decisions quickly and effectively. Simply put, rural governance is about how public and private leaders work together to build new economic engines that can compete in globalizing markets. Source: New Governance for a New Rural Economy: Reinventing Public and Private Institutions -- A conference Summary – by: Mark Drabenstott, Nancy Novack and Stephen Weiler

Va Rural Center's Role as Lead in Planning, Promoting and Convening the 2010 <u>Southern</u> <u>Region Convening</u> - The Center for Rural Virginia joined the Council for Rural Virginia to plan and convene the Southern Rural Regional meeting of the fourteen Southern Rural Region States. The groups purpose was to produce projects that actively work across boundaries of county and state lines to promote services and resources that can benefit a specific region. Actively engaged states were Virginia, North Carolina, South Carolina, Maryland and Mississippi <u>Learn more</u>... about *Connecting for Rural Innovation* **2009 Virginia Rural Summit** - The 2009 Rural Summit was a strong collaboration made up of the Council for Rural Virginia, Center for Rural Virginia, Virginia Association of Counties, Weldon Cooper Center, VTC, FAIRS, VACo, VML, VEB, Rural Economic Networks, RUPRI, Southern Rural Development Center to produce the Virginia Rural Summit entitled *New Strategies ~ New Solutions* Learn more ...

2009-2010 Action Areas

2010 Virginia Rural Prosperity Commission Update - Updated the 2001 Virginia Rural Prosperity Commission Report and scheduled to present the results to the Rural Planning District Commission and to the 2010 General Assembly Rural Caucus as well as the Administration for advancing recognized rural policy opportunities.

Appalachian Regional Summit - Collaborated with the Central Appalachia Network to produce an Appalachia Regional Summit evaluating economic development, job creation, healthcare and broadband issues and needs in Central Appalachia and western Virginia.

Collaborated as a Kellogg Fellow in Rural People Rural Policy Regional Economic Development Sessions.

Collaborated with the Virginia Rural Health Association to produce a Rural Health Conference

Collaborated with Virginia Community Capital and People Incorporated to expand capital capacity to distressed areas of the Commonwealth

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On Going Action - Collaborative Leadership

Providing leadership in a critical statewide planning process - In collaborative alliances with a broad range of organizations and planning groups that have a direct interest in Virginia's rural areas, the Rural Center serves as lead to the State's rural planning process. Rural planning has traditionally focused on the industry of agriculture or its derivatives, or in providing manufacturing employment opportunities to supplement the traditional rural agricultural farm base. Time and change has shifted this focus to a more diversified economy.

Jobs and Virginia's Workforce - Rural leaders must recognize that the Commonwealth's economy must diversify if Virginia is to be more competitive in a knowledge-based global economy. Traditional rural areas are already facing the challenge of blending production agriculture, residential quality of life issues, and the development of alternative employment opportunities in a way which will create a better environment for local economic vitality.

Action – While supporting the historical and current worth of family farms the Rural Center facilitated Virginia's Food System shift from the historically land-based economy. As part of the

network collaborating to strengthen from Farm to Table, the objective was to have a local food supply that is affordable and accessible to all Virginians.

Results - Collaboration and dedication to improving local food supplies to *strengthen Virginia's overall food system as well as foster job creation, accelerate new farm, food, and community initiatives, and further the economic recovery and revitalization of rural Virginia communities.* Along with the important health and security of locally grown foods, consumers have more choices, they know more about local growers, and appreciate the value of the local fresh food market to the community.

<u>Policy Approved and Implemented</u> – Va Rural Center facilitated the *Rural Enterprise Opportunity Task Force* as directed by the General Assembly in:

<u>Chapters 797 and 833 of the 2010 Virginia Acts of the Assembly</u> directed the Center for Rural Virginia to facilitate the creation of a rural enterprise opportunity task force to develop strategies that expand and promote economic opportunities of the agriculture industry throughout the Commonwealth. The legislation also called for the task force to examine and make recommendations on the issues related to expansion and promotion of farm businesses or rural enterprises, specifically:

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- Tax, regulatory, and other incentives;
- The structure and organizational design of a program that could encourage expansion and opportunity on an ongoing basis;
- The definition and eligibility of a qualified rural enterprise; and
- Any other issues the task force deems relevant to meet the objectives of the study.

The legislation provided that the members of the task force include the Deputy Secretary of Commerce and Trade for Rural Economic Development, representatives from the Virginia Farm Bureau, the Virginia Agribusiness Council, the Virginia Department of Agriculture and Consumer Services, the Virginia Association of Counties, the Virginia Chapter of the American Planning Association, and an owner of a farm business or rural enterprise interested in expanded economic opportunities.

Education, Training and Economic Development – Influencing Workforce Quality

Within Virginia, rural regions have the highest percentage of people without diplomas. In 2000, the percent of adults with less than a high school diploma was above 30 percent in the Southside and Southwest regions and above 20 percent in the Eastern, Valley and West Central regions.

The existence of a skilled workforce is an indicator of both the presence of industries that need them and a measure of a state's ability to educate or attract skilled workers. Thus, workforce quality can be improved both by investing in education and by creating a business-friendly environment that attracts knowledge-intensive businesses and the skilled workforce that these businesses employ.

Looked at another way, low <u>educational attainment</u> reflects in part the lower number of high quality employment opportunities in some regions of the state. Without employers who value educated workers, individuals have less reason to invest in education. Those who do obtain more education often migrate to higher-employment regions. <u>Source: What Influences Workforce Quality?</u> <u>Virginia Performs. http://vaperforms.virginia.gov/indicators/economy/workforceQuality.php</u>

Here in lies the challenge; yet, herein lies opportunity as Virginia's Rural Partner Network actively accepts both challenge and opportunity. This network is fully aware of the investment necessary to meet these challenges in a way not to diminish the uniqueness of any particular area. Success or failure will affect all Virginians, rural and urban.

Action - Virginia has an abundance of resources ranging from a widely acclaimed community college system, strategically located universities, an abundance of natural resources, and rural leaders with the expertise to plan and implement positive change where change is in order.

Va Rural Center advocates are re-examining our competitive advantages to determine how to blend profitable production agriculture with business and manufacturing as manufacturing sectors continue to shift production offshore. Accepting this challenge will benefit both rural and urban areas. Along with partners from numerous private and public business, organizations and agencies, the Rural Center is leading the process for an effective Strategic Course of Action for rural regions of the Commonwealth. This plan will take advantage of existing resources such as colleges, natural resources, rail and road transportation and Virginia's proximity to urban areas, and incorporate agricultural production and preservation of land and water as essential elements for rural economic vitality. *Rural Virginia's most important strategic asset is the people.*

Va Rural Center recognizes our Commission to facilitate the processes for stakeholder groups through a coordinated approach. Such a stakeholder effort is purposed to identify ways to gain the very best for our citizens.

Advancing Rural

Rural Center Vision – The Virginia Rural Center envisions a rural Virginia where services are provided in a way to prosper the local economy for all citizens. Citizens in rural areas want to believe that Rural Virginia's best and most productive days are ahead. The Commonwealth's leaders recognize that a dynamic Rural Virginia is a vibrant and vital Rural Virginia. Thus, Virginia's rural toolbox must contain more employment and greater business opportunities, personal and community services, local and community government officials who understand and appreciate what the citizens need.

Virginia's Rural Regions



Determining Rural Virginia – The population shift addressed earlier in this report will have a significant impact on redistricting; thus, an impact on resources and services to rural Virginia. This must be addressed; now, not when new lines are drawn. Va Rural Center has already begun building a stronger rural partner base in:

- Economic Essentials leadership
- Strategic Rural Partners
- And ~ the strength of the Center for Rural Virginia Board of Trustees and The Council for Rural Virginia Board of Directors.

Center for Rural Virginia - Board of Trustees

Honorable Robert Bloxom, (former) VA Sec. of Ag/Forestry Honorable Bill Bolling, Lieutenant Governor of Virginia Otis Brown, Longwood University, Board of Visitors Honorable Woodrow 'Woody' Harris, Emporia City Council Honorable Jim Cheng, VA Sec. of Commerce & Trade Donna Pugh Johnson, Virginia Agribusiness Council Honorable Joseph P. Johnson, Jr., VA House of Delegates Honorable R. Steven Landes, Virginia House of Delegates Mark S. Lawrence, Carilion Health System Dr. Oliver McBride, Crossroads Institute Honorable Ralph S. Northam, Virginia State Senate Honorable Dave Nutter, Virginia House of Delegates Jay S. Poole, Common Sense Strategies Wayne F. Pryor, Virginia Farm Bureau Honorable Jack Reasor, Old Dominion Electric Coop. Susan Rubin, VA, MD & DL Association of Electric Coops. Honorable Frank M. Ruff, Jr., Virginia State Senate Honorable Edward T. 'Ed' Scott, VA House of Delegates William "Bill" Tucker, Tucker Family Farms

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The Rural Center is a virtual operation.

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Wytheville/WCC

Va Rural Center, Southwest 1000 East Main St Wytheville, VA 24382 (276)223-4805

Fact Sheet

Council for Rural Virginia is one of 27 Federally Recognized State Rural Development Councils

Virginia's SRDC is active in the Partners for Rural America

Partnerships are critically important to the daily operation of the Va Rural Centre

In kind resources to the Center and Council, functioning as one entity for logistical purposes, consisted of office space, staff salary/benefits, equipment use, utilities, payroll support, fiscal oversight, technical advice /consulting, IT Technical Support, materials and supplies. All locations, state of the art facilities are supplied by:

- Edward Via College of Osteopathic Medicine, Virginia Campus, Blacksburg, VA
- Virginia Department of Housing and Community Development, Richmond, VA
- The Virginia Community College System at Wytheville Community College, Wytheville, VA
- UVA Weldon Cooper Center, Danville, VA

Sponsorships

Without the support of a distinguished group of sponsors the Council could not continue to function. Our sponsors share the Rural Center's drive and passion to see positive growth and sustainability in rural Virginia.

