

Community Economic Recovery and Resiliency Initiative (CERRI) Quarterly Impact Report #1

2021 Quarter 1 (January - March) Activities

What is the CERRI?

The CERRI was developed by the Rural Planning Program (RPP), part of the Main Street & Rural Planning Center in the N.C. Department of Commerce, in response to the economic challenges communities have faced due to the COVID-19 pandemic. The CERRI provides participating communities with a planning process to develop local strategies for economic recovery and technical services for strategy implementation. Key steps include conducting a community assessment, developing an economic recovery plan of work, and delivering implementation services to help communities support small businesses and build local economic resiliency.

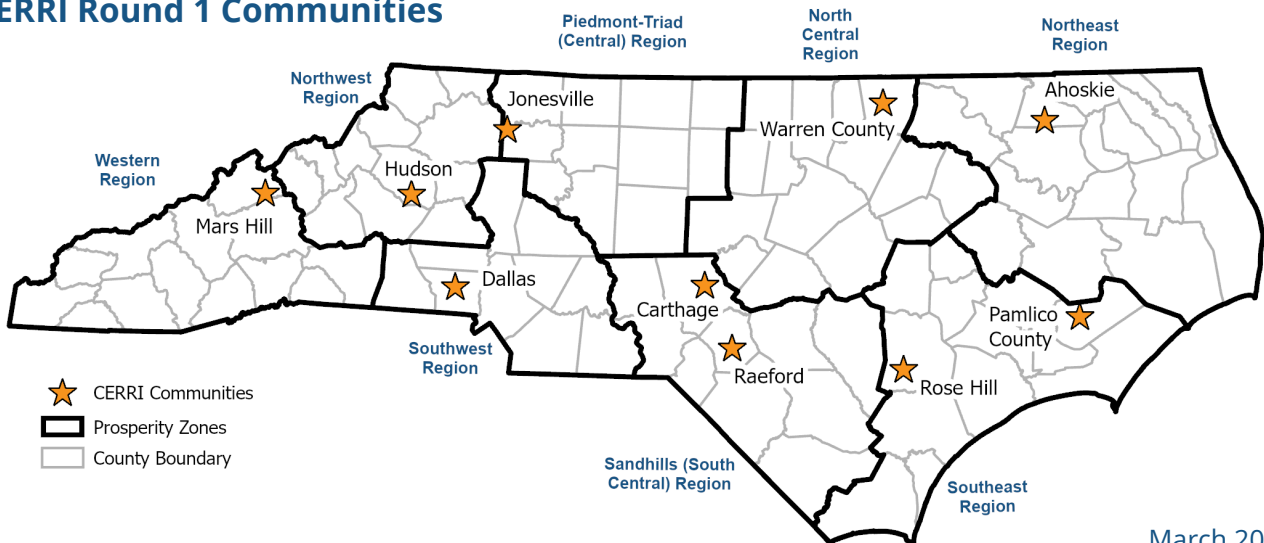
CERRI Round 1 - Participating Communities

The RPP held virtual information sessions on the CERRI in November and has since identified 10 communities interested in participating in the first round of the program.

CERRI Round 1 Participants (As of March 31, 2021)

Prosperity Zone	Community	County	Population
North Central	Warren County	Warren	19,807
Northeast	Ahoskie	Hertford	4,717
Northwest	Hudson	Caldwell	4,011
Piedmont	Jonesville	Yadkin	2,244
Sandhills	Raeford Carthage	Hoke Moore	4,940 2,460
Southeast	Pamlico County Rose Hill	Pamlico Duplin	13,286 1,660
Southwest	Dallas	Gaston	4,945
Western	Mars Hill	Madison	2,072

CERRI Round 1 Communities



March 2021

For more information, contact:

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CERRI Activities - 1st Quarter Highlights

During the first quarter of 2021, RPP staff began CERRI work in two of the first round communities, Ahoskie and Carthage, as summarized below.

Ahoskie

The Ahoskie CERRI Committee held its first meeting in March, during which RPP staff presented an Economic Diversity Report, helped the group develop a business survey, and facilitated a SWOT analysis. The business survey will be distributed to Ahoskie Chamber of Commerce members. The Committee will meet again in April to review the business survey results, develop an Economic Recovery Plan of Work, and discuss the steps needed to implement the plan.

Carthage

In the first quarter of 2021, Carthage identified a project coordinator and assembled a local work group for the CERRI. Prior to the work group's first meeting in early March, RPP staff surveyed town leaders and work group members to learn about the community and to understand their goals and expectations for the CERRI. RPP staff also conducted a virtual tour of the town. The local work group will meet with RPP staff again in April.

Upcoming CERRI Activities

The RPP looks forward to the first CERRI meetings in Hudson, Jonesville, Pamlico County, Raeford, Rose Hill, and Warren County in the second quarter of 2021. Dallas will begin its CERRI work in late summer and Mars Hill will follow. To prepare for the initial meetings, the communities are establishing local work groups and identifying stakeholders while RPP staff members are meeting remotely with local CERRI project coordinators, preparing surveys, compiling data, and reaching out to project partners.



"When Tobacco Was King"

One of several murals in Carthage depicting the history of the town and Moore County.

CERRI Partners

In addition to RPP services, CERRI communities will receive project development, resource identification, and implementation assistance from other project partners, including regional councils of government, local and regional economic development organizations, the NC Appalachian Regional Commission program, NC Hometown Strong, and the U.S. Economic Development Administration. In addition, Hometown Strong Action Teams are meeting with each CERRI Round 1 community. CERRI participants will also benefit from training and tools provided through the NC Main Street & Rural Planning Center's affiliation with [Leverage NC](#).

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