Testing the Keys to Economic Recovery from COVID-19

Webinar 2: Innovations in the Face of Crisis
October 28, 2020
The Team

Mark Little, Director, NCGrowth

Carolyn Fryberger, NCGrowth

Anita Brown-Graham, Director, ncIMPACT Initiative

Emily Gangi, ncIMPACT Initiative

Hallee Haygood, NCGrowth

Andreina Malki, Geography PhD Candidate

Molly Gaskin, ncIMPACT Initiative

Jason Jones, ncIMPACT Initiative
What strategies will help local economies recover more quickly from the COVID-19 pandemic?
Keys to Economic Recovery Series

October 28
Innovations

November 18
Collaboration

January 27
Data-Driven Decision Making
Innovation

COVID-19 Survey of Local Governments
https://unc.az1.qualtrics.com/jfe/form/SV_efaXVOOn2LSBRnRr
Keynote Discussion

Ryan Smith
Strategic Initiatives Manager, City of Durham and Director of Durham Recovery & Renewal Task Force

Anita Brown-Graham
Director, ncIMPACT Initiative and Professor of Public Law & Government
The Questions

• What does it mean to say you work on innovations in a local government?

• Does the process look differently when you are thinking about innovating through a crisis?

• As Durham has worked to respond to COVID-19 what have been some of the innovations to protect or reset the local economy?

• Have you found that those innovations are in competition with or complementary to public health innovations?

• What has been your sense of cooperation between the city and county?
COVID-19 Response Case Studies
City of Belmont

**Innovative Approach:** City pairs loan program for small businesses with effective "Keep the Lights on Belmont" program to drive residents to support local enterprises.

Population: 12,495  
Annual Budget: $14,647,487  
Speaker: Adrian Miller (City of Belmont)
City of Fayetteville

Innovative Approach: Capitalizing on deep relationships and strong networks, city expands existing loan program to target support for businesses that need it most.

Population: 191,723
Annual Budget: $215,369,370

Speakers: Suzy Hrabovsky (Center for Economic Empowerment & Development) and Michelle Haire (City of Fayetteville)
**Caldwell County**

**Innovative Approach:** Education and business leaders leverage existing relationships to quickly address the digital divide and ensure high school and workforce development training continues uninterrupted.

Population: 82,178  
Annual Budget: $84,928,387

Speakers: Mark Poarch (Caldwell Community College & Technical Institute) and Deborah Murray (Caldwell County EDC)
Gaston County

**Innovative Approach:** County supports workforce by addressing family wellbeing and child welfare concerns using data to inform and adjust child welfare reporting processes.

Population: 224,529  
Annual Budget: $228,789,884  
Speaker: Michael Halford (Gaston County) and Matt Stevens (Bright Hive)
Innovative Approach: Local government uses procurement to support and sustain manufacturers that could pivot to produce personal protective equipment as part of a collaborative.

Population: 90,912
Annual Budget: $90,126,090
Speakers: Sara Chester (Industrial Commons) and Bryan Steen (Burke County)
Breakout Rooms

Choose a case to learn more!
In what formats would you like to receive results from this project to inform your work?
Next Steps

Webinar Evaluation Survey – only 4 questions
   Link in chat box & by email

Next webinar on November 18 – you’re registered!
   Focus: Collaboration
   Invite your network to join!

Visit project page for updates: go.unc.edu/KeystoRecovery
   Case studies
   Resources

Technical Assistance Office Hours: Details to follow by email
Stay Connected

Email: nclIMPACT@unc.edu

Twitter: @nclIMPACTsog and @NCGrowth

Facebook: NCImpact Initiative and NCGrowth