



## CDFA Rural Development Finance Webinar Series

**Thank you**

for joining the  
conversation today.  
Send us your questions  
and comments!

# Welcome

The Broadcast will begin at 2:00 PM (Eastern)



## CDFA Rural Development Finance Webinar Series

### Moderator



### **Katie Kramer**

Vice President  
Council of Development Finance Agencies

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and comments!

See all of CDFA's resources online at [www.cdfa.net/resources](http://www.cdfa.net/resources)



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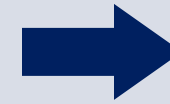
Updated: 2020

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## CDFA Rural Development Finance Webinar Series

Using your telephone will give you better audio quality.



A screenshot of the GoToWebinar interface. The 'Audio' window is open, showing options for 'Computer audio' (unselected) and 'Phone call' (selected). Below these are fields for 'Dial: +1 (562) 247-8422', 'Access Code: 358-211-224', and 'Audio PIN: 6'. There is also a note: 'Already on the call? Press #6# now.' and a link 'Problem dialing in?'. Below the audio settings is a 'Questions' window with a text input field containing '[Enter a question for staff]' and a 'Send' button. The GoToWebinar logo is at the bottom right.

Submit your questions to the panelists here.



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## CDFA Rural Development Finance Webinar Series



# Caren S. Franzini Fellowship



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### Eligibility Requirements:

- Be a woman who is employed by a CDFA member organization.
- Have no more than 10 years of experience in the development finance industry.
- Possess a Bachelor's degree from an accredited academic institution.
- Be able to travel and fully participate in all in-person and virtual meetings.

**Accepting applications now through March 31, 2021**



## CDFA Rural Development Finance Webinar Series

# CDFA Community Facilities Technical Assistance Program

With funding from the U.S. Department of Agriculture Rural Development, CDFA developed the Community Facilities Technical Assistance Program to support rural communities that have recently experienced a natural disaster.

### Key program deliverables:

- **Rural Finance Toolkit** – a development finance best practices guide designed for rural communities
- **Community Technical Assistance** – six rural communities will receive targeted technical assistance to use the USDA Community Facilities Program
- **Rural Finance Resource Center** – a searchable, online tool with hundreds of resources
- **Rural Finance Newsletter** – a monthly newsletter featuring the latest headlines, developments, and case studies related to rural development

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# CDFA Rural Development Finance Webinar Series

## CDFA Rural Development Finance Resources

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Advancing Development Finance Knowledge, Networks & Innovation

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### Rural Development Finance Resource Center

Rural communities often require specialized financing tools and programs to support their unique development needs. Many federal, regional, and state agencies exist to support rural development finance, especially for projects related to agribusiness, broadband development, energy assistance, and value-added business assistance.

CDFA's Rural Development Finance Resource Center provides information about how the development finance toolbox can be structured to support rural communities and help them with strategies to invest in infrastructure, redevelopment, and job creation. Resources showcase successful programs that are working throughout rural America in communities with varying levels of capacity and size.

Additional support is available to rural communities through the **CDFA Community Facilities Technical Assistance Program**. Funded by the USDA, this program includes resources accessible to every rural community, a Rural Finance Toolkit, and targeted technical assistance support to rural communities.

Want regular updates on Rural Finance? Subscribe to CDFA's **Rural Development Finance Update Newsletter**.

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<https://www.cdfa.net/rc/rural.html>

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### CDFA Community Facilities Technical Assistance Program

The CDFA Community Facilities Technical Assistance Program brings together CDFA's knowledge of development finance programs, along with the strategic support from private sector partners, to create a transferrable toolkit of finance programs and other resources capable of leveraging community facilities infrastructure in rural communities throughout the nation. This program includes resources accessible to every rural community, including a Rural Finance Resource Center, Rural Finance Newsletter, and Rural Finance Toolkit, along with targeted technical assistance support to six rural communities.

CDFA has worked with the **USDA** to develop an innovative technical assistance approach to support rural communities that have recently experienced a natural disaster. The goal of this program is to help rural communities utilize the USDA's Community Facilities Program along with identifying other potential development finance tools to aid in the rebuild and recovery after a natural disaster.

Key program elements include:

- **Rural Development Finance Resource Center**  
The Rural Development Finance Resource Center is a searchable online tool available on the CDFA website to learn about rural development finance programs at the federal, state, and local levels, as well as resources and best practices from communities.  
⇒ [View Rural Development Finance Resource Center](#)
- **Rural Finance Newsletter**  
The Rural Finance Newsletter is a periodic newsletter covering the latest headlines, developments, best practices and case studies related to development finance initiatives in rural communities.  
⇒ [View Rural Finance Newsletter](#)
- **Rural Finance Toolkit**  
The Rural Finance Toolkit is a printable guide that provides rural communities with an easy-to-use, best practices resource on development finance tools.
- **Community Technical Assistance**  
Six rural communities will be selected to receive targeted technical assistance to us the USDA's Community Facilities Program. Eligible communities must have a population of no more than 20,000 and have recently experienced a natural disaster.

- [USDA Community Facilities Program](#)
- [Community Technical Assistance](#)

<https://www.cdfa.net/p/cfta.html>



# CDFA Rural Development Finance Webinar Series

## Panelists



**Alessandra Jerolleman**

Associate Professor of Emergency Management  
Jacksonville State University



**Amanda Martin**

Deputy Chief Resilience Officer  
North Carolina Department of Public Safety



**Michelle Stephens**

Program Director  
California Association for Local Economic Development

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**Alessandra Jerolleman**

Associate Professor of Emergency Management  
Jacksonville State University



# RURAL RESILIENCE AND RECOVERY

Alessandra Jerolleman, Phd, MPA, CFM



# Two Views of Rural Resilience



# Recommendations and Strategies



# Recommendations and Strategies





Resilient Nation  
Partnership Network





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### Panelist

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**Amanda Martin**

Deputy Chief Resilience Officer  
North Carolina Department of Public Safety



NORTH CAROLINA OFFICE OF RECOVERY AND RESILIENCY

**NORTH CAROLINA DEPARTMENT OF PUBLIC SAFETY**  
OFFICE OF RECOVERY AND RESILIENCY

*Financing Disaster Resiliency  
in Rural Communities*

Amanda Martin, PhD.  
Deputy Chief Resilience Officer  
March 23, 2021



# North Carolina Office of Recovery and Resiliency

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- Administering \$1B disaster recovery funds from multiple disasters
- Resilience Team staffed in 2019
- Now also administering rent/utility relief program with Covid funds
- Sibling agency to North Carolina Emergency Mgmt.

## My Premise for Today

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**Know what you  
want to fund**

# What Does Rural Resilience Look Like?

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# What Does Rural Resilience Look Like? Four Components



Land Use



Infrastructure



Social, economic  
connectedness



Emergency  
management

# What Are Some of the Funding Sources?

## Federal

- FEMA, USDA, Economic Development Administration, USACE, National Fish and Wildlife Foundation

## State/Tribe

- CDBG, Stimulus Funds, Clean Water Revolving Funds

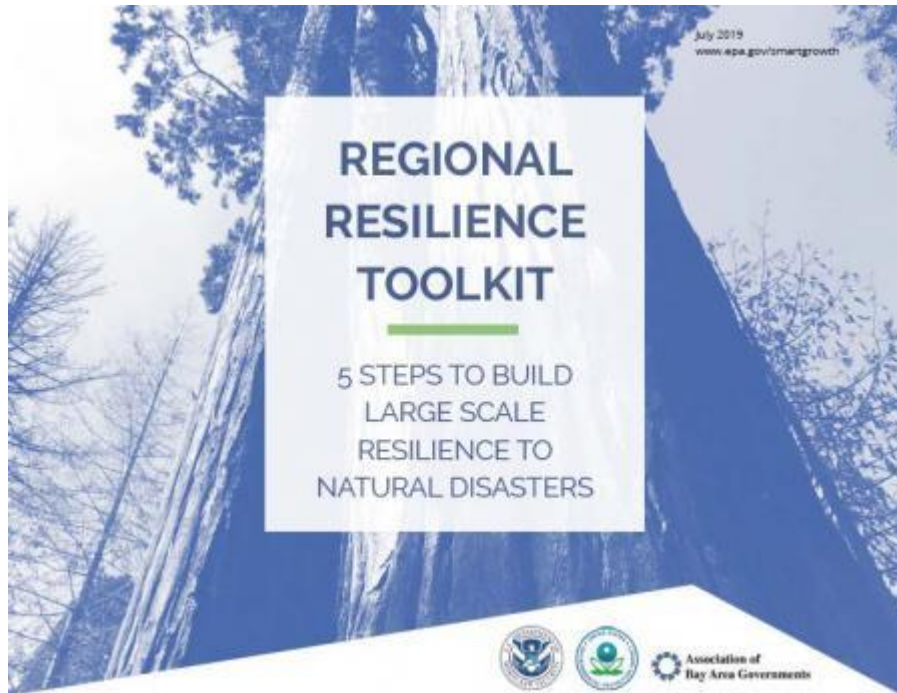
## Private

- Foundations, Nonprofits

## Local

- General revenue may be needed as a non-federal match

# Documenting Your Needs and Analyzing Solutions



There are lots of guides about how to develop a resilience strategy. They tend to follow the same process:

1. Gather a team
2. Analyze strengths and weaknesses
3. Agree on goals, strategies
4. Involve partners and discuss funding
5. Implement

<https://toolkit.climate.gov/>

# Who Can Help You Get There?

Local  
government  
officials

Regional  
government

University  
partners

Advocates or  
civic leaders

Nonprofits,  
especially  
environmental  
nonprofits

State-run  
programs for  
resilience  
planning

Federal  
programs



NORTH CAROLINA OFFICE OF RECOVERY AND RESILIENCY

# THANK YOU

**AMANDA MARTIN, Ph.D.**

**[amanda.martin@ncdps.gov](mailto:amanda.martin@ncdps.gov)**







## CDFA Rural Development Finance Webinar Series

### Panelist



### **Michelle Stephens**

Program Director  
California Association for Local Economic Development

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Financing  
Disaster  
Resiliency in  
Rural  
Communities

March 23, 2021



# CALED's Rural Infrastructure Finance Guidebook

- Identified that financing infrastructure was a challenge in rural communities
- Partnership with California USDA Rural Development ; 1 year grant
- Consultants & Contributors
  - Council of Development Finance Agencies
  - Steve Wahlstrom & Associates
  - **Sonoma County & City of Santa Rosa**
  - National Development Council
  - Pilot Counties
    - Colusa (Northern Sacramento Valley)
    - Del Norte (Northwest Corner of State)
    - Mono (Eastern Sierras)
- Available online to view or download:  
<https://caled.org/california-rural-infrastructure-finance-guidebook/>



# Disaster Resiliency Examples in CA

## CALED's Rural Economic Development Exchange

- Share priorities, challenges, solutions, and resources to grow rural economies
- Connect with Federal & State Partners in California

## CERC Redwood Region Resilience

- Started as communication with key stakeholders in region
- Every day, moved to 3 times weekly
- Successes:
  - Public Outreach Campaigns
  - PPE disbursement

## CALED's Economic Development Resiliency & Recovery Playbook

- EDA Grant-funded; 18-month timeline



# California Association for Local Economic Development

Michelle Stephens, Program Director

- California Association for Local Economic Development
- (916) 448-8252 ext. 12
- michelle@caled.org
- @CALED\_EconDev





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# Questions?



## CDFA Rural Development Finance Webinar Series

### Upcoming Events



# Intro Opportunity Zones Finance WebCourse

REGISTER TODAY >>

April 28-29, 2021 12-5 PM EST

This course qualifies for the CDFA Training Institute's Development Finance Certified Professional Program.

## Thank you

for joining the conversation today. Send us your questions and comments!

### **CDFA-Bricker PACE Webinar Series: How PACE Gets Utilized Across All Market Segments**

Tuesday, March 30, 2021 @ 2:00 PM Eastern

### **CDFA Food Systems Finance Webinar Series: Financing Food-Centered Redevelopment**

Tuesday, April 13, 2021 @ 2:00 PM Eastern

### **CDFA // BNY Mellon Development Finance Webcast Series: Social Impact Investing Credit Ratings for CDFIs**

Tuesday, April 20, 2021 @ 2:00 PM Eastern

Register online at [www.cdfa.net](http://www.cdfa.net)



## CDFA Rural Development Finance Webinar Series

### Upcoming Events



# CDFA Rural Development Webinar Series



REGISTER TODAY >>

Mar 23 | Jun 1 | Aug 31 2:00 - 3:00 PM Eastern

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### **CDFA Rural Development Webinar Series: Assembling Capital for Rural Development**

Tuesday, June 1, 2021 @ 2:00 PM Eastern

### **CDFA Rural Development Webinar Series: Best Practices for Rural Development Finance Agencies**

Tuesday, August 31, 2021 @ 2:00 PM Eastern

Register online at [www.cdfa.net](http://www.cdfa.net)





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**Katie Kramer**

Vice President  
(614) 705-1318  
kkramer@cdfa.net



**Allison Rowland**

Manager, Research &  
Technical Assistance  
(614) 705-1308  
arowland@cdfa.net

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