



The Rural Solutions Workshop Series
Best Practices for Small Town Economic Development Workshop
Recruiting Retail Businesses

September 26, 2019

Public Library of Johnston County & Smithfield - 305 E. Market Street, Smithfield, NC 27577

AGENDA

- 10:00 - 10:05 a.m. **Welcome**
Darren Rhodes, Rural Planning Program Manager, NC Main Street & Rural Planning Center
Sarah Edwards, Executive Director, Downtown Smithfield Development Corporation
- 10:05 – 10:15 a.m. **Opening Remarks**
Kenny Flowers, Assistant Secretary
N.C. Department of Commerce, Rural Economic Development Division
- 10:15 – 11:15 a.m. **Retail Recruitment Strategies (Part I)**
Michael Dougherty, Economic Development Director, City of Eden, NC
Alan Matthews, Director of Economic Development, Rocky Mount Area Chamber of Commerce, in partnership with the City of Rocky Mount, NC
- 11:15 – 11:30 a.m. **Break**
- 11:30 a.m. – 12:30 p.m. **Retail Recruitment Strategies (Part II)**
Michael Dougherty and Alan Matthews
- 12:30 – 12:40 p.m. **Closing Remarks / Evaluation**
Darren Rhodes
- 12:40 – 1:00 p.m. **Informal Conversations with Speakers**

***Many thanks to the Downtown Smithfield Development Corporation
for hosting this event!***