CITY OF PEMBROKE

DOWNTOWN AND RESIDENTIAL URBAN REDEVELOPMENT PROJECT
WHAT WE KNOW ABOUT THE CITY....

- A CITY IN BRYAN COUNTY
- ESTABLISHED IN 1889
- INCORPORATED IN 1905
- HAS A POPULATION OF 2,387 (U.S. CENSUS, 2014)
WHAT IS IT THAT THE CITY WANTS TO DO?

01 Embark on residential development and improvement

02 Boost the city’s economy

03 Attract and retain private investors
CITY OF PEMBROKE IN TERMS OF NUMBERS

According a survey by Coastal Regional, over 500 resident live below U.S. poverty line.

The survey was used to establish for a fact that there is a relationship between the living standard and quality of life of the city citizens.

Preliminary Survey Results

- 642 homes or 66% are Level I
- Only 72 of the homes had 2 or major defects
- Unknown results will be reevaluated by City Officials

Figure 3: City of Pembroke Housing Assessment Draft, Coastal Regional Commission, 2014
01 Embark on residential development and improvement.

- In order to embark on this project....
  - Identify means of getting resources.
- Governmental programs
  - Community Development Block Grant (CDGB)
  - Community HOME Improvement Program (CHIP)
    - Current notice for 2018 fund availability to this effect for $5million
  - Housing and Urban Development (HUD)
    - Loan system offered for building of affordable houses for low-to-moderate income earners.
- Non-profits: Mercy loan funds and Mercy housing 501(c)(3)
02 Boost the city’s economy

- About time to bring out the small businesses in the City of Pembroke.
  According to David Ingram, the presence of small business in communities leads to
  - Increased local employment.
  - Better standard of living.

  “I’m a big fan of small business ownership. I think it’s the backbone of American innovation. But to be successful, you first have to have the courage to go for it. - Bill Rancic”

  “Behind every small business, there’s a story worth knowing. All the corner shops in our towns and cities, the restaurants, cleaners, gyms, hair salons, hardware stores - these didn’t come out of nowhere. - Paul Ryan”
03 Attract and retain private investors

- The Start Ups ..... 

Title II of the Jumpstart Our Business Startups Act (JOBS Act), first implemented on September 23, 2013, granted startups in and startup co-founders or promoters in US.

- The presence of small business in the City of Pembroke can lead to these conversation of bringing in investors to the city.

- This leads to harnessing innovative ideas nursed by the residents city.
Conclusion

- According to United Nations (UN), community development is attainable only if there is a collective action from the community members to arrive at a solution to solve their problems.
QUESTIONS?