

Presenting the *Here We Grow* story.

The *Here We Grow* presentation provides an easy-to-use framework for talking with local business and community groups about the essential role North Carolina's cities and towns play in the economic health of our state—and the importance of maintaining local control over important development decisions, including revenue generation.

In addition to sharing impressive statistics about the overall impact made by our cities and towns, along with a short video featuring real-world examples of that impact, the presentation provides a simple way to highlight local success stories as well.

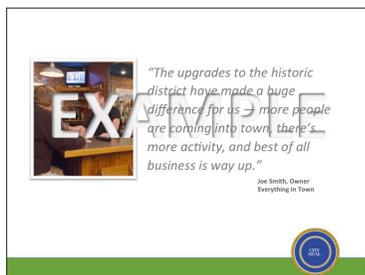


Your town seal can be included in the customizable section, beginning on slide 11. You can add a range of information on these slides, including things such as:

- Infrastructure investments: water and sewer, streets, parks, etc.
- Downtown beautification programs designed to spur tourism and retail traffic
- Grants provided to local businesses
- Bond issues focused on economic development
- Census figures showing town growth
- New business starts/licenses/applications
- Sales tax revenue
- Quality of life survey data



You can also personalize your presentation with quotes from local businesses that have benefited from local government policies or investments, or specific success stories similar to the ones included in the video.



The goal is not only to educate business and civic leaders about your municipality's current economic condition, but also to engage them in discussions about long-term growth and infrastructure investments. When you encourage them to share their own stories, and add their own talents

to local economic development efforts, they become part of the solution. And your efforts become that much stronger.

For more information on the *Here We Grow* program, visit herewegrowNC.org or email about@herewegrowNC.org.



Building North Carolina,
one hometown at a time.

Customizing the *Here We Grow* story.



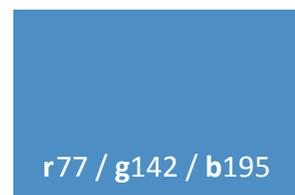
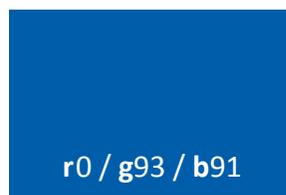
- Replace the image on slide 11 with your town seal (format: .png file, 150+ ppi)



- Slides 12–16 can be used as PowerPoint templates for customizing your municipality's story
- Delete the placeholder seal and add your town seal
- Recommended font: Calibri
 - 36 point bold for accent words or heads
 - 28 point regular for main text
 - 28 point italic for quotes



- Use the color palette below if you need to create additional slides or for creating charts. Use the existing *Here We Grow* .pptx as a design guideline.



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