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## Coastal Plains Regional Commission

**A Partnership for Progress serving the people of the Coastal Plains through innovative approaches to Regional economic development**

### Fiscal Year 1979 Project Highlights

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**CPRC support of the Spoleto Arts Festival resulted in tourist spending of \$32.1 million during the Festival and the remainder of the year.**

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**Participation in the ANUGA Food Show in Germany is generating \$13.5 million in sales over the next 18 months and gave 30 firms their first exposure to a European trade show.**

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**\$1.35 million worth of underutilized seafood was sold to Africa in nine months after the Commission sent its first trade mission to Nigeria.**

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**Participation in another German trade show, this one featuring boats, resulted in direct sales of \$340,000 and sales projected at \$1.1 to \$1.4 million over the next year.**

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U. S. DEPARTMENT OF COMMERCE NOAA  
COASTAL SERVICES CENTER  
2934 SOUTH HOBSON AVENUE  
CHARLESTON, SC 29405-2413

**Seafood industrial parks moved closer to reality, with construction beginning on shore-side facilities in North Carolina, leases with new businesses signed in Virginia and State funds appropriated in South Carolina.**

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**The Midwest Marketing program expanded to 31 cities, resulting in new sales of southeastern seafood in two-thirds of those cities.**

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**Advertisements promoting the "Beaches of the Coastal South" drew Canadian and northern tourists to the Region, preventing the loss of jobs that could have resulted from the gas crisis.**

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*Coastal Plains Regional Commission*

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## Commission Members



**Dr. Claud Anderson**  
*Federal Cochairman*



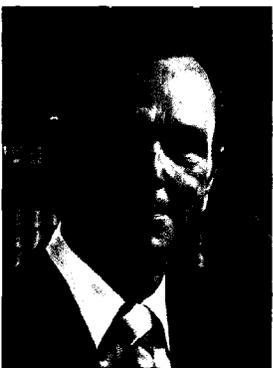
**John N. Dalton**  
*Governor of Virginia*  
*State Cochairman*



**James B. Hunt, Jr.**  
*Governor of North Carolina*



**Richard W. Riley**  
*Governor of South Carolina*



**George D. Busbee**  
*Governor of Georgia*



**D. Robert Graham**  
*Governor of Florida*

## To The Congress of the United States

The Honorable Walter F. Mondale  
President of the Senate

The Honorable Thomas P. O'Neill, Jr.  
Speaker of the House

The publication of this, the twelfth Annual Report of the Coastal Plains Regional Commission, marks the passage of another year in the history of this Federal-State partnership—a year with its share of successes and some disappointments.

It was a year in which new ground was broken, new vistas explored and new ideas for the acceleration of economic development in the Region were tested. 1979 was a time for the Commission to seek out creative and innovative ways of waging the battle against economic lag—to bring to bear all the forces at its disposal in a concerted effort to elevate the economic standards of this vast region of our nation. And it did so with great fervor.

The Commission's legislative status, however, remained unresolved at the end of FY 1979. Although major legislation was proposed expanding the Regional Development program nationally, final enactment of a bill had not yet taken place at this juncture.

A highlight of the year 1979 was the successful effort by the Commission to open new overseas markets for the Region's products, especially its seafood harvests. These activities, which reached to the western shores of Africa, were among the most productive endeavors ever undertaken by the Commission in this regard. The benefits to the Region and to the seafood industry which is a major sector of the Coastal Plains economy are just now being felt. When finally added up, the results will be staggering—and they will continue to be felt for a long time to come.

There are other, similar stories to tell about the kinds of benefits emanating from Commission programs being carried on in the Region. This report is intended to communicate to you, the members of Congress, how effectively we have met the mandate set before us in the broad context of Regional Economic Development. I hope, once you have read of the accomplishments described in these pages, that you will agree that 1979 was a landmark year for the Commission and for the 12 million citizens of the Coastal Plains Region.

Pursuant to Section 510 of the Public Works and Economic Development Act of 1965, as amended, it is with great pleasure that I join in submitting to you the Annual Report of the Coastal Plains Regional Commission for Fiscal Year 1979.

Sincerely,

  
Claud Anderson  
Federal Cochairman

It has been my pleasure to serve as States' Cochairman of the Coastal Plains Regional Commission during 1979. The Coastal Plains Region of the five member States has experienced improvements in economic development. This trend has continued since the Commission's inception twelve years ago.

The unique structure of this Commission, through its State/Federal partnership, provides the mechanism for significant improvements in the economic status and quality of life for the people residing within the Coastal Plains while making maximum use of small investments of Federal dollars. Although gains have been made in the Region, much remains to be accomplished in future years within the five States.

I am personally convinced that the momentum generated by the success of programs undertaken this past year will be carried forward into future activities. Those concerned with the economic well-being of this great Region can be assured of continued and energetic pursuit of the goals and objectives of this program.

It is a pleasure to join my fellow Commission members in presenting this Annual Report and with a sense of pride call attention to the specific accomplishments. The opportunity to share in the development of policies and programs has made these possible.

With all good wishes, I am

Very truly yours,



John N. Dalton  
Governor of Virginia  
State Cochairman

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## Introduction

In the mid-1960's, the Coastal Plains Region existed simply as lines on a map—pieces of southeastern States bound only by geography and common economic distress.

Today the Coastal Plains Region is also bound by an organization which pulls together people and institutions in a concerted effort to bring economic revitalization to this vast section of our nation. That organization is the Coastal Plains Regional Commission (CPRC).

Regional Commissions were designed by Congress to serve as vehicles for cooperative action by the Federal and State governments to attack the conditions causing multi-State areas to suffer economic lag.

The concept of regional action, though not new, was never put to a complete test until the advent of the Regional Commissions in 1965. Enactment of these programs launched a new era in Federal-State relations, one which has stood the test of time.

By channeling the combined attention of the Commission members—State Governors and a Federal executive—into a regional perspective, the conditions impeding economic growth are identified and innovative, effective ideas for combatting those problems are generated and put into action.

The Governors are attuned to the needs within their own States while the Federal executive advocates the goals and policies of the national administration. Bringing these elements together in a dynamic partnership which stresses regional action allows the optimum matching of State needs and objectives with Federal programs and national priorities.

The Coastal Plains Region encompasses the eastern areas of Virginia, North Carolina, South Carolina and Georgia and northern Florida. The Commissioners are the Governors of those States and a Federal Cochairman appointed by the President.

In all Commission actions, emphasis is put on formulating and funding programs which meet the needs of the Region as a whole. Thus, CPRC may support a marketing program to develop new outlets for

southeastern seafood while at the same time funding vocational and technical education facilities to train skilled workers.

Even though the second program is by necessity site-specific, it works against two major handicaps that the Coastal Plains Region has long endured—the lack of opportunity for residents to obtain the skills needed for highly technical jobs and the absence of an available pool of trained workers to service new industries.

The other overriding characteristic of the Commission's actions is a catalytic nature. CPRC operates on a very limited budget and so lacks the funds required to totally support large numbers of programs.

Instead, the Commission uses its monies to attract investment by private enterprise, local governments, the States, and Federal agencies. This allows the generation—and completion—of a wider range of programs.

After a careful examination of both the needs of the Region and its opportunities for growth, CPRC has established five major program areas:

- INDUSTRIAL DEVELOPMENT seeks to make the Region more attractive to business investors.

- MARINE RESOURCES takes what the water has to offer and works to maximize the benefits.

- AGRICULTURE AND FORESTRY makes the best use of what the earth provides.

- ENVIRONMENTAL AFFAIRS both assures that CPRC activities will not denigrate the Region's environment and explores the physical attributes composing that environment.

- TRAVEL INDUSTRY DEVELOPMENT bolsters the Region's important tourism industry.

Through the innovative actions taken in these program areas, the Commission has and will continue to bring about accelerated growth and stimulate a pattern of economic development which will enable the 12 million men, women and children who live there to enjoy better and more productive lives.

Keeping in mind the catalytic nature of the Commission's work, let's look at what it caused to happen in Fiscal Year 1979. . .



## 1979 Program Activities

With 3,000 miles of coastline in the Coastal Plains Region, the resources of the sea play a vital role in the Region's economy.

Unfortunately, in the case of the commercial seafood industry in the Southeast, those resources have never been utilized to their optimum potential.

In 1974-1975, the Commission identified three major hindrances to the growth of the Region's seafood industry:

- the lack of adequate harbors and related shoreside facilities;
- almost total reliance on selling an extremely limited variety of seafood in an extremely limited number of markets; and
- the lack of investment capital for the industry.

Growing out of those findings was a planned, systematic approach to upgrading the Region's seafood industry through attacks on each of those conditions.

Fiscal 1979 saw important progress in each of the interrelated programs which resulted, Seafood Industrial Parks, Midwest Marketing and Venture Capital.

### Seafood Parks Take Shape

The Commission's answer to the Region's problems of outdated and poorly planned harbors and facilities was to establish a network of seafood industrial parks designed and built to handle all types of southeastern fish at maximum efficiency and minimum cost.

The concept of a seafood industrial park is to concentrate in one location all the facilities needed to harvest, process, and market seafood. It includes a modern harbor able to accommodate large vessels, all necessary storage and processing facilities, utilities and vessel services.

An operational seafood park in each of the Region's States will present the

industry with tremendous growth opportunities.

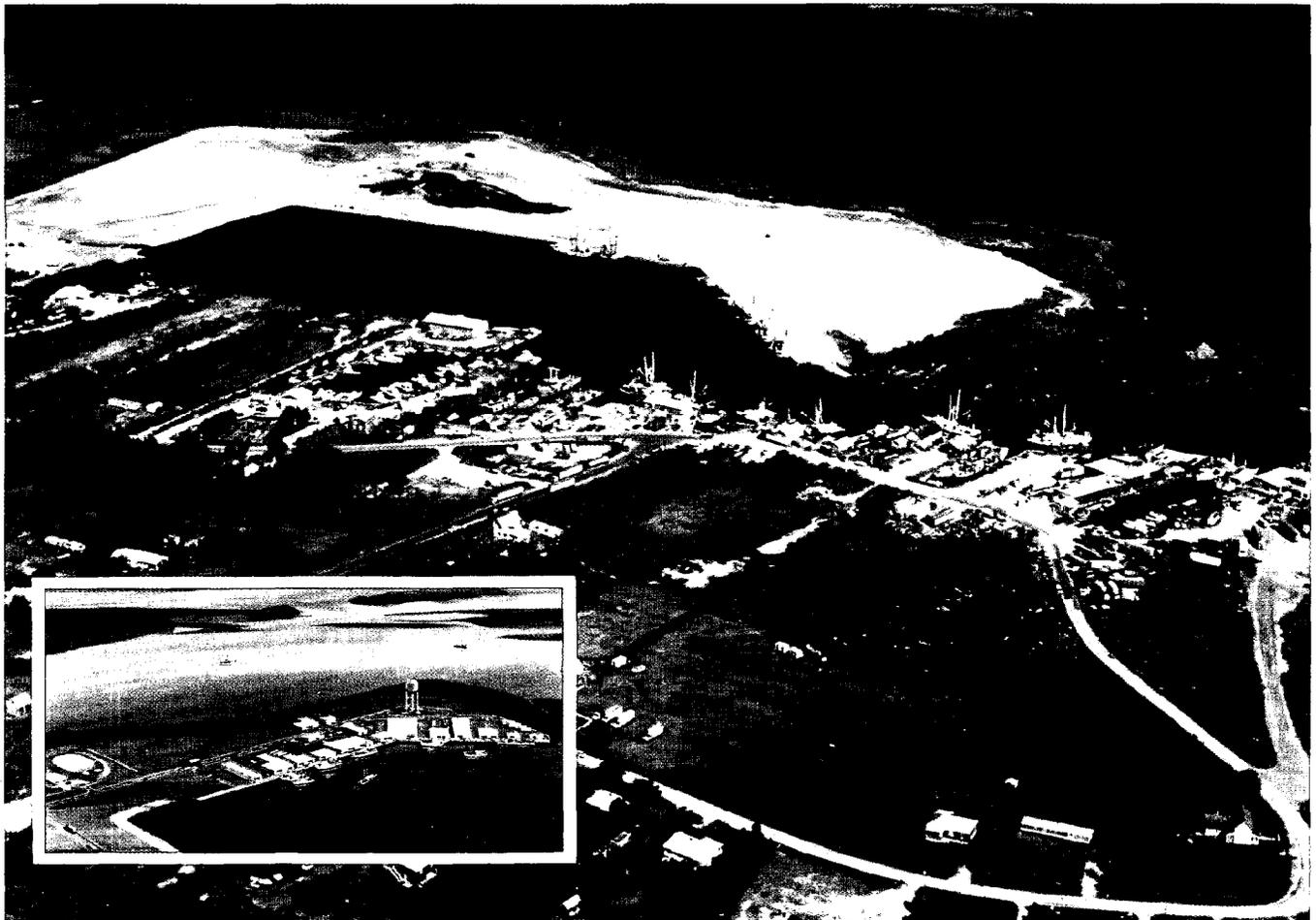
To begin the process of creating these parks, CPRC provided funds to each State for feasibility studies and for preliminary engineering and design work. The Commission's modest investment of approximately \$1 million is generating many millions in investment from Federal agencies, State and local governments and private industry.

The seafood parks are in various stages of planning or construction in each State, with Wanchese Harbor in North Carolina being closest to completion.

At Wanchese, the docks and bulkheading are in place and work has begun

*Construction is underway at the Wanchese Seafood Park (shown in the upper half of the photo). The inset in the lower left depicts how the park will look when completed in mid-1981.*

(Photo courtesy of N.C. Department of Natural Resources & Community Development)



on the shoreside facilities, with the park expected to be operational in early 1981. North Carolina appropriated \$2.5 million for the park, with the remainder of the \$7.2 million total cost coming from the Economic Development Administration and CPRC.

The City of Newport News, Virginia, approved \$6 million in revenue bonds as its share of the \$15 million needed to redevelop its existing city-owned harbor into a park and has already begun to negotiate and sign new 40-year leases with businesses. The harbor redevelopment will be completed by 1982, while a highway spur to Interstate 64 will be in place by 1985-1986.

South Carolina appropriated \$1.5 million and authorized an identical amount in State capital improvement bonds to develop its seafood park at Port Royal. The park will be owned by the State Ports Authority but operated by a county-created seafood industrial park commission. A full-time director responsible for coordinating the development of the park is being provided under a Commission grant.

Georgia has identified an area east of Brunswick for a seafood park and planning is being carried out by the multi-county Coastal Area Planning and Development Commission.

Four sites on Florida's Gulf Coast are under consideration and one or more will eventually become the home of a seafood park. The State has initiated economic feasibility studies for each of the sites—Port St. Joe, Apalachicola, Carrabelle and Panacea.

Recognition of the need for modern, efficient harbors and on-shore facilities in other regions of the country has grown in the past few years and CPRC's advice is continually being sought as the leader in developing seafood industrial parks—parks which will allow the seafood industry to solve, by itself, many of its problems.

### Midwest Marketing Program Goes National—and International

Seafood industrial parks will help alleviate one problem facing the commercial fishing industry. But the ability to harvest larger quantities of fish counts for little without markets in which to sell those fish.

Three years ago the Commission began the Midwest Marketing program, the second step in its plan to help the seafood

industry become a bigger contributor to the economy of the Southeast.

For years, the fishermen of the Coastal Plains Region had concentrated on selling traditional species—shrimp and red snapper, for example—within their own localities and the Northeast.

The Midwest Marketing program has changed that. The original program proved so successful that in FY '79 it grew to include an international food show in Germany and began promoting non-traditional fish in Northeastern cities. It also acquired a new name—the Seafood Marketing program.

The goals of the program remain twofold:

- to open new geographic markets for southeastern seafood while, at the same time,
- creating stable mass markets for underutilized fish.

The program, coordinated by the Gulf and South Atlantic Fisheries Development Foundation, sends State and Federal marketing specialists to the targeted cities. Using a variety of promotional techniques, they induce retailers to sell and consumers to buy underutilized southeastern fish.

These species, such as mullet, croaker, bluefish and gray trout, have historically not enjoyed wide consumer popularity. Reversing this situation is critical to the future growth of the seafood industry.

Making consumers aware of and eager to buy these lesser-known fish achieves many things:

- Total demand for fish is increased.
- Fishermen are able to operate more efficiently since all the fish caught can

be sold as opposed to some being thrown back for lack of markets.

- Year-round fishing opportunities are created.
- The fisherman is better protected in the event that one species, i.e. white shrimp, is not plentiful in any given year.

In FY '79 the marketing program operated in 31 cities in 16 States and Canada. A recently-completed evaluation of those efforts turned up the following:

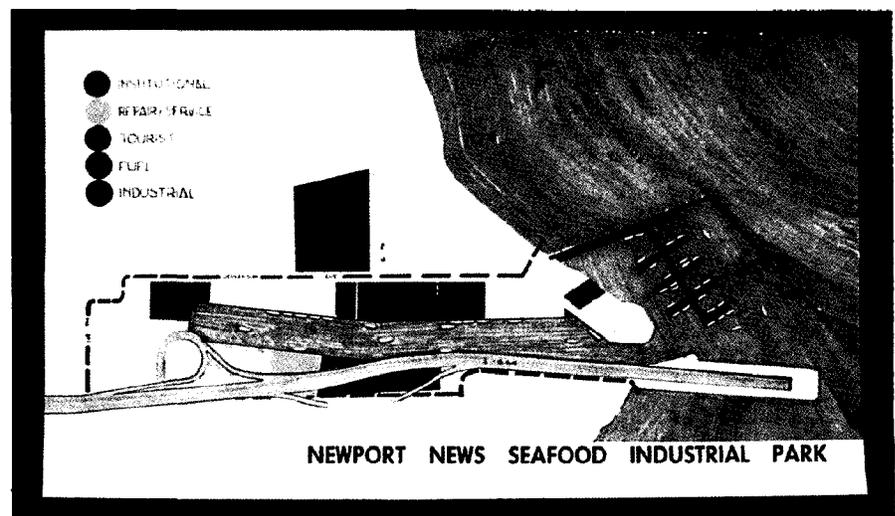
- 56% of the seafood dealers responding to the survey made sales in targeted cities;
- 46% had new sales while 49% reported increased sales over 1978; and
- new sales of southeastern seafood were reported in 68% of the cities with promotional activities.

These results, along with findings in evaluations of the preceding two years' work, provide the proof that the Seafood Marketing program is fulfilling its goals.

The cumulative success of this three-year program, along with the Commission's seafood trade mission to Nigeria and its participation in the ANUGA international food show in Germany (see page 9) prompted CPRC to broaden its horizons. In

*This drawing shows the layout of the Newport News (Virginia) Seafood Park, including the highway spur to Interstate 64.*

(Photo courtesy of City of Newport News)



*At one of several meetings, trade mission members Gene Raffield, Pat Pace and Roger Anderson talk with Nigerian businessmen.*



*Howard Lee presents a first-hand report on the trade mission to the Commission. Mr. Lee, North Carolina Secretary of Natural Resources & Community Development, represented Governor James B. Hunt, Jr. on the mission.*



*Florida seafood dealer Eugene McRoberts inspects fish at a market in Sapele, Nigeria.*



FY '80 the Seafood Marketing program will take in 36 States and three foreign countries—Japan, Egypt and Nigeria.

### **Coastal Plains Seafood is Sold in Africa**

Complementing the Seafood Marketing program, the Commission moved to establish business ties between the Region and Africa when it sent a seafood trade mission to Nigeria in November 1978. The mission was the Commission's first intense attempt to sell seafood to any foreign market.

And it was a highly successful first attempt, resulting in the sale of 4.5 million pounds of fish valued at \$1.35 million in the first nine months of 1979 alone. The seafood dealers now selling to Africa as a result of the mission expect to quadruple that figure in the next year.

Mission participants, led by Federal Cochairman Dr. Claud Anderson and Lt. Gov. W. Brantley Harvey of South Carolina, met with over 100 businessmen and government officials in an eight-day visit to three cities.

Seafood dealers who went on the mission described the market as "the largest potential market for marine products in the world" and as "absolutely unlimited."

The reason is simple. Fish is a major source of protein for Nigeria's 100 million people but demand far outstrips supply.

Not only is the demand there, but Nigerians consume the same types of fish for which CPRC is building domestic markets through the Seafood Marketing program. Ladyfish, bluefish, mullet and drum make up the bulk of what is currently being exported to Nigeria.

The trade mission has also benefited more than the five seafood dealers who went to Nigeria since the fish now being sold overseas is being purchased from about 20 small firms scattered throughout the Region.

Finally, impressed with the initial sales and the potential, a second trade mission returned to Nigeria in February 1980 as part of the Seafood Marketing program.

### **The Hunt for Venture Capital Continues**

The third hindrance to the proper growth of the seafood industry identified by the Commission is the lack of investment capital. In 1977 CPRC formed an Ad Hoc Committee on Venture Capital to investigate

in detail the situation in the Southeast and formulate remedial action.

What they found was that, while the supply of venture capital needed to be greatly increased, some money was indeed available from a variety of sources. So the Ad Hoc Committee has taken steps both to increase the amount of venture capital and to make borrowers and lenders aware of each other.

For example, the Farm Credit System (FCS) is a Federally-chartered, privately-funded source of long-term, low-interest loans to the agriculture and seafood industries. Since FCS acquired the authority to loan to the seafood industry only in recent years, the bulk of its money has been devoted to agricultural loans. The Committee has worked with various components of FCS to make them more aware of lending opportunities with the seafood industry and with the industry to make it more aware of FCS' ability to assist them.

Other Committee activities have resulted in:

- legislative moves to provide a tax deferral program (such as is currently available for vessels) for construction or renovation of shoreside facilities;
- the incorporation of a capital availability study in a national seafood marketing research effort; and
- having a panel on capital availability placed on the National Conference on Fisheries Development held in Washington in 1979.

In the coming year the Commission will sponsor a series of seminars on loan guarantees and lending opportunities for the banking industry, prepare and publish a brochure on sources of capital, and encourage the creation of Small Business Investment Corporations within the Region.

The Commission's foresight in developing its three-pronged approach to aid the growth of the seafood industry is demonstrated by two occurrences in recent years.

In 1976 the Congress extended the territorial fishing limits of the U.S. to 200 miles, with the proviso that fish that American fishermen are unable to harvest can be harvested by foreign fishermen.

Then in 1979 the Carter Administration announced this country's first national fisheries development policy. Many of that policy's principal elements—development of ports, access to venture capital, provision of publicly-financed ports and harbors, and construction/renovation of on-shore

facilities—have been reflected in the Commission's marine-related activities for a number of years.

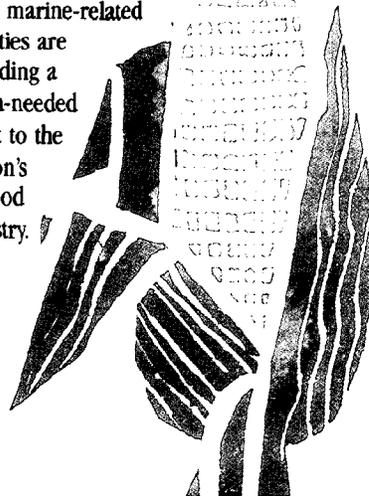
The importance of providing opportunities—and the impetus—for the American seafood industry to grow cannot be overstated. U.S. fleets are supplying only about one-third of what Americans consume every year, resulting in an annual trade deficit in excess of \$2 billion in fishery products alone.

With proper development, the industry could take advantage of the 200-mile limit and supply two-thirds of our domestic needs, while at the same time building an export market. This could add \$8 to \$10 billion to the U.S. economy and create 200,000 to 300,000 new jobs.

To achieve this will require the coordinated approach that CPRC has taken:

- building infrastructure through the seafood industrial parks;
- moving fishermen from reliance on a few species by creating demand for other types of fish;
- increasing exports through establishing new markets in foreign lands; and
- seeking sources for the money without which no growth would be possible.

These measures and the Commission's other marine-related activities are providing a much-needed boost to the Region's seafood industry.



Internationalism was the catch-phrase of two major Commission programs in Fiscal 1979. Southeastern agricultural products and seafood were displayed through the auspices of CPRC at the ANUGA World Food Market in Germany. And the European Visibility and Promotion program completed its third year of creating an identity for the Coastal Plains Region in the minds of Europeans.

## **Coastal Plains Food Goes to Market—in Europe**

The ANUGA World Food Market is the largest food trade fair in the world, held every other year in Cologne, Germany. 1979's ANUGA attracted 135,000 food buyers and 4,000 firms from 79 countries as exhibitors.

CPRC sponsored ten exhibitors offering frozen peaches, packaged peanuts, canned vegetables, poultry, sweet potatoes, snack foods and 110 seafood products. The Commission was responsible for 16% of all U.S. firms exhibiting at ANUGA.

Surveyed several months after the show, CPRC's exhibitors indicated that \$13.5 million in gross sales would be handled during the next 12-18 months as a result of the show. Since the majority of new business generated is expected to be repeat business for a number of years, the \$13.5 million figure is not a true measure of long-range sales impact.

None of these exhibitors would have gone to ANUGA had not CPRC sponsored their exhibit, making all business generated by the show a direct result of Commission sponsorship.

The Commission's exhibit was designed to entice new and/or smaller firms to enter the European trade show network—and it succeeded. Eight of the nine individual company exhibitors were new to the European market.

The tenth exhibitor, the Gulf and South Atlantic Fisheries Development Foundation, represented 30 different seafood companies. Over half of these were new to the European market and they have annual sales ranging from \$100,000 to \$40,000,000.

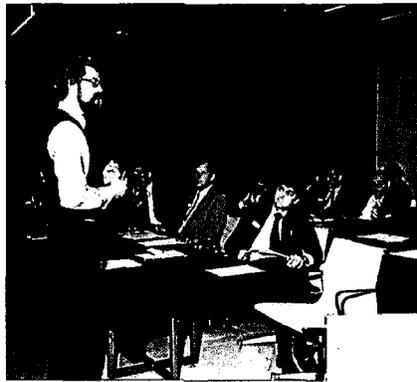
The various State Departments of Agriculture worked diligently to locate potential exhibitors for ANUGA. CPRC provided funds and staff to coordinate the exhibits, while the Foreign Agriculture Service coordinated all American firms into a unified exhibit. Thus, this project is an excellent example of a Regional Commission working to bring private business, State and Federal governments into a cooperative and productive program.

## **The Coastal South is Sold to Europeans**

The Visibility and Promotion program strives to make Europeans aware of the Coastal South and, by so doing, both



*Mr. David Cloer, President of International Industries in Spartanburg, South Carolina, was one of CPRC's exhibitors at the ANUGA show.*



*Dutch businessmen were informed of the advantages of placing industrial investment in the Coastal Plains Region during this CPRC-sponsored seminar.*

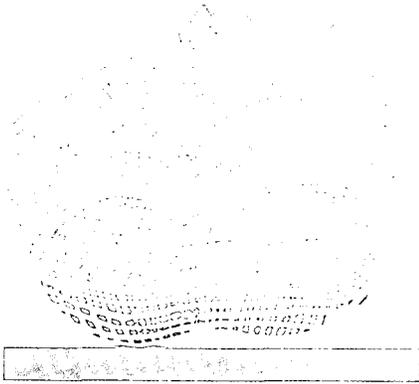
*Potential buyers inspect food products displayed at the Commission's ANUGA exhibit.*

increases foreign industrial investment in the Region and promotes the sale of Regional goods abroad.

This is accomplished through the holding of reverse investment seminars tailored to individual countries and through participation in European trade fairs.

Holland, number one source of foreign investment in the U.S., was the site of a CPRC-organized industrial investment seminar on the Coastal South in May 1979. Forty-four business leaders attended the Amsterdam seminar hosted by Holland's largest bank, the Algemene Bank Nederland.

The program concentrated on the practical matters of how to establish successful operations in the U.S. and illustrated through two case studies how well the



Coastal South meets the criteria for business success. These cases were provided by DSM, a huge, diversified Dutch firm which has a multimillion dollar mining investment in Georgia, and Vicon, a small resourceful Dutch manufacturer of agricultural machinery, which has found its niche in the U.S. market and is growing steadily at its U.S. base in Virginia.

Emphasis was given to the many free services offered by the Coastal States

and their representatives in Europe to assist prospective investors.

All tax analyses, marketing strategy material and financial presentations at the seminar were tailored to the Dutch industrialist, making comparisons with the Dutch situation and drawing examples from Dutch companies in the U.S.

In trade fair activities, the project took five fiberglass pleasure craft manufacturers from CPRC States, along with a nine-screen audio-visual presentation on the Region, to Europe's largest boat show, held in Duesseldorf, Germany in January 1979.

Immediate sales at the show totaled \$340,000, while conservative estimates placed additional sales at \$1.1 to \$1.4 million in the following twelve months. Approximately 2,000 visitors to the fair watched the audio-visual program and took promotional brochures.

#### Beach Ads Draw Tourists to Coastal South

Inflation and a shortage of fuel threatened to choke off the vital flow of tourism dollars in the Region's economy in Fiscal 1979. Strong advertising projects by

CPRC helped prevent that by drawing visitors to the "Beaches of the Coastal South".

Tourism is a top economic contributor in each of the five states. It supports more than one million jobs: 90,000 in Virginia; 179,000 in North Carolina; 59,300 in South Carolina; 173,500 in Georgia; and 500,000 in Florida. A large share of these jobs are in the Coastal Plains Region, where beaches and historic sites act as powerful magnets for tourists.

CPRC had sponsored highly-successful tourism advertising campaigns in Canada in 1977 and 1978. Based on the results of these efforts, the Commission decided to run ad campaigns simultaneously in Canada and in the Northern Tier States bordering the Great Lakes.

Ads promoting the warm sea and balmy climate of the Coastal South were run in 12 American papers and in 22 newspapers in 19 Canadian cities. They offered free information about the vacation attractions of the Region and responses poured in by the thousands.

*Used in the Commission's tourism promotion efforts, this advertisement won an award from COMMUNICATION ARTS magazine.*

# Sometimes, you get the feeling that the beaches here are as endless as the ocean.

Not so far away, there is a land of wide, sandy beaches. They drift and wind a thousand miles. The sea is warm.

And friendly natives speak a quaint English dialect.

But you don't need a passport to get there.

Or a plane ticket. All you need is a car.

Because this inviting land is right at your doorstep. It's known as the Coastal South. Where the beaches stretch from Virginia's Eastern Shore, through both of the Carolinas, Georgia and the northern coasts of Florida.

More than likely, these beaches are quite different from others you know.

On first sight, most visitors are genuinely surprised at how wide and flat they are.

Instead of rocks, cliffs and marshes, you'll find soft, fine sand. And there's always plenty



between you and the ocean.

Instead of overwhelming crowds, congestion and "keep out" signs, you'll find that almost every beach is free to use.

While winter's chill lingers elsewhere, the southern climate becomes warm and balmy very early in the year.

And summers, like children, are reluctant to leave.

The Beaches of the Coastal South will delight you.

You can come to meet a lot of new friends. Or you can come to be alone.

You can sun, surf, sail, fish or feast on the seafood. Or you can do nothing at all.

But should you decide to take a walk to the end of the beach, make sure your vacation is a very long one.

Please send me more information about the Beaches of the Coastal South.

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Beaches of the Coastal South, 212 E. Bay Street, Providence, South Carolina 29403.

**Beaches Of The Coastal South**



The U.S. Travel Service in Toronto, which had volunteered to answer the Canadian inquiries, sent out more than 17,000 replies. At the Commission office in Charleston, it was even more overwhelming—over 43,000 requests for additional information were answered.

By the time the fuel crisis developed, most winter-weary northerners had already taken early vacations or had made firm plans and reservations. The individual CPRC states launched special programs to inform potential visitors that gas was available. Vacationers arrived in almost their usual numbers, and few jobs were lost in the Coastal South travel industry.

In the coming year, CPRC is turning its attention to attracting European tourists. As inflation and the imbalance of international payments eat into the value of the American dollar, the U.S. has become a travel bargain for Europeans. CPRC is beginning a two-year program to organize and promote package tours to entice Europeans to spend their vacation money in the Coastal Plains Region.

### Water for Future Generations

A continuing thrust of Commission activities over the past several years has been to produce and disseminate knowledge about the supply of groundwater in the Region, knowledge which is indispensable in planning future economic development.

The Commission has been (and continues to be) involved in programs to investigate the supply of groundwater, to enhance the flow of water resources information among the State and Federal Governments and to train groundwater technicians and professionals.

In mid-1979, the Interstate Groundwater Committee (a subcommittee of

the Water Resources Forum organized by CPRC in 1977) produced the first groundwater handbook and status report for the Coastal Plains Region. The handbook details the current body of knowledge about this important resource and contains extensive amounts of data relating to aquifers.

The handbook has been distributed to government water-related and industrial development agencies in need of the information it contains.

As part of its effort to keep groundwater information flowing, the Interstate Groundwater Committee sponsored the second Southeastern Groundwater Conference. Held in Atlanta in October 1978, the conference brought together groundwater specialists from all levels of government and private industry.

That conference has proved so useful that it has become a self-supporting annual event, with the third session scheduled for the fall of 1980.

An indispensable part of CPRC's groundwater activities is research into the amount and quality of the water supply in various areas. The Commission funded a number of projects with those goals in Fiscal 1979:

- The groundwater potential of 10 industrial sites is being evaluated by the Northeast Florida Water Management District.

- Intensive investigation in the Ft. Walton Beach, Florida, area is being conducted in an attempt to anticipate future water problems.

- Exploration of the shallow aquifers of the Savannah and Brunswick areas of Georgia was concluded in the summer of 1979 and a report will be issued shortly.

- South Carolina saw a pilot study in shallow aquifer pollution and three other studies concerned with groundwater capacity use limits (one of these prompted State legislation to protect the groundwater assets of the Myrtle Beach/Grand Strand area and similar action may result from the other two).

- The multi-year North Carolina study to define the quantity and quality of the aquifers in the State's central coastal plains has already produced information invaluable to local governments and industry.

- The groundwater modeling study of southeastern Virginia and the eastern shore is effectively supplementing the State Water Control Board's efforts to manage the groundwater of this rapidly growing area.

### Marine Center Facilitates Information Exchange

The topography of the Coastal Plains Region is distinguished by beaches, estuaries, sounds, barrier islands and wetlands. The careful management and prudent development of the natural resources flowing from the water and the land associated with it are of utmost importance to each Coastal Plains State individually and to the Region as a whole.



*Commission-sponsored groundwater research will help assure the Myrtle Beach, South Carolina, area of an adequate water supply.*

(Photo courtesy of S.C. Department of Parks, Recreation & Tourism)

*This drilling is part of the exploration of the shallow aquifers in Georgia.*

This requires first knowledge and then, equally as important, the proper dissemination of that knowledge. The Coastal Plains Center for Marine Development Services helps meet that need through the exchange of scientific and economic information concerning the Region's marine resources.

The Marine Center, located in Wilmington, North Carolina, produces publications, organizes and stages specialized con-



ferences and seminars and publishes a bi-monthly newsletter.

Each year the Marine Center sponsors an "umbrella" conference which attracts persons active in all areas of the marine economy. The December 1978 Conference focused on six specific issues and prepared recommendations for future action by CPRC, Federal and State governments and the private sector.

One of the more significant of those recommendations called for the simplification of the permitting process needed for building or renovating marine structures. This was not an attempt to change the outcome of the process but rather recognition that often the length of time required to obtain the permit destroys the economic feasibility of the project. Efforts are now underway in the Coastal Plains Region to centralize and simplify permit processing.

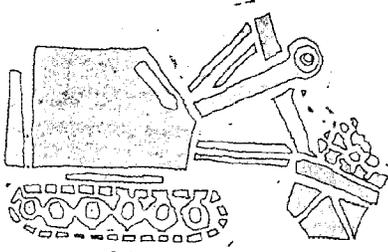
#### **Results of Minerals Surveys Shared with Industry**

Mineral deposits with a possible commercial value in excess of \$1 billion

*Visitors to the Ft. Fisher (North Carolina) Marine Resources Center watch a demonstration of the effects of wave action on the ocean floor. Ft. Fisher is one of five marine research centers that CPRC helped bring into being.*

*The Frying Pan Lightship patrolled the coast of southern North Carolina for 34 years. Taken out of service in 1964, this ship was the last in a series of lightships that sailed those waters for 110 years. It is now a museum and Commission funds are being used to construct a permanent slip for it in Southport.*





were discovered through CPRC-funded aeromagnetic and aeroradiological surveys. The surveys, conducted by the U.S. Geological Survey from 1974 to 1978, turned up major finds of titanium and phosphates.

In November 1978, a seminar was held in Atlanta to acquaint industry with the findings of the surveys. Approximately 115 people, including representatives of mining and petroleum companies, attended the seminar.

Several CPRC States have developed follow-up projects to explore areas of high radioactivity or places where rock formations indicate possible oil deposits.

The U.S.G.S. is also conducting on-site evaluations of some of the more promising finds turned up by the survey.

#### **A Commitment to Education**

Ever since its inception, the Commission has recognized that lack of opportunities for advanced training has hampered the Region's residents in their efforts to obtain jobs or earn higher incomes.

Resolving to remove that barrier to full employment, the Coastal Plains Regional Commission set about establishing vocational and technical education facilities throughout the Region, with the goal of having every resident within commuting distance of a facility.

This is being accomplished through enhancing high school vocational programs, establishing technical education centers, and expanding a system of community colleges and technical institutes.

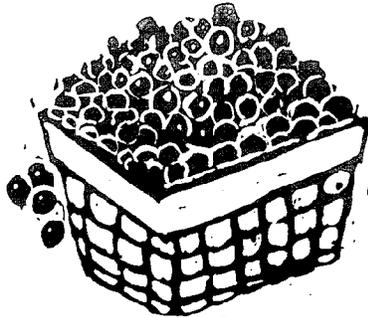
Many thousands of the Region's residents have benefited:

- Over 40,000 students trained in educational facilities in which the Commission invested funds have been placed in jobs as a result of that training.

- An additional 18,000 employees of local industries have been provided with training in special programs set up for the industry financed in part with Commission funds.

- The number of students being trained in Commission-financed educational facilities totals over 80,000.

In Fiscal Year 1979, the Commission continued to support its commitment to education. CPRC invested nearly \$2 million in 14 projects with a total value of \$12.3 million.



It is easy to see the regional impact of the programs discussed so far. They touch equally on each State.

The Commission also supports projects which, at first glance, appear to be limited to one State or even a small area of one State.

All of these projects, however, do have region-wide significance. In some cases, they demonstrate a new technology which can be useful throughout the Region.

In other instances, they establish the economic viability of new products (blueberries, for example) which will strengthen vital sections of the Region's economy.

And in still other areas, they help attract industry to the Region by upgrading community services or providing worker training opportunities.

All Commission-funded projects contribute to meeting CPRC's goals of providing more jobs, raising skill levels, increasing incomes and enhancing community services. Moreover, they help meet these goals within the established program areas.

In funding these types of projects, the Commission is using a building-block approach. The economy of the Region as a whole will be only as strong as the economy of each small area within the Region.

Here are some achievements in these building-block projects in FY '79 . . .

#### **1979 Spoleto Festival Draws 83,000 Visitors**

In its third year, Charleston, South Carolina's Spoleto Festival attracted nearly 83,000 visitors to its 136 performing and visual arts events.

CPRC provided funds for national and regional promotional activities to alert potential visitors to the existence of the Spoleto Festival which ran for 17 days in May.

Those who came (almost half of whom were from outside South Carolina) left \$6.7 million in the Charleston area. More importantly, many visitors to Charleston at other times during the year said they had been prompted to visit the area by hearing of the Festival. A survey showed that these tourists spent \$25.4 million.

The Spoleto Festival is well on its way to becoming an established event. In 1979, the Festival showed its first profit which is being used to retire some of the deficit accumulated during the first two years.

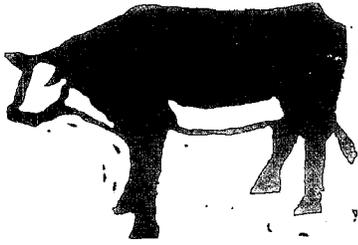
#### **More Cattle for Market and Better Markets for the Cattle**

A major step in the expansion of the Region's cattle industry took place when ground was broken for its first modern feedlot and slaughterhouse in December 1978.

Located near Emporia, Virginia, the facility will be capable of processing 100,000 head for market annually and will eventually feed an additional 10,000. The slaughterhouse will be operational by mid-1981 with the feedlot coming on-line at a future date. The success of this first operation will determine when similar facilities will be built elsewhere in the Region.

Cattle producers in North Carolina are receiving better prices for their animals due to a CPRC grant. The Commission provided funds for the State to purchase and install equipment that allows cattle to be auctioned by telephone to Midwestern buyers.

With the system operating, an auctioneer conducts a live auction with buyers present and additional buyers on a conference telephone hookup. All buyers are able to follow the bid process and compete for purchases as if physically present. The more competitive atmosphere of an auction is producing better prices for North Carolina's cattle.



Not only cattle, but also hogs and goats are being sold overseas due to the work of the Southeastern Livestock Association. Formed under a CPRC grant to the South Carolina Department of Agriculture, the organization has worked to promote the movement of livestock to various countries, particularly in South America.

The Association has attended foreign livestock trade shows, organized trade missions, brought swine purchasers to the U.S., and has been successful in arranging a number of livestock sales, totalling over \$100,000. Still in its infancy, the Association shows great promise in developing the Region's international trade potential in livestock.

#### Computers to Aid in Farm Management

Increasing the ability of the Region's farmers to manage their farms through use of modern management techniques has been the objective of several past Commission programs. Now, Clemson University has begun a project under Commission auspices to adapt microcomputers to farm operations.

Modern computer technology has advanced to the point where microcomputers no larger than a typewriter are on the market. For an investment of a few hundred dollars, anyone who can type can use a microcomputer and a pre-programmed cassette tape to perform record-keeping or calculating.

A farmer must maintain detailed financial and production records for tax purposes and for effective analyses of management practices. The combination of the farmer's needs for computational power and the emerging availability of personal microcomputers form a natural impetus to apply the most modern technology to agriculture.

Under this two-phase project, programs valuable for farm management will be developed and loaded onto cassette tapes. Then, in the second phase, microcomputers will be purchased and used on a trial basis. Each person using the micro-

computer and program tapes will evaluate the usefulness of the system and suggest changes to the programs.

As the value of the microcomputers and the tapes becomes evident, it is anticipated that farmers will purchase their own computers and tapes.

#### Crawfish, Dried Blueberries to Join Region's Products

Crawfish and dried blueberries may become sources of income for residents of the Coastal Plains, thanks to separate Commission-funded activities.

Earlier CPRC-sponsored studies found that crawfish (now commercially produced almost exclusively in Louisiana) could be grown on a commercial scale in the Coastal Plains Region, given suitable pond conditions. These studies showed that crawfish ponds require a heavy clay soil and high water retention.

As a follow-up to these findings, in FY '79 CPRC funded crawfish farming field trials by the Lowcountry Resource Conservation and Development Project. Trial ponds are being stocked to determine the minimum clay content of the soil, the effect of variations in the water level, and the effects of adding agricultural lime to the ponds.

loss of flavor or significant change in composition.

Blueberries, like any other crop, are subject to violent swings in market price. If a market can be established for dried blueberries, it will both protect the producer and encourage the expansion of the industry.



Ground for a cattle slaughterhouse/feedlot was broken in December, 1978. Participating in the ceremony were Mason Carbaugh, Virginia Commissioner of Agriculture, Congressman Robert W. Daniel, Jr., and Victor du Pont, President of the Old Dominion Beef Company.



In an area of farming totally removed from crawfish, past CPRC grants have resulted in the establishment of a blueberry industry in the coastal plains of Georgia, an industry that brought \$250,000 in returns to producers in 1978.

Research under those grants has also shown that only rabbit-eye blueberries (the species grown in Georgia) can be successfully dried and reconstituted without

Blueberries being grown in southeastern Georgia can be made into a wide variety of products. (Photo courtesy of Southeast Georgia APDC)

Accordingly, CPRC is now funding a Georgia Blueberry Association project to determine if that market—either at the processor or consumer level—exists. Blueberries are being dried, packaged and field-tested for consumer acceptance, with



the results of the field tests to be provided to major food companies.

The extent of a possible market will be based on an evaluation of both consumer and industry acceptance, along with an estimated price per pound.

### **South Carolina Seeks to Diversify Seafood Catch**

South Carolina fishermen have traditionally relied almost exclusively on white shrimp for their livelihood. However, while the number of shrimp trawlers in the State has increased substantially in the past 10 years, there have been no major increases in total landings, indicating that the shrimp population is currently being exploited at near maximum levels.

Add to this the severe winter of 1977 which cut that year's shrimp harvest in half and significantly reduced the 1978 catch, and it becomes obvious that South Carolina fishermen need to diversify their catch in order to survive.

Using CPRC funds the State is un-

dertaking a survey of areas off its coast for commercially harvestable populations of scallops, whelks, conch and rock shrimp. Preliminary results show that the survey is succeeding in turning up various locations with commercial concentrations of these species.

By enlarging their fishing activities to include these other seafoods, the South Carolina seafood industry will not only be better able to survive times of white shrimp scarcity, but will acquire the ability to grow.

### **Florida Expands Oyster Harvest**

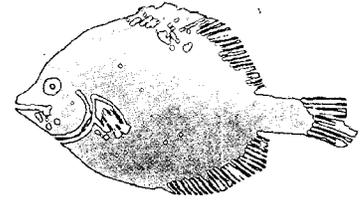
The oyster industry is the mainstay of the economy of the Apalachicola, Florida area, with \$5 million worth of oysters being landed in the State in 1979. This industry could experience tremendous growth if off-season harvesting and harvesting oysters from now-prohibited waters were proved feasible.

Many areas containing rich oyster beds are now off-limits due to water pollution and oysters harvested out of season are not high enough in quality for the commercial market. Techniques for fattening off-season oysters and for cleansing oysters from polluted waters do exist, however.

Using CPRC funds, Florida is constructing a demonstration facility to apply these techniques and show their commercial feasibility.

### **Energy for the Region's Future**

While CPRC has no formal program dealing with energy needs and development,



it has over the years funded energy-related projects.

The Brunswick Energy Company has proposed building a 150,000 barrel a day oil refinery in Brunswick County, North Carolina. A refinery would have obvious environmental implications, not only for the locality but for the State and a large section of the East Coast.

The highly specialized work of oil refinery design and impact is not within the State's previous experience. In order to safeguard both its citizens and others in the Region, North Carolina is using a Commission grant to provide for experienced and highly specialized professionals to critique each design and environmental decision for State policymakers.

The Commission continued its work with the Georgia Forestry Commission and Georgia Institute of Technology to encourage the use of wood to fire industrial boilers.

In Fiscal 1979, a series of seminars were held in various sections of Georgia to acquaint industrialists with the manufacturers of wood burning systems currently available and proven feasible.

While conversion to wood for industrial use would help lessen the Region's dependence on petroleum, its primary benefit would be the optimum utilization of the Region's forestry resources. Wood residues and underutilized species make up the major portion of wood used to produce energy, which means that the availability of timber and pulpwood would not be affected.

### **Waste Disposal Alternatives Tested**

Two separate Commission-funded studies, one completed in 1979 and one just begun, address themselves to the problem of environmentally safe and economically feasible waste disposal.

An analysis of the feasibility of

### **Commission Grant Programs**

The Commission's limited funds have been invested in two basic grant programs—the technical assistance program, which funds research and demonstration projects designed to seek solutions to regionwide developmental problems, and the supplemental grant program, which provides supplemental funds in order to attract other grants and reduce the matching share required of local governments for public works projects funded by other Federal agencies.

To date, the Commission has given \$43,523,000 in technical assistance grants and \$37,163,000 in supplemental grants. Local, state and federal government contributed to the bulk of these projects as well, bringing their total costs to \$332,566,000.

using ocean outfalls (conduits that pump directly into the ocean) to handle waste disposal along the North Carolina coast was carried out cooperatively by three N.C. universities.

What they produced was a definitive, technical study providing both techniques for gathering baseline data on such a waste disposal system and the actual data.

And, going one step further, the report also serves as an environmental assessment for this methodology.

The report is proving to be of immense value. To date, over 200 copies (beyond the initial distribution) have been requested by engineering firms, universities, marine research centers, governmental officials and others.

While the study serves as a model for similar projects elsewhere in the Region, it is especially useful to the coastal areas of North Carolina. The Environmental Protection Agency has required prospective contractors bidding on the environmental impact statement for a Dare County ocean outfall to be familiar with this study.

Ocean outfalls are of no use to inland areas which lack a unified sewage treatment system. In those cases, residents and industry turn to individual treatment systems, such as septic tanks.

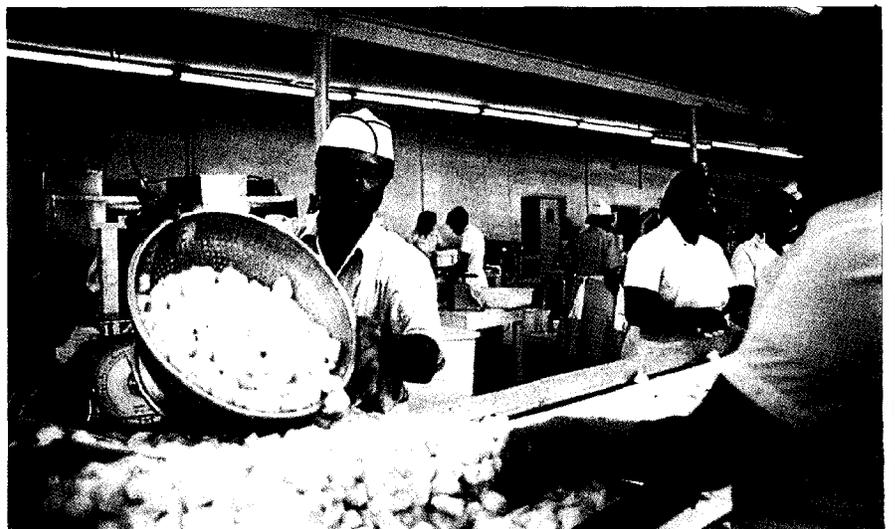
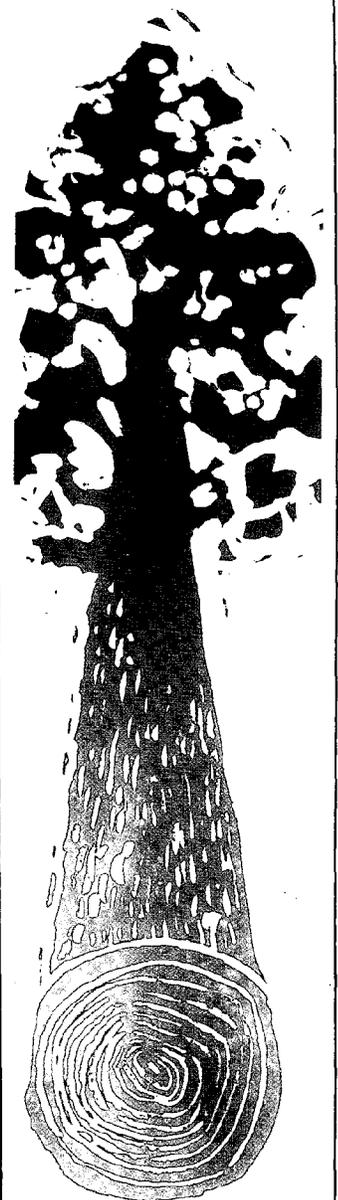
In many regions, however, ground conditions (a seasonally high groundwater table, for example) make septic tanks unusable and other methods must be utilized.

North Carolina is studying the use of alternative individual waste treatment systems in that State's coastal plains.

These alternatives, such as the levee-mound system and the low pressure pipe injection system, can allow development in areas presently unsuitable due to waste disposal problems.

*This equipment is part of the process used to turn wood residues into a source of energy for industry.*

*Jobs such as these may be created as a result of the discovery of scallops off the coast of South Carolina.*



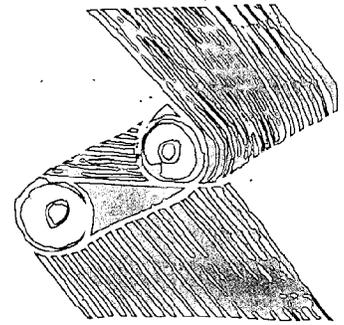
### **Community Enhancement to Entice Industry**

A powerful tool in efforts to attract industrial development to any community is enabling industry to obtain needed workers and services and providing the community services vital to a business' employees.

Both training workers and meeting an industry service need will be accomplished through the work of the Heart of Georgia Video Center, serving its central Georgia region.

The Center, using equipment purchased under a Commission grant, can produce training films for workers, tapes to highlight the area to prospective industrial clients and to tourists, and provide industry with a local, professional source of custom-made video-tapes.

The Center has already produced a film encouraging medical doctors to settle in the Heart of Georgia area and two films promoting local festivals and events. A CETA employee has been hired and is being trained in video techniques.



Three counties in northeastern North Carolina decided to mount a joint attack on the lack of advanced academic and vocational education opportunities for their high school students.

Due to sparse rural populations, Chowan, Gates and Perquimans Counties individually lacked the resources to give their students the advanced training needed to better compete on the job market or com-

*The Heart of Georgia Video Center is using equipment purchased with Commission funds to produce this worker-training film.*

(Photo courtesy of Heart of Georgia Video Center)



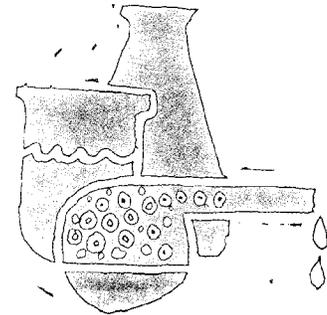
plete technical or liberal arts programs.

A CPRC-funded feasibility study allowed the counties to draw up a plan for establishing a Tri-County Career Center to fulfill these educational needs. The Center would be located within commuting distance of each county's high school and allow stu-

dents to spend part of the school day at the Center taking advanced courses.

The establishment of such a Center would be an obvious inducement to industry as a source of better educated and more highly skilled employees.

One service of which an industry



### Birth and Growth of The Coastal Plains Regional Commission

1965: Congress passed the Public Works and Economic Development Act which authorized the creation of Regional Commissions.

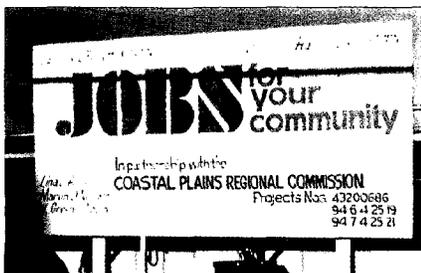
1967: The Coastal Plains Regional Commission was chartered under Title V of that act, with a three-State Region encompassing sections of North Carolina, South Carolina and Georgia.

1975: The Region grew, with Virginia and Florida becoming members of the Commission, while South Carolina and Georgia added territory.

1979: Today CPRC serves a five-State Region, with 290 counties and over 12 million people.

moving into an area must be assured is sufficient, high-quality medical care for its employees.

In FY '79, CPRC funded several projects to help meet that requirement. Expansion of the county health clinic in Allendale County, South Carolina, became urgent due to the scheduled opening of a new chemical and dye operation in the county. Funds were provided to produce the drawings and design work required to construct



*Commission funds helped build this facility for training and quartering harness-race horses in Hawkinsville, Georgia. The 400-stall operation will be the largest industry in Pulaski County, generating revenues estimated to be \$3 million annually.*

(Photo courtesy of Heart of Georgia APDC)

### **Commission Goals for the Coastal Plains**

The Commission has set for itself four major goals. These goals are broad statements which emphasize the major considerations in the minds of Coastal Plains decisionmakers. They are:

1. To give the people of the Coastal Plains Region greater opportunities to find employment at the highest level of their capabilities.
2. To help individuals bring their skills to higher levels of competence.
3. To provide increased opportunities for individuals to earn higher incomes.
4. To help communities provide those services that enhance their economic potential.

Emphasizing overall economic development, these goals underline the importance of four major areas of concern to the Commission: (1) jobs; (2) skills; (3) incomes; and (4) community services.

*Panama City, Florida, is using CPRC money to expand its port's general cargo tonnage capability. This expansion will have a direct and indirect impact of \$14 million annually.*

(Photo courtesy of Panama City)



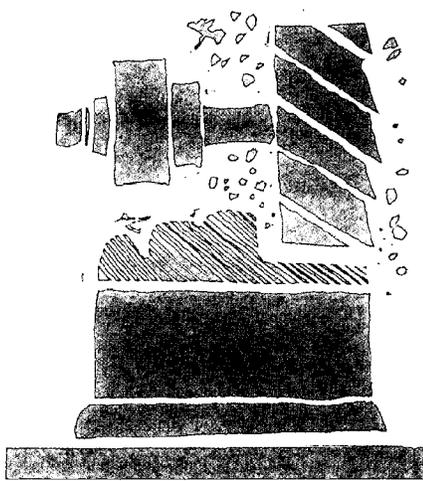
an addition to the already badly overcrowded clinic.

The Commission also aided in the construction of health facilities for the areas of Warrenton, Georgia; Richland, Georgia; and Brunswick County, Virginia.

### **Planning for Beneficial Industrial Development**

In FY '79 the Commission funded a number of projects to enable sections of the Region to plan in an orderly and prudent manner for industrial development. The three specific studies discussed below serve as examples of the range of projects undertaken.

Charles City County lies along the James River in Virginia, halfway between Richmond and the Hampton-Newport



News-Norfolk metropolitan area. Even though the county is located between these urban areas, to date there has been little development along its riverfront.

The county is now in the process of identifying those riverfront parcels available for development and analyzing them prior to designation for industrial use, historic and natural preservation, commercial recreation, light industrial support, etc.

The existence of this plan will aid the county in managing its growth to the benefit of all its residents.

In North Carolina, 20 counties in the Albemarle Basin are looking into the advantages of a multi-county rural development center.

The purpose of the center would be to devise strategies to accelerate rural economic development, reduce underemployment and deal with rural structural unemployment.

The study will set out how those goals could be implemented through programs and activities of a rural development center and determine the design of any necessary physical plant.

The Savannah River in Georgia has tremendous potential for location of water-dependent industries due to the large volume of water it carries and its relatively unused shoreline.

A Commission-sponsored study will identify specific sites along the river and recommend a development program. Estimated costs of transportation and utilities will be included and brochures containing all this information and targeted to industrial prospects will be prepared.

These, then, are the highlights of the programmatic activities of the Coastal Plains Regional Commission in Fiscal 1979—a year which saw the Commission both break new ground and continue with its traditional time-tested activities.

Through all its actions, the Commission remains committed to fully utilizing the strengths of this marriage of the Federal and State governments for the greatest good of the 12 million people of the Coastal Plains Region.



## Commission Organization and Structure

The Commission membership is composed of a Federal Cochairman and the Governors of the five participating States.

The Federal Cochairman is appointed by the President and confirmed by the Senate. His principal responsibility is to provide the Federal perspective on issues before the Commission. In this role, he serves as liaison between the Commission and the departments and agencies of the Federal government and ensures the necessary coordination of their programs. The Federal Cochairman and his staff are headquartered in Washington, D.C.

The Governors elect one from among their members to serve as State Cochairman each calendar year. Each Governor appoints an Alternate who serves as his representative in his absence.

In addition, each State maintains a Coastal Plains office staffed by a State Coordinator with responsibility for project development, implementation and coordination between other agencies and organizations engaged in regional, State, or district planning and development.

The Commission is served by a non-Federal professional staff headed by an Executive Director, and located in Charleston, South Carolina. Program specialists provide support to the States and the Federal Cochairman's office in the implementation of the five major program areas.

Members of the CPRC meet officially three times each year to consider matters pertaining to plans and program development, legislative and budgetary recommendations, or actions affecting Commission policy.

### Advisory Committees

To ensure full participation by both the public and private sectors, the Commission utilizes five standing Advisory Committees with members drawn from business, institutions, State agencies, public interest groups, Federal departments, and including private citizens as well.

These committees, working within each of the five program areas, meet frequently throughout the year to review and analyze the problems of the Region, seek regional solutions to these problems, and to make recommendations to the Commission for action.

### Planning and Evaluation

The overall strategy which sets the Commission's goals and guides its decision is contained in the multi-year Regional Plan.

Originally adopted by the Commission in 1971 and revised over the years, it is the result of extensive research into the Region's problems and potentialities.

The Plan was presented to the Federal Advisory Council on Regional Economic Development for review in August 1978. After considering comments generated by this review, the Commission decided to forward the Plan to the Secretary of Commerce for approval without major changes.

This action was predicated upon the Commission's decision to undertake a major revision of the Plan beginning in FY '80. Anticipating Congressional passage of new authorizing legislation with possible significant changes from the old, CPRC realized that its current Plan would not be adequate for the 1980's.

Accordingly, the Commission has set aside funds to begin the Regional Plan revision in the coming months.

Data which will be useful in revising the Plan are currently being gathered as CPRC's project evaluation system became fully operational in FY '79.

On-site visits to implement the evaluation system were begun this past fiscal year, with 40 projects in four out of the five States being monitored.

First emphasis is being given to projects with large investments of Commission dollars, particularly construction projects such as industrial park sites and vocational/technical education facilities.

These on-site visits, while extremely beneficial in gaining first hand in-depth information, have also proven to be an effective method of maintaining a good working relationship between the Commission and local and State officials and Commission grantees.

*The Chairmen of CPRC's Advisory Committees in FY '79. From left: Roy A. Stevens, Environmental Affairs; William V. Arnold, Travel Industry Development; Dr. E. Walton Jones, Marine Resources; Raymond B. Bunton, Industrial Development; and Robert H. Whittaker, Agriculture and Forestry.*



## Financial Plan and Summary of Obligations Fiscal Year 1979

Thousands

### A. Total Funds Available:

Federal Appropriations	\$9,546
Program Balance Carried Forward from Fiscal Year 1979	—0—
Recoveries and Deobligations	341
<b>TOTAL</b>	<b>9,887</b>

### B. Administrative Expenses:

To Finance the Office of the Federal Cochairman	\$ 396
To Finance the Staff of the Commission	300
<b>TOTAL</b>	<b>696</b>
<b>BALANCE AVAILABLE FOR PROGRAMS</b>	<b>9,191</b>

### C. Obligations by Program-FY 1979

PROGRAMS	Project Type		TOTAL
	505	509	
Industrial Development	\$1,454	\$2,631	\$4,085
Marine Resources	965	284	1,249
Agriculture & Forestry	644	—0—	644
Environmental Affairs	431	1,642	2,073
Travel Industry Development	358	300	658
Regional Economic Analysis	32	—0—	32
State Development Planning	450	—0—	450
<b>TOTAL</b>	<b>\$4,334</b>	<b>\$4,857</b>	<b>9,191</b>

**D. Grand Total All Obligations** **\$9,887**

**E. Unobligated at End of FY 1979** **—0—**

## Technical Assistance Program

Section 505 of the Public Works and Economic Development Act of 1965, as amended, authorizes the Commission to expend Technical Assistance Funds for planning, research, studies, demonstration projects and

other related activities which will evaluate the needs of, and develop the potentialities for economic growth in the Coastal Plains.

### Regionwide Projects

Northern Tier Advertising	\$ 133,200
Northern Tier Fulfillment	22,080
Agriculture Management Team, North Carolina	15,000
Groundwater Survey, South Carolina	62,500
Regional Seafood Marketing	175,000
Coastal Plains Marine Center	132,500
Coastal Plains Marine Center (FY '80)	88,500
Coastal Plains Marine Center Cooperative Projects	15,000
Agriculture Management, Florida	72,013
ANUGA Trade Show	21,254
European Visibility & Promotion	181,311
Nigerian Trade Mission	9,819
Groundwater Training	3,913
Venture Capital	2,534
State Planning	450,152
Advisory Committee Support	32,506
	<u>\$1,417,282</u>

### Technical Assistance Grants

#### VIRGINIA

Charles City County Water & Sewer Study	\$ 35,000
Carmel Church Economic Study	38,500
Buckingham/Dillwyn Water & Sewer Study	20,000
Isle of Wight Industrial Development Plan	25,000
	<u>118,500</u>

#### NORTH CAROLINA

Beekeeping Production & Marketing	\$ 43,218
Restoration of Marconi Tower	10,000
Innovative Sewer Disposal System	80,000
Tri-County Career Center	25,000
Telephone Cattle Marketing	8,603
Ayden-Grifton Industrial Site Survey	30,000
Albemarle Basin Study	50,000
Brunswick Oil Refinery EIS	30,000
Foreign Trade Survey	18,000
LRO Technical Assistance Program	45,000
Carteret County Convention Center EIS (Bogue Banks)	70,634
Wanchese Harbor Seafood Park	146,000
	<u>\$ 556,455</u>

#### SOUTH CAROLINA

Underutilized Fishery Resources	\$ 43,730
Seafood Marketing Program	26,935
Peeler Crabs	44,567
Spoieto Festival	100,000
Allendale County Health Clinic Addition	36,000
Seafood Port & Industrial Park	32,500
Lowcountry Conservation-Crawfish	11,000
Microcomputers in Agriculture	38,340
Orangeburg Motel Feasibility Study	15,000
Sumter Area Agriculture Exhibit	15,000
Charleston Museum	15,000
Southeastern Livestock Export Association	15,000
Governor's Intern Program	50,000
S.C. Water Resources Commission (Coastal Plains Aquifers)	54,000
	<u>\$ 497,072</u>

#### GEORGIA

Metal Works Feasibility Study	\$ 52,045
Sunbelt Agricultural Exposition Documentary Film	10,000
Industrial Solicitation	63,800
Governor's Intern Program	30,000
Video Production Center	129,680
Marketing Dried Blueberries	12,000
Coastal Georgia Tourism	24,660
Whitesville Development Plan	7,500
Areawide City/County Managers Program	25,000
	<u>\$ 354,685</u>

#### FLORIDA

Artificial Reefs Development	\$ 100,000
State Planning Grant Amendment	5,000
Oyster Fattening & Depuration	99,697
Water Resources Study, Okaloosa	75,000
Shoreline Development Strategy-Franklin County	37,500
	<u>\$ 317,197</u>

**\$1,843,909**

## Demonstration Grants — Fiscal Year 1979

Demonstration Grant authority is used to construct facilities which: (1) are needed for regional economic development and (2) are not eligible for assistance under any existing Federal grant-in-aid program. The Commission's share of such a project may run as high as 100 percent of the cost of a Section 505 Demon-

stration but is limited to 80 percent for Section 516 Health Demonstrations.

In Fiscal Year 1979 the Commission used its Demonstration Grant authority to fund nine projects. Total grants by the Coastal Plains Regional Commission amounted to \$1,073,025.\*

\* This figure includes a \$13,000 grant which was subsequently withdrawn prior to disbursement of funds.

<b>Virginia</b>	
BRUNSWICK HEALTH CARE FACILITY	
CPRC Grant-in-aid	\$140,000
Contribution	63,550
Basic Grant-in-aid-HEW	114,200
Total Project Cost	\$317,750

<b>North Carolina</b>	
DR. WALTER REED HEALTH CENTER	
CPRC Grant-in-aid	\$175,000
Local	43,750
Total Project Cost	\$218,750
HISTORIC BATH	
CPRC Grant-in-aid	\$ 3,211
FRYING PAN LIGHTSHIP	
CPRC Grant-in-aid	\$ 50,000
Local	10,000
Total Project Cost	\$ 60,000

<b>South Carolina</b>	
MIGRANT FARM HOUSING	
CPRC Grant-in-aid	\$375,000
MCLEOD MEMORIAL HOSPITAL	
CPRC Grant-in-aid	\$ 80,306
Local	20,076
Total Project Cost	\$100,382

<b>Georgia</b>	
WARREN COUNTY TRI-COUNTY HEALTH CENTER	
CPRC Grant-in-aid	\$120,000
Local	72,275
Total Project Cost	\$192,275
STEWART-WEBSTER HEALTH CLINIC	
CPRC Grant-in-aid	\$116,508
Local	32,662
Total Project Cost	\$149,170

## Supplemental Grant Program

The Commission's Supplemental Grants (Section 509) are used to enable the construction of facilities which: (1) are eligible for funding under the criteria of existing Federal grant-in-aid programs, (2) are needed in the Region's growth centers to spur or sustain their economic development, and (3) could not otherwise be built because either the state or local resources are inadequate to meet their "matching" share of the project's cost. The Commission's supplemental grant program during Fiscal Year 1979 made possible the joint financing of a total of thirty-eight regionally significant projects in the Coastal Plains. Funds in the amount of \$4,857,108 were provided by the Commission to complete the financing of

the thirty-eight projects with a total project cost of \$44,607,798. Seven of the projects are located in North Carolina, six in South Carolina, five in Georgia, twelve in Virginia and eight in Florida.

Federal grant agencies whose basic grants were supplemented were the Department of Health, Education and Welfare, the Economic Development Administration, the Department of Housing and Urban Development, the Farmers' Home Administration, the Environmental Protection Agency and the Federal Aviation Administration. The projects and financial participation of the localities, States and Federal agencies are shown in the accompanying tabulation:

<b>Virginia</b>	Amount	Percentage of Eligible Cost
SUFFOLK INDUSTRIAL PARK WATER SYSTEM		
Basic grant-in-aid-HUD	\$ 219,000	33%
Supplemental grant-CPRC	140,000	21%
Local funds	303,000	46%
	\$ 662,000	100%
NORTHERN NECK REGIONAL VOCATIONAL EDUCATION EQUIPMENT		
Basic grant-in-aid-HEW	\$ 124,000	38%
Supplemental grant-CPRC	140,000	42%
Local funds	66,000	20%
	\$ 330,000	100%
NORTH STAFFORD VOCATIONAL EDUCATION FACILITY		
Basic grant-in-aid-HEW	\$ 800,000	25%
Supplemental grant-CPRC	140,000	4%
Local funds	2,254,809	71%
	\$3,194,809	100%

<b>SOUTH HAMPTON COUNTY VOCATIONAL EDUCATION EQUIPMENT</b>		
Basic grant-in-aid-HEW	\$ 151,485	42%
Supplemental grant-CPRC	140,000	38%
Local funds	72,871	20%
	\$ 364,356	100%

<b>HANOVER COUNTY VOCATIONAL EDUCATION</b>		
Basic grant-in-aid-HEW	\$ 816,439	40%
Supplemental grant-CPRC	140,000	7%
Local funds	1,084,658	53%
	\$2,041,097	100%

<b>TOWN OF CAPE CHARLES WATER &amp; SEWER SYSTEM</b>		
Basic grant-in-aid-EPA	\$ 862,500	75%
Supplemental grant-CPRC	57,500	5%
Local funds	230,000	20%
	\$1,150,000	100%

**Supplemental  
Grant  
Program**  
continued

<b>BUCKINGHAM COUNTY VOCATIONAL EDUCATION EQUIPMENT</b>		
Basic grant-in-aid-HEW	\$ 70,896	47%
Supplemental grant-CPRC	50,000	33%
Local funds	30,224	20%
	<u>\$ 151,120</u>	<u>100%</u>
<b>AMELIA-NOTTOWAY VOCATIONAL EDUCATION EQUIPMENT</b>		
Basic grant-in-aid-HEW	\$ 81,847	40%
Supplemental grant-CPRC	80,358	40%
Local funds	40,552	20%
	<u>\$ 202,757</u>	<u>100%</u>
<b>TOWN OF CREWE WATER LINE EXTENSION</b>		
Basic grant-in-aid-EPA	\$ 270,000	60%
Supplemental grant-CPRC	84,000	19%
Local funds	96,000	21%
	<u>\$ 450,000</u>	<u>100%</u>
<b>TOWN OF CLOVER INDUSTRIAL PARK</b>		
Basic grant-in-aid-FmHA	\$ 267,000	37%
Supplemental grant-CPRC	140,000	19%
FmHA Loan	310,000	43%
Local funds	10,000	1%
	<u>\$ 727,000</u>	<u>100%</u>
<b>COURTLAND WATER SYSTEM</b>		
Basic grant-in-aid-EPA	\$2,400,970	75%
Supplemental grant-CPRC	140,000	4%
Local funds	660,330	21%
	<u>\$3,201,300</u>	<u>100%</u>
<b>RIVERDALE SEWER LINES-HALIFAX COUNTY</b>		
Basic grant-in-aid-FmHA	\$ 464,400	29%
Supplemental grant-CPRC	140,000	9%
HUD Community Development	600,000	37%
FmHA Loan	247,600	16%
Local funds	150,000	9%
	<u>\$1,602,000</u>	<u>100%</u>

<b>North Carolina</b>	Amount	Percentage of Eligible Cost
<b>BEAUFORT COUNTY TECHNICAL INSTITUTE</b>		
Basic grant-in-aid-HEW	\$ 94,580	9%
Supplemental grant-CPRC	100,000	9%
Local funds	910,840	82%
	<u>\$1,105,420</u>	<u>100%</u>
<b>TOWN OF WELDON WATER SUPPLY TREATMENT</b>		
Basic grant-in-aid-FmHA	\$ 401,600	35%
Supplemental grant-CPRC	96,350	9%
Local funds	633,750	56%
	<u>\$1,131,700</u>	<u>100%</u>
<b>CRAVEN COUNTY COMMUNITY COLLEGE</b>		
Basic grant-in-aid-EDA	\$ 600,000	41%
Supplemental grant-CPRC	175,000	12%
Local funds	690,000	47%
	<u>\$1,465,000</u>	<u>100%</u>

<b>TOWN OF FOUNTAIN SEWER &amp; WATER</b>		
Basic grant-in-aid-FmHA	\$ 39,800	11%
Supplemental grant-CPRC	31,700	9%
Local funds	285,139	80%
	<u>\$ 356,639</u>	<u>100%</u>
<b>ELIZABETH CITY WATER SYSTEM</b>		
Basic grant-in-aid-EDA	\$ 375,000	12%
Supplemental grant-CPRC	100,000	3%
Local funds	2,560,078	85%
	<u>\$3,035,078</u>	<u>100%</u>
<b>PASQUOTANK COUNTY POTABLE WATER</b>		
Basic grant-in-aid-FmHA	\$2,400,000	40%
Supplemental grant-CPRC	200,000	3%
Loan-FmHA	3,450,000	57%
Local funds	—0—	
	<u>\$6,050,000</u>	<u>100%</u>
<b>ROBESON CITY WATER IMPROVEMENTS</b>		
Basic grant-in-aid-EDA	\$1,500,000	30%
Supplemental grant-CPRC	170,000	3%
Local funds	3,330,000	67%
	<u>\$5,000,000</u>	<u>100%</u>

<b>South Carolina</b>	Amount	Percentage of Eligible Cost
<b>PIEDMONT TECHNICAL COLLEGE EXPANSION</b>		
Basic grant-in-aid-EDA	\$ 80,000	21%
Supplemental grant-CPRC	200,000	53%
Local funds	95,000	26%
	<u>\$ 375,000</u>	<u>100%</u>
<b>AIKEN INDUSTRIAL SITE IMPROVEMENTS</b>		
Basic grant-in-aid-HEW	\$ —0—	
Supplemental grant-CPRC	41,800	80%
Local funds	10,500	20%
	<u>\$ 52,300</u>	<u>100%</u>
<b>BETHUNE WATER SYSTEM</b>		
Basic grant-in-aid-FmHA	\$ —0—	
Supplemental grant-CPRC	45,000	50%
Local funds	45,000	50%
	<u>\$ 90,000</u>	<u>100%</u>
<b>ABBEVILLE SCHOOL DISTRICT VOCATIONAL CENTER</b>		
Basic grant-in-aid-HEW	\$ —0—	
Supplemental grant-CPRC	100,000	13%
Local funds	700,000	87%
	<u>\$ 800,000</u>	<u>100%</u>
<b>CHARLESTON EXCHANGE BUILDING</b>		
Basic grant-in-aid-EDA	\$ 400,000	26%
Supplemental grant-CPRC	200,000	13%
Local funds	950,000	61%
	<u>\$1,550,000</u>	<u>100%</u>

**NORTH MYRTLE BEACH MULTI-PURPOSE CENTER**

Basic grant-in-aid-EDA	\$ 450,000	60%
Supplemental grant-CPRC	100,000	13%
Local funds	200,000	27%
	<u>\$ 750,000</u>	<u>100%</u>

**PANAMA CITY PORT EXPANSION**

Basic grant-in-aid-EDA	\$ 500,000	56%
Supplemental grant-CPRC	100,000	11%
Local Funds	299,000	33%
	<u>\$ 899,000</u>	<u>100%</u>

**Georgia**

**MADISON INDUSTRIAL WATER SYSTEM**

Basic grant-in-aid-EDA	\$125,000	26%
Supplemental grant-CPRC	100,000	21%
Local funds	250,000	53%
	<u>\$475,000</u>	<u>100%</u>

**COLUMBIA COUNTY SCHOOL SYSTEM**

Basic grant-in-aid-HEW	\$ 9,440	2%
Supplemental grant-CPRC	352,800	70%
Local funds	140,560	28%
	<u>\$502,800</u>	<u>100%</u>

**RANDOLPH/CLAY HIGH SCHOOL VOCATIONAL EQUIPMENT**

Basic grant-in-aid-HEW	\$ 30,000	13%
Supplemental grant-CPRC	157,200	67%
Local funds	46,800	20%
	<u>\$234,000</u>	<u>100%</u>

**HERBERT SMART AIRPORT, PHASE II**

Basic grant-in-aid-FAA	\$ —0—	
Supplemental grant-CPRC	200,000	80%
Local funds	50,000	20%
	<u>\$250,000</u>	<u>100%</u>

**MIRACLE MILE INDUSTRIAL COMPLEX**

Basic grant-in-aid-EDA	\$448,465	58%
Supplemental grant-CPRC	50,000	7%
Local funds	273,535	35%
	<u>\$772,000</u>	<u>100%</u>

**CITY OF WILDWOOD INDUSTRIAL SITE**

Basic grant-in-aid-FmHA	\$ 200,000	39%
Supplemental grant-CPRC	123,840	24%
Local funds	185,260	37%
	<u>\$ 509,100</u>	<u>100%</u>

**CITY OF WILDWOOD WATER DISTRIBUTION CENTER**

Basic grant-in-aid-EDA	\$ 228,480	58%
Supplemental grant-CPRC	76,160	19%
Local funds	89,362	23%
	<u>\$ 394,002</u>	<u>100%</u>

**CITY OF JACKSONVILLE BEACH WASTEWATER COLLECTION SYSTEM**

Basic grant-in-aid-EDA	\$ —0—	
Supplemental grant-CPRC	184,000	80%
Local funds	46,000	20%
	<u>\$ 230,000</u>	<u>100%</u>

**ST. JOHN'S RIVER BARGE PORT**

Basic grant-in-aid-FmHA	\$ —0—	
Supplemental grant-CPRC	183,800	75%
Local funds	60,000	25%
	<u>\$ 243,800</u>	<u>100%</u>

**SOUTHEASTERN MARINE TECHNICAL CENTER**

Basic grant-in-aid EDA	\$ 750,000	50%
Supplemental grant-CPRC	160,000	11%
Local funds	590,000	39%
	<u>\$1,500,000</u>	<u>100%</u>

**Florida**

**LANARK VILLAGE WATER & SEWER SYSTEM**

Basic grant-in-aid-FmHA	\$ —0—	
Supplemental grant-CPRC	17,600	80%
Local funds	4,400	20%
	<u>\$ 22,000</u>	<u>100%</u>

**CITY OF MADISON SEWAGE TREATMENT FACILITY EXPANSION**

Basic grant-in-aid-HUD	\$1,990,800	73%
Supplemental grant-CPRC	200,000	7%
Local funds	547,720	20%
	<u>\$2,738,520</u>	<u>100%</u>

## New Directions for FY 1980

Not since the inception of the Regional Development program in 1965 has there been more legislative attention focused on the Commissions. During the year, both the House and Senate came forth with new legislative proposals containing sweeping new mandates for the Commissions. In addition to providing for nationwide expansion of the concept, the bills call upon the Commissions to:

- promote balanced development in the Regions of the nation;
- provide a framework for coordination of the efforts of Federal, State, and local governments;
- provide a mechanism for improving the ability of policies and programs to function most effectively in the regional perspective;
- use plans, programs, and shared efforts to achieve these objectives;
- help resolve regional problems of economic decline and rapid growth and to establish stable and diversified Regional economies and meet basic service needs.

These proposals constitute a giant step forward for the Commissions and are long-awaited recognition of the concept that regional development is a viable way of solving problems that cut across State boundaries. At this writing, House and Senate conferees are attempting to reconcile differences in the bills passed by each body.

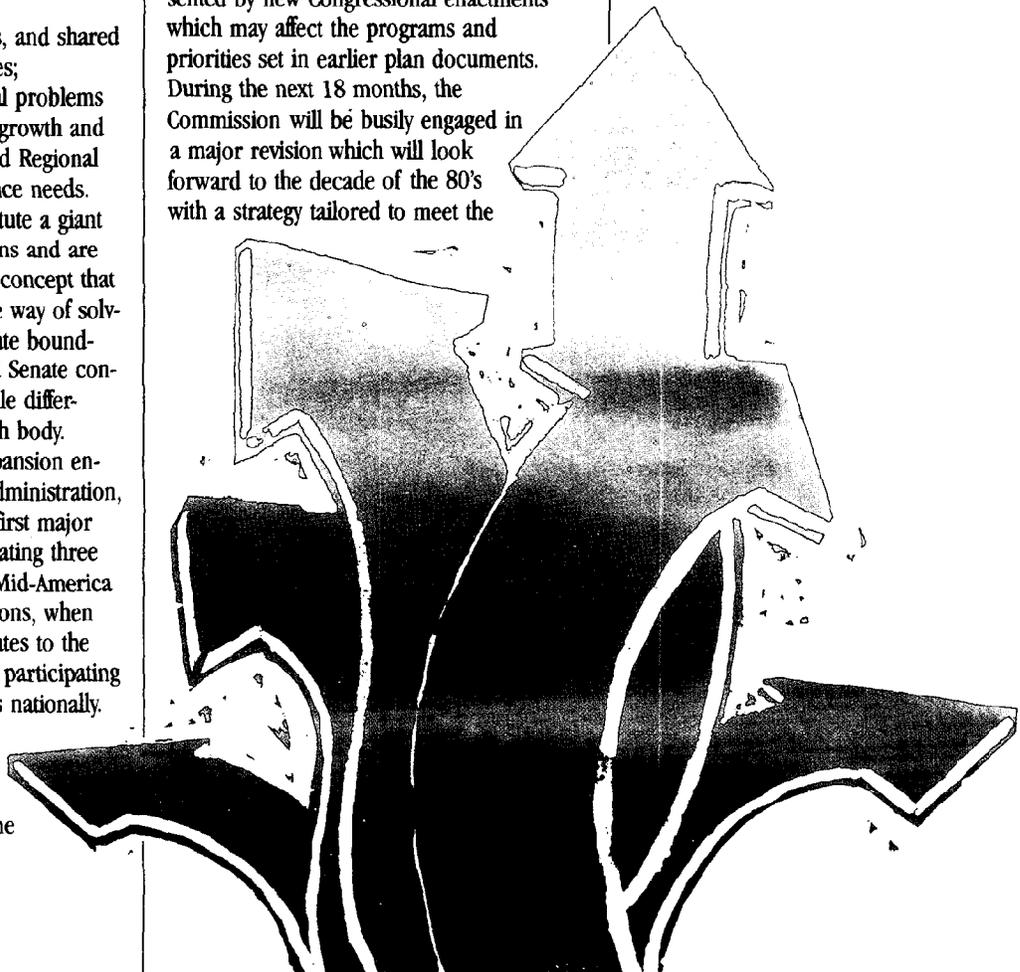
As a prelude to the expansion envisioned by the Congress, the Administration, on January 19, 1979, took the first major steps in this direction by designating three new Regions, the Mid-Atlantic, Mid-America and Mid-South. These new Regions, when operational, will add 13 new states to the program for a total of 47 States participating in Title V Regional Commissions nationally.

In addition, the White House, as part of a series of new initiatives, called upon the Regional Commissions to become

actively involved in programs dealing with export of goods to overseas markets, energy projects to reduce our nation's dependence on foreign oil and transportation projects to benefit middle and lower income persons especially in rural areas. As described in earlier sections of this report, the CPRC has been heavily engaged in export programs and other aspects of international trade with marked success. Energy and transportation programs are high on the agenda for FY 1980.

Finally during FY 1979, the Commission took action to begin the revision of the Regional Development Plan. This vital document spells out the CPRC goals and objectives for the Region as well as the strategy for achieving these aims. The Plan which takes into account national, State and regional needs and priorities, must be updated and revised regularly if it is to reflect the dynamics of change which can so rapidly overtake the States and the nation. The Regional Development Plan must also take cognizance of the Commission's legislative mandate and meet the challenges presented by new Congressional enactments which may affect the programs and priorities set in earlier plan documents. During the next 18 months, the Commission will be busily engaged in a major revision which will look forward to the decade of the 80's with a strategy tailored to meet the

kinds of demands called for in the economic development process.



# Organization of the Coastal Plains Regional Commission September 30, 1979

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GOVERNOR JOHN N. DALTON of Virginia  
State Cochairman  
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of North Carolina  
GOVERNOR RICHARD W. RILEY  
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GOVERNOR GEORGE D. BUSBEE of Georgia  
GOVERNOR D. ROBERT GRAHAM of Florida

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North Carolina: JOSEPH W. GRIMSLEY  
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