SRDC receives funding from Walmart Giving.

The Southern Rural Development Center (SRDC) has secured funding from Walmart Giving to strengthen retail, accommodations, tourism, and entertainment industries which often make up a large portion of the jobs and businesses that drive rural economies. The SRDC will collaborate on this initiative with three of its Southern Region Land Grant University (LGU) partners: University of Arkansas System Division of Agriculture Cooperative Extension Service, University of Kentucky, and Oklahoma State University. The initiative, Create Bridges: Celebrating Retail, Accommodations, Tourism, and Entertainment by Building Rural Innovations and Developing Growth Economies, is built upon the SRDC-led Stronger Economies Together (SET) initiative. Built in partnership with USDA Rural Development, the nation’s four Regional Rural Development Centers, and LGU partners, SET will serve as a building block for this new initiative.