

NW North Carolina CEDS Project

Developing an Economic Development Plan
for Forsyth County, North Carolina

Agenda

- Introductions
- Project Overview
- A first look at Forsyth County
- Focus Group Exercises

Who is AngelouEconomics?



Selected Clients

Private Sector



Public Sector

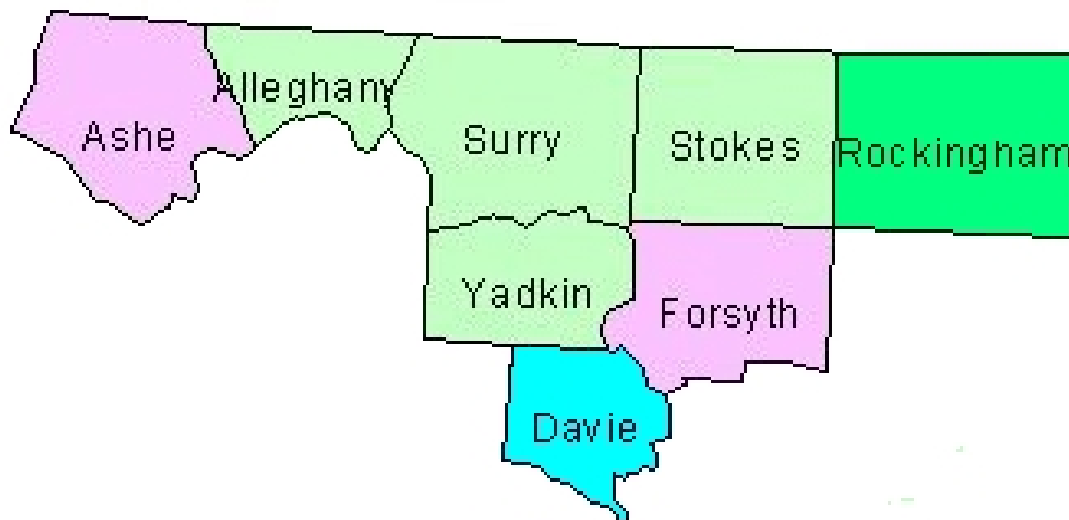


The Process

Phase 1 Project Set-Up	Phase 2 Regional Assessment	Phase 3 SWOT Target Industry Benchmarking	Phase 4 5-Year Strategic Plan	Phase 5 Roll-Out
Introduce team Project website Review prior studies Project kick-off event	Research Public input Write situation report	Develop SWOT analysis Identify target industries Benchmark NW NC	Workforce Development Entrepreneurship Marketing and PR Community development Metrics	Regional Economic Summit

A Quick Look at the NWNC Region and Forsyth County

The NWNC CEDS Counties



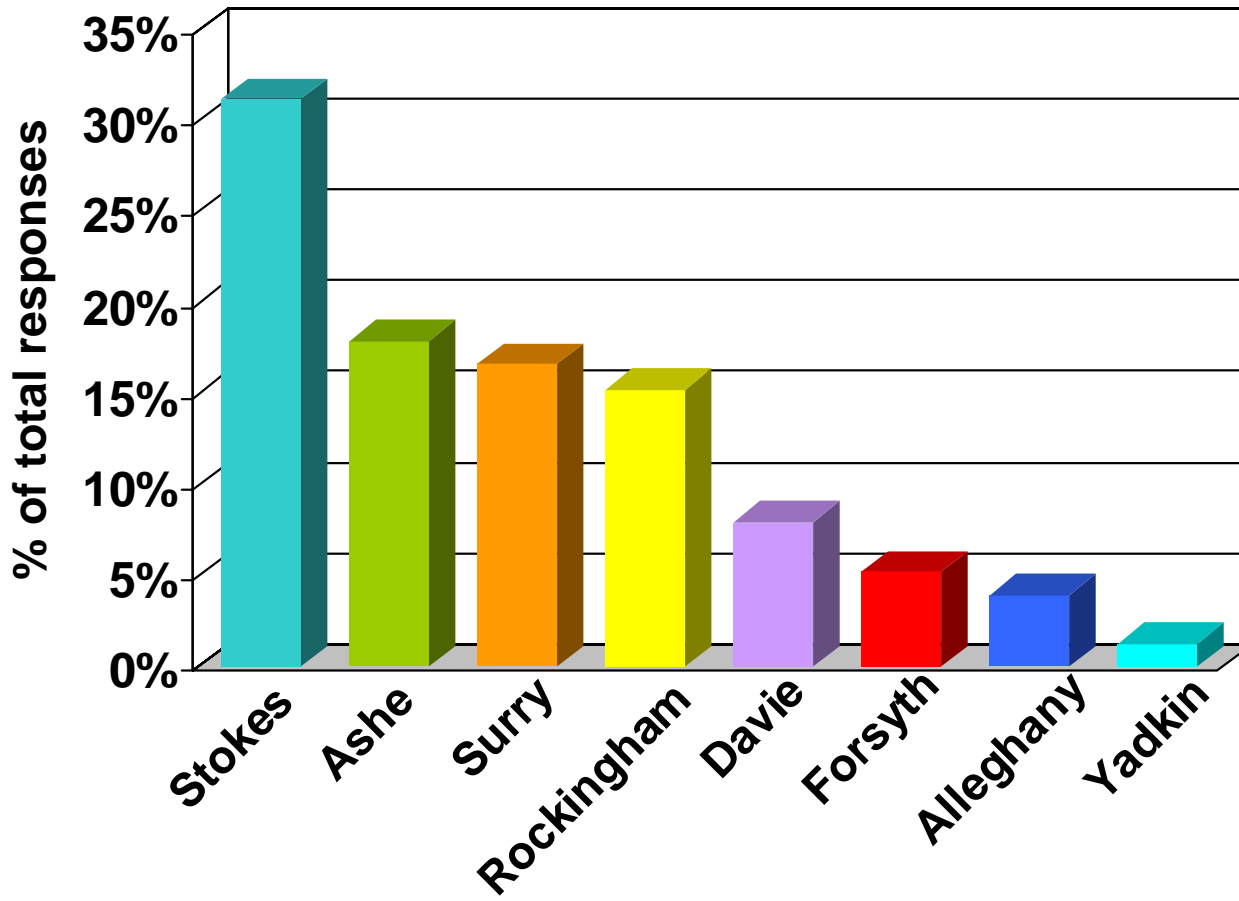
Survey Results



Survey Response Summary

- ❖ 238 Total Respondents
 - 88 Companies
 - 150 Residents
- ❖ Company Respondent Summary:
 - 27% Services
 - 23.6% Government
 - 14.6% Construction
 - 14.6% Other
 - 9% Retail
 - 7.9% Manufacturing
 - 3.4% Agriculture

Responses by County



Forsyth Corporate Findings

Top Areas of Importance

- Location for high tech
- Strong economic growth
- Effective government leadership
- General economy
- Image of city
- High speed internet
- Driving time
- Highway
- Business climate
- Family environment
- Entertainment / Recreation
- Arts / Culture
- Low crime

Top Areas to Improve

- Regulatory environment
- State & local incentives
- General economy
- Image of city
- Strong economic growth

Forsyth Individual Findings

Top Areas of Importance

- K-12 Education
- Low crime
- Family environment
- University
- Good healthcare

Top Areas to Improve

- High paying jobs
- Strong business growth
- Job availability
- Career advancement opportunities
- Entertainment / recreation

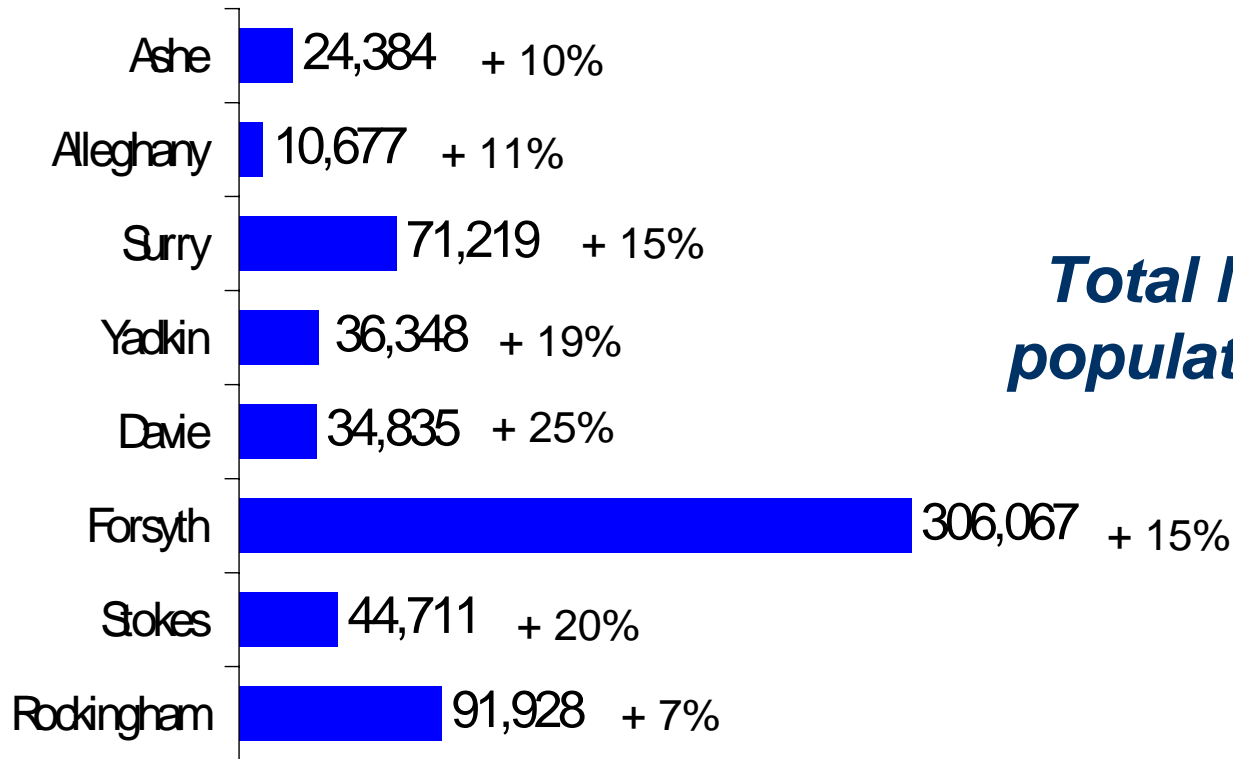
Forsyth Industry Demographics

- Service 67%
- Other 33%

Preliminary Research Findings

Population Comparison, 2000

By County

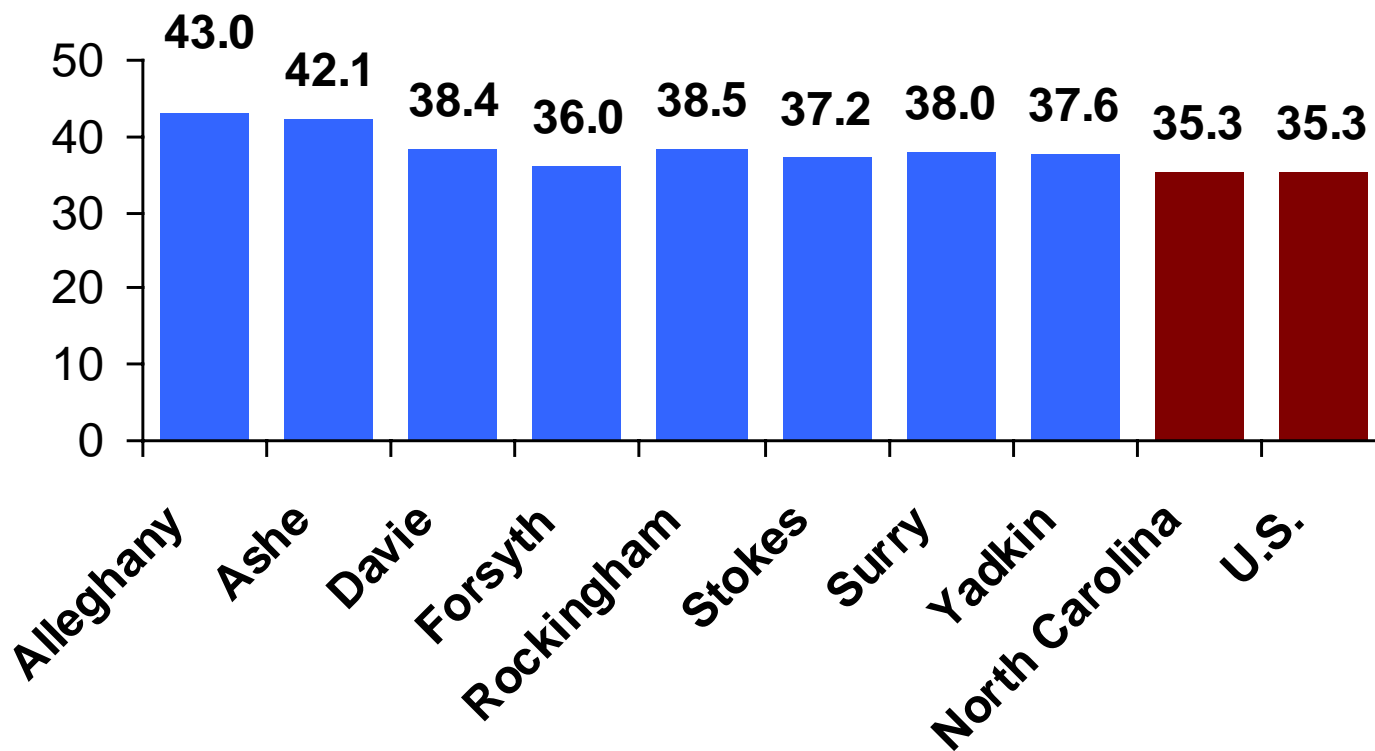


**Total Northwest NC
population = 620,170**

Note: Growth figures include annexations

Source: U.S. Census Bureau

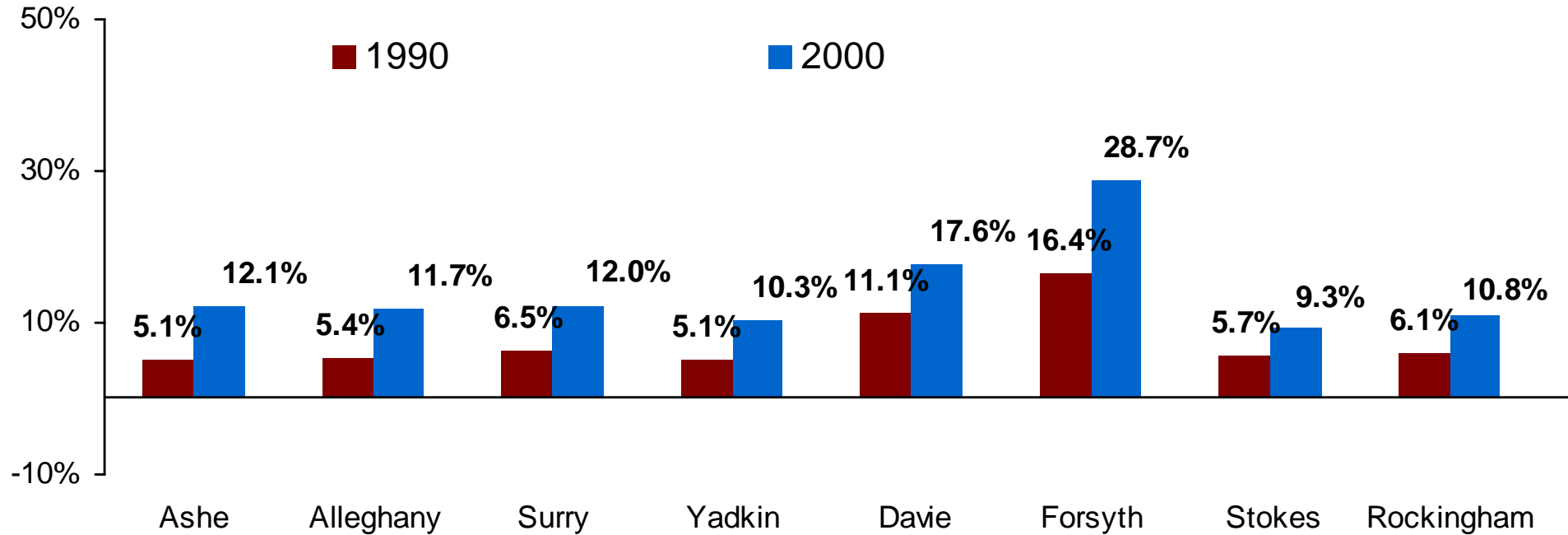
Median Age, 2000



Source: U.S. Census Bureau; AngelouEconomics

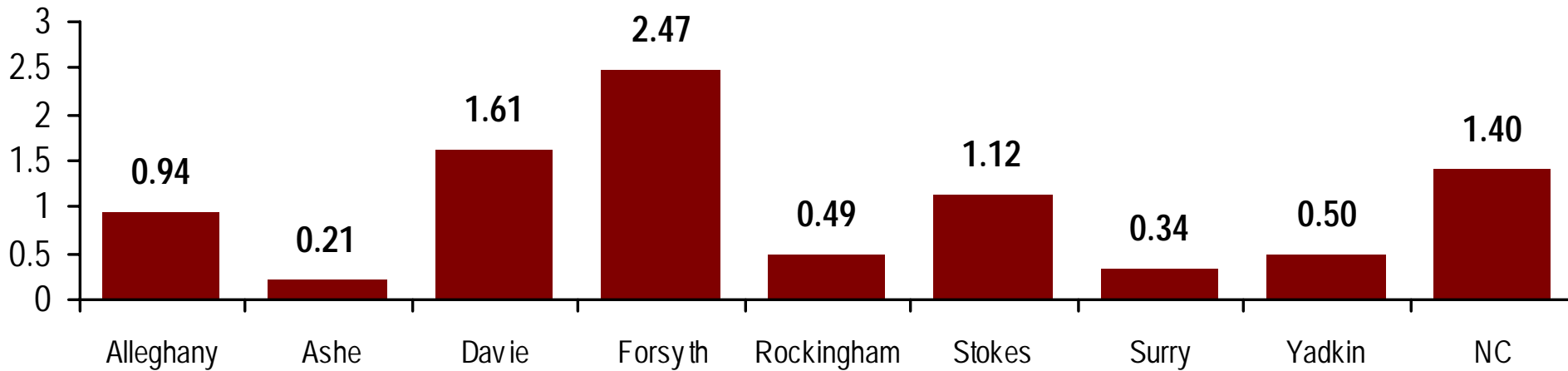
Educational Attainment Comparison, 1990-2000

Adults 25 years or older (*Bachelors Degree or Higher*)



Patents Issued per 1000 Residents, 1990-1999

By county



Focus Group Exercises

What is our Vision?

Before the economic development planning process,
establish a vision for Northwest North Carolina.

A vision statement defines what the region / county will become in **5 years**.

Based on:

1. SWOT (regional and county)
2. Economic Development Goals (regional and county)

A vision for Northwest NC:

To generate region-wide economic momentum that increases opportunity for Northwest North Carolina's residents and businesses.

Creating a **vision**: Forsyth County

Consider your economic development objectives and goals.

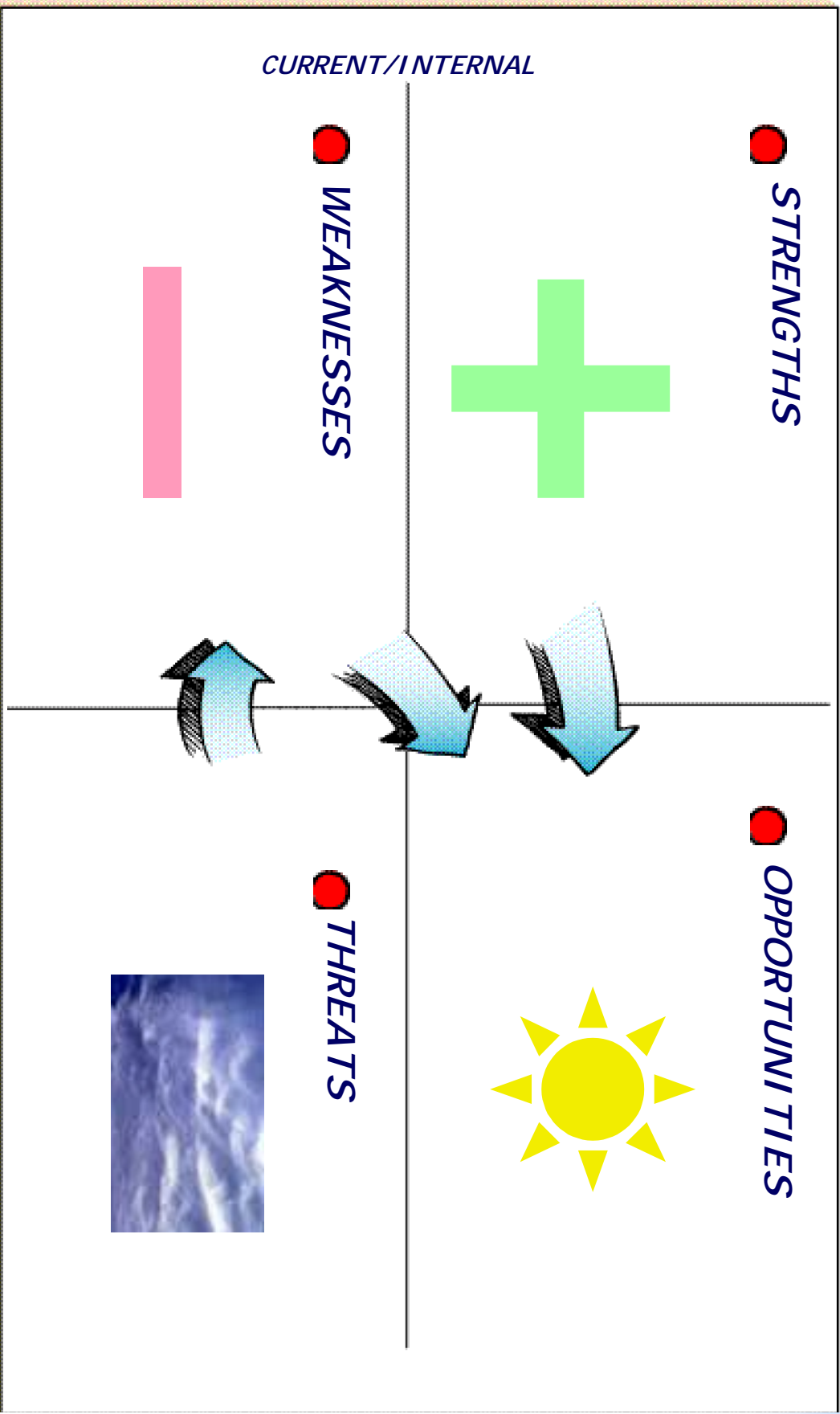
Example Goal

Forsyth's #1 goal is to fully transition its economy, building on the innovation present within its traditional industries.

Example Vision Statement

“Forsyth County’s long history of strong work ethic and successful companies opens a new door to the businesses of the future.”

FORSYTH COUNTY SWOT



Thank you for your contribution to
the NWNC Economic Development Plan

Please visit us on the web for more information:

www.NorthwestNC.com