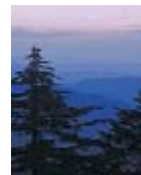




Northwest North Carolina Economic Development Plan

Project Kick Off

February 24, 2002



Outline

Get to know us

Project overview

What is economic development?

Preliminary findings

How can you help?

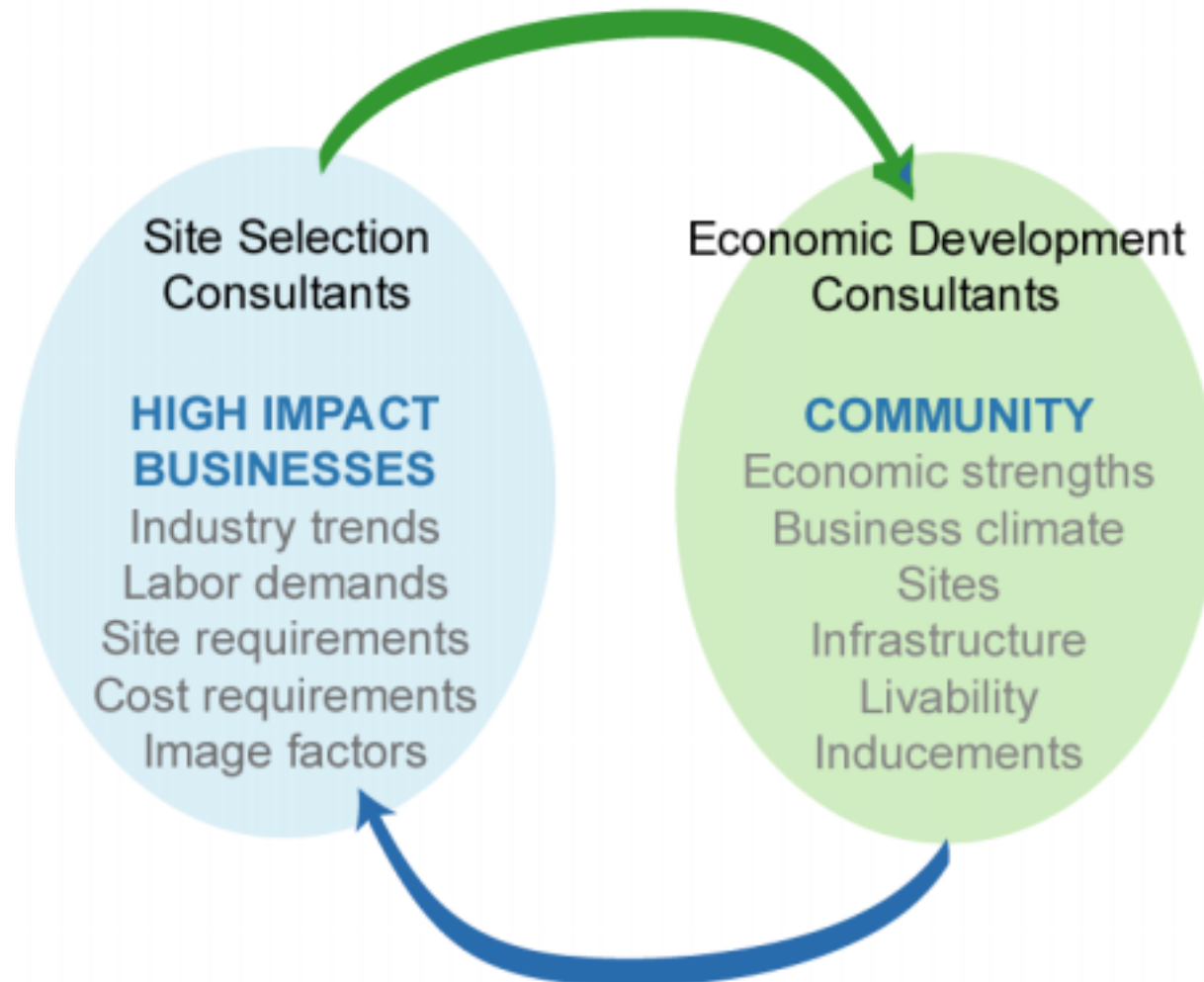


AngelouEconomics

- **One of the largest economic development consulting firms in the country**
- **Specializing in the technology industry**
- **Proven track record on economic development success in major markets**
- **Headquartered in Austin, Texas**

Our Business Model

*Help high impact companies
identify the best locations*



*Help communities prepare for and
market to high impact companies*

Private Sector Clients

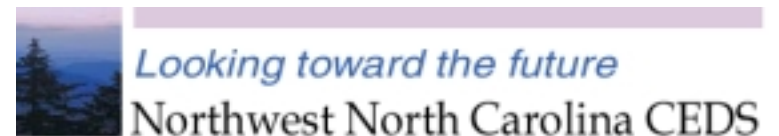


Public Sector Clients



New York State

*Greater Fort Bend
Economic Development Council*



Your Team

Angelos Angelou, Principal

- **Advises project team, high end strategy, infrastructure and site assessments**
- **Speaker at key project events**

Amy Holloway, VP

Sean Garretson, Project Manager

- **Project planning and interface**
- **Lead public input, focus group facilitation, interviews**
- **Write and present reports**

Chris Engle, Sr. Analyst

Travis Warziniack, Research Manager

- **All research-related activities, infrastructure and site assessments**
- **Write and present reports**

Outline

Get to know us

Project overview

What is economic development?

Preliminary findings

How can you help?

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
<p>Introduce team</p> <p>Project website</p> <p>Review prior studies</p> <p>Project kick-off event</p>	<p>Research</p> <p>Public input</p> <p><i>Write report:</i></p> <ul style="list-style-type: none"> -Economy -Workforce -Infrastructure 	<p>Develop SWOT analysis</p> <p>Identify target industries</p> <p>Benchmark NW NC</p>	<p>Workforce Development</p> <p>Entrepreneurship</p> <p>Marketing and PR</p> <p>Community development</p> <p>Metrics</p>	<p>Regional Economic Summit</p>

Our Project Goals

To create strategic plans for NW North Carolina counties that:

1. Identify **specific target sectors** for marketing
2. Generate ideas for **improving workforce development, infrastructure, business climate, and economic development efforts**
3. Create **marketing themes** and activities that lead to **measurable results**
4. Provide realistic steps for **attracting and expanding high impact businesses**
5. Create **community-wide support** for economic development

Project Timing

County Assessment Reports

April 2003

- *Economy, workforce, infrastructure*

Target Industry Reports

June 2003

- *SWOT, Cluster, Targets, Benchmarking*

5-Year Economic Development Strategies

Sept 2003

- *Workforce Development, Entrepreneurship,*
- *Community Development, Marketing, Metrics*

Estimated Travel Dates

Trip 1	Dec 2002	Intro meeting with CEDS Committee, Tour Counties, plan Kick-Off event
Trip 2	Feb 2003	Kick-off event, research, site evaluation, SWOT focus groups
Trip 3	April 2003	Present Community Assessment Reports
Trip 4	June 2003	Present Target Industry Reports, Marketing focus groups, interviews
Trip 5	Sept 2003	Present draft 5-Year ED Strategies for feedback, plan Economic Summit
Trip 6	Oct 2003	Present final plan at Regional Economic Summit

This week's itinerary

Day 1	Feb 24	Kick Off Event <u>Focus groups:</u> ED Officials, Infrastructure
Day 2	Feb 25	<u>Focus groups:</u> Education, High Tech, Health Care, Human Resources
Day 3	Feb 26	<u>Focus groups:</u> Tourism, Finance, Agriculture, Major Employers
Day 4	Feb 27	<u>County visits:</u> Surry and Yadkin
Day 5	Feb 28	<u>County visits:</u> Davie and Forsyth
Day 6	March 3	<u>County visits:</u> Ashe and Alleghany
Day 7	March 4	<u>County visits:</u> Rockingham and Stokes

www.NorthwestNC.com



[Home](#)



[About the Project](#)



[Research and Reports](#)



[About AngelouEconomics](#)



[Schedule](#)



[Survey and Comment Board](#)



Looking toward the future Northwest North Carolina CEDS

Northwest North Carolina has long been a center for productivity and growth. Now the region faces a significant economic challenge, one which will require a coordinated effort and strong leadership.

It is our goal, as the consulting team directing the CEDS (Comprehensive Economic Development Strategy) process, to create a plan that not only builds on the strengths of the region, but also on the unique character of each county.

For the next ten months, AngelouEconomics will be working closely with the CEDS Committee and county leaders to create economic development strategies for eight counties in NW North Carolina.

The team will begin by examining each county from multiple angles - the economy, demographics, industries, sites, and infrastructure. We will look at the strengths and challenges facing each county and identify specific industries on which they should focus economic development in the future.

Our final product will include economic development strategies for each county. The strategic plans will include recommendations pertaining to workforce development, entrepreneurship, marketing, and community development.



For more information contact Amy Holloway at aholloway@angeloueconomics.com



Looking toward the future
Northwest North Carolina CEDS

CORPORATE SURVEY FOR NORTHWEST NORTH CAROLINA

For Companies:

**How important are the following factors to you?
 (1 = not important; 5 = very important)**

	1 = poor	2	3 = average	4	5 = excellent
Education	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
K-12 education	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
University	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local Community College	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Workforce training programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Workforce Recruitment / Retention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cost of Living	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Entertainment / Recreation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arts / Culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Low Crime	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good healthcare	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Family environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Climate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good value housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business Climate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tax cost	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Regulatory environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
State and local incentives / assistance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Proximity to customers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Proximity to suppliers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of quality workers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cost of labor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Entrepreneurial environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Infrastructure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Air connectivity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Highway	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Driving time to business destinations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mobil phone service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What economic development is not



Copyright © 2002 United Feature Syndicate, Inc.

Outline

Get to know us
Project overview
What is economic development?
Preliminary findings
How can you help?

Economic Development

The art of leveraging a region's strengths/assets to create sustainable economic growth long term

Economic Development

Is not....

- About real estate
- Or incentives
- It is not the sole responsibility of E D organizations
- It is not only about utility & roadway infrastructure

Economic Development

- It is about leadership, vision, marketing & leverage
- It is about public/private alliances and collaboration
- It is about how well knowledge is transferred throughout the community
- It reflects the energy and dynamism of the community
- It is every citizen's responsibility

Economic Development

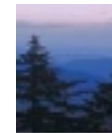
- *It is about recruiting new businesses*
- *Assistance to retain & expand local businesses*
- *Creating an entrepreneurial environment*



Economic Development

Critical Factors...

- Business Climate and Entrepreneurship
- Workforce and Education
- Quality of Life & Infrastructure
- Economic Development Efforts
- Energy & Dynamics of the community
- Leadership & Vision



Outline

Get to know us
Project overview
What is economic development?
Preliminary findings
How can you help?

Early Survey Results: Overview

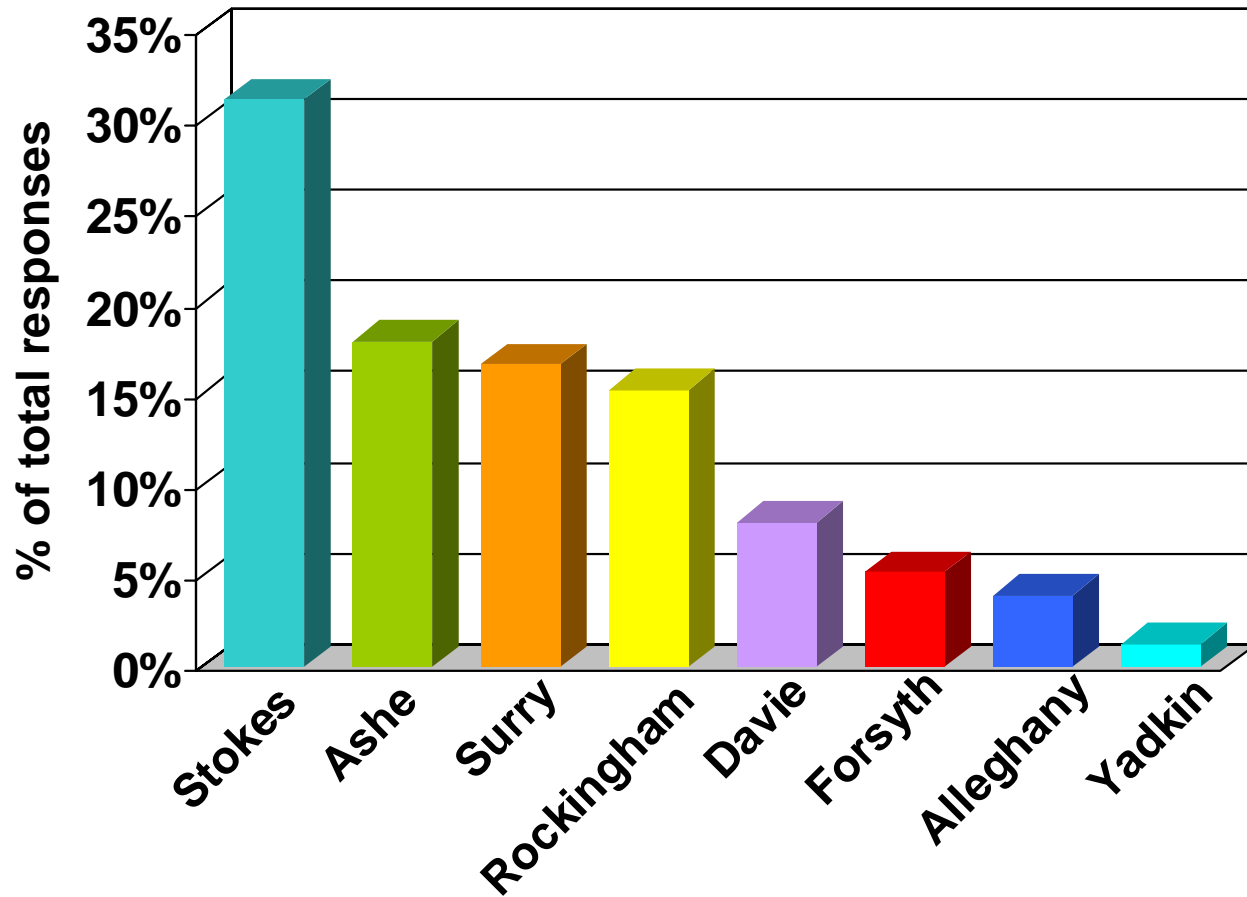
238 Total Responses

- 150 Residents
- 88 Businesses

❖ Business respondents:

27%	Services
24%	Government
15%	Construction
14%	Other
9%	Retail
8%	Manufacturing
3%	Agriculture

Responses by County



Top areas of importance

For NWNC Businesses

1. K-12 Education
2. Strong economic growth
3. Effective government leadership
4. Family environment
5. General economy

For NWNC Residents

1. K-12 Education
2. Low crime
3. Good healthcare
4. Job availability
5. Effective government leadership

Top areas to improve

For Businesses

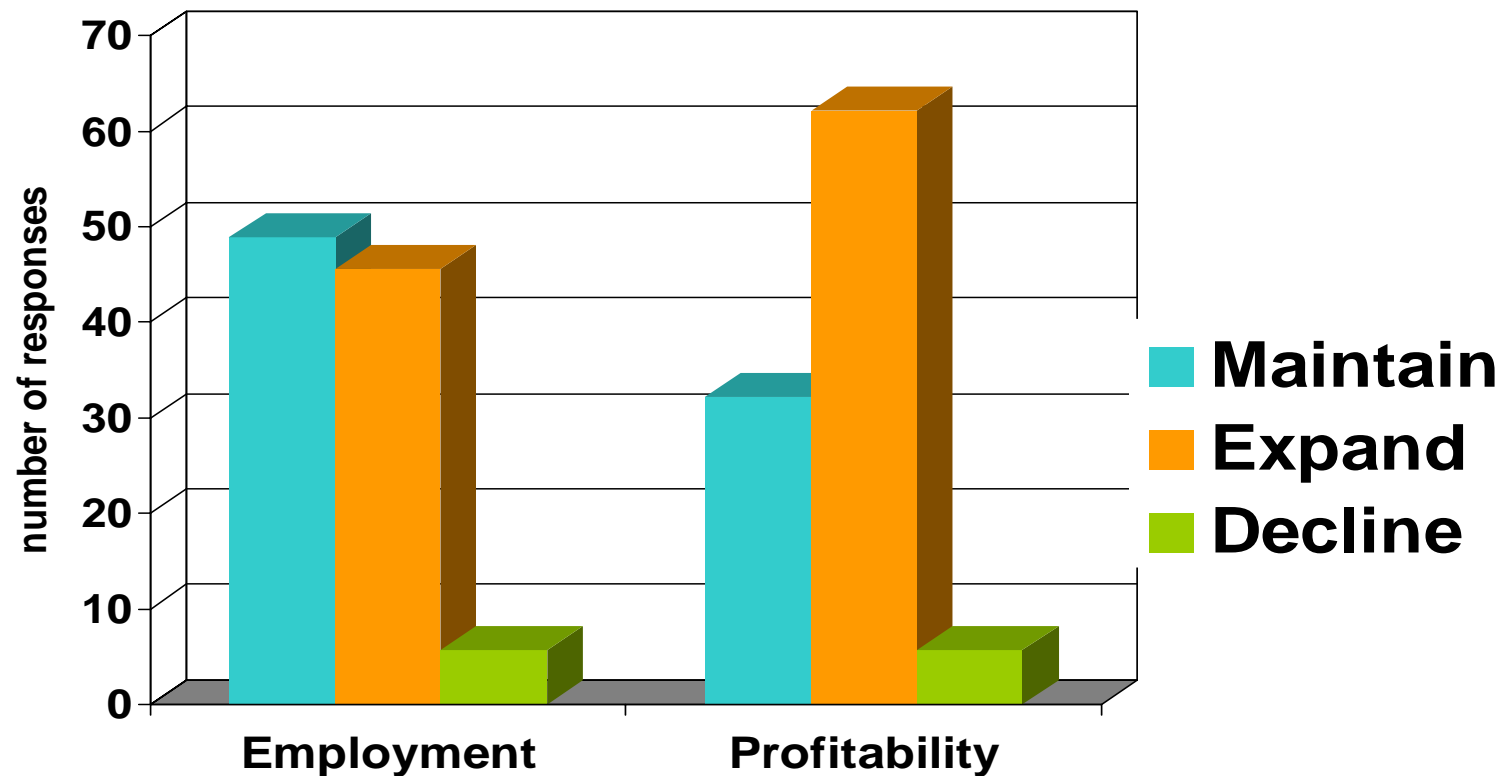
1. Strong economic growth
2. University
3. Location for high tech
4. R&D resources
5. General economy

For Residents

1. High paying jobs
2. University
3. Job availability
4. Career advancement
5. Location for high tech

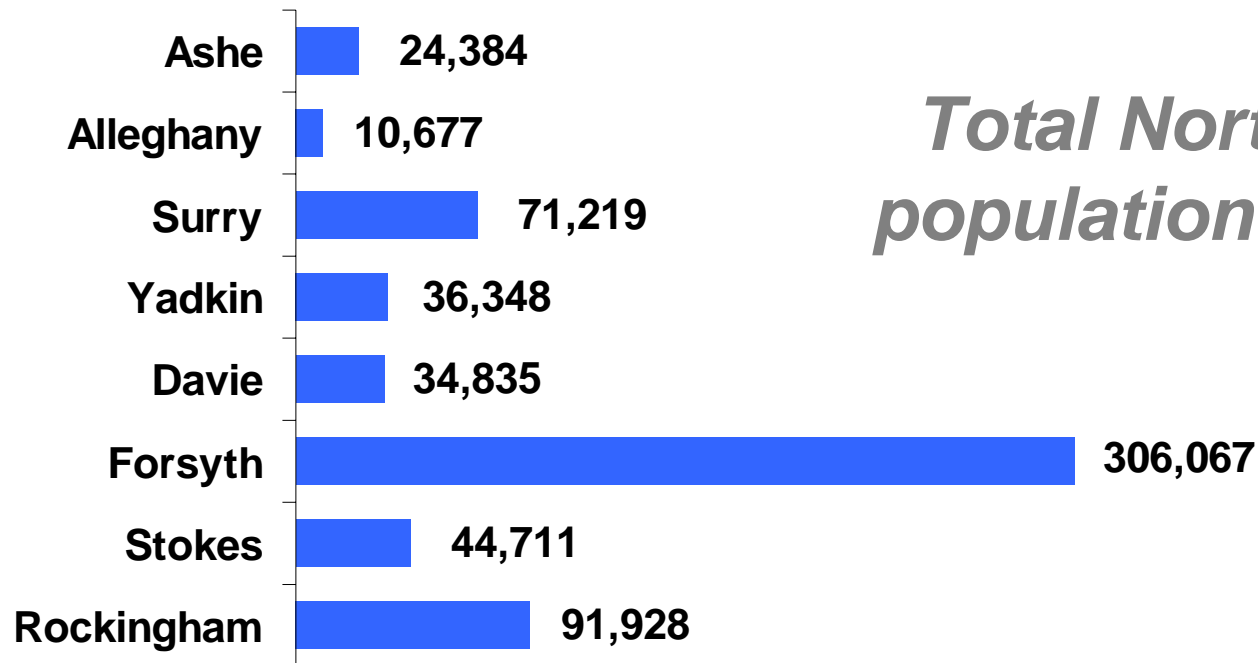
Survey Results:

Local Business Growth Expectations



Research Findings: Demographics

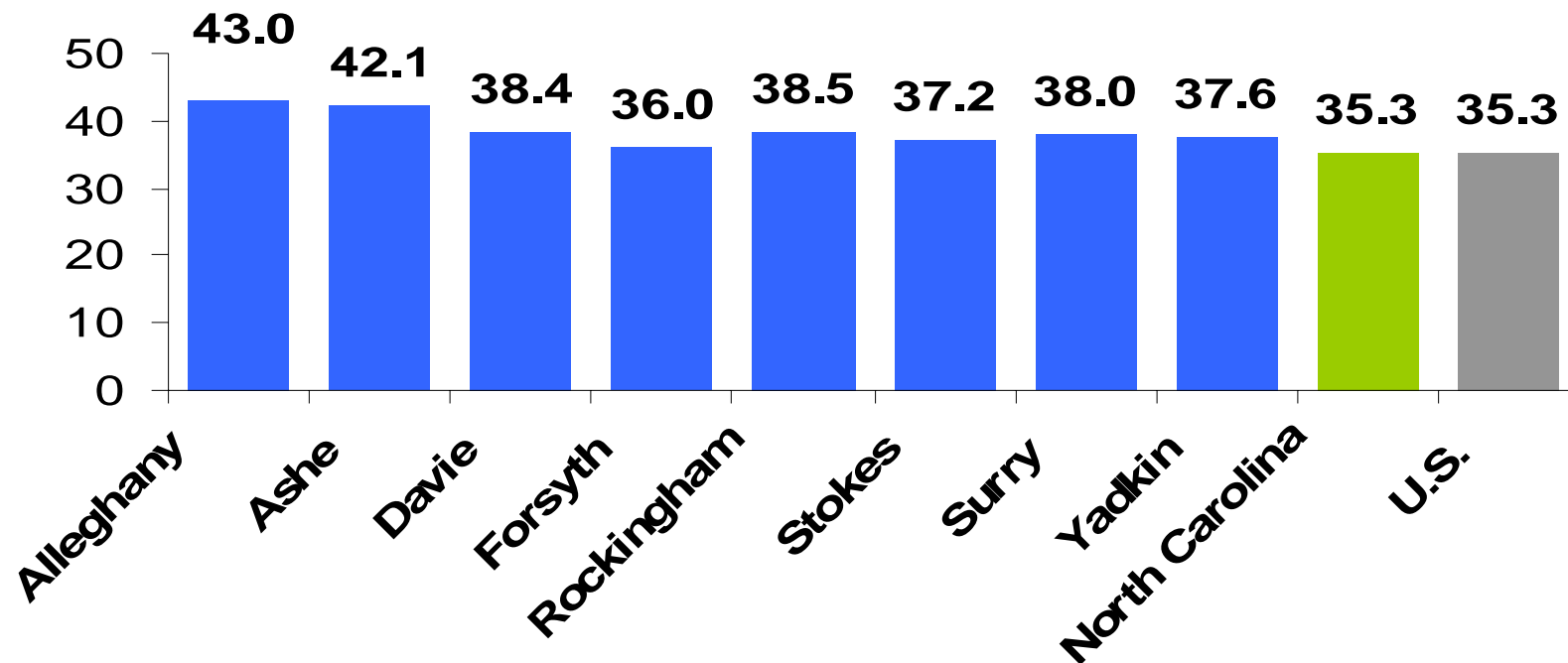
Population Comparison, 2000 *By County*



Source: U.S. Census Bureau

Research Findings: Demographics

Median Age, 2000

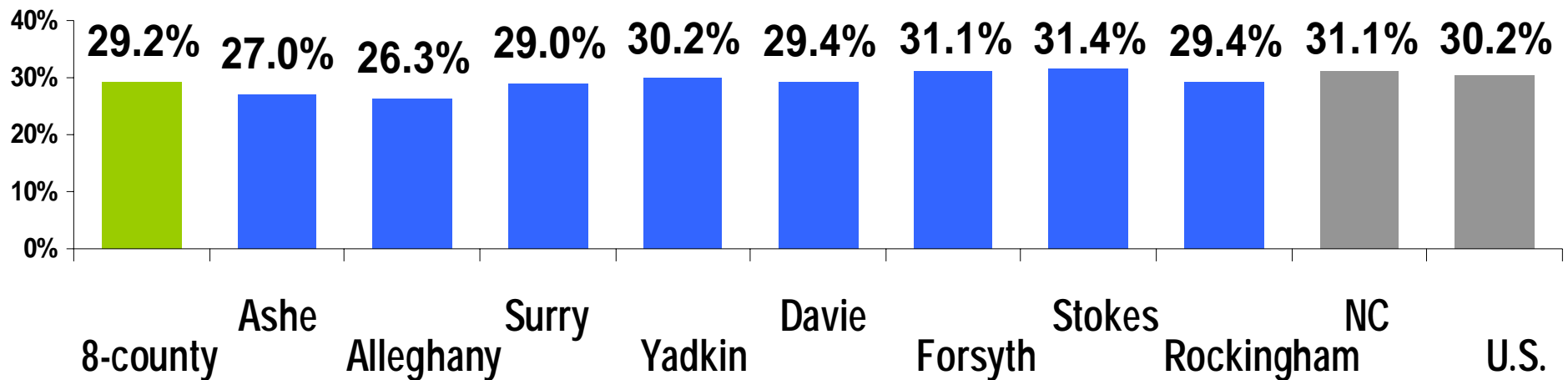


Source: U.S. Census Bureau; AngelouEconomics

Research Findings: Demographics

% of Residents Aged 25-44 (2000)

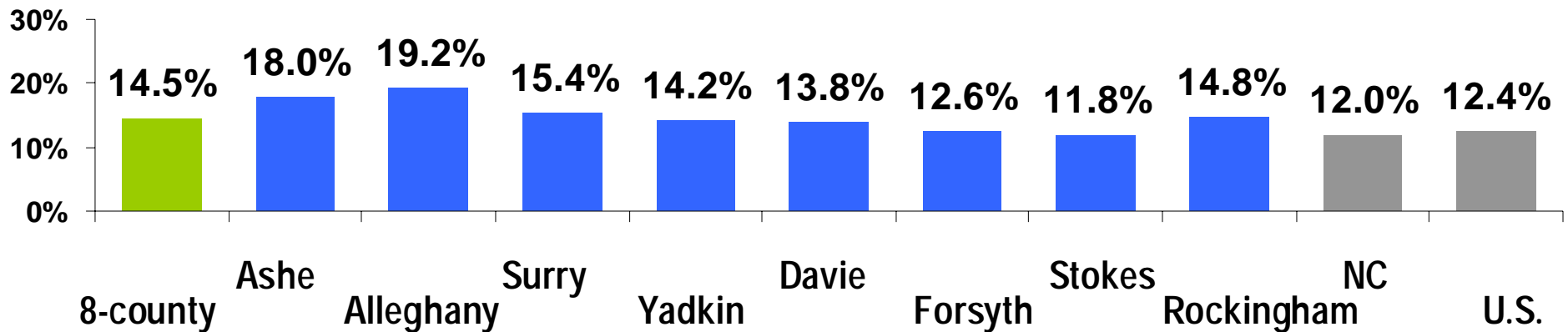
By County



Source: U.S. Census Bureau; AngelouEconomics

Research Findings: Demographics

% of Residents Aged 65+ (2000) *By County*

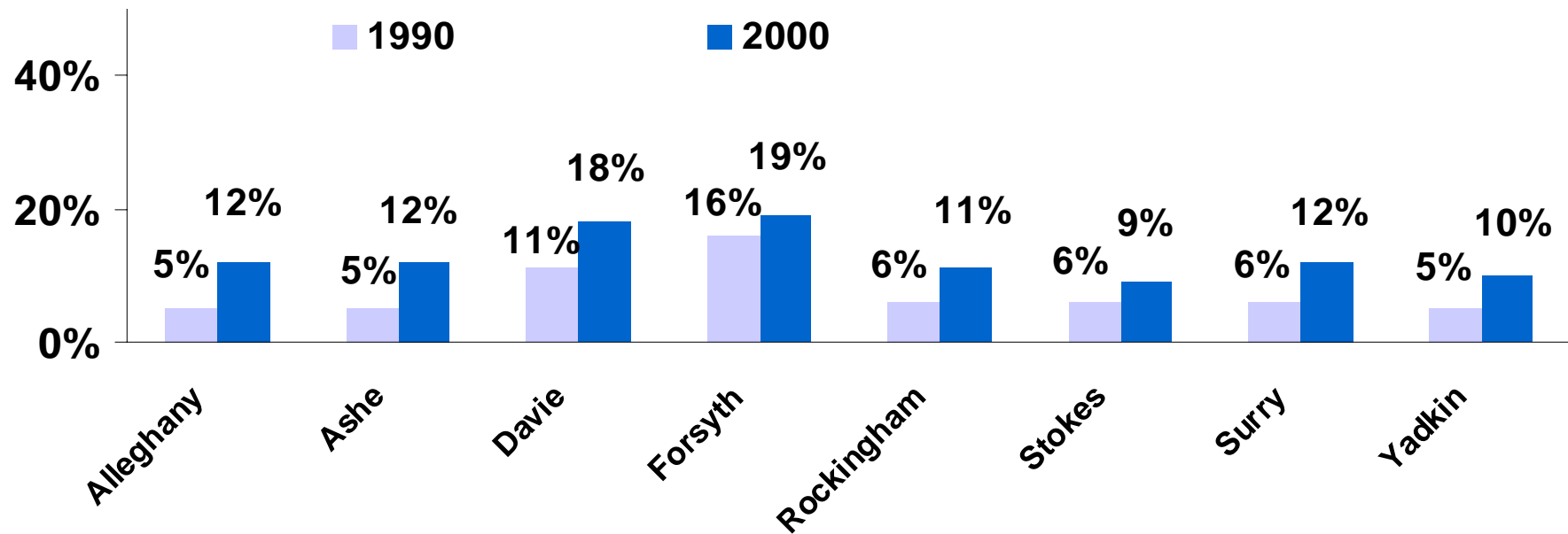


Source: U.S. Census Bureau; AngelouEconomics

Research Findings: Demographics

Educational Attainment Comparison, 1990-2000

Adults 25 years or older

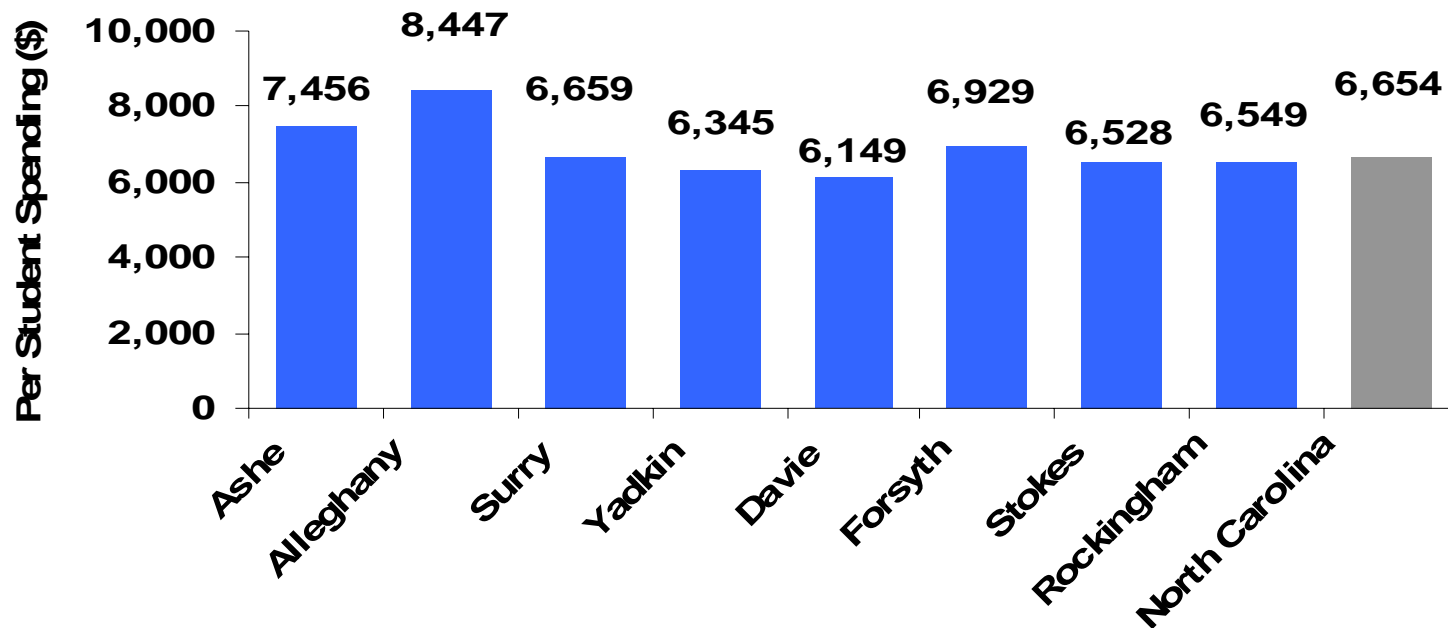


Source: U.S. Census Bureau; AngelouEconomics

Research Findings: Demographics

Spending on Education, 2001

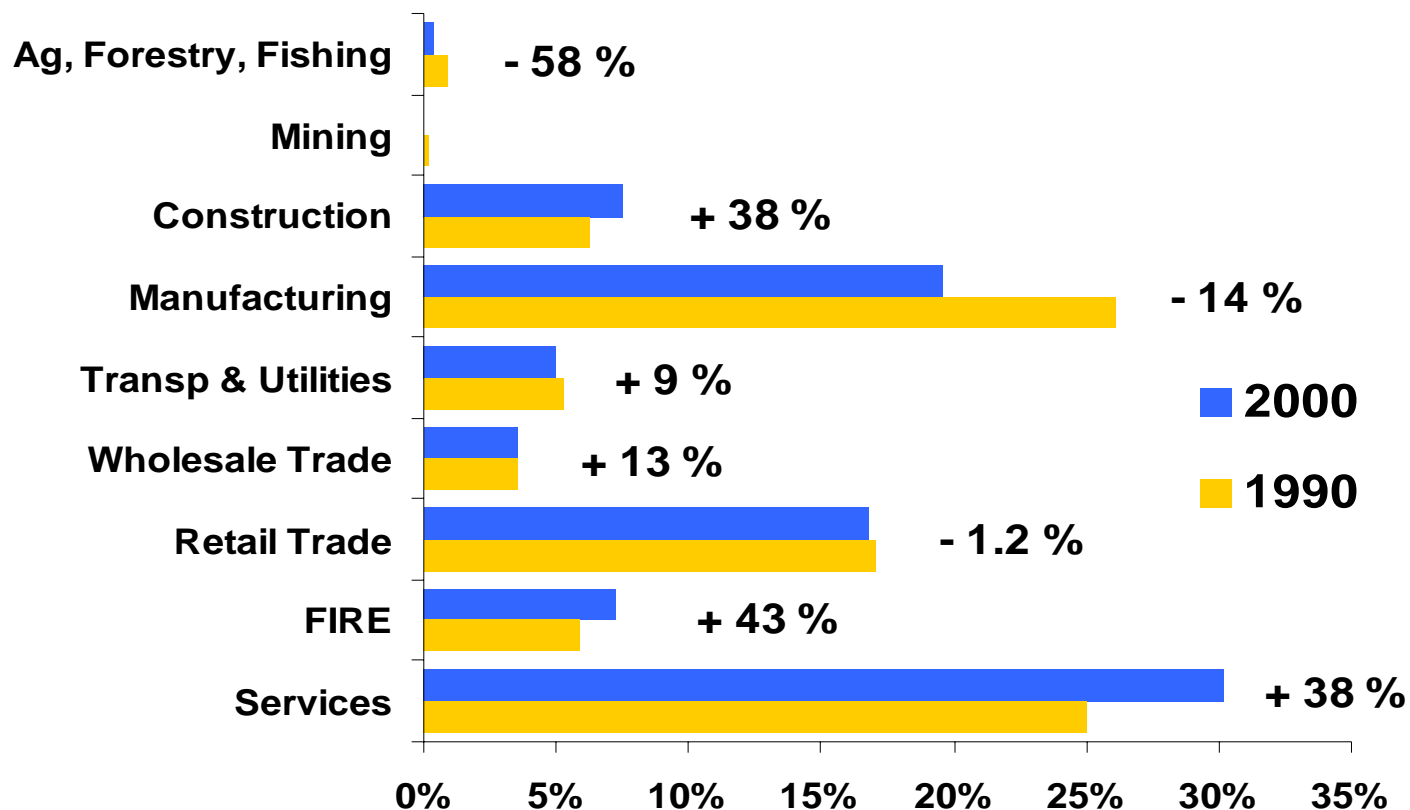
By county



Research Findings: Economy

Private Employment by Industry

All Counties

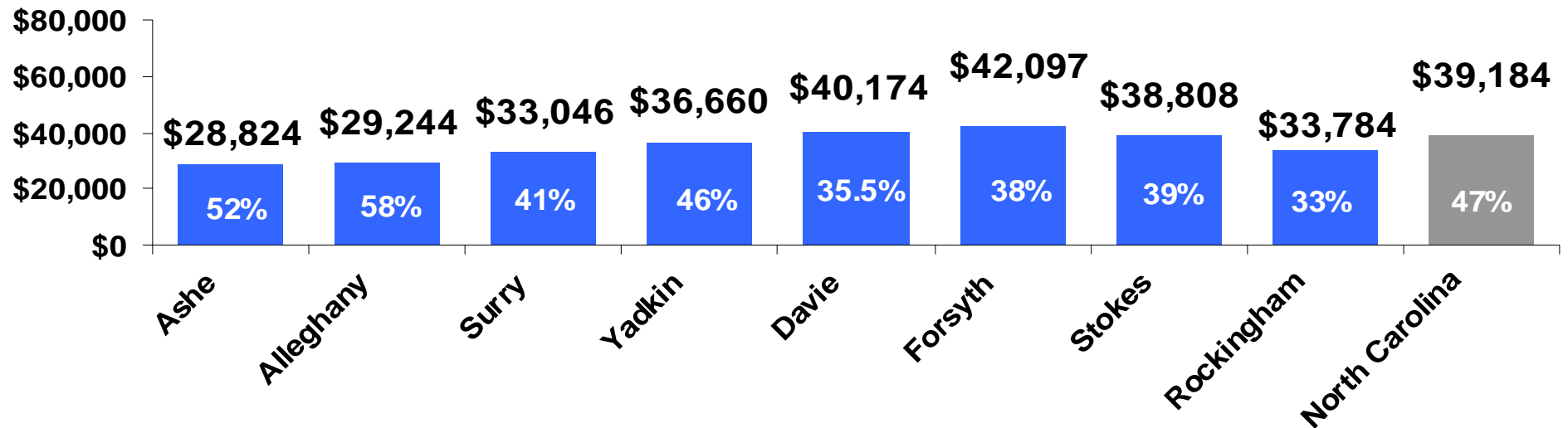


Source: U.S. Bureau of Labor Statistics

Research Findings: Economy

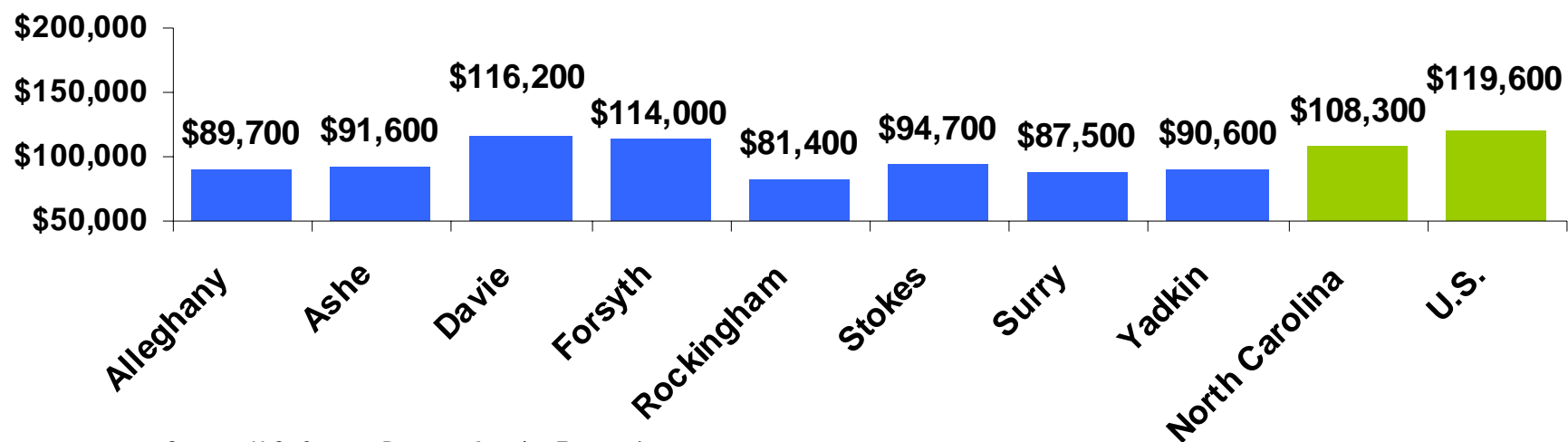
Median Household Income, 2000

With % Growth in the 1990s



Research Findings: Economy

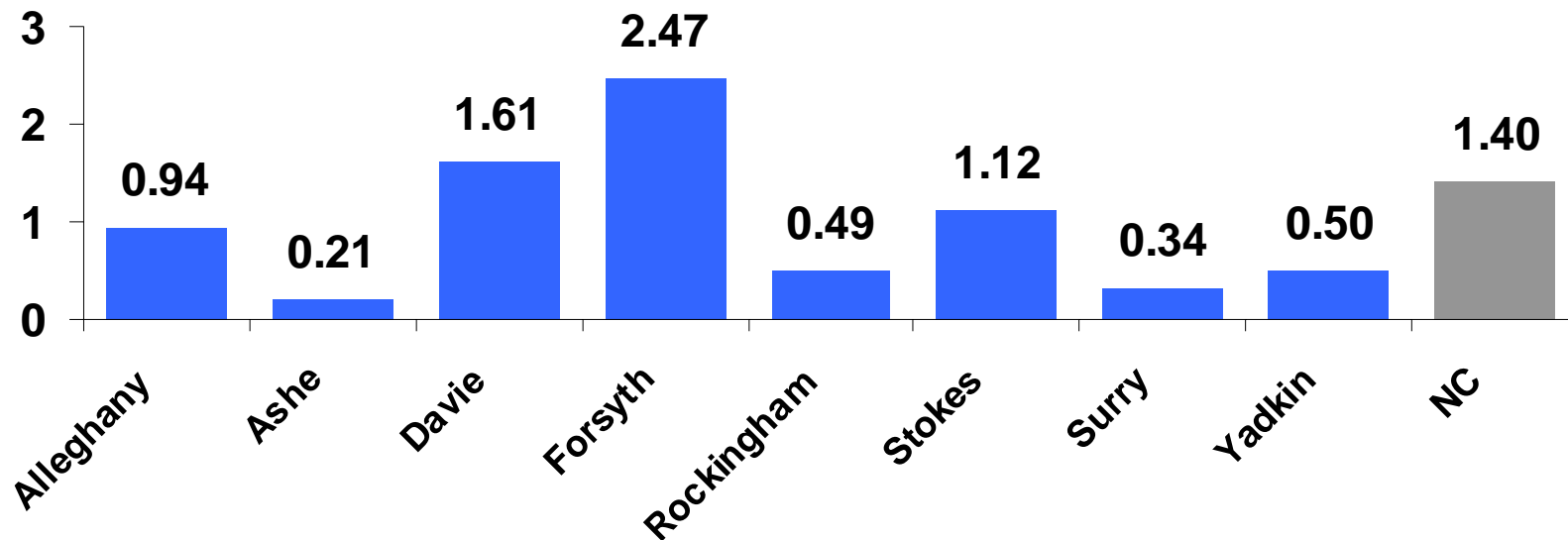
Median Home Value, 2000



Source: U.S. Census Bureau; AngelouEconomics

Research Findings: Economy

Patents Issued per 1000 Residents, 1990-1999
By county



Outline

Get to know us
Project overview
What is economic development?
Preliminary findings
How can you help?



Success depends on **yOU**.

Two goals:

Energize the Community

Engage the Community

1st: Set Goals

Help us in setting **realistic** short and long-term **goals** for the region and for your county.

2nd: Communicate

Economic development will be **more successful** if everyone knows they are **working toward a common objective**.

Encourage your community to get involved...

- **Spread the news!**
- **Fill out the survey**
- **Participate in focus groups and interviews**
- **www.NorthwestNC.com**

3rd: Involve Everyone

Identify **specific activities** to accomplish marketing goals.

Ask for community **volunteers** to assume responsibility.

- *Individuals and / or task forces*

Internal Marketing

4-legged stool of internal marketing

1. Public sector leaders
 - Elected officials
 - Economic developers
 - Government agencies
2. Private sector leaders
3. Educators
4. Local Media



1. Public Sector Roles

- **Elected officials**
 - Supportive statements & policies
 - Lend credibility & Utilize networks
- **Economic developers**
 - Implement marketing strategies
 - Communicate
- **Government agencies**
 - Budget & Work as one
 - Infrastructure and sites
 - Creative business climate



2. Private Sector Roles

- **Recommend improvements**
- **Internal promotion of community**
 - Acquaint new hires to community
 - Damage control – retaining skilled workers
 - Community improvements through volunteerism
- **External promotion of community**
 - Include community information in collateral / press
 - Speakers on behalf of community
 - Peer-to-peer marketing



3. Educator Roles

- **Recommend improvements**
- **Internal promotion of community**
 - Acquaint new students to community
 - Provide positive information about community to students
 - Community improvements through volunteerism
- **External promotion of community**
 - Involvement in prospect visits, marketing missions
 - Develop a Speaker's Bureau
 - Promotion of R&D and other key e.d. tools



4. Local Media Roles

Internal promotion of community

- Educate and inform community
- Dedicate regular news section to e.d. activities
- Sponsor economic development events

• External promotion of community

- Involvement in prospect visits, marketing missions
- Lend creative talent to e.d. planning



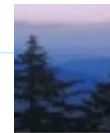
Identify “Champions”

“Champions” are local leaders from the:

1. Public sector & Private sector,
2. Educators, and the Media...

who speak on behalf of NW North Carolina’s counties:

- to local and national media,
- prospects, and local businesses & residents



Most importantly ... **Stay positive**

Economic development requires a community of positive thinkers.

That enthusiasm will be contagious with prospective workers and businesses.



The End

*Economic Development is a
marathon not a sprint...*

Question and Answer

For more information, visit the website:

www.NorthwestNC.com

Or e-mail us:

aholloway@AngelouEconomics.com

sgarretson@AngelouEconomics.com



Looking toward the future

Northwest North Carolina CEDS