Joint Legislative Economic Development and Global Engagement Oversight Committee

January 11, 2018

Prosperity Zones
Creation
In 2014, the enabling legislation that created the public-private partnership (HB 1031) also created 8 Collaboration for Prosperity Zones. The zones range in size from 10 to 17 counties each. There is one dedicated EDPNC representative in each prosperity zone.

Purpose
The main goal of the prosperity zones is to enhance collaboration and cooperation between State agencies, local governmental agencies and other regional entities and to facilitate administrative efficiencies within State government.

Colocation
Departments of Commerce, Environmental Quality and Transportation were tasked with establishing and staffing a colocation in each prosperity zone.
Launching and supporting the prosperity zones has been a shared responsibility coordinated between agencies to ensure collaboration and adoption of the co-location mandate.

- NC Department of Environmental Quality
- NC Department of Transportation
- NC Community College Customized Training
- NC Department of Commerce
  - NC Works Regional Operations
  - NC Commerce Community Economic Development Planners
  - Economic Development Partnership of North Carolina
Regional Teams Acting as Resource Matchmakers

EDPNC Regional Industry Managers act as a conduit to a wide variety of services and programs for businesses in all 100 counties.

- Workforce development and training
- Export assistance programs
- Supply chain connections
- Manufacturing and process improvement
- Transportation-related business programs
- Environmental assistance programs
- Access to local, state and federal programs
DOT, DEQ and NC Commerce continue to maintain co-locations in all eight prosperity zones.

Several cross-training events to introduce new programs and services.

Regional teams conducting joint client visits, bringing the one-stop shop directly to the client.

Each agency makes and tracks client referrals to other agencies and organizations
Event held in Huntersville in November 2017

Event organized by EDPNC Representative Melanie O’Connell Underwood

Corporate Host – Burkert Fluid Controls

More than 20 companies attended

**NC Division of Environmental Assistance and Customer Service presented on a variety of free services including:**

- Recycling and waste reduction assistance
- Environmental technical and permit assistance
- Onsite energy and water use audit
### 2017 Performance Metrics
EDPNC Regional Industry Team

<table>
<thead>
<tr>
<th>Key Performance Indicators</th>
<th>2017 Results</th>
</tr>
</thead>
<tbody>
<tr>
<td># of existing employers supported</td>
<td>1141</td>
</tr>
<tr>
<td>% of employers supported in T1/T2 counties</td>
<td>65%</td>
</tr>
<tr>
<td># of expansion projects won</td>
<td>75</td>
</tr>
<tr>
<td># of expansion projects won in T1/T2 counties</td>
<td>61</td>
</tr>
<tr>
<td># of announced new jobs</td>
<td>3514</td>
</tr>
<tr>
<td>$ in announced new capital investment</td>
<td>$866M</td>
</tr>
</tbody>
</table>
Rural Planning Services and Assistance

Planners work with local municipalities, counties, and local economic development organizations.
Rural Planning Services and Assistance Offered

Strategic Planning
• Assistance in creating local economic development strategies
• Identification of economic development opportunities

Implementation Services
• Assistance in implementing community economic development strategies
  • Implementation guides
  • Mapping
  • Appropriate topical expert contacts
  • Funding programs

Technical Assistance
• Site-specific project assistance
  • Land development planning
  • Small area planning
  • Ordinance review/revision
  • Other assistance as needed
Northwest Region Prosperity Zone Planning Examples

31 communities contacted to offer planning assistance

Strategic Planning
• Town of Lansing - Create a strategic economic development plan

Implementation Services
• Town of Sparta – Establish an implementation plan to enhance streetscape improvements

Technical Assistance
• Town of Catawba - Review zoning/land use ordinances

Prosperity Zone Collaboration
• Collaborated with Bill Slagle, EDPNC, to evaluate regional needs with four counties and their municipalities
Piedmont Region Prosperity Zone Planning Examples

51 communities contacted to offer planning assistance

Strategic Planning
• Town of Boonville – Economic Development Strategic Plan

Implementation Services
• Growing Economic Impact of Community Festivals Analysis
  • Partnership with UNCG, Dobson, Boonville, Mount Airy, and Pilot Mountain

Technical Assistance
• City of Mebane - Downtown Revitalization Grant Implementation Services

Prosperity Zone Collaboration
• Planners have monthly meetings with EDPNC Regional Representatives and quarterly meetings with additional prosperity zone partners
Model Strategic Planning Process

An asset based approach to Economic Development Planning

- Gather Local and Regional Economic Data
  - Review Existing Plans

- Identify Community Assets and Economic Drivers
  - Complete Market Analysis and Gather Stakeholder Input

- Define Economic Position and Vision
  - Develop an Economic Development Strategy with Actions

- Create 5 year Strategic Plan with 1 year Implementation Plan
  - Complete Annual Review of Progress (and revise as needed)
Town of Boonville Strategic Planning Process

**Economic Development Strategic Plan (2017-2021) & Year One Implementation Plan (2017-2018)**

**Economic Positioning Statement/Vision:** Boonville is the Crossroads of the Yadkin Valley and the center of small town living, small business opportunity, vibrant community life, recreation, and tourism located in the heart of wine country.

**Five-Year Economic Development Strategic Plan and Year One Implementation Plan:**

The Town of Boonville's five-Year Economic Development Strategic Plan is built upon the Community Economic Development Strategies shown below. Its **Year One Implementation Plan** shown below focuses on goals and objectives, as well as actions/projects and tasks (grouped by strategy) that will make the town more economically vibrant.

### COMMUNITY ECONOMIC DEVELOPMENT STRATEGIES

<table>
<thead>
<tr>
<th>Small Business Development and Downtown Revitalization</th>
<th>Community Events and Marketing</th>
<th>Community Appearance and Recreation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GOAL:</strong> Create a strong environment (infrastructure, available and ready land, etc.) to encourage small business development and support existing businesses</td>
<td><strong>GOAL:</strong> Continue to provide community events and information that promote the community and increases spending in local/downtown businesses</td>
<td><strong>GOAL:</strong> Improve community appearance, and provide more open space and recreational opportunities to promote increased activity in local/downtown business</td>
</tr>
<tr>
<td>Objective 1.1 Encourage growth and vitality in existing local/downtown businesses by offering resources, support, and technical assistance</td>
<td>Objective 2.1 Expand advertisement of festivals and events and information about Boonville to increase attendance at events</td>
<td>Objective 3.1 Create a park space to hold events near downtown and continue beautification efforts</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Objective 3.2 Focus on improving walkability in town through improved sidewalks, promotion of pedestrian safety, and development of greenways</td>
</tr>
</tbody>
</table>
“This Plan focuses on Boonville’s assets and incorporates three strategies that will ensure that the Town will be more economically vibrant. The Town never would have done strategic planning on their own due to inadequate experience and resources. The Rural Planning Program is an important asset and an invaluable resource to rural municipalities similar to Boonville.”

Sarah Harris,
Boonville Town Administrator
Southeast Prosperity Zone
Measuring Our Results
2017 highlights include:

• 225 industry visits to 163 unique businesses, 80 of the visits took place within Tier 1 & Tier 2 counties.

• 113 of the industry visits were joint meetings with at least one partner in the region.

• After meeting with the businesses, referrals were made to a variety of partners including 90 referrals to NC Works, 20 referrals to the EDPNC International Trade team, 92 referrals to NCCCS, 3 referrals to NCDOT and 5 referrals to the NC DOC Rural Planners.
Regional Strategic Economic Development plan was kicked off in 2017.

Goal is to identify objectives/initiatives that the economic development community can work on together to help improve availability of jobs and employment.

This is a collaborative effort designed to bring together state and local leaders from economic, workforce and community development to orchestrate joint objectives with joint responsibilities.

Each Prosperity Zone is currently working on a SWOT analysis which will be used to identify economic development initiatives that could have a positive impact on the region.

Initial research and data collection has been completed in the Southeast and Southwest Prosperity Zones. Similar efforts are underway in the other Prosperity Zones.
Collaborating in the Prosperity Zones
Feedback from the initial research in the Southeast

100% WORKFORCE

75% START-UP & ENTREPRENEURIAL ASSISTANCE

50% AVIATION INDUSTRY SUPPORT

62% PLANNING

62% ACCESS TO DATA

25% VETERAN TAXES

32% GTP SUPPORT

25% SOFT SKILLS
Collaborating in the Prosperity Zones
Looking toward 2018 goals

<table>
<thead>
<tr>
<th>Location</th>
<th>Priority Topic/Industry</th>
<th>Partner Agencies</th>
<th>Outcomes</th>
<th>Metrics</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sub Region 1 - East</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Onslow</td>
<td>Workforce - STEM Career Pathways; Continuing Education Planning - economic strategic plan</td>
<td>NC Works, NC East, NCCCS, EDPNC, GTP, Rural Division</td>
<td>Meet businesses, Make referrals, Find leads/expansion projects, Joint partner meetings</td>
<td># of businesses assisted, # of referrals made to partner agencies, # of expansions planned, # of jobs created, # of partner meetings</td>
</tr>
<tr>
<td>Jones</td>
<td>Workforce - Advanced manufacturing career pathways, continuing education, Entrepreneurship - start-up assistance for minorities</td>
<td>NC Works, NCCCS, SBTDC, IDB, Dept of Admin HUB</td>
<td>Meet businesses, Make referrals, Find leads/expansion projects, Joint partner meetings</td>
<td># of businesses assisted, # of referrals made to partner agencies, # of expansions planned, # of jobs created, # of partner meetings</td>
</tr>
<tr>
<td>Pamlico</td>
<td>Workforce - Advanced manufacturing career pathways, continuing education</td>
<td>NC Works, NCCCS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Carteret</td>
<td>Workforce - food processing and advanced manufacturing career pathways</td>
<td>NC Works, NCCCS, NCSU IES</td>
<td>Meet businesses, Make referrals, Find leads/expansion projects, Joint partner meetings</td>
<td># of businesses assisted, # of referrals made to partner agencies, # of expansions planned, # of jobs created, # of partner meetings</td>
</tr>
<tr>
<td>Duplin</td>
<td>Workforce - Aviation/Defense Industry Supply Chain; STEM Career Pathways; soft skills pilot</td>
<td>NC Works, NC East, NCCCS, EDPNC, GTP</td>
<td>Meet businesses, Make referrals, Find leads/expansion projects, Joint partner meetings</td>
<td># of businesses assisted, # of referrals made to partner agencies, # of expansions planned, # of jobs created, # of partner meetings</td>
</tr>
<tr>
<td>Wayne</td>
<td>Workforce - Aviation/Defense Industry Supply Chain; STEM Career Pathways; soft skills pilot, Training - Grow aviation aerospace CC programs</td>
<td>NC Works, NC East, NCCCS, EDPNC, GTP</td>
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</table>
Southeast Region Prosperity Zone Planning Examples

40 communities contacted to offer planning assistance

Strategic Planning
• Town of Swansboro – Economic Development Strategic Plan

Implementation Services
• Carteret County – Beaufort Maritime Museum Expansion Planning

Technical Assistance
• Town of Trenton – Market Analysis
• Town of Maysville – Development Planning

Prosperity Zone Collaboration
• Regional County Tours
• Team Meetings
### By the Numbers

<table>
<thead>
<tr>
<th>Key Performance Indicators</th>
<th>2017 Results</th>
</tr>
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<tbody>
<tr>
<td># of communities contacted</td>
<td>348</td>
</tr>
<tr>
<td># of communities served</td>
<td>144</td>
</tr>
<tr>
<td># of Prosperity Zone Collaboration Projects</td>
<td>40</td>
</tr>
</tbody>
</table>