

**Collaboration for Prosperity Zone Annual Report and Report on performance metrics for Community Planners**

<b>Citation of Law or Resolution:</b>	S.L. 2016-94
<b>Section Number:</b>	Section 15.10 (a) and 15.10 (b)
<b>Due Date:</b>	September 1, 2018
<b>Submission Date:</b>	

**Receiving Entities:**

The Joint Legislative Oversight Committee on Agriculture and Natural and Economic Resources  
The Joint Legislative Economic Development and Global Engagement Committee  
The Fiscal Research Division

**Submitting Entity:**

**N.C. Department of Commerce, Rural Economic Development Division, Main Street and Rural Planning Center**

**August 6, 2018**

**MEMORANDUM**

**TO:** The Joint Legislative Oversight Committee on Agriculture and Natural and Economic Resources  
The Joint Legislative Economic Development and Global Engagement Committee  
The Fiscal Research Division

**FROM:** Elizabeth H. Parham, Director  
NC Main Street and Rural Planning Center

**SUBJECT:** Collaboration for Prosperity Zone Annual Report and Report on performance metrics for Community Planners

Citation of Law: S.L.2016-94  
Section Number: Section 15.10 (a) and 15.10 (b)

**BACKGROUND**

The intent of the State's eight Collaboration for Prosperity Zones created by the General Assembly in G.S. 143B-28.1 is to establish geographically uniform zones in this State to facilitate collaborative and coordinated planning and use of resources, to improve cooperation with other governmental and nonprofit entities at the local and regional level, to facilitate administrative efficiencies within State government, and, to the extent feasible, to establish one-stop sources in each region for citizens and businesses seeking State services at a regional level.

In the Sections 15.10 (a) and 15.10 (b) of this statute the Department of Commerce is required submit an annual report outlining the performance of following criteria in the various Prosperity Zones:

- (1) Jobs anticipated to result from efforts of the employees, including the name and contact person for each company creating new jobs in the zone.
- (2) The location of each project, including the development tier designation of the location
- (3) Project leads that were not submitted to the Department for possible discretionary incentives pursuant to Chapter 143B of the General Statutes.

<b>North Central</b> <i>(This work is performed and data collected by the Economic Development Partnership of NC)</i>					
<b>Jobs</b>	<b>Company</b>	<b>Contact</b>	<b>County</b>	<b>Tier</b>	<b>Submitted for Incentives</b>
55	Revlon Inc	Cal Swedberg	Granville	2	Yes
31	Linamar Forgings Carolina, Inc. (LFC)	Chris Jones	Wilson	2	Yes
31	LS Tractor USA	Dave Masters	Nash	2	Yes
153	Mako Medical Laboratories	Ernest Pearson	Wake	1	Yes

580	Mountaire Farms of North Carolina	Jamie Vaughn	Chatham	3	Yes
35	EPC, Inc. (Engineered Plastic Components)	Jamie Vaughn	Chatham	3	No
10	Shalag US, Inc.	Jeff Harari	Granville	2	Yes
895 total					

<b>North East</b> <i>(This work is performed and data collected by Economic Development Partnership of NC)</i>					
<b>Jobs</b>	<b>Company</b>	<b>Contact</b>	<b>County</b>	<b>Tier</b>	<b>Submitted for Incentives</b>
5	Jumpmasters Trampoline Park	Brent Johnson	Dare	2	No
32	Regulator Marine Inc	Joan Maxwell	Chowan	1	Yes
11	Carolina Poultry Power	Rich Deming	Pitt	2	Yes
48 total					

<b>Northwest</b> <i>(This work is performed and data collected by Economic Development Partnership of NC)</i>					
<b>Jobs</b>	<b>Company</b>	<b>Contact</b>	<b>County</b>	<b>Tier</b>	<b>Submitted for Incentives</b>
14	Paragon Films	Brandon Kale	Alexander	2	No
10	BRP USA (Bombardier Recreational Products)	Curtis Taylor	Mitchell	1	Yes
13	Bradington-Young LLC	David Davis	Catawba	2	Yes
20	Resistoflex	David Yanik	McDowell	1	Yes
72	Williams-Sonoma, Inc.(Sutter Street Mfg.)	Eric Marsiglia	Catawba	2	Yes
16	Profile Products, LLC	Gary Bowers	Catawba	2	Yes
15	GE Aviation	John Lyons	Ashe	1	Yes
25	Sealed Air Corporation (Lenoir Film Packaging Plant)	Karen Crisp	Caldwell	1	Yes
10	Church & Church Lumber Co	Mark Church	Wilkes	1	Yes
151	Critical Capabilities, LLC	Patrick Harrigan	Burke	2	Yes
15	Northwest Emergency Vehicles, Inc.	Richard Hamby	Ashe	1	No
50	Prysmian Group	Sujeet Rao	Catawba	2	Yes
25	Chase Corp	Thomas Herman	Caldwell	2	Yes
5	Mountain Electronics, Inc.	Whitney Brasington	Yancey	1	Yes
441 total					

<b>Piedmont Triad</b> <i>(This work is performed and data collected by Economic Development Partnership of NC)</i>					
<b>Jobs</b>	<b>Company</b>	<b>Contact</b>	<b>County</b>	<b>Tier</b>	<b>Submitted for Incentives</b>
10	Engineered Steel Products LLC	Adam Duggins	Randolph	2	Yes
80	Superion, LLC	Amy Gerber	Guilford	2	Yes
50	Altec Industries Inc.	Don Moss	Surry	2	Yes
60	Johnson Controls Inc	Eric Cheek	Forsyth	3	No
22	Core Technology Molding	Geoff Foster	Guilford	2	No
54	Southern Finishing Co Inc	Jan Critz	Rockingham	2	Yes
50	The Clearing House Payments Company	Maria Assalone	Forsyth	2	Yes
0	Honda Power Equipment Manufacturing Inc	Marti Brenner	Alamance	2	No
40	AccuMED	Terry Bralley	Davie	2	Yes
366 total					

<b>South Central</b> <i>(This work is performed and data collected by Economic Development Partnership of NC)</i>					
<b>Jobs</b>	<b>Company</b>	<b>Contact</b>	<b>County</b>	<b>Tier</b>	<b>Submitted for Incentives</b>
33	Southern Belle Organics	Brick Rooks	Columbus	1	Yes
75	ACLIC (Advanced Computer Learning Company)	Cathy Johnson	Cumberland	2	Yes
280	Smithfield Foods	Chuck Huestess	Bladen	1	No
91	Edwards Wood Products Inc	Kris Lynch	Scotland	1	Yes
63	Plastek Industries	Martie Butler	Richmond	1	No
47	K3 Enterprises, Inc	Rhonda Kent	Cumberland	2	No
40	Direct Pack, Inc.	Sharon McDuffie	Richmond	1	Yes
13	Direct Market Access	Steve Bertling	Columbus	1	Yes
11	Kinlaw's Meat Market	Travis Kinlaw	Cumberland	2	Yes
653 total					

<b>Southeast</b> <i>(This work is performed and data collected by Economic Development Partnership of NC)</i>					
<b>Jobs</b>	<b>Company</b>	<b>Contact</b>	<b>County</b>	<b>Tier</b>	<b>Submitted for Incentives</b>
14	Geodynamics LLC	Chris Freeman	Carteret	3	Yes
13	Alta Foods LLC	Don Barnes	Wayne	2	Yes
51	National Gypsum Co	Mundise Mortimer	New Hanover	3	No

15	Chatsworth Products Inc	Richard Keehn	Craven	2	Yes
10	Uptown Brewing Company	Rick Davis	Greene	1	No
24	Onslow Bay Boatworks & Marine	Sheila Pierce	Pender	2	No
16	NWL Capacitors	Stewart Erwin	Greene	1	Yes
15	Armstrong Marine	Tracy Gable	Onslow	2	Yes
158 total					

<b>Southwest</b> <i>(This work is performed and data collected by Economic Development Partnership of NC)</i>					
<b>Jobs</b>	<b>Company</b>	<b>Contact</b>	<b>County</b>	<b>Tier</b>	<b>Submitted for Incentives</b>
28	New York Air Brake, formerly Premtec Inc	Darren Skiles	Rowan	2	Yes
94	New York Air Brake, formerly Premtec Inc	Darren Skiles	Rowan	2	Yes
65	Quality Enclosures	Ed Hayes	Stanly	2	Yes
25	Progressive Rail	Emily Miller	Gaston	2	Yes
80	Fiber Innovators International (formerly DuraFiber)	Frank Papa	Cleveland	2	No
20	Wireway/Husky Corp	Gisella Aparicio-Busse	Lincoln	3	No
40	R L Carriers	Jeff Haungs	Rowan	2	Yes
23	AlloyWorks LLC	Jeremy Woock	Rowan	2	Yes
12	PMU Industries	Johan Marte	Cabarrus	3	No
45	USB Recycling	John Marek	Anson	1	No
13	Advanced Drainage Systems	Jose Janer	Gaston	2	Yes
120	Mack Molding Co Inc	Joseph Carinci	Iredell	3	Yes
53	Longitude 80 Dairies, Inc.	Larry Burgess	Iredell	3	Yes
22	Company Box	Louie DeJesus	Mecklenburg	3	No
19	Columbus McKinnon Corp	Robert Woods	Rowan	1	Yes
659 total					

<b>Western</b> <i>(This work is performed and data collected by Economic Development Partnership of NC)</i>					
<b>Jobs</b>	<b>Company</b>	<b>Contact</b>	<b>County</b>	<b>Tier</b>	<b>Submitted for Incentives</b>
26	East Fork Pottery	Alex Matisse	Madison	3	Yes
131	GE Aviation	Ali Olivo	Buncombe	3	Yes
15	Michelle Parisou	Grant Weyman	Rutherford	2	No

20	TEAM Industries (formerly Bombardier Recreational Products)	Greg Boehm	Cherokee	1	Yes
6	AEGIS Power Systems, Inc.	Jeff Martin	Cherokee	1	Yes
77	Manual Woodworkers Weavers Inc	Jim Clark	Rutherford	2	No
74	American Timber Group	Jimmy Lee	Graham	1	Yes
43	Santanna Tool & Design LLC DBA Bulldog Factory Services	Joe Newton	Polk	2	Yes
47	Advanced Superabrasives Inc	Jonathan Szucs	Madison	2	Yes
10	Shaw Industries Inc.	Mark Moore	Macon	1	Yes
20	Snowbird Wilderness Outfitters	Matt Jones	Cherokee	1	Yes
40	BCV77, LLC (dba Mineco)	Nick Phillips	Cherokee	1	No
6	Andrews Truss Inc	Patrick Neely	Cherokee	1	Yes
15	Advanced Digital Cable Inc	Steve Payne	Clay	1	Yes
530 total					

All Prosperity Zones					
<b>Jobs</b>					
3750 total					

- (4) Proactive local government outreach to share information and planning services that are available

Planners in each Prosperity Zone are required to share information with all local government(s) in their service area. This has primarily been accomplished through visits to local governments, presentations at regional meetings, and electronic dissemination of program materials on upcoming initiatives pertaining to economic development planning services. Also, Rural Planners have met at least quarterly with the Economic Development Partnership of NC (EDPNC), Regional Industry Manager for their respective region and at least annually with the other state agency representatives from their Prosperity Zones.

- (5) Coordination of regular meetings with Prosperity Zones agency representatives to increase collaboration of services and resources to local communities

Since 2014, the various Prosperity Zone agency representatives have worked hard to increase collaboration of services in a way that has brought significant impact to local communities. Initially, agency representatives from the Economic Development Partnership of NC, Department of Transportation and Division of Environmental Quality worked together to establish their presence in each prosperity zone. The group of agency representatives continues to grow though and, as of today, also includes representatives from the NC Community College System, NC Works (NC Commerce), Rural Planners (NC Commerce, Rural Economic Development Division), North Carolina State University Industry Expansion Solutions and a variety of local partners. Each prosperity zone has a co-location where Prosperity Zone agency representatives hold office hours and meet with partners and clients.

Marketing materials and contact information for the various representatives is available in each co-location.

In addition to collaborating in co-locations, the Prosperity Zones agency representatives also travel together to hold joint meetings with local partners and clients throughout the prosperity zone. Some specific examples are included below:

**MANUFACTURERS FROM EVERY PROSPERITY ZONE TRAVEL TO WINSTON SALEM FOR MFG CON 2017**  
mfgCON is North Carolina's premiere conference for manufacturing and innovation and this year organizers partnered with contacts from every prosperity zone on an event held in Winston-Salem at the Benton Convention Center. The goal of the event is to share best practices, practical advice, and helpful tips for creating a safer, more efficient and more profitable manufacturing sector in NC. We also use the event as an opportunity to celebrate certain manufacturers with awards that highlight their work in areas like workforce development and sustainability. Several clients received awards including Mirimichi Green (Sustainability), Exela Pharma Sciences (Developing Markets), Core Technology Molding (Innovation) and others.

**PROSPERITY ZONE PARTNERS ON DISPLAY AT THE NCDEQ ENVIRONMENTAL STEWARDSHIP INITIATIVE CONFERENCE**

This past April, companies like Grifols Therapeutics, Eaton Corporation, Uchiyama Manufacturing America, Corning Optical Communications and GE Aviation presented on the ways their companies promote superior environmental performance by participating in DEQ's Environmental Stewardship Initiative (ESI). The ESI program is voluntary and is available at no cost to members. It provides technical assistance and networking opportunities to stimulate the development and implementation of programs that use pollution prevention and innovative approaches to meet and go beyond regulatory requirements. DEQ hosts the event and allowed other prosperity zone partners to attend and promote their services.

**PROSPERITY ZONE PARTNERS PARTICIPATE IN MANUFACTURING DAY EVENTS ALL OVER THE STATE**  
Manufacturing Day is a celebration of modern manufacturing meant to inspire the next generation of manufacturers. Manufacturing Day occurs each year on the first Friday in October — last year Manufacturing Day was on Oct 6, 2017. 77 MFG Day events took place in NC, from Barco to Asheville. Many of the events were held at the local community college and some are held in manufacturing facilities. At these events, NC DOC, NC DOT, NC DEQ and EDPNC joined businesses to support the events. Each event was unique, but most entail a business bringing in busloads of students from High Schools and Community Colleges to see firsthand what a career in manufacturing can lead to for the students. In many cases, the parents of the students were also invited to the events.

**MANUFACTURER RESOURCE EVENTS PLANNED FOR EVERY PROSPERITY ZONE**

Throughout 2018, a series of events will be held in each prosperity zone designed to promote the various resources available to North Carolina Manufacturers. At each event, representatives from NCDOT, NC Works, NCCCS, EDPNC, NCSU IES and DEQ were on hand to present on the services they offered to manufacturers. Topics like operational efficiencies, export assistance, workforce development and energy savings were discussed at the events and several follow up meetings were discussed as a result.

#### WESTERN PROSPERITY ZONES REPRESENTATIVES TEAM UP IN MACON COUNTY

In August 2017, EDPNC brought together the Southwestern Community College Small Business Center and the NC State University Industrial Expansion Solutions representatives to be part of team to assist Macon County businesses. During the day, the team toured three businesses: Luxury Therapeutics, Tektone Sound and Signal, and Carolina Waterjet. While these businesses are all different in size, their needs were similar in that they could all benefit from the training offered by Southwestern Community College and the process improvement services offered by NC State University. Information on multiple resources was provided to the companies and the team will revisit Macon County in the coming months to meet with three additional businesses.

There have also been several statewide activities that involve the Prosperity Zones agency representatives on specific, strategic, statewide initiatives, including:

#### **COLLABORATION ON REGIONAL LABOR MARKET STUDIES TO PROVIDE INFORMATION FOR UPDATE OF 2018 COMPREHENSIVE ECONOMIC DEVELOPMENT PLAN.**

The North Carolina Department of Commerce began a pilot project in the fall of 2016 with two Prosperity Zones (the Southwest and Southeast Prosperity Zones) to develop SWOT (Strengths, Weaknesses, Opportunities, and Threats) analyses and encourage strategic initiatives within the regions.<sup>1</sup> In 2017, the Department continued this work and began the process with the remaining six Prosperity Zones.

The goals of this initiative were to 1) identify meaningful economic regions of the state, as defined by labor markets of interconnected counties; 2) develop a data-driven shared understanding of regional strengths, weaknesses, opportunities and threats; 3) initiate a dialogue among state, regional, and local stakeholders; and 4) identify and advance strategic regional initiatives to improve economic conditions in each region.

The Department of Commerce's Labor and Economic Analysis Division worked closely with regional representatives of the Division of Workforce Solutions, the Rural Development Division, and the Economic Development Partnership of North Carolina as well as other regional and local stakeholders throughout the process. A summary of the regional initiatives is provided below, with the recognition that the regions are at various stages of the process and will continue implementation during 2018.<sup>2</sup>

#### **SOUTHWEST PROSPERITY ZONE**

*(Gaston, Lincoln)*

The Southwest Prosperity Zone team has created an initiative to target the underserved, underutilized population of **youth aging out of foster care and connect them to employment opportunities** in the pilot areas of Gaston and Lincoln counties. To do so, they will plan career awareness events for foster parents and foster children to introduce and reinforce employment opportunities available locally, with an emphasis on manufacturing. They will also provide training opportunities during the summer months to teach technical skills, financial literacy, and soft skills in preparation for apprenticeship and

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<sup>1</sup> The 2016 pilot project was carried out in conjunction with Carolina Demography at UNC-Chapel Hill with funding provided by the Belk Foundation.

<sup>2</sup> Three regions (Piedmont-Triad, Sandhills, and North Central) began the process in late 2017 and early 2018 and will develop and implement regional initiatives throughout the remainder of the year.



employment opportunities. The team will also identify and coordinate transportation resources to enable foster children to take advantage of training and employment. Finally, they will connect local employers in manufacturing and other sectors of interest who have entry-level hiring needs with foster children who are job-ready, leading them towards self-sufficiency.

## **SOUTHEAST PROSPERITY ZONE**

*(Craven, Lenoir, Wayne)*

The Southeast Prosperity Zone has created an initiative in these counties to ***spur growth of the aviation industry along the Aerospace Corridor***. The team will develop an inventory of assets that can be used to attract new aviation/aerospace companies to the three-county region, including buildings and sites, training programs, and available workforce from civilian and military installations. Leveraging this inventory, the team will partner with county economic development directors to develop marketing materials to support the recruitment of aviation/aerospace companies. The team will also participate in the development of a new Global TransPark strategic plan. To support a workforce for this initiative, the team will support implementation and promotion of an advanced manufacturing certified career pathway. Finally, the team will work closely with Wayne, Lenoir and Craven Community Colleges to identify and engage employers in the aviation/aerospace industry to determine customized training program requirements and gather feedback on gaps in current programs.

*(Brunswick, New Hanover, Pender)*

Within these counties, the Southeast team will work to ***grow Wilmington area into a larger regional economic hub*** through two approaches. First, the team will work to develop a stronger small business and entrepreneurial culture in Wilmington. One outcome of this approach has been to partner with Carolina Small Business Development Fund, YWCA Lower Cape Fear, EDPNC and the SBA to open the Coastal Women's Ventures office for women-owned business start-ups and small business support, which opened in November of 2017. Secondly, the team will support the development and implementation of certified career pathways aligned to key high-growth, in-demand occupations such as healthcare, construction, advanced manufacturing, transportation and logistics. This effort will involve working closely with Cape Fear Community College and the Cape Fear Workforce Development Board.

## **NORTHEAST PROSPERITY ZONE**

*(Halifax)*

The Northeast Prosperity Zone team will focus on a set of initiatives in Halifax County, working with partners and businesses to grow and retain jobs through ***strategic planning, productivity enhancement training, and career development opportunities in the solar industry***. The team will work with towns in Halifax County to develop and implement customized economic development plans that create jobs and business opportunities. Productivity enhancement training at local industries, through Halifax Community College's customized training services, will help to increase companies' global competitiveness, increase profits, and create jobs. The team will also assist companies in Halifax County overcome obstacles by explaining and delivering the many programs and tools available at the state level that facilitate company expansions, create efficiencies and help companies become more profitable. One industry-specific workforce initiative will be to collaborate with the Center for Energy Education to increase the number of potential candidates eligible to work in the solar energy industry. This will involve coordinating pre-hire classes and applicant recruitment activities to meet the needs of solar energy companies in the region.

(Chowan)

The team will also assist Chowan County with identifying new job creation opportunities through **strategic planning, workforce services, and economic development grant funding, with a focus on expanding the boat-building industry.** Over the next year, the team will develop an economic development strategic planning project in Chowan County. The team will also work with an existing boat manufacturer, Regulator Marine, and provide customized industry training as they increase their workforce over the next several years. Training efforts will focus on increasing the incumbent workers' ability to successfully mentor new employees through Train the Trainer courses. In addition, the team will work with the manufacturer and the Town of Edenton to implement a Department of Commerce Building Reuse grant that will allow the company to expand their facility and add jobs. The team will also offer an array of programs and resources to enhance the workforce in the boat-building industry, including conducting applicant recruitment, screening, and assessment services to provide a well-qualified candidate pool.

## **WESTERN PROSPERITY ZONE**

(Jackson)

The Western Prosperity Zone team will work to **increase the economic vitality of the Town of Dillsboro by creating an expanded visitor experience and attracting a new clientele.** The team will provide structure and guidance to economic development efforts in Dillsboro, including the development of a new county adventure park on the Tuckasegee River just outside the town. This effort includes seeking funding for the extension of utilities to support camping and day use, as well as creating an outfitting business and accompanying retail development. The team will also assist the new outfitting business with employee recruitment and training. The team will work with the Town of Dillsboro Mayor and Board as well as the Chamber of Commerce to implement the Economic Development Strategic Plan, which includes a focus on creating a family-oriented experience building on the clientele of the new adventure park. Partners from the Department of Transportation will also assist with the goal of increasing and improving connectivity through Dillsboro, across rivers and from the adventure park into downtown and beyond to the Monteith historic river park, including both vehicular and pedestrian use. Finally, the Department of Environmental Quality will provide guidance in the development of stream and river access while minimizing bank erosion and degradation of water quality.

(Madison)

The Western Prosperity Zone team will also work to **develop ASI Business Park as a hub for employment growth in Madison County.** The team will work closely with Advanced Superabrasives Inc. (ASI), an advanced manufacturer of high performance grinding wheels, with their current expansion needs as they relate to job growth and additional investment. The team will identify opportunities and strategies for business development in a county-wide strategic economic development plan, which will inform business development or recruitment into space made available by the construction of a new building for ASI. The team will also work with Madison County EDC to promote and attract new businesses to the newly formed park. They will also work with Madison County EDC, Land of Sky, regional housing organizations and funders to develop workforce housing options for a location adjacent or near to the business park. The team will also assist with employee recruitment and developing training opportunities to maximize work-based learning, nationally recognized credentials, and post-secondary educational resources to continuously engage in the development and creation of a workforce to fill company and regional needs.

## **NORTHWEST PROSPERITY ZONE**

*(Burke)*

*Work in Burke* is a 10-year campaign to **educate young people and their parents about job opportunities in Burke County and the training required to pursue a career in those fields**. Campaign leaders, including the regional Commerce team, are dedicated to helping students make informed decisions about career pathways and hope to emphasize the importance of postsecondary education, gaining marketable skills and being lifelong learners. The core goals of the campaign are twofold: 1) change perceptions about local jobs and training opportunities and 2) fill the future workforce pipeline in Burke County. After interviewing and surveying over 300 parents, students, employers, and citizens, the *Work in Burke* campaign was designed and launched in 2017. Unique content that showcases local career opportunities is being continuously developed. *Work in Burke* is also coordinating with Burke County Public Schools and Western Piedmont Community College to engage local employers by making them *Work in Burke* Partners. Together they will expose young people to local career possibilities, give them opportunities to experience careers firsthand through internships, build deeper relationships between companies and schools, and support students through scholarship and mentorship programs.

## **INPUT FROM REGIONAL STRATEGIC INITIATIVES**

As part of the strategic regional initiatives carried out during 2017 and early 2018, members of the Prosperity Zone teams provided input on regional economic and workforce needs and barriers to addressing challenges, including assessing current programs and addressing the need for additional resources. Feedback was received from the Northeast, Southeast, Western, Northwest, and Southwest Prosperity zones and is summarized below:

***Workforce needs*** were most frequently mentioned as the largest challenge in the regions. Specifically, the teams reported regional businesses struggle with finding enough qualified/skilled workers to meet their needs. Negative perceptions of industries, such as manufacturing and skilled trades, as well as some negative regional perceptions were cited as possible contributors to this challenge. Potential solutions include better engagement of employers as well as working with younger workers and students to build a larger and more qualified workforce. Programs available through NCWorks and the Customized Training Program at the Community Colleges were mentioned as valuable tools.

***Marketing and Communication*** was also frequently mentioned as an ongoing need in these regions. This included communicating the existing resources available through the workforce development system to both employers and jobseekers, as well as marketing the regions' available employment opportunities. Some team members expressed the need for a statewide marketing campaign highlighting our existing workforce and economic development resources, as well as promoting jobs in manufacturing.

***Infrastructure needs*** were also frequently mentioned, including transportation (especially public transportation), water and sewer capacity, as well as broadband infrastructure. One regional team member cited three expansion projects currently held up as towns and counties struggle to fund water and sewer upgrades. Transportation was also frequently mentioned as a need which would help regions address workforce challenges. Programs such as the IDF Utility Account and the Building Reuse programs were specifically cited as important resources.

**Small business development** was also mentioned as an area of need, particularly around access to capital for smaller businesses who may not qualify for existing incentive programs. Regional team members cited the important role of the Small Business Centers (SBC) and the Small Business and Technology Development Center (SBTDC) and encouraged the state to provide additional resources to those groups so they can serve more businesses.

One common theme among many of the respondents was that the state has several successful programs and resources in economic and workforce development, but that ***these tools need to be better communicated to and utilized by employers and workers in the region.***

#### **PROSPERITY ZONE AGENCY REPRESENTATIVES MEET TO DISCUSS COMPREHENSIVE MENU OF WORKFORCE RELATED BUSINESS SERVICES**

This spring, representatives from the Economic Development Partnership of NC, NCWORKS, NC Community College System, Department of Public Instruction and local workforce boards met in Greensboro to discuss the NC Works Menu of Business Services. Several companies, including Purdue Pharma and Mako Medical, have been working with the NC Works team to develop a menu of business services available via NC Works. NC Works offers a variety of excellent services to businesses (recruiting, training, pipeline development), but struggle to effectively market their offerings. With the help from NC businesses, a new menu of services has been developed and will now be rolled out statewide. The goal of the Greensboro meeting was to provide an update on the team's progress to regional resources around the state (the Economic Development Partnership of NC, NC Community College System, Division of Health and Human Services, Department of Public Instruction, and Workforce Development Boards) and to develop regional strategies for operationalizing the menu of services. The teams will also determine what additional resources are needed.

Also, this past summer Prosperity Zone representatives from the Economic Development Partnership of NC and the Department of Commerce, Rural Division organized a meeting of local economic developers in the Piedmont Prosperity Zone to discuss Grants and Planning services that are offered to communities through the NC Department of Commerce, Rural Economic Development Division. In the fall, these local economic developers are scheduled to participate in the Regional Market Study sponsored by the Department of Commerce, the Economic Development Partnership of NC, and Carolina Demography.

#### **ECONOMIC DEVELOPMENT STRATEGIC PLANNING PROJECTS**

Over the course of the past year Planners in the eight regions have provided economic development strategic planning in various communities. These planning efforts have focused on helping rural communities identify local (and regional) economic assets, create strategies for developing these, and identify implementation resources to help build community readiness for greater economic prosperity. These projects result in an economic development plan for the community often lead to implementation based services from the planning staff as well.

- (6) Completion of strategic economic development plans, downtown revitalization project plans, implementation services, market studies, Geographical Information Systems (GIS) mapping, and assistance with development policies for local governments that can be measured for economic impact, including investment, business growth, and jobs as a result of the planning effort.

	North Central	Northeast	Northwest	Piedmont Triad	South Central	Southeast	Southwest	Western
<b>Strategic Plans</b>	3	10	2	6	8	4	4	4
<b>Downtown Revitalizations Plans</b>	1	2	1	1	1	1	4	3
<b>Implementation Services</b>	3	1	5	6	4	2	1	5
<b>Market Studies</b>	2	2	1	2	9	3	1	7
<b>GIS Mapping</b>	2	1	1	2	7	1	2	9
<b>Assistance with Development Policies</b>	1	-	-	-	-	-	1	2

(7) Existing business expansion activities, service requests, and number of contracts and inquiries.

<i>(This work is performed and data collected by Economic Development Partnership of NC)</i>	Existing Industry	Existing Industry
<b>Prosperity Zone</b>	<b>Direct Account Interactions</b>	<b>Companies Supported</b>
North Central	212	163
Northeast	137	100
Northwest	180	141
Piedmont-Triad	173	124
South Central	156	122
Southeast	193	134
Southwest	186	154
Western	187	122
<b>Total Existing Industry</b>	1424	1060

<i>(This work is performed and data collected by Economic Development Partnership of NC)</i>	International Trade	International Trade
<b>Prosperity Zone</b>	<b>Requests for Assistance</b>	<b>Requests for Assistance</b>
North Central	389	135
Northeast	83	39
Northwest	141	42
Piedmont-Triad	333	105
South Central	55	27
Southeast	112	52
Southwest	251	102
Western	141	46
<b>Total International Trade</b>	1505	548

<b>Total Existing Industry and International Trade</b>	2929	1608
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(8) New business location activities and number of contacts and inquiries.

<i>(This work is performed and data collected by Economic Development Partnership of NC)</i>	<b>Existing Industry</b>	<b>Existing Industry</b>
<b>Prosperity Zone</b>	<b>Direct Account Interactions</b>	<b>Companies Supported</b>
North Central	127	124
Northeast	70	70
Northwest	115	112
Piedmont – Triad	115	114
South Central	88	84
Southeast	100	98
Southwest	130	130
Western	96	92
<b>Total Existing Industry</b>	<b>841</b>	<b>824</b>

<i>(This work is performed and data collected by Economic Development Partnership of NC)</i>	<b>International Trade</b>	<b>International Trade</b>
<b>Prosperity Zone</b>	<b>Requests for Assistance</b>	<b>Requests for Assistance</b>
North Central	98	81
Northeast	16	16
Northwest	33	24
Piedmont – Triad	69	56
South Central	15	14
Southeast	24	21
Southwest	67	51
Western	28	21
<b>Total International Trade</b>	<b>350</b>	<b>284</b>

<b>Total Existing Industry and International Trade</b>	<b>1191</b>	<b>1108</b>
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