Economic Development Leaders Partnering With NC Campuses: An Invitation to be Engaged

North Carolina’s Southeast Regional Economic Development Partnership
**NCSE Mission:** Provide strong economic development leadership in southeastern North Carolina through innovative marketing and collaborative regional initiatives that will create new jobs, generate capital investment, and secure new business locations.

**Economic Impact Performance Results** *(since 1996)*

- 9,200 new announced jobs
- 115 announced company locations
- $1.2B announced private investment

Regional Commission
Transitioning to 501c6 structure
July 1, 2014 – led/funded by private sector and county gov’ts
The Southeast Region

13 counties > 1.2 m people > 600,000 in workforce > 3 micro-regions
This (is it over?) Motivates Us

Average Manufacturing Employment for NCSE

Average Employment for Textiles for NCSE

Source: NC Employment Security Commission
Building From Regional Assets

- NC Port at Wilmington
- Agricultural base
- Interstate Triangle (40, 95, 73/74)
- Fort Bragg & military presence
- 34 Fortune 500 companies w/ presence
- 35+ International manufacturers
- 5 Universities
- 9 Community Colleges
- Wilmington & Fayetteville MSAs
- ILM & FAY Airports

Fort Bragg, North Carolina
“Home of the Airborne”
We Focus on These Things

Business Sector Growth
• Aerospace
• Metalworking *
• Agribusiness *
• Defense
• Food production *
• Distribution
• Energy *
• Advanced textiles

* Most active sectors

Program Initiatives
• New Company Recruitment
• Key Regional Assets
• Product Development
• Research/Analysis

Regional Economic Profile
(UNCW, UNCP, FSU)
Universities are **incredible research** vehicles for economic development

**Civic Engagement Perspective**
Collaborative projects provide opportunities for our communities, which then leverage for community enhancement

**Characteristics For Successful Engagement**
- Strategic plan = strategic results
- Input/engagement from all
- Understand roles
- Confidentiality
- Performance metrics
- Facilitation & leadership
- RESEARCH

*What rural or economically distressed communities need most*
Projects & Initiatives

Regional Economic Profile
- Comprehensive economic overview
- UNCP, UNCW, FSU
- 13 years

Woody Biomass Analysis
- Regional biomass sector development
- NC State Extension Forestry
- Studied resource availability of regional asset
- Supports eventual locations and job creation in rural areas
**Project X** (on-going)
- Existing company – manufacturing/distribution
- NC State playing lead role at present
- Industrial Extension Service
- Analysis of business processes
- Opportunity for job growth & expansion

**International Industry Analysis**
- UNC-Wilmington -- MPA Program
- Analysis of all foreign-owned companies in region
- Included marketing plan toward business sectors
Cold Storage Facility
• Facility at NC Port
• Competitive tool for food exports
• NC State economic impact study to support grant
• 101 jobs & $15M investment

Entrepreneurship Engagement
• UNC-P Regional Center
• UNC-P Thomas Center For Entrepreneurship
• UNC-W Center for Innovation & Entrepreneurship
• UNC-W – MARBIONC