

WAKE

Wake County Economic Development

Activity Update to Wake County Board of Commissioners

October 8, 2018

Year in Review

Michael Haley

Executive Director, Wake County Economic Development

5 PILLARS

- PILLAR 1: REGIONAL COMPETITIVENESS & COOPERATION
- PILLAR 2: NEW BUSINESS ATTRACTION & JOB CREATION
- PILLAR 3: EXISTING INDUSTRY SUPPORT, INNOVATION & ENTREPRENEURSHIP
- PILLAR 4: TALENT ATTRACTION & DEVELOPMENT
- PILLAR 5: QUALITY OF PLACE & SUSTAINABILITY

PILLAR 1: REGIONAL COMPETITIVENESS & COOPERATION

FY 17-18 Successes

- Boston, Atlanta, Charlotte/Greenville Site Selection Trips
- EDPNC International Business Development Officers & Consular Corp of NC
- Consul General of the Bahamas
- NC African Diaspora Economic Forum
- Consul & Senior Trade Commissioner, Consulate General of Canada
- Global Carolina Connections Conference
- ED Forum
- SelectUSA – Washington DC



PILLAR 2: MARKETING & PUBLIC RELATIONS

FY 17-18 Successes

- #TriangleDelivers Campaign & Microsite
- GeekWire HQ2 (Top 4)
- South by Southwest (SXSW)
- All Things Open, Internet Summit
- Collateral Updates: Municipal Profiles, FDI, Metro Comparisons
- Reporter Visits (2)
- NYC Media Tour

National Media Placements



“Why Raleigh Will Be the Next Startup Hub”



“Millennials Prefer These 5 Tech Hubs To Silicon Valley”



“Is this City the New Belle of the American South?”



“100 Most Brilliant Companies”
Featuring Pendo & Tethis

NEW YORK MEDIA TOUR 2018

Raleigh Tech Company



- Live Broadcast Interviews

Bloomberg



- **Print Interviews**

- Bloomberg Businessweek
- Wall Street Journal
- Popular Science
- Business Insider

- **Site Selection Luncheon**

- NYC Based Site Selectors
- Foreign Delegations
 - Deloitte, Enterprise Ireland, IHS Markit, Atlas Insight, Oxford Analytica, Consulate General of Belgium, AWEX
- Bandwidth
- RTRP, City of Raleigh, WCED



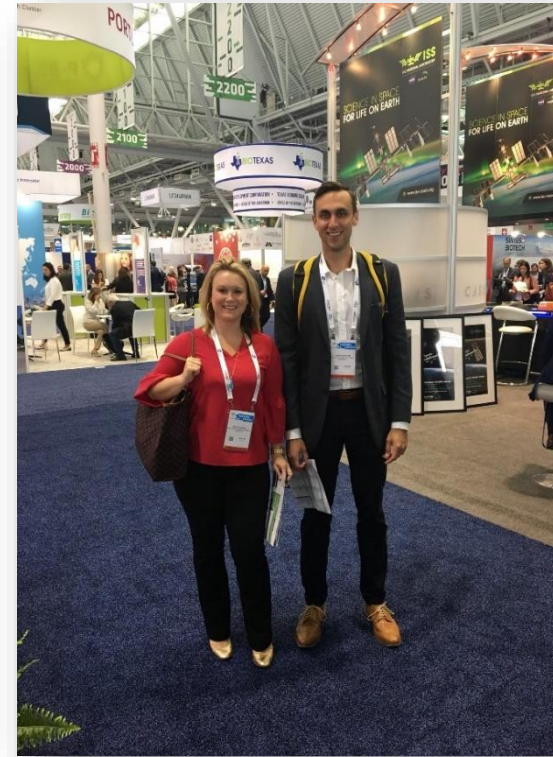
Social Engagement:

Twitter Impressions: 35k | Top Tweet: 8,000 Impressions | Clicks: 147

PILLAR 2: NEW BUSINESS ATTRACTION & JOB CREATION

FY 17-18 Successes

- Aggressive Project Management (ongoing)
- BIO 2018 in Boston
- CED Life Sciences Breakfast
- Consul General of Japan – Dinner Event
- Minister of Economy and Commerce Sheikh Ahmed bin Jassim bin Mohamed al-Thani
- Site Assessment Program
- Site Selection Consultant Meetings:
 - NYC, ATL, Chicago



Ashley & John representing Wake County at BIO.



PROJECT ACTIVITY

Total Projects (Oct. 1, 2017–September 30, 2018)



Company Announcements (Oct. 1, 2017–September 30, 2018)



MAJOR ANNOUNCEMENTS



250 Jobs

Software/IT, HQ

\$2.1 million investment



1,500 Jobs

Distribution Center

\$200 million investment



365 Jobs

Financial Services, Software/IT

\$12.9 million investment



500 Jobs

Software/IT, Call Center,

Pharmaceutical



200 Jobs

Software/IT, Call Center, HQ

\$2.7 million investment



PILLAR 3: EXISTING INDUSTRY SUPPORT, INNOVATION & ENTREPRENEURSHIP

FY 17-18 Successes

- Triangle Small Business Week Website
- Small Business Resource Guide
- 6th Annual Innovate Raleigh Summit
- AT&T First Responder Hackathon
- Innovate Raleigh & Chamber Partnership



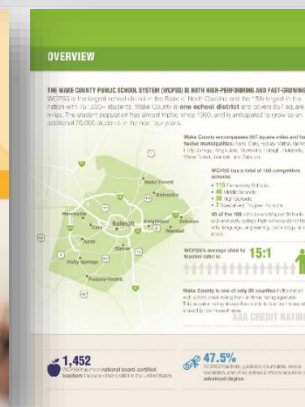
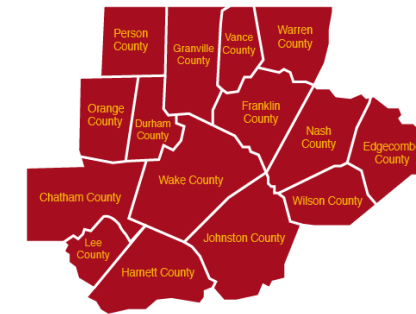
PILLAR 4: TALENT ATTRACTION & DEVELOPMENT

FY 17-18 Successes

- Regional Workforce Analysis consisting of 15 counties
- Updated WCPSS Collateral
- WakeEd SummerSTEM Host Site
- Moore Square Magnet School Career Fair
- Vernon Malone Mock Interviews
- Come Tech Out NC Job Fair
- State Energy Conference Job Fair

Regional Workforce Skills Analysis

Wake County Economic Development, the City of Raleigh, and Capital Area Workforce Development Board are partnering to survey our industry in 15 counties to raise awareness and identify the areas of highest growth and skills needs in the Research Triangle region of North Carolina.



TRIANGLE TALENT: UNDERSTANDING THE SKILLS GAP

Focus:

- Presentation by RTI International - Sara Lawrence and Michael Hogan
- Review and analyze data from Regional Workforce Skills Analysis
- Understand hiring needs and trends, talent pipeline development, current workforce development, and strengthen the workforce across industries

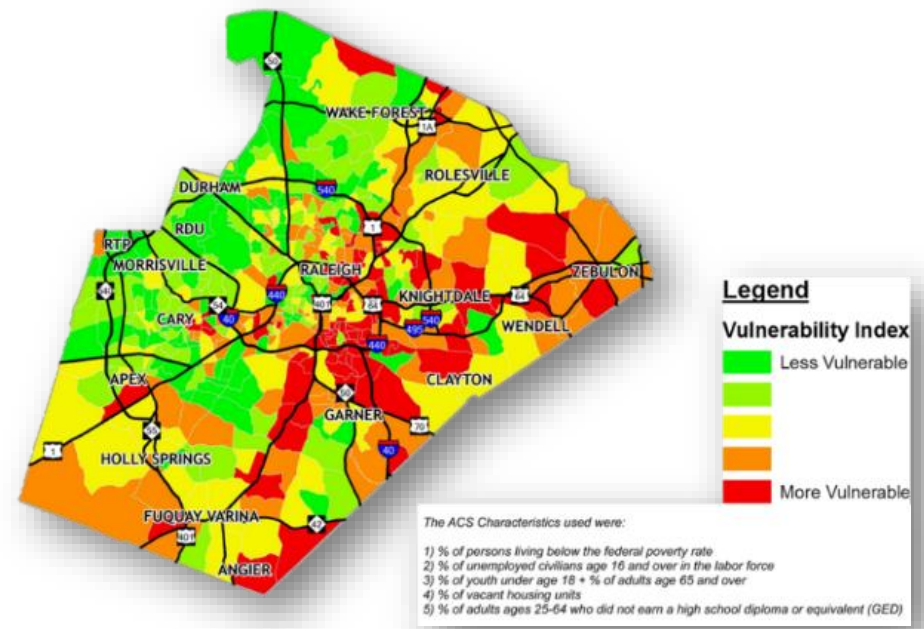


Event Stats: Attendance: 200
Impressions: 2.9M Reach: 200k | Tweets: 500*
**Trending in Raleigh*

PILLAR 5: QUALITY OF PLACE & SUSTAINABILITY

FY 17-18 Successes

- Equitable/Inclusive Economic Development Program of Work
- New Target Growth Areas Tier
- Black Entrepreneurship Week
 - German Media Coverage
- Southeast Raleigh Business Collective
- Equitable Economic Development Council
- Diversity, Equity, and Inclusivity Alliance



DIVERSITY, EQUITY, & INCLUSIVITY CONFERENCE

Focus:

Give tangible building blocks to promote and sustain DEI in our community and companies.



C-Suite Panel:

- **Sonja Hines**, H&S Resources Corporation
- **Terrence Holt**, Holt Brothers Construction
- **Lauren Hood**, Bank of America
- **Paul Rea**, BASF

Breakout Sessions:

- Pathways to Become an Ally and Accomplice
- A Roadmap for Building Your Own Innovative DEI Strategy
- Creating Equitable & Inclusive Cultures
- Cultivating & Attracting Diverse Talent

Program of Work | 18-19

Michael Haley

Executive Director, Wake County Economic Development

PROGRAM OF WORK

- Program of Work guides WCED efforts throughout the fiscal year
- Aligned to WCED's Five Pillars

Pillar 1: Regional Competitiveness & Cooperation

Pillar 2:

New Business Attraction & Job Creation
Foreign Direct Investment & Trade Shows
Product Development & Research
Marketing/PR

Pillar 3:

Existing Industry & Small Business Support
Innovation & Entrepreneurship

Pillar 4: Talent Attraction, Development, & Retention

Pillar 5: Quality of Place & Sustainability

PILLAR 1: REGIONAL COMPETITIVENESS & COOPERATION

- Promote and market the region through support of the Research Triangle Regional Partnership (RTRP)
- Participate with RTRP and the Economic Development Partnership of North Carolina (EDPNC) in Site Selection Consultant events
- Collaborate with regional workforce and talent development organizations
- Support economic development efforts of Wake County's 12 municipalities and the Research Triangle Park

PILLAR 2: NEW BUSINESS ATTRACTION & JOB CREATION

- Lead economic development projects considering Wake County throughout the entire site selection decision-making process
- Coordinate and lead responses to RFP's and RFI's, site visits, and incentive proposal requests
- Generate new project opportunities by cultivating relationships with site selection consultants:
 - Atlanta, Chicago, Greenville/Charlotte, & New York City
 - EDPNC Cooperative Marketing event
 - Host a Site Selection Consultant event / familiarization tour
 - Disseminate a targeted quarterly e-newsletter to SSCs

PILLAR 2: FOREIGN DIRECT INVESTMENT & TRADE SHOWS

Foreign Direct Investment

- FDI Advisory Committee
- Host international delegations
- Participate in out-of-market events such as SelectUSA and Carolinas Global Connect

Trade Shows

- BIO
- South By Southwest (SXSW)
- Key local target industry related conferences:
 - All Things Open
 - Internet Summit
 - NCTA

PILLAR 2: PRODUCT DEVELOPMENT & RESEARCH

Product Development

- Implement Year 4 of the Site Assessment Program
- Work with municipalities to assess and certify sites throughout Wake County
- Support development efforts of municipal partners

Research

- Conduct and share analysis
- Support research needs of municipal and EDGE partners
- Maintain CRM

PILLAR 2: MARKETING & PUBLIC RELATIONS

- Articulate Wake County's competitive advantages through strategic marketing initiatives, national marketing, and PR campaign in partnership with the City of Raleigh
- New York City media tour
- Host a minimum of three national reporters
- Produce and/or update marketing collateral materials
- Digital Ambassador Program
- Marketing Advisory Committee
- Video Content

PILLAR 3: EXISTING INDUSTRY & SMALL BUSINESS SUPPORT

- Promote the growth and retention of existing industries in Wake County
- Update the annual Small Business Resource Guide and website

PILLAR 3: INNOVATION & ENTREPRENEURSHIP

- Support the partnership with Innovate Raleigh to enhance the entrepreneurial and startup ecosystem
- Innovate Raleigh Summit
- Startup & Innovation Ecosystem Collaboration
- Programs to connect entrepreneurs to the 3 core elements to fuel their growth
 - Funding, talent, and opportunities
- Email newsletter to connect the innovation community
- Amplify marketing messaging to attract more funding, talent, and opportunities for the innovation community

PILLAR 4: TALENT ATTRACTION, DEVELOPMENT & RETENTION

- Host weekly virtual career fair - #TriangleTuesdays
- 3rd Annual Talent Forum
- Update and rebrand the Work in the Triangle website
- 15-County Workforce Skills analysis next steps
- Support CAWDB's creation of Industry Advisory Councils

PILLAR 5: QUALITY OF PLACE & SUSTAINABILITY

- Develop and convene an Equitable Economic Development Advisory Committee to provide insight and support in the program of work implementation
- Host the 2nd Annual Diversity, Equity, and Inclusivity Conference
- Create an Economic Mobility database and map
- Support small business and entrepreneurship in under resourced communities
- Support Black Entrepreneurship Week / National Small Business Week

EDGE 6

- Public Private Partnership Driving Economic Development Forward in Wake County and Research Triangle
- Next 5 Year Strategic Plan
- Currently in Final Year of EDGE 5
- With Partners will create broad-based plan with metrics focused on:
 - Job Creation – Direct, Indirect, and Induced
 - Investment
 - Equitable / Inclusive Economic Development
 - Talent Pipeline, Attraction, & Retention
 - Site Assessment / Product Development
 - Entrepreneurship
 - Marketing & Public Relations

Q&A