Economic Development Partnership of North Carolina, Inc.

Sharon Decker

Secretary of Commerce

Organizational Alignment

North Carolina Department of Commerce

Rural Division
Rural Center Grants and Programs
Division of Community Assistance
Community Development Block Grant
NC Broadband
Main Street Program
Appalachian Regional Commission

Division of Workforce Solutions

Division of Employment Services

Economic Analysis & Business Development Strategy
LEAD

Commerce Finance
JDIG
One NC
Utility Fund
Budget + Accounting

Office of Science & Technology

Office of the Secretary
Chief of Staff & General Counsel
- Fiscal Services
- Management Information Services

Chief Liaison
Legislative Affairs

Human Resources

Communications
Welcome Centers
Public Affairs
Media Relations
Social Media
State Branding and Marketing

Economic Development Partnership of NC 501(c) 3

17 Member Board

Business Development
Recruiting New Business
Project Management
Foreign Direct Investment

Business Services
International Trade
Small Business
Existing Industry

Travel & Tourism, Film, and Sports
Marketing

Administrative Services
Human Resources
Legal
Finance

Market Intelligence

Working Document 3/2/2014

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EDPNC Milestones Update

- ✓ 501(C)(3) designation granted by IRS
- ✓ OSBM approval of PPP plan
- ✓ Organizational realignment and establishment of leadership
- ✓ Development of fundraising plan led by EDPNC board member Pat Corso

Goals of the EDPNC

Create an organization that is:

- ✓ More efficient
- ✓ Nimble, targeted, and proactive
- ✓ Better-aligned organizationally
- ✓ More collaborative
- ✓ Accountable
- ✓ Provide highest possible return

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A New Way of Doing Business

Old Model	New Model
Organizational silos with poor communication	Organizational alignment with greater collaboration
Reactive – waited on leads to come to us	Proactive – new Business Development team will generate leads
Rigid department/position structure	Flexible to respond to business needs
Fractured statewide economic development strategy	Integrated, collaborative strategy that engages partners
Lack of private sector engagement	Leverage private sector funds to launch new programs

Initial Organizational Structure

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A Collaborative Approach

Partners include, but are not limited to:

Local, regional and state chambers
NCEDA
Dept. of Transportation
Dept. of Environmental Resource
Dept. of Cultural Resources
UNC System
NC Community Colleges
SBTDC and SBCN

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New Marketing Opportunities

Old Model	New Model
Departments working in silos	Ability to cross-promote
Separate resources	Ability to share resources
Rigid department/position structure	Flexible to respond to business needs
Long lead time for marketing planning	Speed to respond to opportunities
Lack of business/university engagement	Ability to develop programming with private business and universities

Collaboration With Business/Universities

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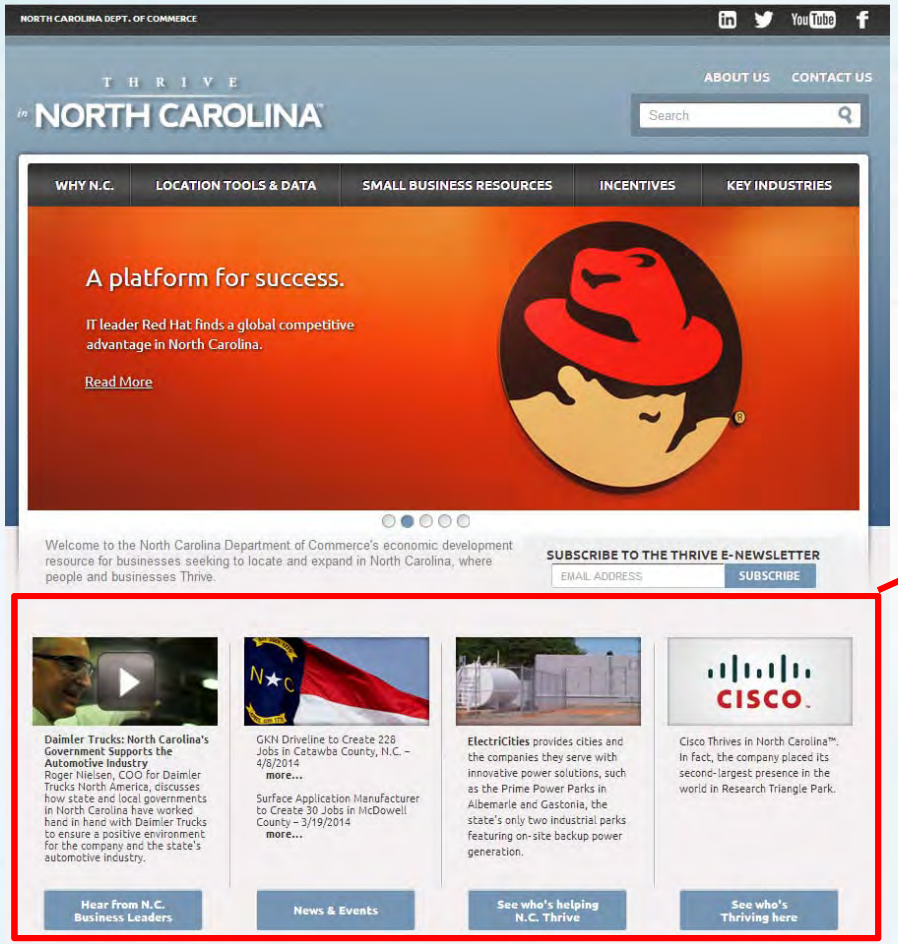
Collaboration With Business



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Collaboration With Business

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- Defense Manufacturer Expanding in Buncombe County, N.C.
- Shopping Bag Manufacturer Coming to Rutherford County, N.C.
- California Manufacturer to Open East Coast Facility in North Carolina
- North Carolina Ranks in Top 10 States for 2013 Governors Cup Awards
- N.C. In The News

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Kearfott

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N.C. In the News

Year-to-date metrics

Company spotlight

TIMCO aviation services

Featured site

Quote of the week

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Measuring Success

Visitor research (demographics, activities, attitudes)

Economic impact

ROI/attitude and awareness

Web analytics

Social engagement

Partner investment

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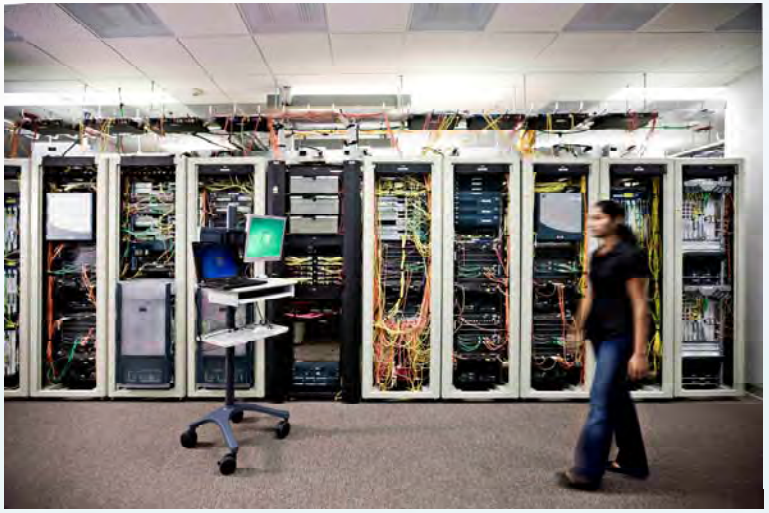
Next Steps

- Finalize plan based on EDB “Jobs Plan” and associated action matrix
- Strategy – Domestic/International
- Engagement Plan for prosperity zones
- Partner engagement plan
- Finalize fundraising plan
- Passage of enabling legislation



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