

NORTH CAROLINA ECONOMIC DEVELOPMENT BOARD

Asheville, NC
August 11 - 12, 2011

T H R I V E

in **NORTH
CAROLINA**

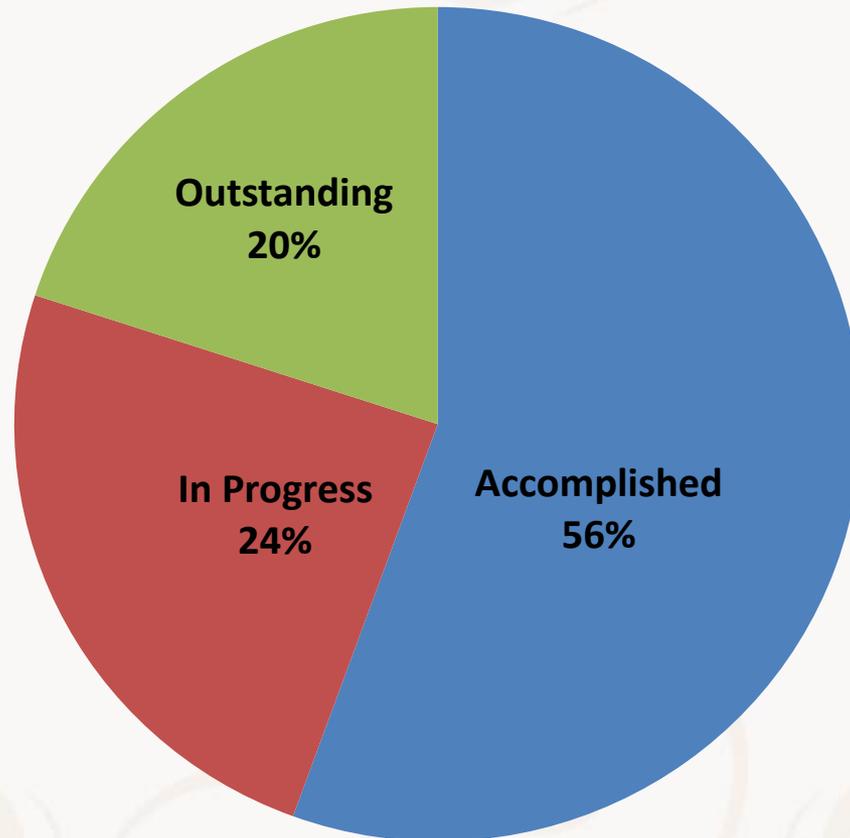
2009 – 2012
N.C. ECONOMIC DEVELOPMENT
STRATEGIC PLAN

Progress To-Date

T H R I V E

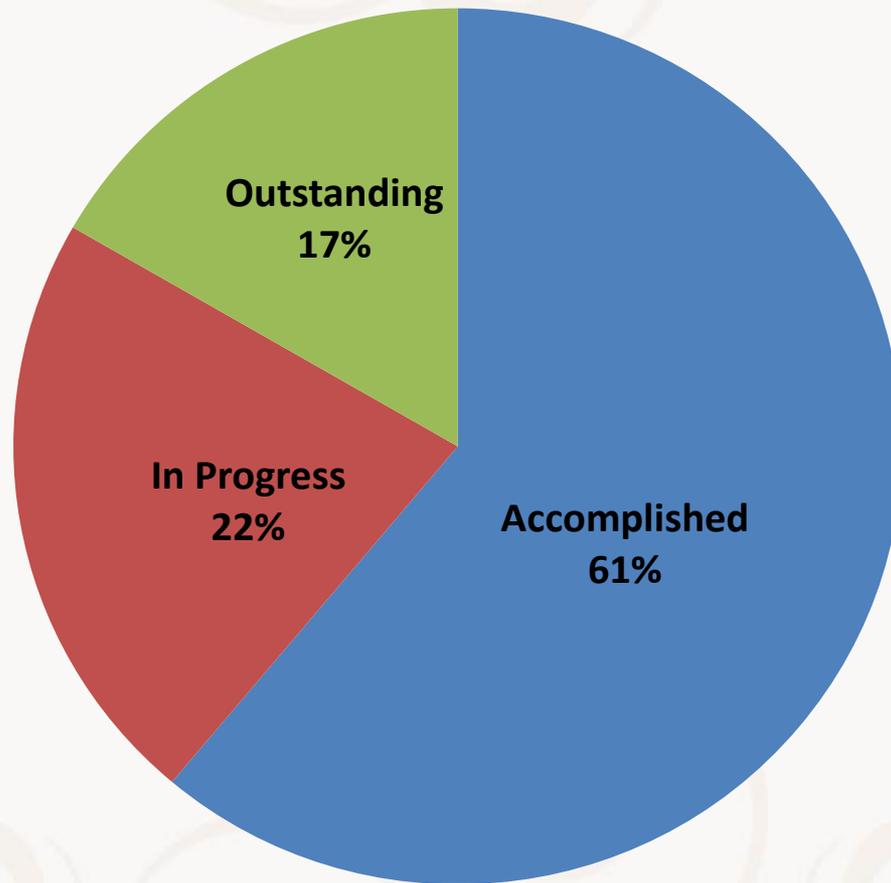
in **NORTH**
CAROLINA

2009 – 2012 NORTH CAROLINA ECONOMIC DEVELOPMENT STRATEGIC PLAN



Goal 1

Create a Globally-Competitive Business and Economic Development System



Goal 1: Create a Globally Competitive Business and Economic Development System

Action: Advocate for \$10 million appropriation for One NC Fund

Action: Modify the film incentive to recruit more productions to NC

Action: Advocate for recurring funding for NC Regional ED Partnerships

Action: Advocate for the extension of Article 3J tax credits



THRIVE
in NORTH
CAROLINA

Goal 2

Develop and promote North Carolina as a global leader in innovation and technology with a highly educated and qualified workforce

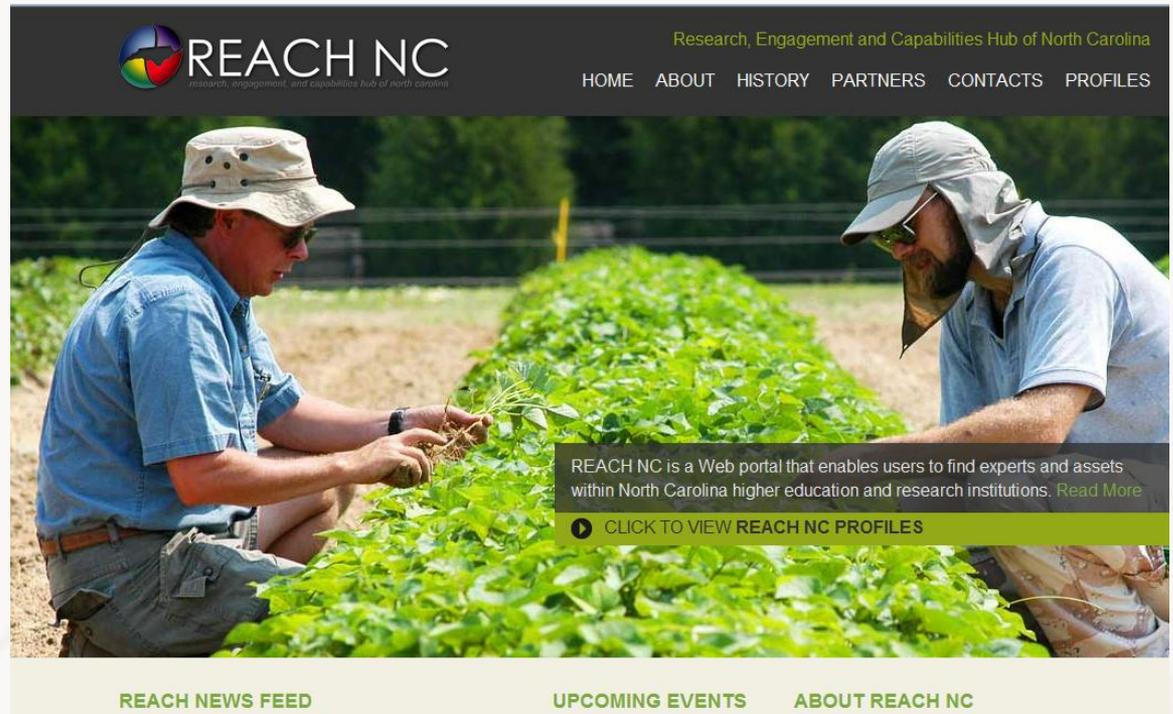


Goal 2: Develop and Promote North Carolina as a Global Leader in Innovation and Technology with a Highly Educated and Qualified Workforce

Action: Advocate for the extension of the Qualified Business Venture credit

Action: Encourage UNC system to develop faculty research expertise web portal

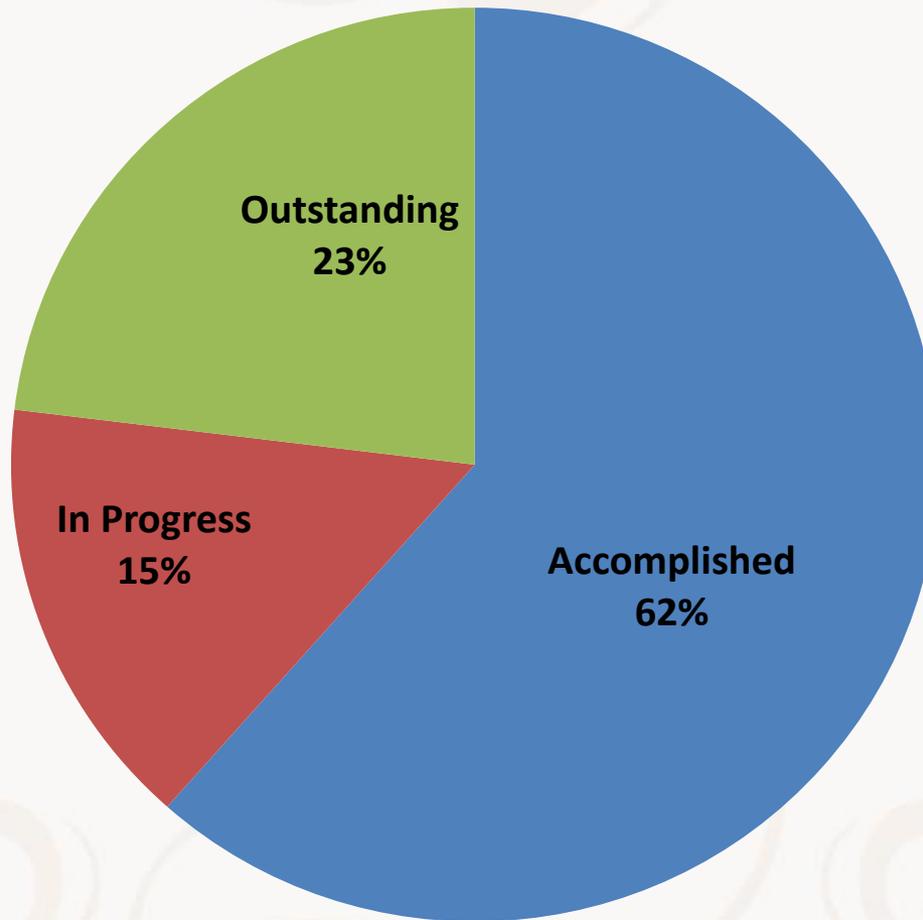
REACH NC is a Web portal that enables users to search, browse and find thousands of experts and assets within North Carolina higher education and research institutions.



The screenshot displays the REACH NC website interface. At the top left is the REACH NC logo, which includes a colorful circular icon and the text "REACH NC" with the tagline "Research, Engagement, and Capabilities Hub of North Carolina" below it. To the right of the logo is the tagline "Research, Engagement and Capabilities Hub of North Carolina" and a navigation menu with links for HOME, ABOUT, HISTORY, PARTNERS, CONTACTS, and PROFILES. The main content area features a large photograph of two men in a field, both wearing hats and light-colored shirts, examining a plant. A semi-transparent text box is overlaid on the bottom right of the photograph, containing the text: "REACH NC is a Web portal that enables users to find experts and assets within North Carolina higher education and research institutions. [Read More](#)". Below this text box is a green button with a white play icon and the text "CLICK TO VIEW REACH NC PROFILES". At the bottom of the page, there are three navigation links: "REACH NEWS FEED", "UPCOMING EVENTS", and "ABOUT REACH NC".

Goal 3

Improve the prosperity of disadvantaged populations and communities across North Carolina



Goal 3: Improve the Prosperity of Disadvantaged Populations and Communities Across North Carolina

Action: Advocate for recurring funding for building reuse programs

Action: Advocate for continued funding for NC Commerce community development programs

In fiscal year 2010, Main Street Solutions helped 28 businesses benefit across 8 distinct counties, generating 289 new jobs and \$5.8 million in private investment.



The screenshot shows the website for the North Carolina Department of Commerce's Community Development division. The header includes the logo and a search bar. The navigation menu has links for 'cd', 'About Us', 'Community Planning', 'Investment & Assistance', and 'Urban Development'. The breadcrumb trail reads 'You are here: Home » Urban Development » Main Street Program'. The main content area features a sidebar with a 'Main Street Program' section containing links for 'About Us & Contacts', 'Main Street Program' (with sub-links for 'Program Services', 'Communities', 'Success Stories', and 'Applications'), and 'Main Street Solutions Fund'. To the right is a photograph of a street scene with red brick buildings and a green awning, captioned 'N.C. Main Street'.

NC Economic Development Strategic Plan
Progress To-Date

DISCUSSION

THRIVE
in **NORTH
CAROLINA**

COMMITTEE STRUCTURE

Introduction and Overview

T H R I V E

in **NORTH
CAROLINA**

Tax & Economic Development Tools Committee

- Action Items
 - Review incentive structure
 - Tools for distressed regions
- Charge:
 - Review the incentives programs used to retain, grow, and recruit companies in and to North Carolina and make recommendations on how to enhance the incentives portfolio

Performance Metrics Committee

- Charge:
 - Develop performance metrics recommendations for Commerce divisions

ESC & Commerce Merger Committee

- Action Items
 - Promote a seamless system
 - Consolidate agencies and data sources
- Charge:
 - Provide guidance to the Secretary on key issues related to the merger. The Secretary may ask this committee to provide input to any internal transition teams and external consultants as needed.

Committee Structure

DISCUSSION

OUTREACH STRATEGY

T H R I V E

in **NORTH
CAROLINA**

ED Board Outreach

PROPOSED ACTIVITIES:

- **Local and Regional Economic Development Entity Liaisons**
- **Economic Development Announcements**
- **Local Legislative Meetings**
- **Economic Development Board General Assembly Day**

Outreach Strategy

DISCUSSION

T H R I V E
in **NORTH
CAROLINA**

NORTH CAROLINA ECONOMIC DEVELOPMENT BOARD

Asheville, NC
August 11 - 12, 2011

T H R I V E

in **NORTH
CAROLINA**