



REPORT TO:

NORTH CAROLINA GENERAL ASSEMBLY

JOINT LEGISLATIVE COMMISSION ON
GOVERNMENTAL OPERATIONS

JOINT LEGISLATIVE ECONOMIC
DEVELOPMENT OVERSIGHT COMMITTEE

FISCAL RESEARCH DIVISION

NC DEPARTMENT OF COMMERCE

OFFICE OF STATE BUDGET AND
MANAGEMENT

SUBMITTED BY:
CHARLES A. HAYES
PRESIDENT & CEO

FEBRUARY 15, 2013

The purpose of this memorandum and accompanying attachments is to fulfill the reporting requirements for regional economic development organizations per G.S. 158-8.5. The Research Triangle Regional Partnership (“RTRP”) is one of seven economic development regions in North Carolina. It receives funding from the state for the purpose of marketing the 13-county Research Triangle region for new investment and jobs and setting the strategic and tactical initiatives to ensure the region’s global competitiveness. The following is the RTRP’s report for fiscal year 2011-2012 ending June 30, 2012.

Regional Economic Development Report

(1) A summary of the preceding year's program activities, objectives, and accomplishments.

The RTRP’s program activities and objectives are defined by its strategic plan called [*The Shape of Things to Come*](#). The 5-year plan covers the period 2009 – 2014. This plan follows our first 5-year national winning strategic plan by EDA entitled [*Staying on Top: Winning the Job Wars of the Future*](#). (www.researchtriangle.org)

During FY 2011-2012, the RTRP’s activities were guided by a strategic plan that placed an emphasis on face-to-face, business-to-business communication with key clients that include site selection consultants, real estate brokers, company representatives, consulates and embassy representatives across the globe. This plan of action was made in conjunction with the Economic Development Advisory Committee (EDAC - 13 county economic developers, Research Triangle Park economic developer and the North Carolina Department of Commerce Regional and State Representatives), which met monthly.

Research Triangle Regional Partnership

FY 2011- 2012 REPORT

Tradeshows & Missions

All tradeshows or missions the Research Triangle Regional Partnership participated in from July 1, 2011– June 30, 2012.

Event	Location of Event	Participants
Consultant Event (Friends of NC)	Atlanta	1 RTRP Staff
Consultant Calls	New York/ New Jersey	1 RTRP Staff 1 Regional Representative

<i>Missions Continued...</i>		
Society of Industrial and Office Realtors (SIOR)	Orlando	1 RTRP Staff 1 Regional Representative
Association of the United States Army Conference and Expo (Defense Tech Cluster)	Washington, D.C.	2 RTRP Staff 2 Regional Representatives
Consultant Event (Friends of North Carolina)	New York	1 RTRP Staff
<i>Solar Power International 2011</i>	Dallas	1 RTRP Staff 1 Regional Representative
Company Calls (Triangle North)	Southern California	1 RTRP Staff 2 Regional Representatives
Company Calls (Triangle North)	Indiana, Illinois	1 RTRP Staff 2 Regional Representatives
Society of Industrial and Office Realtors (SIOR)	Chicago	1 RTRP Staff
Consultant Forum	Chicago	1 RTRP Staff
NAI Global Conference	Las Vegas	1 RTRP Staff 1 Regional Representative
Consultant Event (Friends of North Carolina)	New York	1 RTRP Staff
Consultant Forum	Austin	1 RTRP Staff
Embassy Calls	Washington, D.C.	1 RTRP Staff 1 Regional Representative
Consultant Calls	Austin	1 RTRP Staff 2 Regional Representatives
International Cleantech Network (ICN) Conference	Copenhagen	1 RTRP Staff 2 Regional Representatives
Consultant Event (Friends of North Carolina)	Dallas	1 RTRP Staff
BIO International Convention	Boston	1 RTRP Staff 3 Regional Representatives

Other Marketing Initiatives

Other marketing initiatives (advertising campaigns, public relations efforts, direct mail, etc...) the Research Triangle Regional Partnership initiated from July 1, 2011 – June 30, 2012.

ADVERTISING

Publication	Issue
<i>NC Economic Development Guide</i>	2012

Promotional Advertising Materials

Initiative	Audience
<u>State of the Research Triangle Region 2012</u> Report	Site Selection Consultants, Allies, Companies & Organizations
<u>State of the Research Triangle Region 2012</u> Video	Site Selection Consultants, Allies, Companies & Organizations
<u>RTRP Partner's Report</u> Newsletter (Monthly)	Counties, State, Site Selection Consultants, Allies, Companies, Organizations and Clusters
<u>Smart Grid: Core Firms in the Research Triangle Region</u> (May 2011)	Counties, State, Site Selection Consultants, Allies, Companies, Organizations and Clusters
<u>Research Triangle Region's Life Sciences Companies Directory</u> (April 2012)	Counties, Site Selection Consultants, Allies, Companies & Organizations
<u>The Value of Vibrant Centers</u> (February 2011)	Companies, Allies, Partners, Chambers, Cities, Counties, State Officials
<u>Shape of Things to Come</u> (July 2009)	Site Selection Consultants, Allies, Companies & Developers
<u>Staying on Top: Winning the Job Wars of the Future</u> (March 2004)	Site Selection Consultants, Allies, Companies & Organizations

<u>Research Triangle Regional Partnership Profile</u>	Counties, Site Selection Consultants, Allies, International Companies & International Organizations
<u>Research Triangle Region Profile</u>	Counties, Site Selection Consultants, Allies, International Companies & International Organizations

Media Relations

Research Triangle Regional Partnership, through media placement and newsletters, produces stories about the region, companies and cutting edge technology. The following are a list of publications which printed articles on the region in July 1, 2011 – June 30, 2012 and which RTRP had a direct influence upon (initiated or coordinated).

Publication	Article Name	Article Mentions
<u>RTRP Report</u> (May 2012)	“Research Triangle Region employment grows in 2011 after two-year decline”	RTRP, Semprius, Lazar, Food Lion, RTI, CED, Work in the Trinagle, MCNC, Fort Bragg Alliance
<u>RTRP Report</u> (April 2012)	“Research Triangle Region attracts international attention and investment”	International companies, United Airlines, Central Carolina Hospital, Red Hat, ICN
<u>RTRP Report</u> (March 2012)	“R&D plus manufacturing spells bottom-line benefit for regional companies”	RTRP, Aerocrine, BASF, Ming Yang, AWNC, Extron, NC Rural Center, Joystick
<u>RTRP Report</u> (February 2012)	“Region’s vibrant entrepreneurial environment creates jobs and investment”	Reed Elsevier, Caterpillar, Novozymes, RC4, Semprius, Lenovo
<u>RTRP Report</u> (January 2012)	“Innovation across clusters drives agricultural biotechnology growth”	RTRP, NC Biotech, Red Hat, BASF, Avaya, Evatran
<u>RTRP Report</u> (November – December 2011)	“International cleantech experts convene in the Research Triangle Region”	RTRP, ICN, Cleantech Companies, ATI, SAS, Acme-McCrary, Trident, Zurn, Hamner

<u>RTRP Report</u> (October 2011)	“Research Triangle Region community colleges prepare workforce for cluster growth”	RTRP, Durham Tech, Sequenom, Shalag, Wireless Research Center, Campbell Medical School
<u>RTRP Report</u> (September 2011)	“Region’s nanotechnology cluster grows on biotech innovation”	Nanoscale companies, Medicago, Cisco, NC Ports, Caterpillar
<u>RTRP Report</u> (August 2011)	“Region’s New Manufacturing Jobs are Cleaner, Higher-paying, in growth sectors”	Semprius, LORD, CertainTeed, MMC, Food Lion, Measurement Inc., Logistics, Pfizer
<u>RTRP Report</u> (June - July 2011)	“Research Triangle Region among leading smart grid hot spots”	RTRP, Numerous Regional Cleantech Companies/Orgs.

Major Accomplishments

Following is a list and description of major accomplishments of the Research Triangle Regional Partnership for the period of **July 1, 2011 – June 30, 2012**. These activities greatly enhance our ability to create jobs and investment in our region.

- ▲ ***Accredited Economic Development Organization:*** The International Economic Development Council (IEDC) has recognized the Research Triangle Regional Partnership (RTRP) among only 29 economic development organizations accredited by IEDC as an [Accredited Economic Development Organization \(AEDO\)](#). The accrediting review team that evaluated RTRP and conducted its on-site visit praised the organization and President and CEO Charles A. Hayes for its strategic plan, its operations and the unique culture of regional collaboration it has created.
- ▲ ***Coordination of state-supported job creation efforts:*** The North Carolina Department of Commerce has joined the state's seven regional economic development partnerships as a full member of the [North Carolina Partnership for Economic Development](#) (NCPED). The board of directors of NCPED, in which the Secretary of Commerce is a co-chair, is a private non-profit organization that promotes best-practice sharing and collaboration among economic development organizations.

- ▲ **Strategic Initiative:** *[The Shape of Things to Come](#)* is the Research Triangle Region's strategic plan for economic growth and competitiveness during the five-year period of 2009-2014. The plan builds on the previous five-year plan, called *[Staying on Top: Winning the Jobs Wars of the Future](#)*, which sparked creation of 100,000 jobs by promoting specific priorities, including life sciences, global competitiveness, and rural job creation. The plan is coordinated by Research Triangle Regional Partnership in cooperation with local chambers, county economic development offices, state economic development organizations, business allies and institutional partners. The plan focuses on three main strategies: business growth, product development and regional collaboration.

Business Growth

- RTRP completed a **regional marketing plan** for the region to include targeted cluster-company recruitment, web site upgrades, site selection, real estate and company call programs, international delegations and speaking opportunities and other marketing initiatives. The regional marketing plan helped create thousands of high-paying jobs, provide national and global awareness of the region and strengthened key regional clusters by business growth, product development and regional collaboration.
- **RTRP's Redesigned Website:** RTRP enhanced its website to reflect a more cutting edge/modern look for the partnership and the region. This website is used to market the Research Triangle Region throughout the world and in coordination with our 13 counties and Research Triangle Park. The website emphasizes the region's counties, assets, clusters, news, accolades, investments and success stories. Our website also features the region in different way by adding more [video](#) and social media resources.
www.researchtriangle.org
- **Monthly Newsletter: "RTRP Partner's Report":** RTRP publishes a monthly newsletter called *[RTRP Partner's Report](#)* geared at providing economic development-related news to Board members, elected officials, existing companies, site selection consultants, real estate brokers and partners, etc.
- **Site Selection Consultant Database:** RTRP continues to update a comprehensive database of site selection consultants from around the world. This database is not only used for RTRP marketing efforts, but also is available to economic development allies throughout our region. This database is used to make calls to market the region for business and industry.

- RTRP began funding [cluster networks](#) in the fall of 2004 for three of the region's 10 targeted industry clusters (Advanced Medical Care, Biological Agents and Infectious Diseases, and Informatics). The cluster networks encourage interaction among companies and the university community in targeted clusters to promote innovation that will lead to new companies, businesses and jobs. The cluster networks were managed under contract by RTI International. In 2007, N.C. State University's Industrial Extension Service took over management of the region's cluster networks. In 2009, RTRP resumed its role in helping to facilitate cluster meetings that include classroom topics for the 13-county economic developers and allies (triple helix of organizations) as well as convening meetings of the clusters. Since July 2009 (beginning of the strategic plan), the Research Triangle Region has encountered \$5.3 billion in investment (83% from clusters and over 20,320 jobs (56% from clusters).
- In FY '12, RTRP supported the state-wide cluster initiative around [defense technologies](#) as well as started setting up the formation of the [cleantech](#) cluster in the region.
 - ***NC Defense Council for Economic Development:*** Research Triangle Region economic developers and companies are teaming with colleagues across the state to position North Carolina as the destination for defense-related investment. Partners across the [region](#) and state are taking their collaboration to a new strategic level through the newly formed N.C. Defense Council for Economic Development. This council formed a new alliance to accelerate that effort. The council is believed to be the first statewide alliance in the country formed to promote the growth of a defense cluster.
 - ***Launching the Research Triangle Cleantech Cluster:*** The Research Triangle Regional Partnership is in the process of launching the Research Triangle Cleantech Cluster (RTCC) to better market and capitalize on opportunities around one of the fastest emerging industries in the world. Our region has been identified as a world leader in this technology that includes smart grid, advanced transportation and clean energy. RTRP is working to officially launch the cluster with industry board members to better market and respond to a growing need in our nation's future.
- ***International Cleantech Network (ICN):*** [RTRP](#) officially joined the [International Cleantech Network](#) (ICN) in March 2011. ICN comprises of

global emerging Cleantech clusters, focused on developing clean technologies using the triple helix economic development model for regional economies. The [triple helix](#) refers to strategies that coordinate and leverage academic, industry and government partners and resources. ICN will create direct value for Cleantech companies through a strong global Cleantech network. The ICN is made up of Cleantech clusters from the following locations: United States (Research Triangle Region and Fort Collins), Denmark, Norway, Spain, Germany, Austria, Singapore, France and Italy.

- ***The region's life sciences strategy:*** [Innovations @ Emerging Intersections: A Strategy to Maintain the Research Triangle Region's Competitiveness in Life Sciences](#) is supporting the long-term competitiveness of the more than 500 life sciences companies in the region and working to maintain the region's global leadership in this highly competitive industry. In April of 2012, a [new life sciences directory](#) for the region was produced for the BIO International Conference.
- **University integration with economic development** efforts is a key component of the region's economic development strategy with the UNC System. The UNC's 16 campuses continue to play in helping transform North Carolina's economy. RTRP's Hayes, who served on the UNC Board of Governors was key to this involvement. Today, RTRP partners with our universities on numerous initiatives to marketing the region for investment and jobs as well as alignment of strategic efforts.
- ***Triangle North:*** The Research Triangle Regional Partnership managed the marketing and business recruitment for [Triangle North](#) under a contract signed with the Kerr-Tar Regional Economic Development Corp. (KTREDC), the nonprofit organization that owns the multi-county network of tax-advantaged business and industrial parks created by local governments in Franklin, Granville, Vance and Warren counties. Current successes include [Semprius](#). The site was runner-up for Baxter International who went to Georgia in 2012.
- ***Program Alignment Activities:*** RTRP works in collaboration with our 13-county developers and The Research Triangle Park. RTRP assisted the following counties in their program's work: North Carolina Department of Commerce's staff meeting, Holly Springs Planning Retreat, United States Congressional Hearing in Washington, DC, Durham County Economic Development Retreat, Greater Raleigh Chamber of Commerce Retreat, Lee County Annual Meeting, Fuquay-Varina Economic Development Retreat,

North Carolina Department of Commerce's Sustainability Committee, Franklin County Economic Development Annual Meeting, Henderson-Vance Economic Development Annual Meeting and Wake County Economic Development Board Meeting.

- ***Fort Bragg Regional Alliance:*** RTRP works in collaboration and coordination with the [Fort Bragg Regional Alliance](#). RTRP has three counties in the Alliance in which we assist with alignment of marketing efforts and project generation for the region. RTRP also recognizes the connection of the initiative with our region in regards to university assets, military technology and cluster development. This furthers our reach for cluster development within defense technologies as well as enhancing the partnership with state-wide programs.
- ***U.S. Department of Commerce:*** RTRP has formed a working relationship with the U.S. Department of Commerce's trade office in the region. RTRP works in coordination with the US DOC on projects and delegations looking at the region to locate.
- ***Thai-U.S. Creative Partnership.*** The U.S. Embassy joint venture with the Royal Thai Ministry of Foreign Affairs aims to promote innovation and business development between the two countries. Invited by the U.S. State Department, RTRP was offered to share the region's economic development approach before high-level audiences across Thailand during an intensive 10-day mission hosted by the [Thai-U.S. Creative Partnership](#). RTRP's President & CEO Charles Hayes spoke across Thailand in regards to the success of the Research Triangle Region and its triple helix model for economic growth economies.
- ***Site Selection, Consulate & Company Calls:*** RTRP conducted over 18 trips to talk with site selection consultants, consulates and companies to market the region for inward investment. Results from these missions generate the majority of the region's projects.
- ***Clinton Global Initiative 2012:*** RTRP's Senior Vice President Lee Anne Nance had the honor to attend the CGI American Annual Event, hosted by President Clinton. The event focused on finding solutions that promote economic recovery in the United States. This working meeting brought together leaders from the business, foundation, NGO, and government sectors to develop solutions that increase employment, advance access to education and skills development, strengthen energy security, and promote an environment for business growth and innovation. Over two days,

participants heard from thought leaders and engaged in Working Group sessions that generated ideas for concrete, immediate action to improve the U.S. economy.

- ***Triangle Film Commission:*** Efforts to promote the Research Triangle Region of North Carolina as a movie shoot location picked up steam in recent months as members of the Triangle Regional Film Commission (TRFC) expanded its contacts across the region and in Hollywood. RTRP is assisting the organization in this manner.

Product Development

- ▲ Aggressive recruitment of **new air service** led by RDU International Airport Authority is helping meet the priority travel needs of regional business people. Air service expanded in recent months between Raleigh-Durham International Airport and key destinations desired by regional businesses.

Results Include:

- ❖ [United Airlines](#) announcement of new non-stop service to San Francisco.
 - ❖ [BahamaAir](#) announcement of new flights to Grand Bahama Islands.
 - ❖ [Southwest Airlines](#) announcement of non-stop service to Houston.
 - ❖ [Vision Airlines](#) announcement of new non-stop service to Grand Bahama Islands.
- ▲ ***Legislative Activity:*** Duke University officials, congressional staff members and entrepreneurs gathered in Washington, DC, to participate in a congressional briefing, ["The Research Triangle of North Carolina: The Innovation Ecosystem and Economic Development."](#) Charles Hayes, president and CEO of Research Triangle Regional Partnership (RTRP), provided a regional view of the public-private partnership that underpins the Research Triangle's knowledge-based economy.
 - ▲ RTRP is working with the North Carolina Department of Public Instruction's **Career and Technical Education Program (CTE)**. The mission of NC's CTE is to empower all students to be successful citizens, workers and leaders in a global economy. RTRP and CTE stress the importance of aligning curriculum in the classroom with industry in the field.

- ▲ RTRP's **quality-of-life program** works closely with business and community leaders to improve the quality of life and economic competitiveness of the 13-county Research Triangle Region. The program focuses on issues of air quality, education leadership, land use, vibrant centers, open space and quality of life benchmarking. To assist RTRP with these projects, GlaxoSmithKline has assigned a fulltime 'loaned executive' within their PULSE program to work on this initiative.

Projects, programs and initiatives focus on the follow four areas:

- ❖ **Air Quality** - managing the Triangle Region Air Quality Coalition and Triangle Air Awareness Program to earn and sustain compliance with federal clean air standards. RTRP also has a service contract with the N.C. Division of Air Quality to promote clean air and pollution reduction in the region.
 - ❖ **Education Leadership**- researching and developing leadership models for public education
 - ❖ **Land Use** - promoting growth and development that are environmentally, socially and economically responsible.
 - ❖ **Quality of Life Benchmarking** - measuring and reporting on non-economic factors that affect the region's quality of life and competitiveness, such as health, housing, schools and child safety.
- ▲ **Reality Check:** *Reality Check* was turned over to Urban Land Institute to go about implementing the three guiding principles below which engage leaders from around the region in discuss growth and how to compete in a global economy.

3 Guiding Principles:

- ❖ **Transit:** Improve regional transit, matching land use decisions with transit investments.
- ❖ **Vibrant Centers:** Reinvest in city and town centers, promote compact development, density and mixed use, including a balance of jobs and housing.
- ❖ **Green Space:** Define appropriate growth & preservation areas to protect open space, agricultural land and natural resources, especially water supply and quality.

Regional Collaboration

- ▲ ***International Cleantech Network (ICN) Delegation Visit:*** International experts in smart grid power management, renewable energy, plug-in

transportation and water technologies convened in the Research Triangle Region Oct. 24-27, 2011 to explore ways to collaborate and advance innovation in this important area of global competitiveness. The four-day visit of the [International Cleantech Network \(ICN\)](#), hosted by the Research Triangle Regional Partnership (RTRP) and N.C. State University's Office of Research, Innovation and Economic Development, served to both showcase the region's extensive assets in this emerging cluster and connect more of the region's academic, business, government and economic development partners with opportunity and potential partners around the world. Regional business and community leaders were invited to join a networking breakfast and interactive panel discussion, ["The International Cleantech Smart Grid Forum."](#) The discussion is part of a three-day program of the [International Cleantech Network](#) (ICN), hosted by the Research Triangle Cleantech Cluster (RTCC) – program of RTRP. The event attracted delegations from cleantech clusters in Denmark, Spain, Austria, Italy, Singapore, France, Norway, Germany and Ft. Collins, Colo. Several of these clusters are ranked among the top 10 global cleantech clusters in the world. U.S. Senator Kay Hagan greeted members of the International Cleantech Network during their visit to the region. Members toured regional research centers and companies to learn about this important emerging cluster and heard from regional leaders about the triple helix model of promoting business growth and competitiveness that has made the region one of the most economically competitive in the world.

- ▲ ***State of the Research Triangle Region Event:*** The ninth annual ["State of the Research Triangle Region"](#) event provided a national and regional assessment to over 950 business, government and community leaders. This event was hosted by RTRP and Wells Fargo at the Sheraton Imperial Hotel. Speakers included Jack Clayton, Wells Fargo's Regional President for the Triangle East Region, Jeff Stocks, The Nautical Group's Chairman & CEO and RTRP Chairman; and Charles Hayes, President & CEO of RTRP. Please see ["State of the Research Triangle Region"](#) website.
- ▲ ***International Collaborations:*** RTRP continues its relationship with [Alsace International](#) through a signed collaboration partnership to market the region and its assets to French companies looking at the U.S. market.
- ▲ ***International Affairs Council (IAC):*** RTRP works with IAC to provide regional information to international visitors that visit the region looking for lasting linkages between Research Triangle Region and the world.

- ▲ ***International Delegations:*** RTRP hosts numerous international delegations from throughout the world. RTRP markets and brands this region globally for business and industry as well as around initiatives of our strategic plan. The following is a select list of delegations that visited the region in FY '12: Russia, United Kingdom, France (3), Netherlands (3), China (3), Singapore (2), Germany (2), Denmark, Norway, Spain, Italy and Austria. In FY '12, RTRP presented to over 20 international delegations representing 260 individuals about the Research Triangle Region of North Carolina.
- ▲ ***The Carolina China Council:*** RTRP's Senior Vice President Lee Anne Nance served on [The Carolina China Council](#) (CCC). The CCC is a non-profit organization in N.C. that promotes business, culture and educational exchanges between the Carolinas and China.
- ▲ ***North Carolina Commerce Trade & Development Fund:*** RTRP's Vice President of Business Development Debbie Lilly served on the [North Carolina Commerce Trade & Development Fund's](#) Board of Directors. This Fund helps market North Carolina's dynamic business environment globally and nationally. This active group coordinates private sector involvement in economic development and trade endeavors that help tell North Carolina's business story to the nation and world.
- ▲ ***Biotechnology International Convention:*** RTRP's Debbie Lilly, vice president of business development, has been named to the 2011 Community Relations Committee for the BIO International Convention. BIO is the premier global event for the life sciences industry. The community relations committee's role is to develop and coordinate strategies and activities that ensure the host region is informed and supportive of the convention and raise awareness about the number of national and international delegates traveling to the event as well as both the short- and long-term benefits of hosting it.
- ▲ ***Export 101 – Introduction to Exporting:*** North Carolina District Export Council, Small Business and Technology Development Center and RTRP joined the U.S. Commercial Service to present Export 101 – Introduction to Exporting. The series of courses will provide expert advice to new-to-export firms, part of the National Export Initiative to double U.S. exports over the next five years.
- ▲ ***New Foreign Trade Zone (FTZ) #93 “Alternate Site Framework”:*** RTRP worked with the FTZ Board to expand its availability to all 13

counties in the region. A new FTZ “Alternate Site Framework” will allow companies to locate a usage-driven FTZ site anywhere in the region’s 13 counties in addition to the current general purpose sites located near Raleigh-Durham International Airport. An FTZ is a neutral, secured area legally outside of U.S. customs territory that offers economic advantages for businesses involved in international trade.

- ▲ ***New American Economy presented an Immigration Forum:*** Regional leaders understand the importance of nurturing a culture and climate that is welcoming of international companies, visitors and workers, and they work actively to ensure it remains so. The Greater Raleigh Chamber of Commerce and RTRP hosted the New American Economy to present an Immigration Forum to engage regional leaders in an in-depth look at how current immigration policies are affecting the nation’s economy and how smarter policies can help businesses expand, create American jobs and keep talent.

Regional Economic Development Report

(2) The preceding fiscal year's itemized expenditures and fund sources. Itemized expenditures shall be reported separately for each fund source.

Research Triangle Regional Partnership

Please find enclosed the Research Triangle Regional Partnership (RTRP) Schedule of Receipts and Expenditures for FY '12 at the conclusion of this document.

Regional Economic Development Report

(3) A demonstration of how the commissions or partnership's regional economic development and marketing strategy align with the State's overall economic development and marketing strategies.

North Carolina Partnership for Economic Development (NCPED)

The Research Triangle Regional Partnership (RTRP) believes regional economic development programs function most effectively when aligned with strategies set by neighboring regions and the State of North Carolina. RTRP leaders and staff work diligently to communicate, coordinate and build synergies with the state's other six regional economic development partnerships, as well as the North Carolina Department of Commerce (NCDOC).

A seamless economic development process is continuously achieved and ensured through the programs and activities of the North Carolina Partnership for Economic Development (NCPED). Established in 1997, NCPED is a nonprofit 501(c)(3) consortium consisting equally of all seven regional economic development partnerships and the North Carolina Department of Commerce. Operationally, NCPED functions as an information-sharing and best practices clearinghouse for economic development professionals and private sector volunteers throughout the state to project the clearest path toward victory in the global competition for Knowledge Age jobs, growth-oriented companies and sustainable investment.

To boost coordination of state-supported job creation efforts, the North Carolina Department of Commerce has rejoined the state's seven regional economic development partnerships as a full member of the North Carolina Partnership for Economic Development (NCPED). North Carolina Department of Commerce's Secretary Keith Crisco and North Carolina's Eastern Region's Chairman Calvin Anderson served as co-chairs of NCPED for FY '12.

NCPED consists of public-private partnerships that direct business development and industrial marketing efforts in North Carolina's seven economic regions. Fueled by private investors and local and state governments, the partnerships forge cooperation and communication among county and municipal economic development programs and draw expertise, technical support and financial assistance from colleges and universities, foundations, federal agencies, banks, utilities, railroads and other allies. This move institutionalizes our ongoing partnership with Commerce at the highest strategic level.

NCPED's newly formed Presidents Council will consist of the seven partnership presidents and the Deputy Secretary of Commerce/Chief Operating Officer. It will

convene monthly. NCPED also has managed a state Marketing Council and a Research Council, which unites the marketing and business development managers and researchers of the seven partnerships and NCDOC. They also foster information-sharing among state and regional developers engaged in market intelligence and data-gathering.

Between partnership staff and Commerce developers, the State of North Carolina enjoys visible representation in the world's major business capitals, making the case somewhere everyday about why North Carolina is the ideal destination for job growth, business creation, tourism, film and industrial investment.

NCPED's guiding principle is "statewide consistency; regional flexibility," an approach that permits each region to market and promote its own local and unique business assets and advantages, but also ensures that North Carolina's powerful, consistent, and compelling economic development message is communicated and reinforced throughout the United States and around the world. While the primary and legislatively-mandated function and responsibility of each regional partnership is to develop and execute a regional marketing plan and program of work that fits that particular region's needs, when it comes to marketing the State of North Carolina itself, the seven regions without hesitation look to and depend upon NCDOC for leadership and direction.

NCPED has, over time, developed operational systems and procedures that are intended to achieve a high level of strategic alignment with NCDOC's statewide marketing initiatives, while simultaneously informing NCDOC of the various marketing and promotional programs underway in the seven regions. For example:

- Presidents meet monthly at the offices of RTRP with NCDOC representatives.
- NCDOC attends NCPED as a full board member.
- Regional partnership Chairs meet quarterly at various locations around the state, with NCDOC Secretary and senior staff invited.
- Marketing Council meets quarterly and submits travel agenda to avoid confusion.
- RTRP marketing staff meets with NCDOC marketing staff to coordinate marketing activities and consultant calls to avoid duplication.
- Research Council meets occasionally to provide information on new software and research data to better help in responses and strategic planning.
- RTRP research staff and NCDOC policy and research staff work together on projects for the region and state.
- RTRP marketing and research staff work hand-in-hand with NCDOC regional representatives to coordinate efforts in attracting investment and jobs to the region.

NCPED quarterly and monthly meetings are ideal venues for sharing information and perspective on current opportunities and challenges. The organization acts as a

clearinghouse for “best practices” in regional economic development, which redounds to the benefit of RTRP, its member counties, private allies, academic partners and investors.

Additionally, through quarterly meetings of the state Marketing Council, a group comprised of the seven regional marketing officers and NCDOC marketing executives, additional opportunities for operational collaboration are identified and executed. Their meetings yield valuable results in maximizing the state’s presence at leading national and international trade shows, major industry events such as Friends of NC Consulting Forums, AUSA, Solar Power International, BIO2012, and domestic and international outreach missions. The group also shares information, ideas and feedback on the quality of state and regional marketing and research tools, such as printed and electronic promotional materials, event planning and data management applications.

Such systems and formal procedures enable RTRP staff and leaders to interact with counterparts (from the chairmen to the functional management level) from the other six regional partnerships and commissions, as well as the North Carolina Secretary of Commerce, Deputy Secretary of Commerce, Director of Business & Industry, Director of State Marketing, Director of Research & Policy and other NCDOC personnel.

There are also myriad opportunities for both formal and informal interaction between RTRP staff and their regional and state counterparts. Professional development programs, membership meetings and special events sponsored by the N.C. Economic Developers Association (NCEDA), the North Carolina Chamber, the International Economic Development Council (IEDC), Council for Entrepreneurial Development (CED), North Carolina Biotechnology Center, North Carolina Rural Economic Development Center, Biofuels Center of North Carolina, and the North Carolina Technology Association (NCTA) each serve as viable venues for achieving synergies between RTRP programs and those operated by state and regional economic development officials.

With these systems and procedures in place, it is easy for the seven regional partnerships to align their marketing and economic development strategies to NCDOC’s Economic Development Marketing Plan. The Research Triangle Regional Partnership is an active participant in the collaboration, planning, and execution of the following activities that coincide with the NCDOC’s Marketing Plan:

I. Work-Product Development

- a. Reciprocation between input from and to the State Economic Development Board as each organization attempts to learn more about each other in efforts to find ways to align and reduce replication in services, studies, work-product, etc.
- b. Client/Project Handling: (Examples of our recruitment efforts – please note that RTRP’s main function is **not project handling**. Our organization markets this region for business and industry. Once a company is ready to visit, the project is

handed over to the NC Department of Commerce's Research Triangle Regional Office.) RTRP was involved with numerous projects in FY '12, please find some selected ones below.

- **Aerocrine** - RTRP assisted the NC Biotechnology Center with providing information and presentations on the region to the client. RTRP provided a regional data as well as key comparative data points requested by the client to help support the recruitment of Aerocrine to The Research Triangle Park. The project was a joint effort between RTRP, Wake County EDC, NC Biotechnology Center, NCDOC and other partners. Located in RTP. (Investment: \$219,000, 45 jobs)
- **Bayer CropScience** – RTRP provided information and a regional overview to support Bayer CropScience in the attraction of new employees to the region. Bayer CropScience added new employees from other locations in this expansion. This project was a joint effort between RTRP, Wake County EDC, Durham Chamber and other partners. Located in RTP. (Investment: \$200,000, 50 jobs)
- **Semprius** – RTRP provided information, regional overview, and support to Semprius as they looked at various locations to create a manufacturing presence. Assisted Vance County EDC, NCDOC and NC State University in their building search and numerous information request. This project was a joint effort between RTRP, Vance County EDC, NCDOC, NC State University and other partners.. Located in Henderson. (Investment: \$89.7 million, 256 jobs)

These are examples within the Research Triangle Region due to a collaborative effort between all parties involved. RTRP also assisted with other projects with NCDOC regional representative and NCDOC state staff.

Events:

- c. *BIO International Convention 2012*: RTRP participated with the North Carolina Biotechnology Center in coordination with the North Carolina Department of Commerce in the 2012 BIO International Conference in Boston on June 18-21, 2012. The North Carolina Pavilion was a major focus of the conference, and all 100 counties were represented by panels in the pavilion, printed material distributed to attendees, and by representatives from each partnership. Research Triangle Regional Partnership promoted the region and conversed with interested companies looking to expand their operations in the United States. RTRP was able to leverage the region's attendance with key allies that include the Greater Durham Chamber of Commerce, The Research Triangle Park and Wake County Economic Development.

- d. *AUSA 2011*: RTRP participated with the North Carolina Department of Commerce as well as the North Carolina Defense Council in the AUSA 2011 Annual Meeting and Exposition in Washington, DC on October 10-12, 2011. The North Carolina Pavilion was a major focus of the conference in which our state was one of the only ones in attendance marketing our assets to defense/military companies and contractors. The booth was also made possible through our key allies including Wake County Economic Development to help better promote our region and our defense technologies cluster to companies looking to expand.
- e. *Solar Power International 2011*: RTRP participated with the North Carolina Solar Center in the Solar Power International Conference in Dallas on October 17-20, 2011. The North Carolina Pavilion was a major focus of the conference in which our state was among many in attendance marketing our assets to solar and renewable energy companies and contractors.
- f. *Consultant/Company Missions*: The North Carolina Department of Commerce and the seven regional partnerships coordinate consultant and company missions in domestic cities and abroad. It is important that no two regions or NCDOC overlap or try to recruit in the same city at the same time. While it is infrequent that the regions in North Carolina compete with each other, it would send a confusing message to consultants and companies if they received multiple visits from multiple regions back-to-back.
- g. *Friends of North Carolina events, NCDOC and USDOC foreign missions and investment trips*; assistance with the programs associated with these trips and events
 - i. Atlanta, GA Consultant Event with site selection consultants
 - ii. AUSA Reception and booth
 - iii. New York, NY Consultant Event with site selection consultants
 - iv. Solar Power International and booth
 - v. Thai-United States Creative Partnership with U.S. State Department
 - vi. New York, NY Consultant Event with site selection consultants
 - vii. International Cleantech Network
 - viii. New York, NY Consultant Event with site selection consultants
 - ix. BIO Reception and booth

II. Website:

- a. Support of AccessNC website through building and site inventory and research.
- b. In FY '12, RTRP continued providing new content for the regional website. The website has been redesigned with a new appearance that reflects the region's key assets, cluster and news. RTRP continues to receive feedback from internal and external representatives that have helped increase the visibility of the

Research Triangle Region. New focus was giving toward county and cluster highlights and regional videos.

III. Collaterals:

- a. Combined research and information about cluster sectors to be used for development of brochures, mailers and general collateral pieces.
- b. RTRP distributes marketing documents about our organization, the region, and services offered. A note card was also produced highlighting our strategic plan.
- c. RTRP in coordination with our partners have put out marketing pieces around our clusters of innovation.
- d. RTRP in cooperation with the Institute for Emerging Issues funded a cleantech report titled [Smart Grid: Core Firms in the Research Triangle Region, NC](#). The study was performed by Duke University's Center for Global Competitiveness.
- e. [2012 State of the Research Triangle Region report](#) has been distributed to key allies and companies. This piece of information helps market the Research Triangle Region to business and industry.
- f. [Cross-Pollination Video](#): The Research Triangle Region Partnership proudly presents its theme for 2012's State of the Region. "Cross Pollination" is the concept of working together across industries and disciplines. This video features cutting edge business leaders of the Research Triangle Region in North Carolina discussing how this area is perfect for an atmosphere of Cross Pollination and cooperation to create new and innovative products and services.
- g. Research Triangle Regional Partnership's May [2012 State of the Research Triangle Region](#) full conference video featuring Wells Fargo's Jack Clayton and Charles Hayes, President and CEO of RTRP. Find out why this region consistently ranks as one of the best in the world for doing business.
- h. Highlights from the Research Triangle Regional Partnership's May 2012 State of the Research Triangle Region conference [highlights](#) featuring Wells Fargo's Jack Clayton and Charles Hayes, President and CEO of RTRP. Get all the highlights and talking point for what helps make this region one of the best in the world for doing business.
- i. Research Triangle Region's [Year in Review 2012](#) video.

IV. Advertising:

- a. Participation in the *North Carolina Economic Development Guide* (joint advertising of the region between RTRP and the 13 county development offices).
- b. Participation in [Delta Sky](#) magazine on 36-page profile of the Research Triangle Region titled *The Power of Three*. The diversity and strength of the Research Triangle Region industries and the many assets it offers companies and individuals were featured for the traveling public in July's edition. The story features 41 interviews with business leaders and residents and showcases the

talent that reinforces the region's top national rankings, including the July *Forbes* rankings as No. 1 for Business and Careers.

V. Shared Resources

- a. RTRP and 13 county economic development offices share resources for research and analytical software to cut cost.

VI. Regional Cohabitation:

- a. Research Triangle Regional Partnership and the NCDOC Research Triangle Region office collaborate extensively with one another on projects. NCDOC Regional Representative depends upon RTRP's assistance with projects visiting the region as well as providing research for consultants/clients.
- b. RTRP and NCDOC meet monthly in staff meetings to discuss marketing and strategy as we go forth implementing our strategic plan. Ideas and information are shared to better enable our two organizations to market this region to the world.
- c. RTRP and our 13 local economic developers along with the NCDOC Research Triangle two representatives and The Research Triangle Park meet monthly to discuss marketing opportunities, strategy development and synergies to better enhance our marketing message for business and industry.

Regional Economic Development Report

(4) To the extent they are involved in promotion activities such as tradeshow, visits to prospects and consultants, advertising and media placement, the regional economic development organizations shall demonstrate how they have generated qualified leads.

Research Triangle Regional Partnership (RTRP) through the direction of its marketing plan uses a variety of marketing activities to generate qualified leads for the 13-county Research Triangle Region of North Carolina. This marketing plan encompasses the cluster of innovation study called [*The Shape of Things to Come*](#).

Because the RTRP provides research, data, and marketing materials to clients that wish to remain anonymous, it is sometimes impossible to know the full extent to which the RTRP's involvement affected the generation of a lead or the location of a business or expansion.

RTRP has several activities that it conducts through marketing the region. Please find on the following pages some of these and how they have generated qualified leads for the whole region. Through our missions, events, marketing, strategic partnerships, cluster facilitation and calls program, the RTRP has promoted the Research Triangle Region both nationally and internationally. As of June 30, 2012, RTRP has 28 active projects with potential investment of over \$2 Billion and over 6,500 potential jobs to start fiscal year 2012-2013.

Expected Results

The evolution of a successful project for Research Triangle Regional Partnership begins with the generation of interest through initial contact by various marketing techniques. Those initial contacts with RTRP where there is a request for some information are classified as inquiries.

When that interest becomes a specific request to RTRP that suggests there is a possibility of the company relocating or expanding to our area it becomes a project and is tracked as such. Projects either decide to locate in the region, decide on another location, or over time or some situations cease to be a project. RTRP staff has to evaluate each project and provide those services and follow-up warranted. Determining when an inquiry becomes a project is not an exact science and therefore RTRP will only project results for inquiries and projects.

When that project schedules a visit to the area, the project is handed over to the NCDOC regional representative. RTRP staff continues to monitor and support the project until it locates or ceases to be a project.

The Research Triangle Region of North Carolina through its joint marketing efforts with the North Carolina Department of Commerce, the 13-county economic development offices, Research Triangle Foundation and allies has resulted in 120 announcements totaling 7,053 jobs with an investment of over \$1 Billion in FY '12.

Regional Economic Development Report

(5) The most recent audited annual financial statement regarding State funds.

Research Triangle Regional Partnership

Please find enclosed the Research Triangle Regional Partnership (RTRP) Schedule of Receipts and Expenditures for FY '12 at the conclusion of this document.

Regional Economic Development Report

(6) A demonstration of the regional economic organization's efforts to obtain funds from local, private, and federal sources.

The Greater Raleigh Chamber of Commerce, The Greater Durham Chamber of Commerce, and the Research Triangle Regional Partnership teamed to raise private-sector funds to implement [*The Shape of Things to Come*](#) plan through the EDGE4 and Vision 3D campaigns.

- Greater Raleigh Chamber of Commerce's main initiatives are in collaboration with the Research Triangle Regional Partnership's strategic plan. [The EDGE4](#) – Growing Great plan has five initiatives, with goals and supporting programs designed to keep our economy strong... regional competitiveness and cooperation; new business attraction and career creation; existing industry retention and support; talent recruitment; and talent retention and community quality. The EDGE4 campaign builds on the success of the region's strategic plan in regards to its marketing efforts, goals and programs.
- Greater Durham Chamber of Commerce's main initiatives are aligning the region as a single region with a major focus. [The Vision 3D campaign](#) is designed to bolster business development, job creation and community image, ensure economic prosperity for Durham.

Report Conducted by:



Research Triangle Regional Partnership
(919) 840-7372
www.researchtriangle.org



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Logged in as RTRP561720732 (Research Triangle Regional Partnership - 561720732)

Schedule of Receipts and Expenditures

The Session Expires in 29min: 57sec. Please make sure you click "Save Work In Progress" if you cannot complete before session expires.

Organization	
Name	Research Triangle Regional Partnership
Tax ID #:	561720732
Fiscal Year Ended:	June, 2012
Address:	1000 Trade Drive, Suite 124, RDU Airport NC
Contact Information:	Charles Hayes / 919-840-7372 / chayes@researchtriangle.org
Modify the contact details assigned to this Grant	
a. Receipts:	
Funding State Agency	Programs/Title
Commerce	Regional Economic Development 2011
Total Receipts:	\$0.00
Beginning of the Year Cash Balance:	\$50,979.00
Expenditures:	
Category	Regional Economic Development 2011
Personnel	47103.0
Contracted Services	0
(a)Total Personnel/Contracted Srvcs Costs:	47103.0
Office Supplies & Materials	0
Service Related Supplies	0
(b)Total Supplies & Material Costs:	0
Travel	0
Communications & Postage	0
Utilities	0

Printing & Binding	0
Repair & Maintenance	0
Meeting/Conference Expense	0
Employee Training (no travel)	0
Classified Advertising	0
In-State Board Meeting Expenses	0
(c)Total Non-Fixed Operating Expense:	0
Office Rent (Land, Buildings, etc.)	0
Furniture Rental	0
Equipment Rental (Phones, Computers, etc.)	3036.0
Vehicle Rental	0
Dues & Subscriptions	0
Insurance & Bonding	0
Books/Library Reference Materials	0
Mortgage Principal, Interest and Bank Fees	0
(d)Total Fixed Charges & Other Expenses	3036
Buildings & Improvements	0
Leasehold Improvements	0
Furniture/Non-Computer Equip., \$500+ per item	0
Computer Equipment/Printers, \$500+ per item	0
Furniture/Equip., under \$500 per item	0
(e)Total Property & Equipment Outlay:	0
Purchase of Services	0
Contracts with Service Providers	0
Stipends/Scholarships/Bonuses/Grants	0
(f)Total Services/Contracts:	0
Food	0
Other: Website Enhancement	840.0
Other: <Expense Description: More	0
(g)Total Other Expenses:	840.0
Total Expenditures: (Sum a thru g):	50979.0
Unexpended Cash Balance (do NOT use with reimbursement grants):	
Beginning of the Year	50979.0

End of the Year	0
NOTE: If total receipts, expenditures, beginning or ending unexpended grant balance available for expenditures is \$500,000 or more, an audit is required by G.S. 143C-6-23	
<div>Clear All Save Work in Progress</div> <div>Main Menu Submit</div>	
<p>* For grant-related questions, such as incorrect award amounts, please contact your granting state agency. For technical assistance, Click here to make requests to the NC GRANTS Administrator</p>	



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Logged in as RTP561720732 (Research Triangle Regional Partnership - 561720732)

Schedule of Receipts and Expenditures

The Session Expires in 29min: 56sec. Please make sure you click **"Save Work In Progress"** if you cannot complete before session expires.

Organization	
Name	Research Triangle Regional Partnership
Tax ID #:	561720732
Fiscal Year Ended:	June, 2012
Address:	1000 Trade Drive, Suite 124, RDU Airport NC
Contact Information:	Charles Hayes / 919-840-7372 / chayes@researchtriangle.org
Modify the contact details assigned to this Grant	
a. Receipts:	
Funding State Agency	Programs/Title
Commerce	Regional Economic Development 2012
Total Receipts:	\$430,730.00
Beginning of the Year Cash Balance:	\$0.00
Expenditures:	
Category	Regional Economic Development 2012
Personnel	143242.0
Contracted Services	0
(a) Total Personnel/Contracted Svcs Costs:	143242.0
Office Supplies & Materials	0
Service Related Supplies	0
(b) Total Supplies & Material Costs:	0
Travel	0
Communications & Postage	0
Utilities	0

Printing & Binding	0
Repair & Maintenance	0
Meeting/Conference Expense	0
Employee Training (no travel)	0
Classified Advertising	0
In-State Board Meeting Expenses	0
(c)Total Non-Fixed Operating Expense:	0
Office Rent (Land, Buildings, etc.)	36196.0
Furniture Rental	0
Equipment Rental (Phones, Computers, etc.)	10213.0
Vehicle Rental	0
Dues & Subscriptions	0
Insurance & Bonding	0
Books/Library Reference Materials	0
Mortgage Principal, Interest and Bank Fees	0
(d)Total Fixed Charges & Other Expenses	46409
Buildings & Improvements	0
Leasehold Improvements	0
Furniture/Non-Computer Equip., \$500+ per item	0
Computer Equipment/Printers, \$500+ per item	0
Furniture/Equip., under \$500 per item	0
(e)Total Property & Equipment Outlay:	0
Purchase of Services	0
Contracts with Service Providers	88213.0
Stipends/Scholarships/Bonuses/Grants	0
(f)Total Services/Contracts:	88213.0
Food	0
Other: Marketing Activities	152866.0
Other: <Expense Description: More	0
(g)Total Other Expenses:	152866.0
Total Expenditures: (Sum a thru g):	430730.0
Unexpended Cash Balance (do NOT use with reimbursement grants):	
Beginning of the Year	0

End of the Year	0
NOTE: If total receipts, expenditures, beginning or ending unexpended grant balance available for expenditures is \$500,000 or more, an audit is required by G.S. 143C-6-23	
<div>Clear All Save Work in Progress</div> <div>Main Menu Submit</div>	
<p>* For grant-related questions, such as incorrect award amounts, please contact your granting state agency. For technical assistance, Click here to make requests to the NC GRANTS Administrator</p>	