



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, 2015

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 15-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 2013-2014 ending June 30, 2014.

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*](#).

During FY 2013-2014, 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 – local 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 2013- 2014 REPORT

Tradeshows & Missions

All tradeshows or missions the Research Triangle Regional Partnership participated in from July 1, 2013 – June 30, 2014.

Event	Location of Event	Participants
Consultant Calls	NY/NJ	1 RTRP Staff 1 Regional Representative
Meeting of the Minds	Toronto, Canada	1 RTRP Staff 1 Regional Representative

<i>Missions Continued...</i>		
NetZero Conference/ International Cleantech Network	Fort Collins, CO	1 RTRP Staff
White House Energy Conference	Washington, DC	1 RTRP Staff
Consultant Calls	New York, NY	1 RTRP Staff 1 Regional Representative
International Economic Development Conference	Philadelphia, PA	1 RTRP Staff
SelectUSA	Washington, DC	1 RTRP Staff
Consultant Forum	Chicago, IL	1 RTRP Staff
SIOR Conference	Chicago, IL	1 RTRP Staff
Smart Cities Conference	San Francisco	1 RTRP Staff
Clusters of Excellence Conference	Nashville, TN	1 RTRP Staff
Northern Colorado Economic Development Conference	Fort Collins, CO	1 RTRP Staff
Consultant Forum	Charleston, SC	1 RTRP Staff
DistribuTECH	San Antonio, TX	1 RTRP Staff
Consultant Calls	Atlanta, GA	1 RTRP Staff 2 Regional Representatives
Consultant Guild	Denver, CO	1 RTRP Staff
NAI Global Conference	Las Vegas	1 RTRP Staff
Consultant Calls	Charlotte, NC/ Greenville, SC	1 RTRP Staff 2 Regional Representative
Consultant Calls	New York, NY	2 RTRP Staff 1 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, 2013 – June 30, 2014.

Promotional Advertising Materials

Initiative	Audience
2014 State of the Research Triangle Region Full Video	Site Selection Consultants, Allies, Companies & Organizations
2014 State of the Research Traingle Region Highlights	Site Selection Consultants, Allies, Companies & Organizations
2014 State of the Research Triangle Region Brochure	Site Selection Consultants, Allies, Companies & Organizations
2014 State of the Research Triangle Region. Higher Education: The Driving Force of the Research Triangle Region Video (features Duke Energy, John Deere, Liquidia, Organic Transit, PNC Bank, Research Triangle Park, and Wells Fargo)	Site Selection Consultants, Allies, Companies & Organizations
2014 State of the Research Triangle Region What is Smart? Video (features Duke Energy, John Deere, Liquidia, Organic Transit, PNC Bank, Research Triangle Park, and Wells Fargo)	Site Selection Consultants, Allies, Companies & Organizations
Research Triangle Cleantech Cluster Video (features ABB, Advanced Energy, Capital Area Workforce Development Board, Duke Energy, International Cleantech Network, NCSU FREEDM Center, NCSU Solar Center, RTI International,	Site Selection Consultants, Allies, Companies & Organizations

Semprius, Wireless Research Center of NC)	
<u>“Energy Innovations”</u> Video (features Wake County’s NCSU FREEDM Center and Vance County’s Semprius)	Site Selection Consultants, Allies, Companies & Organizations
<u>“Medical Innovations”</u> Video (features Harnett County’s Campbell University)	Site Selection Consultants, Allies, Companies & Organizations
<u>“Artistic Innovations”</u> Video (features artist in Chatham County)	Site Selection Consultants, Allies, Companies & Organizations
<u>Characterizing Smart Transportation, Smart Water and Smart Grid in the Research Triangle Region, NC</u> (June 2013)	Site Selection Consultants, Allies, Companies & Organizations
<u>Smart Grid: Core Firms in the Research Triangle Region</u> (May 2011)	Counties, State, Site Selection Consultants, Allies, Companies, Organizations and Clusters
<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

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, 2013 – June 30, 2014 and which RTRP had a direct influence upon (initiated or coordinated). Note: Research Triangle Cleantech Cluster and Triangle Air Awareness are programs of the Research Triangle Regional Partnership.

Publication	Article Name	Article Mentions
News Release (June 9, 2014)	Region’s Smart Cities Assets Examined June 24 at Research Triangle Cleantech Cluster Gathering	Research Triangle Cleantech Cluster, Research Triangle Regional Partnership
News Release (June 2, 2014)	OnSite Water Management Joins Research Triangle Cleantech Cluster	Research Triangle Cleantech Cluster
News Release (May 22, 2014)	State of Research Triangle Region Event Highlights Regional Economic Growth	Research Triangle Regional Partnership
News Release (May 19, 2014)	GridBridge Joins Research Triangle Cleantech Cluster	Research Triangle Cleantech Cluster
News Release (January 16, 2014)	Next Wave of Innovation-Based Job Growth Underway in the Triangle Region	Research Triangle Cleantech Cluster, Research Triangle Regional Partnership
News Release (January 13, 2014)	Piedmont Natural Gas Joins Research Triangle Cleantech Cluster Board	Research Triangle Cleantech Cluster
News Release (December 19, 2013)	Leading Law and Engineering Firms Join Research Triangle Cleantech Cluster	Research Triangle Cleantech Cluster, Kilpatrick Townsend, McKim & Creed

Continued...		
News Release (December 16, 2013)	Global Technology Innovator Itron Joins Research Triangle Cleantech Cluster Board	Research Triangle Cleantech Cluster
News Release (December 9, 2013)	Electric Utility Companies Join Research Triangle Cleantech Cluster	Research Triangle Cleantech Cluster, ElectriCities, NC Electric Membership Corporation
News Release (November 12, 2013)	Research Triangle Region Discusses Economic Power of Clusters at 2013 Global South Summit	Research Triangle Regional Partnership
News Release (November 6, 2013)	Burkhead Brand Group Joins Research Triangle Cleantech Cluster as Professional Services Member	Research Triangle Cleantech Cluster
News Release (November 1, 2013)	Research Triangle Region's Charles Hayes Facilitates Technology Panel at SelectUSA Investment Summit	Research Triangle Regional Partnership
News Release (October 31, 2013)	Architectural and Design Services Firm O'Brien/Atkins Joins Research Triangle Cleantech Cluster	Research Triangle Cleantech Cluster
News Release (October 24, 2013)	Smart City Technology Innovator OSISOFT Joins Research Triangle Cleantech Cluster	Research Triangle Cleantech Cluster

Continued...		
News Release (October 22, 2013)	Commerce Secretary Joins State's Metro Regions in Showcasing North Carolina	Research Triangle Regional Partnership, NC Department of Commerce
News Release (September 30, 2013)	Triangle Leaders Brief White House, Congressional Leaders on Cleantech Opportunities	Research Triangle Cleantech Cluster
News Release (September 5, 2013)	Triangle Air Awareness Hosting 2013 End of Ozone Forecast Season Luncheon	Triangle Air Awareness
News Release (August 27, 2013)	Carolinas Gateway Partnership Joins the Research Triangle Regional Partnership	Research Triangle Regional Partnership
News Release (August 26, 2013)	Research Triangle Cleantech Cluster Recruits Members, Hosts Fall Networking Meeting	Research Triangle Cleantech Cluster
News Release (August 21, 2013)	New Report Shows Smart Grid Dominance in the Triangle	Research Triangle Cleantech Cluster

Major Accomplishments

Following is a list and description of major accomplishments of the Research Triangle Regional Partnership for the period of **July 1, 2013 – June 30, 2014**. These activities greatly enhance our ability to create jobs and investment in our region.

- ▲ **[Carolinas Gateway Partnership Joins the Research Triangle Regional Partnership](#)**: RTRP welcomed [Carolinas Gateway Partnership](#) to the team to enhance their marketing efforts as being associated with the Research Triangle Region. Carolinas Gateway Partnership, based in Rocky Mount, is a public-private industrial recruitment agency dedicated to the economic development of Nash and Edgecombe counties. Note: [Wilson County](#) will be joining the Research Triangle Region starting July 1, 2014.

- ▲ ***Coordination of state-supported job creation efforts***: The state's seven regional economic development partnerships and the North Carolina Department of Commerce are full members 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 continues to implement a **regional marketing plan** to include targeted cluster-company recruitment, web site enhancements, 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.

- **Website Marketing:** RTRP's website is used to market the Research Triangle Region throughout the world and in coordination with our 15 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 [video](#), [blogs](#) and [social media](#) resources. www.researchtriangle.org
- **Social Media App:** [RTRP](#) created a regional economic development app for the [iTunes/Google Play](#) store for citizens, clients, consultants, partners to stay up-to-date with all things Research Triangle Region.
- **RTRPNC YouTube Page:** RTRP developed a [RTRPNC](#)'s YouTube page to market and promote the Research Triangle Region. Videos added to the library focus on business, clusters, the arts and economic development.

Videos include:

- [2014 State of the Research Triangle Region](#) – Full Video
- [2014 State of the Research Triangle Region](#) - Highlights
- [“Higher Education: The Driving Force of the Research Triangle Region”](#) - Highlights how Education leads to a Talented Workforce, which inspires Innovation that results in Global Recognition. Features Duke Energy, John Deere, Liquidia, Organic Transit, PNC Bank, Research Triangle Park, and Wells Fargo
- [“What is Smart?”](#) - We ask some of the brightest leaders in the Research Triangle Region, "What Is Smart?" Features Duke Energy, John Deere, Liquidia, Organic Transit, PNC Bank, Research Triangle Park, and Wells Fargo
- [Research Triangle Cleantech Cluster](#) Video
Features ABB, Advanced Energy, Capital Area Workforce Development Board, Duke Energy, International Cleantech Network, NCSU FREEDM Center, NCSU Solar Center, RTI International, Sempruis, Wireless Research Center of NC

- [“Collaboration”](#) The Triangle Region is the place where Collaboration and Competition merge to form a dynamic and prosperous place to do business.
 - State of the Research Triangle Region - [2013 Year in Review](#)
 - [“Energy Innovations”](#) - Features Wake County’s NCSU FREEDM Center and Vance County’s Semprius
 - [“Medical Innovations”](#) - Features Harnett County’s Campbell University
 - [“Artistic Innovations”](#) - Features various artist in Chatham County
 - [“Collaboration”](#) The Research Triangle Region is the place where Collaboration and Competition merge to form a dynamic and prosperous place to do business.
 - [2013 State of the Research Triangle Region](#) - Year in Review
 - [“Energy Innovations”](#) - Features Wake County’s NCSU FREEDM Center and Vance County’s Semprius
 - [“Medical Innovations”](#) - Features Harnett County’s Campbell University
 - [“Artistic Innovations”](#) - Features various artist in Chatham County
 - [“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.
- ***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.

- **Cluster Network Formation:** Research Triangle Regional Partnership has been implementing a [cluster](#)-based economic development strategy for over a decade. Cluster networks encourage interaction among companies, government and the university community in targeted clusters to promote innovation that will lead to new companies, businesses and jobs. Since July 2009 (beginning of the strategic plan), the Research Triangle Region has encountered \$7.34 billion in investment (79% from clusters) and over 35,467 jobs (66% from clusters).
- 2004: Three of the ten clusters were managed under contract by RTI International. (Advanced Medical Care, Biological Agents and Infectious Diseases, and Informatics).
 - 2007: N.C. State University's Industrial Extension Service took over management of the region's cluster networks.
 - 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.
 - 2011: RTRP joined and participated in the [NC Defense Council for Economic Development](#) that teamed with colleagues from across North Carolina to promote and provide networking for defense-related companies. The council is believed to be the first statewide alliance in the country formed to promote the growth of a defense cluster.
 - 2012: RTRP launched the newest cluster focused on cleantech and formed the [Research Triangle Cleantech Cluster](#) 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, smart water and smart transportation. RTRP officially launched the cluster with industry board members investing into the program to better market and respond to a growing need in our nation's future.
 - 2014: Focusing efforts on identifying new and emerging clusters for the Research Triangle Region. Examples: Intersection of Big Data and Analytics.
- **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, Italy, Canada, South Korea, China, Japan and the Netherlands.

- **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. These include NC State University's Economic Development Partnership and UNC Research Office.

- ***Program Alignment Activities:*** RTRP works in collaboration with our 15-county developers and The Research Triangle Park. RTRP assisted or was very active in our county's program of work as well as engaged within the university, government and business arena:
 - Wells Fargo Officer's Meeting
 - UNC-CH Military Department Meeting
 - Workforce Development Board Meeting
 - Champions Award Luncheon
 - Future of Environmental Finance at UNC
 - Holly Springs Economic Development Dinner
 - FTZ #93 Planning Meeting
 - Triangle J COG Board of Delegates
 - ABB Power Up Reception
 - Chatham-Randolph MegaSite Visit
 - 2014 Economic Forecast
 - Energy and Sustainability Industry Innovation Council
 - Sanford Leadership
 - NAI Carolantic Annual Meeting
 - Holly Springs – Biotech Meeting
 - NCEDA Education Ambassadors
 - Leadership NC Forum
 - Aberdeen Carolina & Western Railroad Tour
 - Emerging Issue Forum

- Durham Chamber Annual Meeting
- ED Professional Seminar with NC Biotech Center
- Wells Fargo Triangle Meeting
- NC Chamber Annual Meeting
- Triangle CREW
- Carolina Demography
- Boundless Impact
- Triangle Area Analytics Meeting
- 2014 Science Summit
- 2014 Ozone Forecast Season Kick-off Luncheon
- Johnston County Strategic Plan Meeting
- Triangle Area Research Directors Council
- Holly Springs COC Annual Partners Breakfast
- Tour of Joint School of Nanoscience & NanoTechnology
- SAS Night of Innovation
- ULI Airport Strategy
- Chatham Park Workshop
- Wake County Economic Development Briefing
- Workforce Ready 2013
- Lee County Economic Development Tour
- Triangle North Board Meeting Presentation
- Wake Forest Chamber Cluster Presentation
- EDGE4 Steering Committee Meeting
- Speaker for UNC Federal Relations team hosting a two-day Higher Education Policy Program for Congressional Staff
- NCEDA Education Ambassadors Meeting with UNC President (Tom Ross)
- NC Department of Public Instruction Meeting (June Atkinson)
- NCDOC P3 Initiative: Clusters and Branding Subcommittee
- NC Biotech Center: Plan Collaborative Marketing Opportunities
- Business North Carolina Regional Roundtable
- NCTA Technology Awards Selection Committee
- UNC Basic Economic Development Course Instructor
- NC Biotech Center – Agriculture Biotechnology Meeting
- Person County Economic Development Day
- Southern Growth's Webinar Speaker for Marketing Bioenergy for 17 Southern States
- McCallum Sweeney Site Assessment
- Garner Connect 2013

- First Flight Venture Center Tour
 - Keynote speaker for ASERTTI Conference
 - Wake County Public Schools Superintendent Breakfast Speech
 - NC Chinatown Celebration
- **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.

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 to the following locations in FY 2013-2014 as key destinations desired by regional businesses.

Results Include:

- ❖ [Delta Airlines](#) announces new non-stop service to Salt Lake City and Philadelphia.
 - ❖ [Delta Airlines](#) announces new weekly non-stop service to Nassau, Bahamas
 - ❖ [United Airlines](#) adds second seasonal non-stop flight to San Francisco
- RTRP's **quality-of-life program** works closely with business and community leaders to improve the quality of life and economic competitiveness of the 15-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.

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.

- **Automotive Assembly Plant Manufacturing Production Site Identification** – RTRP serves as a leader on a regional taskforce that is identifying and recruiting OEM sites to the Research Triangle Region. This effort also coincides with the development and marketing of the State of North Carolina's only two mega sites that could support such operations. The two sites are located in Chatham and Edgecombe counties.
- **Chatham Park Collaboration Partner** - The Research Triangle Regional Partnership's new [Cleantech Cluster](#) has become Chatham Park's partner in a collaborative effort to commercialize the exciting innovations of over 200 companies engaged in clean technologies in the Research Triangle Region. This strategic alliance will permit Chatham Park to raise the bar on sustainability solutions within the community.

Chatham Park is a master planned community in Chatham County totals nearly 8,000 acres at the intersection of two major highways in Pittsboro, N.C., represents a future anchor to one of the nation's fastest growing, economically vibrant and desirable areas. Chatham Park is a new community designed to conserve significant open space, establish vibrant village and town centers, and attractively connect neighborhoods with businesses, entertainment, education and nature through an extensive trail system.

Chatham Park will be built from the ground up with digitized infrastructure that will allow for the monitoring and data processing needed to achieve large reductions in the use of water, electricity and carbon-based fuels.

Regional Collaboration

- **International Cleantech Network (ICN):** Research Triangle Region is one of two regions in the United States that are members of the [International Cleantech Network](#). Through the work of the [Research Triangle Cleantech Cluster](#) (RTCC) – a program of RTRP helps advance the marketing and branding of the Research Triangle Region as a world-class location for smart grid, smart transportation and smart water. Other international members include the regions of Denmark, Spain, Austria, Italy, Singapore, France, Norway, Germany, South Korea, China, Canada,

Japan, the Netherlands and Fort Collins, Colo. Several of these clusters are ranked among the top 10 global cleantech clusters in the world.

- Founding members of the Research Triangle Cleantech Cluster (RTCC) board of directors adopted a [work plan](#) that will propel the region to global prominence in a key emerging area of technology and business development.
- The [Research Triangle Cleantech Cluster](#) was formed to enhance the Research Triangle’s competitiveness in the cleantech sector. We will build upon our exceptional local strengths in smart grid, smart transportation and smart water and continue to nurture new areas of cleantech innovation. It's what we do.
 - **Innovate** to make our clean technology companies more successful in their mission.
 - **Accelerate** the growth of the Research Triangle’s clean technology economy and reputation.
 - **Sustain** and grow a world-class clean technology cluster.
- ***State of the Research Triangle Region Event:*** The eleventh annual [“State of the Research Triangle Region”](#) event provided a national and regional assessment to close to 1,000 business, government, academic and community leaders. This event was hosted by the Research Triangle Regional Partnership. Presenting sponsors of the event included PNC Bank along with The Research Triangle Park. The event was held at the Sheraton Imperial Hotel and Convention Center in Durham. Speakers included Paula Fryland, PNC’s Regional President, Eastern Carolinas; Bob Geolas, The Research Triangle Park’s President & CEO; Gary Joyner, Kilpatrick Townsend’s Raleigh Office Managing Partner; and Research Triangle Regional Partnership Chairman; and Charles Hayes, President & CEO of Research Triangle Regional Partnership.
 - 2014 State of the Research Triangle Region Presentation - [Download](#)
 - 2014 State of the Research Triangle Region Speech - [Download](#)
 - 2014 State of the Research Triangle Region brochure - [Download](#)
 - [News Release:](#) State of Research Triangle Region Event Highlights Regional Economic Growth
 - 2014 State of the Region: Higher Education: The Driving Force of the Research Triangle Region – [View Video](#)
 - 2014 State of the Region: What is Smart? – [View Video](#)

- ***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 '14: China (2), Moldova, Russia, and Brazil. In FY '14, RTRP presented to over seven international delegations representing 150 individuals about the Research Triangle Region of North Carolina.
- ***The Carolina China Council:*** RTRP's Executive 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.
- ***Foreign Trade Zone (FTZ) #93 Board of Directors:*** RTRP's President & CEO Charles Hayes served on the FTZ Board of Directors. RTRP helped direct the [new framework to expand](#) the FTZ's benefits to all counties of 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.
- ***SelectUSA:*** Charles A. Hayes, president and CEO of Research Triangle Regional Partnership, joined an elite group of economic development professionals from around the U.S. on August 5th for the

[White House Business Council's Forum on Economic Development.](#)
Hayes was among 58 attendees from 25 states and the District of Columbia taking part in the all-day event at the Old Executive Office Building in Washington, DC.

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 '14 at the conclusion of this document.



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Grants

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Schedule of Receipts and Expenditures

Organization		
Name	Research Triangle Regional Partnership	
Tax ID #:	561720732	
Fiscal Year Ended:	June, 2014	
Address:	1000 Trade Drive, Suite 124,RDU Airport NC	
Contact Information:	Charles Hayes / 919-840-7372 / chayes@researchtriangle.org	
Date of This Report:	2015-03-13	
Preparer of This Report NCID:	RTRP561720732	
a. Receipts:		
Funding State Agency	Programs/Title	Program Total
Commerce	1 regional economic development 2014	\$142,895.00
Total Receipts:		\$142,895.00
Beginning of the Year Cash Balance:		\$0.00
Expenditures:		
Category	regional economic development 2014	
Personnel		\$0.00
Contracted Services		\$0.00
(a)Total Personnel/ Contracted Svcs Costs:		\$0.00
Office Supplies & Materials		\$0.00
Service Related Supplies		\$0.00
(b)Total Supplies & Material Costs:		\$0.00
Travel		\$0.00
Communications & Postage		\$0.00
Utilities		\$0.00
Printing & Binding		\$0.00
Repair & Maintenance		\$0.00
Meeting/Conference Expense		\$0.00
Employee Training (no travel)		\$0.00
Classified Advertising		\$0.00
In-State Board Meeting Expenses		\$0.00
(c)Total Non-Fixed Operating Expense:		\$0.00
Office Rent (Land, Buildings, etc.)		\$0.00

Furniture Rental	\$0.00
Equipment Rental (Phones, Computers, etc.)	\$0.00
Vehicle Rental	\$0.00
Dues & Subscriptions	\$0.00
Insurance & Bonding	\$0.00
Books/Library Reference Materials	\$0.00
Mortgage Principal, Interest and Bank Fees	\$0.00
(d)Total Fixed Charges & Other Expenses	\$0.00
Buildings & Improvements	\$0.00
Leasehold Improvements	\$0.00
Furniture/Non-Computer Equip., \$500+ per item	\$0.00
Computer Equipment/Printers, \$500+ per item	\$0.00
Furniture/Equip., under \$500 per item	\$0.00
(e)Total Property & Equipment Outlay:	\$0.00
Purchase of Services	\$0.00
Contracts with Service Providers	\$0.00
Stipends/Scholarships /Bonuses/Grants	\$0.00
(f)Total Services/Contracts:	\$0.00
Other:Regional Marketing	\$142,895.00
Food:	\$0.00
(g)Total Other Expenses:	\$142,895.00
Total Expenditures: (Sum a thru g):	\$142,895.00
Unexpended Cash Balance (do NOT use with reimbursement grants):	
Beginning of the Year	\$0.00
End of the Year	\$0.00
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	
* 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	

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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 serves with 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 Sharon Decker served as co-chairs of NCPED with Charlotte Regional Partnership's Chairman Chuck Allen (US Airways) for FY '14.

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.
- 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 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 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. Client/Project Handing: (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 '14, please find some selected ones below.
 - [Purdue Pharmaceuticals](#) - RTRP helped attract Purdue Pharmaceuticals to locate a facility in Durham by providing project information on the region. The project was a joint effort between RTRP,

Durham Chamber, NCDOC and other partners. Located in Durham.
(Investment: \$4 million, 90 jobs)

- [Spuntech Industries](#) – RTRP assisted Person County EDC and NCDOC with the expansion of Spuntech in Roxboro. RTRP provided key regional data to help support the region’s vibrancy for continued expansion. The project was a joint effort between RTRP, Person County EDC, NCDOC and other partners. (Investment: \$35 million, 60 jobs)
- [Morinaga](#) – RTRP assisted NCDOC with the international search location for this candy producing company from Japan. RTRP provided assistance, regional overview and helped coordinate the effort of providing sites and data to the client through NCDOC. The project was a joint effort between RTRP, NCDOC and Orange County EDC. (Investment: \$59 million, 100 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.

II. Website:

- a. Support of [AccessNC](#) website through building and site inventory and research.
- b. In FY ‘14, RTRP continued providing new content for the regional website. The website showcases the Research Triangle Region and 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 given to social media and the Triangle Chatter blog (regional voice).

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. [2014 State of the Research Triangle Region](#) brochure has been distributed to key allies and companies. This piece of information helps market the Research Triangle Region to business and industry.
- f. [“Higher Education” Video](#): The Research Triangle Region Partnership proudly presented its theme for 2014's State of the Region. "Higher Education: The

Driving Force in the Research Triangle Region". The concept highlights how Education leads to a Talented Workforce, which inspires Innovation that results in Global Recognition. The video features Duke Energy, John Deere, Liquidia, Organic Transit, PNC Bank, Research Triangle Park, and Wells Fargo.

- g. [“What is Smart?”](#) Video - We ask some of the brightest leaders in the Research Triangle Region, "What Is Smart?" The video features Duke Energy, John Deere, Liquidia, Organic Transit, PNC Bank, Research Triangle Park, and Wells Fargo
- h. Research Triangle Regional Partnership's May [2014 State of the Research Triangle Region](#) full conference video featuring PNC Bank’s Paula Fryland, The Research Triangle Park’s Bob Geolas and Charles Hayes, President and CEO of the Research Triangle Regional Partnership.. Find out why this region consistently ranks as one of the best in the world for doing business.
- i. Highlights from the Research Triangle Regional Partnership's May 2014 State of the Research Triangle Region [highlights](#) featuring PNC Bank’s Paula Fryland, The Research Triangle Park’s Bob Geolas and Charles Hayes, President and CEO of the Research Triangle Regional Partnership. Get all the highlights and talking point for what helps make this region one of the best in the world for doing business.

IV. Advertising:

V. Shared Resources

- a. RTRP and 15 county economic development offices share resources for research and analytical software to cut cost. This includes Site To Do Business Online analytical and demographic software, ExecutivePulse Contact Management System and publications.

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 state and regional new business and existing industry representatives 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 15 local economic developers along with the NCDOC Research Triangle two representatives, The Research Triangle Park and our allies meet monthly to discuss marketing opportunities, strategy development and synergies to better enhance our marketing message for business and industry.

- d. RTRP provides lunch and learns to help educate the 15 local economic developers along with RTP and NCDOC on important regional topics from biotechnology, cleantech to agricultural business programs.

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 15-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, 2014, RTRP has 22 active projects with potential investment of over \$1.2 Billion and over 4,200 potential jobs to start fiscal year 2014-2015.

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 inquires.

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 15-county economic development offices, The Research Triangle Foundation and allies has resulted in 121 announcements totaling 5,372 jobs with an investment of over \$1.01 Billion in FY '14.

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 '14 at the conclusion of this document.



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(919) 807-4795

Schedule of Receipts and Expenditures

Organization		
Name	Research Triangle Regional Partnership	
Tax ID #:	561720732	
Fiscal Year Ended:	June, 2014	
Address:	1000 Trade Drive, Suite 124,RDU Airport NC	
Contact Information:	Charles Hayes / 919-840-7372 / chayes@researchtriangle.org	
Date of This Report:	2015-03-13	
Preparer of This Report NCID:	RTRP561720732	
a. Receipts:		
Funding State Agency	Programs/Title	Program Total
Commerce	1 regional economic development 2014	\$142,895.00
Total Receipts:		\$142,895.00
Beginning of the Year Cash Balance:		\$0.00
Expenditures:		
Category	regional economic development 2014	
Personnel		\$0.00
Contracted Services		\$0.00
(a)Total Personnel/ Contracted Svcs Costs:		\$0.00
Office Supplies & Materials		\$0.00
Service Related Supplies		\$0.00
(b)Total Supplies & Material Costs:		\$0.00
Travel		\$0.00
Communications & Postage		\$0.00
Utilities		\$0.00
Printing & Binding		\$0.00
Repair & Maintenance		\$0.00
Meeting/Conference Expense		\$0.00
Employee Training (no travel)		\$0.00
Classified Advertising		\$0.00
In-State Board Meeting Expenses		\$0.00
(c)Total Non-Fixed Operating Expense:		\$0.00
Office Rent (Land, Buildings, etc.)		\$0.00

Furniture Rental	\$0.00
Equipment Rental (Phones, Computers, etc.)	\$0.00
Vehicle Rental	\$0.00
Dues & Subscriptions	\$0.00
Insurance & Bonding	\$0.00
Books/Library Reference Materials	\$0.00
Mortgage Principal, Interest and Bank Fees	\$0.00
(d)Total Fixed Charges & Other Expenses	\$0.00
Buildings & Improvements	\$0.00
Leasehold Improvements	\$0.00
Furniture/Non-Computer Equip., \$500+ per item	\$0.00
Computer Equipment/Printers, \$500+ per item	\$0.00
Furniture/Equip., under \$500 per item	\$0.00
(e)Total Property & Equipment Outlay:	\$0.00
Purchase of Services	\$0.00
Contracts with Service Providers	\$0.00
Stipends/Scholarships /Bonuses/Grants	\$0.00
(f)Total Services/Contracts:	\$0.00
Other:Regional Marketing	\$142,895.00
Food:	\$0.00
(g)Total Other Expenses:	\$142,895.00
Total Expenditures: (Sum a thru g):	\$142,895.00
Unexpended Cash Balance (do NOT use with reimbursement grants):	
Beginning of the Year	\$0.00
End of the Year	\$0.00
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	
* 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	

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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

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