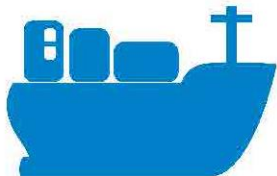




NORTH CAROLINA GLOBALTRANSPARK

- **2,500-Acre Multimodal Industrial Park**
- **11,500 Foot Runway, NC's Largest Civilian Runway**
- **5,800 Acres. "Shovel-Ready" Parcels**
- **5.8 Miles of Rail**
- **40 Miles to I-95**
- **Transload Functionality**
- **Access to Ports: Wilmington, Morehead City, Norfolk**



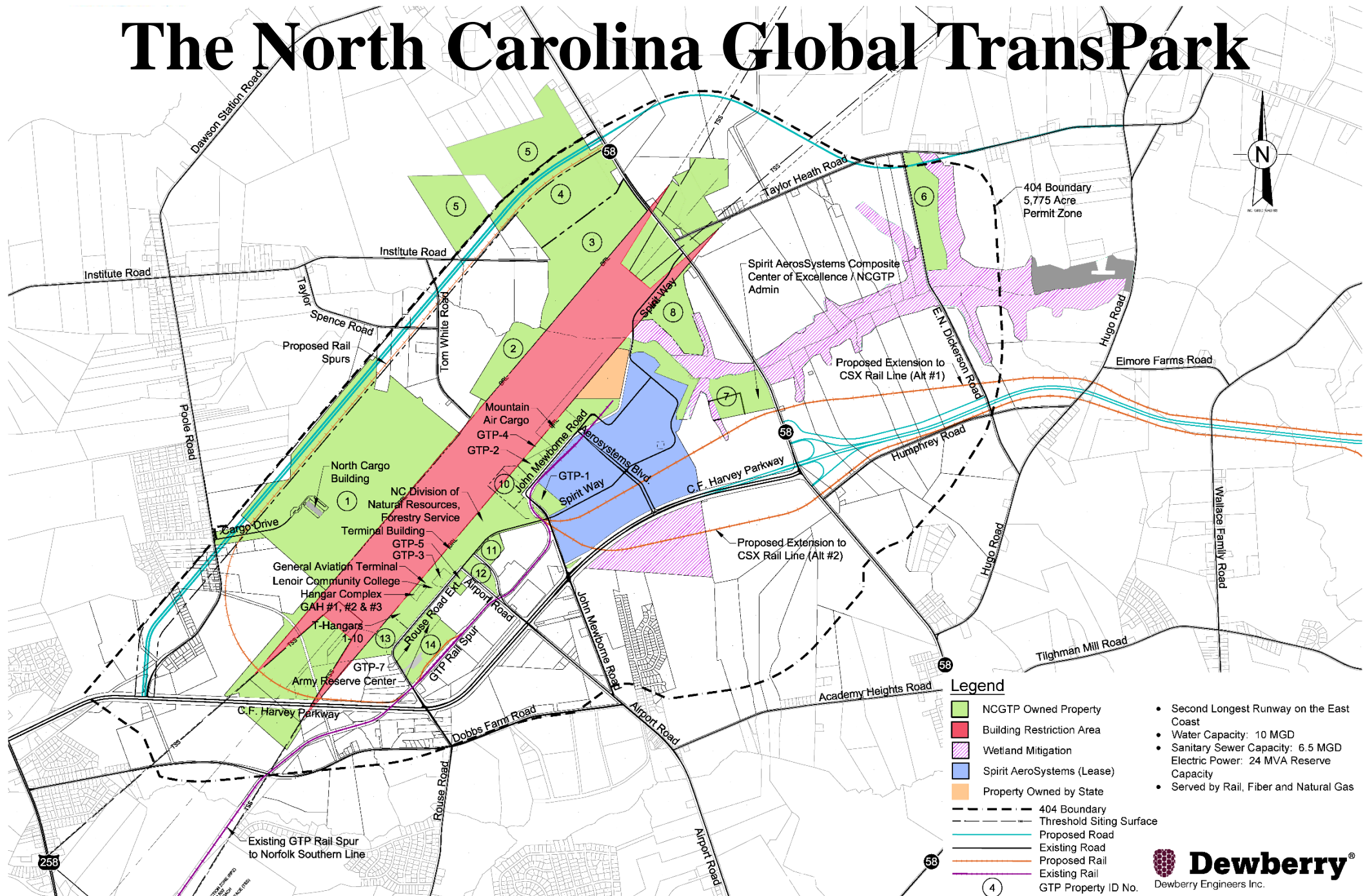
NORTH CAROLINA GLOBAL TRANSPARK

Tenants

- 1,420 employees
- From 21 counties across NC
- 11 NCGTP Staff Members



The North Carolina Global TransPark





NORTH CAROLINA **GLOBAL**
TRANSPARK



Senate Bill 257 / S.L. 2017-57

SECTION 34.26.(a) Strategic Plan; Report. – By March 1, 2018, the Global TransPark Authority shall establish and implement a strategic plan for the Global TransPark. The Global TransPark Authority may use a portion of funds appropriated to it in this act to establish and implement the strategic plan required under this subsection. The Global TransPark Authority shall submit a report to the Joint Legislative Transportation Oversight Committee by March 15, 2018, detailing the strategic report established and implemented as required by this subsection.

SECTION 34.26.(b) Marketing. – The Global TransPark Authority shall utilize and contract with an outside vendor to provide marketing services for the Global TransPark. The Global TransPark Authority shall identify and contract with an outside vendor in accordance with this subsection by February 1, 2018. The Global TransPark Authority shall submit a report to the Joint Legislative Transportation Oversight Committee by February 15, 2018, providing details as to the contract entered into in accordance with this subsection, including an identification of the outside vendor and the total cost of the contract to the State.

SECTION 34.26.(c) Web Site. – The Communications Office of the Department of Transportation shall manage the Web site for the Global TransPark, including providing regular updates on the Web site as to, at a minimum, (i) achievements of the Global TransPark, (ii) business opportunities available at the Global TransPark, and (iii) events held at the Global TransPark.

Strategic Plan

Team

- Rachel Vandenberg
- Lee Anne Nance
- Gene Conti
- Ted Abernathy
- Brian Bradner
- Mark Williams
- Richard Walls
- Beth Smyre
- NCGTP Staff



The Conti Group LLC



Process

- Goal-Setting – Nov 7, 2017
- Data Research & Analysis – Nov 7, 2017
- Stakeholder Engagement – Nov 26, 2017
- Visioning Workshop – Dec 6, 2017
- Opportunities Workshop - Jan 11, 2018
- Capital Planning - Jan 22, 2018
- Prioritization Workshop - Feb 16, 2018
- Business Plan Final - Mar 15, 2018

Challenges

- Need for Clarity of Mission / Plan
- Funding
- Lack of Marketing
- Turnover of Leadership and Staff Capacity
- Rail Service
- Buildings / Assets Suffer from Deferred Maintenance
- Utilizing Exiting Military Workforce
- Foreign Trade Zone Limitation
- Proximity to Interstate Access
- Land Planning: Lease / Own
- Rural Workforce Economy
- Ability to be Responsive to Private Sector Site Location Opportunities
- Lack of Coordination Among Agencies in Lead Generation Process for Site Attraction



Recent Achievements

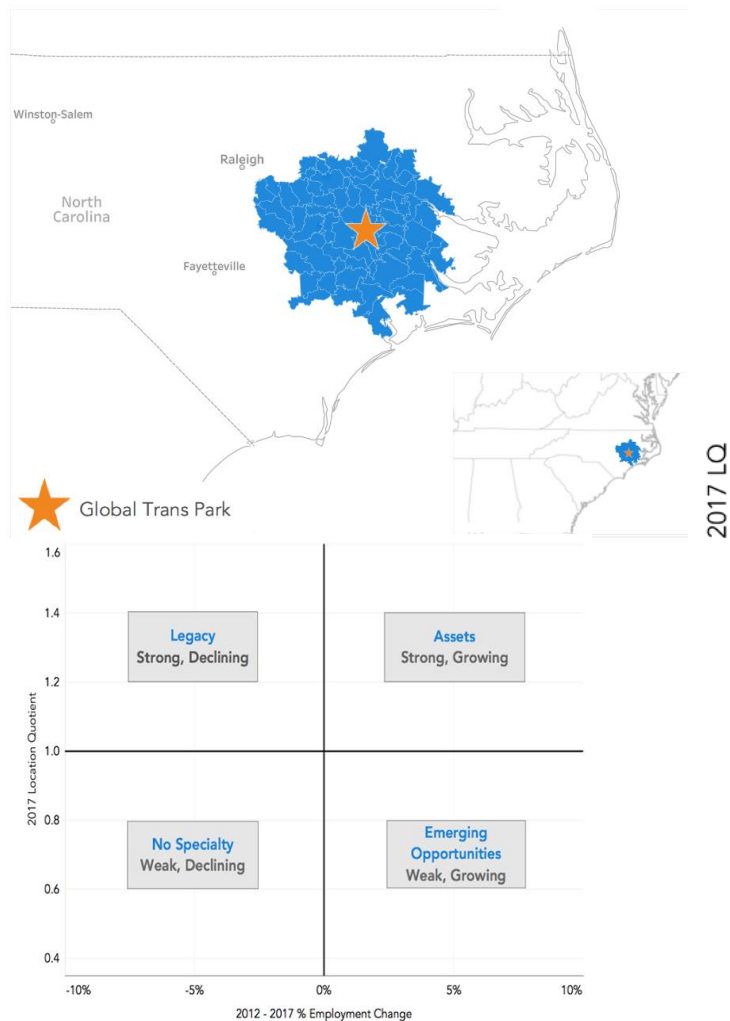
- ✓ Environmental 404 Permit Renewal
- ✓ Spirit AeroSystems \$55.7 M Expansion
- ✓ Transload / Rail Facility
- ✓ “Super Park” Designation
- ✓ Unmanned Air Cargo Global Conference
- ✓ Workforce Development
- ✓ Emergency Management Headquarters
- ✓ New Website
- ✓ Runway Resurfacing
- ✓ Restructured Debt
- ✓ Harvey Parkway Extension
- ✓ 108 Antonov International Flights



Strategic Plan: Objectives

- **Implement a Proactive Marketing Plan** to effectively attract targeted site users;
- **Improve and Maintain Existing NCGTP Assets**, including multimodal transportation, on-site utilities and roadway infrastructure, land planning, shovel-ready sites, and 22-county foreign trade zone (FTZ);
- **Draw from Regional Strengths.** Focus staff and budget on target industries that value the resources available in proximity to NCGTP;
- **Identify and Plan for the Needs of Targeted Opportunities** so that strategic actions can be taken to improve NCGTP's physical, operational, and regulatory conditions, available workforce, and institutional relationships; and
- **Workforce Training Partnerships - Aim for the Future;** lay the groundwork for tomorrow's opportunities.

Cluster Analysis





Aerospace & Automotive

- Aircraft & auto components
- Aviation MRO



Defense

- Defense contractors
- Contracted aircraft testing



Agribusiness & Food Science

- Advanced food manufacturing
- Food safety research



Government

- Government facilities
- Emergency services

Strategies

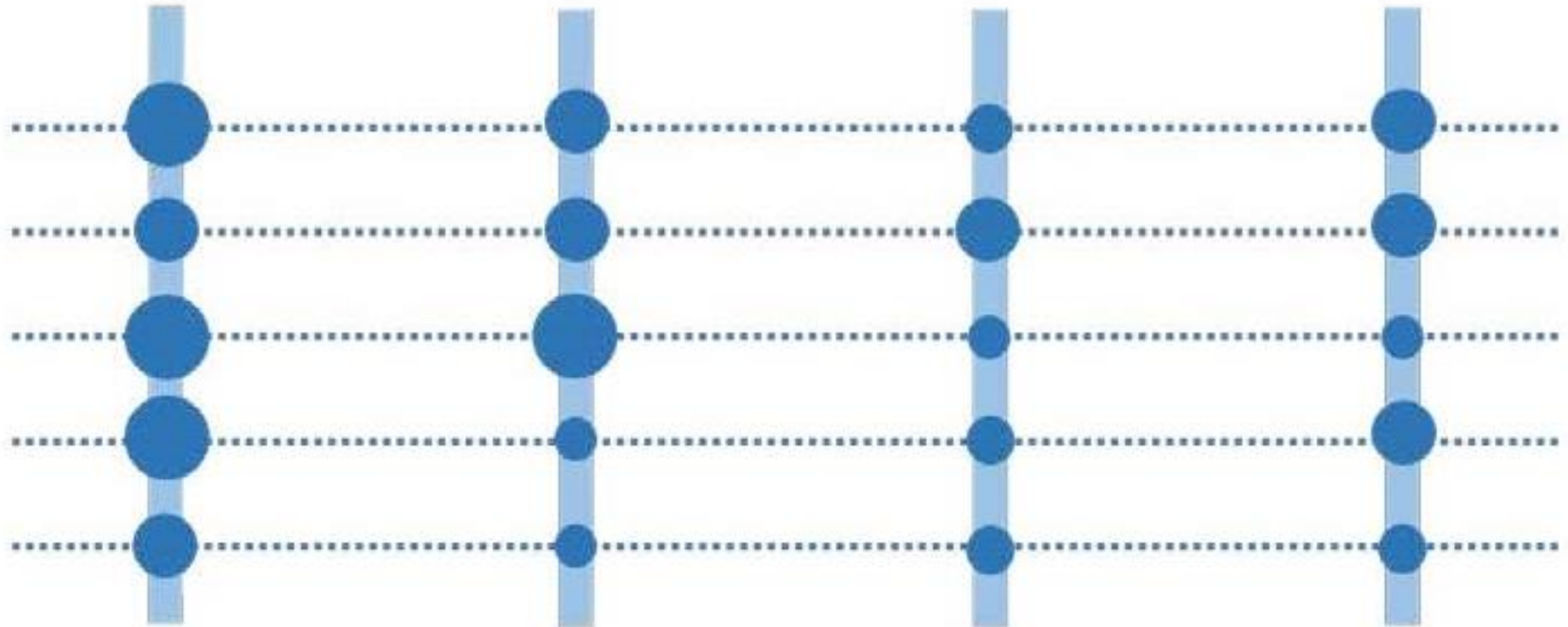
Physical

Environment

Workforce

Partnership

Marketing



Note: Size of circle indicates relative maturity of each strategic element.



Aerospace & Automotive

Current Status	Nearby Aviation and Automotive Assembly Plants, NC #4 for Aerospace Mfg, Spirit AeroSystems Presence (and Expansion), Composite Center of Excellence, Military NCGTP Jetport
Opportunity	Aviation Manufacturing, Supply Chain & Logistics, MRO
Needs	Workforce, Restore Assets to a State of Good Repair, Supply Chain Network



Defense

Current Status	Nearby Mission Critical Military Facilities, NC #3 for Military Population, NC #4 for Aerospace, Jetport
Opportunity	Defense Contractor Support, Contracted Adversary Air Training
Needs	Workforce, Restore Assets to a State of Good Repair, Supply Chain Network



Agribusiness & Food Science

Current Status	Strong Agricultural Counties, Ag Cornerstone of NC Economy, Uncongested Location
Opportunity	Food Science Institute, Advanced Food Production
Needs	Incubator: Research Institute as Educational Partnership, New Facilities, Supply Chain Network



Government

Current Status	NC Department of Emergency Management, NC Forest Service, NCDOT, History as Base of Operation for Disaster Response
Opportunity	Consolidated Government Facility, Disaster Response and Recovery
Needs	Optimized Land Use, New / Consolidated Facility, Institutional Collaboration (State, Federal)

Near-Term (1-2 years)

- **Implement Marketing Plan**
- **Bring NCGTP Assets to a State of Good Repair**
- **Work with NC Ports, EDPNC, and Partners to Generate Leads**
- **Optimize Rail Accessibility**
- **Continue to Lead Advanced Workforce Development and Training**
- **Enhance GTP Foundation**
- **Activate On-Site Foreign Trade Zone Operations**
- **Perform Due Diligence for Site Certification and Align with Site Selection Companies**
- **Establish Advisory Councils to Drive Opportunities within Targeted Clusters**

Medium-Term (3-5 years)

- **Collaborate with Regional Partners on Land Planning and Zoning Around NCGTP for Megasite Status**
- **Fully-Engaged Pursuit and Marketing to Targeted Clusters**
- **Maintenance of Assets in Ready-State to Capture Opportunities**

Long-Term (10+ years)

- **Provide Road and Rail Access to North Side Parcels**
- **Provide Secondary Class I Railroad Access to NCGTP Users**
- **Support Interstate Accessibility and Connectivity**
- **Gateway Corridor Improvements**

MARKETING PLAN

OBJECTIVES:

- Increase Business Attraction and Marketing Capacity
- Enhance Brand Identity
- Directly Engage Clients and Stakeholders
- Leverage Collaboration and Partner Relationships

TACTICS:

- Select Firm
- Align Website with Targeted Clusters
- Enhance Appearance of Entrance / Site
- Collateral Materials
- Site Certification
- Direct Marketing: Clusters
- Trade Events / Pre-Set Appointments
- Partnering: Region / State Economic Entities
- Workforce Training Collaboration

MARKETING FIRM: CONTRACTED SERVICES

- Strategy
- Marketing / Public Relations
- Digital Media
- Marketing Research
- Lead Generation / Acquisition

Putting the World Within Your Reach

A world-class, 2,500-acre
multimodal, industrial &
business park.

[SITE SELECTION](#)

[CONTACT](#)

GROW

LIVE

WORK



WHY GLOBAL TRANSPARK

PLAN GOALS



**FIVE YEAR STABILITY:
FUNDING & IMPLEMENTATION**



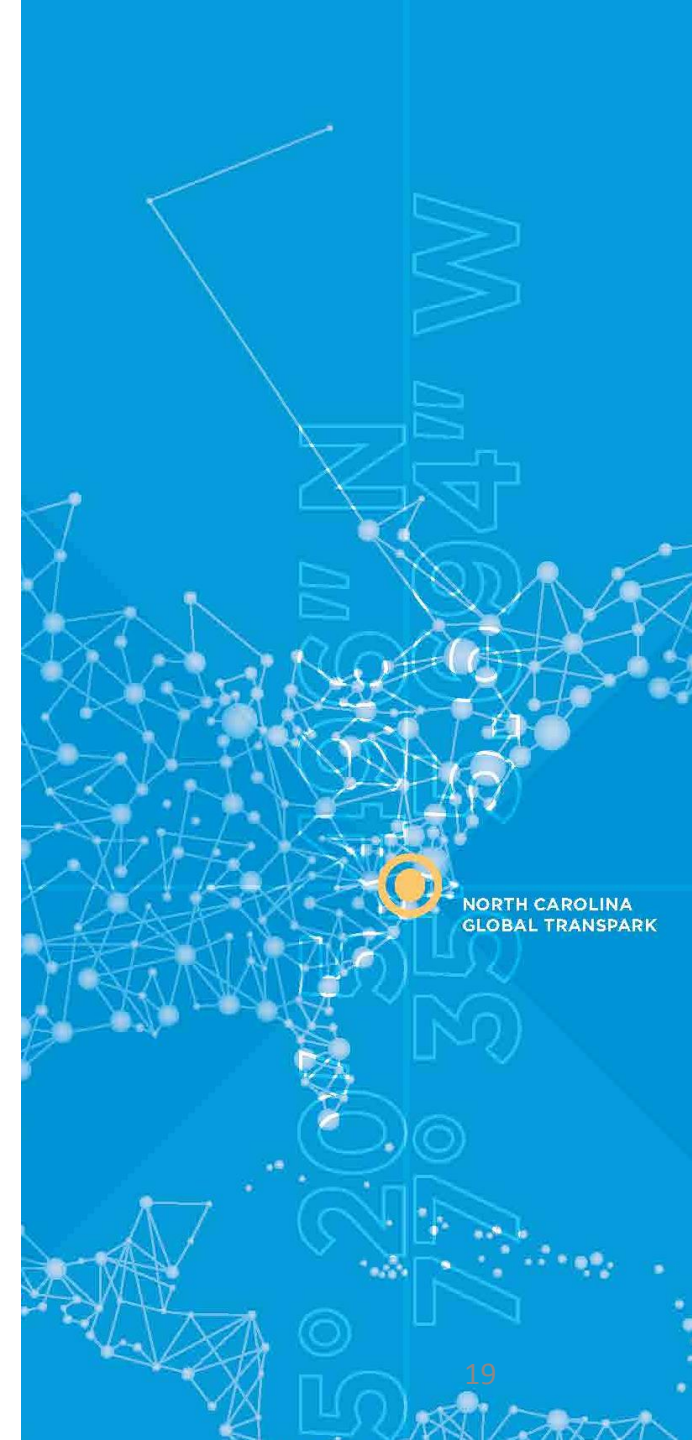
FOCUSED STRATEGY



**PROGRESSIVE MARKETING PLAN,
ECONOMIC DEVELOPMENT**



**MEASURABLE, ACCOUNTABLE,
ACTION STEPS**



NORTH CAROLINA GLOBAL TRANSPARK

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