



# EDPNC Overview

## NCGA | EDGE Committee

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Chief Executive Officer  
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# Agenda

- 1 | Our Mission
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- 3 | Our Budget and Structure
- 4 | How We Measure Performance
- 5 | Our 2017 Goals



# Our Mission

**The Economic Development Partnership of North Carolina advances the economic interests of North Carolina's 100 counties and more than 10 million residents, through its collaboration with state, regional, local, and private-sector partners in new business recruitment, existing employer support, international trade and export assistance, small business start-up counseling, and tourism promotion.**



**Business  
Recruitment**



**Existing Industry  
Support**



**International  
Trade**



**Small Business  
Support**



**Travel & Tourism**

# **Our Strategies**

**Business Recruitment**

**Existing Industry Support**

**Export Assistance**

**Small Business Start-up Counseling**

**Tourism Promotion**

# Our Strategies

## **Business Recruitment**

- **Marketing → Raise awareness of our product**
- **Business Development → Generate more deal flow**
- **Sales → Compete for and win more deals**

**Existing Industry Support**

**Export Assistance**

**Small Business Start-up Counseling**

**Tourism Promotion**

# Our Strategies

## Business Recruitment

### Existing Industry Support

- Existing employer retention and expansion
- Resource “matchmaker” for state services and other business support resources (e.g. permitting, workforce and training, customers and business partners)

## Export Assistance

## Small Business Start-up Counseling

## Tourism Promotion

# Our Strategies

**Business Recruitment**

**Existing Industry Support**

**Export Assistance**

- **Identify overseas customers for NC products**
- **Help small and mid-size manufacturers enter and navigate new markets to grow their sales**

**Small Business Start-up Counseling**

**Tourism Promotion**

# Our Strategies

**Business Recruitment**

**Existing Industry Support**

**Export Assistance**

**Small Business Start-up Counseling**

- **Assist entrepreneurs in setting up new businesses**
- **Navigate state and local permits, licenses, and other issues**

**Tourism Promotion**

# Our Strategies

**Business Recruitment**

**Existing Industry Support**

**Export Assistance**

**Small Business Start-up Counseling**

**Tourism Promotion**

- **Drive visitor spending to NC destinations**
- **Influence individual and group travel decisions**
- **Film/TV production, amateur sports, and retiree attraction**

# **Our Budget and Structure**

**501(c)3 non-profit (not a state government agency)**

**Contractor to NC Department of Commerce**

**17-member Board of Directors appointed by Governor and General Assembly**

**65 employees in NC + overseas offices**

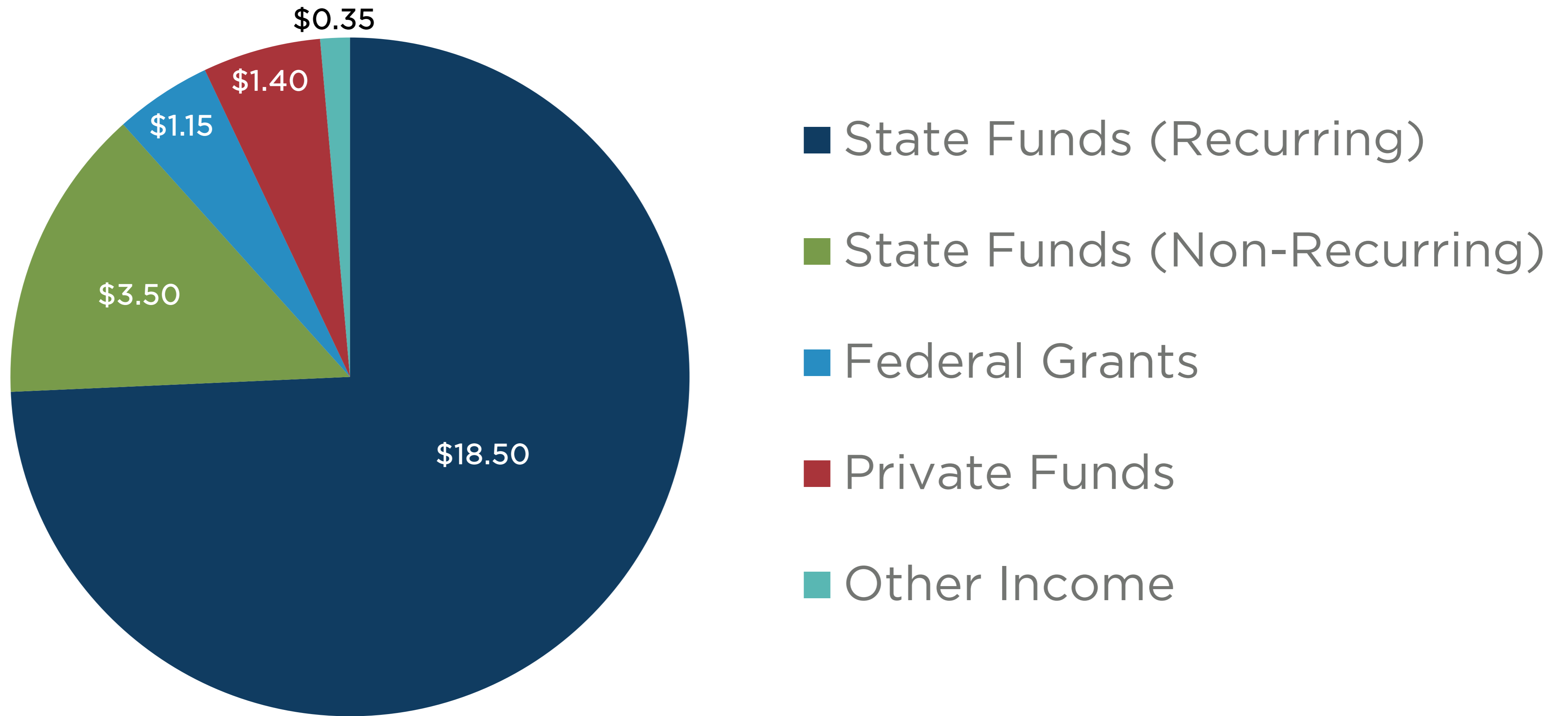
# Our Budget and Structure

**Mirrored after public-private economic development partnerships in place in 17 other states (AL, AZ, DE, FL, IL, IN, IA, MI, MO, NJ, NM, OH, RI, UT, VA, WI, WY)**

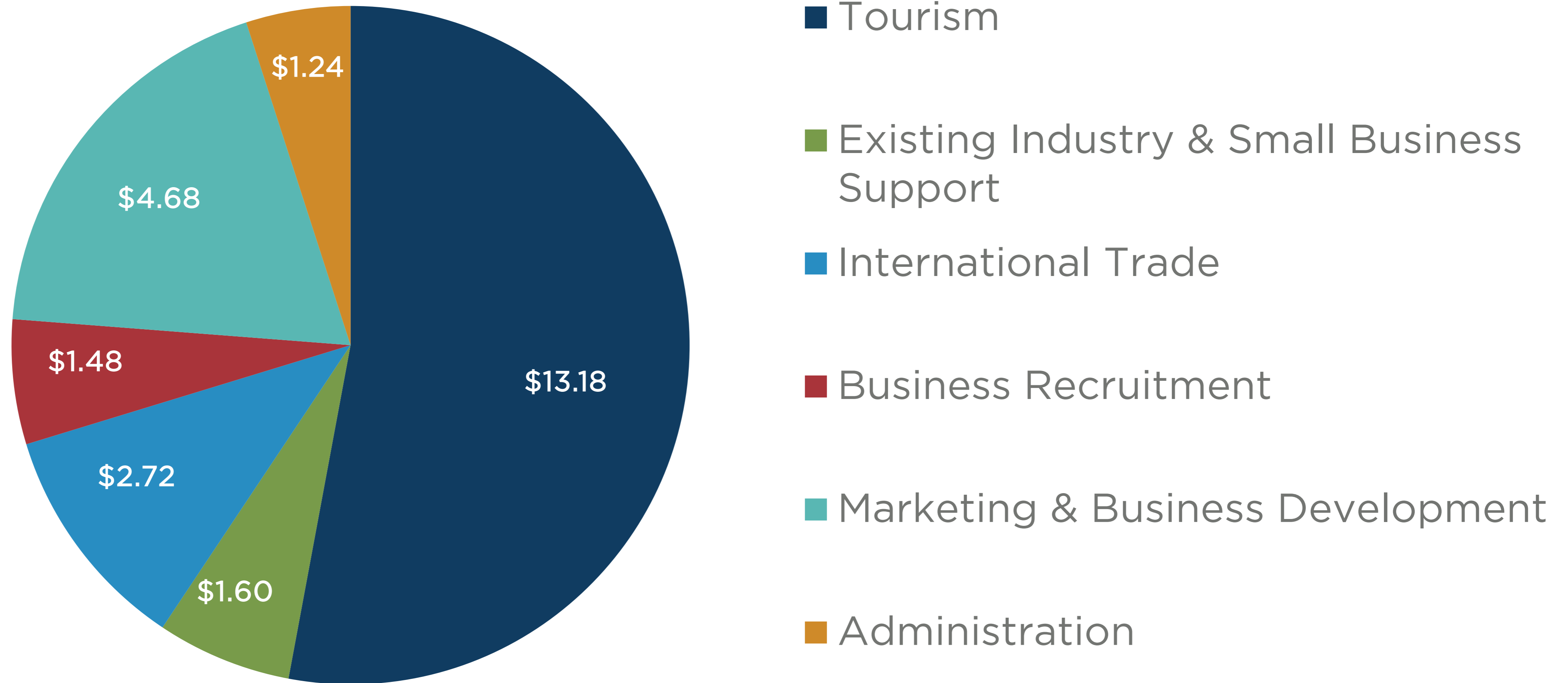
**Leverages public and private financial resources to further the state's economic development objectives**

**Public-private organizational structure is also most common at local level (e.g. County EDCs)**

# FY17-18 Revenues (in millions by source)



# FY17-18 Expenditures (in millions by function)



# **Our Performance Metrics**

**Business Recruitment**

**Existing Industry Support**

**Export Assistance**

**Small Business Start-up Counseling**

**Tourism Promotion**

# Our Performance Metrics and 2017 Goals

## **Business Recruitment**

- **# of recruitment projects successfully won**
- **# of projects won in Tier 1 and Tier 2 counties**
- **# of announced new jobs**
- **\$ in announced new capital investment**

## **Existing Industry Support**

## **Export Assistance**

## **Small Business Start-up Counseling**

## **Tourism Promotion**

# Our Performance Metrics and 2017 Goals

## Business Recruitment

<b>Key Performance Indicator</b>	<b>2017 Goal</b>
<b># of recruitment projects won</b>	<b>75</b>
<b># of projects won in Tier 1 and Tier 2 counties</b>	<b>38</b>
<b># of announced new jobs</b>	<b>13,500</b>
<b>\$ in announced new capital investment</b>	<b>\$2.8 billion</b>

# Our Performance Metrics and 2017 Goals

## **Business Recruitment**

### **Existing Industry Support**

- **# of expansion projects successfully won**
- **# of projects won in Tier 1 and Tier 2 counties**
- **# of announced new jobs**
- **\$ in announced new capital investment**
- **# of existing employers supported**
- **%-age of employers supported in Tier 1 and Tier 2 counties**

## **Export Assistance**

## **Small Business Start-up Counseling**

## **Tourism Promotion**

# Our Performance Metrics and 2017 Goals

## Existing Industry Support

<b>Key Performance Indicator</b>	<b>2017 Goal</b>
<b># of expansion projects won</b>	<b>75</b>
<b># of projects won in Tier 1 and Tier 2 counties</b>	<b>52</b>
<b># of announced new jobs</b>	<b>3,000</b>
<b>\$ in announced new capital investment</b>	<b>\$700 million</b>

# Our Performance Metrics and 2017 Goals

## Existing Industry Support

<b>Key Performance Indicator</b>	<b>2017 Goal</b>
<b># of existing employers supported</b>	<b>1,104</b>
<b>%-age of employers supported in Tier 1 and Tier 2 counties</b>	<b>60%</b>

# Our Performance Metrics and 2017 Goals

**Business Recruitment**

**Existing Industry Support**

**Export Assistance**

- **Existing manufacturers receiving export assistance**
- **New export sales reported by manufacturers receiving export assistance**

**Small Business Start-up Counseling**

**Tourism Promotion**

# Our Performance Metrics and 2017 Goals

## Export Assistance

<b>Key Performance Indicator</b>	<b>2017 Goal</b>
<b># of manufacturers receiving export assistance</b>	<b>531</b>
<b>\$ in new export sales reported by manufacturers receiving export assistance</b>	<b>\$870 million</b>

# Our Performance Metrics and 2017 Goals

**Business Recruitment**

**Existing Industry Support**

**Export Assistance**

**Small Business Start-up Counseling**

- **# of individual and business start-up cases assisted**
- **%-age of cases assisted in Tier 1 and Tier 2 counties**
- **%-age of calls with customer satisfaction rating of 4 out of 5 or higher**
- **# of proactive presentations to target entrepreneur groups**

**Tourism Promotion**

# Our Performance Metrics and 2017 Goals

## Small Business Start-up Counseling

<b>Key Performance Indicator</b>	<b>2017 Goal</b>
<b># of individuals and businesses (“cases”) assisted</b>	<b>20,700</b>
<b>%-age of cases assisted in Tier 1 and Tier 2 counties</b>	<b>40% (8,280 cases)</b>
<b>%-age of cases with customer satisfaction rating of 4-out-of-5 or better</b>	<b>100%</b>
<b># of proactive presentations to targeted entrepreneur audiences (e.g. veterans, rural)</b>	<b>67</b>

# Our Performance Metrics and 2017 Goals

**Business Recruitment**

**Existing Industry Support**

**Export Assistance**

**Small Business Start-up Counseling**

**Tourism Promotion**

- **\$ in domestic visitor spending**
- **# of consumer inquiries via website and toll-free hotline**
- **# of cooperative marketing partners in Tier 1 and Tier 2 counties**

# Our Performance Metrics and 2017 Goals

## Tourism Promotion

<b>Key Performance Indicator</b>	<b>2017 Goal</b>
<b>\$ in domestic visitor spending</b>	<b>\$23.78 billion</b>
<b># of consumer travel inquiries via website and toll-free hotline</b>	<b>7.46 million</b>
<b># of cooperative marketing partners in Tier 1 and Tier 2 counties</b>	<b>98</b>

**Questions?**

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