

1. Overview of what your entity does

The Piedmont Triad Partnership is a private, non-profit 501(c) 3 organization committed to the improvement of the regional economy in the 12-county Piedmont Triad Region. Our primary functions are marketing, advertising, promotion, client development and assistance with clients and projects considering investing in the region. We have also been instrumental in catalyzing projects benefiting the region, including the successful USDOL WIRED Grant, which concluded in the last program year. Current programming includes identifying and executing on new regionally significant projects which will propel our economy forward, including projects in logistics and distribution, in aviation and automotive manufacturing, and other 'high-multiplier' industries.

2. Marketing Program Accomplishments 2009-2010

Media Placements:

DC Velocity, Piedmont Triad Logistics (two items), Jul-09
Site Selection, Piedmont Triad Aerotropolis, Jul-09
Appellationamerica.com, Haw River AVA, Jul-09
Advance Publications, NCBC/WFU/Atkins High School Partnership, Aug-09
Industrial Engineer, M33 (two items), Sep-09
Black Enterprise, NBTF/Triad Creative Enterprises Cluster, Sep-09
Atlanta Journal-Constitution, Triad Wine Regions, Oct-09
DC Velocity, Triad Logistics, Nov-09
Inbound Logistics, Triad Logistics, Jan-10
Pharmaceutical Manufacturing, NCBC/WFU/Atkins High School Partnership, Jan-10
Airport Daily, PTI's new runway (website posting), Feb-10
Airport, New PTI flight simulator (website posting), Feb-10
Nanotechnology Now, N.C. Nanotech Conference, Apr-10
Photonics.com/Photonics Spectra, FiberCell, Inc., Apr-10
Photonics.com/Photonics Spectra, N.C. Nanotech Conference, Apr-10
BioCentury Publications (Science-Business eXchange), Targacept, Apr-10
Avionics/Aviation Today, B/E Aerospace (on-line video feature), May-10

Avionics/Aviation Today (e-newsletter), TIMCO, May-10
 Nanotech Now, Nanotech Labs (column), May-10
 Avionics/Aviation Today, Editorial on the Triad, Jun-10
 Foreign Investment Direct, Triad Aviation, Jun-10
 Foreign Investment Direct, TIMCO, Jun-10

Advertising:

Logistics Management – Online Banner Ad, “Ship the World Over” (Jul-09)
 Outbound Logistics – Digital Newsletter, “Ship the World Over” (Aug-09)
 Aviation Week – Online NBAA Video (Nov-09)
 NC Economic Development Guide – Print Ad, “Ship the World Over” (Nov-09)
 Aviation International News – Print Ad, “Graduates Standing By” (Dec-09)
 Aviation International News – Online Banner Ad, “Graduates Standing By” (Dec-09)
 NC Nanotechnology Commercialization Conference – Program Print Ad, “There’s Strength in Numbers” (Mar-10)
 Translational Regenerative Medicine Forum – Program Print Ad, Life Science messaging (Apr-10)
 Aviation Week – Online Banner Ad, “Taking flight” (April/May/June)
 Aviation International News – Print Ad, “Graduates Standing By” (Jun-10)
 Aviation International News – Online Banner Ad, “Graduates Standing By” (Jun-10)
 Aviation Today–Aviation Industry Podcast featuring TIMCO & B/E Aerospace (Jun-10)

Collaterals:

Aviation/Aerospace Brochure
 NBAA Aviation Video
 Chinese Brochure
 Welcome Banners at PTIA
 Piedmont Triad Business – Growth Industries (Apr-10)
 Aviation Podcast

Corporate Locations and Expansions in the Triad 2009-2010:

Company	City	# of Jobs	Investment
Foley's, Inc.	Archdale	0	\$1,750,000
BD	Mebane	40	\$20,000,000
Loparex, LLC	Eden	22	\$12,600,000
Market America	Greensboro	50	not reported
Indulor America	Graham	12	\$5,000,000
Bekaert Textiles	Winston-Salem	15	\$1,000,000
Machine Specialties, Inc.	Whitsett	145	\$5,000,000

NER Response

Piedmont Triad Partnership

Mid-Atlantic Imaging, Inc.	Greensboro	0	not reported
TurboCare Inc.	Rural Hall	110	\$30,000,000
Vaughan-Bassett	Elkin	50	not reported
Central States Manufacturing Inc.	Mount Airy	45	\$4,895,000
Townsend's Inc.	Mocksville	103	\$700,000
The Assurance Group	Thomasville	100	not reported
TelWorx Communications, LLC	Welcome	35	not reported
Ameritox	Greensboro	228	\$26,000,000
Andes International	High Point	2	not reported
Catalina Tempering	Mount Airy	20	\$3,000,000
Liquip International USA	Reidsville	15	not reported
VitaFlex, LLC (Burlington Technologies)	Burlington	100	not reported
Polo Ralph Lauren	High Point	40	\$10,000,000
Star Food Products Inc.	Burlington	15	\$2,200,000
Harland Clarke	High Point	110	not reported
Flight Safety International, Inc.	Greensboro	30	\$16,000,000
Vista Industrial Packaging	Mocksville	25	\$150,000
Technostalgia	Graham	10	\$1,500,000
NCO	Greensboro	112	\$1,000,000
Granite Tactical Vehicles, Inc.	Mount Airy	221	\$3,000,000
Grass America	Kernersville	47	\$15,000,000
Blow Molded Solutions LLC	Mayodan	19	\$1,050,000
SANS Technical Fibers LLC	Stoneville	25	\$2,840,000
One Source Networks	Greensboro	15	\$2,000,000
Bernard's Inc.	Greensboro	not reported	not reported
Commonwealth Brands Inc.	Reidsville	35	\$5,500,000
Laboratory Corporation of America	Greensboro	346	\$4,000,000
Targacept, Inc.	Winston-Salem	30	not reported
Volvo Trucks North America	Greensboro	0	\$200,000
Harvest Time Bread	Mount Airy	38	\$4,500,000
Beverage-Air	Winston-Salem	40	not reported
Albaad USA Inc., formerly AFG Wipes	Reidsville	95	\$9,500,000
Tri Vantage	Mebane	35	\$8,200,000
United Furniture Industries	Lexington	150	\$3,300,000
United Furniture Industries NC LLC	Lexington	150	\$3,300,000
Funder America	Mocksville	40	\$2,000,000
Poly Vinyl Creations	High Point	5	\$1,000,000
RaRa Telecom Supply, Inc.	High Point	20	\$1,250,000
Tempo Fabrics	High Point	7	\$875,000
Vitacost.com Inc.	Lexington	300	\$10,250,000
American Express Data Center	Greensboro	not reported	not reported
Reeb Millwork Corporation	Mocksville	89	\$9,100,000
KDH Defense Systems	Eden	30	\$2,500,000
WhiteRidge Plastics	Reidsville	55	\$1,200,000
IV-S Metal Stamping	High Point	35	\$600,000
Image First	High Point	9	\$750,000

Klingenburg USA	High Point	8	\$750,000
Stickley Fine Upholstery	Archdale	20	\$900,000
Teleflex	Asheboro	120	not reported
Indiana Mills & Manufacturing (IMMI)	High Point	10	\$150,000
Harris Teeter	Greensboro	0	\$3,400,000
Gildan Activewear Inc.	Eden	0	\$21,000,000

Milestones and Successes:

The Piedmont Triad continues to see encouraging growth in emerging industries. Municipalities within the region have attracted major companies to locate operations here over the past year, bringing a significant number of jobs and major capital investment, despite a still sagging economy.

Over the past year, leaders have announced the location of a Fortune 100 financial services facility east of Greensboro that represents a \$700 million investment and the creation of 100 jobs; the opening of a new Mack Truck Headquarters in Greensboro, which will create 493 jobs and a \$17 million investment; and the location of a Caterpillar manufacturing plant in Forsyth County that will bring 493 jobs and represents a \$17 million investment. In High Point, Polo Ralph Lauren has announced a \$10 million expansion of its clothing distribution operations that will create an additional 40 jobs. A TIMCO subsidiary that manufactures airplane seats will locate in Davidson County bringing 275 jobs and a \$2.5 million investment.

In addition to these developments, all parts of the region have experienced growth in the biotech, aviation, furniture, clothing distribution and logistics industries. A parallel runway opened at the Piedmont Triad International Airport in June 2010, which should help the airport attract additional aviation-related industry. Ground was broken this year on the joint school of nanotechnology, an ambitious partnership between the University of North Carolina at Greensboro and N.C. A&T State University, and a planned \$2.1 billion expansion was announced at High Point University.

All of these developments add up to a bright future for the Piedmont Triad as the Piedmont Triad Partnership continues to market the region to the world.

Below is an outline of the marketing goals and outcomes accomplished with State funding in the 2009-2010 program year.

Raise awareness of the Piedmont Triad with third party advisors to business. Ensure that these parties contact the PTP when they need information on the region relating to a business expansion or relocation.

Primary Targets:

- Site Location Consultants and National Brokers
- NC Department of Commerce Business & Industry Division
- NC International Trade Representatives
- International Trade Representatives in Southeast US
- North Carolina Biotechnology Center

Program Outcomes:

- PTP held one-on-one meetings with 48 site location advisors.
- PTP participated in 13 marketing trips, and hosted 6 events to meet site location consultants, and to connect them with the local economic development offices of our region.
- PTP hosted 4 site location consultants for briefings or visits in the region.
- PTP sent periodic communications including e-newsletters, hard-copy marketing materials and regional items to site location consultants interested in our region.
- PTP Hosted 6 consultants visiting the region as part of an analysis for an active project considering the Piedmont Triad.
- PTP responded to 30 research requests from consultants regarding active projects considering the region.

Identify companies outside this region that will make a decision on a new investment, relocation, or expansion in the next three years. Ensure that these companies consider the Piedmont Triad Region for their operation.

Primary Targets:

- Medical Technology Companies
- Logistics/Distribution
- "Advanced Manufacturing"
- Aviation/Aerospace
- Food Processing

Program Outcomes:

- PTP met one-on-one with 53 companies to introduce the Piedmont Triad Region. PTP continues to communicate with these companies toward developing a relationship around an active project.
- PTP called on companies and hosted networking events at 11 Industry trade shows, including in Aviation, Biotechnology, Information Technology, Seminars/Hospitality events at Industry Events
- PTP placed print, web, and e-newsletter advertisements in industry trade publications such as Logistics Management, Aviation Week, Aviation News, and conference programs for technology conferences.

Maintain a presence on the web (www.piedmonttriadnc.com) that provides comprehensive, accurate, timely data for the Piedmont Triad Region associated with business relocation decisions.

- www.piedmonttriadnc.com was updated at least weekly, and received an average of 18,000 visitors each month.

Raise awareness of the Piedmont Triad as a positive location for business.

- Editorial Media Placement Program
- Special Research/Public Relations Projects (Boyd Study)
- Logistics-Centered electronic medium campaign
- Spring Media Event around Aviation/Logistics

Produce collateral marketing materials that communicate the key messages of the Piedmont Triad, with comprehensive and targeted content

- PTP published Piedmont Triad Business Magazine, focusing on the Clusters of Innovation and their impacts and potential for the regional economy
- PTP produced new printed marketing collateral for the Aviation Industry and for the Furnishings Industry.
- PTP produced new marketing materials in 'new media', including a web-based video on the Aviation Industry in the region, and a 'podcast' of a moderated panel of PT Region aviation employers discussing the benefits of the region.
- PTP produced an introductory brochure in Chinese for use in introducing our area to this important new market.

3. Total budget for FY 2009-10—

Note: WIRED Grant revenues of \$6,319,975 did not continue beyond June 2010.

Piedmont Triad Partnership Year Ending June 2010 budget

Revenues

Investor Funding	600,000
Restricted Investor Funding--Clusters	1,000,000
In-Kind Contributions	-
Funding by Counties (formula)	148,713
Funding by Municipalities	103,023
State Funding	625,361
Restricted Fund Balance Transfer	17,699
Restricted Funding	55,126
Interest Income	12,000
Foreign Trade Zone Income	25,000
Other Income	20,000
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Total Non-Wired Revenue	2,606,922
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WIRED Grant Revenue	6,319,975
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Total Revenues	8,926,897
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Marketing, Research & Recruitment

Targeted Marketing - Clients	128,000
Targeted Marketing - Consultants	67,000
Media Advertising	50,000
Collaterals	49,000
Website	

	37,000
External Public Relations	45,000
International Marketing	43,500
Research	<u>8,000</u>

Subtotal-Marketing, Research & Recruitmnt	<u>427,500</u>
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Foreign Trade Zone	<u>10,000</u>
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ED Fund	<u>50,000</u>
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Statewide Regional Applications & Promotion

Regional Programming	5,500
Statewide Programming	25,900
Ally Development	<u>13,300</u>

Subtotal-Statewide Regional Apps. & Promo	<u>44,700</u>
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Piedmont Triad Community Development

Film Industry (Recruitment)	10,000
Regional Initiatives	66,011
Restricted Investor Funding--Clusters	1,000,000
Regional Strategic Vision Plan	17,699
Internal Public Relations	67,000
Investor Relations	<u>31,400</u>

Subtotal-Piedmont Triad Community Develop	<u>1,192,110</u>
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WIRED Grant Exp's

Staff Costs & Expenses	1,333,873
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Project Governance & Administration	440,050
Leadership & Sustainability	227,200
Economic Growth & Communications	3,238,762
Education & Workforce	<u>1,080,090</u>
Subtotal - WIRED	<u>6,319,975</u>

Personnel Expenses

Payroll Expense	730,000
Payroll Tax Expense	49,000
Employee Benefits	133,590
PTP Temp Labor Expense	<u>3,000</u>
Subtotal-Personnel Expenses	<u>915,590</u>

Administration Expenses

General Travel Expenses	<u>1,000</u>
Meetings-Refreshments	<u>3,000</u>
Prsnnl.Dvlpmnt, Cnfrncs, Mmbrshp	<u>27,000</u>
Rent Expense	<u>97,355</u>
Utilities/Janitorial/Maintenan	<u>500</u>
Professional Contract Services	<u>10,000</u>
Insurance	<u>6,000</u>
Bank Charges	<u>250</u>
Telephone /FAX	<u>10,500</u>
Internet Access	<u>750</u>
Copier	<u>6,000</u>
Technology Supplies/Support	44,500
Postage/Delivery/Meter	<u>4,000</u>

Office Supplies	12,000
Subscriptions	1,000
Stationary/Printing Expns	4,500
Benevolent Fund	500
Capital Expenditures:	
Leasehold Captl Expndturs	1,000
Computer Capital Expenditures	5,000
Furntr/Fixtrs Captl Expndturs	1,500
Shared Capital Items	1,000
Total Capital Expenditures	8,500
Subtotal - Administration Expenses	237,355
Total Expenses	9,197,230
Net Income	(270,333)

4. Cash at June 30, 2010—

Interest bearing checking accounts	\$ 608,710
Money market accounts	\$ 261,312
Certificates of Deposit	\$ 585,583

5. Actual Administrative percentage:

The percentage of funds used for administrative purposes using actual expenditures for the year ending June 2010 was 10%.

6. Employee information follows:

At June 2010, the Partnership had 15 full time employees.

Salaries of management group at June 2010, which includes highly compensated:

President	\$210,000	
Executive VP	\$130,000	
Sr. VP—WIRED Grant	\$119,070	position now eliminated
Sr. VP—Finance/Admin.	\$ 99,225	

After a waiting period, full time employees may participate in the following benefits:

Healthcare Insurance

SEP-IRA of 7%

Disability Insurance of 60% of salary with covered maximum salary of \$120,000

Life Insurance of \$50,000

7. Board Operations follow—

a. 24 board members at June 2010

b. For the year ending June 2010, a total of \$3,695 was expended related to our board and board meetings. None of this amount was from State of North Carolina funds.

c. During the year ending June 2010, board/executive committee meetings were monthly.

d. Board members have never been paid any amounts.

8. The use of State Funds for the year ending June 2010 follows:

Administration expenses	\$ 45,000	7%
Grant Programs	0	0%
Marketing Salaries & Benefits	235,911	38%
Administrative Salaries & Benefits	112,450	18%
Marketing to Clients	80,000	12%
Marketing to Consultants	50,000	8%
Media Advertising	15,000	2%
Collaterals	30,000	5%
External Public Relations contracts & projects	35,000	6%
International Marketing	20,000	3%
Research	<u>2,000</u>	<u>1%</u>
Total	\$ 625,361	100%