







Greensboro Economic Development Alliance

Action Greensboro works with Greensboro's citizens and leaders in business, public education, higher education, and municipal government on initiatives to strengthen Greensboro's economy and promote its quality of life:

mote its quality of life:

Enhancing downtown vibrancy

Businesses, and improves periods income in Greensboro and G

County, focusing on five indu

• Promoting a strong K-12 educational system

Connecting young leaders

(GEDA) facilitates the creation of high quality jobs, attracts new capital investment, retains and expands existing businesses, and improves per capita income in Greensboro and Guilford County, focusing on five industry clusters: Aviation, Life Sciences, Supply Chain & Logistics, Innovative Manufacturing, and Specialty Business Services.

The Greensboro Chamber of Commerce

helps businesses grow their profitability in four main ways: by linking them to future customers, connecting them with local resources, providing education and leadership development training, and advocating on their behalf.





Honda Aircraft Company, Inc.

announced in October that it had selected Greensboro and the Piedmont Triad International Airport as the location for its new HondaJet Maintenance Repair and Overhaul (MRO) and component parts manufacturing facility. This expansion at Piedmont Triad International Airport represents an investment of \$80 million for construction, machinery, and equipment for the company's new operations along with the creation of 419 new jobs. "We chose Greensboro for our HondaJet MRO facility to best serve our customers. This HondaJet MRO facility will also complement our HondaJet dealer service facilities established in North America and Europe. I am delighted to begin writing this next chapter of our growth of Honda Aircraft with Greensboro," remarked Michimasa Fujino, President and CEO of Honda Aircraft Company.

FedEx Ground celebrated the grand opening of its new 400,000 square foot southeast sort facility at Triad Business Park with a total workforce of 750. The facility is capable of processing 15,000 packages per hour. The project represents an investment of \$100 million in land, building construction, and new machinery and equipment. The Ground Hub compliments the \$300 million FedEx Express Mid-Atlantic Air Hub that began operations at PTI in 2009. The Triad has the unique distinction of being one of a handful of communities with direct access to two major FedEx shipping facilities.

The Joint School of Nanoscience and Nanoengineering (JSNN),

a \$64 million collaborative project between UNC-Greensboro and N.C. A&T State University, has been years in the making. With construction finished on a second research facility at Gateway University Research Park's South Campus, the Joint School of Nanoscience and Nanoengineering celebrated its grand opening in December of 2011. The JSNN's research and educational programs focus on the

exciting scientific fields of Nanoscience and Nanoengineering. The strengths of the two universities in the basic sciences and in engineering make them ideal partners for this new interdisciplinary school.

The new 105,000 square foot facility features extensive labs, a clean room, a 3-D visualization suite and a large suite of high-tech tools including a Carl Zeiss SMT Orion Helium Ion microscope, which is one of only six in the United States, and the only one of its kind in the Southeast.

JSNN and Gateway University Research Park will provide an environment conducive to commercialization of university developed intellectual properties and create a space where industry/academic collaborations will happen. University officials expect that over the next 10 years, Gateway University Research Park will provide \$500 million in economic impact to the region.

LF USA, a subsidiary of Li & Fung, Ltd., opened a customer service center in Grandover Corporate Park, leasing 31,000 square feet of office space and creating 140 new jobs. LF USA specializes in supply chain management of high-volume and time sensitive goods for leading retailers.

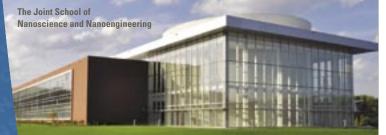
Brokered by Koury Corporation

Ziehl-Abegg, a global leader in industrial fans, drives, and control technology, established manufacturing operations in Greensboro, where its North American headquarters were already located.

- Investment \$2.5 million
- New jobs 52
- 100,000 SF
- Brokered by Triad Commercial Properties

The Volvo Group broke ground on an expansion of its technical center that will provide its engineering and design teams a first-class environment for their work in support of truck development.

- Investment \$8 million
- 39,000 SF expansion
- Samet Corporation was the general contractor of this project.







PaperWorks Industries Inc.,

a manufacturer of consumer product packaging, announced it would expand and move to Rock Creek Center, doubling its production capability.

- Investment \$5 million
- New jobs 25
 102,000 SF
- Retained jobs 55
- Brokered by Simpson Schulman & Beard and Triad Commercial Properties

LC America – GEDA and High Point Economic Development Corporation worked together with the State of North Carolina to bring Le Caselle, an Italian snack food manufacturer, to the Piedmont Triad region.

- Investment \$4.8 million
 New jobs 19
 68,785 SF
- Brokered by Triad Commercial Properties

Medi USA, a manufacturer of compression and orthopedic stockings, completed an expansion of its headquarters to increase manufacturing, office, and warehouse space.

Investment - \$1.5 million
 30,000 SF expansion

Coilplus broke ground on an expansion to its Greensboro facility to produce heavy-gauge coiled steel for the automotive/truck, agriculture, furniture, and appliance industry sectors.

- Investment \$11.6 million New jobs 22
- New construction 80,000 SF

SPi Healthcare, provider of revenue management services to the health care industry, has opened a Greensboro office. They will provide billing services for Cone Health. The company has assumed management of 25 positions (formerly Cone employees).

- Investment \$350,000
- New jobs 75
- 20,000 SF
- Retained jobs 25
- Brokered by Triad Commercial Properties and Koury Corporation

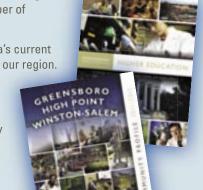
CLUSTER DEVELOPMENT INITIATIVES

- The Golden Leaf Foundation approved a \$1 million grant for a taxiway extension at Piedmont Triad International Airport (PTIA).
 Greensboro Economic Development Alliance wrote the grant to aid Honda Aircraft Company's major expansion at PTIA.
 - Promoted our target industry clusters through an aggressive outreach initiative. Aviation: Paris Air Show, Oshkosh EAA AirVenture, SpeedNews Annual Aviation Industry Suppliers Conference, the National Business Aviation Association Convention. Specialty Business Services: 7x24 Exchange. Supply Chain & Logistics: Cold Chain & Temperature Management Global Forum and Council of Supply Chain Management Professionals Annual Global Conference.
 - The 2011 State of Our Community Luncheon featured speakers from three
 of our industry clusters, Kip Blakely, TIMCO Aviation Services, Inc., David
 Congdon, Old Dominion Freight Line, Inc., and David Weavil,
 Solstas Lab Partners. 850 community, business, and education
 leaders attended the function at the Koury Convention Center.
 - Manufacturing Council Machine Specialties hosted the March meeting which featured a presentation and discussion on energy sources (electricity or natural gas) in the manufacturing environment.
 Purolator Facet hosted the December meeting focused on workforce recruitment and training issues.
 - Aviation Council GTCC hosted the April meeting at their Aviation II facility, where GTCC and the GCS Aviation Academy leaders discussed training programs and industry needs.
 Landmark Aviation hosted the October meeting and Dr. Don Cameron discussed the Aviation University concept.
 - Gateway University Research Park hosted GEDA's second quarter meeting with North Carolina Department of Commerce project managers on its South Campus in April. The project managers received a private tour of Gateway's facilities and equipment, including the Joint School of Nanoscience and Nanoengineering.
 - Existing Industry Visits Completed more than 100 local existing industry visits, using information gathered during these visits to track trends in employment, financial outlook, and the impact of the local economy on business practices.



MARKETING INITIATIVES

- **2011-2012 Community Profile** a joint effort with the High Point Economic Development Corporation and Winston-Salem Business, Inc., provides a Triad-wide overview of business, community vitality and demographic information. In addition to a print version in English, the Community Profile is available electronically in Spanish, French, German, Korean, Japanese, and Chinese.
- Higher Education Brochure provides detailed information on our regional colleges and universities, including
 an overview of programs offered at each institution of higher education, current enrollment numbers, number of
 degrees conferred in May of 2011, as well as special features of each institution.
- Honda Aircraft Supplier Initiative identified suppliers that would have a significant impact on Honda's current
 and future operations in Greensboro. GEDA personally contacted each company to provide information on our region.
- Industry Cluster Specific Advertisements and Brochures developed six industry ads for future
 placement and revamped brochures focusing on five industry clusters.
- Joint Ad Campaign with Gateway University Research Park partnered with Gateway University Research Park on advertisements in both the 2011 U.S. Figure Skating Championships and Wyndham Championship official programs.





Opportunity Greensboro

Greensboro's academic and business leaders have collaborated to launch Opportunity Greensboro, an initiative to transform our wealth of academic learning into commercial success, creating a competitive advantage for business growth in Greensboro.

The three focus areas are:

- Marketing Our Common Story
- Facilitating Common Programs and Entrepreneurship
- Enhancing K-12 Education

Its marketing theme is "Opportunity Thrives Here. So Can You."

STEM Early College at NC A&T State University

An increasing number of jobs in the global market require knowledge of Science, Technology, Engineering, and Math (STEM). Opening a Guilford County Schools STEM Early College on the North Carolina A&T State University campus will:

- Expand our STEM-capable workforce
- Help recruitment of new STEM companies and world class researchers

Action Greensboro is helping lead this initiative by exploring corporate and national funding sources and nurturing local business relationships that could help develop curriculum and internships.



BUSINESSES FOR EXCELLENCE IN EDUCATION

Local businesses and community volunteers recognize the strong connection between education and economic development. Strong public schools remain a top priority for professionals seeking to relocate, for young families putting down roots, and for companies seeking to expand.

Cool To Be Smart

Businesses for Excellence in Education annually funds Cool To Be Smart, a program open to Guilford County Schools graduating seniors who have passed at least five Advanced Placement or International Baccalaureate exams during their high school career. In 2011, more than 400 students were eligible to win Apple computer products and the grand prize, a brand new car.

Celebration of Excellence in Education

The Celebration of Excellence in Education, recognizing and rewarding the most academically-improved Guilford County schools, awarded \$9,600 per school to 16 schools to use to further the academic progress of their students. The Teacher of the Year, Principal of the Year and Employee of the Year were also recognized, with the top winners each receiving a \$1,500 award.

Guilford Parent Academy

The Guilford Parent Academy, a collaboration of the Guilford County Schools and parent organizations throughout the county, opened in January 2011. The Academy offers free workshops, classes, and family learning events to increase awareness of ways to support children's learning at home, school and in the community.



Triad InternNet, an initiative of the Greensboro Partnership, connects businesses and organizations with Triad-area college students through mentoring initiatives and internships. By creating and expanding local internship opportunities, Triad InternNet encourages students to gain practical work experience and become engaged in the community in which they study, with the ultimate goal of capturing this creative talent upon graduation. In 2011, Triad InternNet partnered with The University of North Carolina at Greensboro to create specialized internship programs in entrepreneurship.







Greensboro's outstanding quality of life remains one of our strongest tools for growing jobs and investment. The Greensboro Partnership is committed to activities and initiatives that offer opportunities to work, play, learn and connect.



synerG

In 2011, synerG focused its efforts on connecting local young professionals to business, nonprofit and government entities through education and leadership development.

synerG trains and cultivates new young leaders in the community by providing scholarships to the Institute of Political Leadership and the Greensboro Chamber of Commerce Leadership programs.

Making Connections Around the Table, synerG's long standing professional networking event, hosted top executives from across the state, and in May a group of synerG young leaders attended the Greensboro Partnership's Legislative Lobby Day in Raleigh.

synerG partnered with the Guilford Nonprofit Consortium to host the third annual Nonprofit Educational Series, where young professionals could meet and engage with over 30 nonprofit leaders. In addition, synerG collaborated with the Elon University School of Law and the Greensboro Partnership to host a series of panel discussions and a City Council candidates' forum to connect young professionals to the 2011 Greensboro City Council election.

Downtown Greenway

The Downtown Greenway is a planned four-mile walking and biking trail that will loop around downtown Greensboro, promoting fitness, encouraging alternative transportation, and increasing connectivity for our

residents and visitors in an aesthetically pleasing environment. The loop will give Greensboro the only trail of its kind in the state and one of the few in the country. The first phase of the trail is in use and the second will be complete by early spring 2012.

Approximately \$16 million for the Downtown Greenway has been raised to date. The annual Run 4 the Greenway attracted approximately 400 participants and raised over \$9,000 for the Greenway Maintenance

The loop will give Greensboro the only trail of its kind in the state and one of the few in the country.

Endowment. A major gifts campaign launched to raise \$2.5 million from the private sector will help match \$2.8 million in federal funding for construction. The City of Greensboro is expected to release \$2.1 million in voter-approved bond funds to move the project forward. The \$26 million Greenway project is expected to be completed between 2017-2020.





The Greensboro Chamber hosted two CEO Roundtable events this year. The June roundtable focused on "Leveraging Greensboro's Seven Colleges and Universities: Filling the Business Talent Gap." Local executives learned about Opportunity Greensboro and how to tap into resources offered by our local colleges and universities, discussing key topics such as workforce preparedness and the skills needed to fill available jobs.

The October roundtable featured Dr. Harry Davis, Professor of Banking and Economist for the N.C. Bankers Association and Joe Smith, the N.C. Commissioner of Banks, speaking about "The State of Banking: What Businesses Need to Know." Business leaders gained a better understanding of the regulatory pressures banks are under, their financial challenges and level of interest in making loans, and how businesses need to prepare in order to successfully access needed capital from banks.

Health Care Reform Summits

The Greensboro Chamber of Commerce hosted two Health Care Reform Summits this year to **educate business leaders on health care reform** and what it means to their employees and bottom line. More than 97% of attendees reported learning strategies they would be able to employ in their own workplace to lower their health care costs and improve the wellness of their employees.

Leadership Development

By offering targeted programs in **leadership development**, **diversity awareness**, **and community orientation**, the Greensboro Chamber of Commerce helps build a well-rounded, knowledgeable citizen base. This year, 46 citizens graduated from Leadership Greensboro, 25 participants graduated from Other Voices and 17 new residents participated in Experience Greensboro.

Piedmont Triad Business Showcase and Small Business Awards Luncheon

The Greensboro Chamber of Commerce traditionally hosts the largest regional business tradeshow, and this year was no exception. Approximately 1,900 attendees networked with 140 exhibitors and each other. Mark Harris of Southeastern Paper Group summed it up: "It was a great show! We found qualified leads as well as vendors to help support our company."

At the Showcase, the Chamber celebrated the **25th anniversary** of the Small Business Awards Luncheon, breaking attendance records with approximately 400 people attending. Local entrepreneur Michael Woods, co-founder of Ashtae Products and Black Network Television, emceed this event in which **12 small businesses were honored** for their success and contributions to the local economy. Dr. James K. Weeks was awarded the Chamber's Distinguished Service Award.

Women's Executive Connection

The Greensboro Chamber partnered with the internationally-recognized **Center for Creative Leadership** to bring high-caliber speakers, interactive sessions and networking to the Women's Executive Connection. Approximately 130 women, business owners, and executives attended the event, which also featured three influential speakers from the broadcast media and health care sectors.





The Greensboro Partnership Entrepreneurship Initiative (GPEI)

cultivates a fertile environment for companies to start and grow in the Greater Greensboro area by connecting entrepreneurs with the critical resources and relationships they need to grow and be successful. GPEI facilitated the aggregation of those critical resources in a new website portal at www.greensboroentrepreneur.com. An e-newsletter was re-launched to keep entrepreneurs informed about current educational programs, services, and events that are relevant to their stage of growth as well as ways to engage with entrepreneurs and providers regionally. Other key efforts and results included:

Greensboro Community Development Fund

The Greensboro Chamber of Commerce administers the new Greensboro Community Development Fund in partnership with the Community Foundation of Greater Greensboro. The Greensboro Community Development Fund is seeking designation as a Community Development Financial Institution (CDFI) with the U.S. Department of the Treasury. As a CDFI, the Greensboro Community Development Fund will provide small business loans and technical assistance to minority and women business owners, as well as businesses serving low-income, distressed populations in Greensboro. In October, the Greensboro City Council approved a grant from the City's targeted loan program to assist with the required capitalization needed to make new small business loans.

Capital Connects!

Since its inception in 2004, Capital Connects! has linked more than 100 early stage companies with accredited investors from across the nation, raising more than \$10 million directly from the event and more than \$27 million in additional investments. This year's Capital Connects! gave entrepreneurs the opportunity to pitch their ideas to participating banks, angel investors, and venture funds.

Life Sciences Entrepreneur Roundtables

Targeted networking events for life sciences are important for the growth and development of this emerging cluster in the Triad. In partnership with the North Carolina Biotechnology Center, the spring Life Sciences Entrepreneur Roundtable featured

Dr. Mostafa Analoui with the Livingston Group, an investment firm focusing on nanotechnology and other emerging technologies that impact health care. Beyond the roundtable, Dr. Analoui met privately with four local entrepreneurial companies. A second Life Sciences Roundtable featured guest speaker Norris Tolson, CEO of the North Carolina Biotechnology Center, who focused on a discussion of those resources available to entrepreneurs.

Support for Nanotechnology

The 2011 Micro and Nanotechnology Commercialization Education Foundation® (MANCEF) Commercialization of Micro-Nano Systems (COMS) conference was held at Grandover Resort in Greensboro in August. This international conference was attended by 274 industry leaders representing 16 countries from the life sciences, manufacturing, and business services sectors. COMS provided attendees with the latest information on technology transfer, manufacturing processes, facilities, investment, infrastructure, applications, and markets. COMS created a \$785,000 local economic impact along with the potential for 50 nano-related jobs to move to the Triad area from Australia.

Recognition for Entrepreneurs

Helping local entrepreneurs receive the recognition they deserve is part of our mission to build a more vibrant entrepreneurial climate and community. This year, 17 businesses from the Triad were nominated for "North Carolina Companies to Watch", a program that recognizes growth and achievement within entrepreneurial companies. Two Triad companies – Varrow, Inc. and Dorsett Technologies – were among the 25 winners selected in September.



Maintaining strong relationships

with local, state, and federal elected officials is critical to Greensboro's success.

The future of our city and the Piedmont Triad Region depends heavily upon the implementation of favorable legislative policies, and for this reason the Greensboro Partnership continues to cultivate relationships with our elected leaders.

The Greensboro Partnership Governmental Affairs Department's 2011 outreach efforts included leading nearly 60 community leaders on a lobbying trip to Raleigh to advance its legislative agenda as well as hosting an elected officials' reception and municipal candidates' forum before the 2011 local election.

Given the struggling economic climate and deep cuts to most areas within the 2011 state budget, the Greensboro Partnership's legislative priorities were affirmatively received. Results included:

STATE LEGISLATIVE AGENDA

Joint School of Nanoscience & Nanoengineering

The state budget maintains funding for the Joint School of Nanoscience & Nanoengineering (JSNN) at its current funding level of \$4.9 million recurring while allocating \$1 million per year in new, additional non-recurring funds over the biennium. The JSNN's recurring funding was also protected from cuts made across the UNC system. While the new facility began operations in December, additional annual funding is needed to bring the JSNN to a fully sustainable funding level of \$6.9 million recurring.

High Point Furniture Market

The High Point Furniture Market currently receives two separate streams of funding from the state: transportation and marketing. The final state budget reduces transportation funding for the Market by \$200,000, or a 16.6% reduction, leaving \$1,000,000 recurring. The marketing funding for the High Point Furniture Market is reduced by \$120,972, or a 15% reduction, leaving \$685,507 recurring. Despite these reductions, this outcome is favorable as the Market Authority has indicated an ability to continue to provide its core marketing and transportation services.

Urban Loop

At the September Piedmont Triad Transportation Summit, Governor Perdue announced plans to accelerate construction of the Greensboro Urban Loop. The final state budget also devoted new and substantial resources to the acceleration of this loop. In addition, the budget removes urban loop projects from statutory authorization and allows the North Carolina Department of Transportation (NCDOT) to prioritize these projects internally.

OTHER ADVOCACY EFFORTS INCLUDED:

Coffee with Council

The Greensboro Partnership worked to build a bridge between City Council members and area business leaders with a new advocacy initiative, Coffee with Council. These

five informal, conversational meetings allowed local elected officials to listen to and talk with small groups of their districts' business constituents, learning what was important to their day-to-day business operations and how they, as elected officials, could help.

One Job for Greensboro

In an effort to boost the local economy, the Greensboro Chamber of Commerce partnered with the City of Greensboro and the Guilford Merchants Association to announce "One Job for Greensboro" at the State of Our Community Luncheon, an initiative encouraging businesses

in Greensboro to invest in **hiring at least one new employee by August 2012**.

For additional information and to pledge support, visit www.onejobgreensboro.org.



High Point Furniture Market





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