

# 2008

## REPORT



COMMERCIAL ACTION ECONOMIC DEVELOPMENT PARTNERSHIP



**THE GREENSBORO PARTNERSHIP** is the principal economic and community development organization in Greensboro, NC. Through three member organizations – Greensboro Economic Development Alliance, the Greensboro Chamber of Commerce, and Action Greensboro – the Greensboro Partnership works to create, expand and attract business, while advancing the quality of life for all. In 2008, the Partnership continued building momentum for a powerful effect – leveraging new jobs and investment, greater community vitality, cultivating a community where entrepreneurs can flourish, and providing resources to help businesses grow. We also completed a 5-year funding campaign that will ensure that we continue to implement our strategic plan for the good and growth of Greensboro.



## TARGETED INDUSTRY CLUSTER APPROACH

Leveraging our existing industry assets, marketing the capabilities of our colleges and universities, and connecting companies that could have mutually beneficial relationships are critical aspects of encouraging our local economy to grow. This cluster strategy is especially important during challenging economic times as a way to differentiate Greensboro from other cities. We must continue to enhance and develop our resources and focus on activities that can build our tax base and create job opportunities.

### PROGRESS :

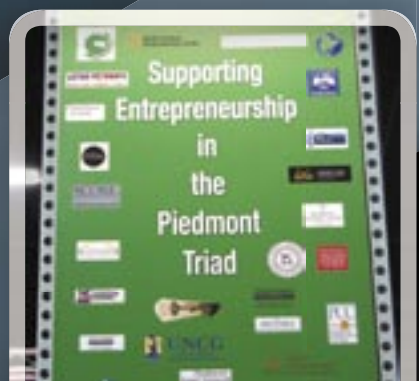
- Representatives from the local aviation industry were convened on a regular basis in 2008 to address obstacles to growth.
- Transportation and Logistics educators from various institutions in Guilford County met together on a regular basis with the Greensboro Economic Development Alliance (GEDA) staff to encourage the exchange of ideas and the opportunity for collaboration.
- The Greensboro Partnership supported Guilford Technical Community College on plans to create the Logistics Institute
- GEDA also worked to secure enabling regulations so Greensboro and Guilford County can better compete for pharmaceutical projects.
- Staff members promoted Greensboro at the Airport Cities World Conference, 7 x 24 Exchange, the Journal of Commerce Logistics Forum, and the Farnborough Air Show.
- In an effort to better educate the public about the long-term opportunities in the aviation industry locally, GEDA worked with WXII Channel 12 News to profile various jobs and aviation educational opportunities available in the Triad.

## HIGH GROWTH ENTREPRENEURIAL BUSINESS

Few activities are more important than helping entrepreneurs achieve success. Locally owned companies have a greater chance of staying in Greensboro and creating jobs here, which is especially critical given our current economic conditions. The Greensboro Partnership is working to create a more fertile environment for entrepreneurs to start and operate new companies.

### PROGRESS :

- The Partnership hired a Chamber President who will be focused on creating an entrepreneurial structure inside the Partnership and working to make Greensboro a place where entrepreneurs can easily access the resources they need to start and grow new ventures.
- Hosted the 2008 Entrepreneurship Summit in Greensboro in partnership with UNCG and other organizations.
- The Chamber hosted several sessions of the Money Sense Credit Camp that helps small business owners address personal credit issues that are obstacles to growth.
- Chamber staff collaborated on the BELL Entrepreneurship Forum at UNCG and the business planning competitions at NC A&T State University and UNCG. The Chamber partnered with GTCC on its Business Academy educational series as well.





## DEVELOPMENT-READY SITES AND DEVELOPMENT OF STRUGGLING CORRIDORS

When companies consider Greensboro and Guilford County for an expansion or new location, the site is a crucial variable that must work in our favor for a company to choose the area. The Greensboro Partnership continues to work with the development community to make sure Greensboro can stay competitive when our sites are evaluated with the sites of other cities.

### PROGRESS:

- GEDA worked with the City of Greensboro and Guilford County to get water and sewer infrastructure in place that would open up key industrial development sites, ensuring growth opportunities for years to come.
- Graded pads for industrial buildings were completed at McConnell Center, Gallimore Dairy Road, and Triad Business Park.
- A 300,000 sq ft spec building was completed at McConnell Center
- GEDA is continually working with the City of Greensboro to establish Urban Progress Zone Criteria

## CAPITALIZING ON OUR COLLEGES AND UNIVERSITIES

Working more closely with our 6 colleges and universities and helping those schools connect to the business community is one of the most important initiatives that the Greensboro Partnership has undertaken. Greensboro has extensive higher education resources and, as a community, we must be committed to leveraging them as the formidable resources that they are.

### PROGRESS:

- Action Greensboro, through the Higher Education Taskforce, has been facilitating increased dialogue between the many educational institutions in Greensboro. Capitalizing on Greensboro's higher education assets will be a major focus of Action Greensboro's work going forward.
- GEDA works closely with various faculty members at UNCG and NC A&T as well as Gateway University Research Park to market the research competencies at those institutions when competing for economic development projects.
- GEDA also convenes transportation and logistics educators and aviation educators from many different institutions to facilitate dialogue, learning, and advancement of those industries locally.



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# BUILDING COMMUNITY SPIRIT, IMAGE AND CIVIC ENGAGEMENT

The Greensboro Partnership is committed to investing in projects that improve quality of life in Greensboro and Guilford County. Fostering a vibrant, engaged community moves our city forward in immeasurable ways, and Action Greensboro spearheads many of these efforts for the Greensboro Partnership.

## PROGRESS:

- The Downtown Greenway will have a robust positive impact on the community, connecting Greensboro in new ways. \$12 million was secured in 2008 from public and private sources to fund the first phases of the project.
- Planning for Action Greensboro Phase II continued in 2008 in preparation for the official plan of work announcement in 2009.
- Major community events were held in Center City Park in 2008 such as the Fun Fourth Festival and the Greensboro Bicentennial Birthday Party. Attendance at events held in the Park was well over 100,000 in 2008.
- Over 100 individuals and families have joined the Friends of Center City Park in the first half of 2008, more than doubling the organization's fundraising goal.
- Action Greensboro's synerG program continues to be a vital part of retaining young professionals and getting them engaged in Greensboro. Membership in synerG increased by over 400 people in 2008 through On Tap events, YP Sports, and the Leadership Initiative.

## ENHANCING INFLUENCE AND RELATIONS WITH GOVERNMENT

A strong legislative relations initiative is something The Partnership has been committed to since the organization was formed. Maintaining strong relationships with local, state, and federal elected leaders is critical to Greensboro's success.

## PROGRESS:

- Through an aggressive legislative agenda for the NC General Assembly in 2008, the Partnership actively pursued funding for projects such as the NC A&T and UNCG Joint School of Nanoscience and Nanoengineering and Joint Primary Data Center, the International Civil Rights Center and Museum, and the High Point Furniture Market. The Partnership also hosted a lobbying trip to Raleigh for business and community leaders to advocate for funding for legislative agenda items.
- The Partnership coordinated a strong educational effort in support of bond items in the May and November elections and the 1/4 cent sales tax for the November election.
- An elected officials reception and a candidate's forum were both hosted by the Partnership as vehicles for the business community to learn more about current and potential elected leaders.
- Action Greensboro took a diverse group of 70 individuals to Charlotte for a one-day tour to learn about alternative techniques for downtown planning and development financing.





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# Impact:

ADVANCING ECONOMIC GROWTH.  
INVESTING IN INNOVATION.  
BUILDING A STRONGER GREENSBORO.



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