

Greensboro: Transforming the Economy

20-25 Year Process – Halfway There(?)



GEDA: Who We Are

- Member of the Greensboro Partnership
 - GEDA
 - Greensboro Chamber of Commerce
 - Action Greensboro
- 5 Staff members - \$1.2M Annual Budget
- Mission
 - Attract new companies
 - Retain & expand existing industry
- Targeted Industry Cluster strategy



Industry Cluster Initiative

Target actions on specific industry clusters:

- Aviation
- Innovative Manufacturing
- Specialized Business Services
- Life Sciences
- Supply Chain & Logistics



Telling Greensboro's Story

Making a Compelling Case to Differentiate

- Wonderful educational assets – 12 colleges & universities
- Young, well-educated labor force (18-35 years old)
- Diverse and vibrant business base of manufacturing and services
- Excellent transportation infrastructure
- Outstanding quality of life, both cultural and recreational



The Greensboro Community What We Have Accomplished:

10 Years

- NewBridge Ball Park
- Center City Park
- Center Point Tower
- Elon University Law School
- Funding K-12 Education Assistance
- Randleman Lake Water Reservoir
- New 9,000 ft. Runway at PTI



What We Have Accomplished:

- Gateway University Research Park
- Joint School of Nanoscience & Nanoengineering
- Greensboro Coliseum
 - Aquatic Center
 - White Oak Amphitheatre
 - ACC Hall of Champions
- International Civil Rights Center
- Early College STEM High School at NC A&T
- GCS Personalized Learning, \$35M grant – tablets
- FedEx Express Hub – FedEx Ground Hub
- Honda Aircraft HQ



Projects in Progress

- I-73/I-840 GSO Loop Construction
- NC 68/US 220 Connector (I-73)
 - PTI Bridge/Taxiway – 1,000 Acres
- Greenway-Center City Trail
- Greensboro Science Center Expansions
 - Carolina SciQuarium



Future Projects

- Downtown University District
- Greensboro Performing Arts Center (GPAC)
- Complete Greenway around CBD
- LeBauer Park



Recent Project Announcements

Company	New Jobs	Capital Investment	Industry Cluster
American Express Data Center	120	\$700M	SBS
Honda Aircraft Expansion (2)	420/800	\$80M/\$250M	A
LFUSA	140	\$1M	SBS
Lenovo (manufacturing)	115	TBD	IM
BB&T	1,700	N/A	SBS
United Healthcare	500	N/A	SBS
P&G	200	\$100M	IM/LS
Qualicaps	123	\$26M	IM/LS
Polo Ralph Lauren	200	TBA	SC&L



Pending Projects

Company	New Jobs	Capital Investment	Industry Cluster
Project Gift	35-40	\$8M	LS
TIMCO – Hangers	400	\$32M	A

2013 Project Activity	
RFI	77
Active Projects	16
Client Visits	17



Year-End Performance Numbers

July 1, 2012-June 30, 2013



	New Jobs	Retained Jobs	Investment	Absorption
IPS Packaging (Q4)	N/A	Undisclosed	Undisclosed	50,000 SF
LGS Innovations (Q4)	N/A	110	\$200,000	54,356 SF
Procter & Gamble (Q4)	200	N/A	\$100,000,000	389,000 SF
Qualicaps (Q3)	123	N/A	\$26,000,000	100,000 SF
North State Flexibles (Q3)	41	N/A	\$6,000,000	TBA
Ralph Lauren (Q3)	200	N/A	Undisclosed	360,000 SF
General Dynamics (Q2)	54	N/A	\$19,771,529	1,188 SF
Culp (Q1)	129	N/A	\$925,000	26,000 SF
Total	747	110	\$152,896,529	926,188 SF

Focus Moving Forward

Site Development:

- Piedmont Triad International Airport, 1,000 acres
- Randolph County Mega Site (Multi-jurisdictional), 1,500 acres
- Reedy Fork Ranch (120 acre single site), 310 acres
- County Farm Site (Multi-jurisdictional), 750 acres



Greensboro-High Point MSA

- Southern Business & Development Magazine
 - Awarded 2012 Mid-Market of the Year
 - Based on larger projects
- Site Selection Magazine
 - Recognized among the top 10 MSA's
 - Fifth year in a row based on total projects
- Forbes Magazine
 - Recognized among fastest-growing cities
 - Ranked ninth fastest growing from 2007-2012



Thank you!

