

Regional Strategy for Economic Development





PTI Airport Bridge to Everywhere

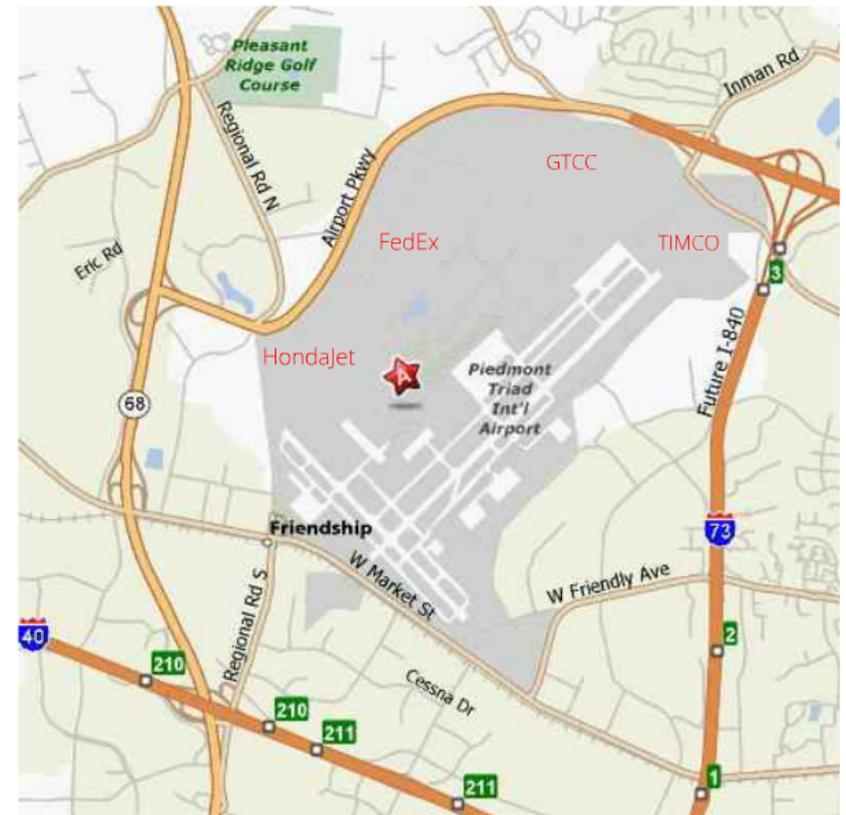
PTI Airport

- Fully Regional Airport - 1000 Gates, High Tech, Remodeled, Efficient, Cost-effective, Ground Support Equipment
- Complete Airport Services for the Airline and Regional Airlines
- Major International Airline
- TRAVEL Agency
- Multiple Other Services
- North Carolina State Airport
- North Carolina State Airport
- Other Airport Services, including:
- General Aviation Center
- Ground Support Equipment
- Air Traffic Control



PTI Airport

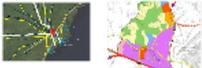
- A Truly Regional Airport: Winston-Salem, High Point, Kernersville, Forsyth County, Guilford County, and Greensboro.
- Creates access to approximately 900 acres for the aerospace and logistics industries
- Major Businesses who call PTI home:
 - TIMCO (1,400 jobs)
 - HondaJet (800+ jobs)
 - FedEx Ground (572 jobs)
 - FedEx Air (500+ jobs)
- Other aeronautical stakeholders, include:
 - Cessna Citation Service Center
 - Landmark Aviation
 - Atlantic Aero



Regional Connectivity

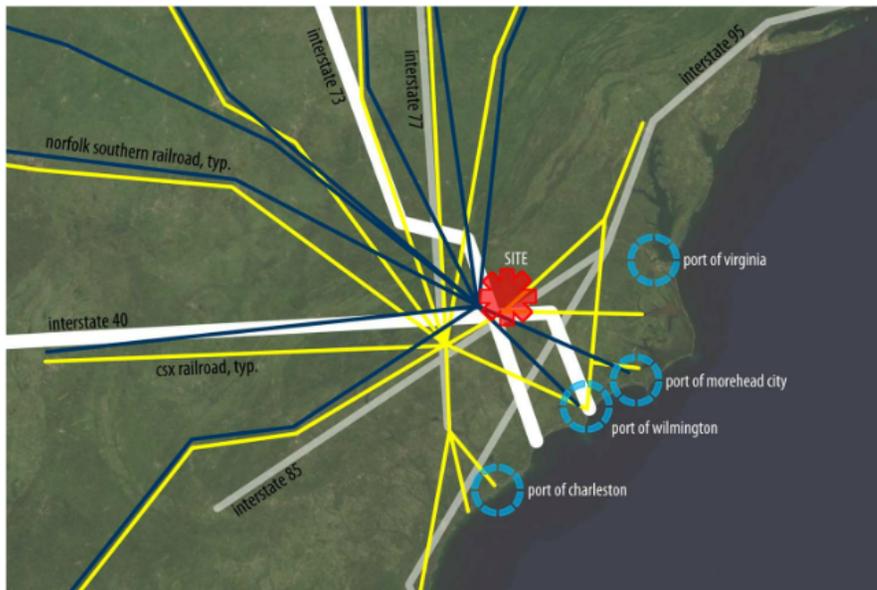
Regional Connectivity

- Regional connectivity is a key element of the overall connectivity strategy.
- It is defined as the ability to move goods and services between different regions.
- It is a key element of the overall connectivity strategy.
- It is defined as the ability to move goods and services between different regions.



Regional Connectivity

- Forging together business and economic development opportunities for the cities of Kernersville, High Point, and Greensboro with Guilford and Forsyth Counties, this area is a regional connector
- Located at the crossroads of interstates 40, 85, 73, and 74, putting the region in an ideal location with access to rail, interstates, airport, and sea ports.
- Opportunity for distribution and logistics operations



Shovel Ready Sites

- Public Private Partnership to increase industrial shovel ready sites inventory to attract new industry and new jobs to Greensboro
- Council approved \$1,200,000 from the Economic Development Fund
- RFP released August 1, 2013 - City Council voted to move forward at its October 15 meeting

McConnell Center Site

• 57 acres of land improvements on 2 lots in the existing McConnell Center. The lots have been previously developed with a high quality, 100,000 sq ft office building. The lots are 140,000 sq ft and the "center" is a well-located site. The site is located on I-85 and I-77. The site is currently vacant and is being offered for sale. The site is currently vacant and is being offered for sale. The site is currently vacant and is being offered for sale.



Samet Corporation Site

- 38 +/- acres at 2335 Campground Road, with great interstate frontage for exposure
- Site could accommodate 300,000 SF of manufacturing or distribution space because of its strategic location near I-85, I-40, I-73 and the future I-74
- Site development estimate - \$926,700



McConnell Center Site

- 57 acres +/- with improvements on 3 lots in the existing McConnell Center. The lots have interstate frontage on I-40, offering high visibility. Also offers easy access to I-85, I-40, I-73 and the future I-74, as well as the new Urban Loop.
- Sites could accommodate 3 buildings up to 620,000 SF of manufacturing/warehouse/distribution space. O'Reilly Auto Parts has had previous success with its distribution center in this location
- Site development estimate - \$1,026,052



Samet Corporation Site

- 38 +/- acres at 2335 Campground Road, with great interstate frontage for exposure
- Site could accommodate 300,000 SF of manufacturing or distribution space because of its strategic location near I-85, I-40, I-73 and the future I-74
- Site development estimate - \$926,700



MEGASITE

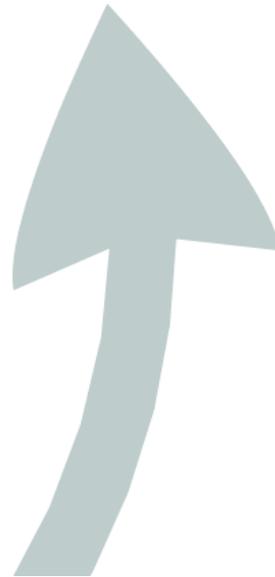
- Over 2,000 acres in Randolph County
- Opportunity for auto manufacturing facility like the BMW facility in Greenville, SC
- As many as 2,000 direct jobs could be created for an auto manufacturing facility and an estimated 5,000 additional jobs for supplying to the industry



BMW Plant in Greenville, SC

Urban Loop

- The Urban Loop is critical to the economic development of Greensboro.
- The Urban loop will meet travel demands and provide critical links to high growth areas around the airport and in east Greensboro
- The Urban Loop will significantly enhance the competitive position of the increasingly important economic cluster of freight and warehousing in the area.



- The Urban Loop is critical to the economic development of Greensboro.
- The Urban loop will meet travel demands and provide critical links to high growth areas around the airport and in east Greensboro
- The Urban Loop will significantly enhance the competitive position of the increasingly important economic cluster of freight and warehousing in the area.

East Greensboro High Impact Zone

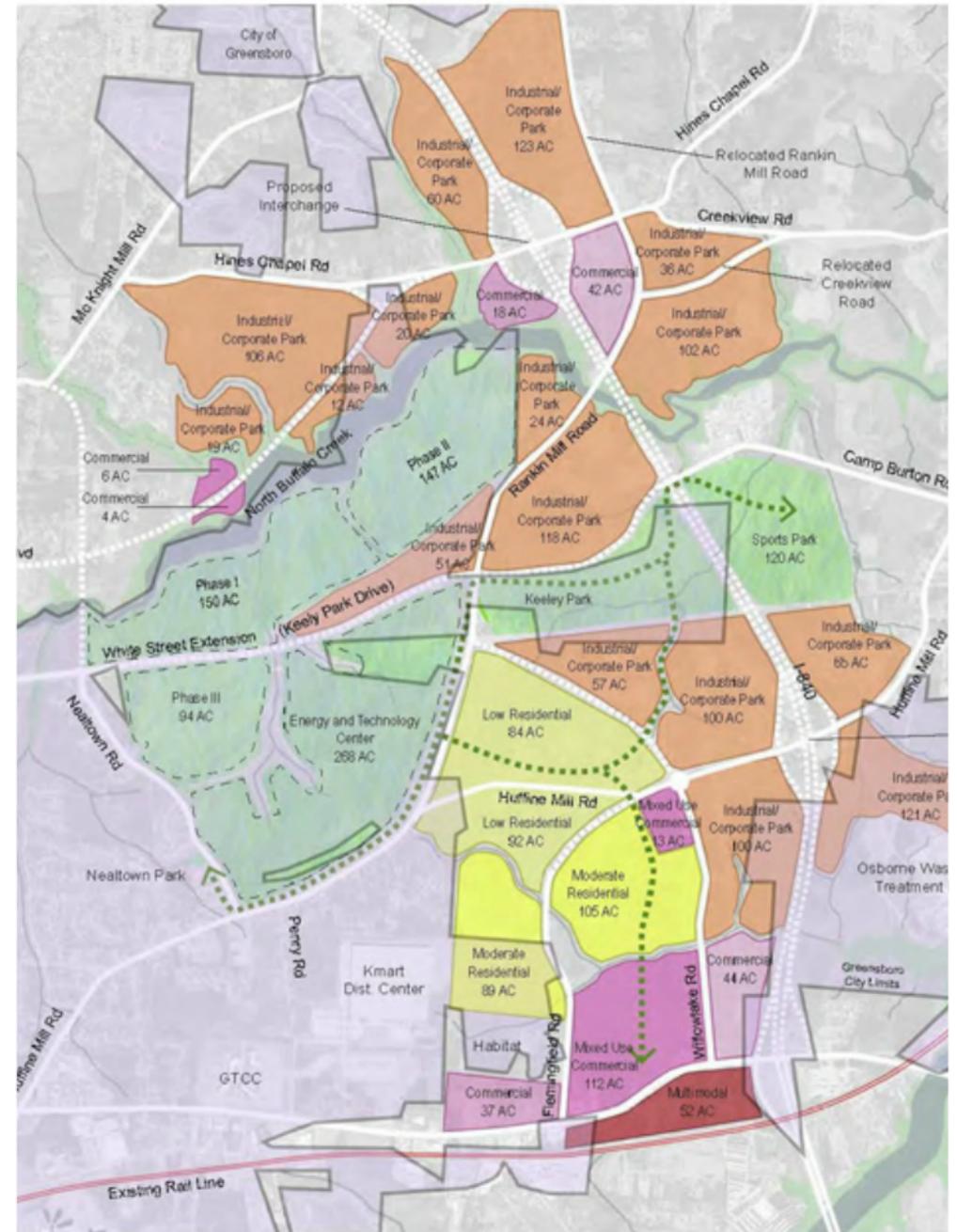
East Greensboro High Impact Zone

- Higher unemployment + strategic land + the urban loop + infrastructure
- Land adjacent to the urban loop offers prime location for current and emerging businesses.
- 50% to 80% tax for up to 8 years



East Greensboro High Impact Zone

- Higher unemployment + strategic land + the urban loop = OPPORTUNITY
- Land adjacent to the urban loop offers prime location for current and emerging businesses
- "80 for 8," 80% tax for up to 8 years





G R E E N S B O R O

DOWNTOWN



Downtown Greensboro

- \$100 million invested in the downtown area over the last 10+ years
- Steven Tanger Center for the Performing Arts - \$65M public/private partnership
- University Village Concept - \$45M
- Charles Aris Building - \$3.5M
- Downtown Hotels/Redevelopment
- Downtown Greenway - \$26M
- Gerbings - \$1.2M



Steven Tanger Center for the Performing Arts in Greensboro





Downtown University Village

- Public/Private Partnership with Bennett College, Greensboro College, Guilford Technical Community College, Guilford College, North Carolina A&T State University, UNC Greensboro, Cone Health, VF Corporation, and the Center for Creative Leadership
- Project's first phase would build a 105,000 SF building and a parking deck with 300 spaces
- The \$40M first phase of the campus will likely open in 2016

Charles Aris Building



- Charles Aris Inc., an executive recruiting firm in Greensboro, is relocating its headquarters downtown at 301 Battleground Ave.
- The firm currently has 35 employees; will add more when it moves into its new headquarters and add to the City's tax base.

Downtown Greenway

- The Greenway, a 4-mile walking trail, is a collaborative project between the City and Action Greensboro.
- Over \$200M in completed and planned investments have already been made around the Greenway, with more to come.



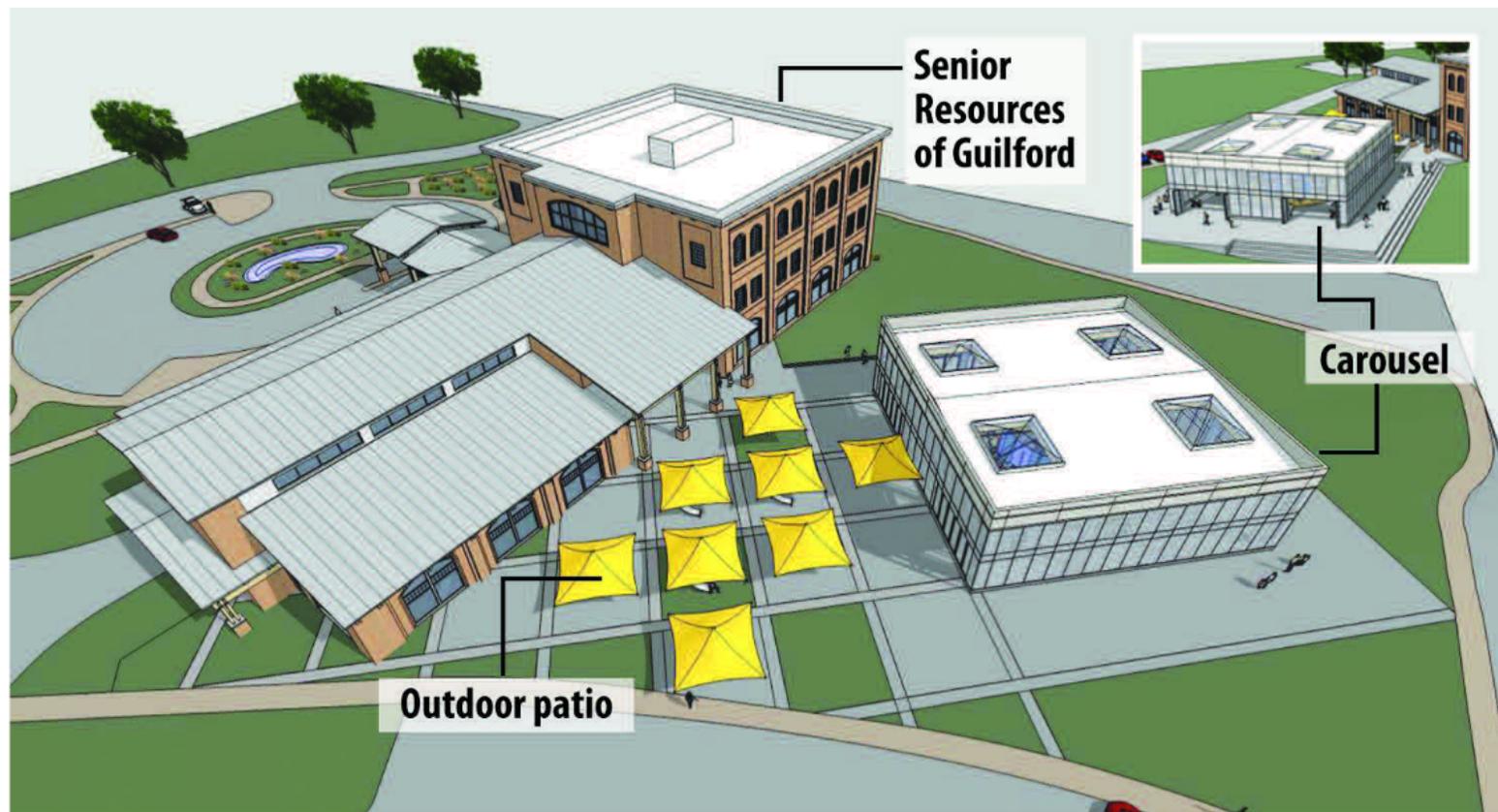
Gerbings

- Bringing new corporate headquarters and jobs to the Central Business District
- Brings 25 new jobs (\$45K p/year + benefits) over a three year period



Senior Resource Center and Carousel

- A new 30,000-sf building for the Senior Resource Center and a custom carousel are moving into downtown at North Church Street and Friendly Avenue.
- The Weaver Foundation owns the 4-acre lot and will donate it for the structures



Carolyn and Maurice LeBauer City Park

- The Community Foundation of Greater Greensboro is guiding the planning and construction of a new, 2.5 acre downtown public park.
- Scheduled to open in March 2016.
- Park provides a key piece to downtown, tying together the City's Cultural District
- The Edward M. Armfield Sr. Foundation has pledged \$1M for a major work of public art for the park







Regional Strategy for Economic Development

