



# EDGE7

*BUILDING A COMPETITIVE FUTURE*

POWERED BY THE RALEIGH CHAMBER 

*CASE FOR INVESTMENT*  
**2024-2029**

# INTRODUCING EDGE 7

We are excited to announce the start of the next EDGE campaign to fund and implement the comprehensive economic development strategy of the Greater Raleigh Chamber of Commerce.

EDGE is how the Greater Raleigh Chamber of Commerce funds the work that the business community has come to rely on the Chamber for – economic development, government affairs, marketing, and regional leadership. The Greater Raleigh Chamber of Commerce has heard the calls of the business community to focus on infrastructure, development, and advocacy and have added these items as a priority in the new 5-year strategy.

It is imperative that we as the leaders of the business community of Raleigh, Wake County, and the Research Triangle Region advocate for this comprehensive economic development strategy and invest in EDGE.

We are proud to serve as the Co-Chairs and Honorary Co-Chairs of this 5-year strategy and funding campaign. Please join us in investing in EDGE. We need to work together to ensure we are **Building a Competitive Future**.



**Barbara Griffith, MD**  
President  
Duke Raleigh Hospital  
*Campaign Co-Chair*



**Kevin McLaughlin**  
Vice President of Government  
Affairs and External Relations,  
Duke Energy  
*Campaign Co-Chair*



**Mary-Ann Baldwin**  
Mayor  
City of Raleigh



**Gregory Poole III**  
Chairman & CEO  
Gregory Poole Equipment  
Company



**Kendal Bowman**  
North Carolina President  
Duke Energy



**Dr. Scott Ralls**  
President  
Wake Technical Community  
College



**Frank Holding**  
Chairman & CEO  
First Citizens Bank



**Dr. Robert P. Taylor**  
Superintendent  
Wake County  
Public Schools



**Scott Levitan**  
President & CEO  
Research Triangle  
Foundation



**Shinica Thomas**  
Chair  
Wake County Board of  
Commissioners



**Ward Nye**  
Chairman of the Board,  
President and CEO  
Martin Marietta



**Dr. Randy Woodson**  
Chancellor  
N.C. State University



The theme of our new five-year economic development strategy is **Building a Competitive Future**. This statement encapsulates everything we do to support our business community and residents of Wake County and the Research Triangle region.

At the Greater Raleigh Chamber of Commerce, we are paving the way forward, fully embracing the rapid progress of our region. After all, Wake County and the Research Triangle region did not become one of the top places to work and live in the U.S. by remaining stagnant or resistant to change!

Thank you for your interest in EDGE. Without your support and leadership, we will not be able to capitalize on the opportunities that lay in front of us.



**Michael Haley**

Senior Vice President, Economic Development  
Greater Raleigh Chamber of Commerce  
Executive Director  
Wake County Economic Development



**Adrienne Cole**

President and CEO  
Greater Raleigh Chamber of Commerce

**Campaign Cabinet**

**Laura Bunn** | Triangle Market President, First Horizon Bank

**Ryan Combs** | Executive Director, Research Triangle Regional Partnership

**Buzz Crosby** | Regional Vice President, Martin Marietta

**Chris Moore** | Executive Vice President, First National Bank

**Rebecca Quinn-Wolf** | Senior Vice President, PNC Bank

**Brian Reid** | President, TowneBank

**Shan Teel** | Executive Vice President, First Citizens Bank

## WHAT IS EDGE?

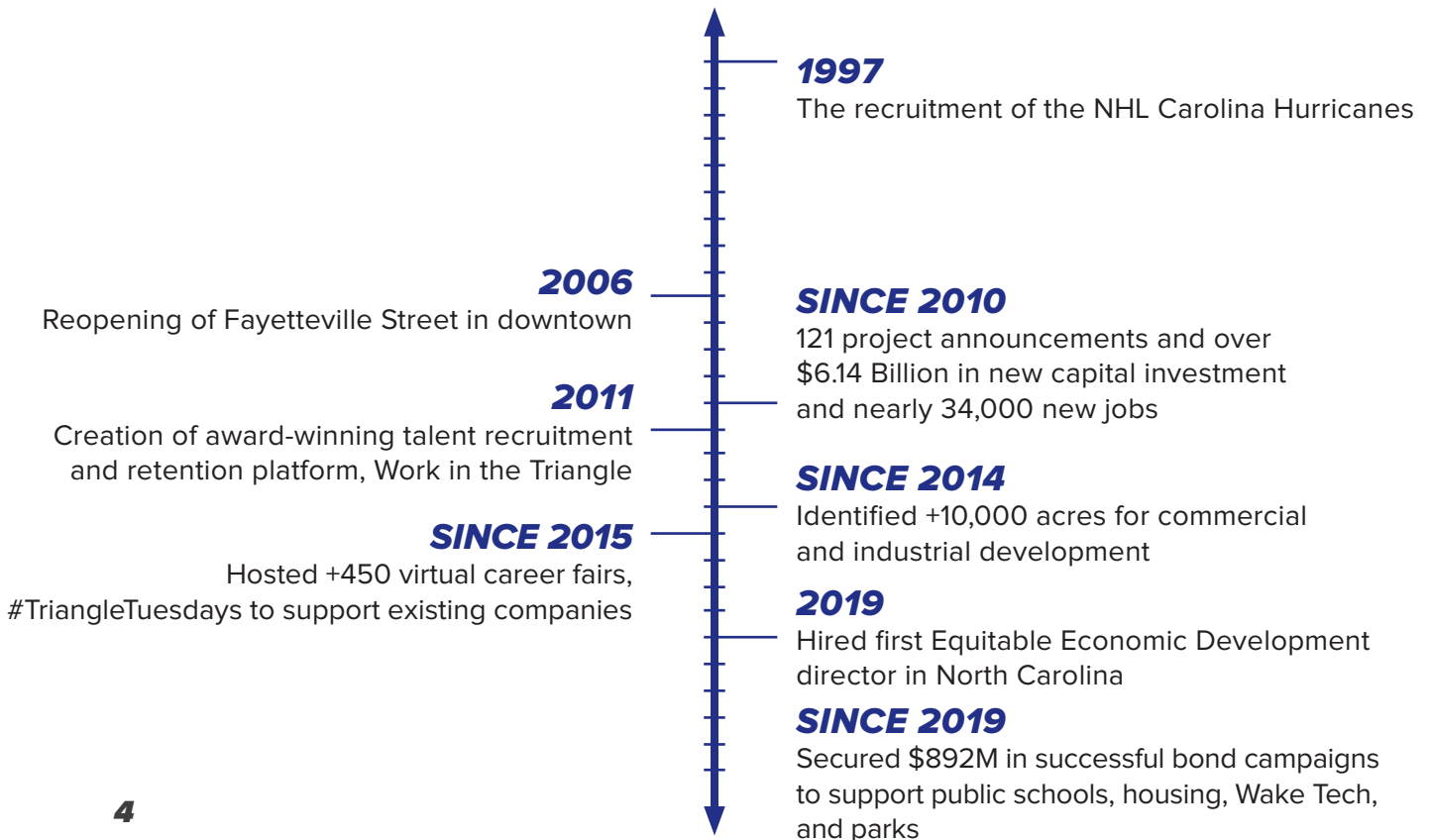
Every five years, the Greater Raleigh Chamber of Commerce develops a comprehensive economic development strategy that is informed by past successes, current circumstances, and future opportunities. The strategy is focused on creating an ecosystem in which people, communities, and companies can thrive.

EDGE is the funding mechanism that supports the Greater Raleigh Chamber of Commerce's comprehensive economic development strategy. The strategy that has been created will focus on supporting existing companies, business recruitment, infrastructure planning, public policy, marketing, government affairs, regional leadership, equitable economic development, and advocacy.

The Greater Raleigh Chamber's strategy is implemented through several programs of the Chamber—Wake County Economic Development, Raleigh Economic Development, and the Chamber's Government Affairs department.



Over the last 30 years, EDGE has helped fuel the success of Wake County and has had a transformative impact on the Research Triangle region. Major impacts include:





# IMPACT

Wake County and the Research Triangle region are experiencing unprecedented economic development success. The Greater Raleigh Chamber of Commerce, through the current EDGE strategy has had a tremendous impact on the prosperity the region has experienced over the last 5 years.



Goal Exceeded

**\$4.6B**

**In New Capital Investment**

5-Year Goal: **\$1.7B**



Goal In Sight

**23,317**

**New Jobs**

5-Year Goal: **25,000**



Goal Exceeded

**8,000**

**Acres Identified for**

**Industrial Development**

5-Year Goal: **2,000**



Goal Exceeded

**880**

**Small, Minority  
Businesses Supported**

5-Year Goal: **400**



**\$892M**

**Successful Bond Campaigns**

To Support Public Schools, Housing,  
Wake Tech, Parks & Recreation  
across Wake County

## NEW AND EXPANDING BUSINESSES

36 ECONOMIC DEVELOPMENT PROJECTS ANNOUNCED

### EXISTING COMPANY EXPANSIONS ANNOUNCED



**FUJIFILM Diosynth  
Biotechnologies**  
**\$3.2B** Investment  
**1,400** Jobs



**CCL Label**  
**\$34M** Investment  
**150** Jobs



**Bandwidth**  
**\$103M** Investment  
**1,100** Jobs



**Blue Force  
Technologies**  
**\$3M** Investment  
**125** Jobs



**Berk-Tek**  
**\$27M** Investment  
**100** Jobs

### NEW COMPANY ANNOUNCEMENTS



**Apple**  
**\$1B** Investment  
**3,000** Jobs



**Amgen**  
**\$550M** Investment  
**335** Jobs



**FUJIFILM Irvine  
Scientific**  
**\$188M** Investment  
**100** Jobs



**Audemars Piguet**  
**\$22M** Investment  
**105** Jobs



**Gilead Sciences**  
**\$5M** Investment  
**275** Jobs



**INEOS**  
New Headquarters  
**50** Jobs



**Forge Battery**  
**\$142M** Investment  
**204** Jobs

# **WHAT'S NEXT?**

## **CRITICAL CHALLENGES BRING NEW OPPORTUNITIES**

There are critical challenges facing Wake County and the Research Triangle region. If not addressed, they will constrain growth and dampen the region's trajectory. EDGE 7 will support a comprehensive response to these challenges and ensure Wake County is a future-ready community prepared and poised to capitalize on economic opportunities.

### **INFRASTRUCTURE**

As one of the fastest growing metros in the country, we must be aggressive in our pursuit of smart and sustainable growth. Addressing every aspect of infrastructure across Wake County is critical amid the increasing pressures from the pace of our demographic growth. The key to success in moving the needle on these challenges is a policy and regulatory framework that supports smart growth, not stymies it.

***To address this challenge, EDGE 7 will convene an Infrastructure Task Force to complete Wake County's first Comprehensive Infrastructure Plan.***

### **DEVELOPMENT OF AN ADVANCED TECHNOLOGY INDUSTRIAL ECOSYSTEM**

As Bruce Katz, one of the leading commentators on regional collaboration notes, "by all accounts, the U.S. economy is undergoing an industrial transformation of monumental proportions." Katz describes this transformation as the new Advanced Technology Industrial Ecosystem. These ecosystems are reliant on metro regions building comprehensive, collaborative networks necessary to support their growth. Those metros that can, will thrive.

***EDGE 7 will ensure radical collaboration across the region on critical issues and areas of focus including economic development, marketing, and public policy. The strategy calls for convening an array of public, private, academic, and nonprofit leaders to identify and address challenges.***

### **ECONOMIC MOBILITY & OPPORTUNITY**

Prosperity and opportunity in our community must be available to all. Providing multiple pathways to success and economic opportunity must be the priority of our economic mobility efforts. Focusing on existing industries, the talent pipeline, equitable economic development, and workforce development are crucial.

***EDGE 7 will ensure existing industry and equitable economic development strategies are in place to create the most inclusive, vibrant business environment in the nation.***

### **MANAGING SUCCESS**

Wake County and the Research Triangle are among a very small cohort of the most successful metro regions in the nation. A focus on our fundamentals is necessary to ensure we are ready to take the next step as a community. This means supporting existing companies, investing in our education ecosystem, nurturing innovation and entrepreneurship, and staying ahead of infrastructure challenges. What we do with this opportunity is what matters now.

***EDGE 7 will support the growth of existing companies through collaboration with Wake County municipalities, Wake Tech, Capital Area Workforce Development, other workforce and education providers, and private sector EDGE investors.***

# FIVE-YEAR COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY

The 2024-2029 comprehensive economic development strategy comprises 5 Pillars for Building a Competitive Future. There are evergreen components of any economic development plan including site development, business retention and expansion, talent pipeline, and marketing. However, while many are ongoing, the EDGE 7 plan has new strategies and tactics to address the ever-changing challenges confronting the community.

## PILLAR 1: COMPREHENSIVE INFRASTRUCTURE DEVELOPMENT

Ensure Wake County and the region are future-ready and prepared to capitalize on economic opportunities while avoiding being ill-prepared for growth.

### Strategies and Tactics

1. **NEW** Infrastructure Development - Convene an **Infrastructure Task Force** composed of public sector partners, utility providers, and private sector EDGE investors.
  - ▶ Complete Wake County's first **Comprehensive Infrastructure Plan** to determine Wake County's current and projected infrastructure capacity and demand.
2. Site Identification & Readiness - Collaborate with all twelve Wake County municipalities, Wake County, utility providers, and private sector EDGE investors to prepare sites for industrial development.
  - ▶ **NEW** Lead the implementation of a county-wide **Building and Site Redevelopment Study** to identify redevelopment opportunities for industrial development.
  - ▶ Convene a Site Identification and Readiness Task Force comprised of private sector EDGE investors, utilities, and public sector partners.
  - ▶ Collaborate with all twelve Wake County municipalities, Wake County, and private sector EDGE investors of the Site Identification and Readiness Task Force to identify new sites for industrial development.
3. **NEW** Business-Ready Policies - Lead the creation of a regional Public Policy Agenda to ensure Wake County and the Research Triangle Region have a high quality of life, leading education ecosystem, and strong business climate.
  - ▶ Advocate for targeted public policies at the local, county, and state level.

*Infrastructure may be the most important challenge for our community to address over the next five years. I support EDGE 7 so the Chamber can serve as the convener, bringing the right partners together to find solutions to ensure we are ready for the future.*

**Kevin McLaughlin**

Vice President of Government Affairs and External Relations, Duke Energy



*No one is leading like the Raleigh Chamber on addressing our critical challenges and preparing the community to capitalize on opportunities; that is why I support EDGE 7.*

**Ted Klinck**

CEO, Highwoods Properties, Inc.



## PILLAR 2: BUSINESS RECRUITMENT & EXPANSION

Create the most successful advanced technology industrial ecosystem in the nation by attracting new high-quality jobs and capital investment and supporting the continued growth of targeted sectors.

### Strategies and Tactics

1. Industry Cluster Strategies - Support the Advanced Technology Industrial Ecosystem by aiding continued development the target sectors of:
  - ▶ Life Sciences
  - ▶ Technology
  - ▶ High-Skill, High-tech Advanced Manufacturing
  - ▶ Clean Tech
  - ▶ Professional Services & Headquarters
2. Job Creation & Investment - Increase economic prosperity by recruiting new businesses, jobs, and capital investment.
  - ▶ Collaborate with Wake County, Wake County municipalities, workforce development and education partners, utility providers, and private sector EDGE investors to recruit new businesses to Wake County.
3. Existing Industry Support - Support the growth of existing companies with an emphasis on widely shared economic opportunity.
  - ▶ Collaborate with Wake County municipalities, workforce development and education providers, and private sector EDGE investors on existing industry visits.
4. Economic Mobility - Lead equitable economic development efforts to create the most inclusive business environment in the nation.
  - ▶ Support the growth of small, minority businesses through a variety of equitable economic development programs.
  - ▶ Lead the continued implementation of the Blueprint to Dismantle Systemic Racism.
5. **NEW** Lead Generation Strategy - Lead a robust site selection consultant cultivation and business development strategy.
  - ▶ **NEW** Host in-market site selection consultant visits in collaboration with the Research Triangle Regional Partnership, education and workforce development providers, and private sector EDGE investors.
  - ▶ Participate in key site selection consultant events to discuss the competitive advantages of Wake County directly with consultants.
  - ▶ Send the Site Selection Consultant newsletter every six weeks to 250+ site selection consultants to provide regular updates on Wake County's competitive advantages, rankings, and highlight new industrial and office development of private sector EDGE investors.
6. Innovation & Entrepreneurship - Collaborate with private sector EDGE investors and other partners to support the growth of the Innovation & Startup ecosystem.
  - ▶ Convene the Innovation & Entrepreneurship Task Force composed of private sector EDGE investors and a wide array of leaders in the startup ecosystem.
  - ▶ Convene the Annual Innovate Raleigh Summit to celebrate the success of the local startup community.



***Over the last 5 years, WCED announced over \$4.6 billion in new capital investment in our community. We support EDGE 7 to ensure we are prepared for every economic development opportunity.***

**Kellie Ford**, Vice President & Regional Director, S&ME;  
**Baker Glasgow**, President, Clancy & Theys Construction Company;  
**Chris Roberts**, Principal, LS3P Associates, Ltd.





*One of the most important reasons Wake Tech supports EDGE 7 is for the Regional Skills Analysis. WCED received over 1,000 survey responses from companies and we have used this data to inform our curriculum and training to be more responsive to the needs of businesses and our students.*

**Scott Ralls**

President, Wake Technical Community College

*As our community continues to grow, our healthcare teams work hard to keep pace. EDGE 7 and the Work in the Triangle campaign help us discover expert talent from across the U.S. so we can better meet Raleigh’s expanding medical needs.*



**Barbara Griffith, MD**

President, Duke Raleigh Hospital

*Growth in the Triangle Region demands that we collaborate across jurisdictional boundaries to optimally address issues around transportation, equity, access to jobs, affordable housing, infrastructure capacity, open space and public education. I support EDGE 7 because the Raleigh Chamber is a leader of collaboration across the Research Triangle region.*



**Scott Levitan**

President & CEO, Research Triangle Foundation

## **PILLAR 3: TALENT RECRUITMENT & WORKFORCE SOLUTIONS**

*Increase the number of highly skilled employees for existing and new companies in Wake County and the Research Triangle Region.*

### **Strategies and Tactics**

1. **NEW** Talent Recruitment - Expand the national talent recruitment campaign—Work in the Triangle—to market to a broader array of metros.
  - ▶ Position Wake County and Research Triangle region as a primary destination for highly-skilled talent.
  - ▶ **NEW** Expand the Work in the Triangle talent recruitment campaign to five additional metros for a total of 25 target metros.
2. **NEW** Local Talent Supply Development - Lead the Regional Skills Analysis Survey to capture the critical skill needs of regional businesses.
  - ▶ **NEW** Lead the fourth version of the Regional Skills Analysis Survey in 2026 to get 1,000+ responses from targeted industry sectors.
  - ▶ Collaborate with public sector, education, workforce development, and key industry stakeholders in the development and completion of the survey.
  - ▶ Convene education, workforce development, and key industry stakeholders to review the analysis and determine specific implementation strategies to support businesses and workers based on the new findings.
3. **NEW** Constraints on Talent Supply – Address key issues that could negatively impact the talent supply such as housing, childcare, transportation, community culture, and amenities.

## PILLAR 4: MARKETING & GLOBAL BRAND AWARENESS

Communicate Wake County's competitive advantages to prospective businesses and executives through strategic marketing initiatives.

### Strategies and Tactics

1. **NEW** National Marketing Campaign - Lead a new aggressive national business recruitment marketing campaign. The campaign will consist of:
  - ▶ **NEW** A national media and PR campaign to place articles and interviews from Wake County companies and EDGE investors in key industry and news publications;
  - ▶ Digital advertising that will target key U.S. metros;
  - ▶ Digital ads focused on key business recruitment targets.
2. Trade Shows and Missions - Lead trade show marketing and participation efforts in key industry sectors.



***There has never been more competition in economic development. If we want to continue to compete and win, we need to support an aggressive marketing strategy. That's why we invest in EDGE 7.***

**Kimarie Ankenbrand**, Managing Director, JLL;  
**Tom Fritsch**, Sr. Managing Director, CBRE;  
**Stephen Porterfield**, Principal & President, Capital Associates;  
**Jeff Sheehan**, Managing Partner, Trinity Capital

## PILLAR 5: REGIONAL LEADERSHIP

Lead regional collaboration on critical issues and areas of focus including economic development, marketing, public policy, advocacy, government affairs, and infrastructure development.

### Strategies and Tactics

1. Radical Collaboration - Convene regular meetings of regional public and private sector leaders across the education, workforce, economic development, infrastructure, and transportation sectors. These include:
  - ▶ Raleigh Leadership Roundtable
  - ▶ Research Triangle Regional Roundtable
  - ▶ Raleigh Downtown Roundtable
  - ▶ Wake County Economic Development Partners Meeting
  - ▶ **NEW** Regional Public Policy Task Force
2. Regional Marketing & Branding - Promote the Research Triangle Region as a center for innovation, economic prosperity, job growth, and capital investment.
  - ▶ Provide twenty-five percent (25%) of all private sector EDGE 7 investment to support the efforts of the Research Triangle Regional Partnership.
3. Cutting Edge Issues - Convene the Business Sustainability Roundtable.
  - ▶ Convene public sector, utility providers, and private sector EDGE investors to discuss critical sustainability issues.
  - ▶ Coordinate with the Business Sustainability Roundtable partners to distribute information, analysis, and best practices to businesses throughout Wake County and the Research Triangle Region.

# BUILDING A COMPETITIVE FUTURE

## BUDGET BREAKDOWN BY PILLAR

Throughout its history EDGE has demonstrated that investment in the work of economic development produces results that are a win for the entire region. Although years of positive results have built a solid foundation for the work of EDGE, continued progress is only possible by achieving the \$7,000,000 goal for EDGE 7.

### EDGE7 FIVE YEAR STRATEGY | PILLAR

### ESTIMATED BUDGET

|   |                    |
|---|--------------------|
| <b>Pillar 1:</b> Comprehensive Infrastructure Development | <b>\$1,500,000</b> |
| <b>Pillar 2:</b> Business Recruitment & Expansion         | <b>\$1,850,000</b> |
| <b>Pillar 3:</b> Talent Recruitment & Workforce Solutions | <b>\$1,100,000</b> |
| <b>Pillar 4:</b> Marketing & Global Brand Awareness       | <b>\$800,000</b>   |
| <b>Pillar 5:</b> Regional Leadership                      | <b>\$1,750,000</b> |

**Total Estimated 5-Year Budget**

**\$7,000,000**

## MEASURING SUCCESS

### EDGE7 OUTCOMES

The impact of the 5-Year Comprehensive Economic Development Strategy will be realized across Wake County and the Research Triangle region through the following outcomes over the next five years.



**\$3B**

*In New Capital Investment*



**60,597**

*New Jobs Created (Direct and Indirect)*



**\$2.5B**

*In Payroll for Direct Jobs*



**\$4.6B**

*In Payroll for Direct, Indirect and Induced Jobs*



**\$3,230,497,252**

*Personal Income*



**\$2,730,093,227**

*Disposable Personal Income*



**\$2,550,999,112**

*Net Personal Consumer Expenditures*

“

***For our community to take the next step, we need your investment in EDGE 7 to fund our comprehensive 5-year economic development strategy.”***

**John Kane**

CEO, Kane Realty Corporation



## **CALL TO ACTION**

***Support from partners like you will keep us on the cutting **EDGE** and ensure continued success into the next five years. Thank you for choosing to join us in building a competitive future for Wake County and the Research Triangle region.***

For more information contact:

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**EDGE7**

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