



WAKE COUNTY
ECONOMIC DEVELOPMENT

WAKE COUNTY ECONOMIC DEVELOPMENT

Annual Report
FY 2019-2020

“Despite a challenging year, I’m proud of our team, our partners, and our community for responding, adapting, and accelerating into recovery. We look forward to a stronger year ahead.”

MICHAEL HALEY

Executive Director | Wake County Economic Development
Senior Vice President | Raleigh Chamber

Team Highlights



Ashley Cagle Named to Raleigh Magazine’s Top 30 List

Ashley Cagle, Assistant Executive Director for Wake County Economic Development and Vice President of the Raleigh Chamber was named to Raleigh Magazine’s Thirty In Their 30s. To read Ashley’s nomination and to see the other nominees, visit the [Raleigh Magazine website](#).



Kathleen Awarded 40 Under 40

Kathleen Henry was named to Georgia Southern University’s Alumni Association 40 under 40 Class of 2020! This program, in its fifth year, recognizes and celebrates young alumni that are leading the way in business, leadership, community, educational, and philanthropic endeavors. You can learn more about the program [here](#).



Michael Haley Selected for ACCE Economic Recovery Fellowship

Michael Haley, Executive Director of Wake County Economic Development, and Senior Vice President of the Raleigh Chamber, has been recognized by the Association of Chamber of Commerce Executives for his work in economic development and recovery efforts for Wake County and was selected to participate in its Fellowship for Economic Recovery. Michael was selected along with 42 other chambers of commerce professionals, representing urban and rural communities from 24 states. To learn more about this fellowship, visit [ACCE’s Fellowship for Economic Recovery](#).

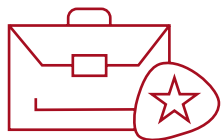


New Hires

We added to the Raleigh Wake team with two new positions, Albert Alwang as an Economic Development Manager and Noor Bokhari as Diversity, Equity, and Inclusivity programming coordinator. You can get to know Albert in our [blog here](#) and Noor [here](#).

JOB CREATION & INVESTMENT

The past year highlighted the resiliency and strength of our local economy. In FY19-20, local companies announced the creation of 6,621 jobs and \$406 M investment across our key sectors of life science, technology, cleantech, and advanced manufacturing. During this time of uncertainty, we continue to attract and retain a highly qualified workforce, and our market has seen a healthy project pipeline.



NO. 1

Best City for Jobs in 2020 in the U.S.

Raleigh, NC
Glassdoor | 2020



NO. 3

City for Millennials to Work Remotely

Raleigh, NC
WhistleOut | 2020



NO. 10

Top Tech Talent Markets in North America 2020

Raleigh-Durham, NC
CBRE | 2020



TOP 10

City Best-Positioned to Recover from Coronavirus

Raleigh-Durham, NC
Moody's Analytics /
Forbes | May 2020

Wake
County
Economic
Activity



92
New Projects



27
Site Visits



81
New & Expanding
Companies



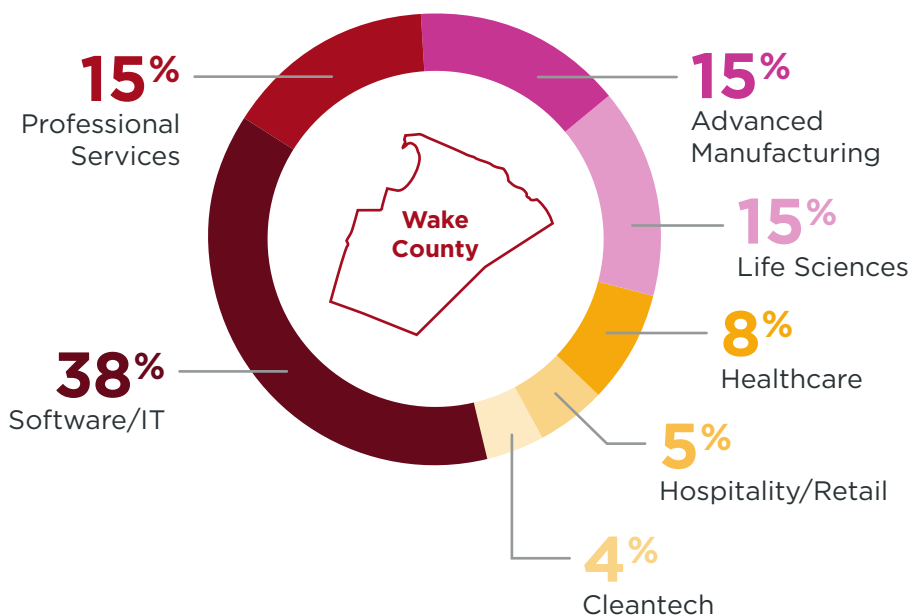
6,621
Jobs



\$406_M
Investments

Wake County Cluster Breakdown

Of the **6,621 jobs** announced since the start of the fiscal year, **4,767** of those jobs (72% percent) were in WCED's cluster industries.



Major Company Announcements & Expansions



Industry: Software/IT

Jobs: 1,165 | Investment: \$100 million

Bandwidth, a global tech company, will designate Raleigh as its corporate headquarters and will expand operations in Wake County by adding 1,165 jobs, along with a \$100 million investment.

Local Impact: With the opening of a global headquarters, Bandwidth will continue to tap into the existing tech talent pool in Wake County. This creates job opportunities for the workforce and further drives our existence as a top place for tech companies to locate.



Industry: Financial Services / HQ

Jobs: 148 | Investment: \$5.2 million

Envestnet, a Chicago-based financial services and technology firm has signed on to three floors in an office tower underway in an upcoming mixed-use destination in downtown Raleigh.

Local Impact: Envestnet, Inc. announced it will relocate its North Carolina-based offices to three floors of a futuristic, high-rise building currently under construction in the heart of downtown Raleigh. The move will give the Envestnet teams based there enough space to more than double their headcount over the next year.



Industry: Advanced Manufacturing, Other

Jobs: 10 | Investment: \$2 million

Hansae, Co., a South Korean company announced its first U.S. manufacturing facility in Garner, and plans to produce personal protective equipment (PPE). The facility will focus on surgical masks with plans to expand to other products in the future depending on the market condition.

Local Impact: The facility will focus on surgical masks with plans to expand to other products in the future depending on the market condition. By having a facility producing PPE in proximity to our market, we will be able to provide our healthcare and business ecosystems with the products they critically need.



Industry: Software/IT

Jobs: 500 | Investment: \$47.5 million

Microsoft, a computer software giant is creating 500 new jobs in Morrisville. The capital – estimated to be an investment of \$47.5 million – would improve an existing facility and create “a state-of-the-art work environment to allow for easier recruitment of a mix of new talent from the finalist community.”

Local Impact: Microsoft's expansion will create employment throughout Wake County with jobs with a minimum average wage of \$125,354.

Business Impact Survey

Our business recruitment and expansion team provided a pulse of the local business and industry during North Carolina's Phase II of re-opening during the COVID-19 pandemic by deploying a Business Impact Survey.

The survey received 121 responses from local businesses, including 84 small businesses (less than 50 employees) throughout Wake County.

Results illustrated that 90% of companies were affected by the pandemic. Impacts reported included companies experiencing a reduction in sales, altering hours of operations, or scaling back capital investment and/or their workforce. The survey also unveiled the resilience of companies in the county, with 65% of companies reporting the ability to work remotely, and just under a third of companies providing a new service or product due to the pandemic. Part of this resilience was due to companies' ability to access capital, with only 4% of companies reporting this a difficulty at that time. This survey was used to help inform the Recovery Task force, and was made possible through our partnership with the 12 municipalities in Wake County.

JOB CREATION & INVESTMENT (CONTINUED)

Foreign Delegation Visits

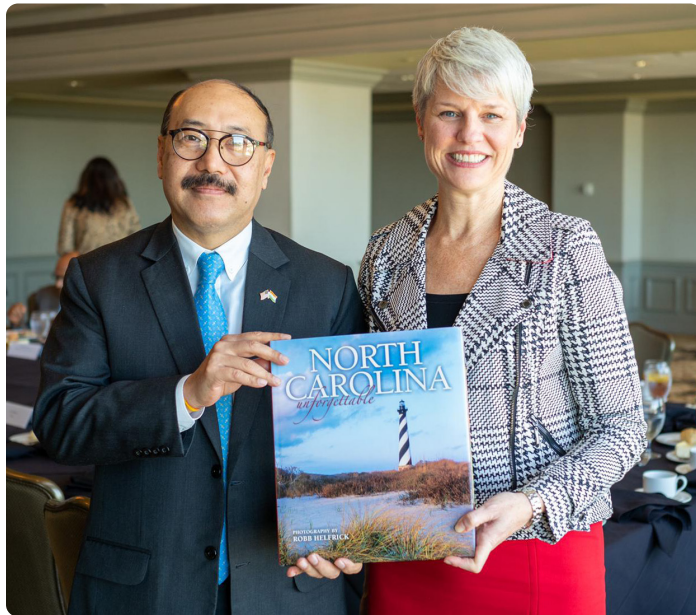
Throughout the year, Kathleen Henry, along with partners from the Research Triangle Regional Partnership, met with and hosted a series of foreign delegations. These delegations visited the U.S. and North Carolina to learn more about industry, discuss partnerships, potential investments, and to learn more about the business climate.

Snapshot of Visiting Delegations:

Hosted 5 International Delegations

- From 3 Countries
- Totaling 14 Delegates

October 11, 2019: Indian Ambassador to the US: WCED organized a CEO roundtable for his Excellency Ambassador Harsh Vardhan Shringla, Indian Ambassador to the United States.



December 10, 2019: Belgian Ambassador to the US: In partnership with Research Triangle Regional Partnership, WCED hosted his Excellency Dirk Wouters, Belgian Ambassador to the US for a breakfast program at the Governor's Mansion.



February 20, 2020: French Ambassador to the US: Organized by the French American Chamber of Commerce, WCED participated in a welcome program for his Excellency Philippe Etienne, French Ambassador to the US.

January 14, 2020: WCED participated in a delegation visit organized by RTRP. Visitors included economic development representatives from the Auvergne Alps Region (where Lyon is located) of France. The visit was a result of follow up from RTRP & WCED's mission to France & the UK in October 2019.

February 15, 2020: WCED and the Town of Holly Springs participated in a delegation organized by the North Carolina Biotechnology Center. Visitors included leadership from Genopole, the leading biocluster for biotechnologies and research in genomics and genetics in France. The group was hosted for lunch by the Town of Holly Springs where partnership and opportunities for collaboration were discussed. This visit was also a result of WCED's trade mission to France & the UK in October 2019.

Raleigh-Research Triangle Receives Designation as "French Tech Hub"

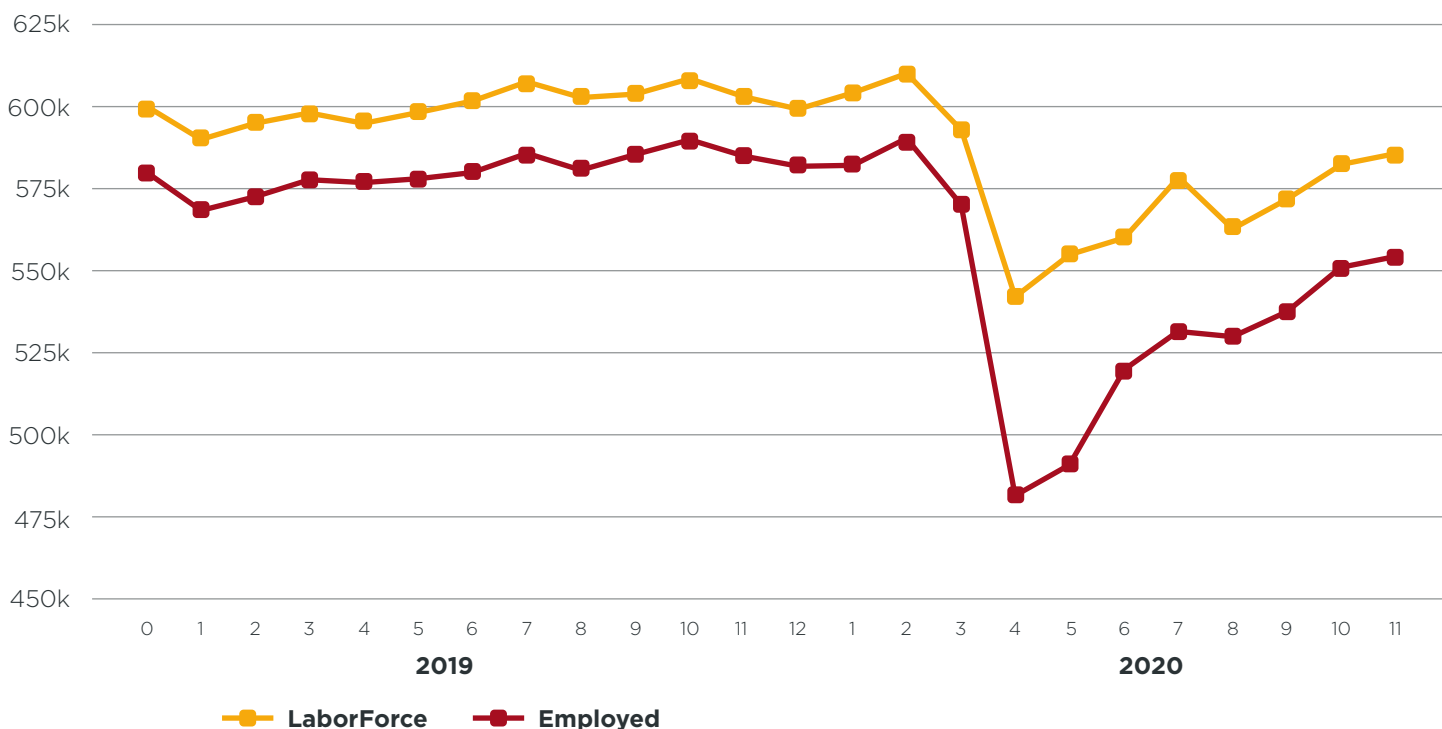
Partners from across the region participated in a trade mission trip overseas during our last fiscal year. Fast forward to 2019/2020 the relationships made during this trade mission fostered new ideas and partnerships with companies overseas. Raleigh and the Research Triangle Region received official designation as an international French Tech Hub. "La French Tech" is an initiative of the French government connecting entrepreneurs, investors, companies, and policymakers in 53 different communities in France to 56 international cities. Raleigh and the Research Triangle will now be promoted in France as a U.S. tech hub and share the global stage with cities like London, Toronto, Barcelona, New York, L.A., San Francisco, and Austin. Learn more [here](#).

TALENT ATTRACTION & DEVELOPMENT

Talent, the new currency of economic development, continues to be a key focus for WCED. Before the pandemic, our region was on track for incredible growth, and we believe that our strong talent pipeline and durable workforce will be key in returning to our prosperous business ecosystem. The WCED team has continued to create and execute multiple talent-based campaigns to get us back on track.

Labor Force & Employment Growth in Wake County

The laborforce and employment were on the rise until COVID hit in March 2020. Since then we have seen a decrease in laborforce and employment until November of 2020, where we have started to see the numbers increase again.



Business Leaders United

In 2019, North Carolina joined California, Michigan, Indiana, Tennessee, Georgia and Washington in **Business Leaders United** and the **National Skills Coalition** effort to better understand workforce policy needs. The **Raleigh Chamber** and **North Carolina Justice Center** joined forces to develop a state policy agenda for workforce development and skills training that responds to the needs of industry in the state. Through almost two years of conversations, multiple convenings across diverse stakeholders and the onset of a global pandemic, a set of shared policy priorities were created. These policy priorities improve, support, and align efforts for an inclusive economic recovery for North Carolina with an eye towards NC's education attainment goal of 2 million citizens (ages 25 - 44) with a high-value credential or degree by 2030.

Policy Priorities: Improve Broadband access, affordability, and adoption for all

- Support displaced workers
- Align non-degree credentials with in-demand living wage jobs

WakeEd Summer STEM

For the third year, Ashley Cagle workshopped information from the Regional Skills Analysis with teachers participating in Wake Ed Partnership's Summer STEM program. Summer STEM is a collaboration between WakeEd Partnership, the Wake County Public School System (WCPSS), and numerous STEM businesses and organizations in North Carolina.

This eight-day professional development program exists to enrich the educator's understanding of the knowledge and skills that are necessary to succeed in STEM careers. During Summer STEM, 100 educators from WCPSS schools engage in hands-on experiences designed to bring real-world lessons to the classroom. The information from the Skills Analysis provides helpful direction for the teachers lesson design and project-based learning used throughout the school year.

TALENT ATTRACTION & DEVELOPMENT (CONTINUED)



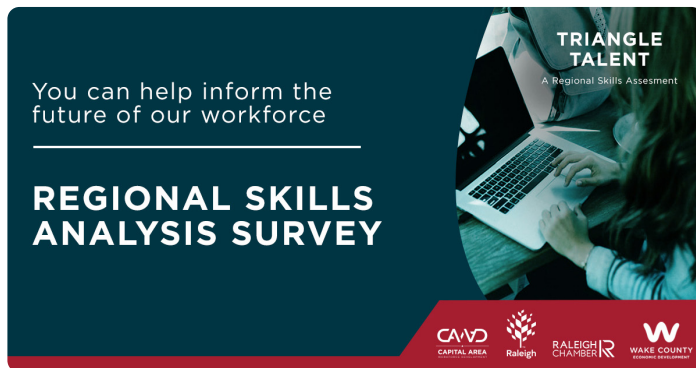
Work in the Triangle
Smarter from any Angle

Work in the Triangle

For many years, Work in the Triangle (WITT) has been a reliable tool for WCED's talent retention strategy. During the pandemic, WITT pivoted to provide employment, community, and volunteer resources 24/7 on Twitter and our website. While the website and branding are still undergoing a much-needed update, the success of Triangle Tuesdays virtual career fair remains strong. Weekly metrics have increased during the last year and the list of new participants has grown.

Regional Skills Analysis

Wake County Economic Development partnered with the City of Raleigh and Capital Area Workforce Development Board to relaunch the Regional Skills Analysis. Prior to the COVID-19 crisis, the region was on pace for incredible growth and development. The WCED team completed a 15-county regional skills analysis to gather information on business needs for the next three years through a series of social media and email newsletter campaigns. With over 700 responses, this information was collected during the height of COVID and can be used to inform curriculum, programming, and recovery efforts. You can visit the landing page created [here](#).



Triangle Talent Publication

Utilizing the data collected from the Regional Skills Analysis, our Triangle Talent publication was updated to inform our community of the key findings. The Triangle Talent publication's key message was that global pandemic or not, the economy continues to change, industry is shifting, technology is at the forefront of business operations, the education system has been disrupted, diversifying the workforce is top of mind, and there is a need to understand emerging trends and challenges in talent and workforce development. View the publication [here](#).



Snapshot of #TriangleTuesdays

Every Tuesday, Work in the Triangle hosts a virtual job fair on Twitter using the hashtag, #TriangleTuesdays. This initiative has been very successful and impactful in bringing awareness to open jobs in the Research Triangle region. We pivoted our Work in the Triangle platform to be a resource center for people seeking job information during the pandemic. A new page was created and we increased our job posting frequency on Twitter, extending our virtual career fair to five days per week.

Hosted 50 Triangle Tuesdays Virtual Career Fairs on Twitter

- 10k followers on Twitter
- 30+ jobs posted per career fair
- 130 contributors for Triangle Tuesdays
- 48,325 page views to WITT website & 18,972 users
- 1,084, Tweet impressions

Employer Guest Blog Series

Work in the Triangle leveraged the resources our business community implemented during the pandemic to kick-off an Employment blog series guest authored by our trusted partners and investors. This blog series shed light on the unknown by providing content that specifically tied to employment, COVID-19 resources and recovery plans, as well as guidance on navigating a virtual world. Organizations such as Green Resources, The Nautical Group, Vaco, Duke Career Center and more participated in this series.

Top Employer Guest Blogs

COVID-19 Employment Resources:

Coronavirus Puts Company Culture to the Test

Guest Writer: John Reid Sidebotham, Executive Vice President, The Nautical Group

COVID-19 Employment Resources:

6 Tips for Online Interviewing

Guest Writer: Duke University Career Center

COVID-19 Employment Resources:

Greene Resources Shares Virtual Interviewing Tips

Guest Writer: Greene Resources

DIVERSITY, EQUITY, & INCLUSIVITY

Now more than ever, a focus on diversity, equity, and inclusivity is imperative to fueling our community and ensuring a better future. This is a key initiative of Wake County Economic Development's Equitable Economic Development Program. Through WCED, a variety of programming and initiatives have been executed to increase brand awareness around the Triangle Diversity, Equity, and Inclusivity Alliance and the equitable work being done through the Raleigh Chamber, WCED, and the City of Raleigh.

Opportunity Zones Forum

Continued our focus on equitable economic development by hosting our first forum focused on Opportunity Zones. The forum focused on the transformational power Opportunity Zones can have on a community and welcomed speakers from around the state. The forum engaged approximately 80 attendees. We also created a new website page dedicated to **Opportunity Zones in Wake County**. You can read the recap blog [here](#).

Live Well Wake

Continued to build a countywide framework to support vulnerable populations and equitable economic development through the work of Live Well Wake. Live Well Wake brings together the county's anchor institutions to design strategies to support inclusive prosperity.

Diversity, Equity & Inclusivity Conference 2020

The annual Diversity, Equity, and Inclusivity Conference focused on the activation of effective interpersonal and infrastructure strategies. The conference convened over 900 participants and provided content through panels and activation labs, along with insightful keynotes from executive leaders. The theme was "Activating the Triangle," and participants were able to learn how to move from theory to strategy and build DEI strategies within their organizations. Programming included keynotes from Jason Mayden, Co-Founder of Super Heroic, and Candi Castleberry-Singleton, VP Diversity Partnership Strategy + External Engagement for Twitter.



DIVERSITY, EQUITY, & INCLUSIVITY (CONTINUED)

Triangle Diversity, Equity, & Inclusivity Alliance

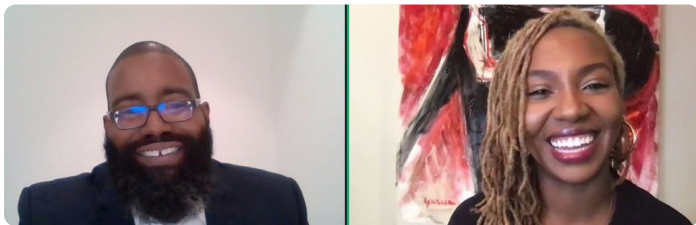


The Triangle DEI Alliance is expanding to bigger and brighter horizons every day. As our community starts to recognize the benefits of incorporating diversity, equity, and inclusivity into their organizations, we want to ensure that they have a place to learn more, connect with others, and continue to grow. To do this, the Triangle DEI Alliance launched a new brand design. This complete renovation includes a new logo, an updated website, and more. You can read a blog rolling out the new logo/brand [here](#).

The Triangle DEI Alliance also continued to blaze the path of creating content to help our business community integrate diversity, equity, and inclusivity practices into their own culture. One of our highlighted events and speakers of the year was the CEO of Ben & Jerry's, who shared his views on supporting corporate activism and civic engagement.

Programming:

- **Courageous Conversation:** A seminar series that provides the opportunity for participants to develop pathways of understanding to support diversity, equity, and inclusivity. With these seminars, we are leading the conversation by introducing topics that can help set the agenda for change. This year we held four Courageous Conversation seminars, attracting over 400 participants. Topics included "LGBTQIA+ Inclusivity", "Bias in Artificial Intelligence", and "Outside World Inside Impact: Building Spaces for Understanding".
- **We Connect:** A free networking event that provides an inclusive business meetup environment to support and celebrate our diverse workforce. Events were open to the entire community, but marketing focused on inviting specific groups from the community. This year we hosted three virtual We Connect networking events, attracting approximately 100 attendees who were able to celebrate people with disabilities, and the Black, Hispanic, LGBTQIA+ communities.
- **Black Business Momentum and Hispanic Business Momentum:** In partnership with the Wake Tech Small Business Center, this seminar series offers free workshops to the black business community and others, and provides access to resources, connections, strategic insight, and networking opportunities. During 2020, we held over 10 Black Business Momentum and Hispanic Business Momentum seminars, reaching 250 small business owners.
- **DEI Rewind:** As we transitioned into a virtual world, the Triangle DEI Alliance created a new program called DEI Rewind to ensure that companies' DEI journeys didn't fall through the cracks. This series of virtual events featured topics and speakers from past Annual DEI Conferences and attracted over 100 attendees.



Danya Perry is pictured with Opal Tometi, the co-creator of #BlackLivesMatter. The two gathered for our Courageous Conversation about Outside World, Inside Impact: Building Spaces for Understanding.

PUBLIC RELATIONS & MARKETING

Prior to the pandemic, our marketing program for FY 19-20 focused on brand awareness to attract the best companies and brightest talent to Wake County and the Triangle region. The national media campaign, a strategic partnership with the City of Raleigh, was the main vehicle behind driving brand awareness. We were successful in placing 20 articles in a variety of national publications and platforms. The articles generated 97,000,000 impressions with an estimated ad equivalency of \$806,000.

However, pivoting our public relations and marketing strategy, was a vital need that was recognized by our community at the beginning of the pandemic. Our national media campaign adapted to the new media cycle and focused specifically on storytelling as a way to uplift our business community's efforts. Our proactive pitching efforts resulted in media placements in publications including Fox News, CNBC Make It, International Business Times, The Close Show on Bloomberg Markets, and beginning a targeted regional marketing campaign in partnership with the Research Triangle Regional Partnership.

In addition, the Raleigh Chamber and Wake County Economic Development quickly came together to produce resources for our community related to the coronavirus pandemic. We created a website, landing pages, and outreach programs to help serve as a connector between government and county regulations and our Wake County community.

COVID-19 Resources & Activation

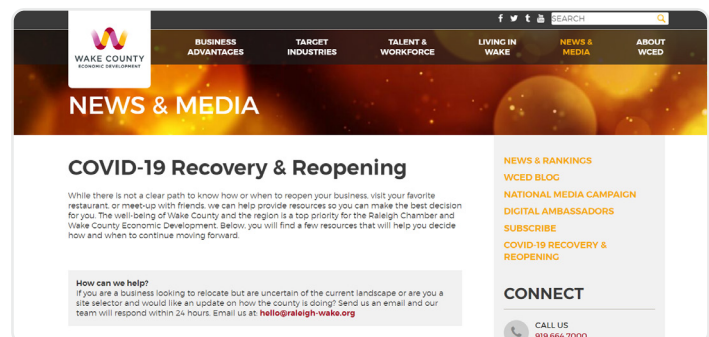


Through our work with the Raleigh Chamber, our team has been very involved in supporting local businesses by working with existing industry partners. We developed a COVID-19 website and resource page, which has become one of our most-visited pages. We have helped support the city and county with small business support funds, and our team launched a recovery task force along with the Raleigh Chamber. The statistics to the right show the impact of our quick programmatic pivot.

March – October 2020

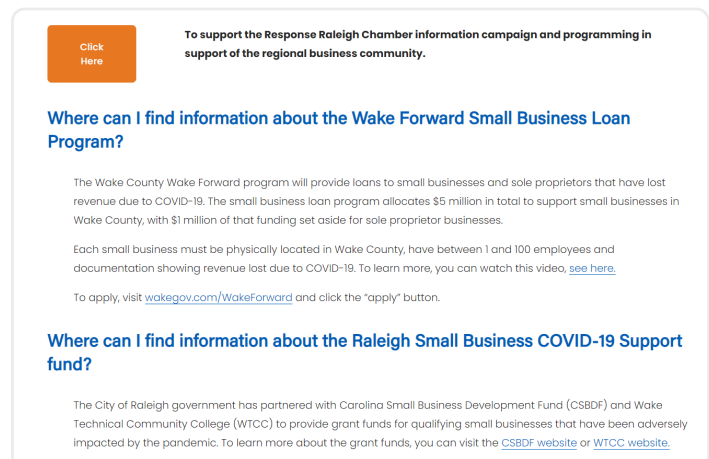
- **Wake County Economic Development COVID Response Website Page March 1 – October 31**

- Page views: 6,228
- Users: 4,078



- **Raleigh Chamber COVID Response Site**

- Page views: 6,980
- Users: 2,667



Top Articles & Broadcasts

Forbes

How North Carolina is Fueling Startup Success

Forbes covered the Research Triangle region in a lengthy article featuring an overview of the startup ecosystem and covered the deep talent pool and rich history of collaboration and innovation in the region.

Impressions: 23,040,308 | Ad Equivalency: \$85,249

FOX NEWS

Coronavirus Disruptions See Drone Meal Delivery Launching in North Carolina

We kept with our “first in flight” mentality and secured a story about Flytrex, a drone company in Wake County and secured a segment on Fox Business After the Bell. The article is an in-depth look into Flytrex’s work in Holly Springs as part of the NCDOT’s UAS Integration Pilot Program. The article highlights Flytrex’s work in Holly Springs after successful launches of similar programs in North Dakota, Iceland, and Israel, and includes details on Holly Springs’ innovative use of drones for things like traffic monitoring and video tours, as well as NCDOT’s drone work across North Carolina.

Impressions: 16,738,586 | Ad Equivalency: \$154,832

Bloomberg Markets

Interview with Mayor Baldwin

Mayor Baldwin was featured on The Close Show on Bloomberg Markets to discuss how the City of Raleigh was dealing with the impact of the pandemic, political protests, and recovery plan post-pandemic. This media opportunity provided the Mayor and City of Raleigh national media coverage to share valuable programs and initiatives that were put in place in response to the pandemic.

Impressions: 10,545,978 | Ad Equivalency: \$97,550

make it

How Colleges and Universities are Stepping Up to Produce Essential PPE for Health

The article features four colleges, including NC State, and their efforts to produce PPE and support healthcare workers. The article includes multiple quotes from Chancellor Woodson, details the school’s efforts to provide N95/surgical masks and face shields, and shines a spotlight on NC State’s partnerships with Brooks Brothers, Hanes, UNC Chapel Hill, and Duke University to quickly meet community needs.

Impressions: 15,166,631 | Ad Equivalency: \$140,291

outdoors^{ELEVATION}

Outdoor Brands Find New Purpose in Being Part of the Pandemic Solution

In addition to encouraging the curve-flattening behavior of social distancing, many of our favorite outdoor brands are also pivoting production and reorienting their resources to help the COVID-19 cause. Raleigh-based natural insect repellent manufacturer, Murphy’s Naturals pivoted their manufacturing production to produce Hand Sanitizer to supply the increasing demand.

Impressions: 21,000 | Ad Equivalency: \$777

[cause•artist]

The Pay What You Can Cafe Model May Revolutionize the Restaurant Industry in America

A Place at the Table in Raleigh, North Carolina is one of only 61 pay-what-you-can restaurants in the U.S., which means customers can choose to pay the suggested price, pay what they can afford, volunteer their time or pay-it-forward. Founder of A Place at the table, Maggie Kane was featured on the Disruptors for Good Podcast and shared her story on why she has been successful in Raleigh, her education at NC State, and the potential for how the pay-what-you-can model can revolutionize how the restaurant industry operates in the U.S.

Impressions: 42,000 | Ad Equivalency: \$1,554

International Business Times

Virus Isolation Pushes North Carolina Town to Use Drones for Meal Deliveries and More

The article highlights Flytrex’s work in Holly Springs, in partnership with NCDOT and the FAA’s UAS Integration Pilot Program. The article primarily cites comments/quotes from the original Fox News story, and links back to that original piece, as well.

Impressions: 181,692 | Ad Equivalency: \$1,681

Messaging

East Coast Made Easy

Before the pandemic hit, our team, City of Raleigh, and Greater Raleigh Conventions and Visitors Bureau were hard at work preparing for SXSW 2020. However, even though we canceled our trip to Austin, Texas, our messaging and activation strategy lived on, through our campaign “East Coast Made Easy”.



The campaign aims to position Raleigh as “A city built by thinkers and doers looking to make a difference. A community with big-city hustle without the hassle. A home that is welcoming and open. A culture that is kind and a life that is just easier. Raleigh—East Coast Made Easy.”

EDGE Investors | Marketing Efforts

Through the leadership of a number of our EDGE investors, WCED brought together additional marketing professionals from private and public sectors to collaborate on a region-wide messaging campaign that could be used by anyone in Wake County. By using our Talent perception study conducted by DCI, this group selected the “east coast made easy” messaging to further develop into a campaign for SXSW and beyond. Now, in our EDGE 6 campaign, our EDGE investors will help us bringing the east coast made easy messaging to life and strategize best practices for the community to utilize in 2021.

Regional Marketing Campaign

Over the past few years, we’ve focused our national media campaign on Raleigh and Wake County. The campaign had a lot of success, but the need to extend our focus presented itself in 2020 for many reasons. WCED launched a six-month joint digital regional marketing campaign with the Research Triangle Regional Partnership and DCI. This campaign focused increasing awareness of the Research Triangle Region as a leading location for business. The campaign kicked off in Sept. 2020.

SXSW Media Pop-Up Event

The Raleigh SXSW team hosted a media/kickoff event at Raleigh Union Station. Inviting both key partners and media, the event was a chance to share the new campaign for SXSW and celebrate the announcement of the trip. The following media coverage was secured as a result:

3

News Outlets

7

Stories Produced / Shared

790k+

Impressions



REGIONAL COMPETITIVENESS & COOPERATION

Despite the COVID-19 Pandemic, economic indicators signal that Wake County is poised for growth and recovery. Coming together as a region to serve our community was one of our main priorities in 2020. The WCED team worked alongside numerous partners and organizations such as Research Triangle Regional Partnership, Wake County Government, City of Raleigh, Economic Development Partnership of North Carolina (EDPNC) and more to address short and long term needs to stabilize, adapt, and accelerate the local economy.

Business Retention and Expansion | Existing Industry

Along with several of our EDGE investors and partners, WCED created an Existing Industry Committee in response to the global pandemic and the need to continue to support existing industries in Wake county with a focus on recovery. The Existing Industry Committee identified four critical areas:

- 1. Research and Outreach Strategy:** developed a survey tool to collect consistent information across the county. This tool will help identify common challenges and opportunities local companies are experiencing.
- 2. Small Business Support:** developing resources to help companies with fewer than 50 employees in the manufacturing and business services (IT, consulting, shared service, etc.) industries.
- 3. Advanced Manufacturing:** building on work from the task force that created the Advanced Manufacturing Brochure. The task force identified a need to curate and develop programs for Advanced Manufacturing.
- 4. Future of Work:** tackling the challenge of companies operating in an increasingly virtual business environment. The group is developing guides to support the physical workspace for companies.

Economic Development Summit Series 2020

The COVID-19 pandemic continued to affect our community, and the need for information and strategies to ensure our future was prevalent. This need fueled a quick pivot on our part to host our first virtual Economic Development summit series. While we would have preferred to be with you (in-person), the virtual format drove us to take a deeper dive on key issues and challenges our community is facing. We are pleased to report that our virtual summit series attracted 200 unique stakeholders across the four sessions.



See below for a each seminar's blog recap:

- Economic Overview: Economic Development Summit Series: Seminar #1 Recap**
Ted Abernathy, Michael Haley
- Economic Mobility: Economic Development Summit Series: Seminar #2 Recap**
Marek Gootman, Mary Ann Baldwin, and Chairman Greg Ford
- Talent: Economic Development Summit Series: Seminar #3 Recap**
Mike Hogan, Ashley Cagle
- CEO Conversation: Economic Development Summit Series: Seminar #4 Recap**
David Morken, Adrienne Cole

INNOVATION & ENTREPRENEURSHIP

Our innovation and entrepreneurship community embodies the definition of resilience and continues to create and innovate during a period of rest. Elevating our start up community, supporting our co-working spaces, fueling growth for our rising entrepreneurs, providing opportunities to speak on their product or company, and promoting success stories to our partners and the media is how we will continue to keep our ecosystem thriving.

Innovate Raleigh Summit 2019

The Innovate Raleigh Summit welcomed over 500 attendees at Raleigh Union Station on October 3rd, 2019 to discuss the future of sustainable development, entrepreneurship, and technology. This event was the first of its kind utilizing different locations and speakers around Downtown Raleigh in a “walking summit. You can watch the [video recap here](#).



Entrepreneurial Wrap-Around Program

Innovate Raleigh launched a program to promote the continued growth of the innovation and entrepreneurial ecosystem with a “wrap-around” program. The program convenes a group of business leaders for the specific purpose of establishing a network of supporters who can ‘wrap-around’ entrepreneurs to give them the help that they need to thrive and grow.

All In For Raleigh Campaign

Innovate Raleigh led a group of volunteers in the creation of the All In For Raleigh campaign to generate individual donations to support the Raleigh Small Business Relief Fund. The fund raised approximately \$12,000 to aid our small business community in the Triangle.



News & Observer Fellowship

Innovate Raleigh kicked off our fellowship with the News & Observer Fellowship, a program created to increase capacity for media coverage for our local entrepreneurs and innovators. The initiative yielded over 100 stories in this first year. Together, these stories have been read by more than 1 million readers and have generated more than 1.5 million story views.

Local coworking firm helping laid-off workers transition into launching a startup

American Underground, the Durham-based coworking company and community of startups, is launching a new program to help recently laid-off individuals transition into becoming entrepreneurs, as the coronavirus pandemic devastates the local economy.

As the Triangle's entrepreneurial ecosystem matures, more businesses are started

This story is part of a News & Observer reporting project aimed at monitoring the health of the Triangle's tech ecosystem. In a survey sent to dozens of people in the local tech industry, the N&O asked what measuring points matter the most for the ongoing success of the region.



TO OUR INVESTORS: A LETTER FROM MICHAEL HALEY

As we prepare this year's annual report to our trusted partners and investors, the world is confronting one of the greatest health threats of a generation, one that profoundly impacts the global economy and all of its citizens.

During this fiscal year, we completed our five-year EDGE 6 campaign. Through EDGE 6, we will continue to position Wake County as a global hub for innovation and business, with an increased emphasis on supporting the growth, retention, and expansion of existing businesses. We also will further build the strategy around HQ recruitment efforts, expand support of entrepreneurs, enhance the talent and workforce development program, and build on initial equitable and inclusive economic development successes. Even during these difficult times, our campaign was a success because of our amazing investors and volunteer leadership! I would like to particularly thank Kari Stoltz, Bank of America, and Stephen De May, Duke Energy for serving as our co-chairs and leading our EDGE 6 campaign. Thank you also to our Honorary Co-Chairs Jessica Holmes, Wake County Board of Commissioners; Nancy McFarlane, Mayor, City of Raleigh; Ann Goodnight, SAS Institute, Inc.; Dr. Scott Ralls, Wake Technical Community College; and Dr. Randy Woodson, NC State University. Thanks also to our Campaign Cabinet Laura Bunn, First Horizon Bank; Cecily Durrett, Berkshire Hathaway HomeServices/ Carolinas Realty; Jimmy Goodmon, Capital Broadcasting Co. Inc.; Gregory Poole III, Gregory Poole Equipment Co.; Beth Tyner Jones, Womble Bond Dickinson, LLP; and Sophia Wajnert, Credit Suisse. Thank you to all our investors for supporting economic development and for your leadership in our community.

Our thoughts remain with the communities and individuals, including essential businesses and local small businesses, most deeply hit by the COVID-19 crisis. We also want to express our extreme gratitude to everyone that participated in our COVID-19 outreach communication efforts, small business and existing industry support, virtual events executed by our WCED and Raleigh Chamber staff, and many more programs that would not have been possible without your continued support and investment.

We look forward to a stronger year ahead and will continue to find ways to support you and your business. Our region has a strong foundation and we are fortunate to be positioned to recovery quickly and continue our momentum.

Sincerely,

MICHAEL HALEY

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

**Wake County Economic
Development**

raleigh-wake.org

[linkedin.com/company/wced](https://www.linkedin.com/company/wced)

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EDGE 6 INVESTORS

Diamond



Platinum



Gold



Silver

Capitol Broadcasting Co., Inc.
First Citizens Bank
Martin Marietta
Nationwide Insurance

NC State University
Red Hat, Inc.
SunTrust Bank

UNC Rex Healthcare
WakeMed Health & Hospitals
Womble Bond Dickinson (US) LLP

Copper

Berkshire Hathaway HomeServices
Carolinas Realty
Blue Cross and Blue Shield
of North Carolina
Carolina Hurricanes
Clancy & Theys
Construction Company
Coastal Credit Union

Coldwell Banker Howard Perry
and Walston
Fifth Third Bank
First National Bank
Highwoods Properties, Inc.
John Deere -
Agriculture & Turf Division

Kilpatrick Townsend & Stockton LLP
KPMG LLP
North State Bank
Pinnacle Financial Partners
RTI International
Scoutr
Smith Anderson Law Firm

Bronze

Alfred Williams & Company
Allen Tate Realtors
AT&T North Carolina
Atlantic Union Bank
Barnhill Contracting Co., Inc.
Barringer Construction
Brasfield & Gorrie LLC
Burnett Development
Capital Associates
CBI, Inc.
Citrix
Clark Nexsen
Curi
Deloitte
Delta Dental of North Carolina
DiLeone Law Group, P.C.
Ernst & Young LLP
First Bank
First Horizon
Fonville Morisey Realty, Inc.

Gallagher
Greene Resources
IBM Corporation
IHS Markit
JLL
Liaison Design Group
Lincoln Harris
Longleaf Law Partners
McAdams
McDonald York Building Company
McGuireWoods LLP
Mercer
Merge Capital
Newland Communities Briar Chapel
& Wendell Falls
Nexsen Pruet, PLLC
North Carolina Railroad Company
O'Brien Atkins Associates, PA
Parker Poe Adams & Bernstein LLP
Pepsi Bottling Ventures

Poyner Spruill LLP
Premiere Communications
& Consulting, Inc.
RATIO
S&ME, Inc.
Shelco, LLC
Siemens Industry, Inc.
Skanska USA Building, Inc.
Stewart
The Nautical Group
TOURtechSupport Inc
TowneBank
Tri Properties | NAI Carolantic
Vaco Raleigh, LLC
Wake Technical Community College
William Peace University
Williams Mullen
Wyrick Robbins Yates & Ponton LLP
York Properties, Inc.