

11,200+ ACRES OF GREENSPACE



WANTED
entrepreneurs

#1 MIDSIZE AIRPORT

CODE MIND
OPEN


North Carolina

176,000 STUDENTS enrolled in HIGHER EDUCATION in the region

2,500 STARTUPS



NUMBER ONE FOR INDUSTRY SPONSORED ACADEMIC RESEARCH



NO. 2 for young professionals



#1 State to **OPEN** Business



Y'ALL MEANS ALL



254 PARKS



BABIES DAY



#2 MOST DIGITALLY INCLUSIVE CITY



#1 BUSINESS STATE BEST



All are Welcome
Growing by 109 people per day



#3 STARTUP CITY IN AMERICA



2 HISTORICALLY BLACK COLLEGES AND UNIVERSITIES



STOP CREATING



#1 BEST PLACE TO RENT IN AMERICA



66 NONSTOP FLIGHTS



2ND MOST EDUCATED



3 Tier-1 Research Universities



75% OF PEOPLE MOVING TO WAKE COUNTY HAVE A BACHELOR'S DEGREE



300 MILES OF GREENWAY



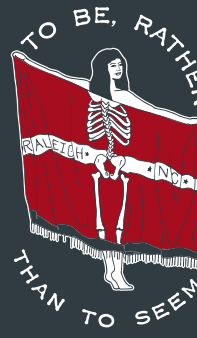
PASSIONATE MINDS



Hello INNOVATORS



TO BE, RATHER THAN TO SEEM.



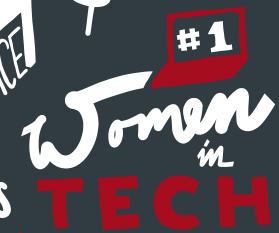
WAKE COUNTY ECONOMIC DEVELOPMENT

Annual Report FY 2018-2019

475,000 SQUARE FEET CO-WORKING SPACE



#1 Women in TECH



MAKERS & DOERS DOING!



8+ COLLEGES AND UNIVERSITIES



85+ MUSIC VENUES



EQUITY ALL DAY





INTRODUCTION

What a Great Year!

Success can be measured in many different ways. From measuring analytics, tracking leads, to projects won, success comes in many forms. This year was another strong year for Wake County Economic Development. A key measurement of success is the direct impact our work has on the community and region. For this fiscal year, we saw an increase in jobs and investment, further promoting the growth of our community, a focus on economic mobility through our equitable economic development strategy, and continued focus on building a skilled workforce to grow our world-class talent pipeline.

The annual report is an overview of the activity of the past year and provides a high level look at projects, initiatives, partnerships, and awards. **We organize each section of the annual report by our EDGE Pillars, which are:**



**Public Relations
& Marketing**



**Regional
Competitiveness
& Cooperation**



**Talent Attraction
& Development**



**Innovation &
Entrepreneurship**



**Quality of Place
& Sustainability**

We are excited to share our success with you and look forward to the opportunities emerging for FY 2019-2020.

INTRODUCTION (CONTINUED)

“This last year, our team has focused on creating tangible impacts in Wake County and the region. Our work is critical to the growth and development of Wake County and we’ve had another successful year. This would not be possible without the support of our EDGE investors, municipal partners, and many public and private sector partners. We thank you for your support and look forward to carrying this momentum into the new fiscal year.”

MICHAEL HALEY

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



Team Highlights



Ashley Cagle Wins 40 Under 40 Award in Economic Development

Ashley Cagle, assistant executive director for Wake County Economic Development, became the second member of our team to accept the Economic Development 40 Under 40 award in the last 10 years. The award is given to economic developers based on their exceptional accomplishments and contributions to the economic development industry. The selection committee reviewed 170 applications before making the final list.



Michael Haley Wins Economic Developer of the Year

Michael Haley, executive director of WCED, was named Economic Developer of the Year by the North Carolina Economic Development Association (NCEDA). Each year, the award goes to an economic development professional in North Carolina who made significant and measurable contributions to economic development. Michael is in his second year as executive director and has been a true leader for Wake County and the Research Triangle region.

Michael Haley Named Top 50 Economic Developer in U.S.

Michael Haley was named to the Consultant Connect Top 50 Economic Developers list. Michael joins the list with 49 other winners from around the U.S. – all making their mark in the economic development world. Michael was nominated by his colleagues in the economic development industry and the site consultant community for his excellent practices, innovation, and success in building Wake County.

JOB CREATION & INVESTMENT

The past year highlighted the diversity and strength of our local economy. In FY18-19, we announced 8,273 jobs and \$519 million investment across our key sectors of life science, technology, cleantech, and advanced manufacturing. During this time of promising growth, business leaders continue to point to Wake County's highly qualified workforce, top-tier universities, and significantly low rates of attrition as reasons to invest in the region.



NO. 1

State for Economic Growth Potential

North Carolina

Business Facilities | July 2019

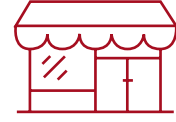


NO. 2

Best Place for Business & Careers

Raleigh, NC

Forbes | 2018



NO. 3

Best Cities to Work In

Raleigh, NC

Fortune | January 2018

Wake
County
Economic
Activity



136

New Projects



41

Site Visits



107

New & Expanding
Companies



8,273

Jobs

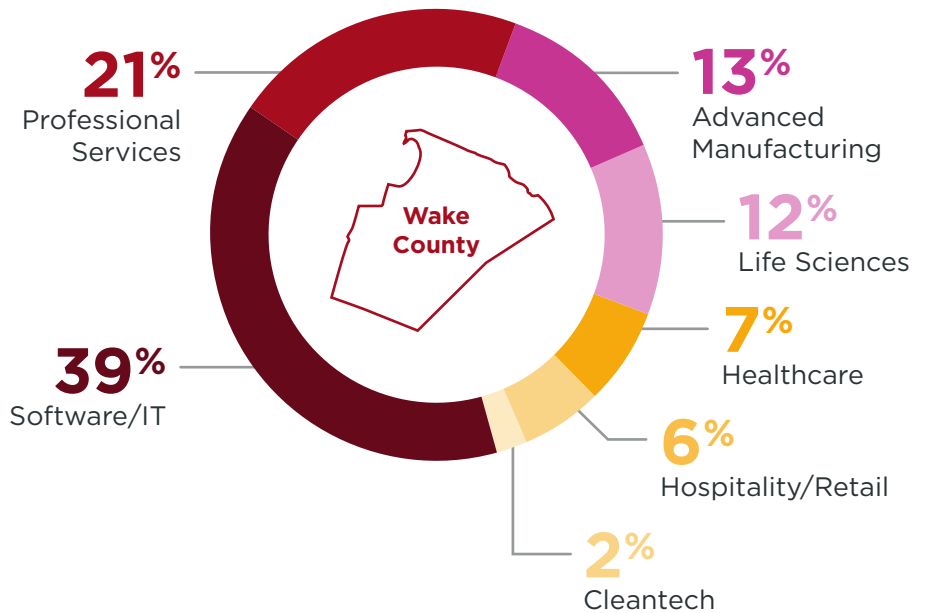


\$519_M

Investments

Wake County Cluster Breakdown

Of the **8,273 jobs** announced since the start of the fiscal year, **5,426** of those jobs (66% percent) were in WCED's cluster industries.



Major Company Announcements & Expansions

xerox

Industry: R&D, Software/IT

Jobs: 600 | Investment: \$18.4 million

Xerox, a global corporation that provides workplace and digital printing solutions, announced the opening of a Center of Excellence in Wake County. The Town of Cary will welcome 600 new jobs along with \$18.4 million investment.

Local Impact: With the opening of the new Center of Excellence, Xerox will look 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.

cellectis

Industry: Life Science/Advanced Manufacturing

Jobs: 200 | Investment: \$68.6 million

Cellectis, a French biopharmaceutical company that uses gene-editing technology to develop cancer treatments, will open its first North American manufacturing facility in Raleigh. Raleigh will welcome 200 new jobs and \$68.6 million investment.

Local Impact: Cellectis proves to be a unique and dynamic addition to the Wake County ecosystem. Cellectis adds to a long list of successful Life Science companies - one of Wake County's strongest clusters. Cellectis also joins 700+ foreign-owned firms in the Research Triangle region — further driving global activity and awareness in the region.

pendo

Industry: HQ, Software/IT

Jobs: 590 | Investment: \$34.5 million

Pendo, a fast-growing cloud startup, announced it will open a new headquarters in the heart of Downtown Raleigh. Pendo will be the flagship tenant of the new 301 Hillsborough building and will bring 590 jobs and \$34.5 million investment to Wake County.

Local Impact: Pendo's decision to stay and expand in Wake County is a reflection of the region's incredible momentum, strength, and versatility.

Seqirus™

Industry: Life Science, Advanced Manufacturing

Jobs: 120 | Investment: \$140 million

Seqirus, a world leader in influenza vaccines, is expanding again after it announced a \$9 million expansion in Holly Springs. With investment around \$140 million, Seqirus will hire 120 people, adding to the current workforce of 600 full time employees.

Local Impact: Seqirus, located in the Town of Holly Springs (Wake County), will continue to pull top talent from Wake County and support one of the fastest growing and affordable municipalities in Wake County.

Advance Auto Parts

Industry: HQ, Data/Analytics, IT

Jobs: 435 | Investment: \$5.4 million

Advance Auto Parts, an automotive aftermarket parts provider, announced the relocation of its corporate headquarters to Raleigh. As the first Fortune 500 company to locate in Raleigh, Advance Auto Parts will look to the area's talent pool to grow business and implement technology to serve its customers. The company will hire 435 people and invest \$5.4 million.

Local Impact: Advance Auto Parts shows that corporate/Fortune 500 companies will find highly skilled tech talent and resources in Wake County.

SCHMALZ

Industry: HQ, Advanced Manufacturing

Jobs: 62 | Investment: \$10.5 million

Schmalz Inc., German robotic manufacturer, announced the expansion of the current Raleigh headquarters. Schmalz Inc. is the first company to qualify for Wake County's Targeted Growth Area Incentive Program. The company will bring 62 new jobs and investment of \$10.5 million.

Local Impact: Schmalz Inc. will expand in an area of Raleigh where unemployment is higher and development happens less frequently. With the expansion, Schmalz Inc. will help provide opportunities for citizens and drive growth in the area.

PUBLIC RELATIONS & MARKETING

Brand awareness is a key focus for Wake County Economic Development. Storytelling is a great way to show the growth of a community, the progress, and the momentum. WCED focuses on storytelling as a way to drive brand awareness of Wake County and the region, and to attract the best companies and brightest talent. The national media campaign, which is a strategic partnership with the City of Raleigh, is the main vehicle behind driving brand awareness. During the past several years, the campaign has gained momentum due to the growth of the market.

Snapshot of National Media Campaign Success & Impact

- **14 Placements in 12 National Outlets**
 - 145,535,660 total impressions
 - \$564,522 in ad equivalency
- **2 Surveys Conducted Resulting in a Perception Study**
 - 1,200+ responses from across the U.S.
- **7 Key Messages Developed for Greater Raleigh**
- **1 NYC Media Tour + Site Selector Breakfast**
 - 5 in-person meetings with 9 NYC journalists
 - 1 article in Business Insider
 - 1 radio interview with Bloomberg BusinessWeek Radio
 - 15 people joined breakfast presentation for site selectors

Top Articles & Broadcasts

Bloomberg Businessweek

Pendo CEO Building on Raleigh Successes (Podcast)

As a result of the national media tour in New York City, Bloomberg Radio Producer Paul Brennan hosted Todd Olson, CEO of Pendo, on Bloomberg BusinessWeek radio program. Todd discussed Pendo's unique culture and how his company has thrived in Downtown Raleigh.

Impressions: 54,710,340 | Ad Equivalency: \$202,428

The Washington Post

You're Going Where? Raleigh

The Washington Post wrote a creative piece on Raleigh, calling the city, "sneaky cool." The article covers an in-depth look Raleigh as a thriving innovation hub with distinct culture and something for everyone.

Impressions: 43,842,778 | Ad Equivalency: \$162,218

BUSINESS INSIDER

The Site of an Abandoned Mental Hospital in North Carolina is Being Transformed into the Next 'Central Park'

As a result of the national media tour in New York City, Ashley Cagle (WCED) and Veronica Creech (City of Raleigh) sat down with Business Insider reporter Aria Bendix to discuss Dorothea Dix Park. Ashley and Veronica shared the vision for the park as well as for the City. They also shared how the park is reconnecting the community and welcoming new residents through the use of greenspace.

Impressions: 28,531,815 | Ad Equivalency: \$105,568



The Nation's Most Exciting Park Project is Taking Shape in North Carolina

Curbed, a popular and well-known outlet for real estate and urban design, covered the development of Dorothea Dix Park. Contributor Patrick Sisson interviewed Raleigh Mayor Nancy McFarlane and Dix Park Project Manager Kate Pearce. Mayor McFarlane and Kate discussed growth of the park and city while sharing the master plan and efforts around creating an inclusive park for all to enjoy.

Impressions: 3,166,423 | Ad Equivalency: \$11,716

DIGITAL JOURNAL

IBM and North Carolina State University Are Investing in Quantum Computing

Digital Journal covered the partnership between IBM and NC State's efforts around Quantum Computing and the recent opening of IBM's Q Hub on NCSU Centennial Campus. The article discusses the importance of preparing young talent to know and understand how to use Quantum Computers.

Impressions: 1,498,071 | Ad Equivalency: \$13,857

PUBLIC RELATIONS & MARKETING (CONTINUED)

Site Selector Newsletter

Sharing updates and news with site selectors is a great way to communicate announcements, incentive policy updates, rankings, site information, and articles. Early in 2019, we sent our first monthly newsletter to 75 site selectors. Since then, the list has grown to 300 recipients and the newsletters have open rates averaging 25% with strong click rates. The newsletter also has acted as a conversation starter when we follow-up via email with recipients who have engaged with the newsletter.

300

Newsletter Recipients

25%

Average Open Rate

Greater Raleigh Perception Study & Development of Key Messaging

In partnership with DCI and the City of Raleigh, a “re-discovery” phase was conducted to explore new key messages for Greater Raleigh/Wake County. Two surveys were deployed. The local survey focused on corporate executive feedback and the national survey was geared toward gathering perceptions from talent. The surveys were meant to assess competitive strength compared to other peer-metros, gauge overall perception from talent, and understand how existing local companies/talent view the market they live in.

As a deliverable of the survey results, key messaging was created to help inform all marketing initiatives, shift perceptions, share differentiators, and promote brand awareness of greater Raleigh.

New York City Media Trip - Featuring Pendo

The annual NYC media tour featured Pendo, a rapidly growing cloud company located in the heart of Downtown Raleigh. Todd Olson, Pendo’s CEO, was this year’s spokesperson. The Pendo story paired with the Raleigh narrative proved to be interesting to top-tier reporters. With a combination of Pendo’s homegrown success in a hub such as Raleigh along with fast growth, development, and progress, reporters were curious to learn more about what it’s like to live and work in Greater Raleigh. Other key participants on the tour were Ashley Cagle and Veronica Creech.

During the two-day tour, the team met with the following publications:

Bloomberg **Bloomberg**
RADIO

BUSINESS INSIDER

THE WALL STREET JOURNAL. **ZDNet**

The media tour allowed for national publications to get to know Pendo, Todd, and the Raleigh story, as well as position Raleigh as a top place to live and work. The success of the media tour can be measured by two top placements in the following publications:

- **Business Insider:** The Site of an Abandoned Mental Hospital in North Carolina is Being Transformed into the next ‘Central Park.’
- **Bloomberg BusinessWeek Radio:** Pendo CEO Building on Raleigh Successes (Podcast)



**PICTURE
YOURSELF
RALEIGH**

SXSW

For the last seven years, a team of dedicated partners have attended South by Southwest (SXSW) with the goal of promoting Greater Raleigh and the region. This year, the activation focused on “showcasing Raleigh as a diverse and inclusive community as it relates to people, business, industry, and culture.” The goal of the trade show activation strategy centered around:

- **Driving brand awareness**
- **Promoting culture and entrepreneurial community**
- **Representing the business ecosystem**

The 2019 activation theme “Picture Yourself in Raleigh” was a huge success and resulted in a strong media following, lead generation, new partnerships, and a mural that perfectly shows the depth of our ecosystem.

Snapshot of SXSW Activation & Impact

- 2 million social impressions
- 500+ leads generated at trade show (added to communications database)
- Quarterly newsletter is sent to leads
- 600+ Polaroid photos taken
- 6 blogs created by team
- 2 site visits to Raleigh (perspective companies)
- 2,000 pours of Trophy Brewing Co. & Slingshot Coffee Co.
- 1 website www.pictureyourselfinraleigh.com



REGIONAL COMPETITIVENESS & COOPERATION

Over the past year, our team has worked with numerous partners including the Economic Development Partnership of North Carolina (EDPNC) and Research Triangle Regional Partnership (RTRP) on a series of initiatives to help our region remain competitive in a fast-changing global economy. Whether working with other communities to discuss responsible growth, traveling to NYC to meet with site selectors, or meeting with foreign delegations, WCED found many opportunities to work with key partners to share the regional story. Forming strategic partnerships with local organizations helps capitalize on the overall strength and attractiveness of the region.

Economic Development Forum: Exploring the Triangle of the Future

This year's Economic Development Forum featured a series of compelling future-focused speakers, including a keynote from Ted Abernathy, managing partner of Economic Leadership LLC. With a crowd of 200+, Ted spoke about what the Triangle region might look like in the next 20 years, and how we can prepare for disruptive trends. He spoke about the impact of trends like acceleration, hyper-connectivity, constant disruption, and rising complexity. Ted shared several key thoughts during the presentation - **“people are reinventing everything,”** **“stop predicting jobs and start predicting skills,”** and **“the future is here but it is unevenly distributed.”**



This year's ED Forum also highlighted experts from different industries. Panel members represented the tech sector, education, development, and the economy and spoke to how we can prepare for change in the industry and the workforce:

- Ted Abernathy
Managing partner of Economic Leadership LLC
- Roberta Fox
Urban designer and architect
- Dr. Daniel Stancil
Executive director of IBM Q Hub, NC State University
- Catherine Truitt
Chancellor of Western Governors University

BIO 2019 in Philadelphia



Members from WCED, Morrisville Chamber of Commerce, City of Raleigh Economic Development, Town of Holly Springs, NC Biotechnology Center, and EDPNC attended BIO International Convention in Philadelphia, PA, the world's largest life science conference. Those who attended from our area discussed the region's competitive advantages in the life science sector. Several Research Triangle-based companies were represented at BIO, including Dignify Therapeutics and FUJIFILM Diosynth Biotechnologies.



REGIONAL COMPETITIVENESS & COOPERATION (CONTINUED)

The State of Foreign Direct Investment

Wake County Economic Development hosted the second forum focused on Foreign Direct Investment (FDI) at the Brier Creek Country Club. This year, the forum's content centered around the keynote speaker, Marek Gootman. Marek, a fellow and director of strategic partnerships and global initiatives for Brookings Institution and lead for the Global Cities initiative, focused his presentation on how the region can further develop global awareness and competitiveness. He also touched on the importance of investing time and energy in creating global investment strategies to help drive economic development in the region.



The forum also featured a panel discussion moderated by Marek. The discussion featured local leaders from companies that have a strong foreign presence:

- Charles Vaillant
Global vice president of Technology, Mann + Hummel
- Bob Messier
Senior vice president, Marketing & Customer Engagement, SAS Institute, Inc.
- Ron Kehler
Vice president, Global Professional & Specialty Solutions, BASF

SelectUSA 2019, Washington, D.C.

Economic Development Director Kathleen Henry attended the 2019 SelectUSA Summit in Washington D.C. to represent the Research Triangle region. The North Carolina delegation also included representatives of Winston-Salem, Johnston County, Pitt County, Wilson County, Greensboro, S&ME, Inc. and the state's investment officers from China, Korea, Europe, India, and Japan. This is the third year WCED has participated in the Summit. It is an important piece of the organization's foreign direct investment strategy, which aims to market proactively and strategically the Research Triangle's competitive advantages to a global audience.

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 12 International Delegations
 - From 22 Countries
 - Totaling 73 Delegates
- October 2018: Irish Embassy to the U.S.
- October 2018: Government of Quebec in Atlanta
- October 2018: Association of Textile-Clothing-Leather of the Czech Republic
- October 2018: The Japan Times
- November 2018: French Embassy in Washington, D.C.
- December 2018: EDPNC India Office
- February 2019: Consulate of Belgium in Atlanta



- April 2019: Office of the President of Paraguay
- April 2019: Consulate Generals (France, Germany, Ireland, Netherlands)
- April 2019: Hong Kong Trade & Investment Office
- May 2019: European Union (high-level delegates from Embassies in Washington, D.C.)
- July 2019: NASSCOM

REGIONAL COMPETITIVENESS & COOPERATION (CONTINUED)

Global Carolina Connections Conference, Columbia, S.C.

Global Carolina Connections brought together global business executives and industry, government, and academic leadership from both South Carolina and North Carolina to hear updates on the state of foreign direct investment, international trade, and subjects of interest for foreign businesses operating in the Carolinas.

Featured panel topics included:

- Attraction and retention of talent, featuring BMW Group, Job Impulse, and Bluestar USA, Inc.
- Legal, tax, and trade issues facing global companies
- European business recruitment in North Carolina, featuring the Economic Development Partnership of North Carolina's European investment officer, Luigi Mercuri

Foreign Trade Mission to France and the UK

After months of planning and collaboration with regional partners, representatives from WCED, the town of Holly Springs, NC Biotechnology Center, EDPNC, and RTPP embarked on a seven-day tour overseas. The trip included stops in Lyon, Paris, London, and Cambridge, and a reception hosted at the U.S. Embassy in London. As part of our Foreign Direct Investment strategy, France and the U.K. are strategic target countries with strong, existing connections, and industry clusters that are aligned with the region, in particular, life science and biotechnology industries. The team came home with valuable connections, new partnerships, and a vision for an updated FDI strategy.



Site Assessment Program (SAP)

The Site Assessment Program had another strong year of activity. The Site Assessment Program (SAP) is setup to help the 12 municipalities in Wake County identify, evaluate, and market sites for industrial use. This year, the program evaluated more than 1,500 acres of property and resulted the naming of certified sites in Apex (Cash Corporate Center) and Fuquay-Varina (Fuquay-Varina Business Park). With the help of the program, WCED saw an increase in advanced manufacturing projects considering a site in Wake County.

Additionally, WCED hosted a “speed advising” event to pair Wake County municipalities with local industry experts. This format allowed for a presentation of a site followed by feedback and recommendations from the industry expert. The event brought together a total of eight municipal partners and 12 industry experts.



Site Selection Consultant Cultivation

Building relationships and information sharing with site selection consultants continues to be a priority for WCED. This past year, the team met with consultants in Nashville, Atlanta, the Outer Banks, Charlotte, Columbia, Greenville, Chicago, and New York. These trips provided an opportunity to share major updates on our market including regional transit, incentive policy changes, our focus on equitable economic development, and available sites. Visiting major metro areas allowed for meetings with Foreign Direct Investment representatives from various countries, which continues to be a focus as we target companies looking to expand into the United States.

Financial Technology Study

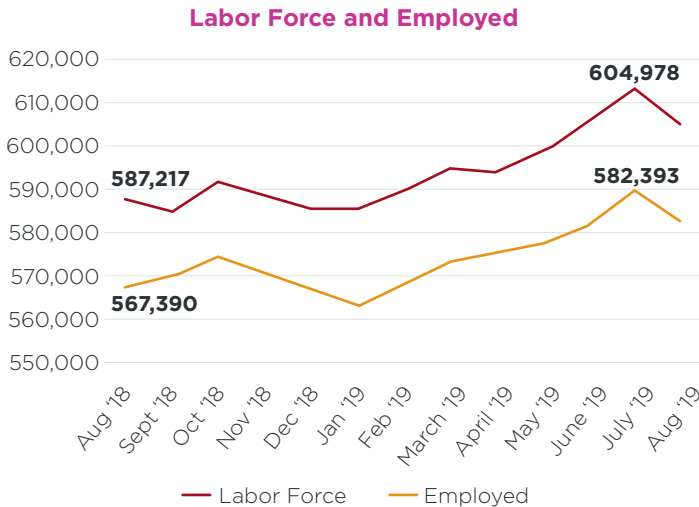
Financial Technology, otherwise known as “Fintech,” is an emerging micro cluster in Wake County and the region. In partnership with RTI International, a study was conducted to understand the strength of the Fintech micro cluster and assess the trajectory of this growing industry. The study revealed key findings and takeaways that can be applied to continue to strengthen the emergence of this industry in the region. As a result of the study, WCED looks to create a strategy around attracting new Fintech companies to the region and create marketing materials to highlight the micro cluster.

TALENT ATTRACTION & DEVELOPMENT

Talent, the new currency of economic development, was a key focus for WCED in the last year. With labor force and employment numbers increasing from year 17/18, the focus on developing talent and building a durable workforce was at the forefront of a number of talent-related initiatives.

Labor Force & Employment Growth in Wake County Chart

From August 2018 to August 2019, Wake County's labor force has increased by 17,761, and employment has increased by 15,003. This represents a 3.0% percent and 2.6% percent change respectively.



Regional Workforce Analysis

In partnership with the City of Raleigh, Wake County Economic Development, and Capital Area Workforce Development Board, efforts around talent and workforce development accelerated in 2018/2019. After completing the Workforce Skills Analysis in late 2017, the data proved to be a driving factor in connecting educators and industry to understand skill gaps and trends in the workforce. The survey data showed that 73% of companies surveyed expect to grow in the next three years, which means businesses will look to hire for 22,000 - 36,000 jobs.

Looking forward, the Workforce Skills Analysis will be deployed again in 2020 with the goal to understand growth projections, hiring needs, skill gaps, and trends.

WakeEd Partnership SummerSTEM Program

With projected growth and the need to prepare the workforce with the right skills, Wake County Economic Development partnered with Wake County Public Schools to participate in the SummerSTEM program.

This professional development program brings educators and STEM professionals together to help educators understand the knowledge and skills their students will need to be successful in the workforce. Companies like BASF, Credit Suisse, and Biogen spent time with educators over the summer to share their industry knowledge and discuss how to help students succeed in a changing workplace.

WCED, CAWD, Raleigh Chamber Receive Laurie Moran Partnership Award

The team at Wake County Economic Development, the Raleigh Chamber, and Capital Area Workforce Development (CAWD) received the Laurie Moran Partnership Award based on the successful collaboration and partnership between the three organizations. The award was delivered by the National Association of Workforce Boards at the annual conference in Washington, D.C.

The Laurie Moran Partnership Award is given jointly to a workforce development board and chamber of commerce who have demonstrated incredible partnership to advance the workforce and economic development of the local region. The Raleigh Chamber and WCED have developed a strong partnership with CAWD over the years, resulting in a number of successful economic development projects with thousands of jobs, and a highly educated and available workforce.



Community Involvement

Community involvement at the K-12 level remains a top priority for the WCED team. As part of the ongoing effort to assist in the development of future talent and help educators understand how WCED/Raleigh Chamber are advocating for the region, the team participated in several interactive meetings, mock interviews, and career fairs.

- **Moore Square Magnet School Career** | Mock Interviews
- **Vernon Malone** | Mock Interviews

TALENT ATTRACTION & DEVELOPMENT (CONTINUED)

Triangle Talent: The Workforce of Tomorrow

This year's Triangle Talent forum, "The Workforce of Tomorrow," focused on the changing needs of the talent pipeline and how to recruit talent outside of the norm. Rob Humphrey, a key account executive with LinkedIn, was the keynote speaker for the forum, which attracted an audience of more than 175 people. His presentation focused on how to create economic opportunity for every member of the global workforce. Humphrey presented statistics on the skills that are behind the talent being hired in Raleigh, such as cloud computing, AI, people management, video production, and sales leadership. He stated, **"57 percent of leaders say that they are more interested in soft skills than hard skills."** Following Rob's presentation, Gary Greene, CEO of Greene Resources, moderated a panel featuring leaders from around the Triangle who are all focused on either entering the workforce, reentering the workforce, or hiring.



Panelists consisted of:

- Kimarie Ankenbrand
Managing director, JLL
- Briana Landis
Student, Meredith College, Class of 2019
- Jannaée Sick
Front end developer, MedThink Communications
- Lindsay Tarabocchia
Assistant vice president, Channel Management,
Credit Suisse

Work in the Triangle

For many years, Work in the Triangle (WITT) has been a reliable tool for WCED's talent retention strategy. At the end of 2018 and into 2019, the team started the process to completely refresh and revamp Work in the Triangle. As a first step, the team worked with New Kind to redesign the logo and create a look and feel that is more reflective of our community. With a new logo in-hand in the early part of 2019, WCED began the next step of determining the process for creating a scope of work for the development of a new marketing strategy and website. The new Work in the Triangle strategy and website are slated to launch in 2020.

Work in the
TRIANGLE

While the website and branding are 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.



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.

Hosted 50 Triangle Tuesdays Virtual Career Fairs on Twitter

10k
Followers
on Twitter

30+
Jobs Posted
per Career Fair

117
Contributors for
Triangle Tuesdays

7,500
Views on "Find a Job"
Page (2018-2019)

3,300
Average Weekly Tweet
Impressions (on Tuesdays)

INNOVATION & ENTREPRENEURSHIP

Supporting and catalyzing entrepreneurship and innovation in the region is done in a variety of ways. Through sponsorships, public relations efforts, and collaboration with partners, elevating our startup community is an important part of the growth and development of this region. Helping entrepreneurs fuel their growth, find funding and talent, and providing opportunities is done in a number of ways. This last year was full of progress toward helping our startup community thrive.

Innovate Raleigh Summit

On Nov. 9, 2018, the seventh annual Innovate Raleigh Summit took place and focused on “Exploring the Future of our Region’s Entrepreneurial Community.” With 300 people in attendance, the summit kicked off with keynote speaker Arlan Hamilton, founder and managing partner of Backstage Capital. The summit featured multiple breakout sessions focused on topics including funding, talent, place, innovation, and also included collaboration sessions geared toward answering these questions:

- **How will we win the talent war?**
- **How can we get more funding for our entrepreneurs?**
- **How can we foster a vibrant and diverse ecosystem?**



The summit also featured a panel discussion between Brooks Bell (founder of Brooks Bell), Scot Wingo (founder of Get Spiffy), and Adrienne Cole (Raleigh Chamber CEO.) These leaders took the stage to discuss the future of our innovation community. The summit closed with a keynote from Todd Olson, CEO of the fast growing tech startup, Pendo.

Triangle Innovation Hub Asset Map

The Triangle Innovation Hub was created in partnership with Innovate Raleigh, high school students from across the Triangle and the education startup, District C. As a result of the partnership, a comprehensive asset map was created to show the entrepreneurial ecosystem in the region. The can be found at www.triangleinnovationhub.com.

Fostering Collaboration Between Startups and Corporations in the Triangle Summit

Innovate Raleigh, in partnership with the Startup Summit, hosted a conference on May 30 called “Fostering Collaboration Between Startups and Corporations in the Triangle.” The goal of the mini-summit was to explore how to better connect and support high-potential companies as they grow in Raleigh and connect them to the resources they need to thrive. The conference featured several keynotes, including a talk from David Gardner, a serial entrepreneur and an early state fund manager, several panel discussions with leading startups and corporations in RTP, along with demo tables from innovative supporters. The event was well attended with just over 150 people.

Innovate Raleigh News & Observer Partnership

In June 2019, Innovate Raleigh and the News & Observer (N&O) named Zach Eanes the reporter for the N&O’s newly created innovation and technology position. The position, which is funded through a grant organized by Innovate Raleigh and a coalition of partners, focuses on technology startups and Main Street businesses.

All Things Open

The All Things Open conference attracts businesses and talent in the technology space and further markets Raleigh as a hub for tech and entrepreneurial talent. WCED and the City of Raleigh had an exhibit at the conference to promote Raleigh as a hub for technology and innovation. The conference participation also included a presentation from Danya Perry, director of equitable economic development for WCED, at the first-ever “Inclusion in Open Source & Technology” segment of All Things Open. Danya spoke to a crowd of technology experts and discussed the importance of diversity in the workforce.

Internet Summit

Internet Summit is an opportunity to showcase Raleigh as a top startup and tech hub. WCED and the City of Raleigh had an exhibit at the conference, and were joined by partners from around the community including, RIoT, WakeTech, Innovate Raleigh, and Hometown Hustle to host a resource lounge for attendees.

Triangle Small Business Week

WCED and the Raleigh Chamber helped lead the effort around celebrating small businesses by updating the new website and sharing programming and resources to the more than 81,000 Triangle employees who work for a small business. You can view the website at www.trianglesmallbusinessweek.com.

QUALITY OF PLACE & SUSTAINABILITY

Equitable & Inclusive Economic Development & Diversity, Equity and Inclusivity

Supporting equitable growth is a key focus for WCED. With the hiring of Danya Perry in 2018, he has created programming that drives growth in a way that benefits all. Additionally, Danya took on a dual role with the Raleigh Chamber as director of Diversity, Equity, and Inclusivity. In this role, Danya has developed a series of new programs to help remove barriers and embrace DEI in the workplace.

Diversity, Equity & Inclusivity Conference

Nearly 500 attendees were at the second-annual DEI Conference on Aug. 9, 2019, hosted by the Raleigh Chamber. The focus of this year's conference was to walk away with tangible strategies to advance DEI efforts in the workplace. Programming included keynotes from Dr. Joanna Schwartz, professor of marketing at Georgia College, and Janice Little, global chief diversity officer and vice president of talent development at Lowe's Companies, Inc.; a panel discussion with representatives from Lenovo, Red Hat Inc., Wake Technical Community College, and Walk West; and an afternoon filled with inspiring breakout sessions from a variety of DEI industry professionals.



New Diversity, Equity and Inclusivity Programming

Several new programs rolled out in 18/19 to help support the effort of engaging the community and breaking down barriers. Program development was led by Danya Perry, the Raleigh Chamber, and key community partners.

- **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. The first two events focused on inviting the black business community and the LGBTQ community (in partnership with the Raleigh LGBT Chamber of Commerce). Each event hosted 60+ people and attendees enjoyed networking and light appetizers at Mofu Shoppe.
- **Courageous Conversation:** A seminar series that provides the opportunity for participants to develop pathways of understanding to support diversity, equity, and inclusivity. The first seminar titled, "Understanding the Roots of Racial Inequity," drew more than 50 attendees and offered attendees a half day of content around creating more inclusive cultures.
- **Black 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 2019, eight events were offered featuring content focused on marketing, bookkeeping, sales, accounting, tax resources, and entrepreneurship. These events saw between 15-30 attendees per and gave attendees the chance to experience a new venue at each event.
- **Love Your Story Workshop:** On June 6, 2019, the Raleigh Chamber hosted Kim Coles, television sitcom star, author, playwright, speaker, and entrepreneur, for an educational workshop on branding and messaging your story. The event was well attended with about 50 attendees during a weekday evening. Attendees walked away with information on branding and messaging, as well as an introduction to the Raleigh Chamber.

QUALITY OF PLACE & SUSTAINABILITY (CONTINUED)

New Targeted Growth Area Incentive

In partnership with Wake County Government, a new incentives tier was announced in late 2018. WCED worked closely with Wake County Government to understand Wake County's most vulnerable communities better, how to support them, and how to promote economic mobility in targeted growth areas. To help aid in the development of these targeted growth areas in Wake County, a new tier was introduced to the incentive policy.

NACo Achievement Award

The National Association of Counties (NACo) awarded Wake County Government and Wake County Economic Development the 2019 Achievement Award for the program "Targeted Growth Area Incentive: Driving Equitable and Inclusive Economic Development."



Pathways Program

The Pathways Program is a group of under-represented small business owners who have participated in incubator programs and are looking for new ways to grow their small business. To date, 20+ small businesses have participated in the program, taking advantage of a free year-long Raleigh Chamber membership. This membership provides resources and networking opportunities for small business owners.

Southeast Raleigh Business Collective

To support small business growth and development, the Southeast Raleigh Business Collective was launched in partnership with Mayor Pro Tem Corey Branch. This collective served as a sounding board for Raleigh Chamber leadership on understanding challenges and opportunities for success, focused on underrepresented small businesses located in Southeast Raleigh. In addition, monthly convening provided participants with business development content - ranging from successful operation practices to effective networking. This partnership served as an immeasurable opportunity to establish meaningful relationships and expand tenants of an equitable economic ecosystem.

Triangle Diversity, Equity, and Inclusivity Alliance

The Triangle DEI Alliance officially launched in early summer, 2019. The goal of the TDEI Alliance is to lead the effort to make the Triangle the most diverse, equitable, and inclusive business environment in the country. The core focus of the alliance is deliver leadership by promoting best practices, convening strategic partners, and advancing innovative solutions in the workforce, workplace, and marketplace. Along with the launch of the alliance, a website was developed to serve as a resource for the community and alliance members. You can visit the website at www.triangledei.org.



Black Entrepreneurship Week

In September, WCED and the Raleigh Chamber helped celebrate Black Entrepreneurship Week. The week long celebration offered participants the chance to share their stories and network with other business professionals in our community. Highlights from the week included hearing from successful entrepreneurs such as Melissa Mitchell (artist and motivational speaker), Tobias Rose (founder of Kompleks Creative), and Richard Berryman (co-founder of Spokehub.)



TO OUR INVESTORS: A LETTER FROM MICHAEL HALEY

Dear Investors,

I want to thank you for helping us make this past year one of our best. As the last year in EDGE 5, we are proud of the progress and momentum we have going into the new year. With your guidance and support, we've helped make Wake County one of the best places to live and work in the U.S. By assisting with projects, joining us at events, participating on committees, and sharing Wake County's story, **our success would not have been possible without you and your organization's commitment to the EDGE program.**

For this next year, we are excited to embark on a new journey with EDGE 6. We will continue to drive inclusive growth, attract new talent and companies, build a strong and skilled workforce, strengthen the innovation ecosystem, and find new ways to collaborate and partner. **We are proud to share the new EDGE 6 pillars, which will provide a framework for our focus.**

EDGE 6 is the right plan to continue our momentum. We thank you again for a successful past year and look forward to what the new year brings for Wake County and the greater region.

Sincerely,

MICHAEL HALEY

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

EDGE 

Pillars:

NO. 1

Economic Prosperity

NO. 2

Talent & Workforce Solutions

NO. 3

Brand Awareness
& Competitive Position

NO. 4

Innovation
& Entrepreneurship

NO. 5

Regional Collaboration
& Place Development



INVESTORS

EDGE 5 Steering-Level Investors

Bank of America
Branch Banking & Trust Co.
Capitol Broadcasting Co., Inc.
Carolina Hurricanes
City of Raleigh
Dixon Hughes Goodman LLP
Duke Energy
Duke Raleigh Hospital
First Citizens Bank
Greene Resources
Gregory Poole Equipment Co.
Investors Management Corporation
John Deere -
Agriculture & Turf Division
Martin Marietta
MetLife
Nationwide Insurance
NC State University
Newland Communities Briar Chapel
& Wendell Falls
PNC
Raleigh Chamber
Red Hat, Inc.
Research Triangle Foundation
of North Carolina
SAS Institute, Inc.
SunTrust Bank
Trailblazer Studios
UNC REX Healthcare
Wake County Government
WakeMed Health & Hospitals
Wells Fargo
Womble Bond Dickinson (US) LLP

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Wake County Economic Development

raleigh-wake.org

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WAKE COUNTY
ECONOMIC DEVELOPMENT