

RCPP2: FOCUS AREA PLANS

Economic Development

DATE: 9.13.13 (Meeting Notes)	
Area of Focus : Economic Development	
Participants: Bennett Taylor, Cynthia Fennell, Michelle Sykes, Bill Early, Steve Fountain, Calvin Baldwin, Eugene Taylor, Ray Freeman, Judy Collier, Krista Jernigan-Wood, Jim Bales, Judy Hachey, Teresa Jenkins, Dick Collier, Matthew Howell, Frank Kiah, Roosevelt Askew II,	Facilitator: Sondra Dickens
<p><u>1. Background/Reason for Action:</u></p> <p>Problem statement – What is the problem? Why?</p> <p>Problem statement</p> <ul style="list-style-type: none"> To Improve the economic development and growth of the RCPP2s region by building additional resources and by utilizing infrastructure, products, facilities, communication, community involvement through education and training and the enhancement of job readiness skills <p>What is the problem?</p> <ul style="list-style-type: none"> The lack of job opportunities <p>Why?</p> <ul style="list-style-type: none"> The lack of community involvement has resulted in the lack of resources and economic growth. 	
<p><u>2. Current State of Focus Area :</u></p> <p>What is happening now? What are Top Priorities?</p> <p>Include Qualitative and Quantitative Data/statistics to “prove the case”</p> <p>What is happening now?</p> <ul style="list-style-type: none"> While northeastern North Carolina ears a historical site and various attractions the local residents are plagued with job loss, limited education and training opportunities and are faced with living in poverty. <p>Top Priorities?</p> <ul style="list-style-type: none"> To prove education and training opportunities for job readiness Attract large businesses and industries to the area and provide tax incentives for them locating in the area Promoting tourism and community involvement 	

Include Qualitative and Quantitative Data/Statistics to “prove the case”

Quantitative Data/Statistics (NC Commerce – Thrive in North Carolina)

- North Carolina is consistently ranked among the best business climates
- Skilled and productive workforce - 36 percent more productive than the average US worker
- Over 10,000 highly-trained individuals enter the workforce annually as they transition out of service from NC ‘s ten military installations representing all branches of service
- North Carolina’s central East Coast location and extensive transportation infrastructure is situated within a 700-mile radius of more than 170 million US and Canadian consumers
- The second largest highway system in the nation, spanning more than 98,000 miles
- Three international airports, including the sixth largest major airline hub in the nation
- Two deep-water international ports and two strategically located inland terminals
- Statewide high-speed internet access, 100 percent digital switching and other infrastructure investments for advanced voice, data and video communications and networking option provide for high-quality, efficient virtual connections to consumers and businesses across the globe

Qualitative

<p>3. <u>Goal/ Target State/Ideal State</u> What is the Ideal State for Economic development?</p>	<ul style="list-style-type: none"> • A Strategic Plan that will establish a program/process that will promote training for jobs, increase financial sustainability for families and local businesses
<p>4. <u>Gap Analysis: (Current vs. Target/Ideal)</u> Identify all possible causes Root Cause Analysis - Top 5-10</p> <ol style="list-style-type: none"> 1. Lack of financial resources to support small rural businesses. 2. The inability to attract medium to large industry. 3. Lack of awareness and knowledge of the region. 4. Decreasing retention and growth of existing business and industry in each of the five counties. 	<ul style="list-style-type: none"> ✧ The tax and spending decisions in the state budget will cost Northeastern North Carolina 1600 jobs and \$65 million in lost labor income by FY2012-13 and %45 of the jobs lost come from the private sector. ✧ Provide an aggressive, first-class marketing and promotional plan that will increase the visibility of the area to contacts for business and industry development. ✧ Involve county, municipalities, private business groups, community leaders and citizens to ensure representation and awareness of the benefits of working together to achieve goals and objectives. ✧ To assist in seeking funding resources to help businesses/industry to retain jobs.

<p>6. <u>Completion Plan/Action Plan</u> Action, Owner, Completion date Who will do what by when to achieve ideal Track Progress</p>	
<p>7. <u>Check results/confirm ideal state</u> Have we achieved and closed the gap? Actual results versus ideal – Box 7 versus Box 3</p>	
<p>8. <u>Follow up/Lessons learned</u> Lessons learned. Reflections. What new things have we learned?</p>	

September 14, 2013