



CELEBRATING OUR REGIONAL PARTNERSHIP'S SUCCESS

2014–2015 Annual Report

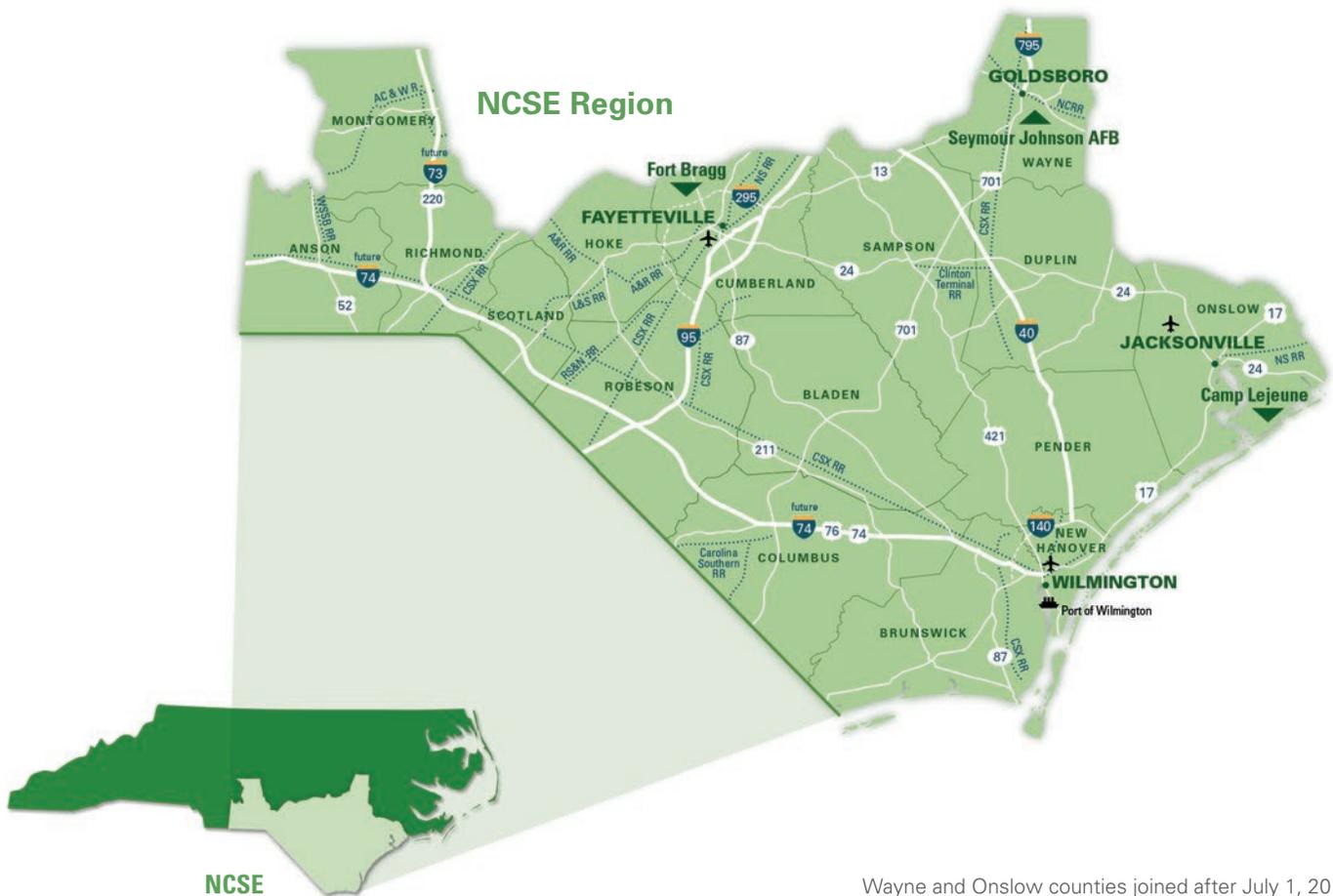
NORTH CAROLINA'S
SOUTHEAST

Regional Economic Development Partnership

THE SOUTHEASTERN PARTNERSHIP

MISSION

Provide strong economic development leadership in southeastern North Carolina through innovative marketing and collaborative regional initiatives that will support the creation of new jobs, generate capital investment, and secure new business locations.



Wayne and Onslow counties joined after July 1, 2015.

SUMMARY



Jeff Etheridge
Chairman



Steve Yost
President

Best ROI Ever in First Year of New Model

Since engaging in its first projects two decades ago, North Carolina's Southeast (NCSE) has always been a results-oriented organization that looks hard at numbers when assessing the impact of its work. In the past year, those numbers point to its most successful year ever.

More than half a billion dollars in economic investment was announced for the region in 2014-2015 as a result of the nine announced projects in which NCSE either generated or assisted. These announcements totaled 3,204 new jobs for the region. These accomplishments and ROI resulted from our collaborative based model that is fully engaged with local, state, and allied economic development organizations. It was a complete team effort, as always.

The Southeastern Partnership completed its first year as an independent investor-driven organization accountable to its private investors and county government partners. The transition had been several years in the making, requiring a new business model, strategic plan and governance mechanisms. Our staff and stakeholders deserve great credit for transforming a 1990s-era state-created commission into a truly 21st century public-private partnership. In the past two years, regional leaders have re-vamped the organization's board structure and composition, adopted a new funding model, fine-tuned its marketing strategies and sharpened relationships with local, federal and state economic development partners, private allies and other organizations sharing an interest in Southeastern North Carolina's economic success.

The Southeast Region's new model was based on careful research of what other leading regional economic development organizations have done. We examined best practices around the country and considered the models driving success in regions similar to our own.

The Southeastern Partnership's new model (a 501c6 private, non-profit organization) is more strongly engaged through strategic and tactical collaboration with partners and allies. **What hasn't changed is our mission. Our work is still focused on generating leads, landing clients and generating opportunities for new jobs.**

3,204
ANNOUNCED JOBS

\$527
MILLION IN
INVESTMENT



FISCAL YEAR 2014 – 2015



SOUTHEASTERN PARTNERSHIP SUPPORTERS

Investor Relations

The Southeastern Partnership would not succeed without its private and public investors working together in a robust way. This investment is critical to maintaining a proactive program that generates results and ROI back to the 15 counties in the region and private investors. Investment benefits the region in the following ways:

- Lead generation and business location opportunities for the counties
- Organized, aggressive plan to market the region collectively by leveraging resources
- Marketing research to support presentations, proposals, and active business projects that consider the region
- Marketing product through the buildings and sites marketing database – this cost is fully borne by the Partnership
- Private investment options through our 501c6 and 501c3 organizations

Public Partners

Anson County	New Hanover County
Bladen County	Onslow County
Brunswick County	Pender County
Columbus County	Richmond County
Cumberland County	Robeson County
Duplin County	Sampson County
Hoke County	Scotland County
Montgomery County	

Local Developers Advisory Group

Economic developers representing each of the NCSE member counties

Private Partners

Aberdeen & Rockfish Railroad Company	Piedmont Natural Gas Company
Aberdeen Carolina & Western Railway	Robeson County Committee of 100, Inc.
AROC, LLC.	Sampson-Bladen Oil Company
BB&T	Scotland Health Care System
Brunswick Electric Membership Corporation	Southeastern Economic Development Commission
Cape Fear Farm Credit	Southeastern Regional Medical Center
Columbus Regional Healthcare System	Southern Industrial Constructors, Inc.
Duke Energy Progress	South River Electric Membership Corporation
Engineering Consulting Services Carolinas, LLP	SunTrust Bank
Electricities of North Carolina	The Economic Development Alliance of Fayetteville & Cumberland County, NC
Fayetteville Public Works Commission	Tri-City, Inc. & CBS, LLC
First Citizens Bank	Tri-County Electric Membership Corporation
Four County Electric Membership Corporation	Waste Industries, LLC
Lumbee Guaranty Bank	Wilmington International Airport
Lumbee River Electric Membership Corporation	W. K. Dickson & Co., Inc.
McGladrey, LLP	Williams Mullen
McGuireWoods, LLP	Wyatt G. Upchurch
North Carolina State Ports Authority	Z. V. Pate, Inc.
North Carolina's Electric Cooperatives	
Pee Dee Electric	

BOARD OF DIRECTORS

Jeff Etheridge

Chairman, BB&T

David Burns

Vice-Chairman
ZV Pate Corporation

Sandy Spiers

Treasurer, Sun Trust Bank

Joann Anderson

Southeastern Regional
Medical Center

Steve Blanchard

Fayetteville Public Works
Commission

Pam Bostic

Southeastern Economic
Development Commission

Brenda Daniels

Electricities of
North Carolina

Roger Davis

Duplin County

Beth Dawson

New Hanover County

Letitia Edens

Hoke County

Ed Garris

Onslow County

Whit Gibson

Scotland County

Chuck Horne

Anson County

Gary Lanier

Columbus County

Frank Lorick

Waste Industries

Jim Matheny

Montgomery County

Ron Matthews

AROC, LLC

Jason McLeod

ECS Carolinas, LLP

John McNeill Robeson

Committee of 100

Bill Melton

Cape Fear Farm Credit

Ed Melvin

Cumberland County

Jim Morton

Wilmington Airport

Ben Moss

Richmond County

John Nelms

Duke Energy Progress

Roger Oxendine

Robeson County

Charles Peterson

Bladen County

Kenneth Robinette

Tri-City, Inc. & CBS, LLC

Russ Rogerson

The Fayetteville
Economic Alliance

Jimmy Smith

North Carolina's EMC

David Stuart

Brunswick County

Jaz Tunnell

Piedmont Natural Gas

Wyatt G. Upchurch

Private Investor

Dr. John D. Ward

Brunswick Electric EMC

Walter White

Lumbee River EMC

David Williams

Pender County

Kermit Williamson

Sampson County

Ben Woodruff

First Citizens Bank

James E. Yokeley Jr.

NC State Ports Authority



BUSINESS & INDUSTRY ANNOUNCEMENTS

FY 2013–14 Announced Jobs and Investment

Company	Jobs	Investment	County	Industry Sector
RC Creations	120	\$25,000,000	Pender	Food Manufacturing
Biochemtex	65	\$200,000,000	Sampson	Energy
USA Investco	100	\$15,000,000	New Hanover	Distribution
Tyton Bioenergy	79	\$36,000,000	Hoke	Energy
TOTAL	364	\$276,000,000		

FY 2014–15 Announced Jobs and Investment

Company	Jobs	Investment	County	Industry Sector
Enviva	180	\$244,000,000	Richmond	Energy
			Sampson	Distribution
			New Hanover	
Kuraray	25	\$5,000,000	Bladen	Building Products
Vertex	1,340	\$55,000,000	New Hanover	Metalworking
Butterball	367	\$67,000,000	Hoke	Food Manufacturing
Sanderson Farms	1,100	\$137,000,000	Robeson	Food Manufacturing
Health Services	40	\$1,000,000	Robeson	Health Services
Military Environmental	12	\$1,500,000	Bladen	Chemical Manufacturing
Asbury Carbons	25	\$8,000,000	Robeson	Chemical Manufacturing
Bluescope Buildings	115	\$9,000,000	Scotland	Building Materials
TOTAL	3,204	\$527,500,000		

TWO YEAR **TOTAL:**



3,568
JOBS



\$803,500,000
INVESTMENT

BUILDING ON KEY REGIONAL ASSETS



NC Port of Wilmington



Agricultural Base



Transportation Network

- Interstates 40, 95, and 73/74



Railroad Network



Regional Airports

- FAY Airport
- ILM Airport
- OAJ Airport



30 Fortune 500 Companies



35+ International Manufacturers



Military Installations

- Camp Lejeune
- Fort Bragg



Universities

- Fayetteville State University
- Methodist University
- St. Andrews University
- UNC-Pembroke
- UNC-Wilmington



12 Community Colleges



Advanced Healthcare Facilities



Energy Capacity

- 4 Power Generating Plants
- Natural Gas Transmission Lines
- Planned Atlantic Coast Pipeline



MARKETING AND BUSINESS RECRUITMENT

The Southeastern Partnership is focused on aggressive marketing initiatives and activities resulting in lead generation of business expansion and relocation opportunities in the region.

Leads by National/International



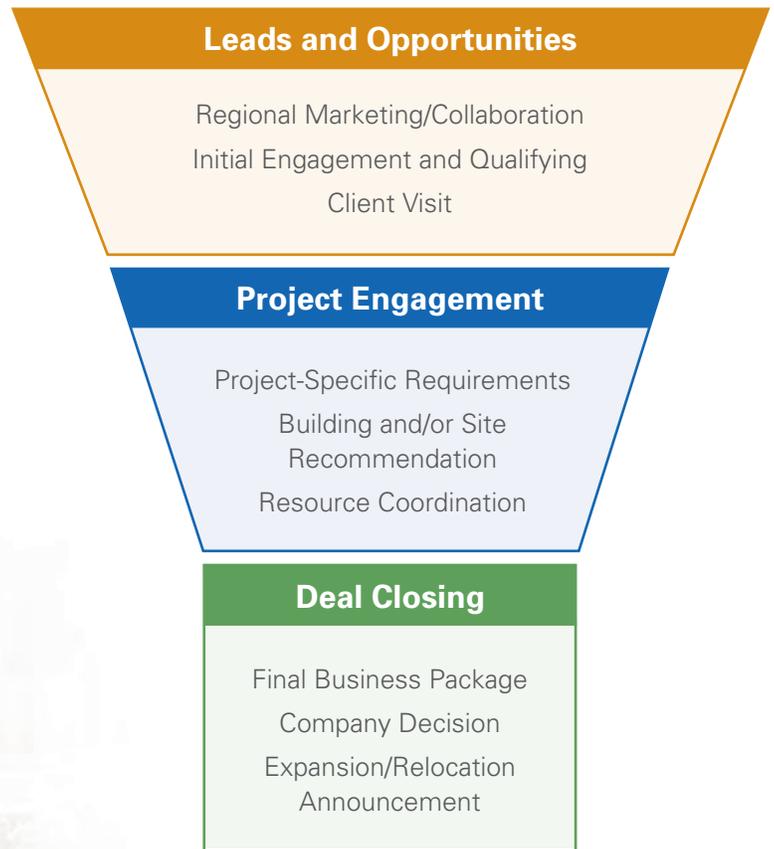
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Lead Generation/Project Process

■ NCSE ■ Allied Partners ■ Company and Allied Partners



Regional Economic Growth

Jobs | Investment
Additional Tax Base
New Regional Industry

KEY PERFORMANCE METRICS



86 Leads



205 Recommendations
(139 Buildings & 66 Sites)

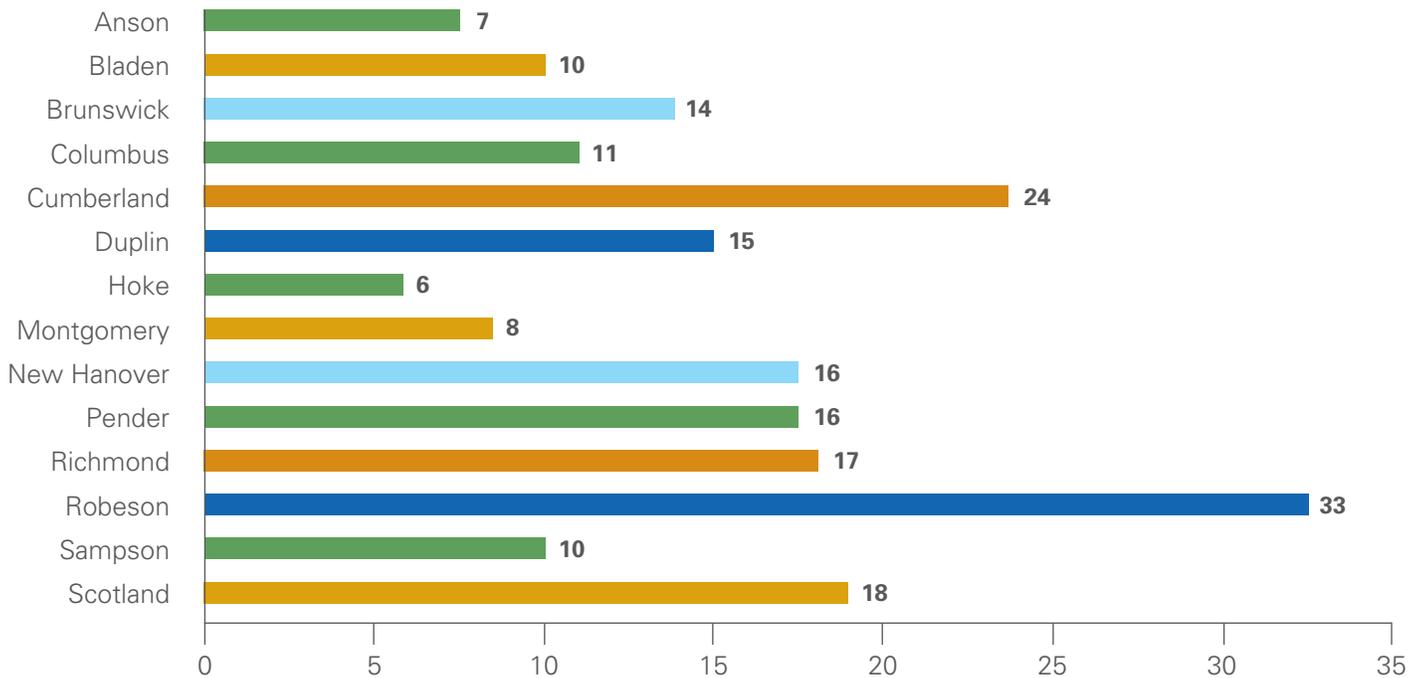


72 Projects
(46 Generated & 26 Assisted)



31 Company Visits

Buildings/Sites Recommendations by County



REGIONAL MARKETING OBJECTIVES

2014–2017 Strategic Marketing Plan



Goals

- Generate qualified business/industry leads and opportunities
- Generate client visits
- Generate building and site recommendations
- Support regional economic development initiatives



Regional Marketing

- Direct Marketing
- Product Development
- Research/Technology
- County and Allied Partner Engagement
- Regional Advocacy
- Planning and Analysis
- Communications/Public Relations



Performance Metrics

- Lead/Opportunity Generation
- Industry Visits to Region
- Building and Site Recommendations
- Technical/Research Assistance
- Partner Engagement
- Strategies Implemented
- Leadership Activity

Marketing Events to Targeted Industry Sectors



Marketing/Recruiting Missions



Canadian Aerospace Summit



Association of the United States Army Annual Expo



Fabrication Technology Show



Raleigh Brokers/Consultant Briefing



Shooting Hunting Outdoors Trade Show



Natural Products EXPO West



Select USA FDI International Summit



Craft Brewers Conference



Micro-region Marketing



SC Consultants Meeting



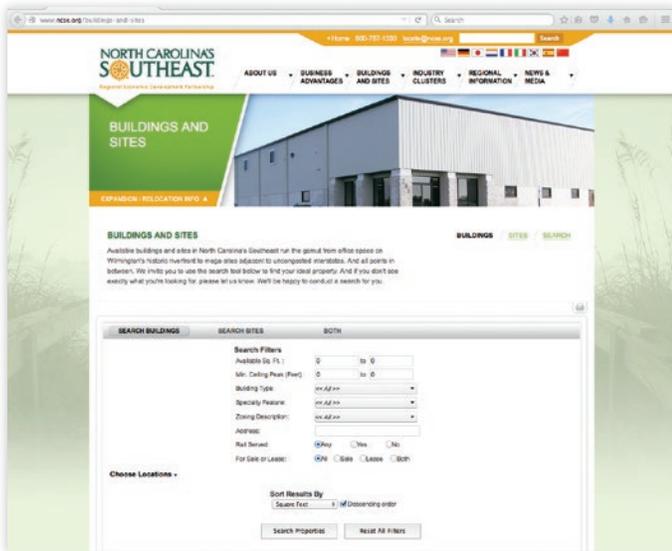
Site Selectors Guild Event



REGIONAL ECONOMIC GROWTH



PARTNERSHIP LAUNCHES REGIONAL BUILDINGS AND SITES DATABASE



The Buildings and Sites database is accessible to the public from the Partnership's website at www.ncse.org.

When today's companies seek locations for relocation and expansion, web-enabled databases are usually the first stop their site selection consultants and industrial real estate brokers make. Communities with accurate, detailed information on the Internet thus operate at an advantage in making the initial cut.

In June, The Southeastern Partnership launched a buildings and sites database that showcases available industrial properties across the region. The search tool is accessible to the public from the Partnership's website at www.ncse.org. Regional leaders worked with Location One in developing the tool. Local economic developers from around the Southeast Region contributed to the tool's design and now play a key part in ensuring the database's accuracy.

A \$35,000 matching grant from the U.S. Economic Development Administration (EDA) helped make the Southeast's buildings and sites database possible.



SERVICES TO COUNTY ECONOMIC DEVELOPMENT ALLIES

Marketing – NCSE aggregates and leverages resources to implement a collaborative based model for marketing the counties in the southeast region. This regional approach creates a higher profile of all counties to site selectors and companies.

Marketing Research – NCSE provides demographic, labor force, and other research and analysis for industry projects and initiatives. NCSE develops an annual marketing plan to generate leads and to meet with site selectors interested in the southeast region. County economic development organizations and allies participate in the marketing events, which are organized by NCSE.

IMPLAN – NCSE conducts IMPLAN (Impact Analysis for Planning) analyses to project the economic impact of industry projects.

Product Development Fund – NCSE provides funding that can be leveraged to help pay for the completion of technical requirements to assist an active industry project or for planning new product, such as a new industrial site.

Project Management System – NCSE tracks all project activity through its customized SalesForce project management system, where every lead, project and recommendation is tracked until the company makes a location decision. Reporting and metrics are tracked for each county in the region.

Micro-Region Marketing – NCSE began a new initiative of developing and working with micro-regions in the larger southeast region in which the counties in those micro-regions work together on customized marketing strategies. The first one to move forward is the Wilmington micro-region of Brunswick, New Hanover and Pender counties. A second micro-region consisting of Anson, Montgomery, Richmond, and Scotland counties is underway with planning. NCSE is currently facilitating these efforts.

Product Development Grants

County	Purpose
Robeson	Completion of rail spur for project
Columbus	Wetlands mapping for Industrial Park
Montgomery	State certification for Industrial Park
Duplin	Industry Sector Analysis for Industrial Park

IMPLAN Analyses for Industry Projects

County	
Anson	Robeson
Columbus	Sampson

Workforce and Demographic Analyses

Counties Assisted	
Brunswick	Cumberland
New Hanover	Bladen
Sampson	Richmond
Columbus	Duplin
Montgomery	Scotland
Hoke	

FINANCIAL STRENGTH AND POSITION

The Southeastern Partnership received a clean audit of its financial position and management for FY 2014-15 by S. Preston Douglas, accountant. The Partnership is a 501c6 non-profit organization and is supported by a 501c3 non-profit organization as well. Funding from our private and public partners was used in the following ways to advance our regional mission:



48.8%
**Business
Development**



30.2%
**Marketing
Strategies**



10.1%
**Product
Development**



9.6%
Administration



1.3%
Fundraising



REGIONAL ADVOCACY – THE POWER OF LEADERSHIP

Regional advocacy is an important facet of The Southeastern Partnership's mission. As champions of policies and programs fostering long-term economic growth, the organization's leaders provide leadership and technical expertise for initiatives designed to attract businesses and spur sustainable job growth.

In 2014-2015, for example, Partnership officials were vocal in their appeals to state legislators to pass the North Carolina Competes Act (HB 117), which extends and enhances the state's Job Development Investment Grant (JDIG) program and authorizes a vote by the people on a \$2 billion bond issue for improved roads, port facilities, state parks and higher educational facilities. The Partnership also advocated for funding for the NC Ports, funding for state economic development programs, and approved a Resolution of Approval for the planned natural gas Atlantic Pipeline project.



The Southeastern Partnership thanks all of its partners and allies for their help during our recent transition to a private, non-profit organization. We're incredibly pleased with what has been accomplished in our first full year, and we look forward to a very bright future promoting prosperity in North Carolina's Southeast.



NORTH CAROLINA'S
UTHEAST™

Regional Economic Development Partnership

THE SOUTHEASTERN PARTNERSHIP

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