



**BUILDING ON A
GENERATION OF SUCCESS**
2015–2016 Annual Report



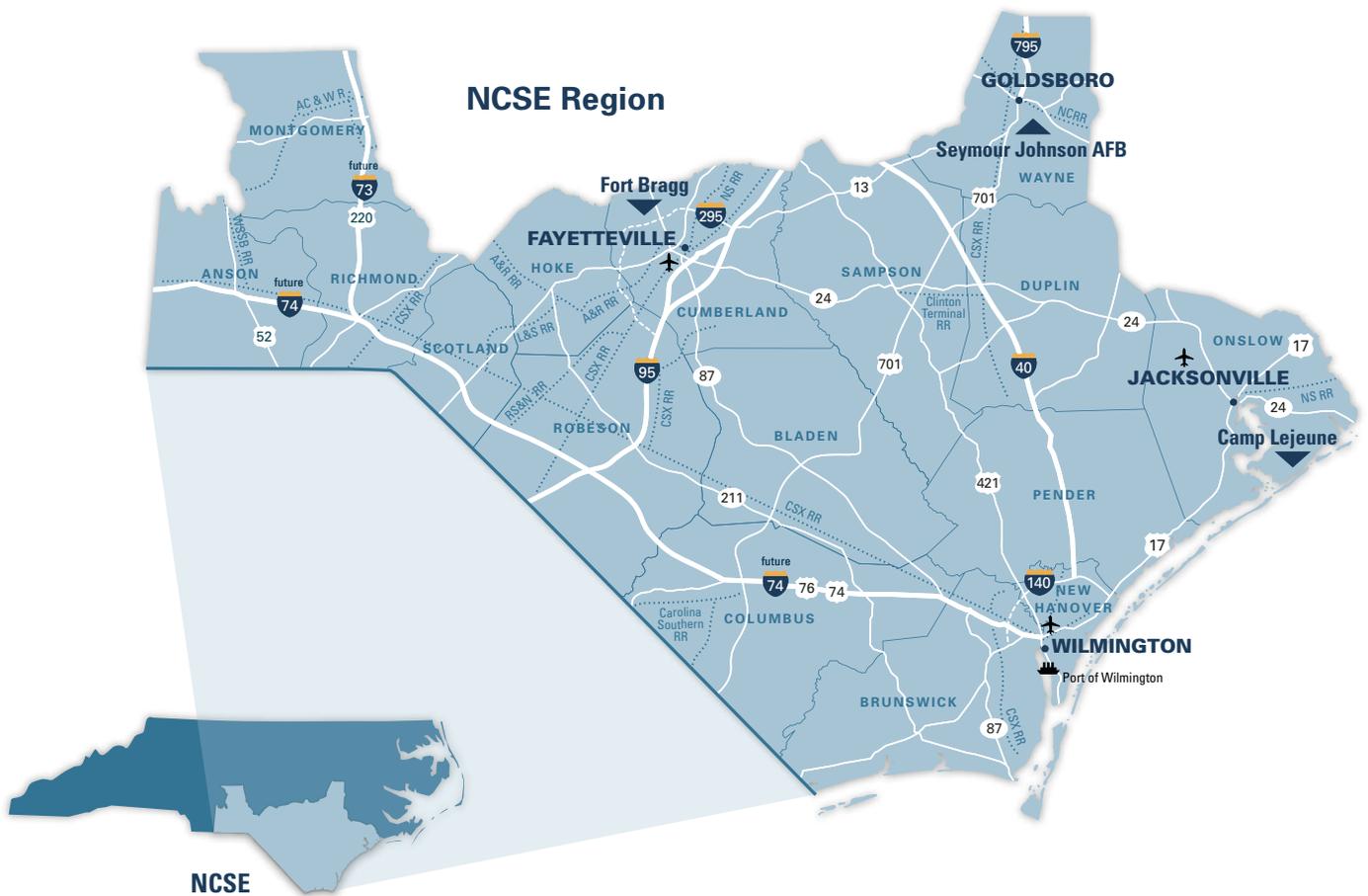
**NORTH CAROLINA'S
SOUTHEAST™**

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.



SUMMARY



Jeff Etheridge
Chairman



Steve Yost
President

Building on a Generation of Success

The Southeastern Partnership traces its roots to a strategy in 1994 that sought to market North Carolina's vast economy on a regional basis. That approach—collaborative, global and visionary—endures today as our organization taps leadership, funding and know-how from an array of partners and allies.

Now into the final leg of The Partnership's 2014-2017 marketing strategy, we're encouraged by the economic vitality of the Southeast Region and the operational performance of our organization. We have already surpassed our three year economic growth goal of \$650 million in announced capital investment, for example, and are within striking distance of our goal of helping to facilitate 4,000 announced new jobs. Our efforts to recruit new corporate residents have helped facilitate the arrival of names like Bluescope Buildings, Georgia Renewable Power and Radix Bay. Tactically, we have already exceeded key targets for lead-generation and project activity and issued more than twice as many site and building recommendations than anticipated.

Our strategy continues its keen focus on a manageable set of industry sectors that offer the best fit for our region. Our agribusiness and consumer foods cluster is flourishing with the addition of names like Butterball and Sanderson Farms and new cold-storage facilities in Duplin County and the Port of Wilmington. Much the same can be said of our alternative-energy sector as Enviva's extensive plans take shape. Logistics and distribution operations will benefit from major investments in multi-modal transportation assets. Military bases in Brunswick, Cumberland, Onslow and Wayne counties continue serving as important business recruitment assets in addition to being powerful economic engines.

Alongside our promotional and project-handling programs is the role we play in advocating for the region and its economy. As forward-looking leaders of Southeastern North Carolina, we take seriously our responsibility as public stewards and advocates of creative, long-term solutions for sustained prosperity.

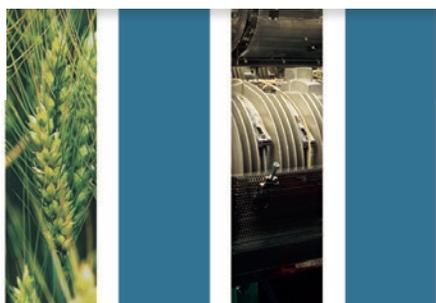
As the coming year unfolds, our mission remains central, the work continues, and our hopes and dreams for the Southeast Region endure.

3,339
ANNOUNCED JOBS

\$652
MILLION IN
INVESTMENT



FISCAL YEARS 2014 – 2016



SOUTHEASTERN PARTNERSHIP SUPPORTERS

Investor Relations

Public and private investors provide the fuel for The Southeastern Partnership and its important regional economic development programs. Sustained financial support from counties and businesses is critical to the organization's proactive, results-driven agenda that includes producing a measurable return-on-investment for regional investors. Investors benefit through:

- Lead-generation and business location opportunities for member counties
- Focused, aggressive marketing of the region that leverages technical, financial and leadership resources
- Economic intelligence that forms the basis of presentations, proposals and active business projects considering the region
- Marketing product through a globally-accessible regional buildings and sites database
- Flexible avenues for private investment through 501(c)(6) and 501(c)(3) organizations

Public Partners

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

Private Partners

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

BOARD OF DIRECTORS

Jeff Etheridge

Chairman, BB&T

David Burns

Vice-Chairman
ZV Pate Corporation

Jimmy Smith

Treasurer
North Carolina's EMC

Joann Anderson

Southeastern Regional
Medical Center

Steve Blanchard

Fayetteville Public Works
Commission

Pam Bostic

Southeastern Economic
Development Commission

Haddon Clark

Sampson Bladen Oil
Company

Brad Cornelius

Cape Fear Farm Credit

Brenda Daniels

Electricities of
North Carolina

Roger Davis

Duplin County

Beth Dawson

New Hanover County

Letitia Edens

Hoke County

Ed Garris

Onslow County

Crystal Gettys

Wayne County
Development Alliance

Whit Gibson

Scotland County

Carla Hollis

Columbus Regional
Healthcare Systems

Chuck Horne

Anson County

Whitney King

ATMC

Gary Lanier

Columbus County

Frank Lorick

Waste Industries

Jim Matheny

Montgomery County

Ron Matthews

AROC, LLC

Mike McIntyre

Poyner Spruill

Jason McLeod

ECS Carolinas, LLP

John McNeill

Robeson Committee
of 100

Sandy McNeill

Liberty Healthcare

Ed Melvin

Cumberland County

Grey Morgan

Southern Bank

John Nelms

Duke Energy Progress

Roger Oxendine

Robeson County

Charles Peterson

Bladen County

Cliff Pyron

NC Ports Authority

Russ Rogerson

The Fayetteville
Economic Alliance

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

Julie Wilsey

Wilmington Airport

**Local Developers
Advisory Group****Anson County EDC**

John Marek

Bladen County EDC

Chuck Heustess

Brunswick County EDC

Mike Hargett, John Allen,
Kim Gamlin

Columbus County EDC

Gary Lanier

Duplin County EDC

James Wolfe

**Fay/Cumberland County
Chamber of Commerce**

Juawana Colbert (interim)

Montgomery County EDC

Amanda Whitaker

Onslow County EDC

Sheila Pierce Knight

Raeford/Hoke County EDC

Don Porter

Robeson County EDC

Greg Cummings

Sampson County EDC

John Swope

Scotland County EDC

Mark Ward

**Wayne County
Development Alliance, Inc.**

Crystal Gettys

**Wilmington Business
Development**

Scott Satterfield, Billy King

BUSINESS & INDUSTRY ANNOUNCEMENTS

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		

FY 2015–16 Announced Jobs and Investment

Company	Jobs	Investment	County	Industry Sector
Empire Distributors	30	\$10,000,000	Pender	Distribution
Georgia Renewable Power	30	\$110,000,000	Robeson	Energy
Project T Rex	50	\$1,000,000	Columbus	Advanced Textiles
Radix Bay	25	\$3,000,000	Columbus	IT Customer Service
TOTAL	135	\$124,000,000		

TWO YEAR **TOTAL:**



3,339
JOBS



\$651,500,000
INVESTMENT

BUILDING ON KEY REGIONAL ASSETS



NC Port of Wilmington



Agricultural Base



Transportation Network



200 million
consumers within
a two-day drive



Railroad Network



Regional Airports

- FAY Airport
- ILM Airport
- OAJ Airport



30 Fortune 500 Companies



35+ International Manufacturers



Military Installations

- Camp Lejeune
- Fort Bragg
- Military Ocean Terminal Sunny Point
- Seymour Johnson

\$1.8B
annually spent by the
DoD in NCSE Region



Universities

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

19 colleges
and universities
located in
the region



13 Community Colleges



Advanced Healthcare Facilities



Energy Capacity

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



MARKETING AND BUSINESS RECRUITMENT

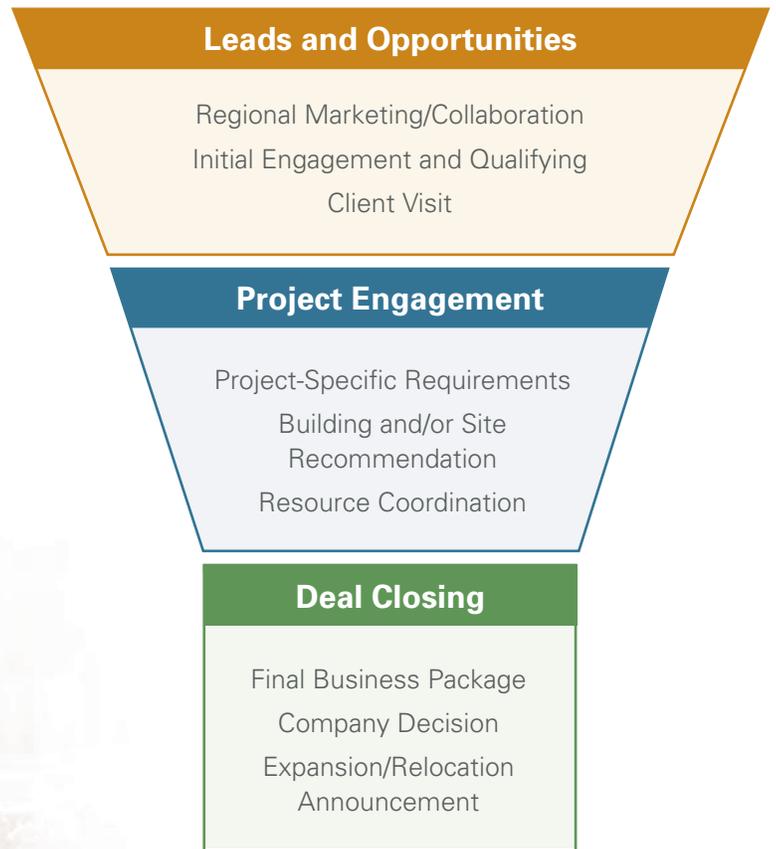
The Southeastern Partnership is focused on aggressive marketing initiatives and activities resulting in lead-generation of business expansion and relocation opportunities in the region.

Leads by National/International



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



97 Leads



328 Recommendations
(**192** Buildings & **136** Sites)

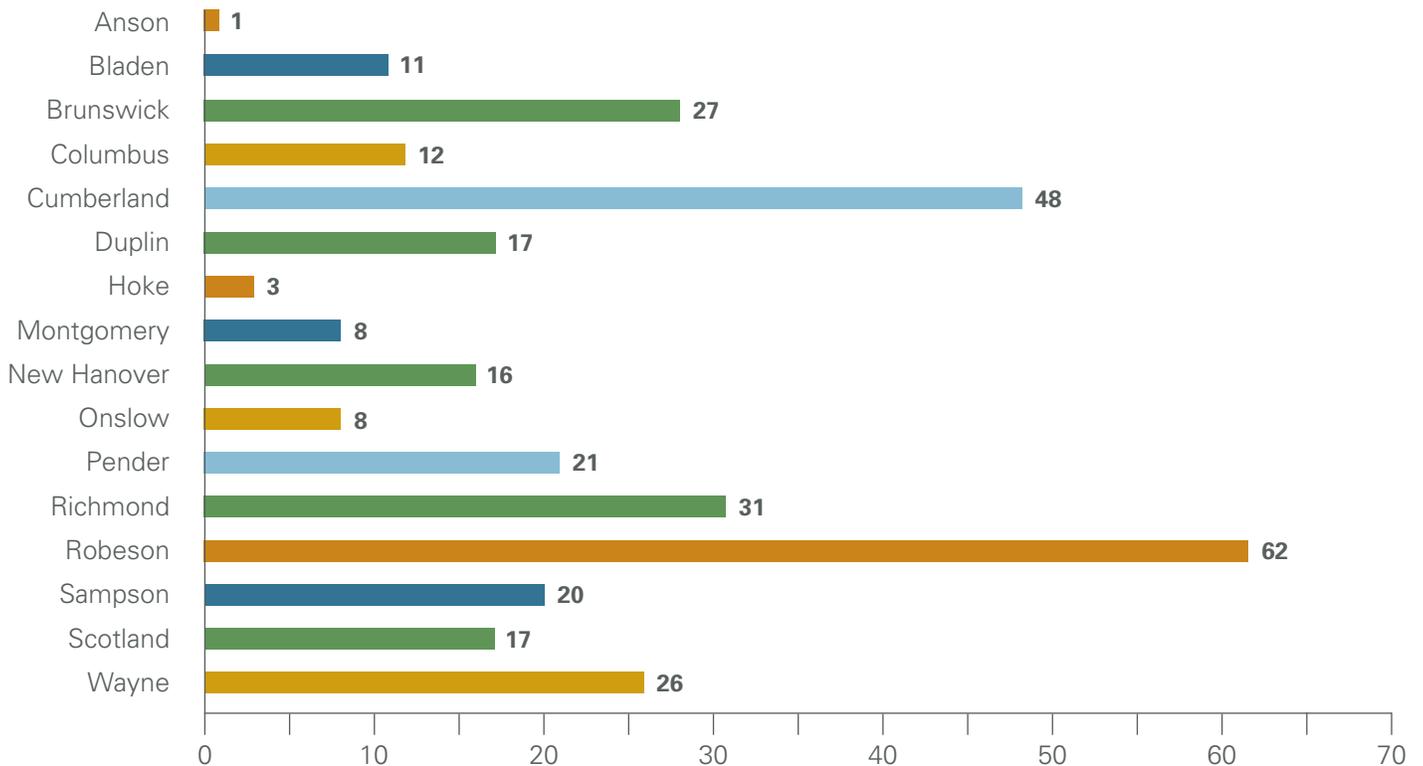


90 Projects
(**41** Generated & **49** Assisted)



38 Company Visits

Buildings/Sites Recommendations by County



REGIONAL MARKETING OBJECTIVES

2014–2017 Strategic Marketing Plan

The Southeastern Partnership sets at a three-year timetable for marketing and outreach planning. The organization successfully achieved key regional objectives of its 2014-2017 strategy through the aggressive implementation of an ambitious 30-point plan.



Goals

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



Performance Metrics

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



Regional Marketing

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



REGIONAL ECONOMIC GROWTH



MARKETING EVENTS



SC Consultant Mission



Site Selector's Guild



FAM Tours



RILA



Bio-Marine Business Event



Dallas Consultant Mission



Marketing/Recruiting Missions



Natural Products Expo



Select USA Event



Site Consultant Mission



Canadian Aerospace Summit



Biomass Conference



Industrial Broker Briefing



TechTextil



Miami Boat Show



Chicago Consultant Mission



SERVICES TO COUNTY ECONOMIC DEVELOPMENT ALLIES

Marketing – NCSE harnesses public and private resources to implement a leveraged model for collaborative marketing of the Southeast Region. The regionally-based approach elevates the global profile of all counties among site selectors and corporate decision-makers.

Project Management – Unique among regional partnerships, NCSE has cultivated a value-added relationship with the Economic Development Partnership of North Carolina that ensures the highest quality site-selection services to clients, consultants and prospective corporate residents.

Marketing Research – NCSE provides demographic, labor force, and other data and analysis in support of industrial projects and strategic initiatives. The organization’s annual marketing plan, developed with extensive input from local economic development partners, seeks to generate leads and engage site selectors through a variety of marketing and outreach events, all organized by NCSE.

IMPLAN – NCSE uses the respected analytical software known as IMPLAN (“Impact Analysis for Planning”) in supporting local and regional opportunities through credible and reliable economic impact analyses.

Product Development Fund – NCSE provides funding that can be leveraged to help finance the completion of technical requirements of active industrial projects or for product development initiatives such as a new industrial property.

Client Relationship Management – NCSE tracks all project activity through its customized Salesforce.com project management platform. Every lead, project and recommendation is tracked from its initial contact to the company’s ultimate location decision. We track metrics and generate reports for member counties.

Micro-Region Marketing – NCSE complements its broad global outreach with custom-targeted promotion of micro-regions within Southeastern North Carolina, a concept still under development. We helped to organize two highly successful consultant “Fam Tours.” In fall 2015, the Partnership joined Brunswick, New Hanover and Pender counties in welcoming a group of national site selection professionals to the Greater Wilmington micro-region. The success of that event was replicated in May 2016 with a three-day visit by 11 consultants to the I-73/74 Micro Region, which was composed of Anson, Montgomery, Richmond and Scotland counties.

Product Development Grants

County	Purpose
Bladen	Masterplanning for Industrial Park
Duplin	Industrial Park Certification
Hoke	Industrial Site Survey
Montgomery	Recertification of Industrial Park
Sampson	Site Analysis for Industrial Site

IMPLAN Analyses for Industry Projects

County	
Columbus	Sampson
Robeson	

Workforce and Demographic Analyses

Counties Assisted	
Anson	New Hanover
Bladen	Onslow
Brunswick	Pender
Columbus	Robeson
Cumberland	Sampson
Duplin	Scotland
Hoke	Wayne
Montgomery	

FINANCIAL STRENGTH AND POSITION

The Southeastern Partnership received a clean audit of its financial position and management for FY 2015-16 by S. Preston Douglas, accountant. The Partnership is a 501(c)(6) non-profit organization and is supported by a 501(c)(3) non-profit organization as well. Funding from our private and public partners was used in the following ways to advance our regional mission:



40%
Business Development



38%
Marketing Strategies



16.3%
Administration



4.5%
Product Development



1.2%
Fundraising



REGIONAL ADVOCACY – THE POWER OF LEADERSHIP

The Southeastern Partnership's role as a regional advocate gives voice to the long-range hopes and dreams of what our economy can be in the 21st century. It is a vital component of our organization's mission. We engage the region's formidable public and private leadership ranks in championing policies, programs and ideas that foster sustained job creation, business development and economic growth into the coming generation.

In 2015-2016, Partnership leaders were pro-active in their advocacy for the **North Carolina Competes Act** (HB 117), legislation that enhanced and extended the state's Job Development Investment Grant (JDIG) program that is the centerpiece of the state's support for new and expanding industries. We were equally vocal in our commitment to **Connect NC**, a \$2 billion bond package that funds upgrades to community college and

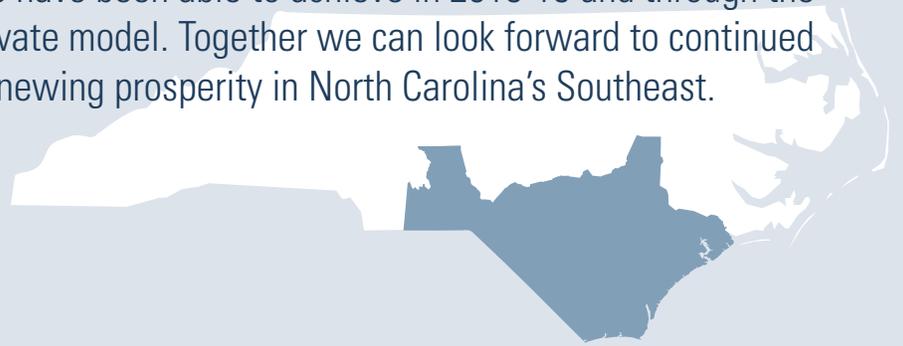
university campuses, agricultural infrastructure, water and sewer systems, and our state parks and nature areas.

As part of the region's vision for bringing Southeastern North Carolina businesses closer to the worldwide marketplace, the organization has championed efforts to invest in the Port of Wilmington. When CSX Transportation sought to build an **intermodal cargo hub** in the mid-Atlantic U.S., Partnership officials worked diligently to ensure the site was located in eastern North Carolina. This project includes the implementation of intermodal service at the Port of Wilmington with the Queen City Express, which will run to and from the Port and Charlotte, through the southeast region.

Similarly, the **Atlantic Coast Pipeline**, a multimillion initiative that opens a new source of natural gas in eastern and central North Carolina, brings transformative economic potential to many of our region's communities, and we worked publicly and privately to foster its success.



The Southeastern Partnership is grateful to its partners, investors and allies for their support for collaborative, innovation-based strategies for regional economic advancement. We hope you share our pride in what we have been able to achieve in 2015-16 and through the first two years of our new public/private model. Together we can look forward to continued progress in our shared mission of renewing prosperity in North Carolina's Southeast.





THE SOUTHEASTERN PARTNERSHIP

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