



November 27, 2018

Marty Lawing
Guilford County Manager
201 Greene Street
Greensboro, NC 27401

Dear Marty:

With 2019 fast approaching, I want to provide a brief update on momentum and progress in the Carolina Core. United with our regional economic development partners, we are more confident now than ever that the next engine of transformational growth for North Carolina lies in the center of our state.

At the Wyndham Champions Breakfast in August, we joined with regional partners to introduce the Carolina Core—a bold vision for Central North Carolina. This new regional brand and collaborative economic growth strategy will better tell our story to the world and increase our competitive position. Alone, we are individual megasites, individual colleges or universities, individual research or industrial parks, but together we are the Carolina Core and together we are a global story!

The Carolina Core is a new way of thinking about economic development that erases traditional boundaries and focuses on our goal of WINNING major company expansions and relocations in Central North Carolina. As a region, we believe that *a win for one is a win for all*. The domino effect of winning—including adding suppliers and other supportive business—will benefit the entire region and state of North Carolina.

With your help, this strategy has the potential to produce more than 50,000 new jobs over the next 20 years and transformational growth in the Carolina Core like RTP over the last fifty years.

Significant Momentum

Since August, economic momentum in the Carolina Core is building with more than 2,500 new jobs announced. Companies like Booz Allen Hamilton, Dowa Thermotech, FedEx, Publix and National General have all announced plans to make the Carolina Core their next big move or expansion. In their announcements, the companies cited the Carolina Core's robust workforce, strategic location, vast transportation and logistics networks, readily available sites and excellent quality of life.

We have also been working closely with our partners at the North Carolina Department of Transportation (NCDOT). At our recent "State of the Region" event, NCDOT Board Chairman Mike Fox, announced that the Department is working with federal officials to designate U.S. 421 a future interstate highway providing a vital connection from I-85 to I-95. The combination of our transformational megasites and the U.S. 421 future interstate designation will be game changing for the Carolina Core.

Fox also cited NCDOT's full support of the Carolina Core initiative and unveiled replicas of Carolina Core highway signs that the Department will work with counties to add along the corridor.

Over the last year, we have named it, branded it and are now we are in the process of telling it—or telling the story of unlimited opportunity and potential in the Carolina Core. We have made significant progress and have gained momentum, but still have work to do to build regional awareness and begin telling our cohesive story nationally and globally.

Next Steps

We are optimistic about the path forward. We have formed strong partnerships in business, education and government and have received overwhelmingly positive feedback. In 2019, we will join economic development partners throughout the Carolina Core to continue building a foundation for regional success by focusing on:

Marketing: Build on brand awareness through increased marketing activity, including targeted advertising, a new website, signage, presentations and media relations.

Stakeholder Engagement: Continue engaging and empowering public and private stakeholders to adopt and activate the Carolina Core brand.

Business Development: Explore business development opportunities, including direct outreach to site consultants and other prospects to pitch the Carolina Core.

Site Readiness: Work with private and public sector leaders to ensure our sites are competitive and ready for a major tenant.

We hope you will join us in supporting this vision for transformational growth. Together, we can secure a strong future for generations to come and ensure North Carolina is among the most prosperous and competitive states in America!

I have enclosed materials with more information on the Carolina Core. I also invite you to view the Carolina Core video at nccarolinacore.com.

Thank you for your continued support and partnership. If you have any questions or would like to discuss the Carolina Core in more detail, please do not hesitate to contact me directly at skelly@ptpnc.com or 336.668.4556.

Best regards,



Stanhope A. Kelly
President & CEO
Piedmont Triad Partnership

c: Brent Christensen and Loren Hill