



## Legislation Details (With Text)

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**Title:** RESOLUTION TO SUPPORT THE NC CAROLINA CORE  
**Sponsors:**  
**Indexes:**  
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**Attachments:** 1. NC CORE Letter, 2. NC CORE Pamphlet

Date	Ver.	Action By	Action	Result
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### TITLE

## RESOLUTION TO SUPPORT THE NC CAROLINA CORE

### SPONSOR

Commissioner Conrad/Stam Kelly

### BACKGROUND

In August of 2018 a new brand for Central North Carolina was introduced. The Carolina Core is a bold vision to build regional awareness for Central North Carolina with the goal of major company expansions and relocations to our region. Designating US 421 as a future interstate corridor will be foundational to the success. The Carolina Core is a corridor between Winston-Salem, Greensboro, High Point, and Fayetteville at the heart of North Carolina. This is a new way of thinking about economic development that erases all traditional boundaries and focuses on the combined globally competitive assets of the communities along the Highway 421 corridor.

The competitive assets of the Carolina Core are a large and productive workforce with access to more than 30 colleges and universities, robust transportation infrastructure, primed megasites, research and industrial parks, and public and private sector leadership's commitment to win. The strategic priorities of the Carolina Core include a targeted industry focus, talent alignment, branding and marketing and a win for one is a win for all attitude.

## RESOLUTION TO SUPPORT THE NC CAROLINA CORE

## NORTH CAROLINA

## DEPARTMENT OF TRANSPORTATION

**WHEREAS**, Highway 421 is the next engine for economic growth in the center of North Carolina; and

**WHEREAS**, we are an emerging megasite corridor between Winston-Salem, Greensboro, High Point and Fayetteville at the heart of North Carolina; and

**WHEREAS**, the development of four megasites, plus industrial sites, urban research parks and mixed use developments, present large-scale economic transformation opportunity in the Carolina Core; and

**WHEREAS**, combining these megasites with a labor shed of more than one million workers fueled by the innovation mindset of more than 30 colleges and universities positions the Carolina Core globally as a compelling site for industry; and

**WHEREAS**, the public and private sector have invested hundreds of millions of dollars in infrastructure, sites and higher education, which will support economic growth in the Carolina Core like RTP over the last 50 years; and

**WHEREAS**, this is the single largest opportunity for incremental and transformational growth in North Carolina; and

**WHEREAS**, The Carolina Core will brand and market the Highway 421 corridor as a vision for Central North Carolina to include signage along the corridor.

**NOW, THEREFORE BE IT RESOLVED THAT** that the Board of County Commissioners of Guilford County hereby, through adoption of this resolution, supports the efforts to the NC Carolina Core

Adopted this the 17th day of January, 2019.

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J. Alan Branson, Chairman  
Guilford County Board of Commissioners

**BUDGET IMPACT**

No FY 2018-19 Budget Impact

**REQUESTED ACTION**

Adopt Resolution to Support the NC Carolina Core