
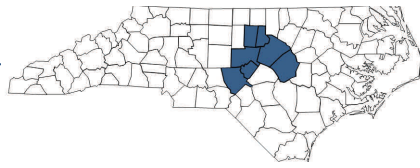
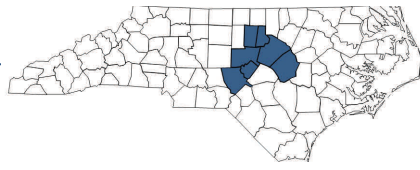


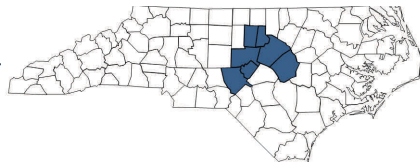
Goal Number One	Build on the Region’s Competitive Advantage and Leverage the Marketplace	
Objective 1	Identify the region’s clusters of economic development that offer competitive advantages	
Strategies	<u>Strategy 1</u> Research and identify key industry clusters and emerging clusters, building on regional plans already in place	
Lead Agency Partner	Research Triangle Regional Partnership	
Public/Private Partnerships	Called upon, as needed	
Actions	<ol style="list-style-type: none"> 1. Identify the technology areas within industry that the region leads, or has the potential to lead 2. Regularly review and update cluster analyses 3. Utilize location quotients or other tools to compare the Triangle J region to its key competitors 	
Estimated Costs	\$\$\$	
Alignment of Resources	Research Triangle Regional Partnership, private companies, higher education	
Barriers/Issues	<ul style="list-style-type: none"> • Quickly changing technologies landscape • Identifying those clusters that transcend both urban and rural geographies and that are less likely to be outsourced 	
Performance Measures	<ul style="list-style-type: none"> • Convening clusters • Providing data on cluster announcements • Use triple helix model of economic development • Evaluating future clusters of competitiveness 	



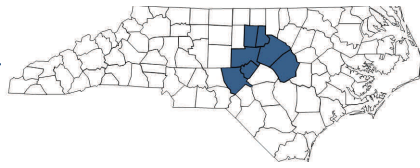
Goal Number One	Build on the Region’s Competitive Advantage and Leverage the Marketplace	
Objective 2	Develop a regional plan to leverage the region’s competitive advantages	
Strategies	<u>Strategy 1</u> Periodically update regional plans already in place	
Lead Agency Partner	Research Triangle Regional Partnership	
Public/Private Partnerships	Called upon, as needed	
Actions	<ol style="list-style-type: none"> 1. Monitor progress on regional goals and objectives every five years 2. Update the regional demographic profile, including socio-economic and employment sector data 3. Execute action items within the strategic plan 4. Tightly align regional and county-level economic development strategies and provide services and programs for economic development partners 5. Engage local elected officials to promote and support the regional plan by offering a seminar about the regional plan and the element of economic development success 	
Estimated Costs	\$\$\$\$\$	
Alignment of Resources	Research Triangle Regional Partnership, private companies, institutional partners	
Barriers/Issues	<ul style="list-style-type: none"> • Resources available to implement the plan 	
Performance Measures	<ul style="list-style-type: none"> • Report on the execution of action items within the strategic plan • Update the regional stakeholders on progress of the strategic plan 	



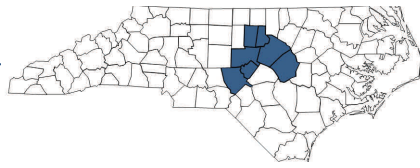
Goal Number One	Build on the Region’s Competitive Advantage and Leverage the Marketplace	
Objective 3	Conduct an analysis that identifies the existing and potential improved place brand for the region	
Strategies	<u>Strategy 1</u> Develop and implement an expanded brand recognition campaign that supports recruitment of targeted companies, entrepreneurs and talent	
Lead Agency Partner	Research Triangle Regional Partnership	
Public/Private Partnerships	Called upon, as needed	
Actions	<ol style="list-style-type: none"> 1. Identify the region’s assets that form a unique and desirable place brand 2. Develop a communications plan to promote the region’s brand, encourage engagement and support the region’s strategic plan 	
Estimated Costs	\$\$\$	
Alignment of Resources	Research Triangle Regional Partnership, private companies, institutional partners	
Barriers/Issues	<ul style="list-style-type: none"> • Region becoming complacent • Resources available to strategically brand the region globally 	
Performance Measures	<ul style="list-style-type: none"> • Rankings and accolades • Recruitment of companies in targeted clusters 	




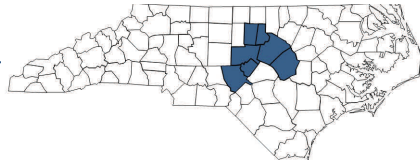
Goal Number One	Build on the Region’s Competitive Advantage and Leverage the Marketplace	
Objective 4	Develop a regional marketing plan	
Strategies	<u>Strategy 1</u> Develop and implement a marketing plan specifically designed to attract new businesses in targeted clusters	
Lead Agency Partner	Research Triangle Regional Partnership	
Public/Private Partnerships	Called upon, as needed	
Actions	<ol style="list-style-type: none"> 1. Develop and implement a marketing plan that focuses on the talent, resources, and quality of life available in the region as a strategic match for businesses in targeted clusters 2. Develop a communications plan to promote engagement and support the region’s strategic plan, especially as it relates to targeted clusters 	
Estimated Costs	\$\$\$\$	
Alignment of Resources	Research Triangle Regional Partnership, private companies, institutional partners	
Barriers/Issues	<ul style="list-style-type: none"> • Convening and support of partners to implement the marketing plan within the region’s strategic plan 	
Performance Measures	<ul style="list-style-type: none"> • Matrix of indices that are reported annually 	



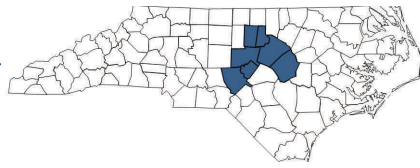
Goal Number One	Build on the Region’s Competitive Advantage and Leverage the Marketplace	
Objective 5	Identify new adaptive capabilities of the regional economy	
Strategies	<p><u>Strategy 1</u> Foster an environment of collaboration and innovation among academic institutions, businesses, and government</p> <p><u>Strategy 2</u> Build on the region’s strengths to anticipate and respond to the changing business climate</p>	
Lead Agency Partner	Research Triangle Regional Partnership	
Public/Private Partnerships	Higher education, institutional partners	
Actions	<ol style="list-style-type: none"> 1. Increase communication opportunities through forums, meetings, and networking 2. Monitor market trends through data analysis, surveys, and interviews with existing and new businesses 3. Support efforts to develop the Convergence Center concept, an interdisciplinary, inter-institutional collaboration among the region’s universities and colleges to engender and promote capital investment and job creation in the Triangle J region 	
Estimated Costs	\$ \$	
Alignment of Resources	Higher education	
Barriers/Issues	<ul style="list-style-type: none"> • Physical separation of stakeholders • Logistics of coordination • Recruitment • Funding needs 	
Performance Measures	<ul style="list-style-type: none"> • New companies / new product spin outs • New technologies • Patents developed • Student engagement • Number of meetings/networking/forums 	




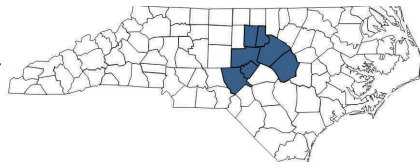
<p>Goal Number One</p>	<p>Build on the Region’s Competitive Advantage and Leverage the Marketplace</p>	
<p>Objective 6</p>	<p>Provide support to encourage growth of existing businesses and attract new businesses</p>	
<p>Strategies</p>	<p><u>Strategy 1</u> Improve access to capital from regional and national resources, to support existing businesses and new business growth</p> <p><u>Strategy 2</u> Ensure that entrepreneurial and small businesses are receiving support through all phases of the business cycle</p>	
<p>Lead Agency Partner</p>	<p>Council for Entrepreneurial Development (entrepreneurial businesses), (partner for small businesses to be determined)</p>	
<p>Public/Private Partnerships</p>	<p>Chambers of commerce, business incubators, economic development corporations</p>	
<p>Actions</p>	<ol style="list-style-type: none"> 1. Conduct an inventory of existing sources of start-up funding (regional and national) available to the region for business development 2. Develop a regional clearinghouse to disseminate information about resources available to entrepreneurial start-ups and small businesses 3. Create best practice guidelines and training programs to help entrepreneurial and small businesses seek funding or raise expansion capital 4. Continue to conduct targeted recruitment of venture capital companies and corporate partnerships 5. Identify and mobilize underutilized or rich resources within the region (businesses, organizations and individuals) to support start-ups and small businesses 6. Cultivate homegrown institutions as sources of funding and other support for startups and small businesses 7. Survey existing companies periodically to identify needs and potential moves 8. Ensure that incentives are offered to significant expansions of existing industry as well as industry relocations 	



Estimated Costs	\$\$\$
Alignment of Resources	Council for Entrepreneurial Development, NC Commerce, private companies, institutional partners
Barriers/Issues	<ul style="list-style-type: none">• Resources available for implementation
Performance Measures	<ul style="list-style-type: none">• Completion of initial inventory• Growth in funding inventory• Establishment of regional clearinghouse and measures of usage• Number of training programs offered and registrations• Funding support provided to start-ups• Business growth



<p>Goal Number Three</p>	<p>Create Revitalized & Vibrant Communities</p>	
<p>Objective 5</p>	<p>Enhance job growth by building the local food economy, preserve and enhance residents' connections to agrarian life and increase residents' access to fresh locally grown foods</p>	
<p>Strategies</p>	<p><u>Strategy 1</u> Foster development of a sustainable local food economy from farm to fork including infrastructure and market development, farmer and new food business entrepreneurial support and improved access</p> <p><u>Strategy 2</u> Promote land use policies and development standards that encourage preservation of working lands (rural and urban farms/ranches; community, school and homeowner gardens)</p>	
<p>Lead Agency/Partner</p>	<p>Center for Environmental Farming Systems</p>	
<p>Public/Private Partnerships</p>	<p>NC Cooperative Extension Service, NC Department of Agriculture & Consumer Services, NC Sustainable Local Food Policy Council, UNC-CH Center for Health Promotion & Disease Prevention, Carolina Farm Stewardship Association, NC Division of Public Health, NC Farm Bureau Foundation</p>	
<p>Actions</p>	<ol style="list-style-type: none"> 1. Develop county and regional Agricultural and Economic Development and Farmland Protection plans that support the local food economy 2. Develop initiatives to connect food producers to local markets and institutions, including farm-to-school programs 3. Conduct assessments of local food systems, including identification of infrastructure needs and business creation opportunities 4. Invest in business planning and management support for local food and farming enterprises including, for example, new distribution, aggregation, processing centers and beginning farmer support 5. Support and promote policies that dedicate vacant land and underutilized infrastructure to promote farm, garden, and agri-business market development 	



<p>Actions</p>	<ol style="list-style-type: none"> 6. Determine current status of regional coordination among agricultural and economic development groups to enhance opportunities for addressing regional food system needs 7. Develop measures to quantify the economic and social impact of locally-driven agri-food businesses and non-profit ventures 8. Reduce development pressure on farmland by limiting utility extensions into those areas. 9. Revise land use plans and zoning regulations and atlases in such a way as to encourage preservation and expansion of working lands
<p>Estimated Costs</p>	<p>\$\$\$\$</p>
<p>Alignment of Resources</p>	<p>NC Cooperative Extension Service – County Local Food Coordinators, NC Division of Public Health, small-farming community, non-profit organizations, higher education</p>
<p>Barriers/Issues</p>	<ul style="list-style-type: none"> • Lack of dedicated funding and staff at the regional level to coordinate research, development and communications • Lack of standardized measures and easily accessible data to track changes in the growth in sustainable local food economies, land use policies and development standards • Lack of structural information networks to collect and disseminate information and encourage collaboration across the region around growing food systems
<p>Performance Measures</p>	<ul style="list-style-type: none"> • Staff and funding at regional level to support the growth of agribusiness and development of community-based food systems • Set of measures to track growth in local food system and local food economy • Comprehensive county-level and regional Agricultural and Economic Development and Farmland Protection plans to support development of local food economy • Land use and zoning measures that encourage preservation and expansion of working lands