

Annual Economic Development Update

20 February 2017

Welcome

Warren County Board of Commissioners
Victor Hunt, Chairman

Warren County Economic Development
Commission
Brady Martin, Chairman

Triangle Business Summit

- Location: Vance-Granville Community College Civic Center
- Over 250 people from business, academia, professionals, and citizens attended the event
- Each county spoke about their own unique set of challenges and strengths
- Topics:
 - How to compete for jobs with Wake and Durham counties
 - Access to High-Speed Internet
 - Availability / non- Availability of commercial buildings and commercial land
 - Adequate water supply and skilled workforce
- Warren County is moving in the right direction



Kerr-Tar Regional Economic Development Stronger Economies Together

Five Northeastern North Carolina counties

Twelve month program

Goal: Develop and implement a High Quality Regional Economic Development Plan that builds on the region's current and emerging economic strengths

- This is the first step in the process of developing a strong regional economic development plan
- Leadership understands the key strengths and challenges in the region
- Work together to identify important opportunities to move the region forward

Coaches Becky Bowen, NC State University

Brian Queen, USDA-NC Rural Development



Comprehensive Economic Development Strategy

The first CEDS Strategy Committee meeting was held on Thursday, January 12, 2017

Ms. Hillary Sherman, North Carolina's Economic Development Representative provided participants with an overview of the CEDS Process

What is CEDS?

- The CEDS serves as a roadmap, articulating the strategies and initiatives that public and private organizations who represent key economic interests from across the region have agreed upon and commit to implementing through an action plan

Why should we participate with the development of the CEDS?

- It provides us with an opportunity to define resource and investment priorities which will drive the region's economic development strategy and initiatives over the next five years
- Access to detailed information on regional data, assets, challenges, and information that may strengthen localized development efforts
- Greater understanding of priorities of neighboring regions and opportunities for collaboration to implement globally competitive strategies
- Opportunity to leverage the CEDS as a framework to prioritize regional projects and partner with key funding partners to advance specific regional needs in a global economy



Industry Roundtable Meetings

- Economic Development Commission continued to host local round table meetings in 2016 with our local industries and business community
- Some of the topics discussed are workforce development, current and anticipated position vacancies, expansion, and education.
- Each of these meetings has produced significant insights about concerns local business and industry have and what the locality needs to do in order to alleviate those concerns.
- The local companies and industries still have vacancies/jobs available for those individuals with the right qualifications and training.
- Vance Granville Community College Warren campus is a wonderful resource for receiving the training and education needed to qualify for these positions and better prepare those individuals interested in working here.
- Next meeting is February 28, 2017 - Armory Civic Center



Career Day

Hosted by the Economic Development Commission

Goal: To bring together future job seekers (Students) and key personnel who can guide them through the process of ultimately acquiring a job in the local community

The first event was an outstanding success with very positive remarks from everyone that participated

17 Companies / 34 HS students / 6 Static displays

The event was submitted to the National Association of Counties (NACo) in 2016 for consideration of recognition during the annual conference

The program was recognized as a 2016 Achievement Award winner during the annual conference in Los Angeles, CA.

Seniors and Juniors of Warren County High Schools

EDC will team up again with Warren County Schools

Second Career Day event is planned for March 22, 2017



Former Peck Manufacturing Facility

The former Peck facility was sold in 2016 to Ted Echols, owner of Cast Stone

Property is back in private ownership

Work has started to clean up the property and grounds

3 new jobs created

The focus is to reclaim some of the building / other areas up-fitted for rent



Buck Spring Project Phase 1

The architect for the project is SOLEX Architecture from Danville, VA

The General Contractor is DanCo Builders Inc. from Rocky Mount, NC

The total project cost is \$500,000 and in addition to the building will include the infrastructure for Phases II and III

The date of completion is July 3, 2017

Refresher: The Board of Commissioners approved the master plan and decided to initiate this project over three phases

The first phase will consist of a cabin for small meetings and conferences that will accommodate 60-80 people

The second phase will be a barn type structure that will be used for larger gatherings that will accommodate 300-400 people

The final phase will be individual cottage type structures that will be located near the cabin



Triangle North Warren

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Design concept was completed which identifies entrance, signage, building site locations, and utilities

Listed with NAI Carolantic Realty and
<http://www.trianglenorthnc.org>

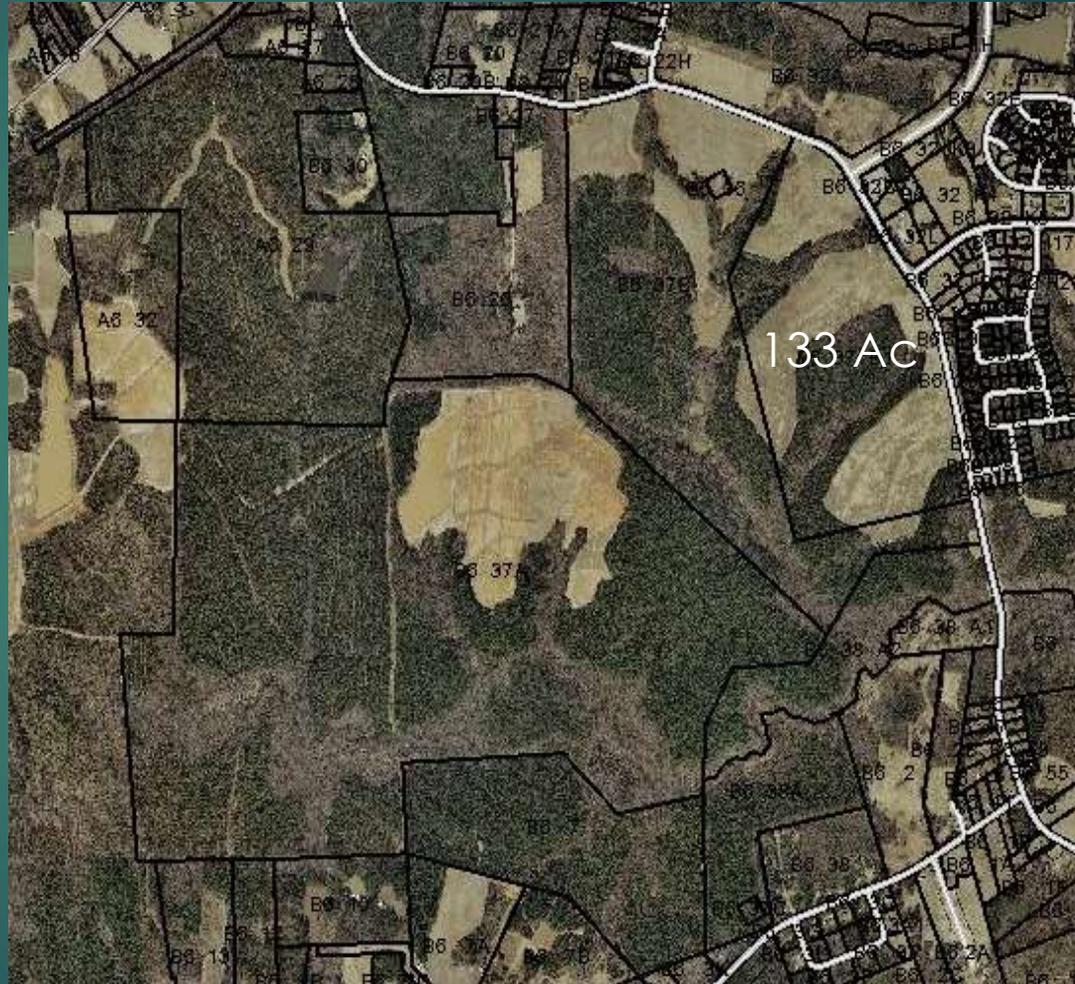
Property under contract with current land owners
Approx 850 Acres/Warren County owns 133
Acres

Certified Shovel Ready by the NC Department of
Commerce

Three miles to Interstate 85 / Thirty Nine miles to
Interstate 95

45 miles North of the Raleigh and Durham metro
area and 75 minutes from Greater Richmond

Industrial-grade utilities in place; supportive
providers include Duke Energy, Frontier Natural
Gas, CenturyLink and Warren County Public
Utilities



Solar Farm Development (aka a Solar Energy System - SES)

- Solar farm development continued to gain momentum and interest in 2016 and will continue into 2017
- The Board of Commissioners instructed the county's planning board to craft a solar farm ordinance. The draft solar farm ordinance was presented to the BoC and after some modifications it was adopted in May 2016.
- 3 Solar Farms in the Warren County
- 2 Solar Farms in the pipeline
- 3 Proposed
- 6 Inquiries
- 2 Building installations



Tourism

- The largest investment in tourism marketing in recent years (Approximately \$16K)
- A new brochure and events card were designed and distributed to the nine North Carolina Welcome Centers, during National Tourism Day, area festivals, at RDU International Airport, and at key locations / businesses throughout the county
- Many of the local businesses have praised the initiatives and stated they are seeing a significant increase in out of town traffic
- The 2017 events calendar has been updated will be in racks by the end of February
- First major event of the year is the annual Haliwa-Saponi PowWow April 14-16, 2017

Tourism

- A Facebook page was created and keeps current event and area information readily available at: www.facebook.com/VisitWarrenCountyNC
- For the first time, we were given editorial space as well as event listings in the Henderson Dispatch's Spring and Fall supplements
- We also invested in ads in those publications, as well as the Warren Record's Discover Guide and the Lake Gaston Gazette-Observer's quarterly Lake Life magazine
- Southern Travel Magazine in the March-April issue / Full-page / total of 5 issues
- We continued advertising on area maps including partnering with the Chamber of Commerce of Warren County on their new map
- Radio campaign including a station in Clarksville, VA and Roanoke Rapids, NC. Ads developed in partnership with Christina Wells, executive director of the Lake Gaston Chamber and Craig Hahn, executive director of the county-wide chamber, ran through the festival season, including a live broadcast from the Ridgeway Cantaloupe Festival.

Small Business

- 51 new sole proprietorships or simple partnerships registered locally
- 58 new Warren County for-profit corporations or LLCs filed with the NC Secretary of State
- Many of these businesses came to the EDC for guidance in the areas of creating business plans or financial assistance for equipment or expansion
- The EDC works closely with our two great Chambers, the Chamber of Commerce of Warren County and the Lake Gaston Regional Chamber

- The Economic Development Commission is pleased to partner with Vance-Granville Community College's 5th Annual Small Business Summit and Expo in April. This year the topic is "Driving your Business: Staying ahead of the Curves" and will focus on how to use social media to market your business. These small business summits have proven to be very beneficial to everyone in attendance.

- The date is April 6, 2017 from 11:00 to 5:00 PM at the Warren County Armory Civic Center.

Travel Events

June-December 2016

- Site consultant visit with the Economic Development Partnership of North Carolina to Atlanta, GA
- The Annual Association of the United States Army Trade Convention Washington, DC
- The Annual North Carolina Defense and Economic Development Trade Show in Fayetteville, NC
- IEDC Strategic Planning, Albuquerque, NM
- North Carolina Rural Assembly
- Glass Build America Trade Show

Travel Events

January-June 2017

Economic Development Partnership of NC for visits with site consultants:

- Dallas, TX (February)
- Craft Brewers Conference and Trade show in Washington, DC (April)
- High Point Furniture Market (April)

WCEDC:

- Annual Tourism Convention in Greenville, NC (March)
- International Economic Development Council, Workforce Development, Little Rock, AK
- Rural Advocacy and General Assembly Meeting, Raleigh, (May)
- Research Triangle Regional Partnership State of the Region (May)
- North Carolina Economic Development Association Annual Conference (June)

Websites

- ▶ Economic Development
 - ▶ <http://www.warrencountync.org/warrencounty.html>
- ▶ Triangle North - Warren, Franklin, Granville, Vance
 - ▶ <http://www.trianglenorthnc.org/>
- ▶ Tourism
 - ▶ <http://www.warrencounty.com/>
- ▶ Facebook
 - ▶ <https://www.facebook.com/WarrenCountyNC/?fref=ts>

Thank you

“The best way to predict the Future is to create it yourself”

Abraham Lincoln

Questions/Discussion

Ken Bowman

Director of Economic Development

Warren County, North Carolina

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