



RALEIGH ECONOMIC
DEVELOPMENT

QUARTER 1 REPORT

2022

Table of Contents

S T R U C T U R E

01.
Current Project Activity

02.
Project, Product &
Site Development

03.
Marketing

04.
Administrative

05.
What's Next

06.
Contact Me

CURRENT PROJECT ACTIVITY

Below is a snapshot of project activity for July 2022 - September 2022.

16 Active Projects

9 Advanced Manufacturing

3 Software/IT

2 Financial Services

1 Headquarters

1 Life Sciences

0 Clean Technology

\$ 1.9 Billion Investment (potential)

 5,200 New Jobs (potential)

4 Site Visits for the Quarter

2 Virtual Project Meetings

19 Ext. Business Meetings



“ While we’ve seen a slowdown in some sectors, we are encouraged by the uptick in others. We expect activity to normalize as things stabilize coming off the pandemic and unknowns related to a recession.

PROJECT, PRODUCT & SITE DEVELOPMENT

- Hosted four site visits for life science, technology, and advanced manufacturing sectors.
- Coordinated a target market visit with Wake County Economic Development to New York City. Kyle Touchstone met with three site selection consultants. Each consultant has an active project in Raleigh.
- Participated in the Site Selection Guild Fall Forum, which provided access to 20 of the top site selection consultants.
- Conducted six meetings with commercial real estate brokers and developers with active projects and developments within the city of Raleigh.
 - These meetings are crucial in developing and maintaining relationships, learning about companies looking at real estate options in the city of Raleigh, and understanding office, industrial and commercial space availability.
- Observed GlenLake III's construction (with Highwoods Properties) and the upcoming retail development.
- Attended a “sneak peek” of Raleigh Iron Works for networking and sampling the food and beverage tenants, Ponymsaurus and Eastcut Sandwich.
- Attended the grand opening of Boon Edam US headquarters and technology center in Smoky Hollow’s 421 N. Harrington building.
- Participated and contributed to weekly economic development project meetings with Wake County Economic Development.



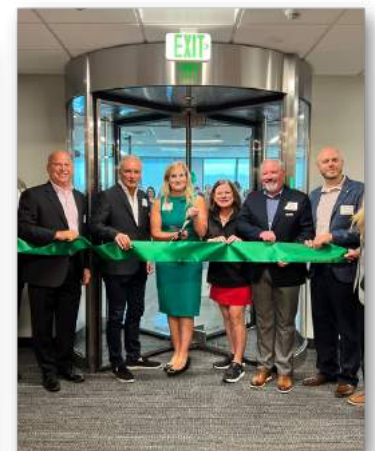
Raleigh Iron Works



GlenLake Three



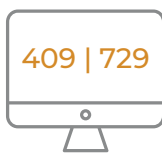
Boon Edam HQ



MARKETING

Marketing is a critical focus for RED. Phase 1 of the new RED marketing strategy launched in July. Key deliverables include:

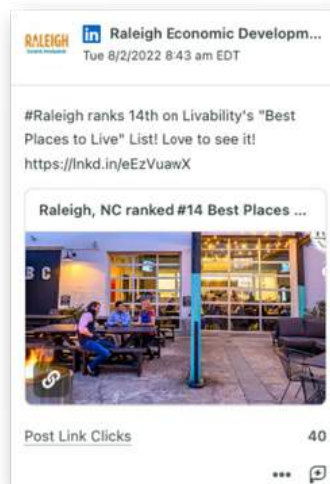
- Launch of the landing page to drive awareness of mission and purpose (raleighecondev.org.)
- Activated social media channels on LinkedIn and Twitter.
- Updated personal social media accounts to reflect RED support and branding.
- Developed a robust content calendar for increased brand awareness and digital engagement.
- Refined RED voice, tone, and messaging for social media and website.
- Met with City of Raleigh Communications staff to discuss marketing strategy and coordinated efforts.
- Kicked off strategic plan to further develop the RED website and general marketing strategy with the goal to drive brand awareness.



Website visits and page views since July 2022



Social media impressions since July 2022



Top Post (most clicks)



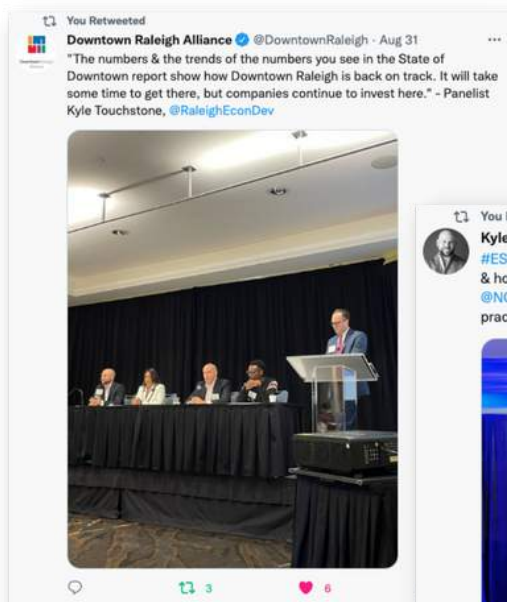
linkedin.com/company/raleigh-econ-dev



@RaleighEconDev

ADMINISTRATIVE

- Monthly meetings with the Assistant City Manager, Evan Raleigh to discuss economic development project activity and development updates.
- Active participant in the Raleigh Convention Center Expansion Steering Committee.
- Held meetings with the City of Raleigh elected leadership to discuss priorities related to economic development, including the startup landscape, land development, and business recruitment and retention.
- Proactive implementation of the entire economic development strategic plan with emphasis on community growth, recruitment, and retention.
- Participated in the Raleigh Chamber Annual Leadership Conference in Pinehurst (in August.) Heard community leaders speak on critical topics such as talent, transportation, upcoming mixed-use development, and sustainability.
- Spoke on the Downtown Raleigh Alliance’s State of Downtown pre-session panel about economic development in Downtown Raleigh.



WHAT'S NEXT



Monthly Meetings

Consistent meetings with Assistant City Manager.



Connections

Proactive meetings with City elected leadership and officials.



Recruitment Strategy

Develop and implement a target market recruitment strategy.

Site Selectors



Engagement and outreach to site selection consultants and corporate real estate community with the goal to promote Raleigh as a premier location for talent and business.



BRE Strategy

Develop and implement a business retention and expansion strategy. The plan will include identifying and assisting targeted growth companies in Raleigh.



Relationships

Develop relationships with local real estate developers, community stakeholders, and key partners.

THANK YOU

Thank you for your continued support in
Raleigh Economic Development.

CONTACT

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