



RALEIGH ECONOMIC  
DEVELOPMENT

---

# QUARTER 2 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

05.  
What's Next

06.  
Contact

# CURRENT PROJECT ACTIVITY

Below is a snapshot of project activity for Oct. - Dec. 2022.

**22** Active Projects

**11** Advanced Manufacturing

**4** Software/IT

**3** Financial Services

**2** Headquarters

**1** Life Sciences

**1** Clean Technology



2 Billion Investment (potential)



6,250 New Jobs (potential)

**2** Site Visits for the Quarter

**8** Virtual Project Meetings

**13** Ext. Business Meetings



Q2 was a solid quarter for economic development activity in Raleigh. We saw an increase in active projects, continued relationship-building with local companies, and had productive conversations with site selection consultants.

# PROJECT, PRODUCT & SITE DEVELOPMENT

---

- Hosted **two site visits** for advanced manufacturing and headquarter sectors.
- Participated in the **Area Development Consultants Forum in St. Petersburg, Florida**. The forum provided access to **22 site selection consultants** and informative sessions on post-pandemic talent recruitment, the reshoring of advanced manufacturing companies, federal sustainability tax overviews, and data-driven location decisions in the office market. ([agenda here](#))
- Conducted **five meetings with real estate brokers** and developers (all with active projects and developments). Brokers include Clancy & Theys, Trammell Crow, Mack Real Estate, JLL, and McGough.
- Participated in **Wake County Economic Development's Site Identification Study** and **hosted a consultant** on Nov. 7th to tour potential development sites in Raleigh. **Multiple smaller sites in Raleigh were identified** as possible industrial and commercial development options to support private investment and job creation.
- Toured the North Carolina Museum of Natural Sciences. The **museum has an interest in supporting economic development** in Raleigh. This meeting introduced us to new stakeholders and partners in the community.
- Attended an event for a **delegation from the UK focusing on wind power generation**. The delegation met in Raleigh to discuss foreign direct investment, the future of energy production in the U.S., lessons learned, and opportunities for partnerships.
- Meeting with the **City of Raleigh Hispanic and Immigrant Affairs Board** to identify opportunities to partner and elevate our focus areas.
- Discussed Foreign Direct Investment (FDI) project generation with the **Economic Development Partnership of North Carolina's International Business Development Team**. Raleigh has benefitted from these international relationships in locating companies, such as Spotit, a Belgium IT company that opened its US office on NC State's Centennial Campus in 2022.

# MARKETING

Marketing is an important part of the overall strategy for RED. Phase 2 of the RED marketing strategy is currently underway. Key deliverables include:

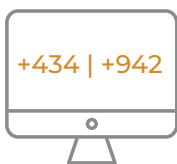
- Content creation for phase 2 of the RED website (launch Jan. 2023).
- Consistent engagement and posting on LinkedIn and Twitter.
- Branded graphics for social media to further drive brand awareness.
- Creation of brand guidelines to share with partners as needed.
- Maintain a robust content calendar and integrate animated social graphics where possible.
- Web maintenance and blog post creation occurred weekly.
- Refine RED voice, tone, and messaging for social media and website.
- Met with Visit Raleigh and Raleigh Convention Center teams to discuss marketing strategy and coordinated efforts.



10/3/22

## The Red Blog: Raleigh is a Top Place to Live in the US. Here's Why.

Raleigh, NC, took the fourth spot on Money's "Best Places to Live in 2022." Read on to learn what makes Raleigh one of the best places to call home.

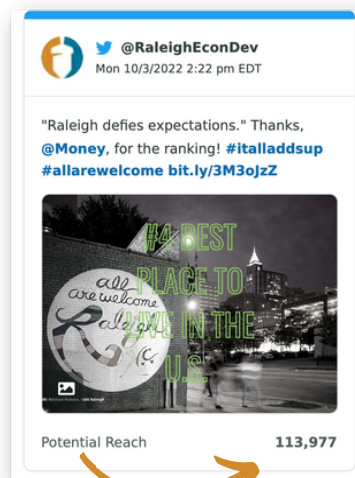


Website visits and page views since Oct. 2022



20,974

Social media impressions since Oct. 2022



Top Post (highest reach)



linkedin.com/company/raleigh-econ-dev



@RaleighEconDev



www.raleighecondev.org

# MARKETING

**Continued:**

- Participated in two sessions with Raleigh Chamber and WCED EDGE investors to discuss opportunities for project development in Downtown Raleigh.
- Media:
  - CBS 17 Quote: Quoted in an article about Dreamville and the return of festivals.
- Organic Rankings and Articles: 13
  - Raleigh Magazine, WSJ, Money, SmartAsset, Neighborly, WRAL, Kenan-Flagler, etc.
- Worked with a local photographer to source new downtown photos for the website and social media.
- Produced a new drone video showing a birds-eye view of Raleigh (launch Jan. 2023).



11/30/22

## NC Ranks as Top Location for Female Entrepreneurs

See why North Carolina ranks as the 11th best state for female entrepreneurs.

WAKE COUNTY NEWS

## Music to Raleigh's ears: How major festivals, concerts and competitions rebuild tourism

"It really says that Raleigh is here, we've arrived," Raleigh Economic Development director Kyle Touchstone said. "We are that big city that we've been really working towards and really want to become."



10/18/22

## Raleigh and Durham Named to Fastest-Growing U.S. Cities List

Raleigh and Durham took the fourth spot as a "power region" in a new report called "The American Growth Project" by the Kenan Institute.

# WHAT'S NEXT



## Elected Officials

Consistent proactive meetings with City elected leaders and officials.



## Marketing Launch

Website to be re-introduced in Jan., 2023.



## Target Market Visits

Planned visits to Boston, Chicago, and Texas.



## Association Engagement

Membership and engagement with professional associations to continue building relationships with corporate real estate decision-makers, commercial real estate brokers, and developers.



## New Memberships

New member of NAIOP, CoreNet, and the Urban Land Institute.



## Completed Memberships

Closing out memberships with Triangle Commercial Association of REALTORS® and Triangle Area Office Building Association.



## Business Retention & Expansion Strategy

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

THANK YOU

Thank you for your continued support in  
Raleigh Economic Development.

---

## CONTACT

Kyle Touchstone  
Director

Raleigh Chamber  
800 S. Salisbury

p: 919.664.7038  
e: [ktouchstone@raleighchamber.org](mailto:ktouchstone@raleighchamber.org)

[www.raleighecondev.org](http://www.raleighecondev.org)  
[www.raleigh-wake.org](http://www.raleigh-wake.org)  
[www.raleighchamber.org](http://www.raleighchamber.org)