



RALEIGH ECONOMIC  
DEVELOPMENT

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# QUARTER 3 REPORT

# 2023

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# CURRENT PROJECT ACTIVITY

Below is a snapshot of project activity for January - March, 2023

**13**

Active Projects

\$

392 Million Investment (potential)



4,316 New Jobs (potential)

6

Advanced Manufacturing

5

Technology

1

Life Sciences

1

Warehouse/Distribution

6

Broker, Developer,  
and Owner Meetings

12

Existing Business  
Meetings



We saw a slight slowdown in quarter three due to the holiday season. We expect project numbers to increase, travel to resume, and visits to be scheduled in quarter four. We have high confidence for the back half of the fiscal year.

# PROJECT, PRODUCT & SITE DEVELOPMENT

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- Participated in the **Site Selectors Guild Annual Conference** in San Antonio, Texas, March 29-31. Attended multiple panels, interactive breakout sessions, networking meetings, and discussions. ([Agenda here](#)).
- Conducted **six meetings with real estate brokers and developers**, all with active projects and developments.
- Provided support for the **Schmalz, Inc. headquarters ribbon-cutting ceremony**. Schmalz, Inc. continues to expand in Raleigh with the opening of building two. Prepared Mayor pro tempore, Corey Branch, with talking points for the ceremony.
- Attended the **opening celebration for RapidScale's east coast headquarters** at Raleigh Crossing.
- Participated in a **trade mission meeting welcoming the Greater Manchester UK Mayor Andy Burnham**, Greater Manchester Economy Lead, and Manchester City Council, Cllr Bev Craig. Trade mission members met with City of Raleigh and Wake County local public officials and business leaders.

## Trade Mission Visit from Manchester UK Delegation



“

As a headquarter company in Raleigh, Schmalz Inc. is a great example of how a company can grow, expand, and thrive.

”

# MARKETING

Marketing is an important part of the overall strategy for RED. In quarter three, a key focus was brand awareness and content creation. Below you'll find examples of RED marketing deliverables and content.

## Highlights

- Presented to the Raleigh Chamber EDGE 6 Investors and moderated a panel discussion for the City of Raleigh’s Assistant City Manager, Evan Raleigh, and Planning and Development Director, Patrick Young, and Greater Raleigh Convention and Visitors Bureau CEO Dennis Edwards.
- Supported efforts to promote the NHL Carolina Hurricanes Stadium Series game via social media.
- Designed branded swag for upcoming site selector meetings and events. Swag includes RED branding and a QR code to the website.
- Production of a one-minute drone video showing cranes, construction, and development in downtown and midtown Raleigh.
- Curated content for raleighcondev.org to reinforce brand awareness and created several branded graphics for social media for engagement.



33,471

Social media impressions since Jan. 2023



+840 | +1.8k

Website visits and page views since Jan. 2023

## Web Visitor Locations

Location
▶  United States
▶  United Kingdom
▶  Canada
▶  Germany

## Social Post Reach

Post Content	Potential Reach
It's a bird, It's a plane, It's a... Crane! How many can you count in this photo of downtown #Raleigh? #growthmindset #investinyourcity...	59,484
Ready to move your team to Raleigh? @BHHSCarolinas Director Susan Sanford shares more about the rewarding experience of helpin...	38,300
See a birds-eye view of the ongoing #construction boom & the impressive number of cranes dotting the skyline. Seeing so much...	38,266

# MARKETING CONT.

## 10 Articles and Rankings

**Welcome to Boomtown**  
2/21/23  
Raleigh, Durham, and Charlotte are at the top according to a recently study by Lend  
[Read More →](#)

**The Impact of Climate Change on U.S. Economies**  
3/8/23  
Read the full report on climate change and the impact it may have on major U.S. cities.  
[Read More →](#)

**What's up with the Raleigh Housing Market?**  
2/17/23  
The U.S. News Housing Market Index named Raleigh, North Carolina, "The Hottest Housing Market in the U.S."  
[Read More →](#)

## Construction Drone Video



## Social Media Post

**Raleigh, NC**

**#1 MOST AFFORDABLE CAPITAL CITY**  
**#2 BEST STATE CAPITAL IN THE U.S.**  
WALLETHUB, 2023

@raleighecondev  
www.raleighecondev.org

## Executive Perspective Quote Series

**GREG CLARK**  
Executive Vice President, INEOS Automotive Americas

*Raleigh is a wonderful place to live. A supportive economic development team ultimately made it an easy decision, and we haven't looked back since...*

www.raleighecondev.org | @raleighecondev



# WHAT'S NEXT



## Inter-City Visit

Attending the Raleigh Chamber Inter-City Visit to Denver, Colorado. (April 23-26)



## Conference Attendance

Promoting Raleigh to life science companies at BIO International with the NC Biotechnology Center in Boston. (June 2023)



## City of Raleigh BIG Process Review

Reviewing the City of Raleigh Business Investment Grant (BIG) process. The review includes determining the applicability and accessibility of the City's BIG program for recruitment, retention, and business expansion.



## Marketing

Targeted brand awareness campaign (for Raleigh) to be deployed locally and externally (*predetermined markets*.) Campaign to serve as a test for a potentially more extensive campaign in 2024.



## Business Retention & Expansion Strategy

Continued focus on developing BRE Strategy for headquarter companies for the City of Raleigh.

THANK YOU

Thank you for your continued support in  
Raleigh Economic Development.

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## 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)