



RALEIGH ECONOMIC
DEVELOPMENT

QUARTER 1 REPORT

2023

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HIGHLIGHTS

HIGHLIGHTS FROM Q1

In the year's first quarter, RED started strong with steady project activity, out-of-market trips, and local activity such as grand openings and conferences, received new rankings, and launched a marketing campaign. The first quarter was a great indicator of how the year will unfold.

AT A GLANCE

Here are key highlights for the first quarter of the year:

- Managed 15 active projects in five industries.
- Traveled to NYC for meetings with top site selectors and companies.
- Attended the grand opening of the new TARGAN headquarters in Raleigh.
- Launched a marketing campaign called #NoLimitsRaleigh.
- Received several new rankings touting Raleigh's business environment, lifestyle, and industry prowess.
- Increased page views and impressions on website and social media platforms, further promoting Raleigh as a great place to live and work.
- And much more...



SCAN THE QR CODE BELOW TO
WATCH ONE OF OUR SOCIAL
MEDIA VIDEOS!



CURRENT PROJECT ACTIVITY

Below is a snapshot of project activity for July - September, 2023

PROJECT ACTIVITY | JULY - SEPTEMBER, 2023

- 15** Active Projects
- \$** 1.15 Billion Investment
- 3,578** New Jobs

8 Advanced Manufacturing

2 Office

2 Clean Tech

2 Life Science

1 Technology

12 Retention and Expansion Meetings

7 Broker, Developer, and Owner Meetings

9 Project Visits

6 Project Calls



“ I’m pleased with our progress in the first quarter. Our program of work supports critical elements of our strategy such as business recruitment and marketing. This positions us for another strong year.

PROJECT, PRODUCT & SITE DEVELOPMENT

Highlights

- Participated in the following committee meetings:
 - Downtown Raleigh Alliance's Downtown Steering Committee
 - ULI Triangle Programming Committee
- Attended the following conferences:
 - Raleigh Chamber Annual Leadership Conference
 - Raleigh Chamber DEI Conference – sponsored and introduced a session.
- Attended the groundbreaking for the Oberlin Hotel, a Curio Collection by Hilton Hotel in the Village District.
- Part of the grand opening for TARGAN global headquarters (in Raleigh.)
- Traveled to New York City to conduct a series of meetings and host a private reception. The agenda included meetings with the following organizations: CBRE NYC, Innolabs, RWN, and Savills NYC. The trip also included attendance from Secretary Machel Baker Sanders of the North Carolina Department of Commerce. See the website for a trip recap.



Highlights

- Continued growth on social media (X and LinkedIn.) Website traffic is up 226% since last year this time.
- Curated content for raleighcondev.org to reinforce brand awareness and created several branded graphics for social media for engagement.
 - [See here](#) for the latest news updates on our website.
- Working with Brand Fuel to create the Raleigh “experience” via branded swag (bags, notebooks, pens, etc.)
- New rankings:
 - #2 Most Climate Resilient City - Raleigh (Architectural Digest)
 - #3 Best Business Climate (Large Population) - Raleigh-Cary (Business Facilities)
 - #3 Hottest Real Estate Market - Raleigh (U.S. News & World Report)
 - #4 Millennial Magnet - Raleigh-Durham (Business Facilities)
 - #8 Life Sciences Growth - Raleigh-Durham (Business Facilities)
 - #21 Fastest Growing Places in the U.S. - Raleigh-Durham (U.S. News & World Report)



25,667

Social media impressions since July, 2023



Website visits and page views since July, 2023

Web Visitor Locations

Location	
▶	United States
▶	Canada
▶	Netherlands
▶	Mexico
▶	United Kingdom

Social Post Reach

MARKETING CONT.

#NoLimitsRaleigh Marketing Campaign

On August 30, a mini-campaign was launched to support business recruitment in Raleigh. This campaign aims to attract the attention of top executives and talent. The tagline of the campaign is “No Limits Raleigh.” See below for campaign messaging.

No Limits Raleigh

- Positions Raleigh as a place to live out your dreams, build a thriving business, and meet your biggest goals.
- It implies a state of being where anything is possible, and no boundaries or limitations can hinder progress or success.
- Does not mean reckless disregard for process, safety, ethics, or the well-being of oneself or others.
- To learn more, visit [our website](#).

Impact (to date)

Metrics

- Total Impressions: ~10k
 - Engagements: 528
 - Link Clicks: 127
 - Gained 50 new followers
 - Website pageviews: 531
 - Video: 2,600 impressions
 - Campaign Posts: 300-500 range for impressions
- Search #NoLimitsRaleigh on social media.

Campaign Graphics



WHAT'S NEXT



Plan and Study Support

Support of strategic growth efforts for the Downtown Raleigh Alliance strategic plan, Wake County Economic Development perception study, and the Site Assessment Identification program.



Site Selection Outreach

Outreach to site location decision-makers through events in New Orleans (Oct.), Atlanta (Nov.), and Ft. Lauderdale (Dec.) Remaining top-of-mind with consultants and companies is critical to business recruitment efforts.



Marketing

Continued promotion of the business recruitment marketing campaign (#NoLimitsRaleigh) and increased digital presence for select target markets (LinkedIn ads.)



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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