WELCOME!
While you wait...

**ZOOM Logistics:**
- All attendees are muted.
- At the top of your screen, choose “speaker video” as your viewing option.
- There will be a Q&A session following the presentation.

**HOW to ask questions?**
- Click “Q&A” button at the bottom of your screen.
- Type in your question.
- The moderator will read your question aloud.
Course Corrections for Your Economic Development Strategic Plan

Hosted By

North Carolina Economic Development Association

Presented By

Agracel, Inc.
Patron Sponsors
Patron Sponsors

North Carolina Biotechnology Center

NORFOLK SOUTHERN

NC COMMUNITY COLLEGES

NORTH CAROLINA RAILROAD COMPANY

NC Electric Cooperatives

NORTH CAROLINA’S SOUTHEAST

Regional Economic Development Partnership

SAMET CORPORATION

SMITH ANDERSON
Course Corrections for Your Economic Development Strategic Plan

Hosted By

NCEDA
North Carolina Economic Development Association

Presented By

AGRACEL, INC.
Industrial Developers

June 25
Course Corrections for Your Economic Development Strategic Plan

Presenters

Crystal Morphis (moderator)
Founder & CEO – Creative Economic Development Consulting

Nathan Huret
Director of Existing Industry Services – Catawba County Economic Development Corporation

Jason Vaughn
Regional Development Director – Agracel, Inc.

Leigh Ann Howe
President & Owner – Applied Marketing Sciences
Course Corrections for Your Economic Development Strategic Plan

Hosted By

NC EDA
North Carolina Economic Development Association

Presented By

AGRACEL, INC.
Industrial Developers

June 25
Course Corrections for Your Economic Development Strategic Plan

Crystal Morphis
Founder & CEO
Creative Economic Development Consulting

June 25
Course Corrections for Your Economic Development Strategic Plan

Nathan Huret
Director, Existing Industry Services
Catawba County Economic Development Corporation

June 25
BRE: Business as Unusual

Nathan Huret
Director, Existing Industry Services
4 Truths of Today’s BRE

Business retention & expansion (BRE) has

• never been more important
• never dealt with such wide-ranging issues
• never shifted/evolved as rapidly
• never been more challenging
Return to Psychology 101

Maslow’s Hierarchy of Needs Applied to Business

- Survival
- Survivor
- Rebuilding
- Growing

NOW TILL 2023 or 2024
New BRE Needs Arise Each Phase

1. SURVIVAL
   - Life & Safety
   - HR Compliance
   - Cash Flow/Terms
   - Supply Chain
   - Risk Management
   - Facility Mgmt

2. SURVIVOR
   - Bridge Capital
   - Efficiencies
   - Automation
   - Supply Chain
   - R&D

3. REBUILDING
   - Working Capital
   - Talent Skills
   - Technology
   - Partnerships

4. GROWING
   - Growth Capital
   - Top-Class Talent
   - Technical Innovation
   - M&A
   - New Markets
   - Community Engagement

ECONOMIC DEVELOPMENT CORPORATION
CATAWBA COUNTY
Too many well-intentioned “heroes” overwhelmed companies.

No main port of entry for help — many parallel tracks.

Out of date contacts, headcount, cell phone numbers.

Difficult balance between necessary information & inundation.
SURVIVAL & SURVIVOR STRATEGIES FOR BRE...

01 Open Partnerships

02 New Needs = new tools

03 New means of connection

04 Business integration

05 New partners
Always remember__________________.

• BRE is THE bedrock function of economic development
• Open, trusting relationships remain essential
• Value-added assistance and credibility build BRE programs
• Must know everything & everyone, an inch deep
Nathan Huret
Director, Existing Industry Services
nhuret@catawbacountync.gov
(828) 244-3085 - mobile
Course Corrections for Your Economic Development Strategic Plan

Jason Vaughn
Regional Development Director
Agracel, Inc.

June 25
Product Development

- Competition
- Pedal to the Metal
- Be Creative
- How to Engage
Spec Competition

- VA – Not a lot...
- GA – Large boxes on I-85
- SC – Lots of competition
- NC – Somewhere in between...
IF YOU AIN'T FIRST, YOU'RE LAST
Pedal to the Metal

- EDO’s focus on business retention
- Balance priorities
- It’s a lot easier to maintain what you have obtained!
- Continue targeted recruitment
Creativity
I don't have it either
Creativity

- Virtual Site Visits
- Big Boxes
- Transylvania Example
- Existing Industry Space
- Site Preparedness
“Begin with the end in mind.”
Stephen Covey
How to Engage

• Maybe a spec isn’t right for you
• Know the competition
• Know the dirt
• How will you measure “success”
• Assumptions typically made
• Examples
  • Deferred fee development
  • EDO Lease
  • Backstop
  • Master Planned
Agracel, Inc.
Industrial Developers

Jason Vaughn, P.E.
Southeast Business Director
jvaughn@agracel.com
864-303-7150
Course Corrections for Your Economic Development Strategic Plan

Leigh Ann Howe
President & Owner
Applied Marketing Sciences

June 25
A Look at Industry Trends

- Supply chains will be a top priority
- Life sciences and medical industry growth
- How will automotive and aerospace industry be impacted?
- Other manufacturing sectors to examine
Manufacturing Sectors to Prioritize

- Consumer Products
- Packaging
- Automation Equipment
- Material Handling Equipment
- Food and Beverage
- Plastic and Metal Inputs
Competing Trends for Office Needs

- Remote Work
- Technology and Access Needs
- Moves from High Population Areas
- Revised Office Layouts
- Growing Telehealth and Healthcare Related Needs
- Education Trends
Course Corrections for Your Economic Development Strategic Plan

Crystal Morphis
Founder & CEO
Creative Economic Development Consulting

June 25
Course Corrections to the ED Strategic Plan
Understanding the changing landscape

- New economic data
- BRE survey
- Investor survey
- Changes in anchor institutions
- Local COVID/recovery task force
Leadership Engagement

High Level Input
- Vision
- Mission
- SWOT
- Goals

Engagement
- Surveys
- One-on-one meetings
- Facilitated group input
Staff Action Planning

Details
• Strategies
• Action Steps

Development
• Review each area of PoW
• Short, mid, long-term
• Integrate recovery strategies in short term actions
• Program metrics
• Organization metrics
• Community well-being metrics
• COVID recovery dashboard
Crystal Morphis  
CEcD, LEED Green Associate  
www.creativeedc.com  
www.creativesiteassessment.com  
www.creativecec.com  
www.certifiedindustrialbuilding.com

economic development consulting

cmorphis@creativeedc.com
Course Corrections for Your Economic Development Strategic Plan

Q&A Session

Crystal Morphis (moderator)
Founder & CEO – Creative Economic Development Consulting

Nathan Huret
Director of Existing Industry Services – Catawba County Economic Development Corporation

Jason Vaughn
Regional Development Director – Agracel, Inc.

Leigh Ann Howe
President & Owner – Applied Marketing Sciences
Course Corrections for Your Economic Development Strategic Plan

Hosted By

NC EDA
North Carolina Economic Development Association

Presented By

AGRACEL, INC.
Industrial Developers

June 25