



# Advancing Rural Communities Through University Collaboration

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North Carolina Economic Development Association

Greenville Networking Luncheon

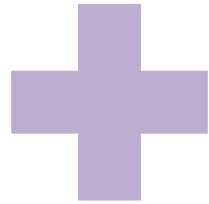
April 21, 2022



# ECU Economic Development model

## Community Engagement

the mutually beneficial exchange of knowledge, talents, and resources between ECU and community partners



## Economic Development

the alignment and investment of resources to stimulate innovation, entrepreneurship, and infrastructure development to enhance global competitiveness



## Regional Transformation

an outcome of community engagement and economic development that enhances quality of life, making our region a place where people want to live, work, and visit

# Guiding Propositions

## ALIGN

Align ECU institutional priorities align with resources and programming for drive economic development and engagement

## LEVERAGE

Emphasize interconnectivity research, regional transformation, innovation, entrepreneurship and engagement

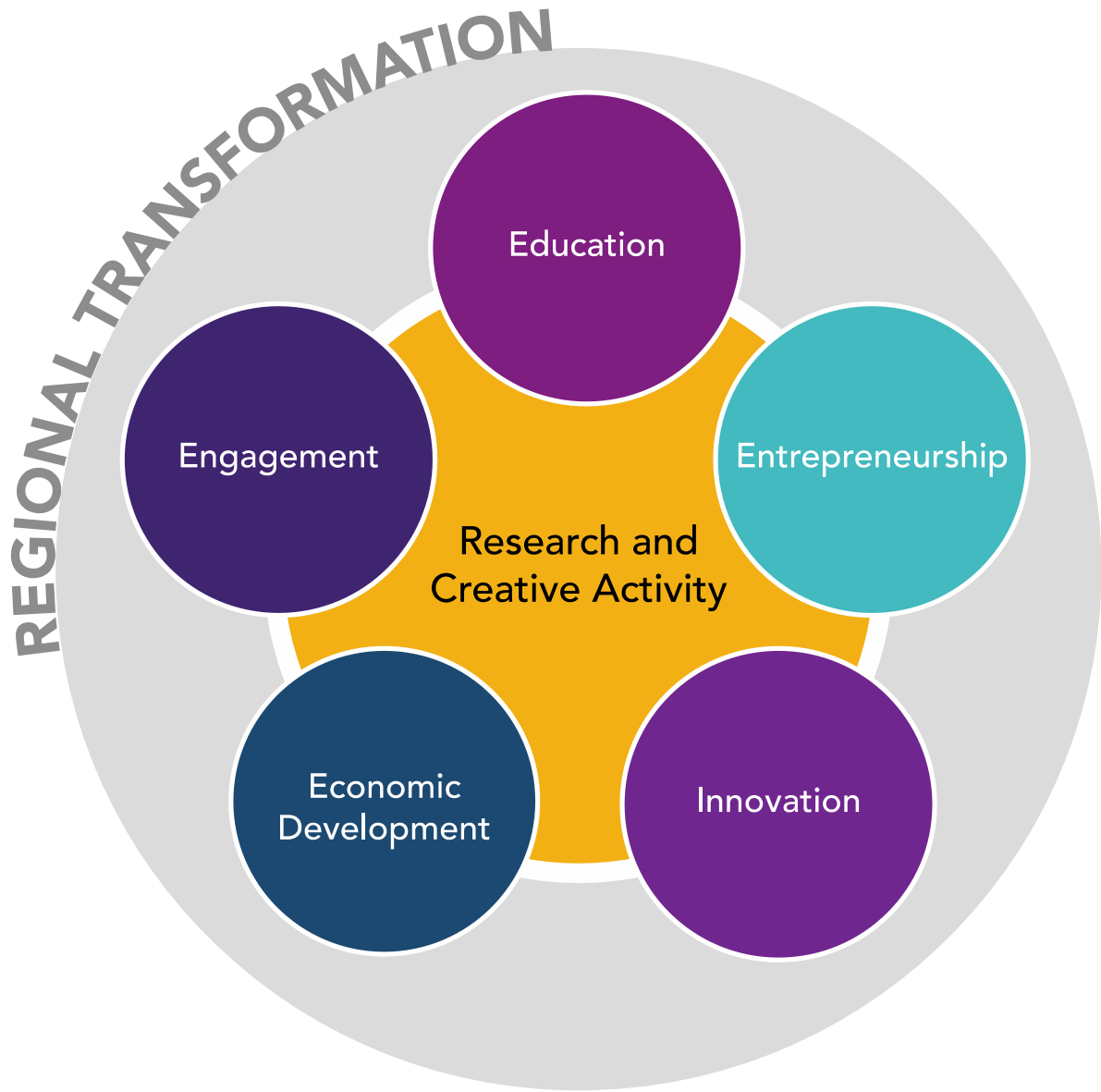
## NETWORK

Create connection points for innovation, entrepreneurship, and engagement across ECU and eastern North Carolina

## CATALYZE

Support research, innovation, entrepreneurship, and engagement activities across the DRIVE East Network to achieve regional transformation

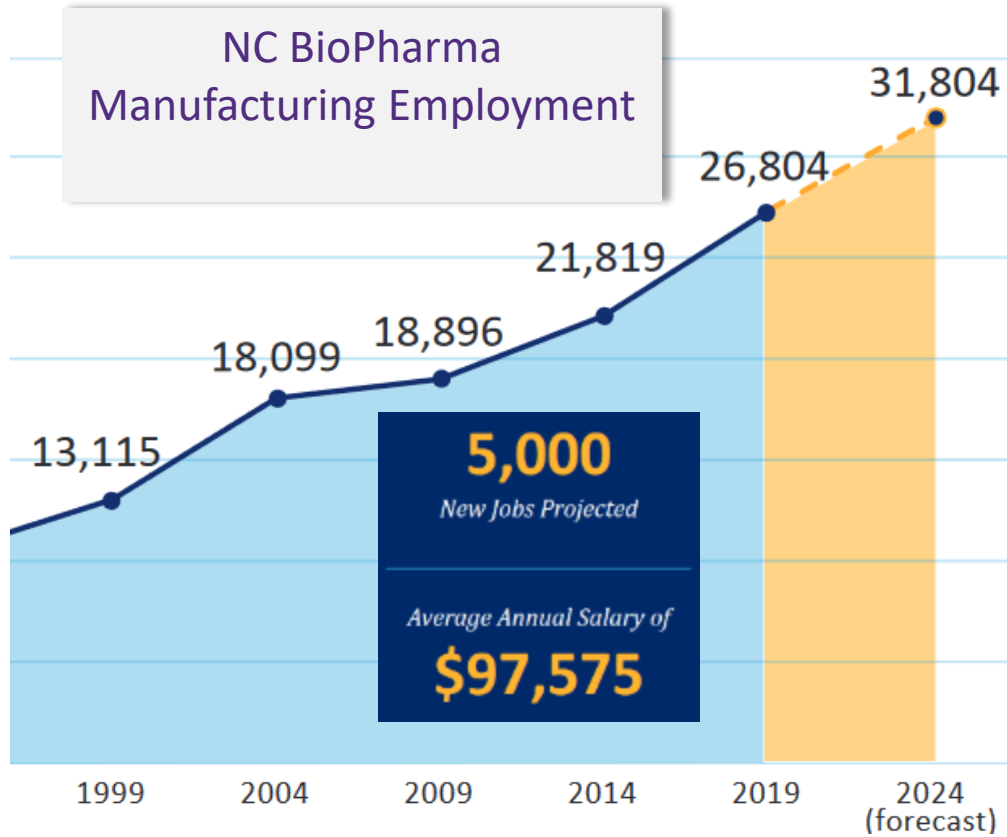
# Commitment to the Region





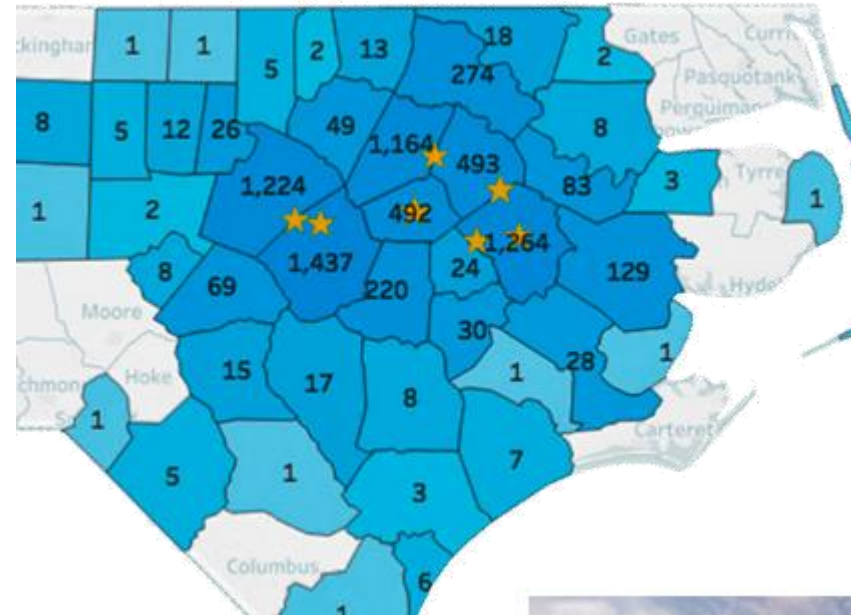
RISE 29

Creating and  
sustaining jobs in  
eastern North  
Carolina



## North Carolina Biotechnology Center®

BioPharma Crescent  
NC's Active Site for Manufacturing



**PRI** CENTER FOR MEDICAL ECONOMICS AND INNOVATION

China's Stranglehold On Pharmaceuticals Threatens Americans' Health And U.S. National Security



Reshoring US Pharmaceutical Production Would Create 800K Jobs



Life-science powerhouse Thermo Fisher Scientific plans \$500M expansion in Greenville





Eastern Region Pharma Center





Largest technical services provider in NC



Future National Training/Research Center

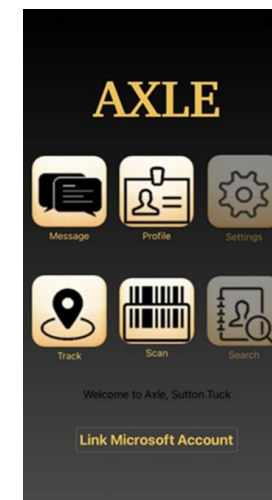
## Eastern NC NavalX Tech Bridge



## 82<sup>nd</sup> Airborne – Educational Partnership Agreement (EPA)



CIVIL-MILITARY INNOVATION INSTITUTE







## The East Carolina Research and Innovation Campus- Warehouse District

INTERSECTION SPACE



TENANT INTERIOR



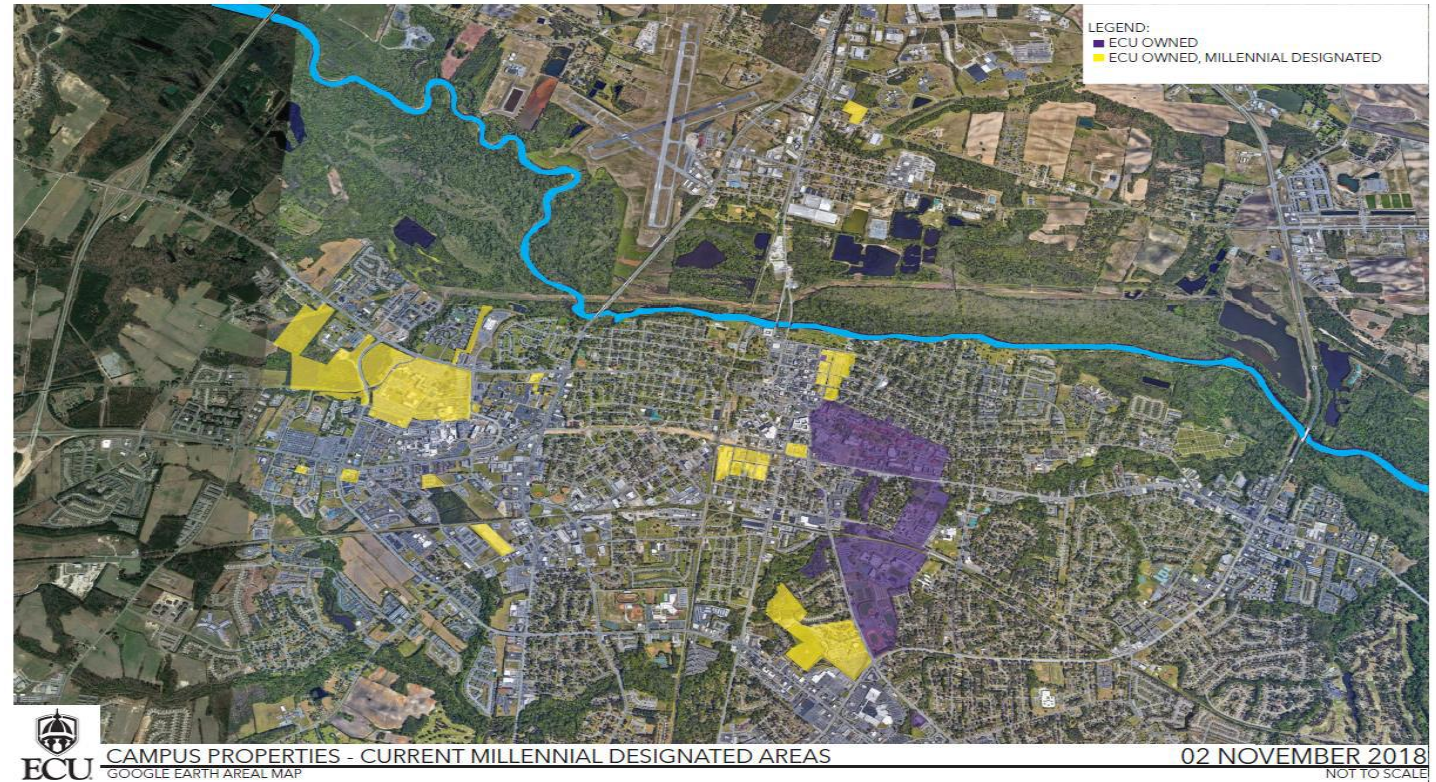


# The ECU Research and Innovation Campus “The Millennial Campus”

The ECU Research and Innovation Campus network, currently encompasses more than 500 acres within six sites spanning more than 100 miles of eastern North Carolina. Value-adding resources within each district and area are already available to support research, discovery, innovation, entrepreneurship, incubation, manufacturing and commercialization.

“The Millennial Campus, which will be known as ECRIC (East Carolina Research and Innovation Campus) would be developed to enhance the research, teaching, and service missions of ECU by accelerating and expanding collaborative research, health sciences, teaching, and service to champion economic and community development for both Greenville and the region, producing innovations in education, science, technology, and the arts that address local and regional challenges while equipping the region with a magnet to attract talent and investment.”

***UNC System BoG-Approved April 10, 2015.  
Greenville, NC.***





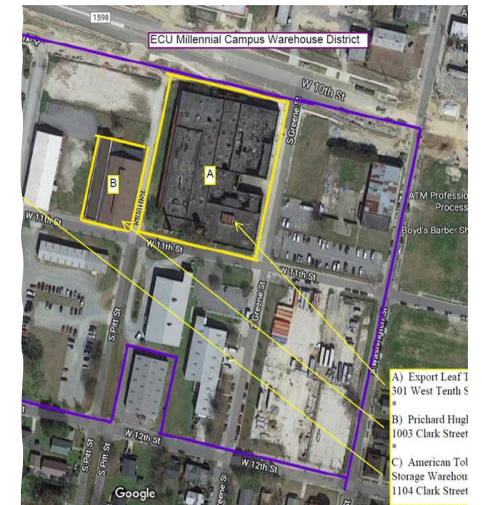
# The Warehouse District

ECU is currently transforming its Warehouse District into the next phase of the expanding Millennial Campus through a public-private partnership. This district encompasses more than 22 acres of opportunities to restore and reuse valuable historic properties and accelerate reinvestment activities within Greenville's center city and arts and innovation district for collaborative research, innovation, and economic development.

The area is anchored by the new Life Sciences and Biotechnology Building, which will provide more than 140,000 square feet of space for cutting-edge, team-based, and industry-relevant basic and applied research.

The historic American Tobacco, Export Leaf, and Prichard-Hughes buildings are close to the Life Sciences and Biotechnology Building in the Warehouse District. ECU through a competitive process, awarded the development of the district to Elliott Sidewalk, LLC who will redevelop these valuable facilities through a public-private partnership leveraging historic and other tax credits.

## Life Sciences and Biotechnology Building





## Our Vision

Intersect East aims to fit seamlessly into the fabric of Downtown Greenville and join the Business, Academic, Cultural and neighboring residential communities. Here, we offer the promise of the East North Carolina region's corporate best to conduct research and take good businesses to growth. We like to think of this as a corporate Olympic Training Village complete with innovative lab and office spaces, restaurants, and convenient housing—right here in the project. You can ride your bike to the historic cultural section of nearby Dickinson Avenue on an abandoned railroad bed that will become a Hike and Bike trail. A large park will host respite and activities to keep the vibe going. Join us and thrive.

