

## Year End Summary 2008: Farmville Economic Development

### Activities, Events, Meetings, Strategic Targeting, Marketing

Contact (phone, in person) with 150 large distribution, supply firms with information about facilities, land, opportunity in Farmville – commercial, industrial. Follow-up with 1500 mailing to potential firms.

Mailings to 200 companies with information on commercial park, future industrial park, and corporate park as well as sites in Farmville

Contact with 54 existing businesses and industries in Pitt, Wake, Nash Counties about retention, expansions

Updates and visits with State Legislators and Members of Congress re water project, ed, utility issues

Statewide marketing and advertising of the Small Business Incubator through universities, community colleges, incubator associations, small business and entrepreneur groups

Recruitment of three new businesses for the Small Business Incubator

Referral of twelve businesses to Pitt CC Small Business Center and SBTDC

Review and counsel for eight business plans for new and expanded businesses

Introduction of venture capitalists and investors to businesses in Farmville for expansions

Meetings and contact with 84 retailers for opportunities in Farmville; Continued follow-up with ten Buxton Report Retailers to provide data, follow-up, extended invitations to visit. To date, 11 have visited Farmville in person.

Advanced Technology Seminar with high technology companies in RTP, Biotechnology Conference, NCEDA Conference, NSBIA Conference, ICSC Conferences, Rural Partners Forum, IEDC Forum, ECU/Chamber of Commerce event re Latino Immigration, ECU 100<sup>th</sup> Celebration, Council for Entrepreneurs Conference, SBIR Technology grants program webinar, Rural Center grants programs reviews

Regular attendance and communication with Pitt County Development Commission, Pitt County Commissioners, State ED Board, Eastern Region, Legislators on appropriate committees, US EDA, NC Commerce

Secured ETJ extension for Farmville through Pitt County Planning Board, Pitt County Commissioners for Industrial Park

Secured former American Elements tax-free from Pitt County Commissioners for economic development, on-going conversations with investors group with ideas for site

Meetings with 11 developers about opportunities and sites for larger scale developments

Work with four commercial enterprises on numerous sites and options

Work with three international companies on options for building sites and retrofit of existing sites

New commercial/industrial business relocated to Farmville to add 15 jobs and investment

Work with three landowners on options for their properties

Regular networking with NC Chamber Manufacturing Alliance to provide information about the incubator and sites

Regular meetings with NC Dept. of Commerce re Asian and South American Markets and Chinese markets

Meetings with Equity Investor re Cottontops Bldg renovation and equity transfer of building

Meetings with shopping center broker and redevelopers for the property

Meetings with 14 potential downtown businesses and nine building owners in downtown

Meeting with site reps re C&A building (multiple visits)

Weekly conference calls with C&A trustees, including convincing them to invest in phase 1 and 2 environmental testing for potential clients, repairs and enhancements for the community

Weekly conference calls with four clients for C&A building, ongoing with one

Introduction of potential clients to investors and bankers

Showed shell building 18 times; developed and ran two general advertisements featuring building

Cooperative advertising ad for Farmville Businesses in 8-page spread for Impressions Magazine – used in 75 mailings

½ page print advertisement for Business NC for February 2009 editorial feature – Global Expansion Magazine print and on-line

Design of advertisement with Global Expansion Magazine.

Developed CDBG Entrepreneurial Grant for local business (pending)

Developed options and alternatives for Industrial Park

Designed signs for Industrial Park for marketing

Added sites and features to Town web site

Three new food establishments – Boangles, Subway, La Flama

Fall 2008 ED Annual Meeting event with 65 attendees representing state, local and regional ed organizations, elected officials, businesses (new, existing and potential)

Developed proposal for Unified Development Ordinance and planned series of 2009 meetings for implementation, secured three ECU MPA interns for 2009 with funding through ECU Municipal Management Initiative; researched and revised chapters 1 and 2 of ordinances

Appointed to ECU MPA Advisory Council

Regular meetings with ECU Office of Economic Development, and the Wake-eastern county initiative, Centennial Campus at NCSU and regional ed professionals

Regular meetings and communication with six commercial brokers to provide building and site information

Meeting with Open Table, restaurant marketing, re Greenville MSA

Developed spec sheets for land, buildings for distribution to contacts and inventory of vacant buildings

Marketing incubator and buildings and sites through SBC, SBTDC, Business Schools, Chambers, NC East, NC Dept. Commerce, Centennial Campus Manufacturing Alliance, University Engineering Projects (NCSU, ECU)

Participate in NCSU Centennial Campus Manufacturing Alliance, MBA program ed overviews at NCSU Jenkins School of Management and UNC Kenan-Flagler Business School

Golden Leaf Foundation grant development

Developing HUD Community Investment zone application

Committee of 100 Meetings, Greenville Chamber Meetings

Developed invitations, programs for Water Project GroundBreaking.

Information provided to Members of Congress re Water Project; arranged press interviews;  
Information provided to General Assembly Members.

Expansion of press announcements for regional exposure for ed efforts

Regular meetings with NC DOT re appearance issues, road and rail issues and planning of  
major development areas, 264 interchange completion and alignment/signaling at 264/258