



***Strategic
Action for
a Stronger
Economy***



The development of the GROW Campaign has been a very strategic process. We have worked to ensure broad community input in establishing the focus areas and goals of the plan. Through that process two specific issues repeatedly came to the forefront of conversations. How will we increase the number of good jobs in the region, and find a way to retain our young talent.

While those two goals are not the exclusive focus of the Chamber or the GROW Campaign, the link between them is obvious. If we don't have quality jobs to offer in our community, those seeking jobs will either settle for lesser opportunities, or – especially in the case of the young workforce – they will leave Greensboro for a community that has jobs to offer them.

The data on the following page was published after preparation for the GROW Campaign was underway. This data explains with numbers what the more than one hundred members of the Greensboro community who helped craft this plan were telling us months ago.

We know what Greensboro needs in order to thrive over the coming five years, and the GROW Campaign is our strategy for delivering that necessary impact and will set the stage for continued economic vitality in Greensboro for years to come. Our goal was not to make a plan for Greensboro – but to make a plan with Greensboro.

I hope you'll join me as we GROW together.

TERRY AKIN
CEO Cone Health
Chairman, Greensboro Chamber of Commerce

“Greensboro’s poor retention of young talent presents a dangerous challenge. If the amount of young talent does not increase and the population continues to age, Greensboro may face economic stagnation.”²

NOW IS THE TIME

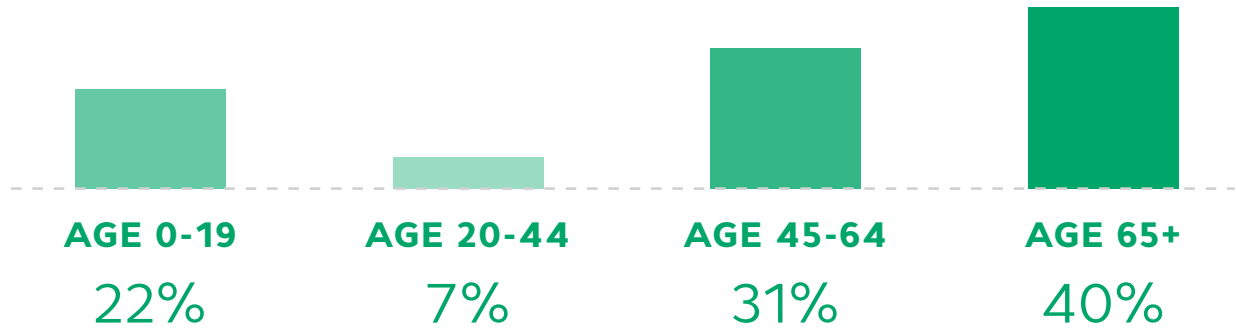
North Carolina per capita income relative to national per capita income, and North Carolina per worker earnings relative to national per worker earnings, have declined.¹

JOB GROWTH BY WAGE LEVEL 2001-2015

	High Pay	Middle Pay	Low Pay
United States	7.5%	5.9%	12.5%
North Carolina	25.2%	-5.2%	29.4%
Greensboro	-3.1%	-10.8%	14.1%

Greensboro’s population is aging and the relative number of young people in the city is decreasing.

POPULATION GROWTH BY AGE GROUP, 2010-2015:



¹ “North Carolina’s ‘U-Turn’ and Alternative Economic Paths of the State’s Regions,” Dr. Michael Walden, NC State.

² the Greensboro Collaborative: Final Report on Talent Retention,” Morehead-Cain Scholarship Foundation, UNC Chapel Hill.

CREATE QUALITY JOBS.

Develop and implement a collaborative strategy for recruitment, retention and expansion of businesses in targeted industries, as well as planning for future buildings and sites for targeted growth. Primary focus on jobs that pay above Guilford County average wage.

Increase
site and
building
inventory
in Guilford
County



\$500MM
CAPITAL
INVESTMENT

“THE GREENSBORO
CHAMBER’S ECONOMIC
DEVELOPMENT EFFORTS
WERE AND CONTINUE TO
BE ESSENTIAL TO OUR
EXPANSION IN THE LOCAL
AND REGIONAL MARKET.”

-Sharon Ruppel, Ecolab

Drive
retention and
expansion
of existing
business

7,500
NEW JOBS



Collaborate with
the Guilford
County Economic
Development
Alliance to recruit
new business and
industry in the
following targeted
sectors:



LIFE
SCIENCES



ARTS &
DESIGN



SPECIALIZED
BUSINESS SERVICES



SUPPLY CHAIN
& LOGISTICS



ADVANCED
MANUFACTURING



AVIATION



FURNITURE

TALENT AND WORKFORCE DEVELOPMENT.

*Expand and enhance the workforce in
Greensboro and Guilford County through
talent and community development.*

Leverage
apprenticeships
to grow
workforce
pipeline

Develop and
implement a
“prenatal
to career”
workforce
and talent
development
strategy

Photo:
PARTICIPANTS
IN GUILFORD
APPRENTICESHIP
PARTNERS

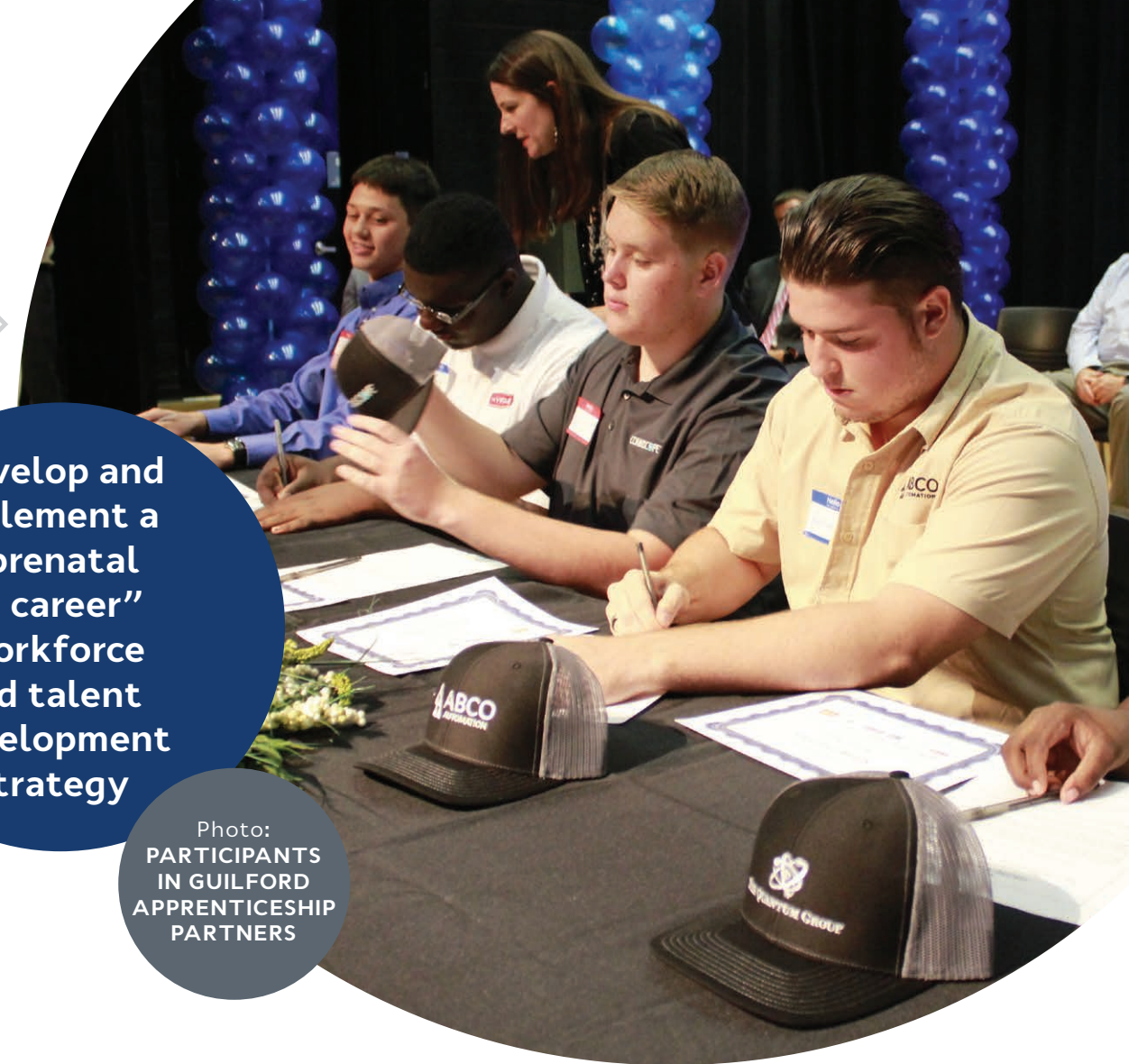
“AS AN ADVANCED MANUFACTURING
EMPLOYER, I HAVE COME TO REALIZE IT IS
VITAL WE ARE PREPARING AND EDUCATING
OUR STUDENTS FOR THE CAREERS WHICH
WILL BE AVAILABLE WITH EMPLOYERS IN OUR
AREA WHEN THEY GRADUATE.”

-Tammy Simmons,
Machine Specialties, Inc.

Develop Talent
Alignment
Strategy to
align education
with industry
needs

Work to develop
key community
amenities that
are attractive to
a 21st century
workforce

FILL
1,000
CHRONICALLY
VACANT
POSITIONS



STARTING AND GROWING OUR OWN.

Focus on entrepreneurship and small business development to expand the culture of inclusive innovation throughout Greensboro and Guilford County.



PRIYANKA RUPARELIA,
GREENSBORO
RESIDENT
Courtesy of
Made in GSO

\$10MM
NEW MINORITY
BUSINESS
REVENUE

Increase
economic
equity

\$2.5MM
RAISED FOR
NEW VENTURES

200
NEW
COMPANIES
CREATED

Drive
entrepreneurship



JOSH COOK,
GREENSBORO
RESIDENT
Courtesy of
Made in GSO

Advocate
for pro-business
policy solutions

Identify
and address
systemic
barriers

Develop and
deliver
outcome-driven
education

Accelerate
small business
development

Expand
existing
resources

“THE ABILITY TO PROVIDE STARTUP CAPITAL TO BUDDING ENTREPRENEURS VIA A COMMUNITY SEED FUND WILL HELP DIFFERENTIATE OUR REGION AND WILL PROMOTE JOB OPPORTUNITIES THROUGHOUT THE TRIAD.”

- Troy Knauss, Guardant Partners



Ensure shareholders are engaged in and regularly updated on progress

Tell our story

Embrace new technology and innovations

Encourage community pride and investment

“THERE ARE MANY GREAT THINGS HAPPENING IN GREENSBORO AND MORE POSITIVE THINGS TO COME. OUR COMMUNITY IS STRONG, CONNECTED AND GROWING. TELLING OUR STORY IS VITAL TO MAKING OTHERS AWARE OF OUR GREAT CITY, ITS OPPORTUNITIES AND SUCCESSES.”

- Anita Hughes Bachmann
UnitedHealthcare

MARKETING & COMMUNICATIONS

Create a shared and inclusive vision for Greensboro that will engage, inspire, and excite the entire community.

Publish a relocation and retention guide for use by local employers

LAUNCH A YOUNG PROFESSIONALS **AMBASSADOR PROGRAM** TO BOOST RETENTION OF LOCAL COLLEGE GRADUATES

Greensboro will be featured in 8 to 10 national or regional publications annually

Enhance the Greensboro brand identity





It is an honor to serve as Co-Chairs of the GROW Campaign as it seeks to enhance the economic vitality of the Greensboro area. We are confident that this plan is focused on the right priorities and addresses urgent issues we are facing in the Greensboro area. But aside from our confidence in a sound plan, there is one foundational factor that sold us on this vision:

Greensboro is ready to GROW!

We are convinced that now is the time for Greensboro. Economic growth requires more than just a good plan. There is an element of timing, not unlike planting a crop, that is an integral factor for things to grow to their fullest potential.

The GROW Campaign was developed with broader community support than any previous effort of this type. We are working more collaboratively with neighbors across the street and across the region. We have new leadership and a new vision. Now is the time to take action. Now is the time to GROW.

Thank you for taking the time to consider how you and your organization can help make the goals of the GROW Campaign a reality. We hope you will find this vision as compelling as we have, and that you will join us by making an investment in the GROW Campaign.

We are ready to GROW Greensboro, are you?

JON BELL
CEO, Bell Partners Inc.
Co-Chair, The GROW Campaign

DEREK ELLINGTON
Triad Market President, Bank of America
Co-Chair, The GROW Campaign

TOTAL GOAL
\$10MM

**START.
MOVE.
GROW.
ENHANCE.**

greensboro
chamber of commerce



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