

NORTH CAROLINA RAILROAD COMPANY

Economic Development Challenges, Opportunities, and the Importance of Rail Infrastructure

Progress in Motion Rail Forum

April 19, 2016

Presented by Gray Swoope



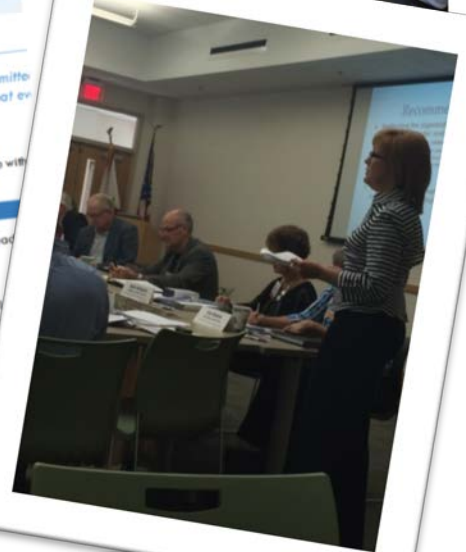
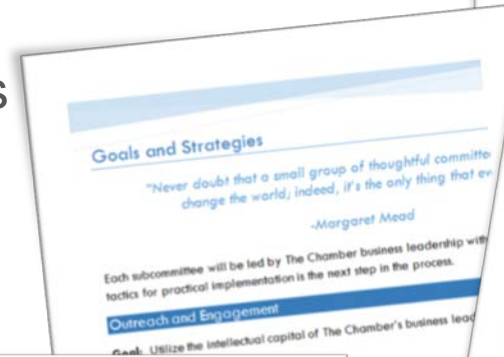
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A New Way to Partner

- Location Advisory Work
- Developing High Performing Teams
- Economic Development Strategy
- Effective Marketing and Communications Strategy



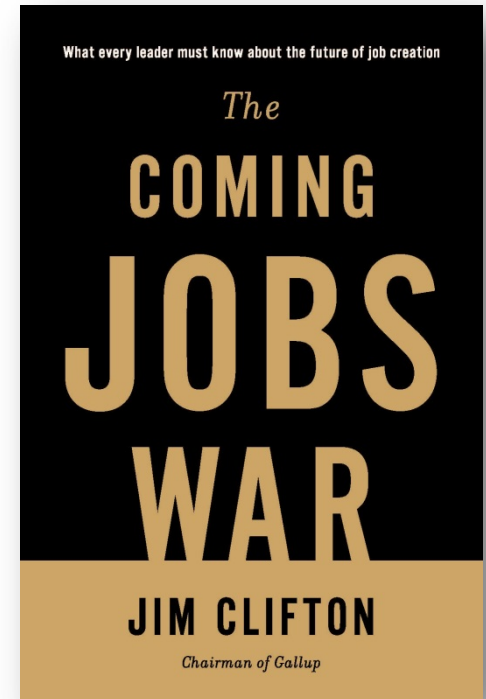
Why Economic Development

Jobs lead to a vibrant economy

- Provides revenues
- Better quality of life
- Supports education
- Transportation
- Public safety

“This is one of our most powerful findings ever. ‘A good job’ is more important than having a family, more compelling than democracy and freedom, religion, peace and so on.”

- Jim Clifton, CEO, Gallup



A Jobs Strategy

Market Opportunities

- Speed of business
- Ease of doing business
- Environment conducive to start-ups

Facilitated Strategies

- Tourism
- Business Retention & Expansion
- Infrastructure

Competitive Projects

- GAME CHANGERS!

Risk Factors

Mitigate risk to win projects

- State business climate
- Local business climate
- Ready product
- Workforce
- Reputation risk
- Incentives



Use of Incentives

Increased scrutiny of effectiveness

- Wrong assumptions
- Fiscal irresponsibility
- Special interest groups
- Media
- Political ideology



Bipartisan committees review **economic development** to...
[bctv.org](#) - 6 hours ago
 Bipartisan committees review economic development tools and ... lack of **economic development incentives** compared to neighboring states.



Ky. agrees to offer new **incentives** to AK Steel
[Cincinnati.com](#) - 20 hours ago
 The measure will extend existing **economic development incentives** and offer new incentives that West Chester-based AK Steel could draw ...
[Prepaid cellphone customers face extra fee to support 911](#)
[News & Observer](#) - Apr 13, 2016
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Editorial: Legislators sabotage **economic development**
[TBO.com](#) - Mar 26, 2016
 Legislators may score points among those who label the **incentives** as ... Local **economic development** leaders and Tampa Bay Lightning ...



City Council candidate Q&A: **Development incentives**
[Columbia Missourian](#) - Mar 27, 2016
 Brian Treece: TIF districts can be important for **economic development** if limited in scope, geographically focused and targeted, with clear ...



Elgin approves **incentives** to bring Farm & Fleet to Randa...
[Chicago Tribune](#) - 16 hours ago
 "This is yet another success for the Elgin Development Group,"
 Elgin ... **economic development incentive** agreement will be \$415 million.



City offering **incentives** for Farm & Fleet to open in Elgin
[Chicago Tribune](#) - Apr 11, 2016
 The Elgin City Council is set to consider an **economic development incentive** agreement with Blain Supply Wednesday, according to ...

Incentives Moving Forward

Use will remain a factor

- More than financial
- Use and purpose
- Transparent
- Track results and ROI



Transformational Not Transactional

In Closing

Economic development is a choice

The mindset to succeed

A holistic strategy

Implement and adjust



THANK YOU!



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