



Quarterly Progress Report September 30, 2022

Message from the Director

Moore County Partners in Progress (PIP) continues to advance our mission to increase economic prosperity and improve the quality of life in Moore County. Inside this report you'll find information about the projects and initiatives we've advanced the last three months.

What makes Moore County so special is the high quality of life we enjoy in a rural setting. At Partners in Progress, we understand how critical it is to ensure future commercial growth enhances and improves our quality of life. That's why we're in the business of both economic development and community development.

This quarter, we expanded our efforts to support existing employers by launching **monthly industry visits** in collaboration with the Moore County Chamber of Commerce, Sandhills Community College, and other partners. These visits have already resulted in employers actively working with local education providers on workforce development initiatives.

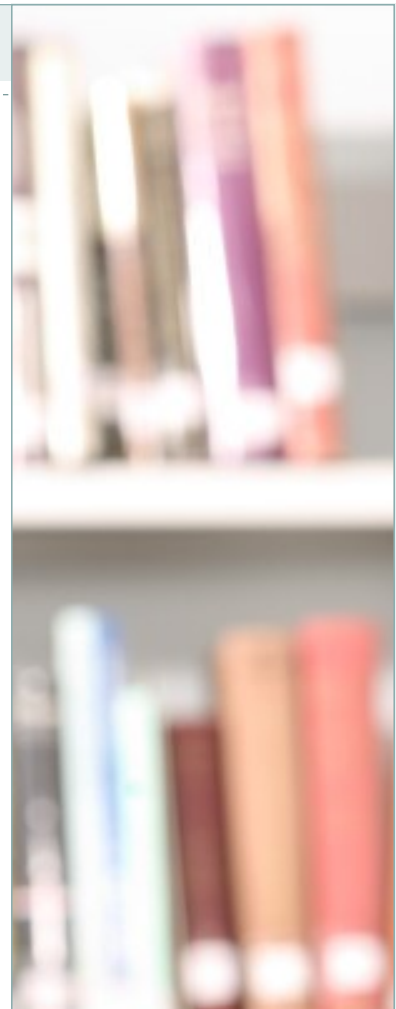
We continue to see a high level of demand for industrial sites and buildings in Moore County with a **28% increase in the number of businesses looking to expand or locate in Moore County** over this same time period last year. Because Moore County has a limited number of suitable commercial/industrial sites and buildings, identifying and preparing sites remains one of our top priorities. Thanks to Senator Tom McInnis, we received a **\$1.2 million state appropriation** this quarter for industrial site development.

In September, Loren Hill, Regional Economic Developer of the Carolina Core, met with the PIP board to discuss the unprecedented economic development announcements locating in the NC Carolina Core. Mr. Hill reported that since December 2021, there have been 4 major announcements including Toyota, VinFast, Boom Supersonic, and Wolfspeed that combined represent a staggering 13,150 new jobs and more than \$13 billion of capital investment north of Moore County. Because of these announcements, I expect we will continue to see significant interest in Moore County from prospective businesses.

This quarter, we also received and presented the results of our 2022 Moore County Employer Survey, made significant progress on our rebranding and website redesign project, and secured funding from Moore County to hire a new Business Development Director.

It's an exciting time to be in economic development and I hope you enjoy reading about the progress we've made at Partners in Progress in this Quarterly Progress Report!

Natalie D. Hawkins, PMP
Executive Director
Moore County Partners in Progress



INSIDE THIS REPORT

Business Recruitment	2
Business Retention & Expansion	3
Workforce & Community Development.....	4
Administrative Items	5
Quarterly Performance Indicators.....	6

SPECIAL POINTS OF INTEREST

- Product Development
- Southern Pines Brewing Co. Expansion
- 2022 Moore County Employer Survey Results
- Duke Energy Foundation Grant
- Quarterly Performance Indicators

BUSINESS RECRUITMENT

Product Development

This quarter, PIP continued to make progress on developing industrial sites in Aberdeen, Southern Pines, and the Robbins area to increase site availability and make sites more competitive in attracting future tenants.

Iron Horse Industrial Park

In August, PIP obtained a Preliminary Engineering Report from the NC Department of Transportation (NCDOT) for the construction of an industrial access road in the Iron Horse Industrial Park. PIP also requested an appraisal of a parcel at the park to facilitate the potential purchase of the property to get the site under public control. In total, PIP has accumulated funding commitments of over **\$1.7 million** to acquire the parcel and install a public industrial access road that would be constructed and maintained by NCDOT.



Southern Pines Corporate Park

This quarter, PIP executed a grant agreement in the amount of **\$20,700** with NC's Southeast to conduct site planning and due diligence work for the Southern Pines Corporate Park. PIP executed contracts with consultants to update the site plan of the 100-acre industrial site, conduct a Phase 1 Environmental Site Assessment, prepare a Wetlands Delineation Report, and issue an Endangered Species Report. PIP expects to complete site planning and due diligence work prior to December 31st.

Robbins Site Identification

In July, PIP executed a grant agreement with the Golden LEAF Foundation to identify industrial sites in and around Robbins. Under the grant agreement, Golden LEAF will provide site consultant services valued at **\$15,000** to identify sites and strategies for industrial development. Site identification should be completed by the end of the calendar year.

Site Visit

In August, PIP staff coordinated and hosted an international client interested in establishing a manufacturing facility at the Iron Horse Industrial Park. The client planned to make a total investment of \$83 million in 330,000 square feet of space and create 130 jobs. The client subsequently notified PIP the site was no longer being considered because it required clearing and the location is a small industrial area with limited labor.

\$1.2 Million State Appropriation

In July, PIP was the recipient of a **\$1.2 million** state appropriation for industrial site development in Moore County. Senator Tom McInnis was instrumental in obtaining this funding that will be used to facilitate industrial development in Moore County.

Active Grants

As of September 30th, PIP is managing **seven grants totaling over \$2 million** for industrial site development and business expansion.

Grant Agency	Amount
Golden LEAF—Equipment	\$200,000
Golden LEAF—Site ID	15,000
NCDOT—Access Road	200,000
NCCR—Site Development	167,670
NCSE—Site Development	241,300
NCSE—Due Diligence	20,700
State of NC—Site Development	1,200,000
Total	\$2,044,760

"With the increased demand in businesses wanting to locate in Moore County, we remain focused on preparing industrial sites for development ."

BUSINESS RETENTION & EXPANSION

Southern Pines Brewing Co. Expansion

This quarter, PIP announced the expansion of Southern Pines Brewing Co. in the Town of Carthage after proactively recruiting the company to the site. Working with town officials for over six months, the brewery obtained approval from the Carthage Board of Commissioners to acquire the historic 4,700 square foot Buggy Building in August. Closing is expected to occur before December 31st. The project is a multi-million dollar investment with the potential to add up to 10 new jobs to the Carthage community.



Industry Visits



This quarter, PIP visited three Moore County businesses: Meridian Kiosks, Penick Village, and nVent. These visits are held to obtain a better understanding of the needs, opportunities, and challenges of our local businesses so PIP can identify resources and partners to help them be successful.

Two of the companies visited are actively working with Moore Co. Schools and Sandhills Community College on workforce development needs as a direct result of our visits.

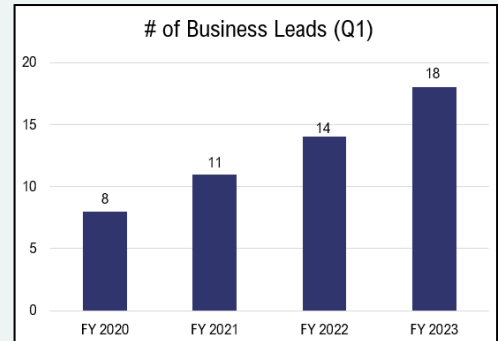
Golf Industry Cluster

On July 20th, PIP attended and was recognized at the USGA's media conference announcing the World Golf Hall of Fame (WGHOF) will relocate from St. Augustine, Florida to Golf House Pinehurst. According to the USGA, the announcement represents "the latest commitment by the USGA to uphold the region's stature as the 'Home of American Golf' and to invest more deeply in Pinehurst and North Carolina." Extensive national, state, and local media coverage of the event increased exposure of Moore County's golf cluster.

Also in July, PIP executed a contract with PGA Magazine to support our golf cluster recruitment initiative. Planning began for a golf leadership summit that will be scheduled sometime in 2023.

BUSINESS LEADS

For the first three months of the fiscal year, PIP responded to a total of 18 business leads or 1.4 each week. This represents a **28% increase** in the number of businesses looking to locate or expand in Moore County over this same time period



last year.

ACTIVE PROJECTS

As of September 30th, PIP is **actively working with six (6) clients** to identify and secure facilities ranging from 20,000 to 70,000 square feet in Moore County.

240

of jobs associated with active projects

\$30.5 million +

Total planned investment for active projects

250,000

Total # of square feet for active projects

WORKFORCE & COMMUNITY DEVELOPMENT

2022 Moore County Employer Survey Results

In August, PIP received the results of the 2022 Moore County Employer Survey. 149 businesses of all sizes and industries completed the survey between June and July. Representatives from the National Business Research Institute (NBRI) presented the survey results to the survey sponsors on September 26th. Survey sponsors included PIP, Moore County Chamber of Commerce, Sandhills Community College, and Moore County Schools.



An executive summary of the results and the presentation of the results can be found on the PIP website. **Four key take-aways** from the survey include:

1. Businesses expressed high satisfaction levels with the overall image and quality of life in Moore County.
2. Most businesses had a positive business outlook, expecting revenue and workforce growth in the next 12 months.
3. Employers have had difficulty finding qualified applicants to fill open positions in the last 12 months.
4. Most businesses are not participating in or are satisfied with workforce development activities organized by local education providers.

The employer survey indicated a significant opportunity to bring businesses and educational providers together to help meet the needs of our employers. Employers also expressed the most effective methods for Moore County Schools and Sandhills Community College to generate career interest in local jobs are job shadowing, internships, and career fairs.

40% of employers indicated dissatisfaction with the availability of high-speed broadband, availability of reliable cell phone service, and availability of land and commercial buildings for expansion. Overall, 95% of businesses were satisfied with Moore County as a place to do business and 93% indicated they would be likely to recommend Moore County as a business location.



"Overall the 2022 Moore County Employer Survey indicated a positive business outlook and high levels of satisfaction with Moore County as a place to do business."

Workforce Development Board Realignment



This quarter, PIP staff worked with Moore County officials to facilitate a transition from the Regional Partnership Workforce Development Board (RPWDB) to the Mid-Carolina Workforce Development Board. The transition supports the state's requested realignment of workforce development boards to economic prosperity zones and is scheduled to take place on July 1, 2023.

"We are missing opportunities to align our workforce development system with our economic development activities more closely, and to create new synergies within those systems that will benefit North Carolina, our economy, our businesses, and our job seekers," said NC Secretary of Commerce Machel Sanders and EDPNC CEO Christopher Chung in a joint statement.

A workforce development board is appointed by county commissioners to bring together stakeholders who can deliver workforce solutions, assist job seekers, and help businesses develop a qualified workforce for regional economies and labor markets.

DUKE ENERGY FOUNDATION GRANT FOR CARTHAGE

In September, the Duke Energy Foundation awarded the Carthage Century Committee a \$25,000 Hometown Revitalization Grant to support businesses with a storefront presence in downtown Carthage. Eligible businesses may apply for grants to enhance commerce opportunities, beautify storefronts, and support workforce needs. PIP staff will chair a selection committee that will review completed applications and select recipients by January 15, 2023.



Moore County Achieves Certified Entrepreneurial Community® Designation



In July, PIP's Entrepreneurial Task Force achieved the Certified Entrepreneurial Community® (CEC®) designation for Moore County. This designation signifies that Moore County is "entrepreneur-ready" and has a robust entrepreneurial ecosystem. To achieve the designation, the Entrepreneurial Task Force created a new [digital entrepreneurial resource center](#) on PIP's website.

The Entrepreneurial Task Force's next project is to organize and host an Entrepreneurial Summit in 2023.

Broadband Expansion

This quarter, Moore County was selected to receive a \$4 million Growing Rural Economies with Access to Technology (GREAT) grant for a \$9.4 million project to bring high speed broadband to nearly 3,500 households and businesses in Moore County. This was on the heels of the Digital Inclusion Task Force and PIP's efforts to get Moore County residents and businesses to complete the NC Broadband Survey earlier this year.

ADMINISTRATIVE ITEMS

Rebranding & Website Consolidation

This quarter, the PIP Board of Directors approved recommendations to rebrand the organization to better convey who we are and what we do. Recommendations approved by the board include: a new name, a new contemporary logo, and consolidation of the PIP and Moore Alive websites. Work began on creating the new consolidated website, which is planned to launch in January 2023.

Business Development Director

This quarter, the PIP Board of Directors approved the addition of a Business Development Director position to the PIP staff. This new position will expand the existing staff to three full-time employees.

The Business Development Director's key responsibilities will be to: 1) Respond to Requests for Information (RFIs) from prospective businesses, 2) Manage the Business, Retention, & Expansion (BRE) program, 3) Facilitate development of commercial and industrial sites & buildings, and 4) Manage and administer economic development grants. PIP staff plan to recruit for the new position October through November and hope to have the position filled in January 2023.

Moore 100 Member Meetup

In September, PIP held a Moore 100 Meetup at the Railhouse Brewery in Aberdeen. A dozen members enjoyed an evening of networking. **Do you know someone interested in joining Moore 100?** Call us at 910-246-0311.



ABOUT US

Moore County Partners in Progress is a not for profit public/private partnership for economic development in Moore County, NC.

Our **mission** is to **increase economic prosperity and improve the quality of life** for Moore County's citizens through the creation of quality jobs and capital investment in our communities.

UPCOMING MEETINGS & EVENTS

Triangle Business Journal Corridors of Opportunity

November 30 (8:00-10:00am)
Pinehurst Resort

Moore 100 Member Meetup

December 14 (5:30pm)
Southern Pines Growler

15 Chinquapin Rd, 2nd Floor
PO Box 5885
Pinehurst, NC 28374

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QUARTERLY PERFORMANCE INDICATORS

For the quarter ended September 30, 2022, PIP is on track to meet annual goals or has already met annual goals established by the PIP Board of Directors for FY 2023.

Category	FY 2023 Staff Performance Goals	FY 2023 Goal	FY 2023 Actual (Q1)
Business Visits	# of in-person business visits	12	3
Moore 100	# of Moore 100 members	50	50
	Moore 100 retention rate	75%	100%
Financial	Actual revenues as a % of budget	>100%	50%
	Actual expenditures as a % of budget	<100%	26%
Satisfaction	% of employers who agree PIP provides responsive services	80%	98%
	% of employers who agree PIP provides a high level of service & support	80%	97%

Goal Status	
On track to meet annual goal	Yellow
Met annual goal	Green
Not on track to meet annual goal	Red

OUR PARTNERS

Moore County Partners in Progress is proud to partner with these economic development agencies to help existing businesses succeed and recruit new businesses to Moore County.



TRIANGLE BUSINESS JOURNAL CORRIDORS OF OPPORTUNITY

On November 30th, the Triangle Business Journal will host a **Corridors of Opportunity** panel discussion at the Pinehurst Resort from 8-10am. PIP staff will participate in a panel discussion on what the future holds for economic development, education, healthcare, and transportation in Moore County. Tickets to the event are \$65 and can be purchased [online](#).

