



Greensboro, North Carolina

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BACKGROUND

In 2000, a group of community foundations commissioned McKinsey & Co. to assess Greensboro, North Carolina's future economic prospects. Among the barriers to positive growth identified by McKinsey was the "divergent development priorities and dispersed efforts" of what was referred to as an "alphabet soup" of economic development agencies. In 2005, three key organizations – the Greensboro Chamber of Commerce, Action Greensboro (a partnership of community-minded foundations), and the Greensboro Economic Development Alliance – were merged with the goal of streamlined governance, speaking with one voice and more focused strategic planning. The newly merged organization was called The Greensboro Partnership.

RESOURCE DEVELOPMENT GROUP ROLE AND RESULTS

In 2008 RDG utilized their direct solicitation approach to execute The Greensboro Partnership's campaign to fund its first joint five-year strategic plan for 2009 through 2013. RDG helped The Greensboro Partnership generate \$9 million of mostly private sector and foundation funding for the initiative.

Significant progress was made between 2009 and 2011 on regional economic development collaboration in the Piedmont Triad and RDG was again retained in 2012 to manage a joint campaign involving the Greensboro Partnership, Winston Salem Alliance and Piedmont Triad Partnership. Each organization was seeking separate funding, but RDG assisted in developing joint campaign materials that demonstrated how each organization's programming and initiatives are strategically aligned and highlighted new efficiencies that had been gained as a result of the alignment. RDG coordinated all joint calls involving both the Greensboro Partnership and Piedmont Triad Partnership, and managed all appropriate follow up with pending prospects.

The joint call strategy was a resounding success and demonstrated solidarity among the primary economic development organizations in the region. RDG assisted the Greensboro Partnership in generating \$7.7 million for 2013 – 2017, which exceeded the base campaign goal.

LEGACY

The 2008 campaign significantly increased the Greensboro Partnership's funding and helped to position the organization in becoming both the primary economic development organization in Guilford County, and one of the most well-funded economic development programs in North Carolina's Piedmont Triad Region. With those funds, The Greensboro Partnership successfully recruited major employers, helped to foster a business climate that encourages innovation and entrepreneurship, and positively impacted important quality of life developments in Guilford County. It is also worth noting that the Greensboro Partnership's investor retention rate during the life of the

funding cycle exceeded an impressive 97%.

The 2012 campaign will help the Greensboro Partnership continue and enhance the strategies and initiatives it began in 2008. Coordinating these enhanced strategies with the Piedmont Triad Partnership and Winston-Salem Alliance has virtually eliminated regional duplication of economic development efforts and has also maximized the impact of each dollar spent. The Piedmont Triad can now boast one of the most impactful, collaborative efforts in North Carolina.



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