



**Greensboro, North Carolina**

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## **BACKGROUND**

The Piedmont Triad Partnership (PTP) was formed in 1994 when the State of North Carolina founded seven economic development regional marketing partnerships as part of a statewide strategy for economic innovation. PTP's mission is to drive job growth and economic prosperity for the 12-county Piedmont Triad region that includes the cities of Greensboro, Winston-Salem and High Point.

## **RESOURCE DEVELOPMENT GROUP ROLE AND RESULTS**

In 2011, the region's corporate leadership lobbied to restructure PTP and develop a unique collaborative regional model to meet the needs of the region in the future, and to maximize economic development opportunities. Led by RDG and working closely with the Greensboro Partnership (GP), Winston-Salem Alliance (WSA) and High Point Partners (HPP) along with other local economic development organizations in the region, a new organizational model was developed and implemented.

After completion of the re-organization, RDG was retained to conduct a joint solicitation campaign that included raising private sector funds for PTP, GP, and WSA. Each organization sought separate funding, but RDG assisted in developing joint campaign materials that demonstrated how each organization's programming and initiatives dove-tailed. Additionally, RDG also coordinated all joint fundraising calls.

The joint call strategy was a resounding success and demonstrated solidarity among the primary economic development organizations in the region. RDG assisted the Piedmont Triad Partnership in generating \$6.5 million for 2013 – 2017.

## **LEGACY**

The new organizational structure segregates PTP's state funding allocations from the organization's private sector funding and designates separate uses for each. Public dollars are slated for use by PTP's newly formed Piedmont Triad Economic Development Council (PTEDC), which is comprised of 13 local economic development organizations, for marketing the region. PTP's private sector board, comprised of its investors, allocates its funding to address regional competitiveness, business climate and catalytic projects. Coincidentally, the reorganization better positioned PTP for the newly privatized North Carolina state economic development delivery system.