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BACKGROUND

The Carolinas Gateway Partnership is a public-private industrial recruitment agency dedicated to the economic development of the Eastern North Carolina counties of Nash and Edgecombe. The Partnership is a collaborative effort of the two counties and 18 cities, towns and municipalities. The organization was founded in 1997 upon the merger of Edgecombe and Nash County's individual economic development departments. The purpose of the merger was to create a two-county economic development partnership that would increase organizational efficiencies and improve communication to maximize results.

RDG'S ROLE AND RESULTS

RDG principals were engaged in 1995-1996 to assist in planning and formation of the Partnership and then to commence a direct solicitation campaign to raise funds for incentives and inducements. The Partnership Board has retained RDG for each subsequent direct solicitation funding campaign (2000, 2005, 2010, 2015). RDG has assisted the Partnership in raising close to \$12 million over the past 20 years.

LEGACY

The Carolinas Gateway Partnership has become one of the leading economic development organizations in eastern North Carolina. Since its inception, the Carolinas Gateway Partnership has facilitated over 9,000 new job commitments and \$900 million in capital investment commitments in Edgecombe and Nash Counties. The Partnership has an exemplary record of success which includes recruiting corporations such as QVC Rocky Mount, the Cheesecake Factory Bakery, Keihin and the West Corporation to the Twin County Region. It is an excellent example of a small community, collaborative initiative that has positively impacted an historically impoverished part of this state.



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