

## Innovation for Impact Prize

Collaboration with newly recruited industry expansion to create the inaugural Innovation for Impact Prize. It is awarded to researchers at North Carolina universities and emerging companies, whose research will help heal, fuel or feed the world. Grand prize was a preclinical research study valued at \$10,000 along with cash prizes. The award was presented at an iconic regional event lead by the NC Biotechnology Center, Piedmont Triad office and held every 2 years known as Triad BioNight 2017. Created an opportunity to strengthen the relationship with industry in a new market. The company has plans to add new jobs in NC this year.-Nancy Johnston ,NC BioTech

## Workforce Development

Bringing together a high school, technical college and career school (Vocational School) to provide on-site training to students in a rural area. -Wendy Smith, Dorchester County, SC

## Prospect Parties!!!

The idea of local economic development leaders hosting prospect receptions. This is an informal event that is hosted to allow a prospecting company to get to know some of the other companies in the area. Give them time to talk and get to know one another and let your existing industries do the selling. Nothing eases the mind of a company like being embraced by others!!-Diane Jones- DAI-Locates



## Educator Externship Program

WEDC sponsors teachers traveling to local businesses to tour and gain insight on process and workforce needs.- Robin Hamby, Wilkes EDC

## Legislation

Develop legislation for a bill that will help LOCAL vendors who support County and City EDCs to have an opportunity to "bid" on types of participation for landed projects.- Margie Bukowski, Weaver Cooke

## Outcomes

Incorporate workforce, entrepreneurship, and business development programs for a collaborative positive outcome.-Cindy Blot Fayetteville, NC

## Three Focus Areas for Economic Development for BLNC:

1. Customer Service
2. Internal Communication and internal referrals of people who want to move to NC, expand a business in NC or export products.
3. Data Content - We work with all state agencies and licensing boards to keep the most accurate legislative information about businesses. We have a database along with a list of who's who to help with speedy referrals.-Holly Yanker, EDPNC

## Efficient Answers

When I realized we were submitting many of the same sites for projects, I created a file with every bit of information ever asked about those sites. Now, when we get RFIs, it's much more efficient answering questions.-Barbara West, Greensboro Chamber

## Crowd Funding

Use crowdfunding to generate community support (in addition to dollars) for key projects.-Irene Sacks, Kannapolis, NC

# Best Idea Ever



## Clawbacks

A neighboring county had to do a claw back and they used the money for workforce training at their community college.

### Questions:

1. What problem or challenge does your Big Idea address?

Clawbacks create negative relationships even though they are sometimes necessary. Local government's decision, along with the company knowing that the money would be used to invest in local workforce training, created a positive outcome for both parties. Tax dollars were recouped and reinvested into the community.

2. What resources or partners did you use for your Big Idea?

The community college Continuing Education Dean made the suggestion and request to the local government. Economic Development leadership helped facilitate and endorse the concept.

3. How do you measure success or outcomes of your Big Idea?

Quantify the funds available and the number of students who received training and were able to enter the workforce.

4. What advice would you offer to another agency or community that tries to replicate your Big Idea?

If the clawbacks are due to closure of a business, or some other reason publicly known by the community, use this idea as a way to turn a negative situation into an opportunity.

*LeeAnn Nixon, Wilkes EDC*

## Big Picture vs. Detail

At strategy retreats I do some icebreakers around big picture vs. detail person. Then when we get to the planning I put the big picture people on goals and the detail people on the how-to's by when. Then we post the entire goal tree on flip chart paper on the wall and take pictures.

Everyone stays in their zone and performs better.

(This is how the entire Centers for Disease Control and Prevention completed a 1-year and 5-year plan in 1994)

### Questions:

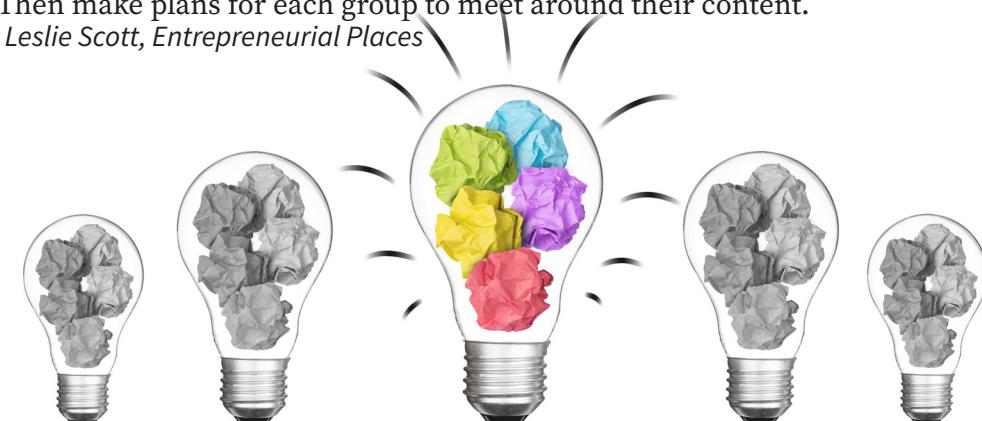
1. What problem or challenge does your Big Idea address? My idea addresses a process issue for anyone who runs strategy meetings or committee work groups that sometimes lose momentum.

2. What resources or partners did you use for your Big Idea? I used my experience with federal, state, local, nonprofit, education and business leaders and leveraged their financial support of projects. This method is how the scientists and managers at the entire Centers for Disease Control and Prevention completed a 1-year and 5-year plan in 1994.

3. How do you measure success or outcomes of your Big Idea? The expected outcome is that when people can vote with their feet for the work they are best at, they get along better and more of what they all wanted gets done. It can work great when a group is stuck, and you would measure progress by forward movement and tangible output. It should also work as a proactive measure early on.

4. What advice would you offer to another agency or community that tries to replicate your Big Idea? Ask people in your leadership group: Please stand up if you are a "where are we going and why?" person. (Write down the names). Then please stand up if you are a "how exactly are we going to get there?" person. (write down the names). Most people find this enjoyable and interesting. Then make plans for each group to meet around their content.

*Leslie Scott, Entrepreneurial Places*



## Municipal Planners Lunch

Have a monthly lunch for all the municipal planners in your county. They usually don't know each other well and don't keep in touch with what's going on around them and they are rarely in the same room. You can learn a lot about what coming and going.

### Questions:

1. What problem or challenge does your Big Idea address? Collaboration and communication. You need to educate and elevate those in local government who can help you. Also you are giving them a casual forum to talk about anything and (#1) build relationships.

2. What resources or partners did you use for your Big Idea? I would recommend Town Planners or junior planners and EDC staff and other resource partners in workforce and community college.

3. How do you measure success or outcomes of your Big Idea? Measurements in economic development are always tough. How do you measure one town planner looking good to his boss because he is aware of what another municipality is doing and they can join resources? You may never know about it. Number of attendees at reoccurring meetings and amount of discussion coming out of the meeting would be one way to measure.

4. What advice would you offer to another agency or community that tries to replicate your Big Idea? Sometimes just providing the forum and FREE food is enough to produce results. Having a loose agenda would be helpful and commit to at least one year of quarterly meetings.

*Anna Lu Wilson, Centralina*