



## Leadership North Carolina Class 31 Duke Energy Economic Development Session March 5-7, 2024

### Simulation Materials and Homework

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#### Overview and Assignment

During the Class 31 Duke Energy Economic Development Session in Charlotte, each Learning Team will work together to develop a pitch to promote its assigned community to a potential company. To make the most of your time together during the March session, **review the following materials in advance and be ready to define and assign roles during your [February Learning Team calls](#).**

# Simulation Exercise: Pitching Your Community for a Development Project

## Description of the Exercise

During this exercise, you will

1. Determine which of three possible development projects is the best fit for your community.
2. Devise a strategy for making a proposal or “pitch” for your assigned community to the project team, including how each member of your team will play their pre-selected role during pitch development and presentation.
3. Make the pitch to the project team. Your community will have five minutes to present your most persuasive reasons why the project team should choose to build the project in your community.

The project team will evaluate each presentation and community based on the specified criteria and select a winner. Good luck!

## Community Assignments

Morganton: Learning Teams 1, 2, and 3

Asheboro: Learning Teams 4, 5, and 6

New Bern: Learning Teams 7, 8, and 9

## Preparation

Each Learning Team will be assigned a community (assignments above) and provided with basic demographic information about their community (included below) to review prior to session. Additional research about your assigned community prior to the exercise is strongly encouraged.

Teams will also be provided with three company profiles (included below) representing potential development projects. Review the information carefully, considering (i) how various aspects of the projects promote or detract from the goals of *your* community and (ii) how *your* community would support the requirements of each project. Based upon your analysis and discussion, your team will select the project for which you want to submit a pitch.

**Role Assignment:** During your **February Learning Team calls**, your team will define and assign the community member roles that each team member should play during the pitch. Suggestions include (but are not limited to) the mayor, a local developer, a community member, a school board member, a newspaper editor, a Town Council member, president of local civic club (Rotary, Lions, etc.). This will require imagination and creativity, so have some fun with this part and play to *your* LNC Learning Team's existing strengths (individual backgrounds, job roles, etc.).

You will have time during session to develop your pitch. Use the judging scorecard (included below) as a basis for defining the elements your team members will address during the pitch.

## Timeline

Wednesday, March 6

- 2:00 - 2:30 pm: Simulation introduction, to include time for questions and to review materials. You will not be in your Learning Teams but can use this time to be familiar with your team's assigned materials.

Thursday, March 7

- 11:10 - 11:50: Simulation group work—Learning Teams develop their pitches
- 11:50 - 12:20: Simulation presentations—each team has 5 minutes to make their pitch to the judges (three sets of simulations will run concurrently)
- 12:20 - 1:05: Lunch/judges confer
- 1:05 - 1:30: Simulation awards and reflections

## Developing Your Pitch

- Revisit the roles you defined and assigned during your February Learning Teams call. You can make adjustments as needed during session, but protect as much time as possible for developing your pitch.
- Understand what each role should offer in support of the project.
- Address all project requirements (detailed in project descriptions below) with specific attributes of the community that meet them.
- Describe specific strengths of your community that support the project.
- Define unique aspects of the community/region that support the project & distinguish the community from other communities vying for the project.
- Address any obvious weaknesses of the community/region and propose solutions for overcoming them.
- Decide who your team's presenter(s) will be—number of presenters is up to you!
- Be concise and organized in presentation.

## Scorecard

Each presentation will be evaluated by a panel of judges using the scorecard below. Consider the elements of the scorecard and use them to frame your pitch.

**Simulation Exercise: Pitching Your Community for a Development Project**

**Scorecard for Judging Community Proposals**

*(Community well represented? Persuasive? Why choose them? Did they close the deal?)*

LNC Group #	Community	Target Company		
<b>Team Roles</b>			<b>Yes</b>	<b>No</b>
Was the Community well-represented across interest groups?				
Did the team demonstrate collaboration in pitch development & presentation?				
<b>Did the team address the strengths of their community?</b>				
Economic viability				
Social & cultural fit				
Educational support				
Work force availability				
Infrastructure				
Site availability				
Other resources				
Additional community aspects mentioned				
Other strengths discussed:				
<b>Did the team address the weaknesses of their community?</b>				
Acknowledged?				
Explained?				
Offset effectively?				
<b>Project requirements</b>				
Any requirements omitted?				
<b>Additional community advantages offered</b>				
Did the team offer economic incentives?				
Are the incentive offered viable?				
Any unique aspects of their community that support the project discussed?				
Other aspects discussed?				
<b>Persuasiveness &amp; creativity of pitch</b>				
Did the team members offer convincing reasons for the project?				
Did they offer creative ideas for the project that stand out?				
Other aspects discussed?				
<b>Organization of the pitch</b>				
Did the presentation flow logically?				
Other aspects discussed?				
<b>Enthusiasm for the project</b>				
Did the team express excitement about the project?				
Other aspects discussed?				
<b>TOTAL 'YES' RESPONSES:</b>				

## Simulation Exercise: Pitching Your Community for a Development Project

### Scorecard for Judging Community Proposals

*(Community well represented? Persuasive? Why choose them? Did they close the deal?)*

LNC Group #	4	Community	New Bern	Target Company	Fresh Green Farms	
<b><u>Team Roles</u></b>					Yes	No
Was the Community well-represented across interest groups?					X	
Did the team demonstrate collaboration in pitch development & presentation?					X	
<b><u>Did the team address the strengths of their community?</u></b>						
Economic viability					X	
Social & cultural fit					X	
Educational support					X	
Work force availability						X
Infrastructure						X
Site availability					X	
Other resources					X	
Additional community aspects mentioned						X
Other strengths discussed: <i>None</i>						
<b><u>Did the team address the weaknesses of their community?</u></b>						
Acknowledged?					X	
Explained?					X	
Offset effectively?						X
<b><u>Project requirements</u></b>						
Any requirements omitted?					X	
<b><u>Additional community advantages offered</u></b>						
Did the team offer economic incentives?					X	
Are the incentive offered viable?					X	
Any unique aspects of their community that support the project discussed?						X
Other aspects discussed? <i>Team discussed specifics of incentives and how they applied</i>						
<b><u>Persuasiveness &amp; creativity of pitch</u></b>						
Did the team members offer convincing reasons for the project?					X	
Did they offer creative ideas for the project that stand out?						X
Other aspects discussed? <i>Team used catchy slogan as part of their pitch</i>						
<b><u>Organization of the pitch</u></b>						
Did the presentation flow logically?						X
Other aspects discussed? <i>None</i>						
<b><u>Enthusiasm for the project</u></b>						
Did the team express excitement about the project?					X	
Other aspects discussed? <i>Team was quite animated and really stood out</i>						
<b><u>TOTAL 'YES' RESPONSES:</u></b>					14	



## COMMUNITY DESCRIPTIONS

### *Community Description: Morganton, NC*

Learning Teams 1, 2, and 3

#### Overview

Morganton is a city in and the county seat of Burke County, North Carolina, United States. The population was 17,474 at the 2020 census. Morganton is approximately 75 miles (121 km) northwest of Charlotte.



According to the United States Census Bureau, Morganton has a total area of 19.2 square miles, all land. Morganton is located in central Burke County in the Catawba River valley in the foothills of the Appalachian Mountains. Interstate 40 passes through the southern part of the city, leading east 19 miles (31 km) to Hickory and west 54 miles (87 km) to Asheville. U.S. Route 70 passes east–west through the center of the city paralleling I-40, and U.S. Route 64 passes north–south, leading northeast 15 miles (24 km) to Lenoir and southwest 32 miles (51 km) to Rutherfordton.

Foothills Regional Airport serves general aviation traffic to and from the city.

#### Economy

The economy of Morganton, NC employs 6.62k people. The largest industries in Morganton, NC are Manufacturing (1,671 people), Health Care & Social Assistance (1,169 people), and Accommodation & Food Services (770 people), and the highest paying industries are Finance & Insurance (\$51,630), Transportation & Warehousing, & Utilities (\$51,233), and Transportation & Warehousing (\$50,990).

#### Additional Online Resources

- City Website: <https://www.morgantonnc.gov/>
- Chamber of Commerce: <https://burkecountychamber.org/>
- Visitor's Guide: <https://www.discoverburkecounty.com/>
- County Website: <https://www.burkenc.org/>

## Community Description: Asheboro, NC

Learning Teams 4, 5, and 6

### Overview

Asheboro is a city in and the county seat of Randolph County, North Carolina, United States. The population was 27,156 at the 2020 census. It is part of the Greensboro–High Point Metropolitan Area of the Piedmont Triad and is home of the state-owned North Carolina Zoo.



According to the United States Census Bureau, the city has a total area of 15.4 square miles, of which 15.3 square miles is land and 0.1 square miles (0.58%) is water. Asheboro is known as the center point of North Carolina. Although Asheboro is located in the gently rolling Piedmont plateau region of central North Carolina, far to the east of the Appalachian Mountains, the town and surrounding area are surprisingly hilly.

Routes include U.S. Route 220 and Interstate 73/74, which connect it to Greensboro. Route 64 bypasses most of Asheboro to the south, while it goes through more of the city limits as a separate business route. U.S. 64 also connects the city to Raleigh, and North Carolina Highway 49, which connects the city to Charlotte.

Asheboro Regional Airport serves general aviation traffic to and from the city. The closest airport with scheduled passenger service is Piedmont Triad International Airport in Greensboro.

### Economy

The economy of Asheboro, NC employs 10.9k people. The largest industries in Asheboro, NC are Manufacturing (2,812 people), Health Care & Social Assistance (1,532 people), and Retail Trade (986 people), and the highest paying industries are Public Administration (\$50,806), Finance & Insurance (\$50,276), and Professional, Scientific, & Technical Services (\$49,545).

### Additional Online Resources

- City Website: <https://www.asheboronc.gov/>
- Chamber of Commerce: <https://www.chamber.asheboro.com/>
- Visitor's Guide: <https://www.heartofnorthcarolina.com/>
- County Website: <https://www.randolphcountync.gov/>

## *Community Description: New Bern, NC*

Learning Teams 7, 8, and 9

### Overview

New Bern is a city in Craven County, North Carolina, United States. At the 2020 census, it had a population of 31,291.

It is located at the confluence of the Neuse and the Trent rivers, near the headwaters of Pamlico Sound on the North Carolina coast. It lies 112 miles (180 km) east of Raleigh, 80 miles (130 km) north of Wilmington, and 162 miles (261 km) south of Norfolk.



According to the United States Census Bureau, the city has a total area of 29.7 square miles, of which 28.2 square miles is land and 1.4 square miles, or 4.87%, is water.

U.S. routes 17 and 70 pass through the city, merging briefly as a four-lane expressway passing south of the city center. US 70 leads west 33 miles (53 km) to Kinston and southeast 35 miles (56 km) to Morehead City near the Atlantic Ocean. Raleigh, the state capital, is 112 miles (180 km) west via US 70. US 17 leads southwest 37 miles (60 km) to Jacksonville and crosses the Neuse River on a new bridge to lead north 36 miles (58 km) to Washington.

Coastal Carolina Regional Airport is a public airport located 3 miles (5 km) south of the central business district of New Bern. The airport offers connecting flights to Charlotte daily.

### Economy

The economy of New Bern, NC employs 48.1k people. The largest industries in New Bern, NC are Health Care & Social Assistance (6,777 people), Retail Trade (5,703 people), and Manufacturing (5,548 people), and the highest paying industries are Mining, Quarrying, & Oil & Gas Extraction (\$73,685), Public Administration (\$54,795), and Professional, Scientific, & Technical Services (\$49,571).

### Additional Online Resources

- City Website: <https://www.newbernc.gov/>
- Chamber of Commerce: <https://www.newberinchamber.com/>
- Visitor's Guide: <https://visitnewbern.com/>
- County Website: <https://www.cravencountync.gov/>



## COMPANY PROFILES

### *Company Profile: Fresh Greens Farm*

Fresh Greens Farm is a leading agricultural company specializing in greenhouse lettuce production. With a commitment to providing fresh, high-quality lettuce year-round, Fresh Greens Farm is seeking a new location in North Carolina to expand its operations and meet the growing demand for locally sourced, sustainable produce.

### Infrastructure Needs

Fresh Greens Farm requires state-of-the-art greenhouse facilities equipped with advanced climate control systems, irrigation technology, and efficient energy management solutions. The company also needs access to clean water sources and sustainable farming practices to minimize environmental impact. Additionally, Fresh Greens Farm values proximity to distribution centers and markets to ensure efficient and timely delivery of its lettuce products.

### Employee Needs

Fresh Greens Farm seeks skilled professionals in horticulture, agriculture, and greenhouse management. The company values individuals with a passion for sustainable farming practices and a deep understanding of crop cultivation in controlled environments. Fresh Greens Farm offers competitive wages, opportunities for professional development, and a supportive work environment that fosters collaboration and innovation.

### Transportation Needs

While transportation infrastructure is not a primary concern for Fresh Greens Farm, proximity to major transportation routes and distribution centers would be advantageous for the efficient transportation of lettuce products to local markets and beyond. Access to reliable transportation options, including highways and rail networks, would facilitate the company's ability to distribute its fresh produce to retailers, restaurants, and consumers across North Carolina and neighboring states.

### *Company Profile: Tech Innovators Inc.*

Tech Innovators Inc. is a cutting-edge technology company that specializes in developing advanced software solutions for various industries. With a strong focus on innovation and research, Tech Innovators Inc. has gained a reputation for revolutionizing the way businesses operate. The company is currently seeking a new location in North Carolina to expand its operations and tap into the state's vibrant tech ecosystem.

#### Infrastructure Needs

Tech Innovators Inc. requires state-of-the-art infrastructure to support its research and development activities. This includes high-speed internet connectivity, advanced data centers, and access to reliable power sources. The company also requires modern office spaces equipped with the latest technology and collaborative work environments to foster creativity and teamwork.

#### Employee Needs

As a technology-driven company, Tech Innovators Inc. seeks highly skilled professionals in software engineering, data science, artificial intelligence, and cybersecurity. The company values a diverse and inclusive workforce and encourages a culture of continuous learning and professional development. To attract and retain top talent, Tech Innovators Inc. offers competitive salaries, flexible work arrangements, and comprehensive benefits packages.

#### Transportation Needs

While transportation infrastructure is not a primary concern for Tech Innovators Inc., proximity to major transportation hubs, such as airports and highways, would be advantageous for business travel and logistics purposes. Access to reliable transportation options would facilitate the company's ability to collaborate with clients and partners both domestically and internationally.

### *Company Profile: Sustainable Solutions Ltd.*

Sustainable Solutions Ltd. is a global leader in providing environmentally friendly solutions for businesses across various sectors. The company specializes in developing sustainable practices, renewable energy solutions, and eco-friendly products that help organizations reduce their carbon footprint and operate in a more environmentally responsible manner. Sustainable Solutions Ltd. is now seeking a new location in North Carolina to establish its North American headquarters and expand its operations.

### Infrastructure Needs

Sustainable Solutions Ltd. requires a sustainable infrastructure that aligns with its core values. This includes access to renewable energy sources, such as solar or wind power, and the availability of green building certifications. The company also requires facilities that support waste reduction, recycling programs, and water conservation initiatives. Additionally, Sustainable Solutions Ltd. values proximity to natural resources and protected areas to conduct research and development on sustainable practices.

### Employee Needs

As a sustainability-focused company, Sustainable Solutions Ltd. seeks professionals with expertise in environmental science, renewable energy, sustainable engineering, and corporate sustainability. The company values individuals who are passionate about making a positive impact on the environment and are committed to driving change. To attract and retain top talent, Sustainable Solutions Ltd. offers competitive salaries, opportunities for professional growth, and a supportive work environment that encourages work-life balance.

### Transportation Needs

For Sustainable Solutions Ltd., proximity to major transportation hubs is crucial due to its international operations and the need to transport sustainable products and technologies. Access to airports, seaports, and highways would facilitate the company's import and export activities, as well as its ability to collaborate with global partners. Additionally, Sustainable Solutions Ltd. values a location that promotes alternative transportation options, such as bike lanes and public transit, to encourage employees to adopt sustainable commuting practices.