

GALVANIZING THE CHARLOTTE REGION

Through a New Economic Development Enterprise



THE AD HOC COMMITTEE

ON CHARLOTTE CHAMBER AND CHARLOTTE REGIONAL PARTNERSHIP OPPORTUNITIES

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BUILDING FROM OUR ALIGNED MISSIONS



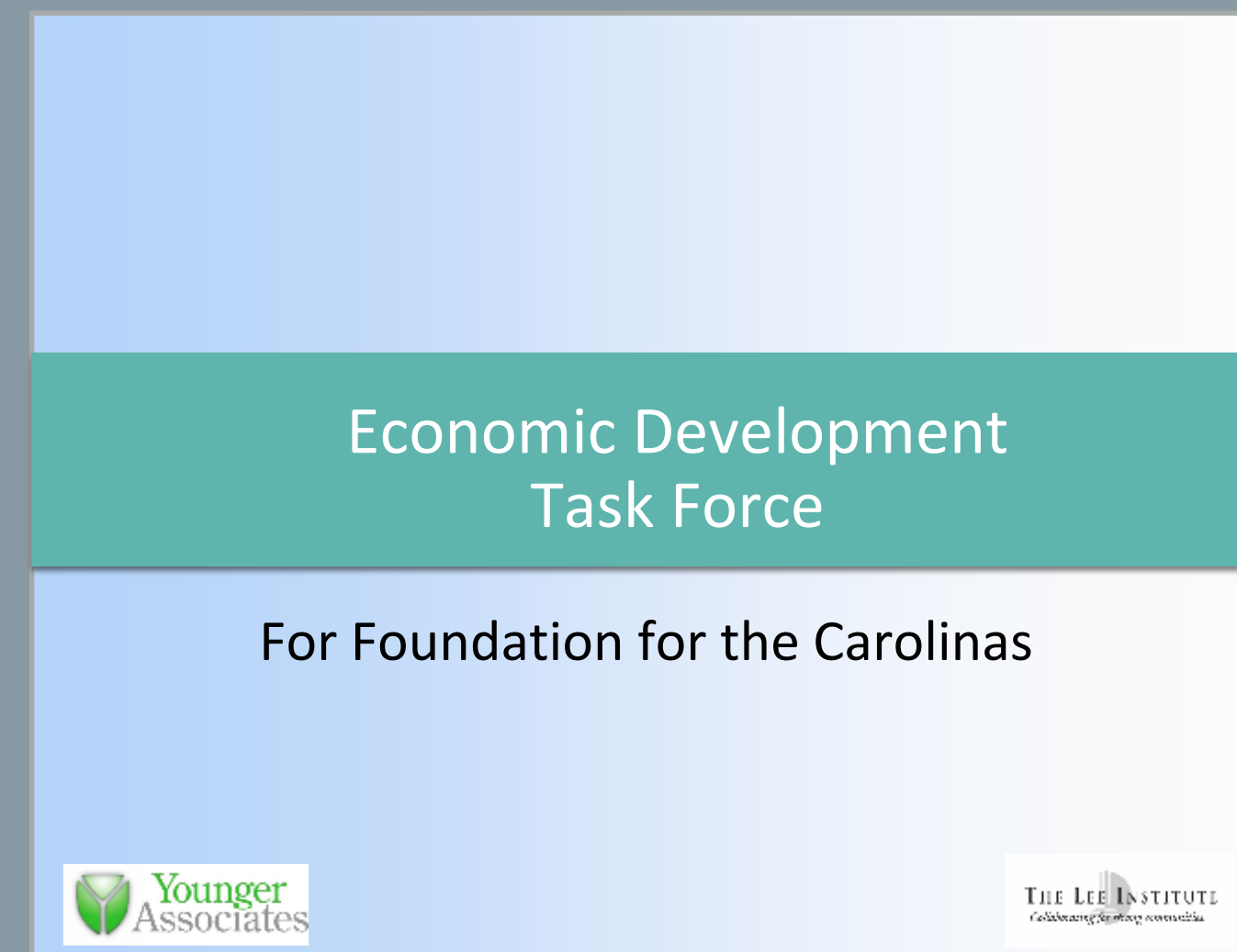
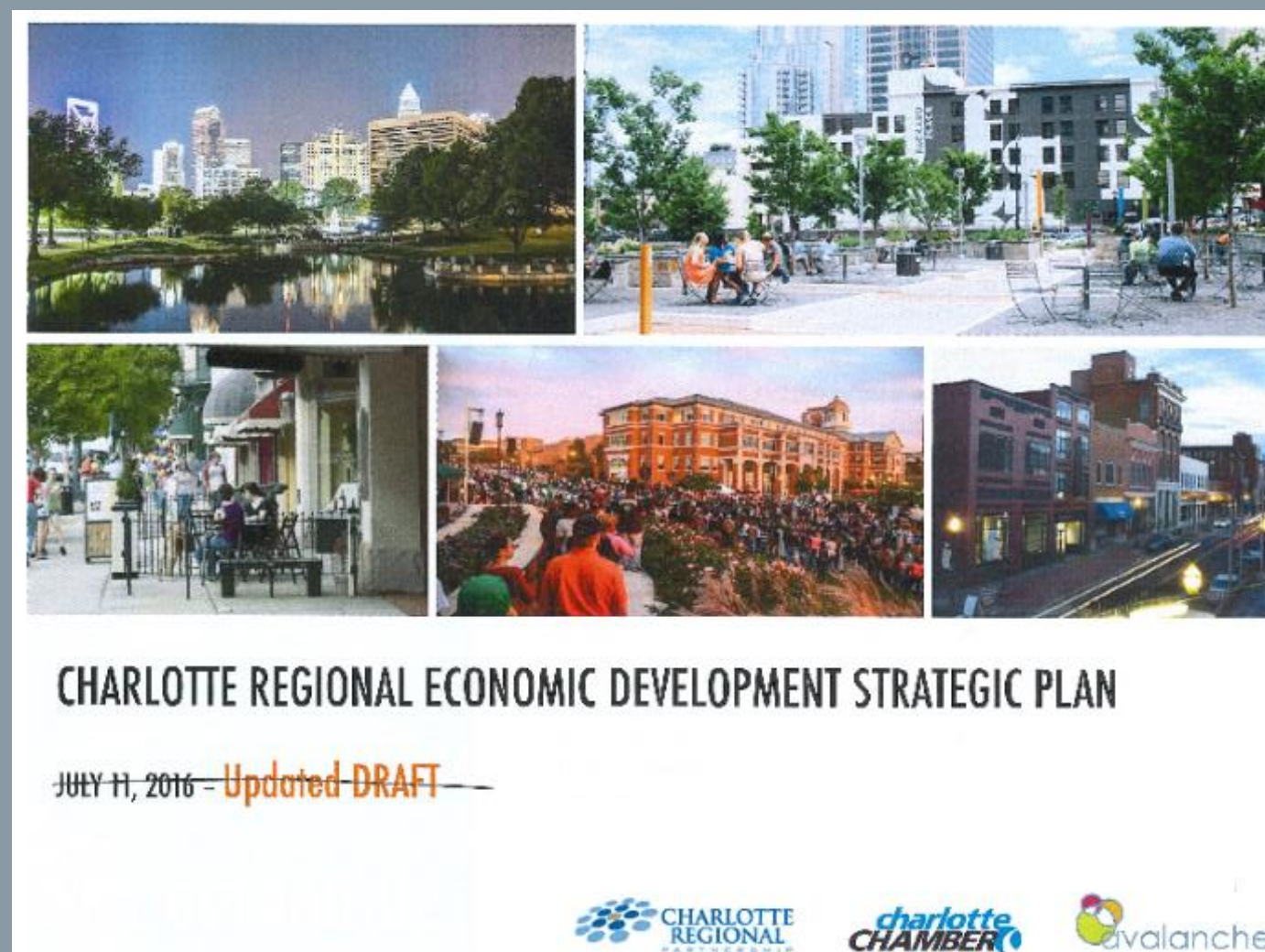
Positioning and marketing
the Charlotte Region
as a highly competitive,
growing and vibrant regional
economy with an increasingly
attractive quality of life



Connect, innovate and grow
opportunity for all who do
business in Charlotte

ADVANCING PRIOR WORK

Together, we committed to enforce Charlotte's position as a global leader
in business, innovation and talent



WE EXPLORED OTHER ORGANIZATIONS

5



COMMITTEE RECOMMENDATION

Establish a single organization approach focused on three primary areas:

BUSINESS RECRUITMENT

BRANDING & PROMOTION

PUBLIC POLICY

plus a continual focus on **BUSINESS RETENTION AND EXPANSION**

- ✦ Prioritizes **inclusivity and diversity** in all actions
- ✦ Supports and facilitates **business recruitment & retention and talent development** throughout the region.
- ✦ Continues efforts to establish an outstanding environment for **expanding, successful entrepreneurship** in the region
- ✦ Bolsters its **research capability** to support the three primary focus areas and other organization efforts
- ✦ Broadens its **communications outreach** while ensuring all means of engagement are used including social media, website design and other interactive mediums
- ✦ Establishes a **new revenue model** focused on a broader, regional outreach for memberships, sponsorship, program content/participation and other financial support

WHY?

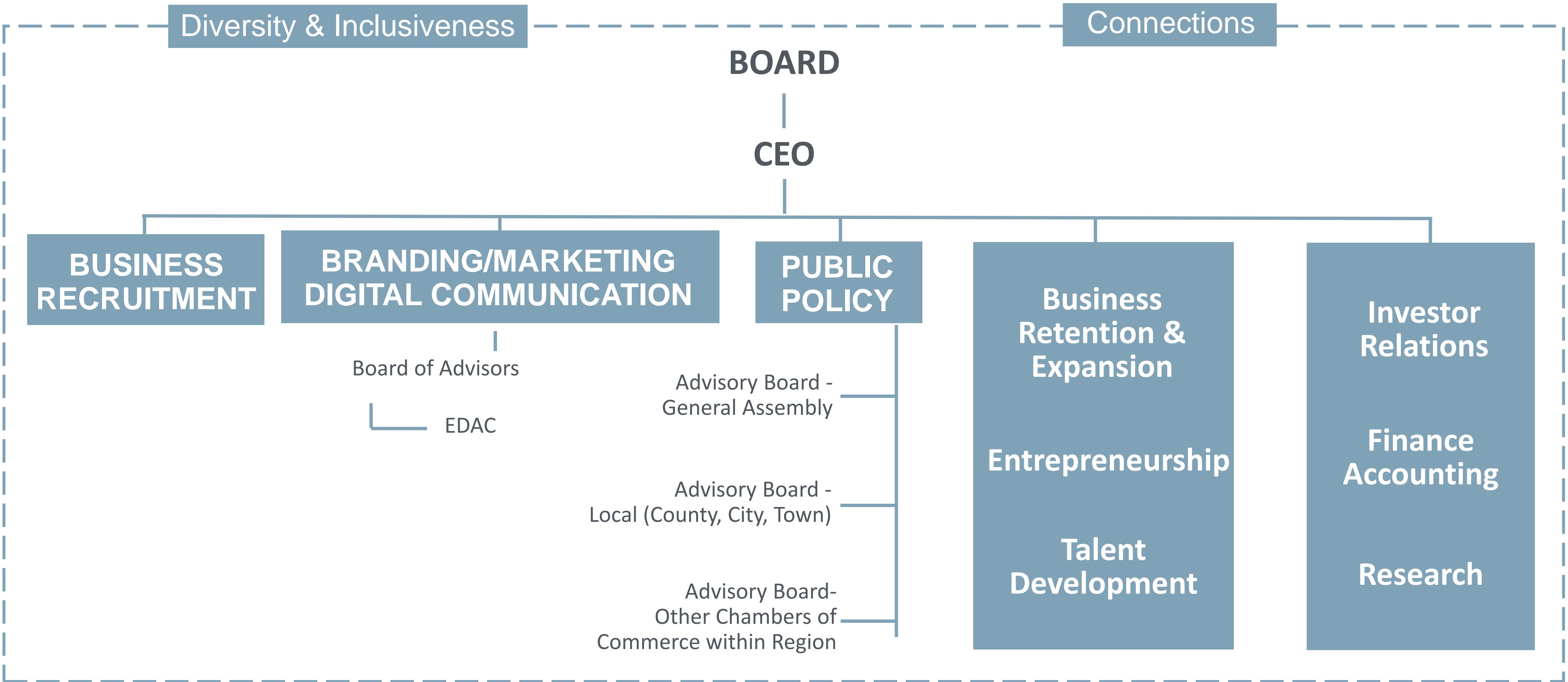
Reduce Existing Challenges

- ✦ Confusion about roles – who does what
- ✦ Need for greater public policy engagement
- ✦ Desire for greater lead generation
- ✦ Competition for revenue
- ✦ Inconsistency in project management
- ✦ Inadequate marketing / branding spend
- ✦ Duplication in overhead

Optimize Opportunities

- ✦ Elimination of duplications through **ONE**
 - ✦ Unified collaborative team competing not within the region, but against national competition like Nashville, Atlanta, Austin
- ✦ Legislative Agenda
- ✦ Office, website, phone number
- ✦ Accounting system, single location software licensing, one IT system
- ✦ Revenue model

New Enterprise Draft Structure



WORK UNDERWAY (1 of 2)

TALENT EVALUATION COMMITTEE

A sub-committee was formed to:

- Identify the qualifications and characteristics for key leadership positions
- Make recommendations to Ad Hoc Committee which then makes recommendations to Executive Committees of both organizations
- Engage a national search firm to recruit a CEO for the new organization

LEGAL / ORGANIZATIONAL STRUCTURE

A team is leading work to:

- Determine legal structure and related next steps which may include bylaws' changes, other
- Create org chart specific to the legal structure and scope of work for each
- Craft list of key questions to be addressed with respect to board structure, size, composition

WORK UNDERWAY (2 of 2)

FINANCIAL EVALUATION AND NEWCO PLANNING

A team is working on synergy evaluation and Newco planning:

- Organizational structure and job descriptions
- Identification of efficiencies
- Combination budget
- Transaction costs
- New revenue model and implementation

COMMUNICATIONS AND BRANDING

A team is leading an engagement with Wray Ward to:

- Develop a name and brand for the new organization (to be announced later this year)
- Shape the story
- Develop a Marketing and Communications plan pre and post announcement

The Charlotte Region

- 1 A **REGIONAL** economic development enterprise
- 2 Sustaining and enhancing economic growth, prosperity and global competitiveness of the **CHARLOTTE REGION**
- 3 Partnering with **16 COUNTIES**

SUMMARY: 7 THINGS TO KNOW

- ✦ **A recommendation to form a new organization by combining the Charlotte Chamber and Charlotte Regional Partnership** has been developed by a group of past, current and future leaders of the two organizations
- ✦ **This combination of strengths and shared vision is designed to galvanize the Charlotte region** and build on the experience and passion of both organizations across the 16-county region
- ✦ **The new organization will focus on 3 areas:** business recruitment, branding and promotion and public policy
- ✦ **With this focus, the new organization will reinforce the region's position as a global leader** in business, innovation and talent, all of which drive long-term growth and a vibrant economy
- ✦ **There will be ONE** leadership team, one board of directors, one revenue model, one legislative agenda, one office, one website, one phone number, one “back office” system and one new brand and name
- ✦ **Success hinges on maintaining the support of current investors through 2020** to ensure a smooth transition and bolster achievement toward goals
- ✦ **Anticipating a combination in early 2019**, several workstreams are underway, including a national search for the CEO of the new organization



QUESTIONS

An aerial night view of a city skyline, featuring several prominent skyscrapers illuminated with various lights. A semi-transparent blue rectangular overlay covers the right side of the image, containing white text. The text reads: "RESOLUTION to form ONE entity that will achieve more together than either can achieve on its own".

RESOLUTION
to form ONE entity
that will achieve more together than
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