

## Garner Economics *Pathways to Prosperity* Report Survey Analysis

**Background:** An eight (8) question online survey was designed to obtain input / feedback regarding the recommendations presented in the Garner Economics *Pathways to Prosperity* report.

The invitation letter and survey link were emailed to the Steering Committee and Focus Group participants (110 individuals in total).

Participants had ten (10) days to complete the survey.

**Response:** Forty-two individuals completed the survey (n=42 or a 38% response rate).

**Analysis:** % of respondents indicating support for, or opposition to, a given strategy

**GREEN** – 85+% of the respondents **SUPPORT** or **STRONGLY SUPPORT** a strategy

**RED** – 15+% of the respondents **OPPOSE** or **STRONGLY OPPOSE** a strategy

**GREY** – 20+% of the respondents have **NO OPINION** about a strategy

***EXECUTE EFFECTIVELY:*** *Build a focused economic development service delivery mechanism for existing and potential businesses in the County and collaborate with other municipal economic development entities to work more seamlessly and present a unified brand to external clients.*

Potential Strategies	Support	Oppose	No Opinion
Create a New Hanover County Department of Economic & Community Development and hire a Director	48%	43%	10%
Create a three-county micro marketing alliance with Brunswick, New Hanover, and Pender Counties	90%	5%	5%
Engage a third-party to conduct a cost / benefit analysis of consolidated services and explore the feasibility of consolidated government between City of Wilmington and New Hanover County	67%	24%	10%
Advocate for and develop a realistic and sustainable written incentive policy (and procedures) for New Hanover County (and City of Wilmington)	88%	2%	10%
Eliminate the Special Use Permit from NHC's permitting process	56%	34%	10%
Modify NHC's Special Use Permit Table of Permitted Uses	80%	10%	10%
Recruit and help train business leaders to serve in elected office and on appointed boards and commission	81%	7%	12%
Increase communications with small businesses	90%	2%	7%
Identify existing resources that will help small businesses grow	95%	2%	2%

**BUILD A BETTER NEW HANOVER COUNTY:** Strengthen the County's assets and develop transformational, game-changing assets and initiatives in key areas that support the County's desire to attract and grow more high-quality economic activities in the region.

Potential Strategies	Support	Oppose	No Opinion
Identify sustainable funding sources to improve the County's economic development infrastructure and catalytic programs to use the monies effectively	90%	0%	10%
Establish an Airframe and Power plant (A&P) certificate program at CFCC	64%	10%	26%
Develop hangar facilities at ILM Airport to attract aircraft assembly and maintenance and repair operations (MROs)	68%	7%	24%
Advocate for the creation of a pharmacy school in the region	71%	5%	24%
Develop a real estate portfolio of additional sites for industrial, commercial and office development (with appropriate infrastructure)	88%	7%	5%
"ReBuild" New Hanover County (invest in missing, aging or limited infrastructure, eliminate blight, etc.)	98%	0%	2%
Provide the public free high-speed Internet access throughout New Hanover County	74%	17%	10%
Advocate for the continuation of State incentives for the film industry	95%	2%	2%
Continue to support utilization of career academies or career pathways in middle and high school with a curriculum that meets the needs of businesses in the identified clusters that help sustain and grow the talent pipeline	98%	0%	3%
Continue to support and engage New Hanover County Schools, UNCW and CFCC so each high school student has the ability and option to graduate high school with an associate arts degree from CFCC or two years of credit hours from a four-year university	100%	0%	0%
Support career awareness of cluster occupations through internships	88%	2%	10%
Improve graduation rates by promoting entrepreneurship among the County's youth	90%	0%	10%

**TELLING THE STORY:** Tell New Hanover County's economic development story more effectively to a more targeted audience of potential companies and investors.

Potential Strategies	Support	Oppose	No Opinion
Create industry working groups for each of the targeted clusters	93%	2%	5%
Execute a process for lead generation (Engage a firm to identify potential target companies within the industry clusters and sub-clusters that have the means and indicative corporate behavior to expand.)	81%	10%	10%
Develop familiarization (FAM) events for site location consultants and companies	86%	5%	10%
Create a cadre of regional ambassadors to extend the region's brand	95%	0%	5%

**Analysis:** % of respondents indicating which organization should have PRIMARY responsibility for leading / coordinating each strategy  
**BOLD** means >50% the respondents selected one (1) organization

<i>Potential Strategy</i>	<i>NHC</i>	<i>CoW</i>	<i>Chamber of Commerce</i>	<i>Econ. Dev. Agency (WBD, WDI, etc.)</i>	<i>UNCW / CIE</i>	<i>CFCC / SBC</i>	<i>NHC Public Schools</i>	<i>CFPUA</i>	<i>Other</i>
Create a New Hanover County Department of Economic & Community Development and hire a Director	<b>61%</b>	0%	5%	18%	0%	0%	0%	0%	16%
Create a three-county micro marketing alliance with Brunswick, New Hanover, and Pender Counties	28%	3%	15%	38%	5%	0%	0%	0%	13%
Engage a third-party to conduct a cost / benefit analysis of consolidated services and explore the feasibility of consolidated government between City of Wilmington and New Hanover County	43%	11%	16%	3%	5%	0%	0%	0%	22%
Advocate for and develop a realistic and sustainable written incentive policy (and procedures) for New Hanover County (and City of Wilmington)	40%	8%	3%	23%	3%	0%	0%	0%	25%
Eliminate the Special Use Permit from NHC's permitting process	<b>82%</b>	0%	3%	3%	0%	0%	0%	0%	12%
Modify NHC's Special Use Permit Table of Permitted Uses	<b>81%</b>	0%	3%	6%	0%	0%	0%	0%	11%
Recruit and help train business leaders to serve in elected office and on appointed boards and commission	15%	5%	49%	5%	10%	3%	0%	0%	13%
Increase communications with small businesses	21%	3%	28%	8%	15%	21%	3%	0%	3%
Identify existing resources that will help small businesses grow	15%	3%	20%	5%	25%	28%	0%	0%	5%
Identify sustainable funding sources to improve the County's economic development infrastructure and catalytic programs to use the monies effectively	<b>68%</b>	3%	3%	8%	5%	3%	3%	0%	10%
Establish an Airframe and Power plant (A&P) certificate program at CFCC	8%	0%	0%	3%	3%	<b>68%</b>	0%	0%	19%
Develop hangar facilities at ILM Airport to attract aircraft assembly and maintenance and repair operations (MROs)	35%	3%	0%	5%	5%	8%	0%	0%	43%
Advocate for the creation of a pharmacy school in the region	5%	0%	8%	11%	45%	11%	0%	0%	21%
Develop a real estate portfolio of additional sites for industrial, commercial and office development (with appropriate infrastructure)	32%	0%	8%	42%	5%	0%	0%	0%	13%
"ReBuild" New Hanover County (invest in missing, aging or limited infrastructure, eliminate blight, etc.)	<b>71%</b>	5%	0%	5%	0%	0%	0%	11%	8%
Provide the public free high-speed Internet access throughout New Hanover County	<b>68%</b>	0%	0%	0%	0%	0%	5%	0%	27%
Advocate for the continuation of State incentives for the film industry	23%	21%	21%	15%	0%	0%	0%	0%	21%

<b>Potential Strategy</b>	<b>NHC</b>	<b>CoW</b>	<b>Chamber of Commerce</b>	<b>Econ. Dev. Agency (WBD, WDI, etc.)</b>	<b>UNCW / CIE</b>	<b>CFCC / SBC</b>	<b>NHC Public Schools</b>	<b>CFPUA</b>	<b>Other</b>
Continue to support utilization of career academies or career pathways in middle and high school with a curriculum that meets the needs of businesses in the identified clusters that help sustain and grow the talent pipeline	3%	6%	6%	0%	8%	6%	<b>64%</b>	0%	8%
Continue to support and engage New Hanover County Schools, UNCW and CFCC so each high school student has the ability and option to graduate high school with an associate arts degree from CFCC or two years of credit hours from a four-year university	11%	5%	5%	0%	5%	11%	<b>53%</b>	0%	11%
Support career awareness of cluster occupations through internships	0%	3%	11%	8%	18%	16%	29%	0%	16%
Improve graduation rates by promoting entrepreneurship among the County's youth	0%	3%	3%	0%	24%	5%	<b>54%</b>	0%	11%
Create industry working groups for each of the targeted clusters	3%	3%	31%	39%	6%	8%	0%	0%	11%
Execute a process for lead generation (Engage a firm to identify potential target companies within the industry clusters and sub-clusters that have the means and indicative corporate behavior to expand.)	6%	0%	17%	<b>51%</b>	6%	0%	3%	0%	17%
Develop familiarization (FAM) events for site location consultants and companies	6%	0%	19%	<b>56%</b>	3%	0%	0%	0%	17%
Create a cadre of regional ambassadors to extend the region's brand	8%	5%	41%	22%	5%	0%	0%	0%	19%

**Analysis:** Respondents were asked to identify which of the economic development strategies discussed thus far, in order of priority, are the most important to move forward on / take action on first. Three (3) points awarded for each Priority #1 mention, two (2) points awarded for each Priority #2 mention, and one (1) point awarded for each Priority #3 mention. Not all respondents provided a second or third priority choice.

- 30 points Eliminate the Special Use Permit
- 29 points Create a three-county micro marketing alliance with Brunswick, New Hanover, and Pender Counties
- 23 points Create a New Hanover County Department of Economic & Community Development and hire a Director
- 22 points "ReBuild" New Hanover County / Develop a real estate portfolio of additional sites for industrial, commercial and office development (with appropriate infrastructure)
- 21 points Engage a third-party to conduct a cost / benefit analysis of consolidated services and explore the feasibility of consolidated government between City of Wilmington and New Hanover County
- 19 points Modify Special Use Permit
- 16 points Advocate for the continuation of State incentives for the film industry