

**Carolina Core**  
**CONTINUING THE MOMENTUM**

Longleaf Pine REALTORS<sup>®</sup>, Inc. – January 10, 2023



# Loren Hill

**Carolina Core**  
**Regional Economic Development Director**  
("ambassador" for the Carolina Core brand)



## **Piedmont Triad Partnership**

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# Piedmont Triad Partnership



Founded in 1991, the **Piedmont Triad Partnership** is a private leadership organization bringing together and leveraging the business community to promote prosperity and help drive economic and job growth.

PTP supports regional development platforms including megasite development and **transformational projects** that will prepare the **Carolina Core** region to compete for major economic development job-generating projects.

The **Carolina Core** – a branding initiative of the **Piedmont Triad Partnership** begun in 2018 – is a region in central North Carolina along the U.S. Highway 421 corridor, from Interstate 77 to Interstate 95.



The **Carolina Core** is defined by assets that make the region a globally-competitive market, including:

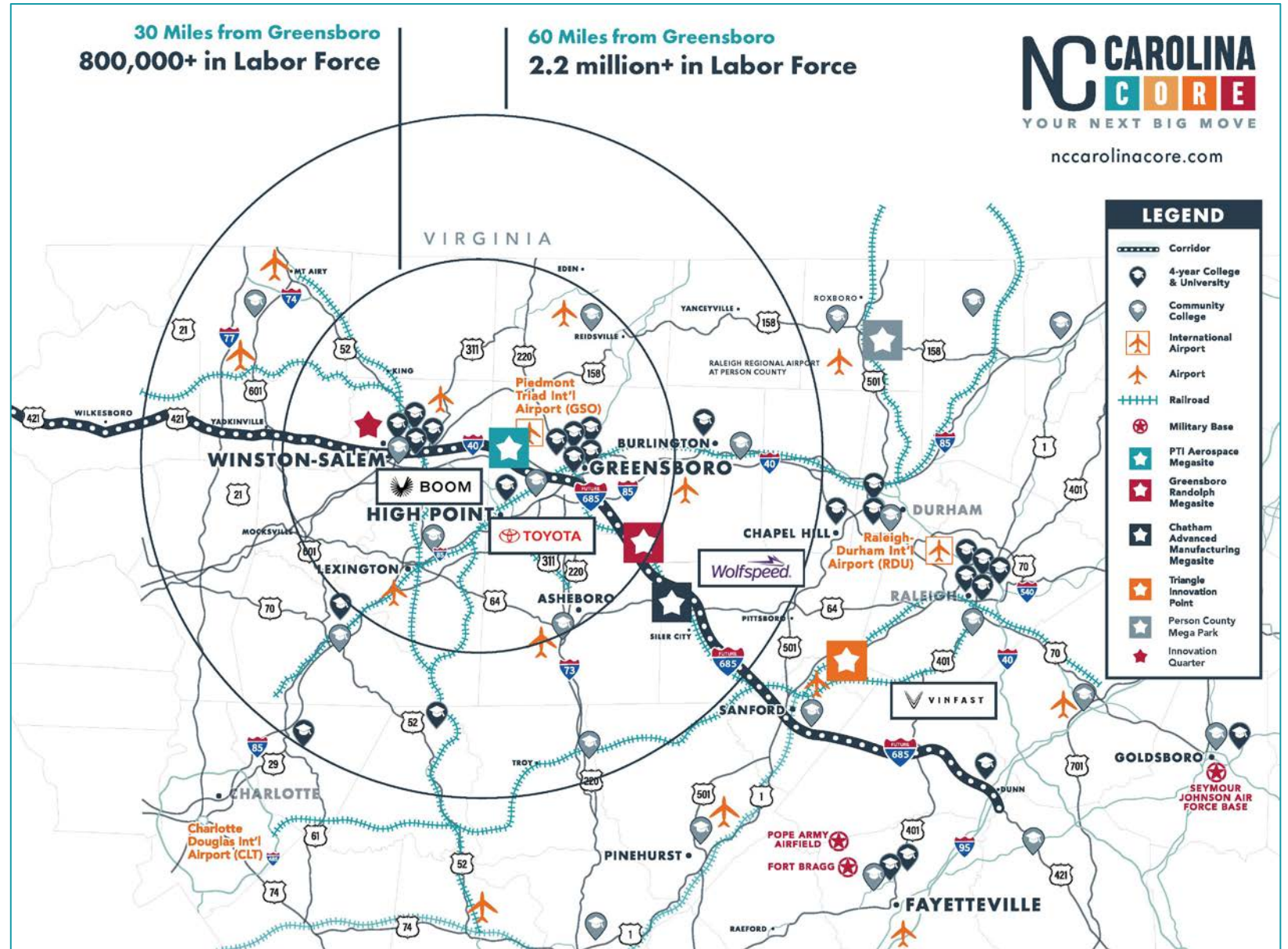
- 2.4 million people with a smart and growing talent pool;
- access to 30+ colleges and universities with 250,000 students;
- multiple airports and an extensive road network;
- five megasites attracting transformational projects; and
- impressive industrial and urban research parks.

**Largest cities:**

Greensboro, Winston-Salem, Fayetteville, High Point, Burlington, Thomasville, Asheboro, Sanford, Kernersville, Clemmons, Lexington, Mebane, and Pinehurst

**Counties:**

Alamance, Caswell, Chatham, Cumberland, Davidson, Davie, Forsyth, Guilford, Harnett, Lee, Montgomery, Moore, Person, Randolph, Rockingham, Stokes, Surry, Wilkes, and Yadkin along with parts of adjoining counties



# 19 counties using the Carolina Core brand



## North Carolina's Southeast Region

**Cumberland**, Montgomery\*, and Moore

## Research Triangle Regional Partnership

Chatham, **Harnett**, **Lee**, and Person

## Piedmont Triad Partnership

Alamance, Caswell, Davidson, Davie, Forsyth, Guilford, Montgomery\*,  
Randolph, Rockingham, Stokes, Surry, and Yadkin

Wilkes County not part of a regional partnership

\*Montgomery County is part of both NC's Southeast and the Piedmont Triad Partnership

A decorative graphic consisting of two horizontal lines. Each line starts with a dark blue square, followed by a teal square, an orange square, a red square, and ends with a dark red square. The lines are positioned above and below the text 'SIGNIFICANT MOMENTUM'.

**SIGNIFICANT MOMENTUM**

20-year goal  
announced in 2018

**50,000+**

**new office/industrial  
jobs created  
by 2038**

as of  
December 31, 2022

**40,300+**

**office/industrial  
jobs announced  
since 2018**

**17,700+**

**office/industrial jobs  
announced**

during 2022



## Carolina Core has three of North Carolina's largest job announcements in 2022



- #1 Vinfast: 7,500 jobs, \$4 billion electric automobile and battery manufacturing campus, **Chatham County****
- #3 Wolfspeed: 1,800 jobs, \$5 billion silicon carbide semiconductor materials manufacturing plant, **Chatham County****
- #4 Boom Supersonic: 1,750 jobs, \$500 million supersonic aircraft manufacturing facility, **Guilford County****

In addition, **Toyota Battery**  
(August 2022 and December 2021): **2,100 jobs, \$3.8 billion battery production campus for electric and hybrid vehicles, **Randolph County****

# 2022 Carolina Core megasites momentum

**Greensboro-Randolph Megasite:** **Toyota Battery** announced in December 2021, expansion announced in August 2022, construction underway



**Chatham-Siler City Advanced Manufacturing Site:** **Wolfspeed** announced in September 2022, site preparation work underway (*more than 1,400 acres remaining for additional projects*)



**Triangle Innovation Point:** **VinFast** announced in March 2022, site preparation work underway



**Piedmont Triad International Airport:** **Boom Supersonic** announced in January 2022, site preparation work underway (*more than 900 acres remaining for additional aerospace projects*)



**Person County Mega Park:** impressive interest in 2022 (*more than 1,350 acres available*)



# Carolina Core momentum continues to get attention

TRIANGLE  
BUSINESS JOURNAL

CRANE WATCH  
Breaking down the biggest construction projects around the Triangle >

Latest News Lists & Leads Commercial Real Estate Banking Technology Health Care Reside

## Top Raleigh/Durham Business News



Commercial Real Estate

## NC's next hotspot for growth

Sep 14 | A 120-mile corridor is set to explode as companies plan expansions that will bring thousands of jobs – and people.



### HE SAID IT

“We would say the ‘Carolina Core’ – if talking a year ago – is poised to become the third real economic engine of the state of North Carolina. I think here today I can confidently say we have become that.”

**MIKE FOX**, president of the Piedmont Triad Partnership, on the roughly 120-mile corridor from west of Winston-Salem to Fayetteville that has attracted some big-job announcements like VinFast and Toyota recently.

TRIANGLE  
BUSINESS JOURNAL



Commercial Real Estate

## This 120-mile corridor on pace to become NC's next hot spot

# The Sanford Herald

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Thursday, September 15, 2022

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## COMING TO THE CORE

Real estate professionals prepare for growth

BY MARK ROGERS  
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With thousands of new jobs coming in the next few years, the Carolina Core is poised for growth. On Tuesday, more than 600 real estate professionals, business leaders, government officials and economic developers gathered at the Dennis Wicker Civic Center

in Sanford for the Carolina Core Real Estate Summit.

The summit, hosted by I3 state, Sandhills, Triad and Triangle real estate groups was designed to let attendees know about the growth coming to the region. The Carolina Core is a 140-mile stretch of central North Carolina along U.S. 421 from Interstate

77 to Interstate 95. Cities in the Core include Sanford, Greensboro, Winston-Salem, Fayetteville, High Point, Burlington, Thomasville, Asheboro, Kernersville, Clemmons, Lexington, Mebane and Pinehurst. The growth in the region is among the fastest in the nation and realtors and economic developers spoke about the needs as the growth continues.

SEE CORE/PAGE A4



Mark Rogers | The Sanford Herald  
Mike Fox, president of the Piedmont Triad Partnership, speaks with attendees at the Carolina Core Real Estate Summit on Tuesday.

# Carolina Core

## A WIN FOR ONE IS A WIN FOR ALL



YOU'RE IN A GOOD PLACE





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**CONTINUING THE MOMENTUM**