



STATE OF THE REGION

October 27, 2020 | 8:00am

Opening Remarks

Stan Kelly

President & CEO, PTP

Keynote Address

Terry Akin

CEO, ConeHealth

State of the Region

Ted Abernathy

Economic Leadership



YOUR NEXT BIG MOVE

#CarolinaCore

NCCarolinaCore.com



#CarolinaCore

60 Miles from Greensboro
2.2 million+ in Labor Force

nccarolinacore.com



SIGNIFICANT MOMENTUM

15,000+

JOBS ANNOUNCED SINCE 2018
(AS OF OCT 2020)

GOAL

50,000+

NEW JOBS BY 2038



Resilience of the Carolina Core



- Solid Foundation
- Diverse Industry Base
- Unique Combination of Assets

COVID-19 Trends & Opportunities

THEMES

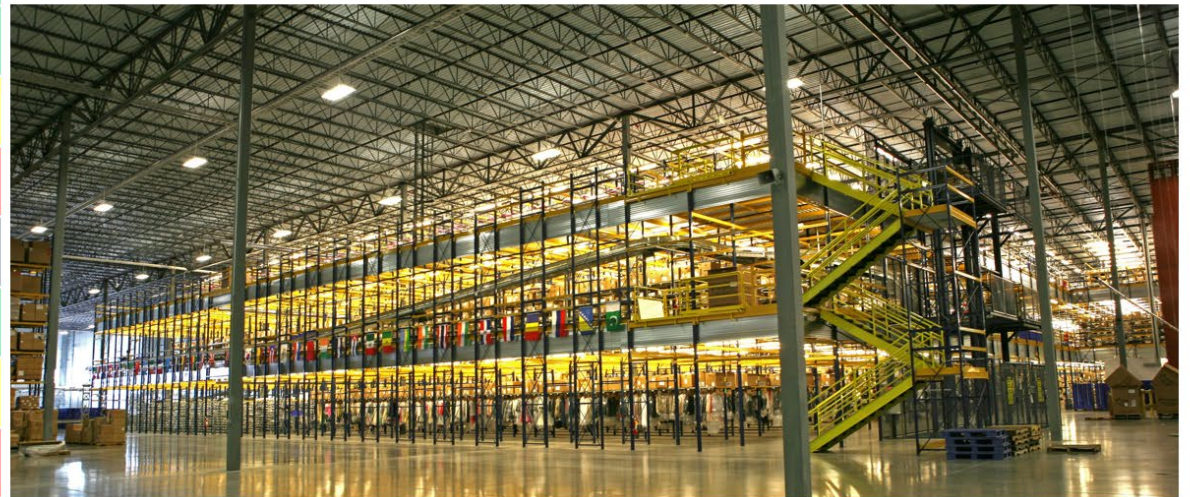
Medium-Sized Cities and Suburbs	+
Reshoring of Manufacturing	+
Regionalizing Supply Chain	+

SECTORS

Biotech and Life Sciences	+
Transportation and Logistics	+
Heavy Industrial	+
Tech and Entrepreneurship	+/-
Aviation and Aerospace	+/-

REAL ESTATE

Industrial	+
Office	+/-
Retail	-



Marketing Impacts

TACTICS

Website and Digital Marketing	+
Media Relations	+
Site Selection Consultant Outreach	+
Virtual Events/Presentations	+
In-Person Events/Presentations	-
National and International Travel	-

TOP MESSAGES

Business Climate	+
Talent	+
Quality of Place and Cost	+
Sector Strengths	+
Strategic Location Between Raleigh and Charlotte	+



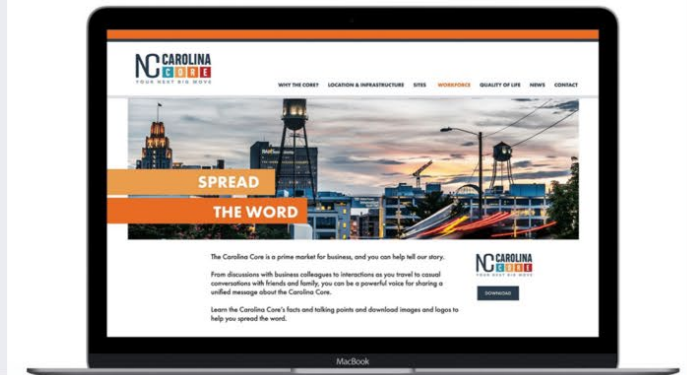
BELGIAN MANUFACTURER SELECTS CAROLINA CORE FOR FIRST U.S. PRODUCTION SITE

Ontex Group, a leading international provider of personal hygiene solutions, has announced it will [bring \\$96 million in capital investment and 403 new jobs](#) to Rockingham County, North Carolina.

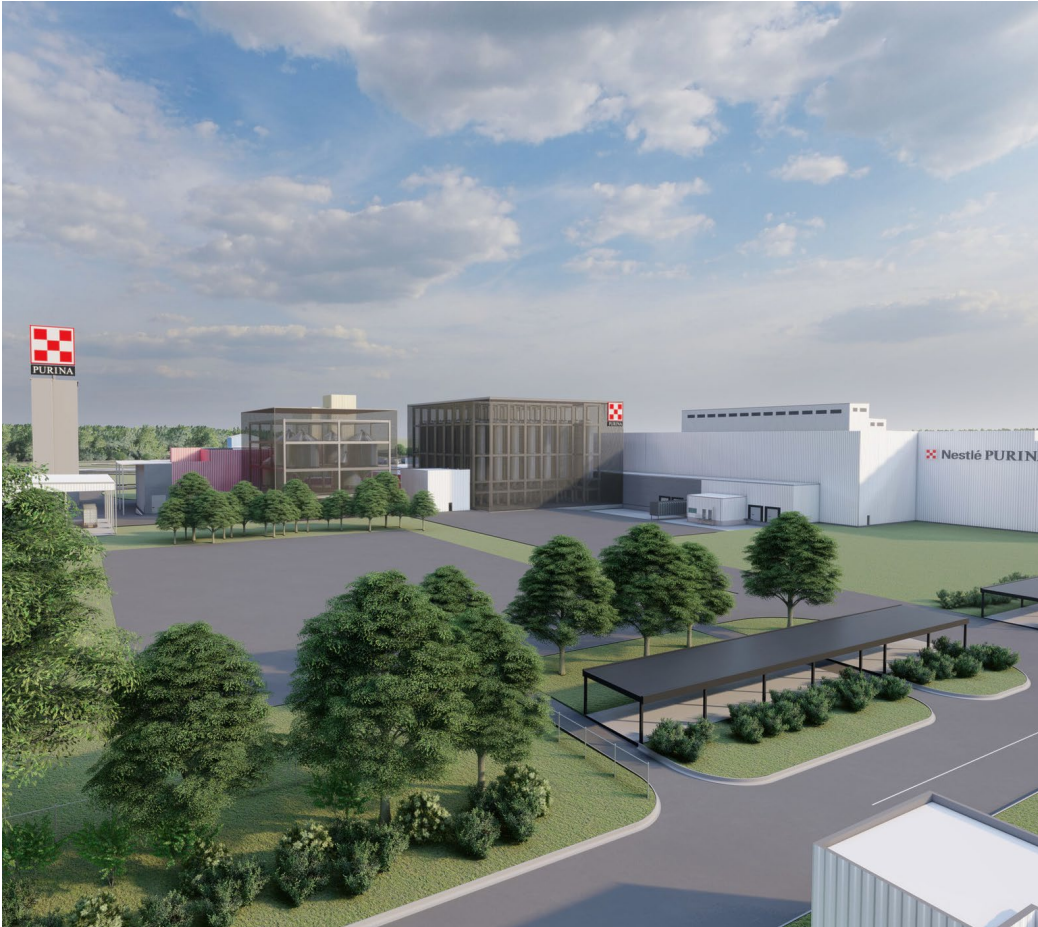
The Belgium-based company cited strategic location, quality workforce and state and local incentives as key factors in its location decision.

Ontex will open the facility at South Rockingham Corporate Park in 2021. The site is developed by The Carroll Companies, which [recently named](#) Evan Stone as its Vice President of Industrial Business Development.

[READ MORE](#)



Momentum in the Carolina Core



Recent Announcements

- **UPS:** \$316 million + 592 new jobs
- **Nestle Purina Petcare:** \$450 million + 300 new jobs
- **Prepac Manufacturing:** \$27 million + 200 new jobs
- **Ontex Group:** \$96 million + 403 new jobs
- **Wake Forest Baptist Medical Center + Atrium Health**

A WIN FOR ONE IS A WIN FOR ALL





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Transforming the Future of Health Care

Commitment to Transformation



- Our journey to **value-based care**.
- Looking for like-minded organizations to partner with us in shaping a bold new future.

What Is Planned?



- In mid-August, **Cone Health** and **Sentara Healthcare** of Norfolk, Virginia signed a letter of intent to merge.
- We will combine the best of two nationally recognized, high performing organizations into one vibrant, flourishing organization that is sustainable for generations to come.



Why Sentara?

Our strength has allowed us to be very deliberate in our partnership exploration.

Both Sentara and Cone Health are committed to improving patient choice, access and affordability.

We share a similar culture, mission and vision for value, quality, growth, and innovation.

Key Benefits

- **Significant capital investment** for facilities and virtual and digital health.
- **New approach to health insurance** that integrates the provision of care with payment for that care.
- **Enhances our existing charitable foundations and creates an additional local foundation** to meet health care needs in new and innovative ways.

Timing

- **Nothing changes now.**
 - Will operate separately during period of “due diligence.”
 - Merger is subject to regulatory review and closing conditions.
- **Expect to close the merger by mid-2021.**
- **Will take up to 2 years to fully combine and integrate our organizations.**

Our Commitment to You

- Continued updates on our process.
- Open and transparent dialogue.
- We are not growing simply for the sake of growth. Instead, we are partnering for inspiring possibilities.

We will remain right here with you, just as all our teams remain right here with those we are privileged to serve.



Questions?

future@conehealth.com



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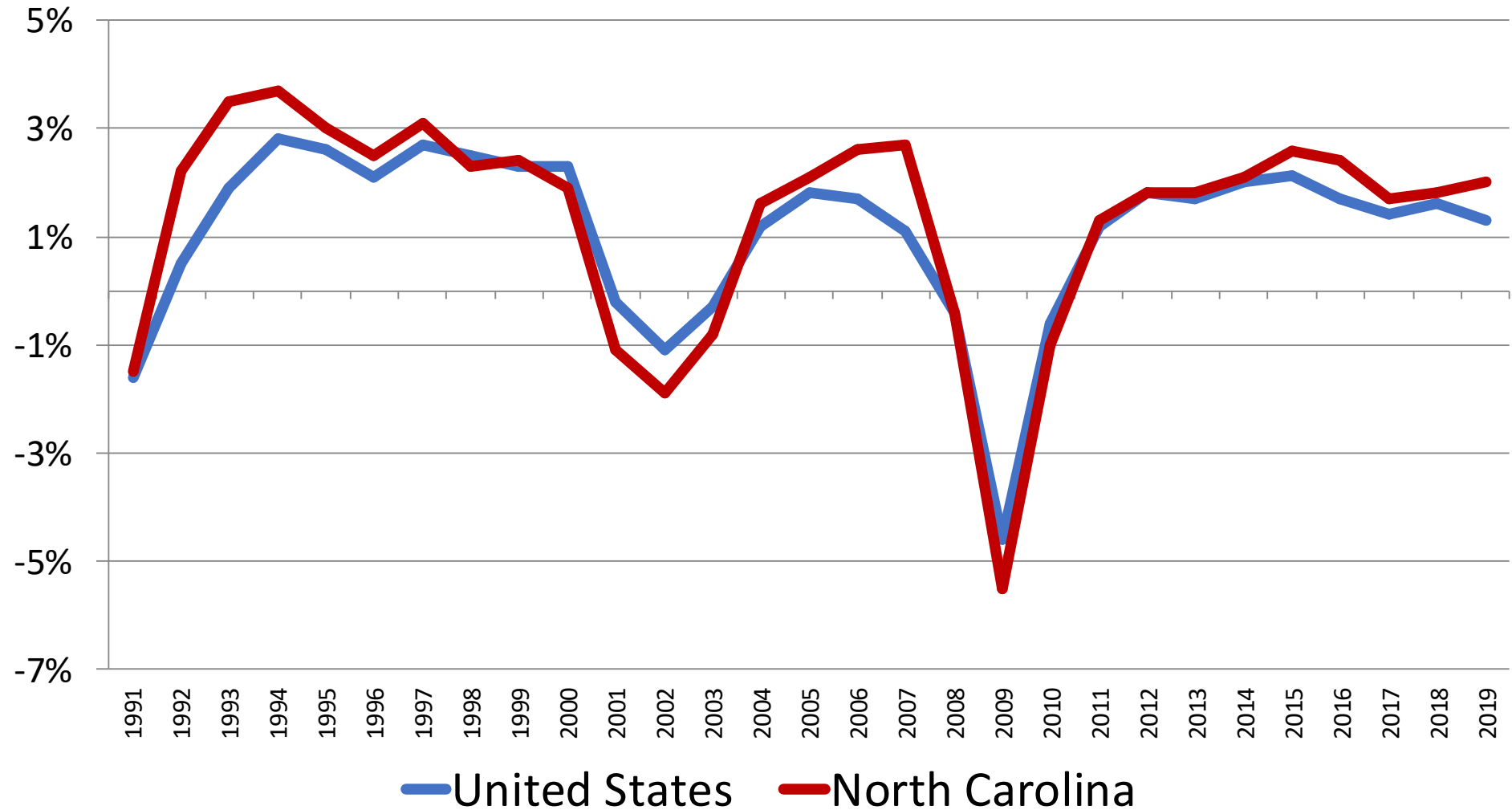




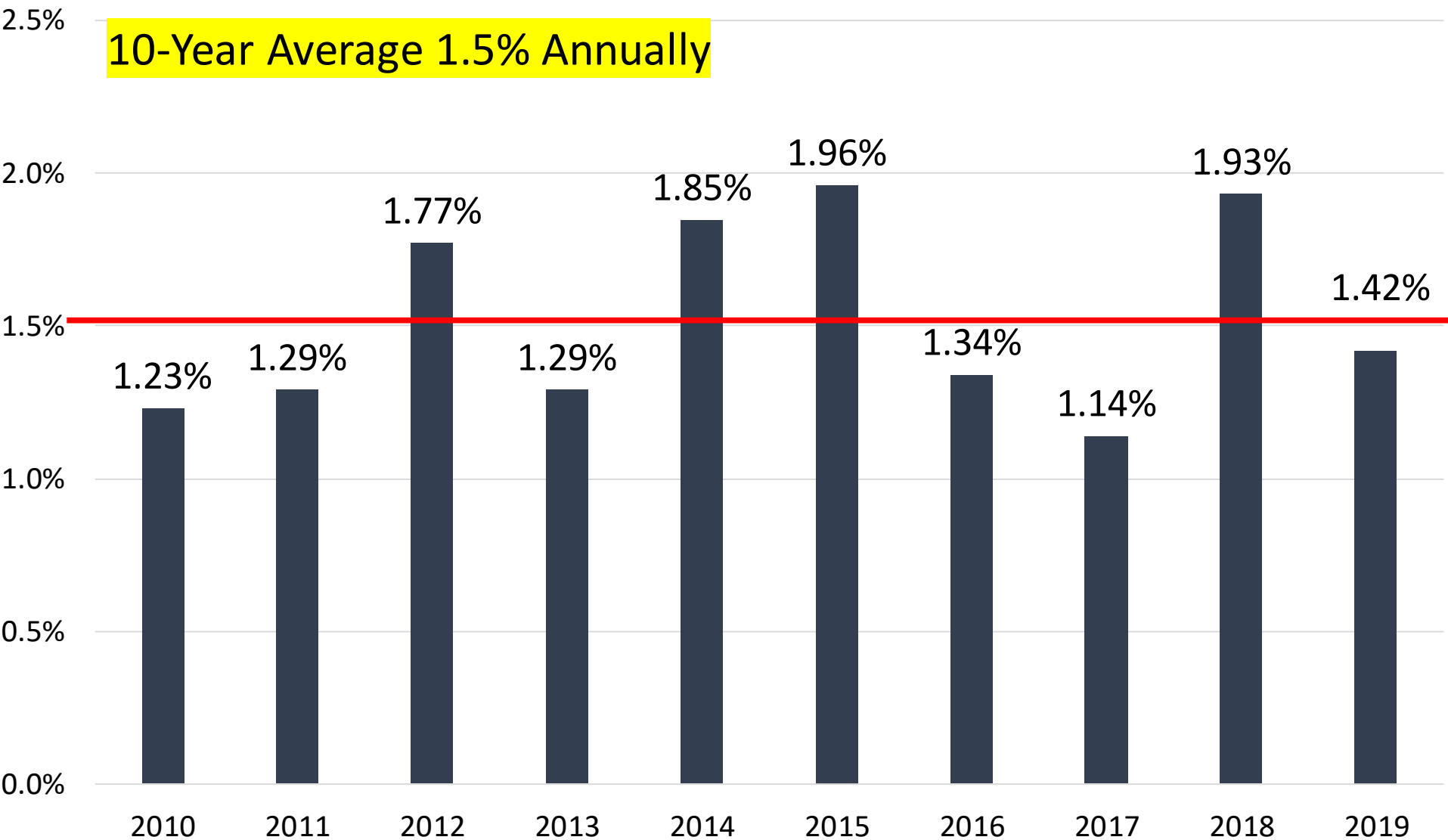
STATE OF THE REGION 2020

PAST
PRESENT
FUTURE

Percentage Annual Job Change 1990-2019

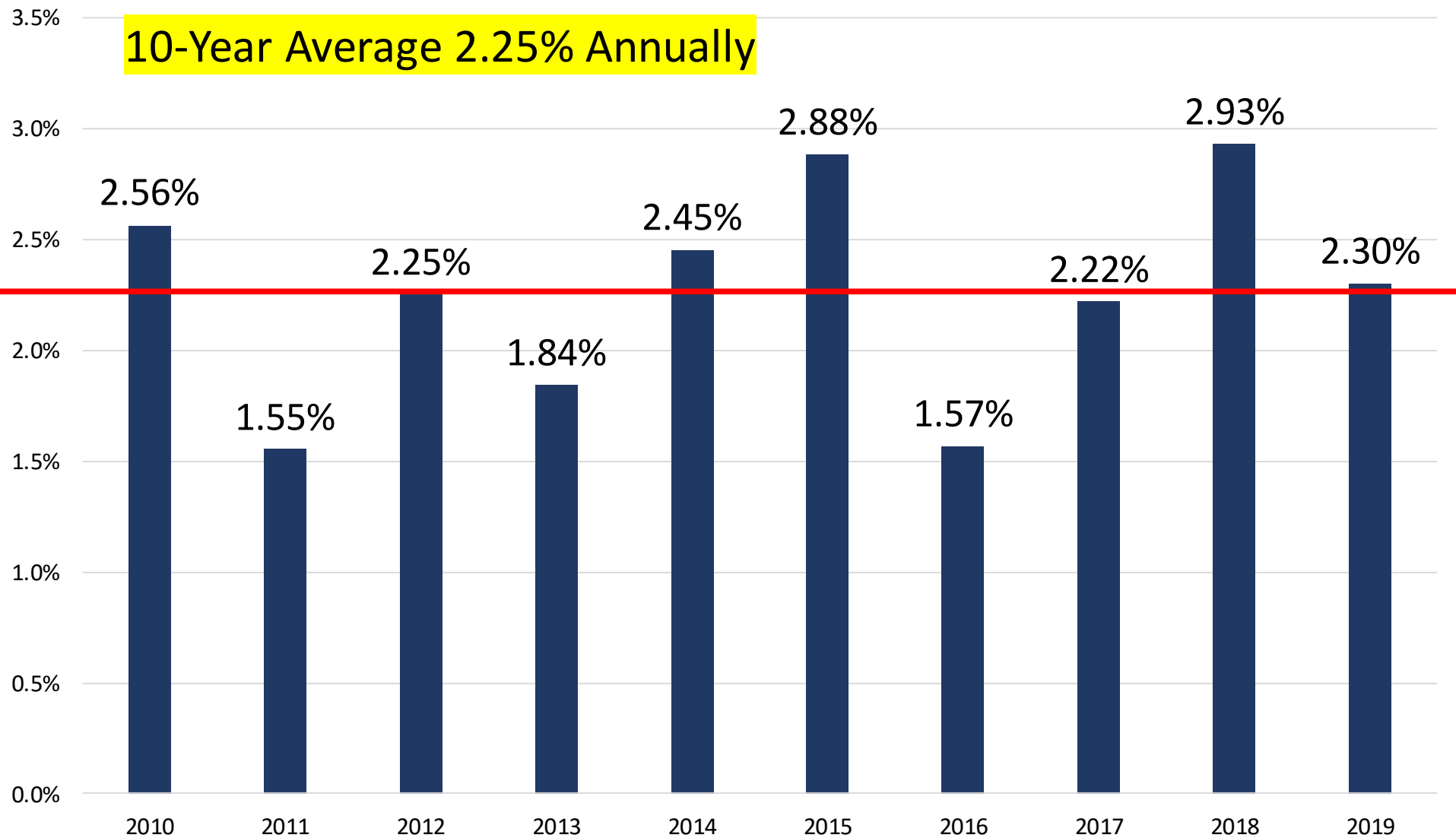


United States Annual Employment Growth



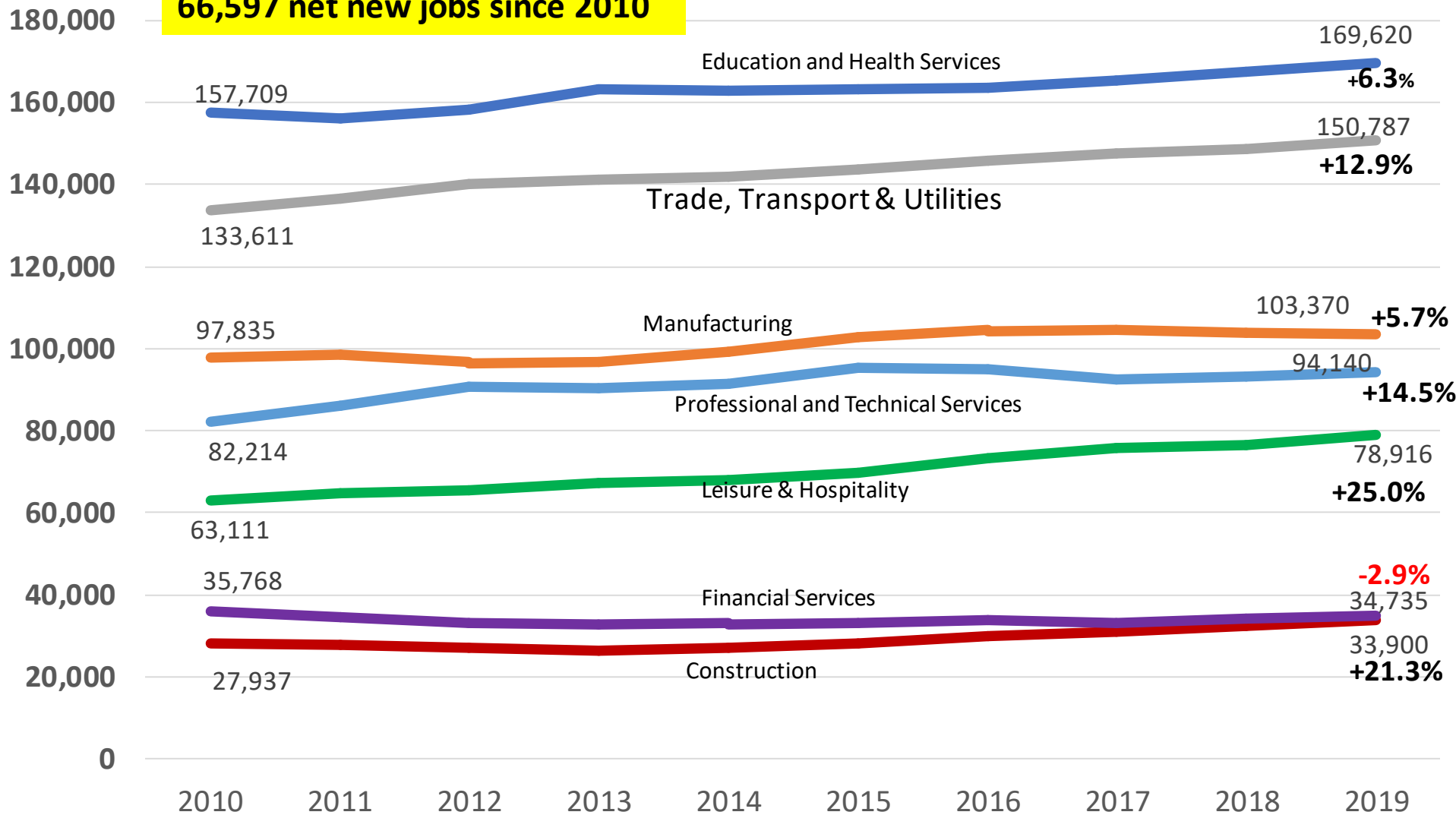
United States Annual GDP Growth

10-Year Average 2.25% Annually

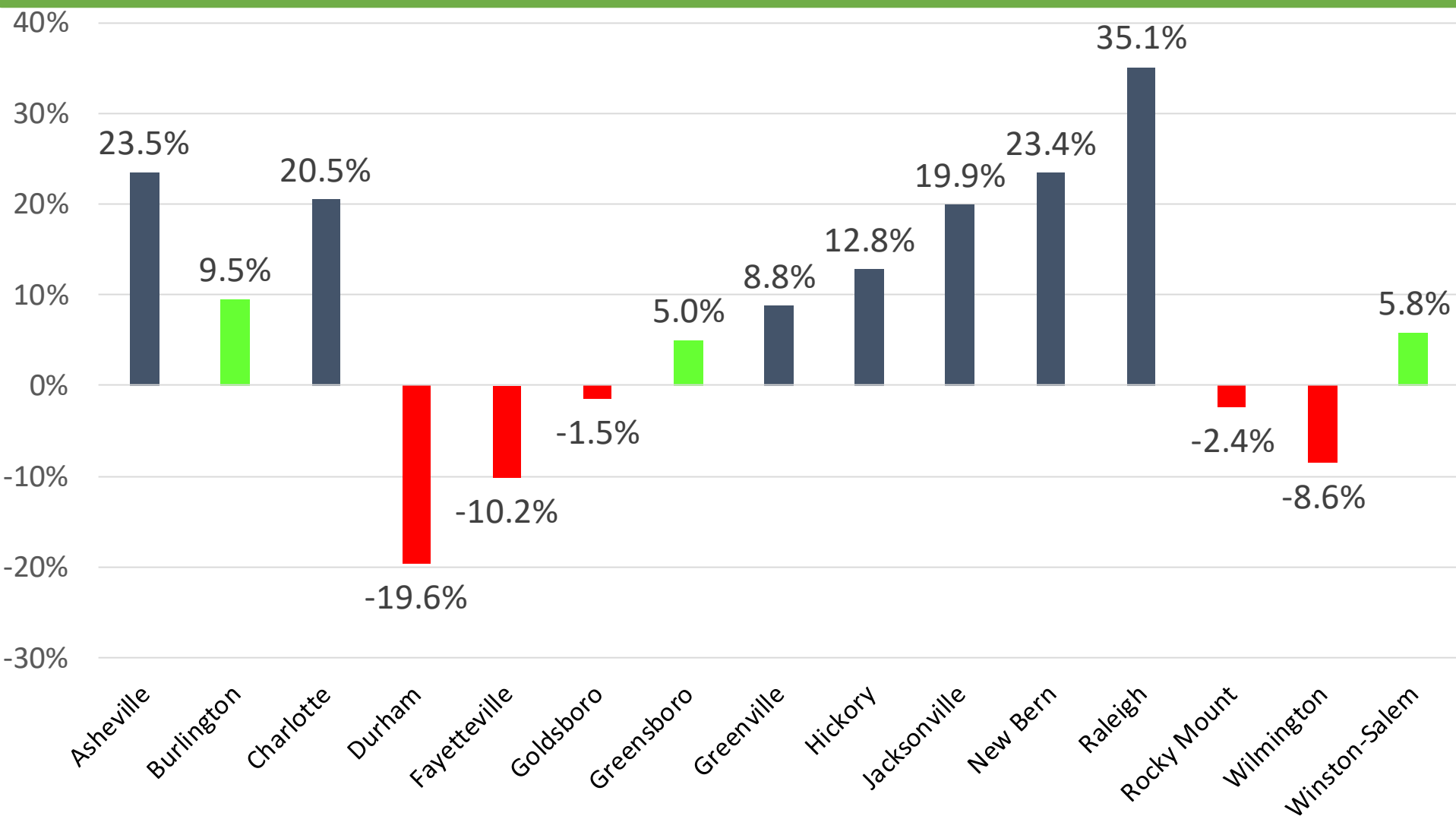


PTP Employment Trends 2010-2019

66,597 net new jobs since 2010

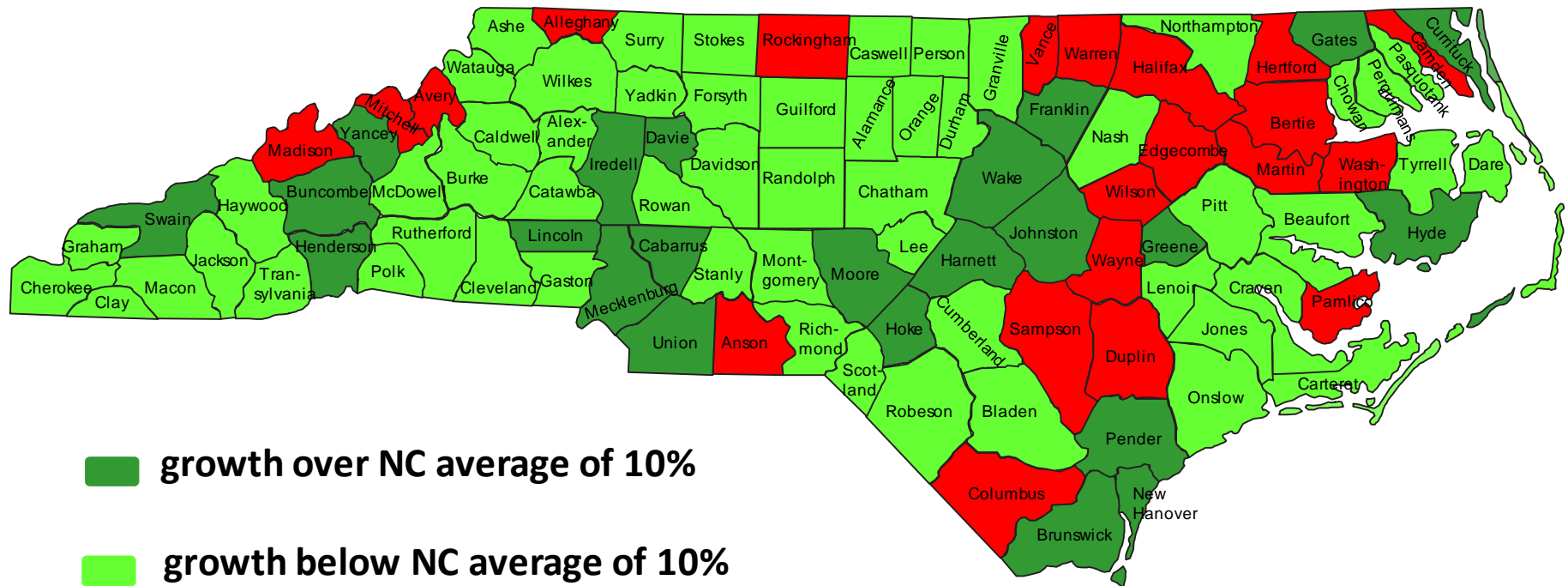


NC Metro Manufacturing % Job Growth 2010-2019

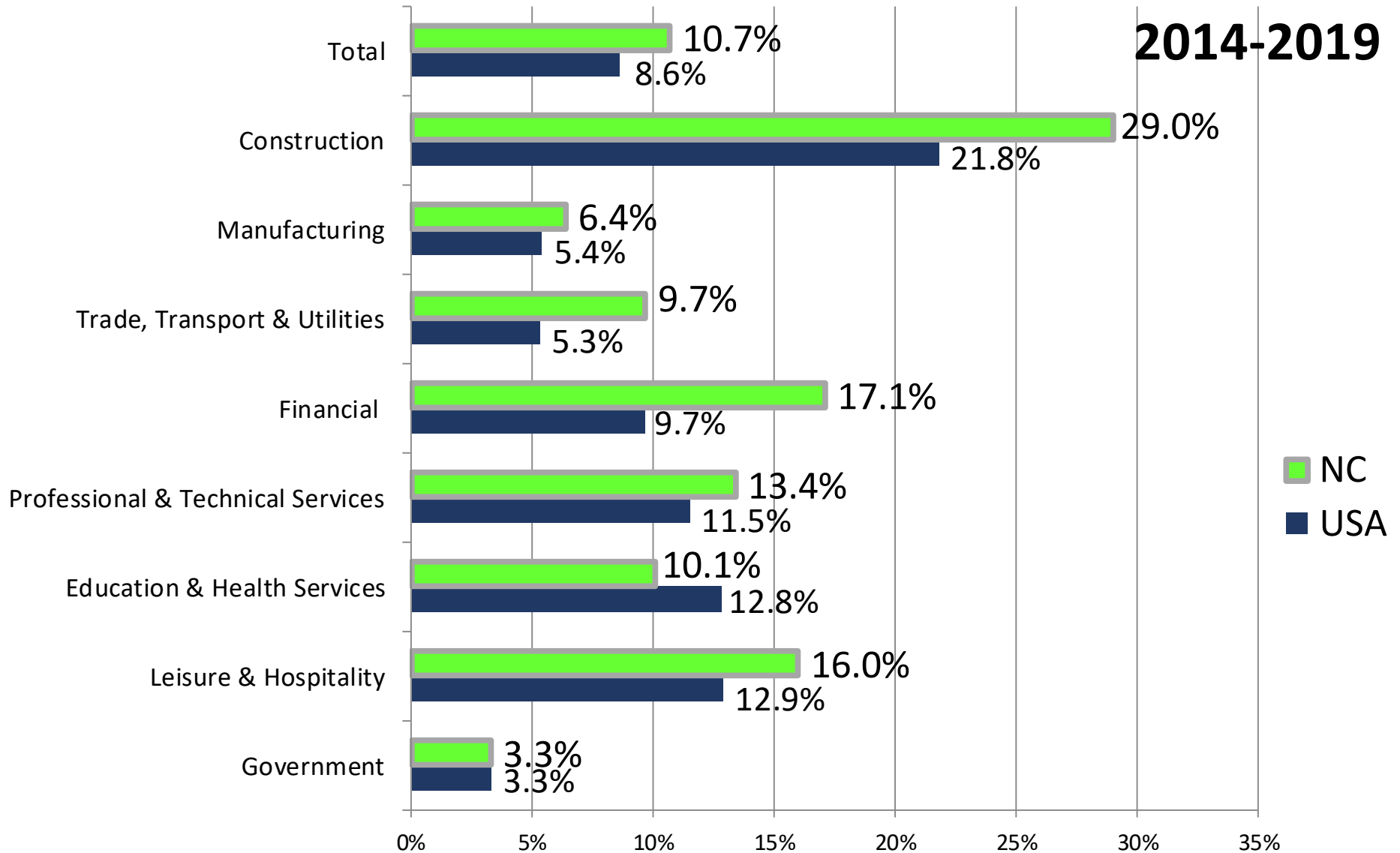


5 Year Job Growth 2014-2019

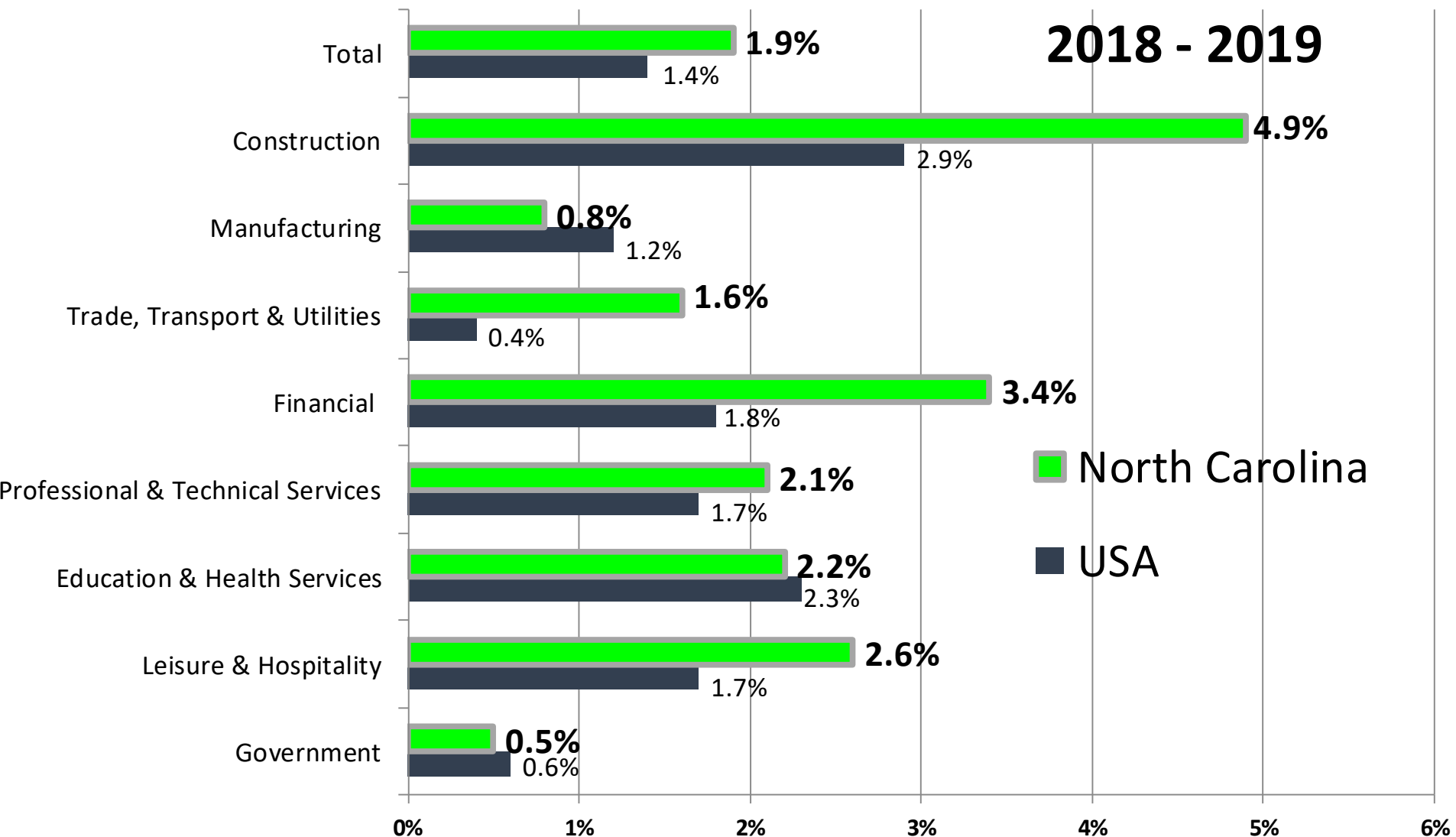
North Carolina Average 10%



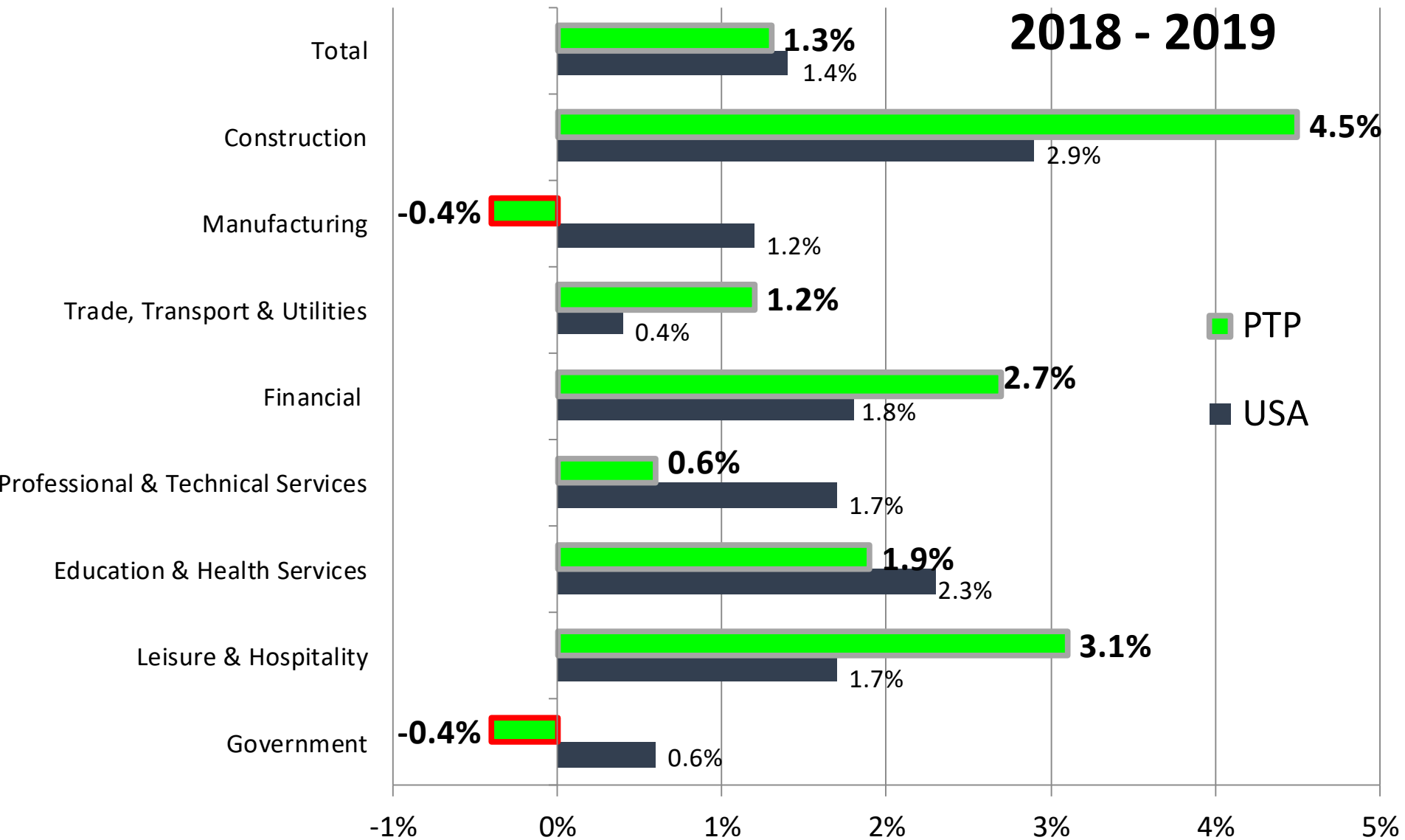
Employment Gains By Sector for the U.S. and NC



Employment Gains By Sector US & NC



Employment Gains By Sector US & PTP





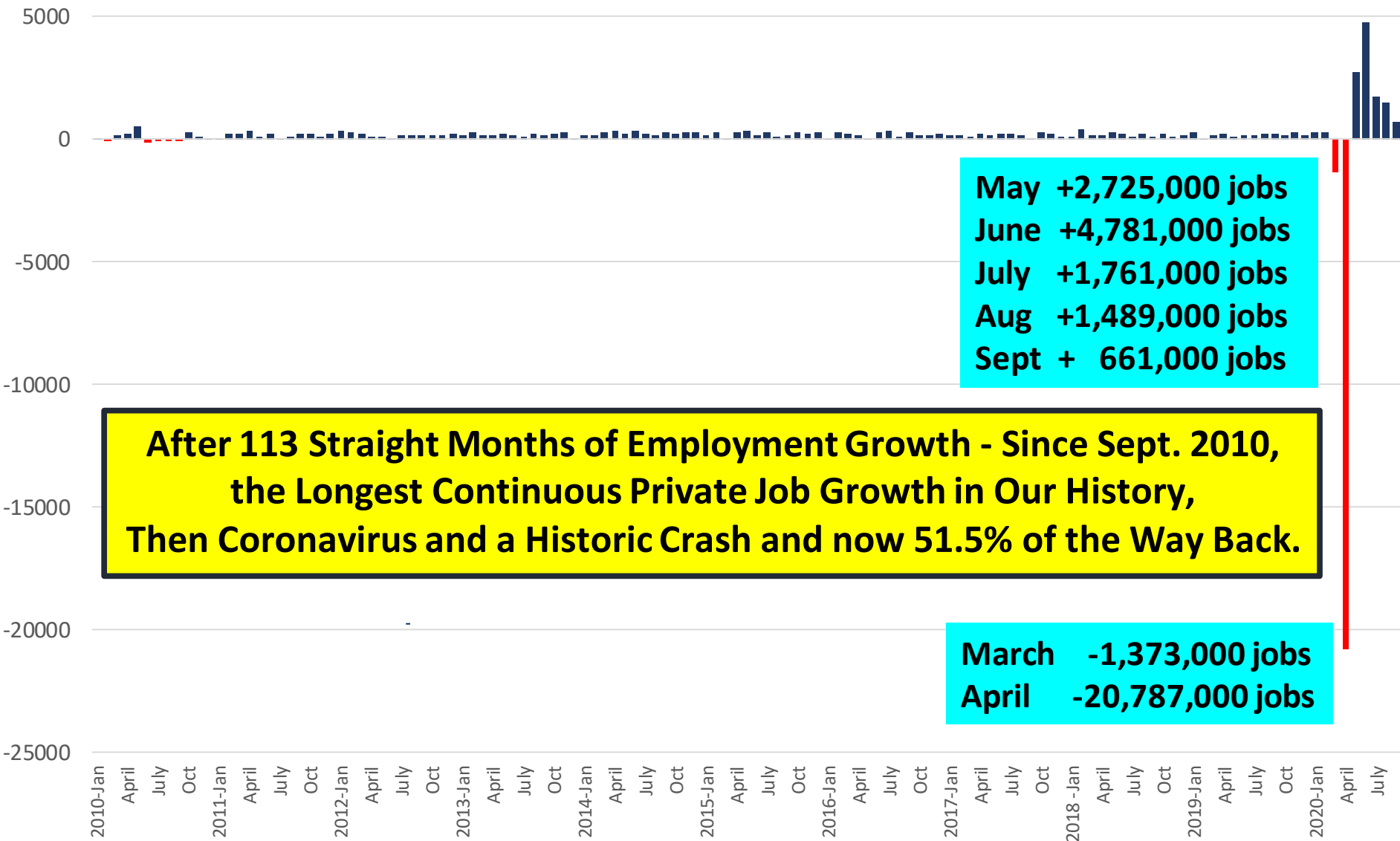
HAPPY
NEW YEAR
2020

- Slowing, but still long expansion, strong economy
- Full employment, near record low unemployment
- High consumer confidence
- Good household savings rate
- Mostly healthy housing and commercial real estate markets
- Low interest rates



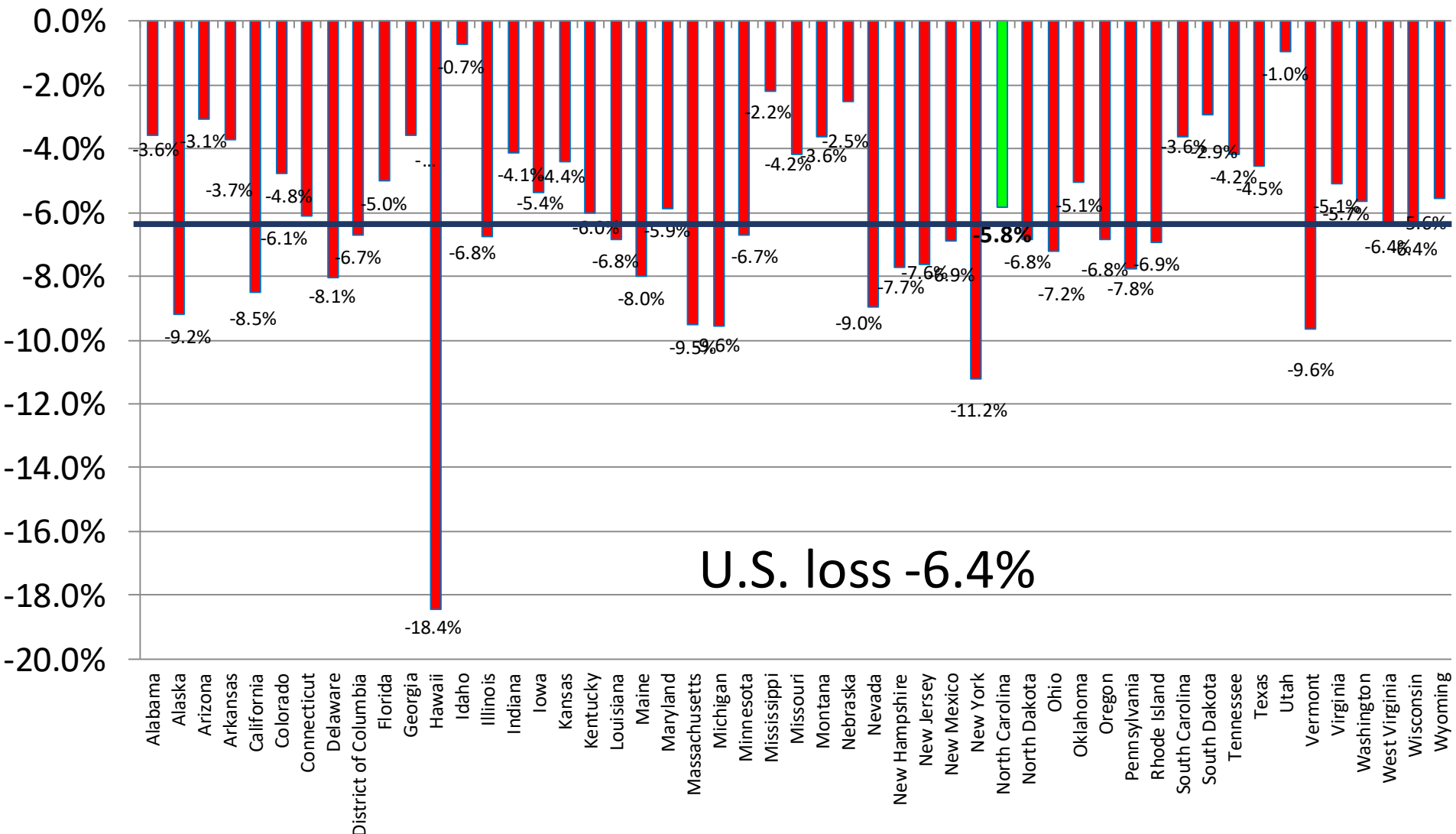
PRESENT

USA Nonfarm Payroll Employment



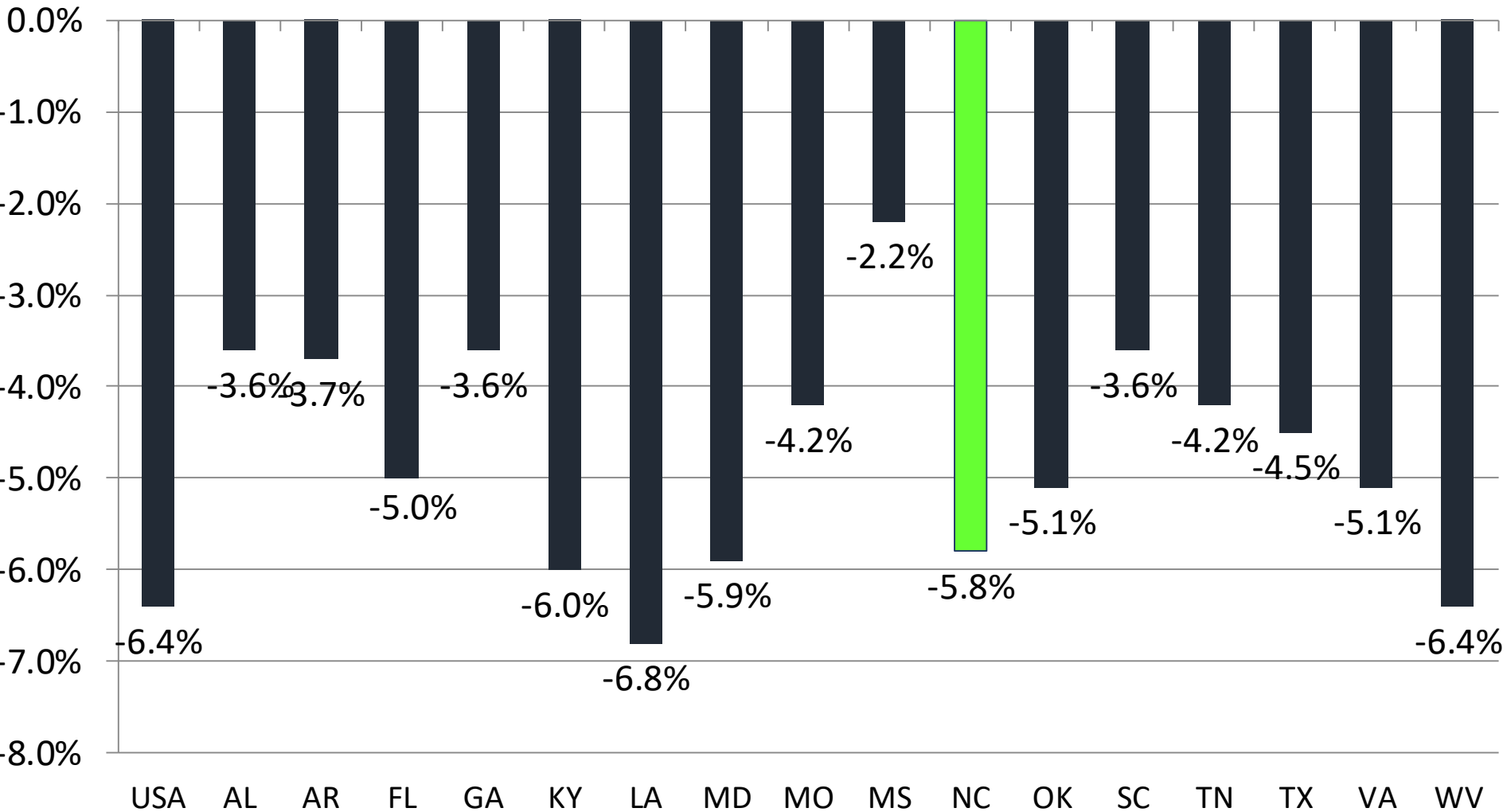
All States 1-Year

Total Non-Farm Employment Percentage Change Sept 2019 to Sept 2020



Southern States 1-Year

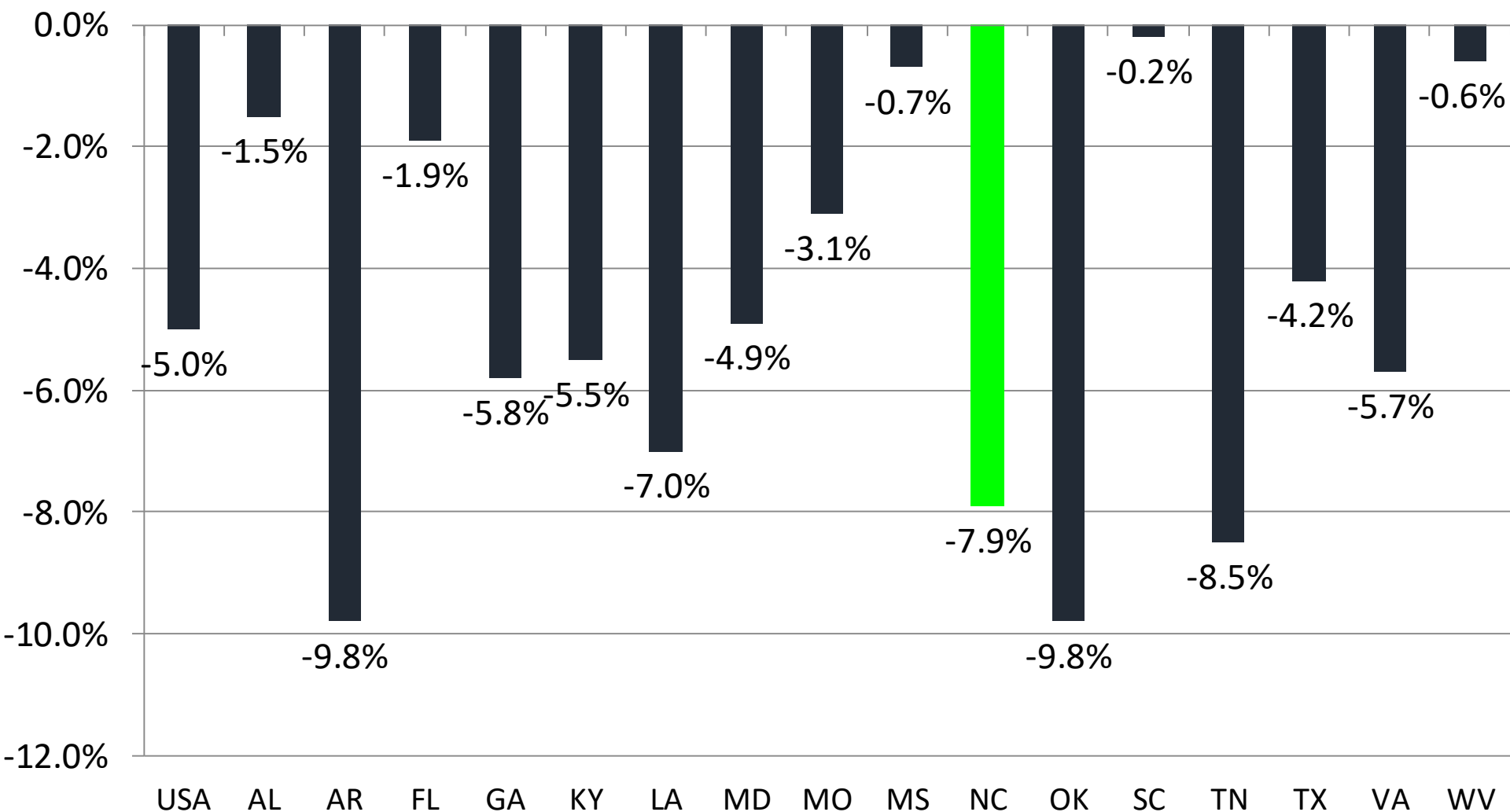
Non-Farm Employment September 2019 to September 2020



Source: US Bureau of Labor Statistics

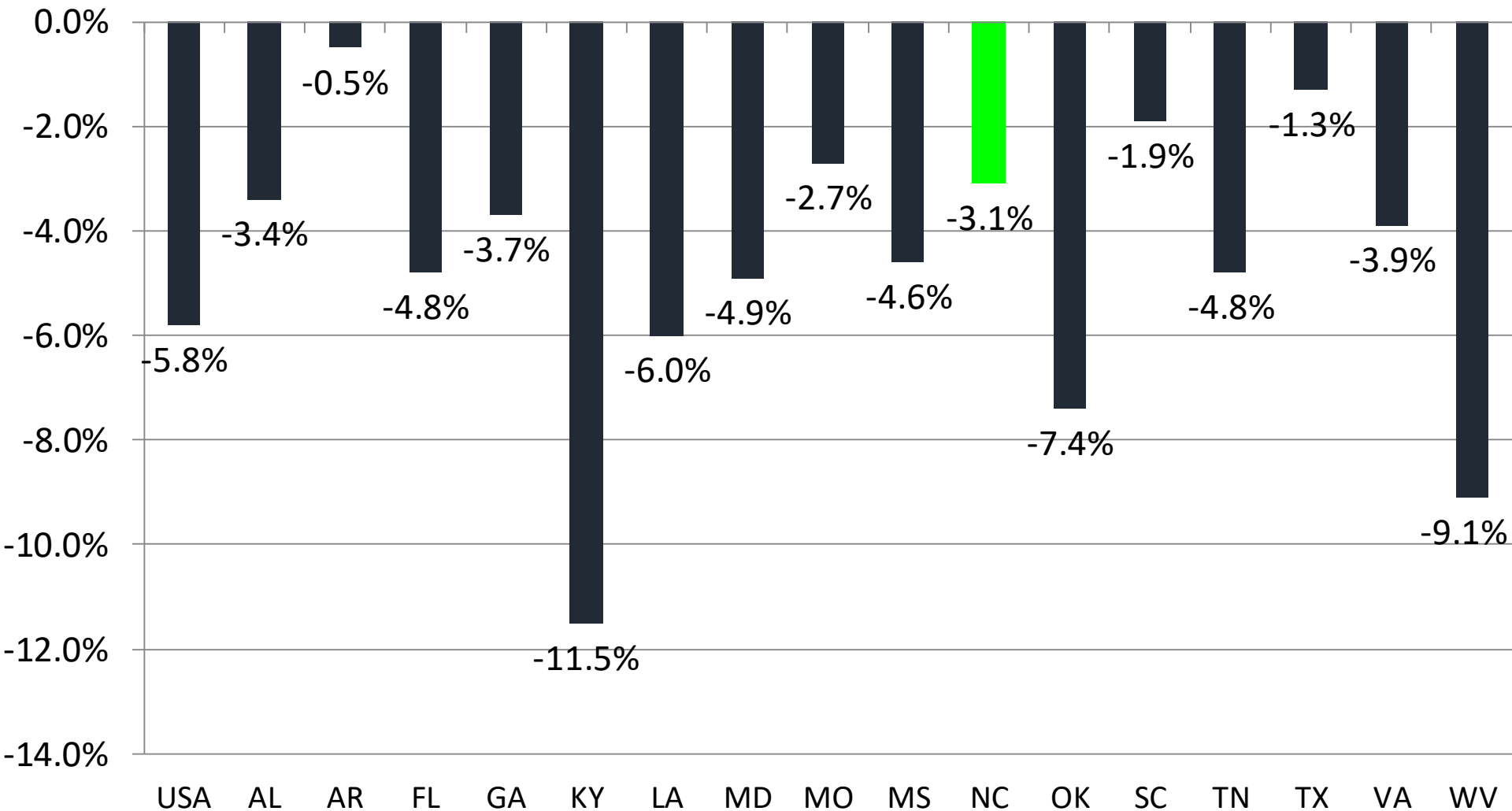
Southern States 1-Year

Manufacturing Employment Sept 2019 to Sept 2020

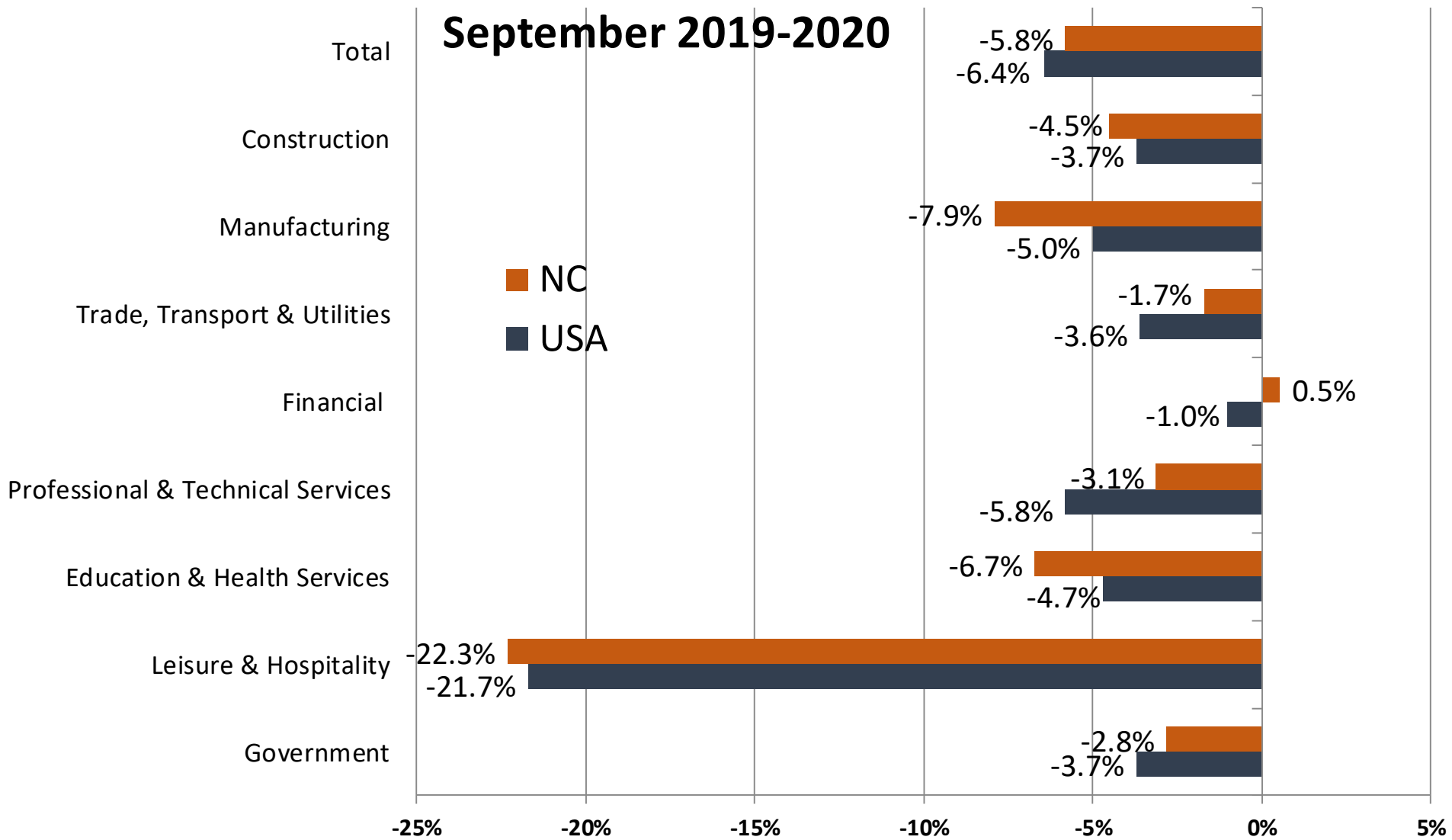


Southern States 1-Year

Professional & Business Services Employment Sept 2019 to Sept 2020

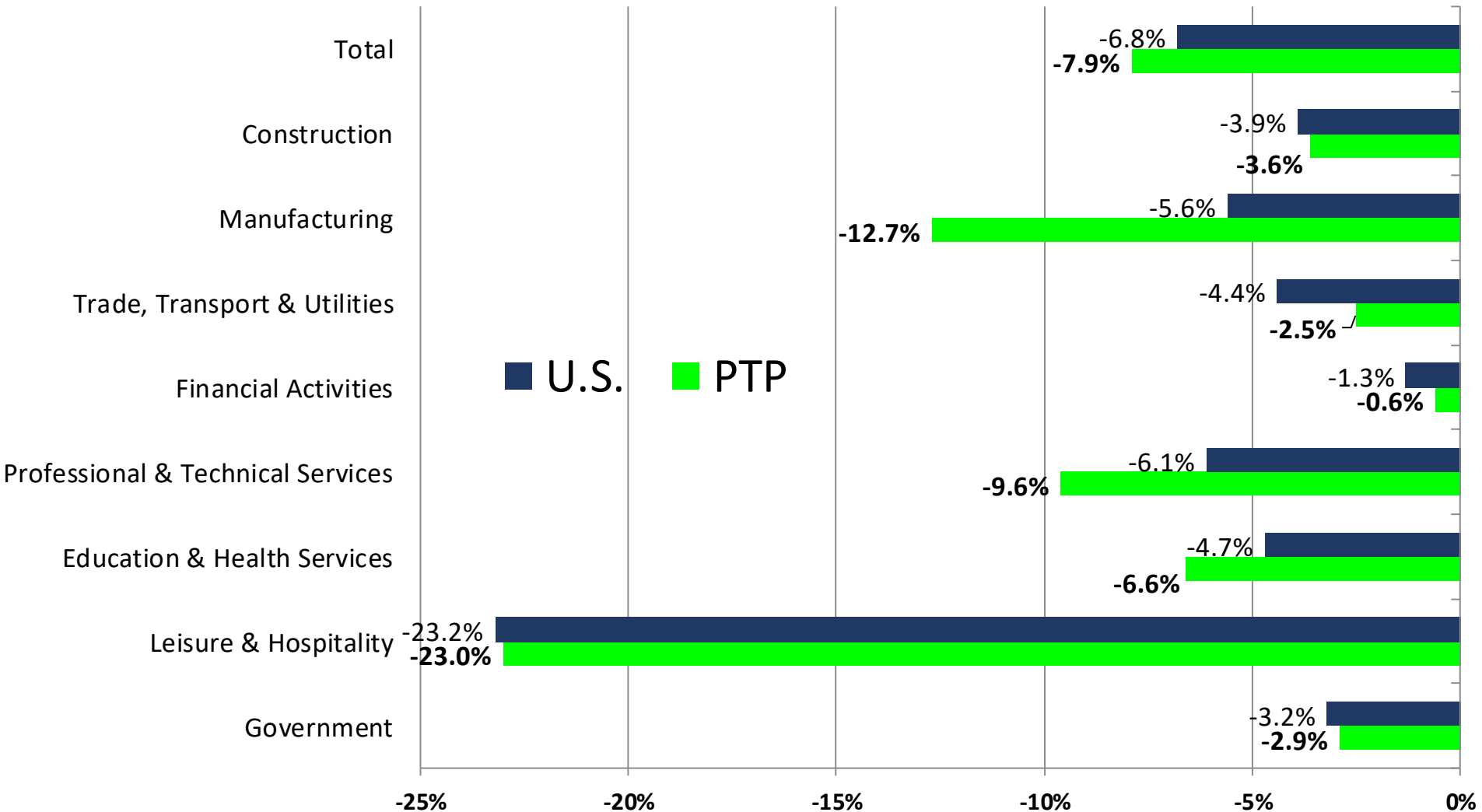


Employment Change By Sector for the U.S. and NC



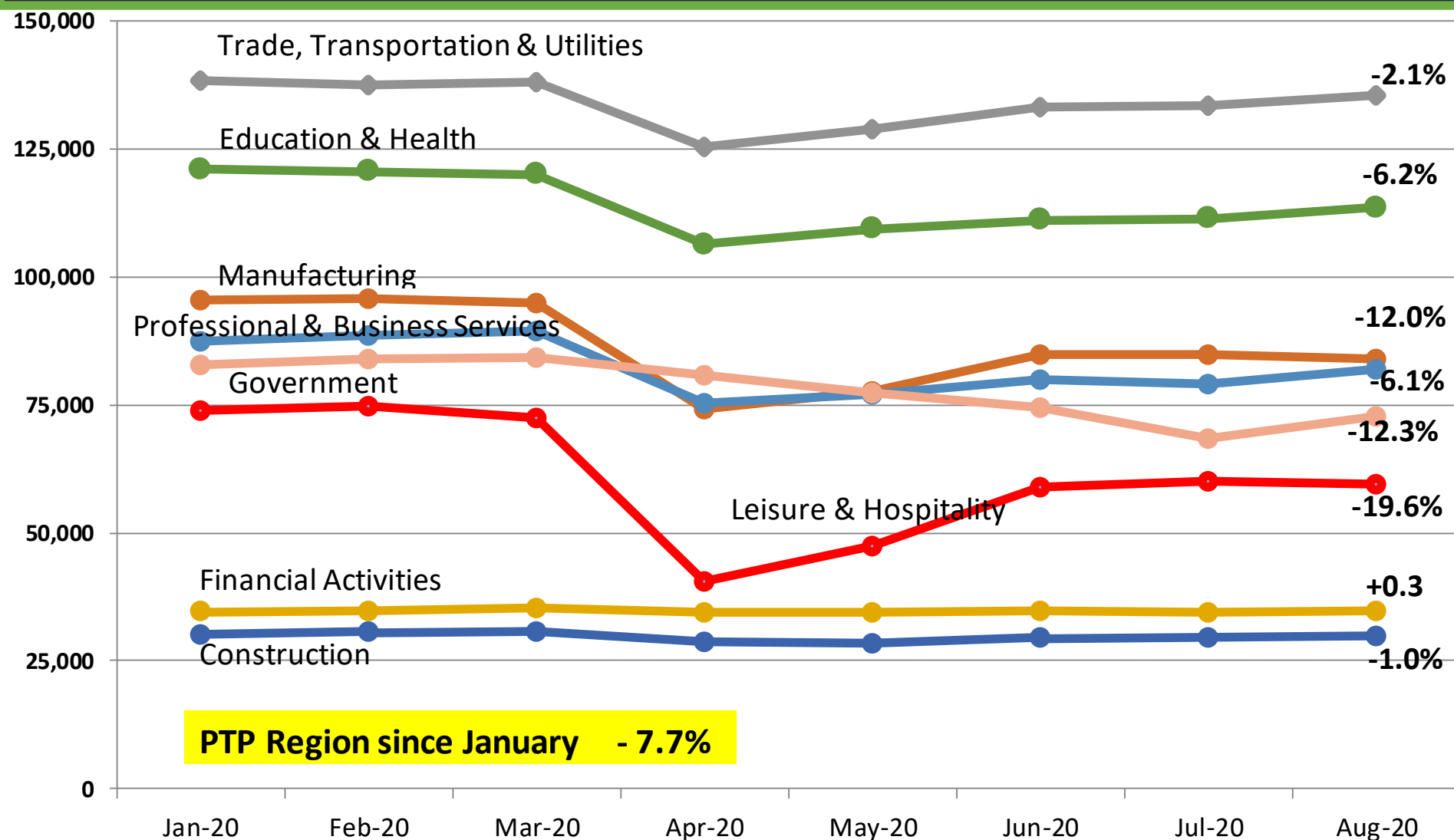
Employment Change by Sector for PTP & U.S.

August 2019 – August 2020

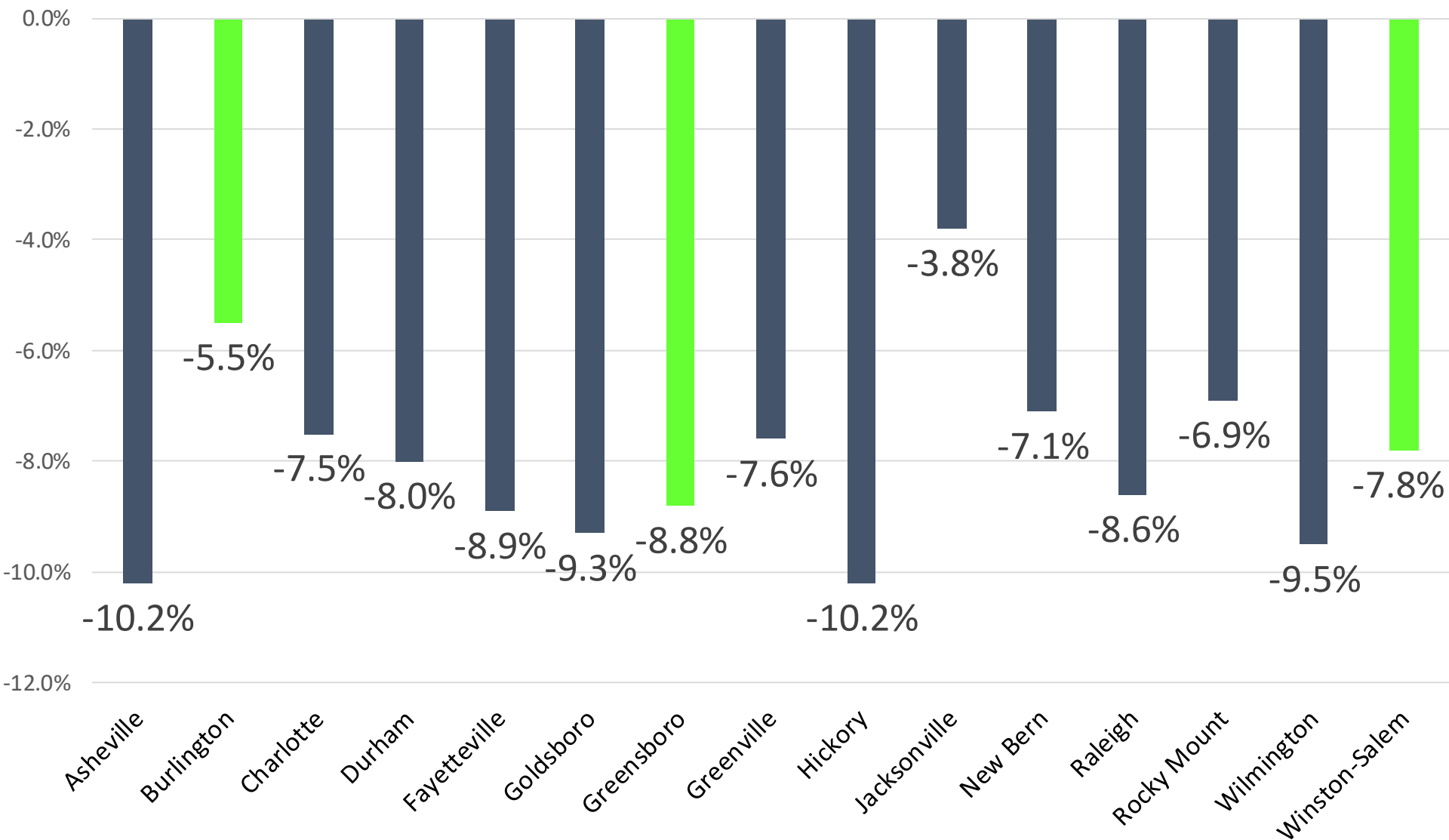


Employment Change by Sector for PTP Region

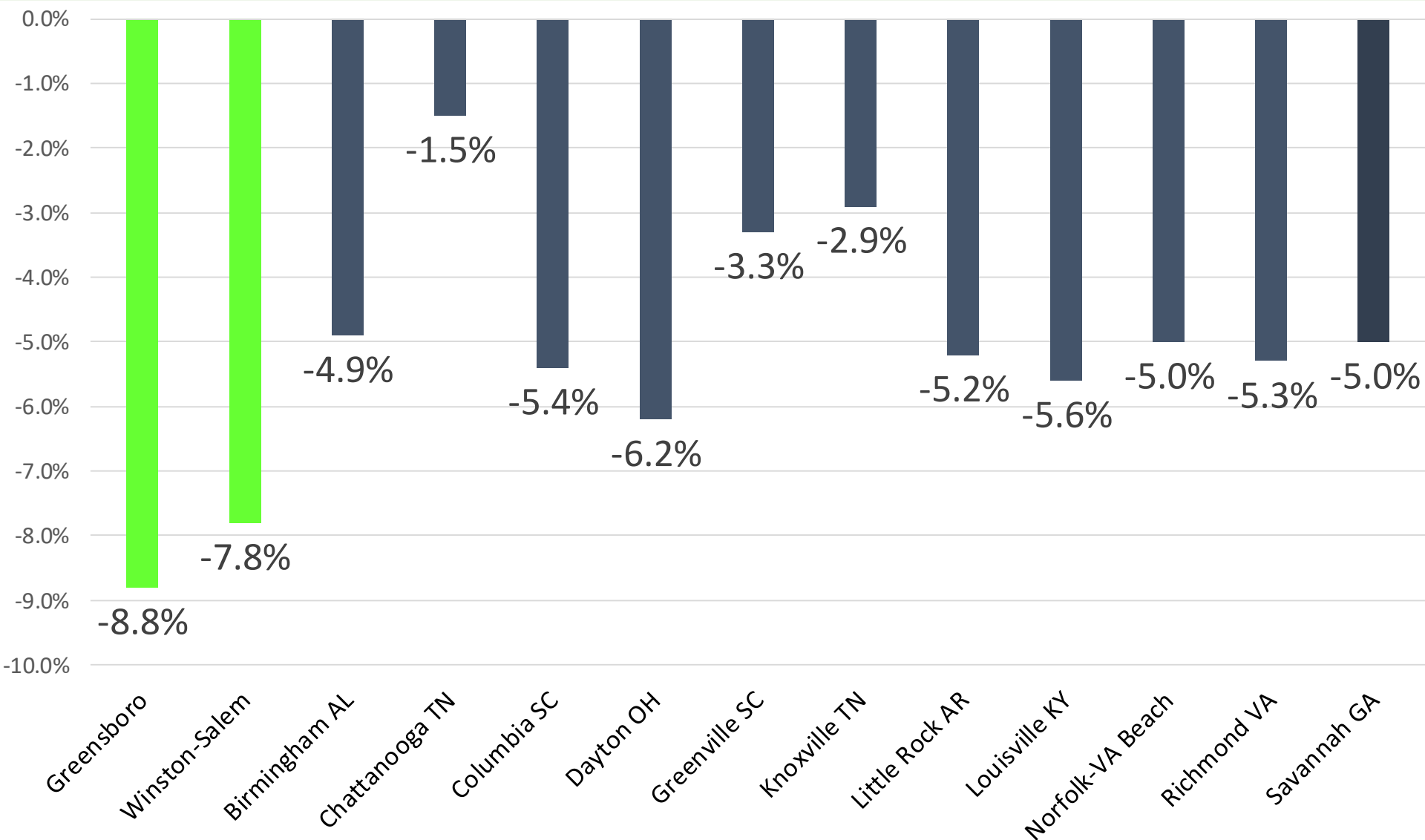
January 2020 – August 2020



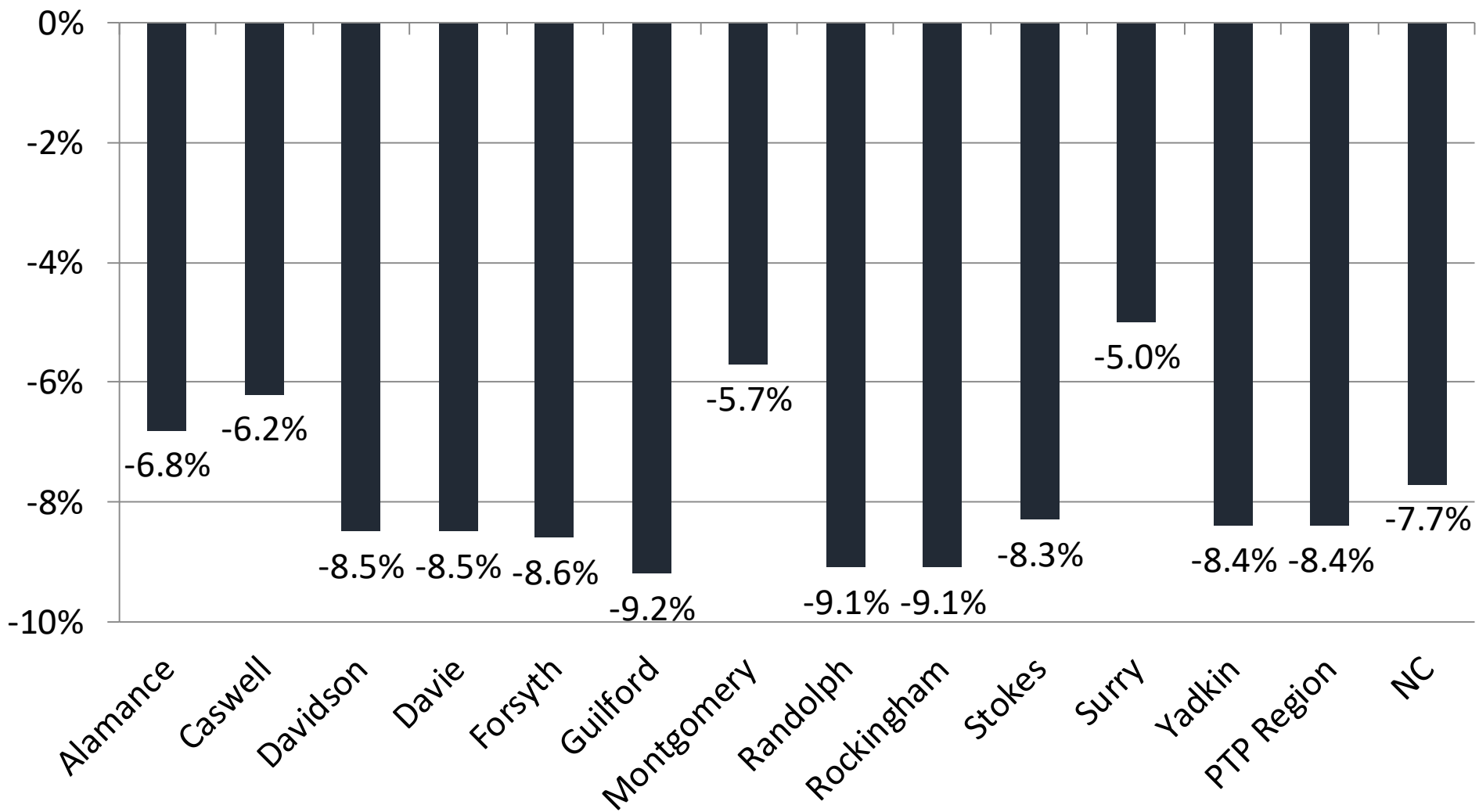
NC Metro % Non-Farm Employment Change August 2019- August 2020



Similar Size Metros % Non-Farm Employment Change August 2019- August 2020



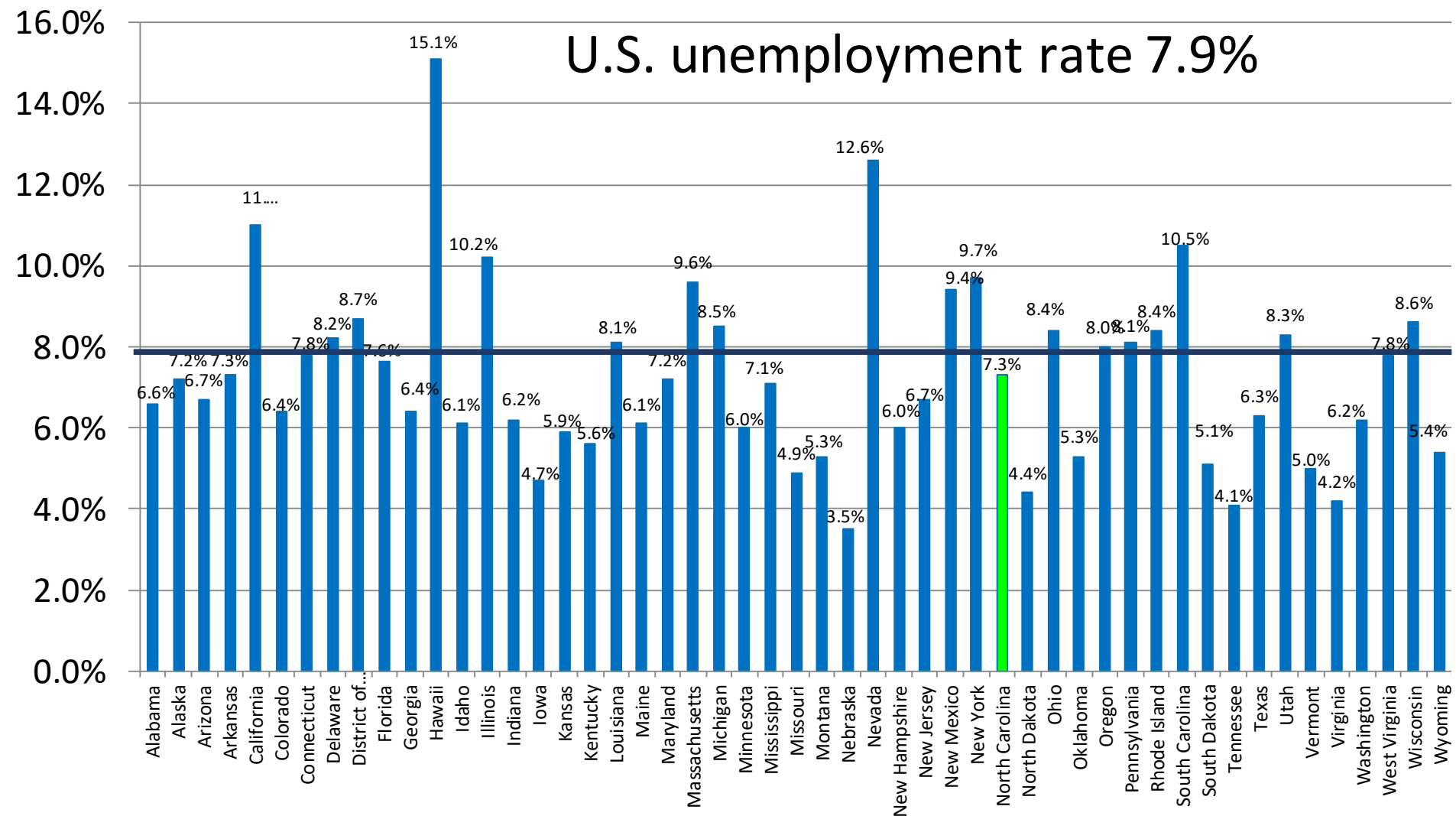
PTP County Employment August 2019 – August 2020



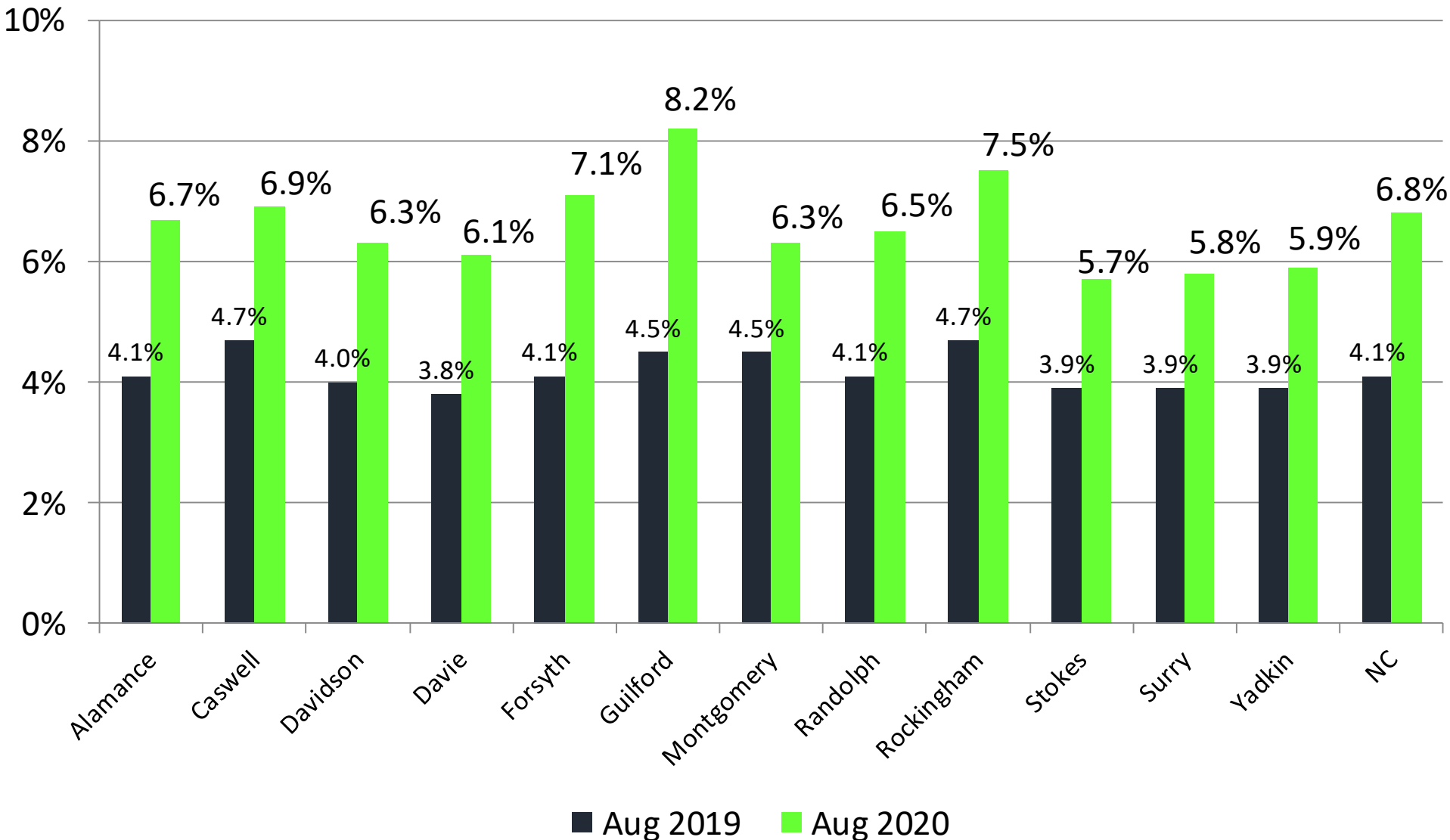
All States Unemployment Rate

September 2020

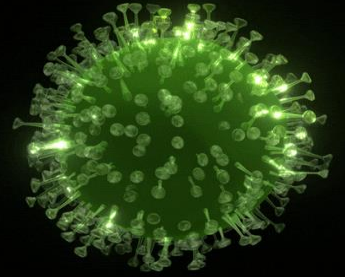
U.S. unemployment rate 7.9%



PTP Counties Change in Unemployed Rate August 2019 – August 2020



Post-Pandemic



The Future



Latest Best States for Business Rankings

	Forbes	CNBC	CEO Magazine	Business Facilities
1	North Carolina	Virginia	Texas	Texas
2	Texas	Texas	Florida	Virginia
3	Utah	North Carolina	Nevada	Tennessee
4	Virginia	Utah	Tennessee	Alabama
5	Florida	Washington	Indiana	North Carolina
6	Georgia	Georgia	North Carolina	Indiana
7	Tennessee	Minnesota	Arizona	Georgia
8	Washington	Nebraska	South Carolina	Florida
9	Colorado	Colorado	Ohio	Utah
10	Idaho	Ohio	Utah	Mississippi

Latest Best States for Business Rankings

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4	Virginia	Utah	Tennessee	Alabama
5	Florida	Washington	Indiana	North Carolina
6	Georgia	Georgia	North Carolina	Indiana
7	Tennessee	Minnesota	Arizona	Georgia
8	Washington	Nebraska	South Carolina	Florida
9	Colorado	Colorado	Ohio	Utah
10	Idaho	Ohio	Utah	Mississippi

Latest Best States for Business Rankings

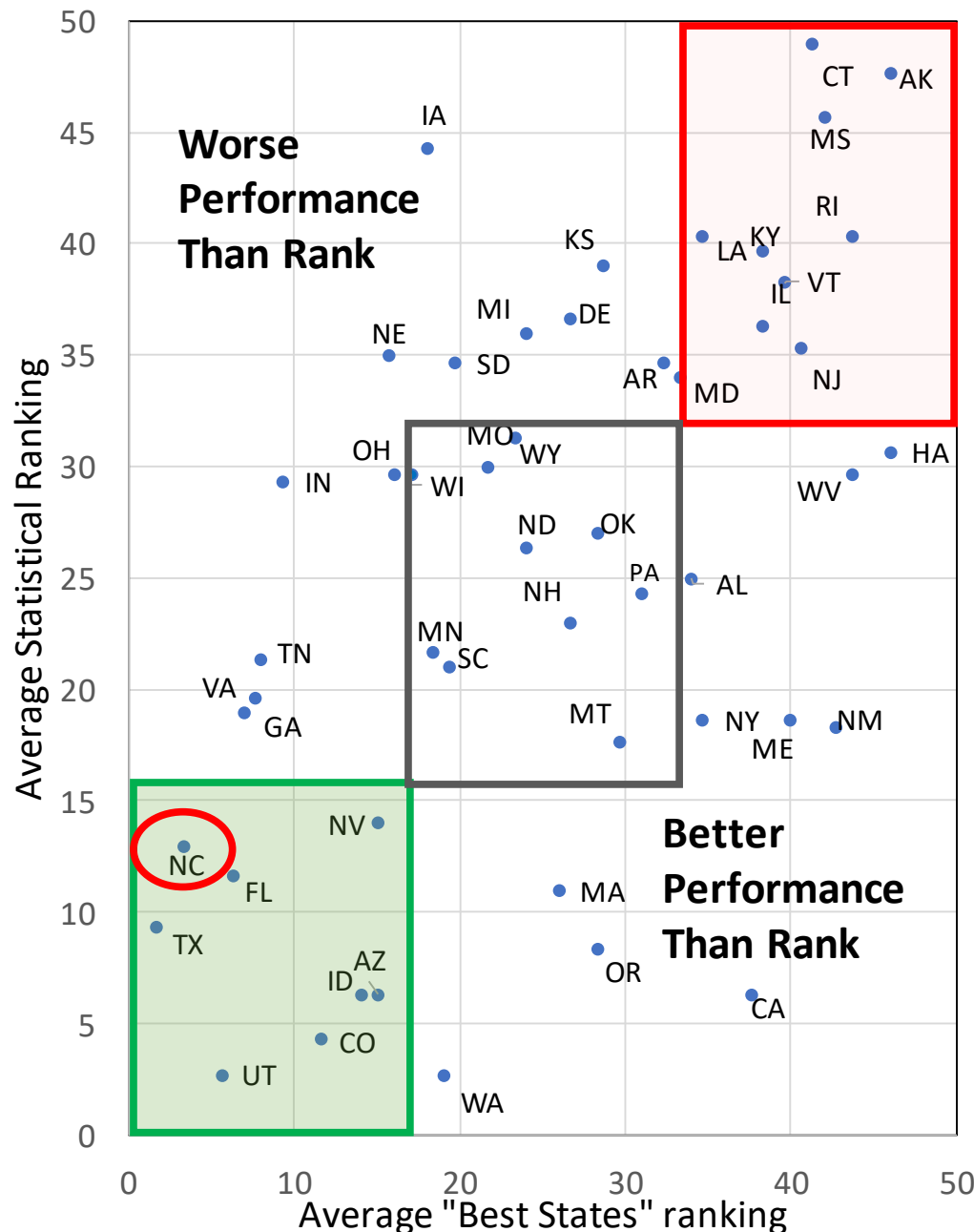
	Forbes	CNBC	CEO Magazine	Business Facilities
1	North Carolina	Virginia	Texas	Texas
2	Texas	Texas	Florida	Virginia
3	Utah	North Carolina	Nevada	Tennessee
4	Virginia	Utah	Tennessee	Alabama
5	Florida	Washington	Indiana	North Carolina
6	Georgia	Georgia	North Carolina	Indiana
7	Tennessee	Minnesota	Arizona	Georgia
8	Washington	Nebraska	South Carolina	Florida
9	Colorado	Colorado	Ohio	Utah
10	Idaho	Ohio	Utah	Mississippi



ECONOMIC
LEADERSHIP

Virginia, Florida, Georgia, & Tennessee, 3 of 4
Washington, Colorado, Indiana, Ohio 2 of 4

Rankings and Performance



States By Average Ranks by Forbes, CNBC, and Chief Executive

Forbes released 12/19/19; CNBC released 7/10/19; Chief Executive released 6/2/20

Plotted Against

Actual Performance for Job Growth, Wage Growth and Growth in GDP

3 years 2016-2019 Jobs & Wages: BLS QCEW annual;
3 years 2016-2019 GDP: BEA

NC Ranked Compared to All States

Job Growth

Wage Growth

GDP Growth

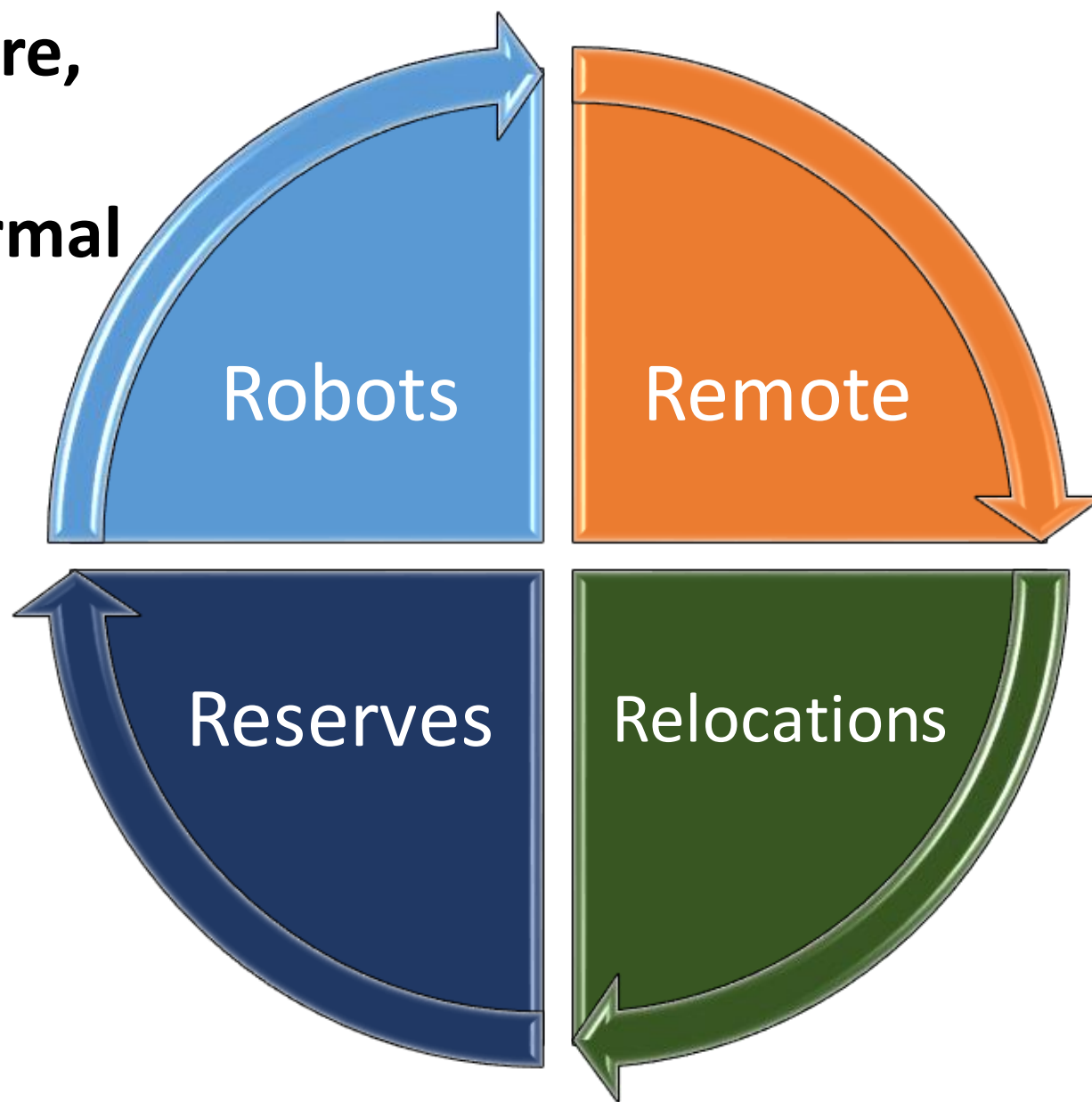
1 Year 2018 – 2019	9	9	22
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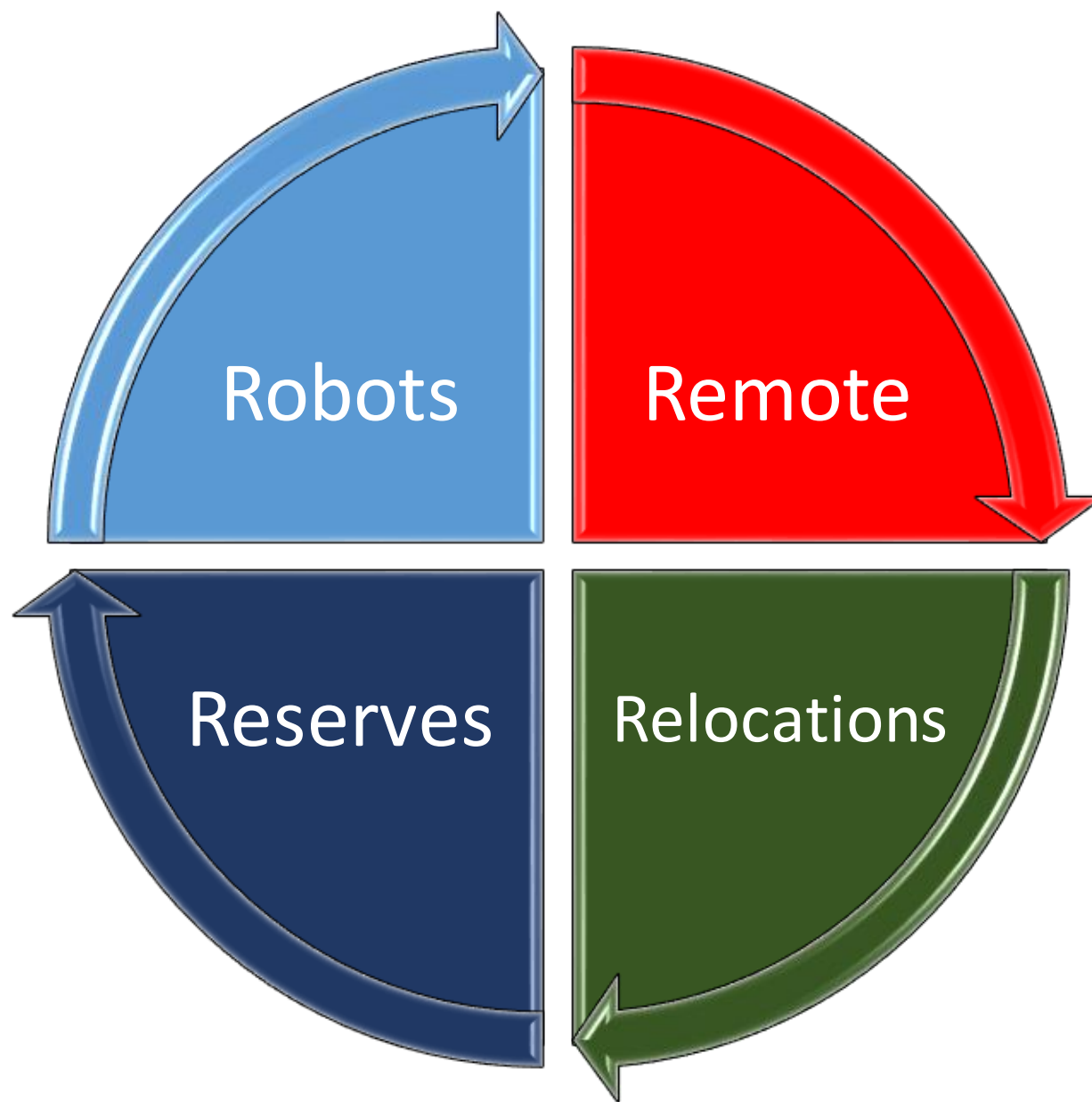
5 Year 2015 – 2019	12	10	17
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10 Year 2009 - 2019	15	18	28
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DC is included so that all rankings are of 51 “states”

The Future, the Next New Normal





Remote Rules!



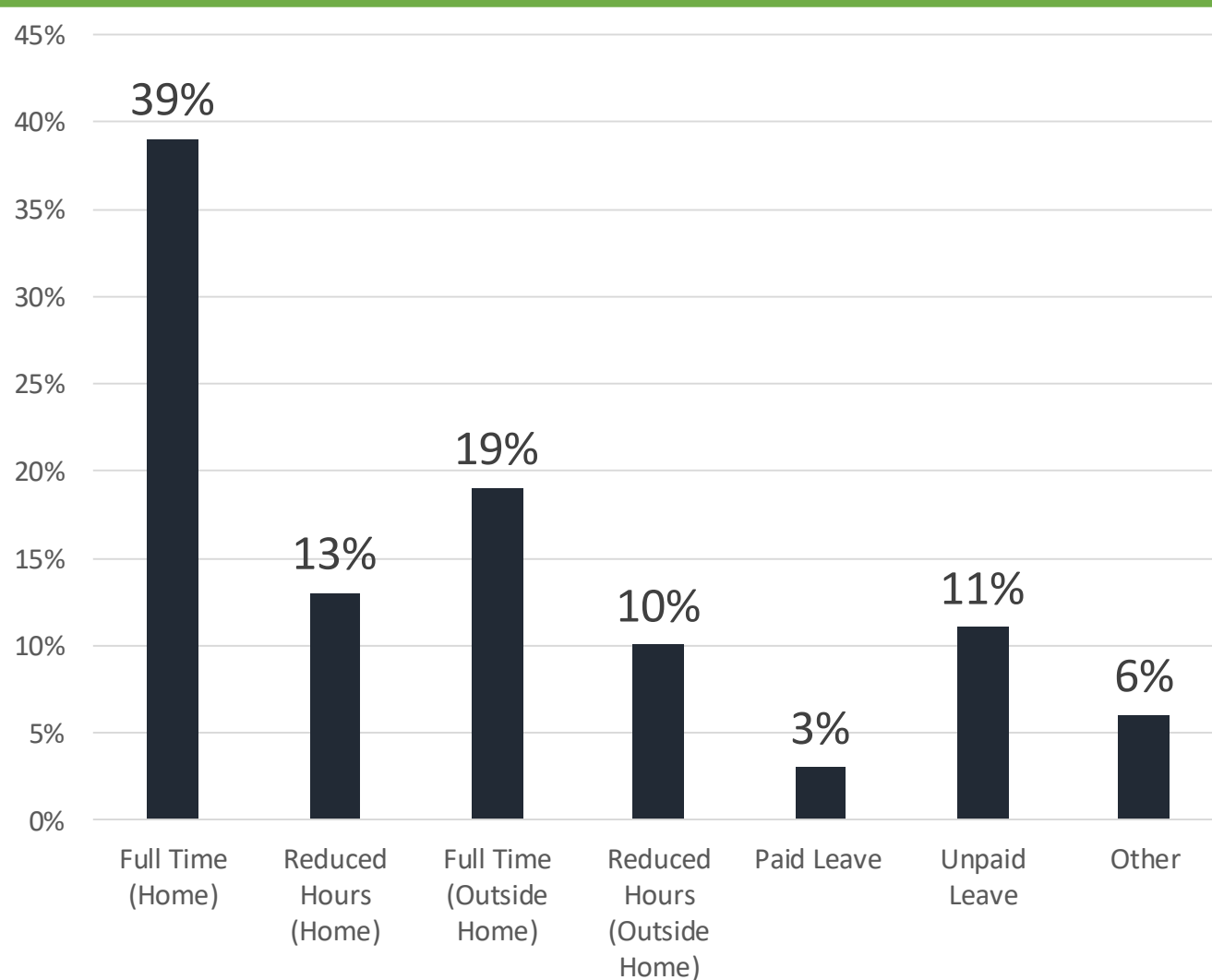
Remote Rules!



Medicine



Working During COVID-19

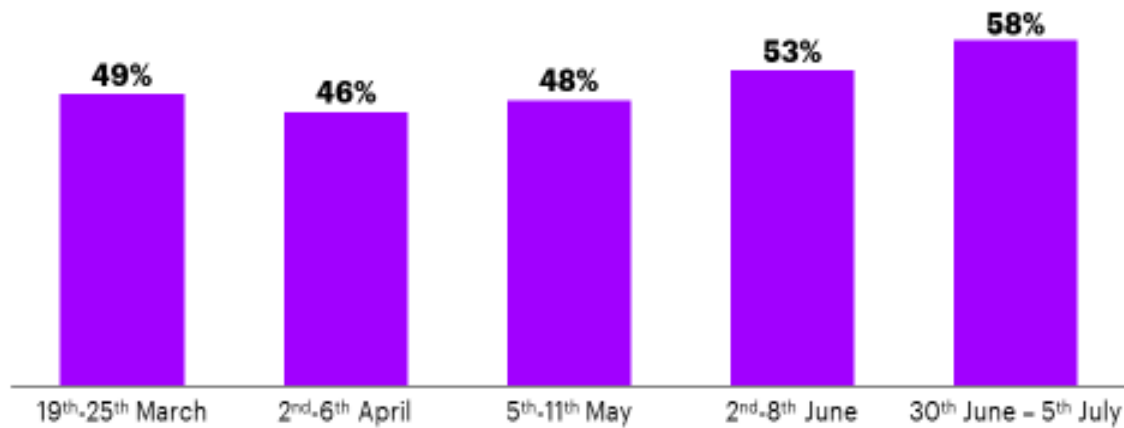


Pre-COVID 7%
worked from home-
for the next year
projections are 40%
and at least 30% for
the next 3-5 Years

73% of employees enjoy working from home

New remote workers plan to continue working from home

Employees who never worked from home before the outbreak and plan to work from home more after the pandemic

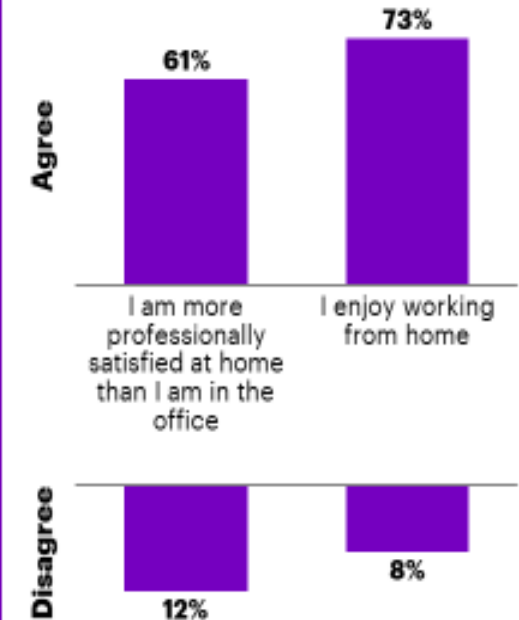


35% of all employees plan to work from home at least once a week in the future

1/5 plan to work from home more than 3 times a week

Satisfaction with working from home

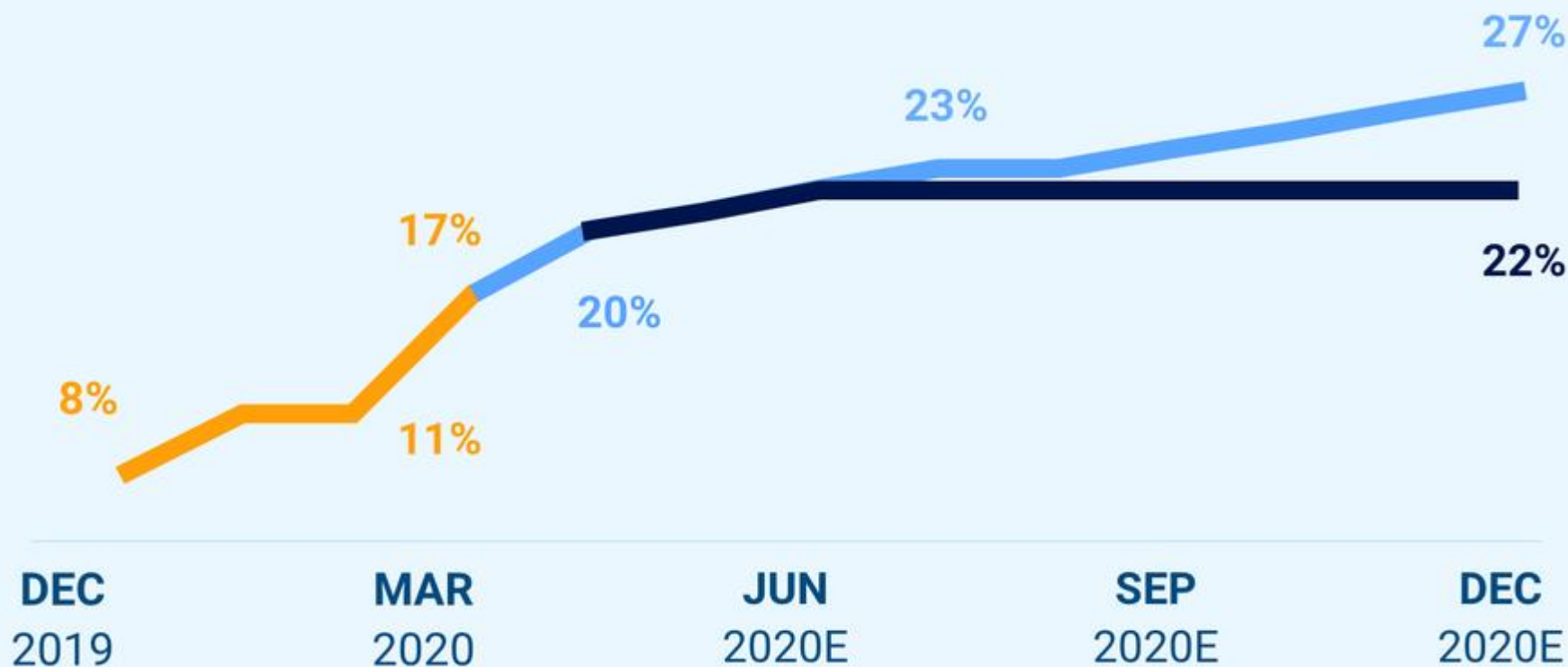
Proportion of consumers working from home who agree vs. disagree with the statements



Source: Accenture COVID-19 Consumer Research, conducted 30th June - 5th July, N = 2,790 respondents working from home.

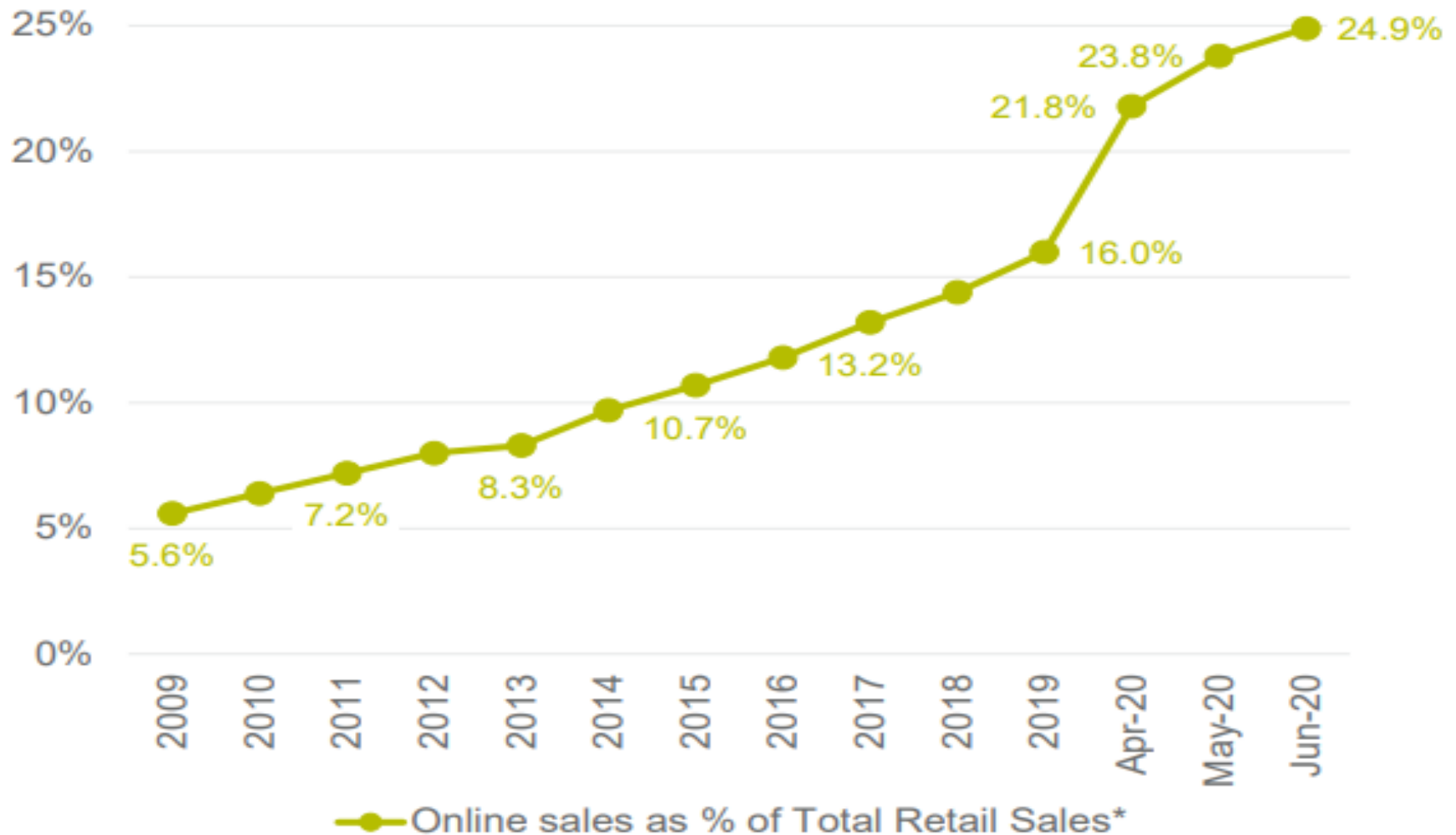
Forecast: Telehealth Use Among US Adults

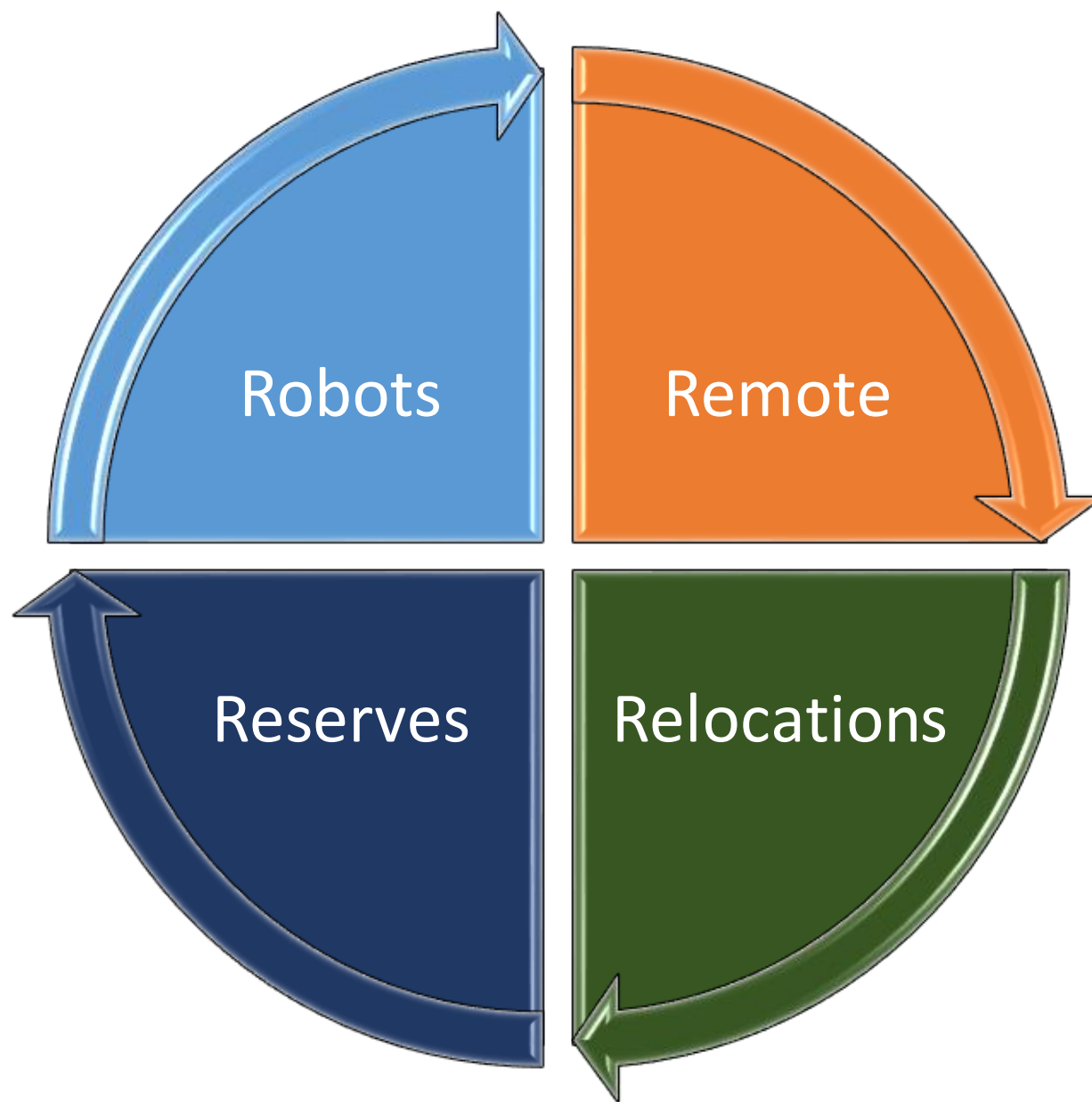
■ Tried Telehealth ■ Moderate forecast ■ Severe forecast

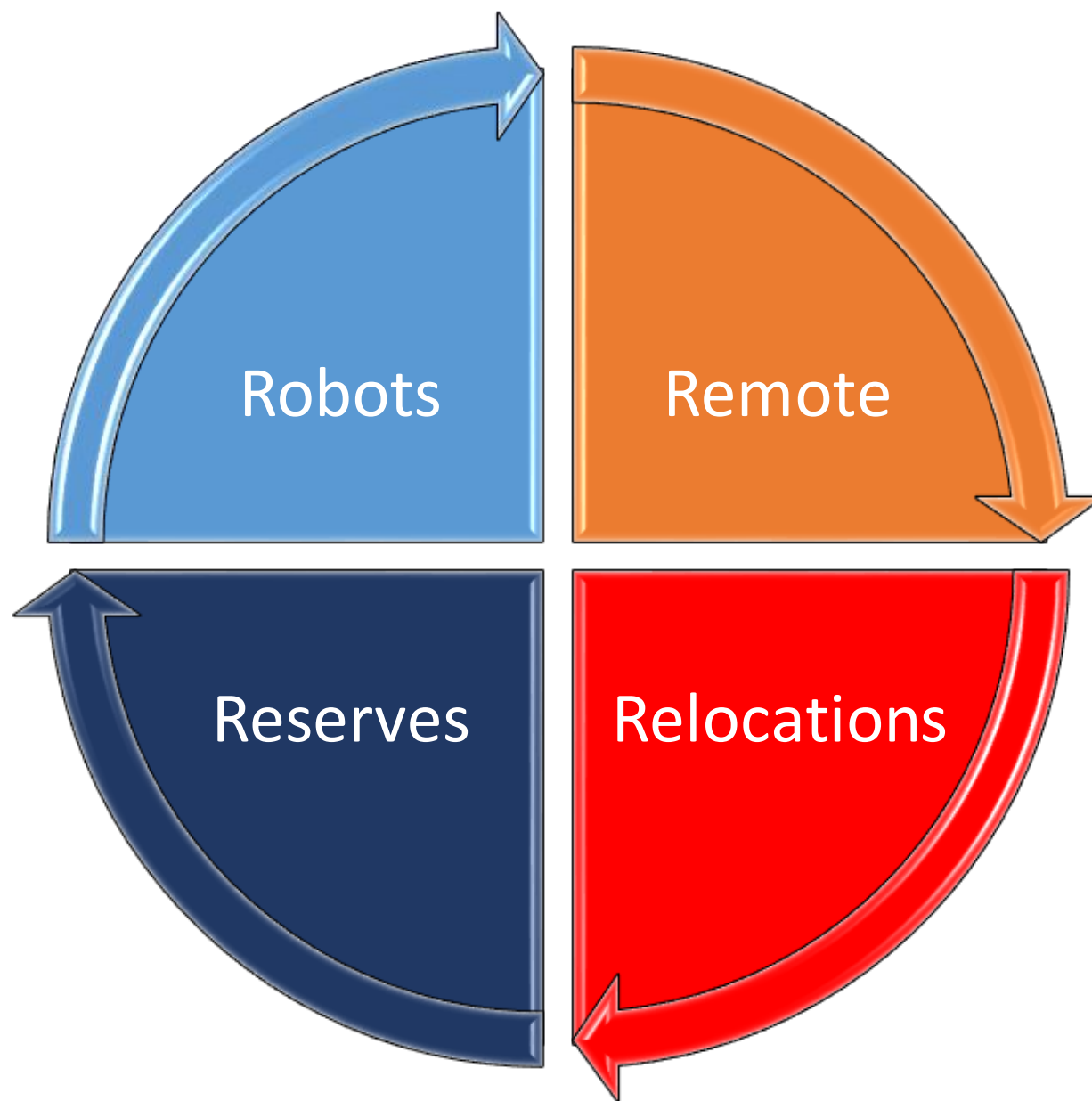


Source: CivicScience, March 2020; Business Insider Intelligence, April 2020

Increase in Online Shopping



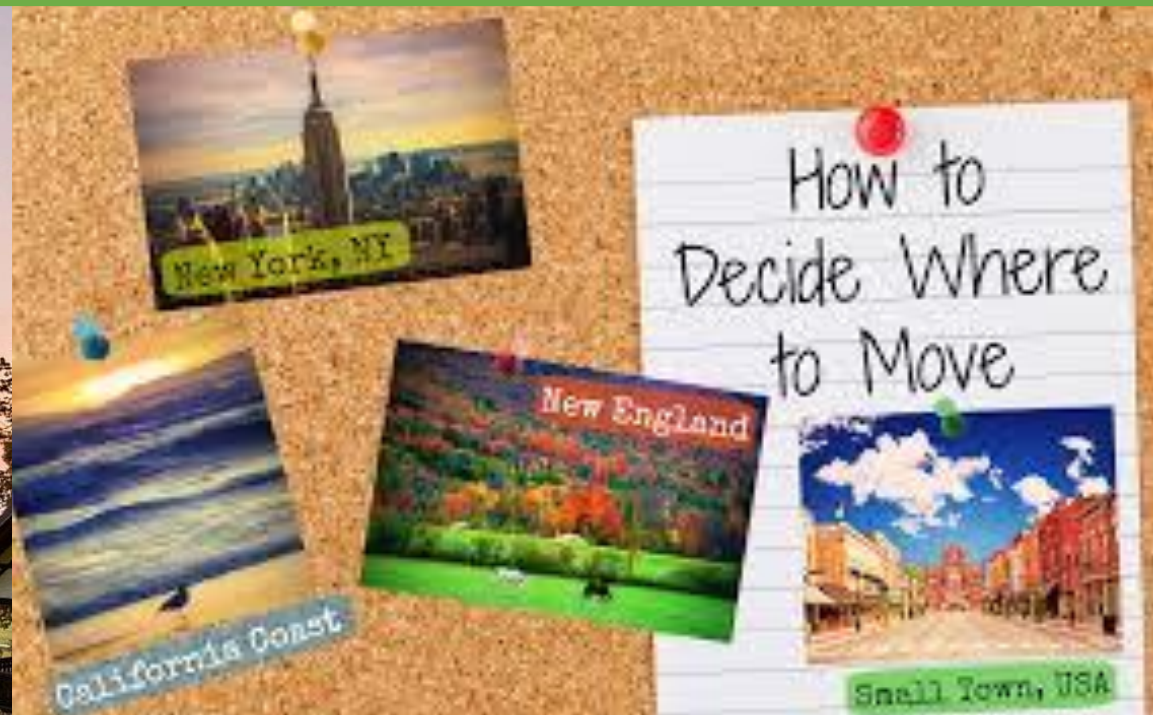




Relocation Reconsideration

Safety, Health,
Housing and
Education

DECIDING
WHERE TO LIVE
IF YOU CAN LIVE
ANYWHERE



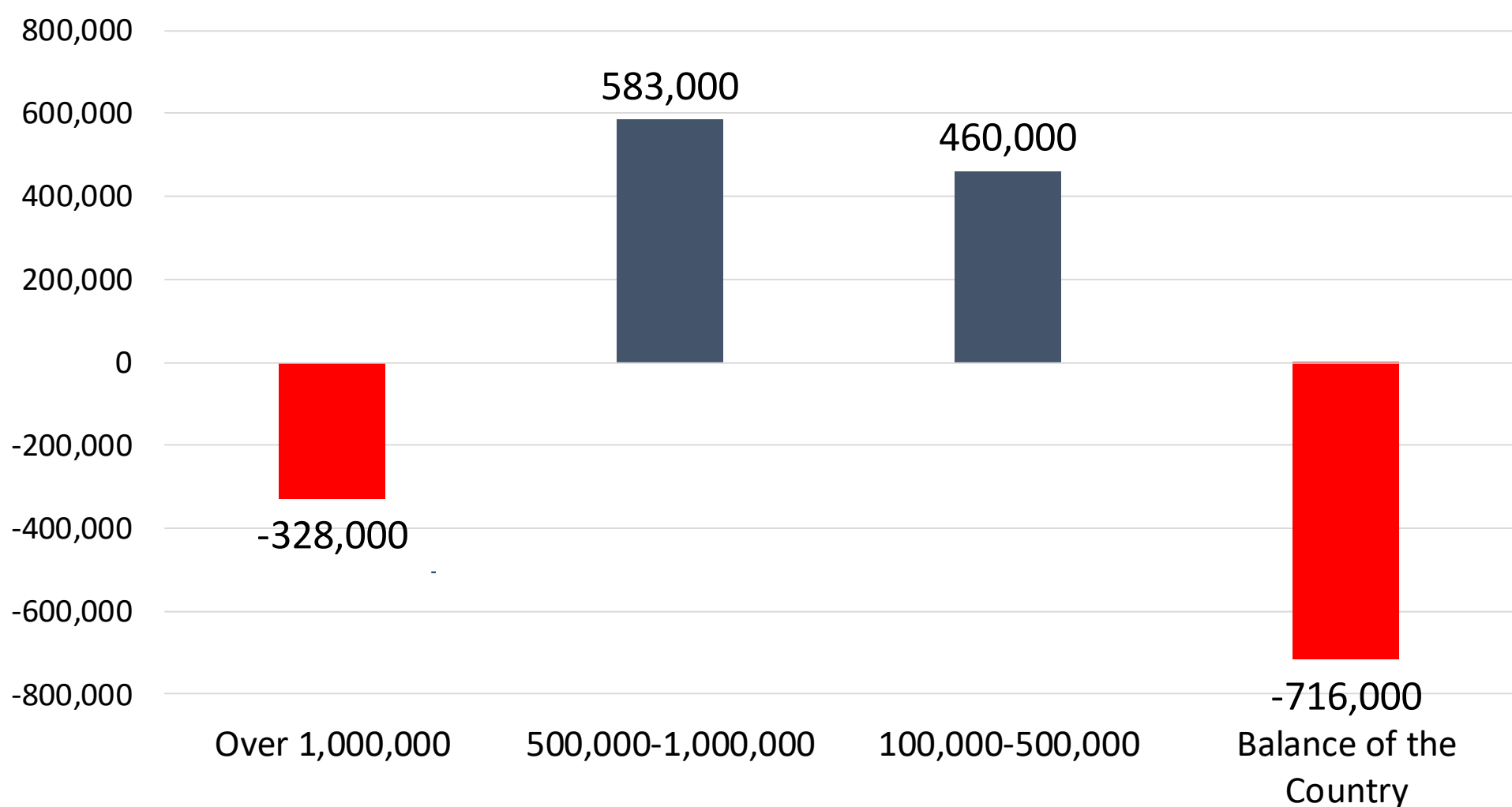
Deciding Whether
to Live at Home or
in Student Housing



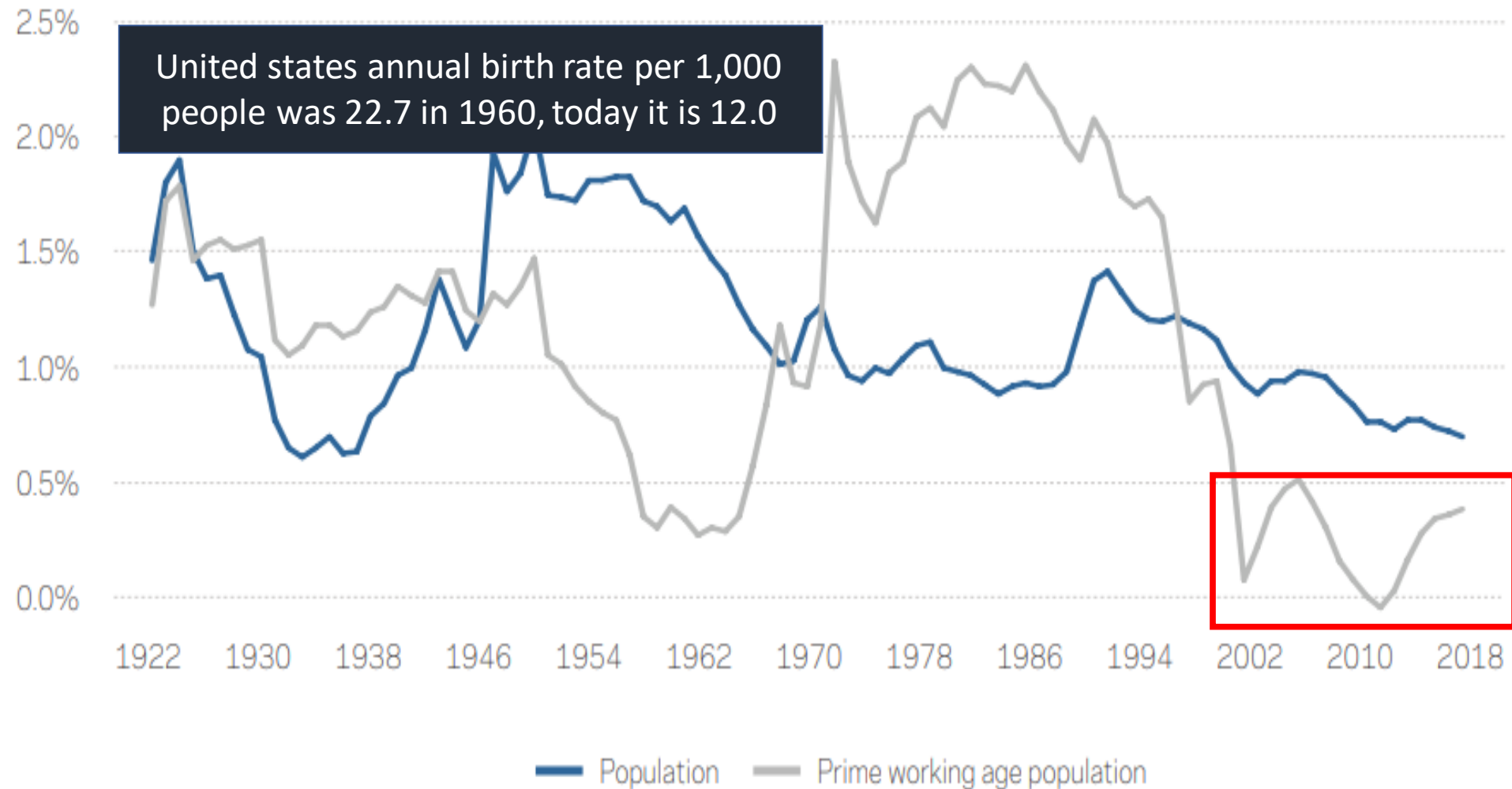
Forbes says 8% considering move

SAVVYSCOT.COM

U.S. Domestic Migration by MSA Population 2010 to 2019



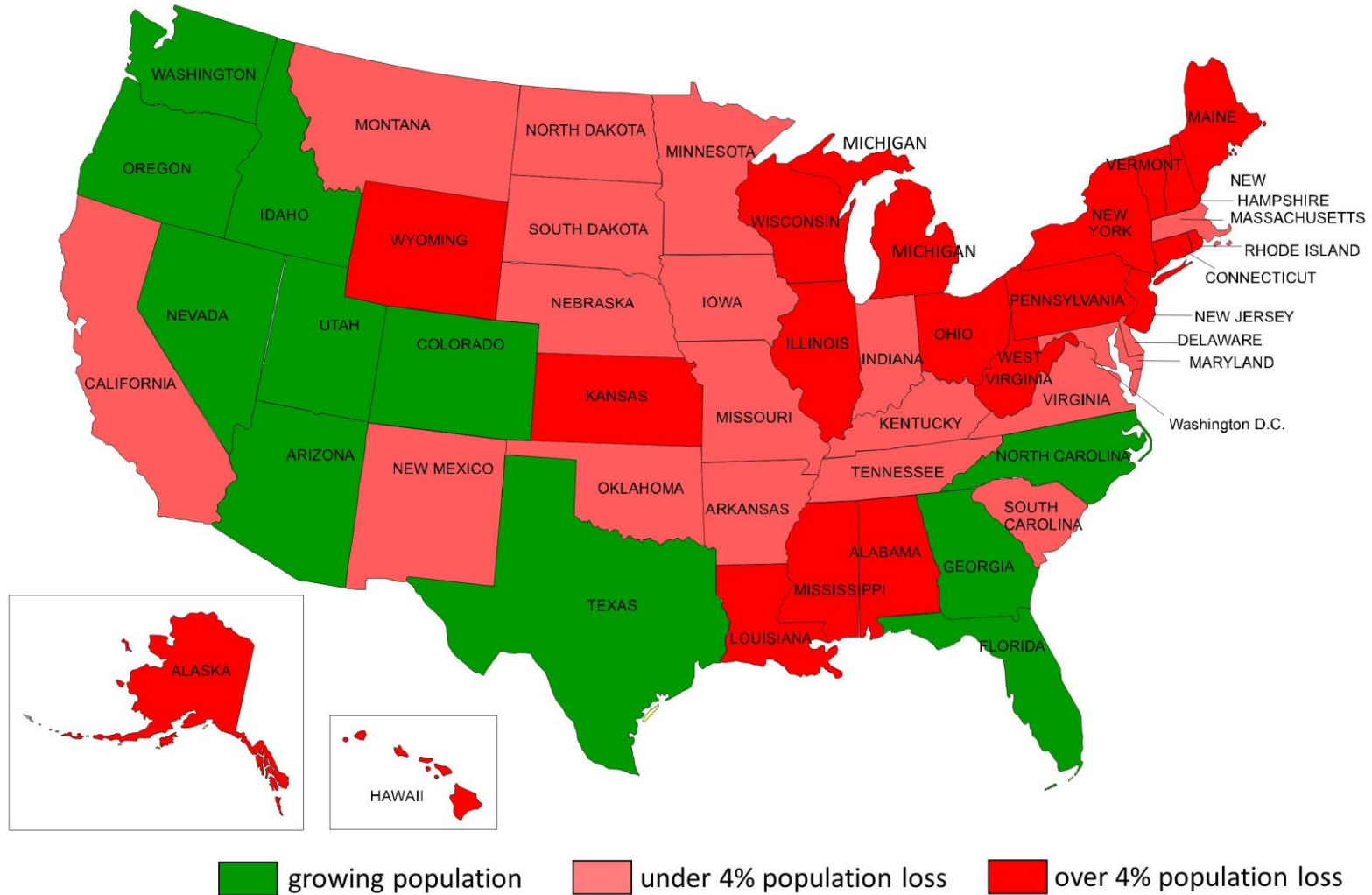
US Population & Prime Working Age Change from Previous Year



Source: U.S. Census Bureau, Moody's Analytics

Projected Population Change 2019 – 2029

Ages 25-64



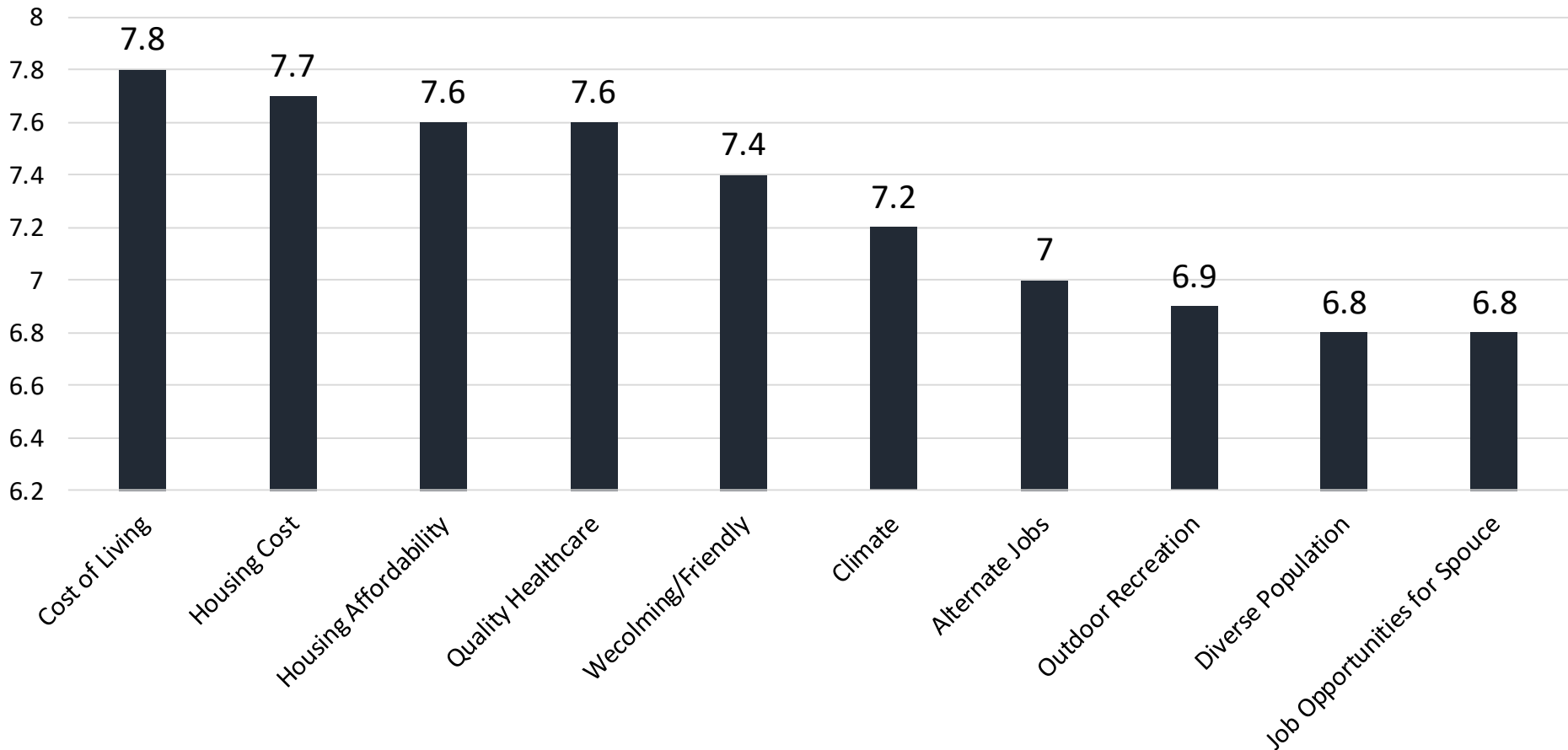
Talent Attraction

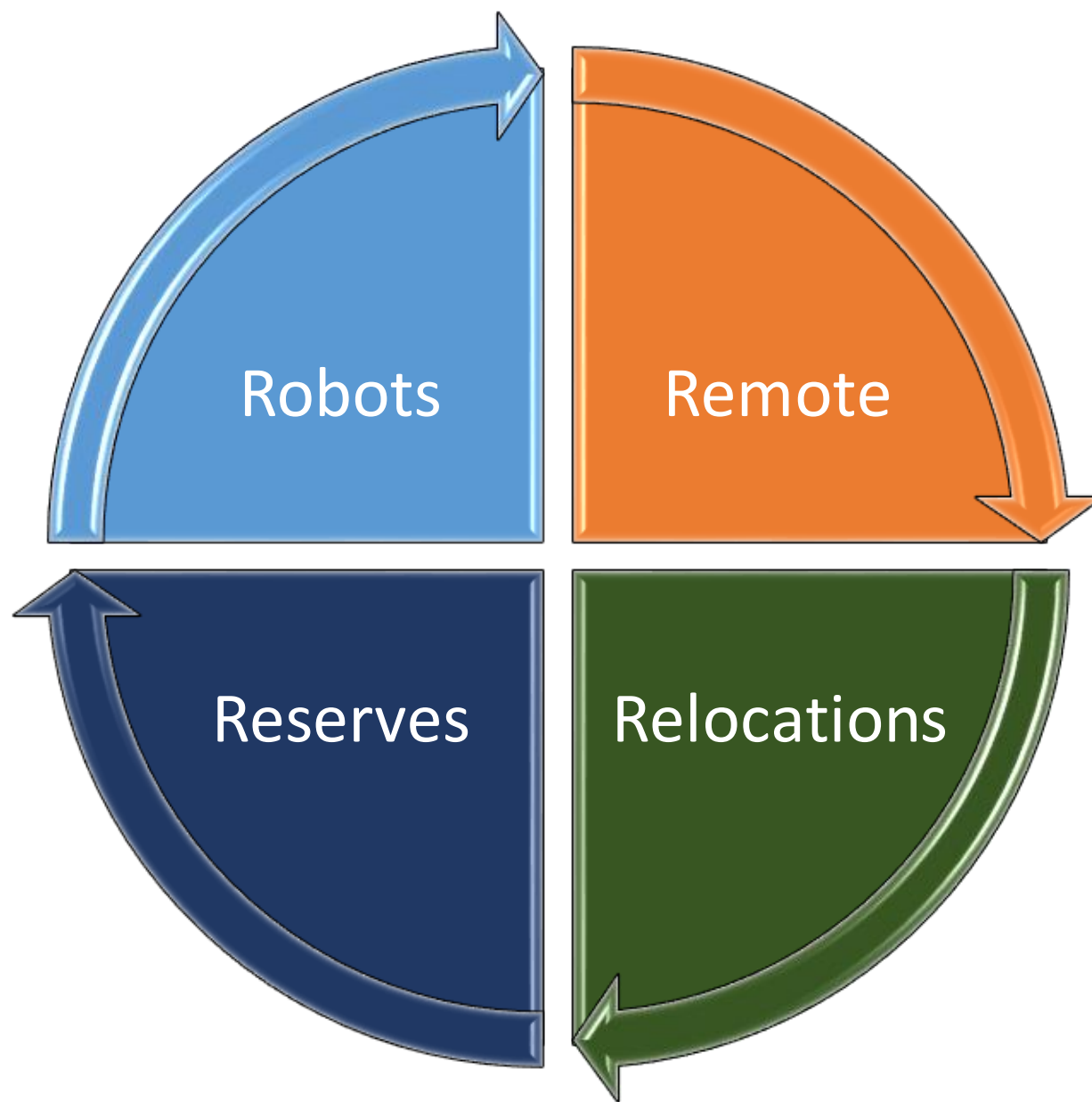


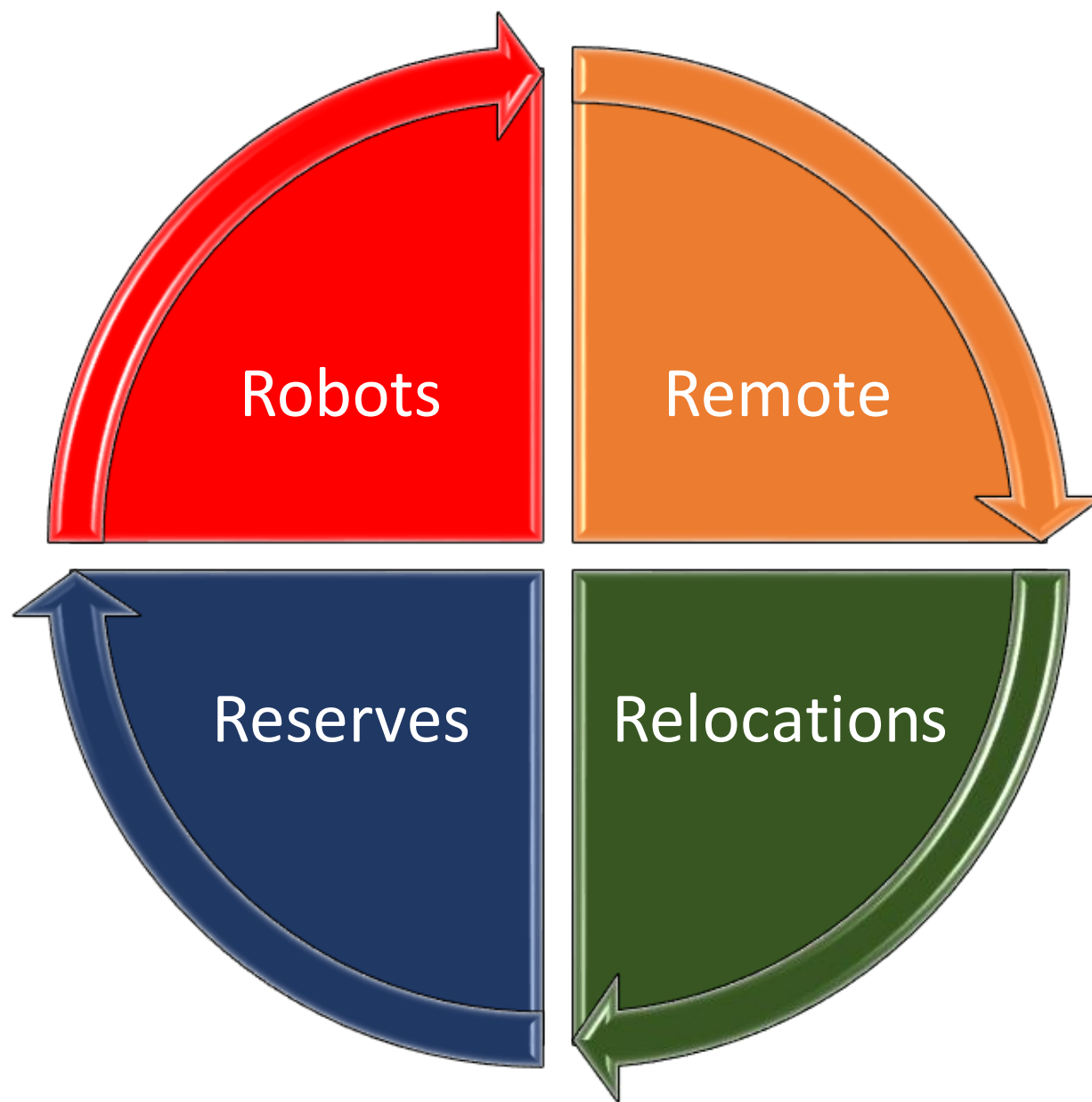
How would **you** make a decision about where to live and work?

The Most Important Factors Behind Relocation Decisions

Most Important



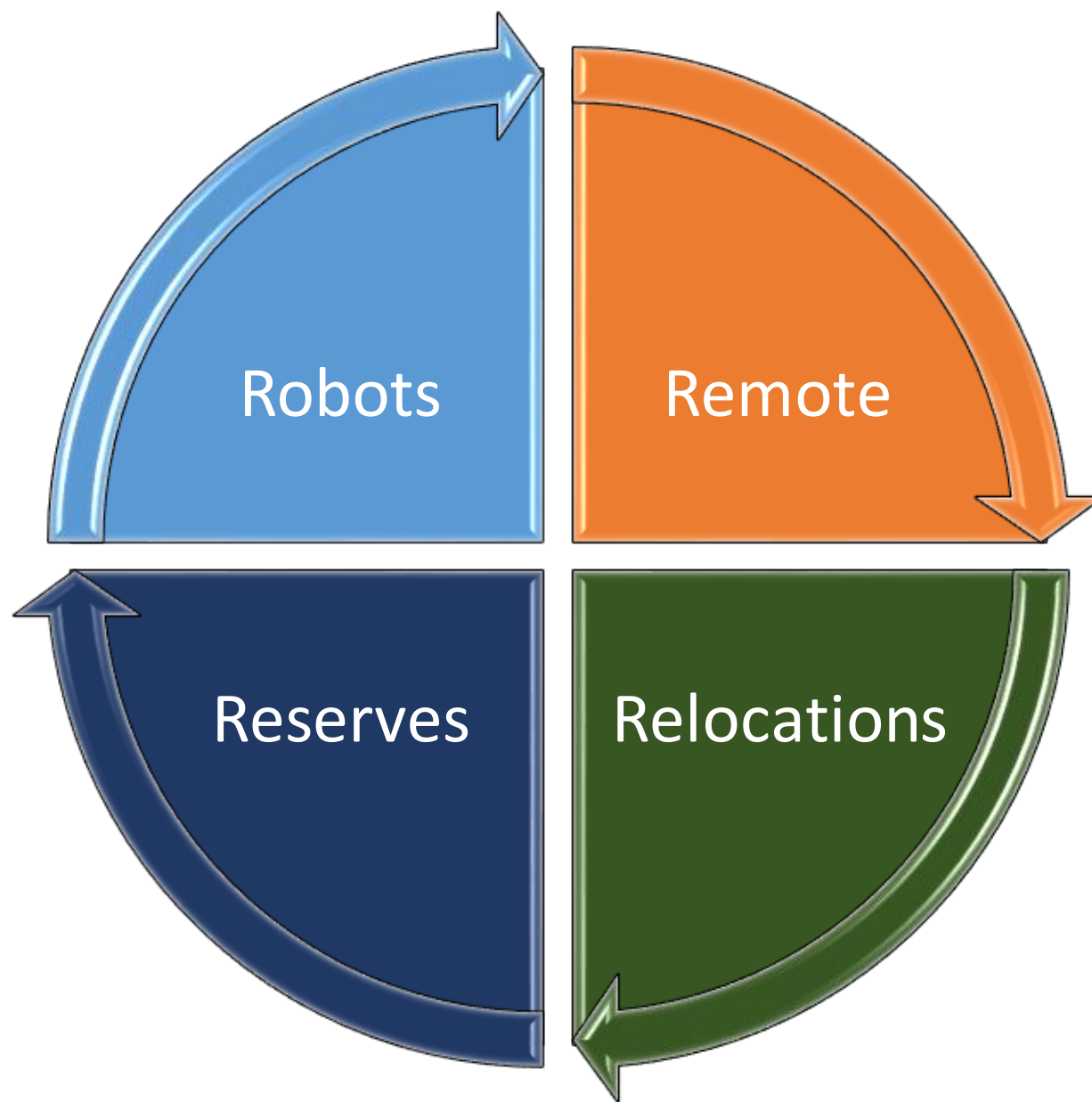


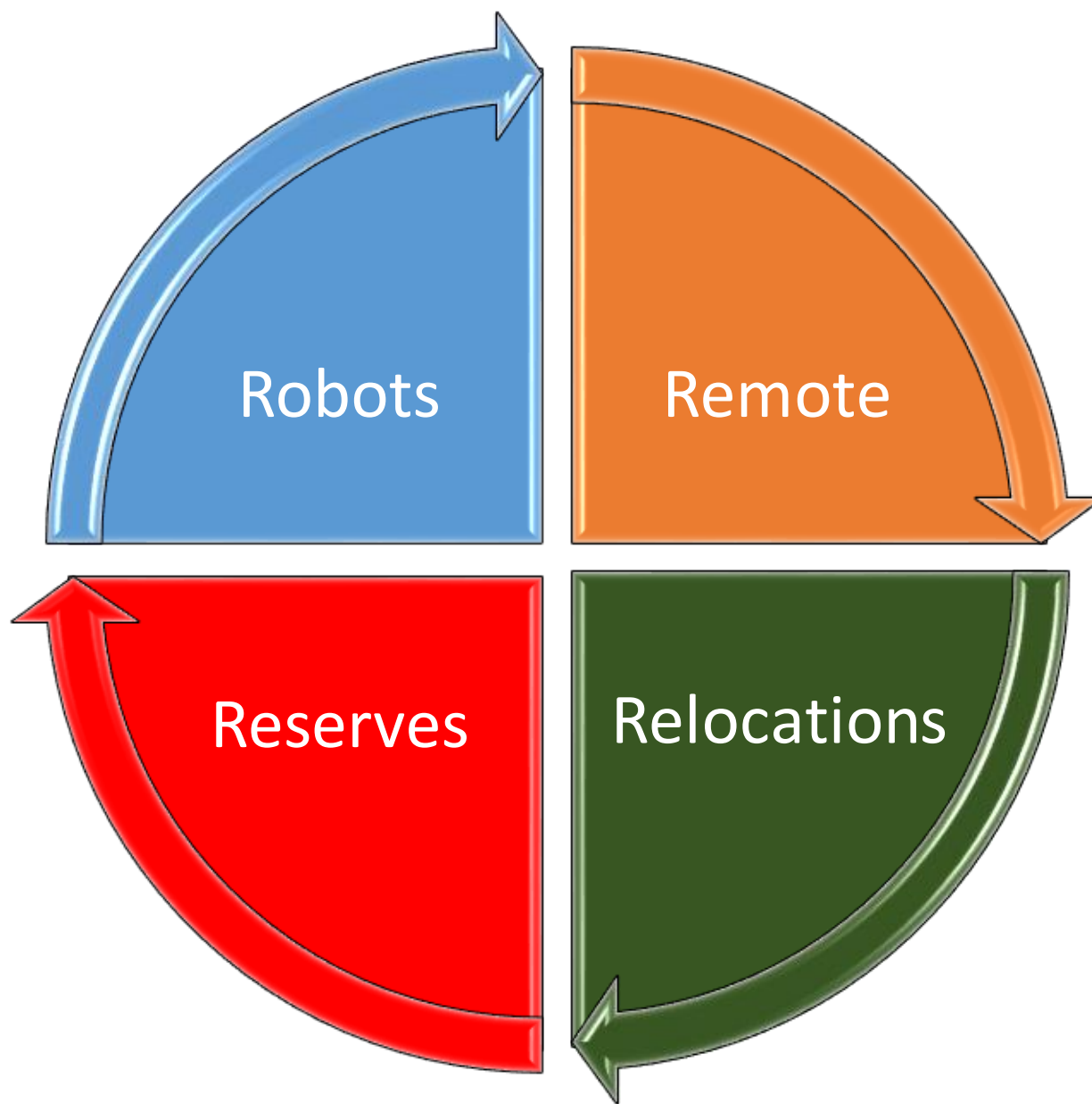




Robots Re-emphasis







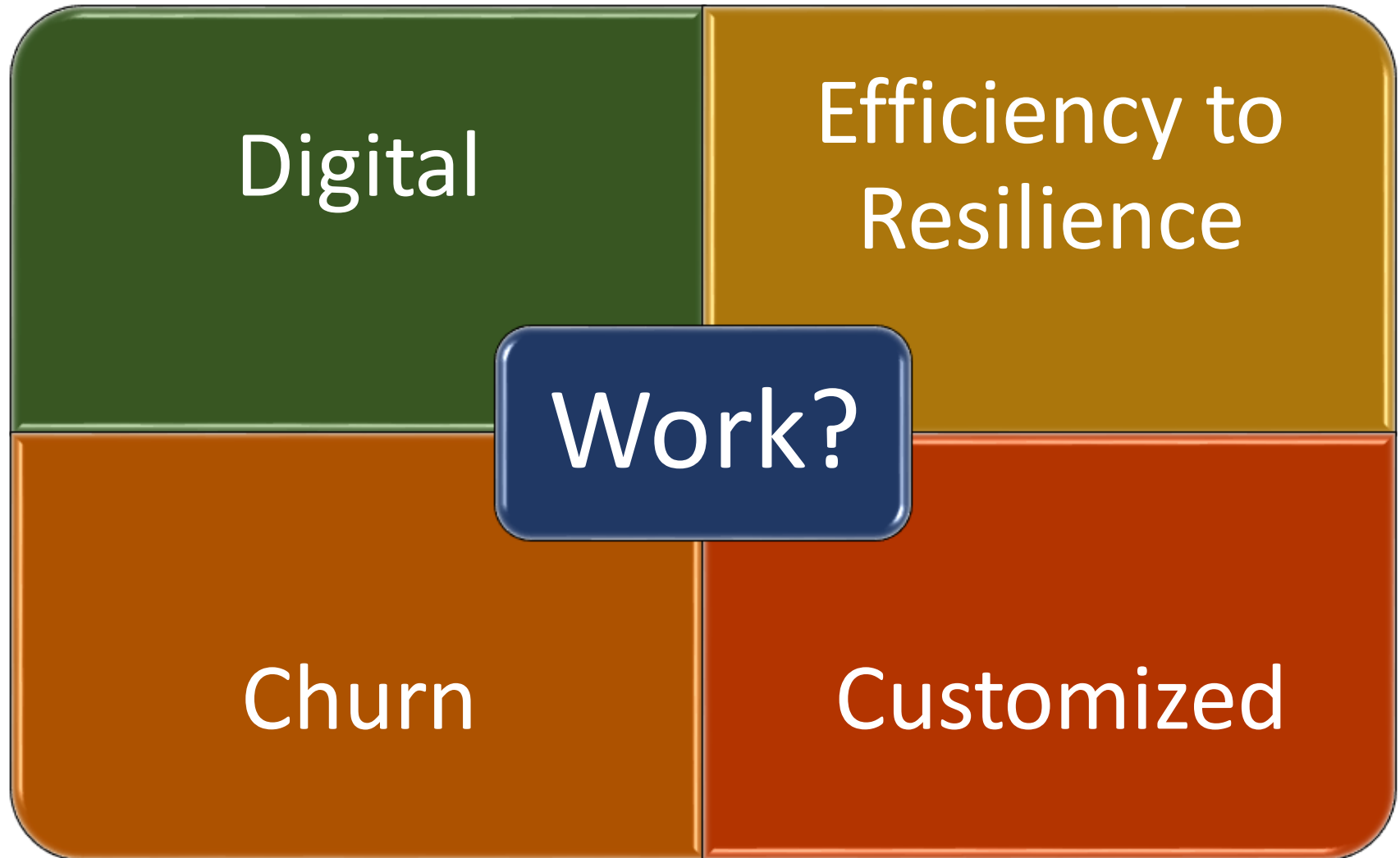
What will
your
workforce
needs be
in 2021,
and
beyond?



Reserve Workforce

Gig – Temporary - Part Time - On-Demand

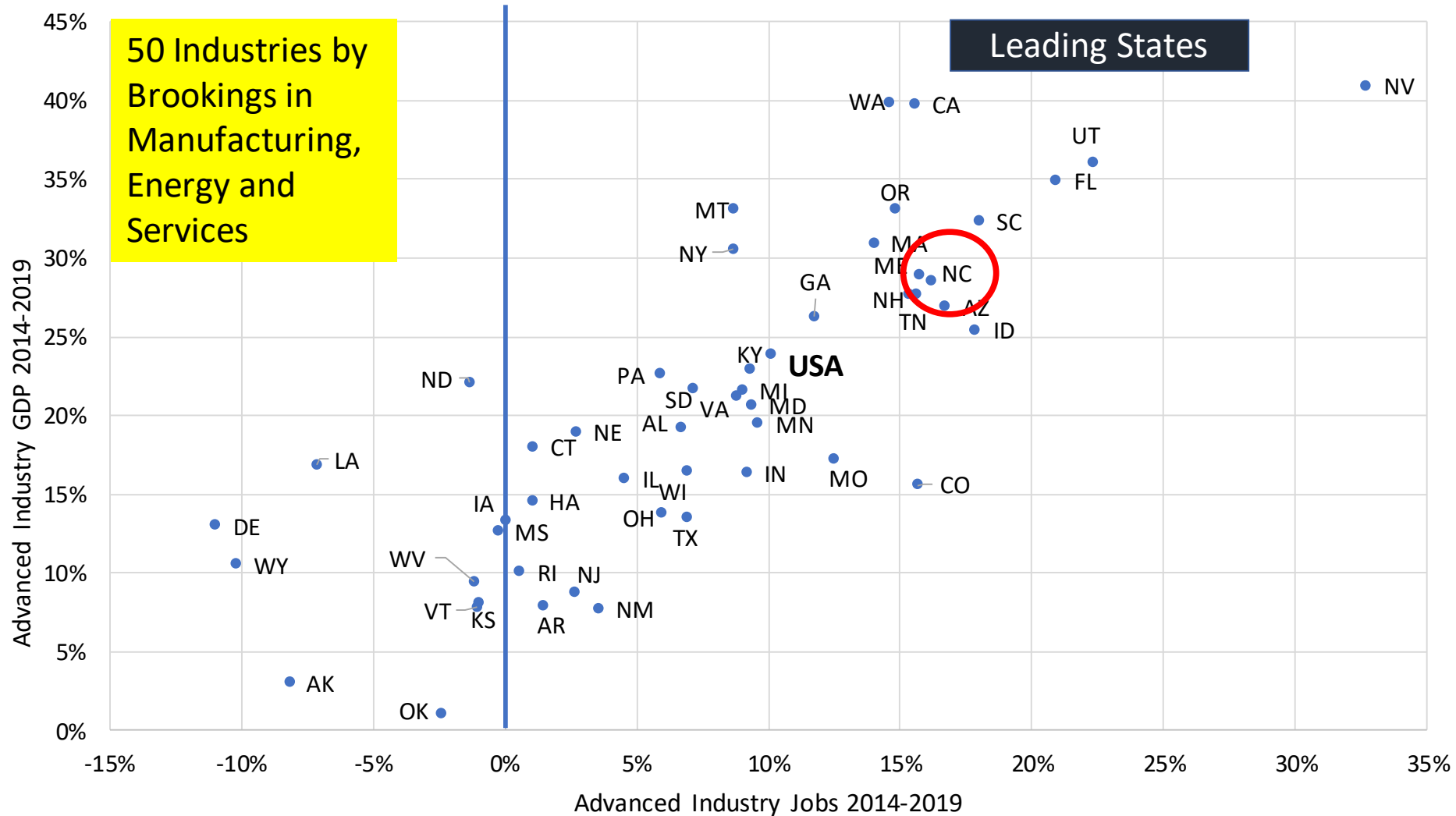




Data Analytics Might Rule the World



Adv Industry GDP vs Adv Industry Jobs % change 2014-2019



Data Analytics Might Rule the World

Multifactor Analysis Against 13 Competitor Metros Greensboro MSA and Winston Salem MSA

Asheville
Augusta
Birmingham
Charleston
Chattanooga
Columbia
Greenville SC

Huntsville
Louisville
Melbourne/Palm Bay
Memphis
Richmond
Savannah

3 Indexes and an Overall Composite Over 50 Metrics

- **Talent-** Measures of labor growth, labor force participation, educational attainment, cost of living, investments in education.
- **Cost & Business Climate-** Measures of business costs, taxation, regulation, legal environment, building energy and occupancy costs.
- **Quality of Place-** Growth in good jobs, traffic, housing affordability, broadband, crime rates and parks

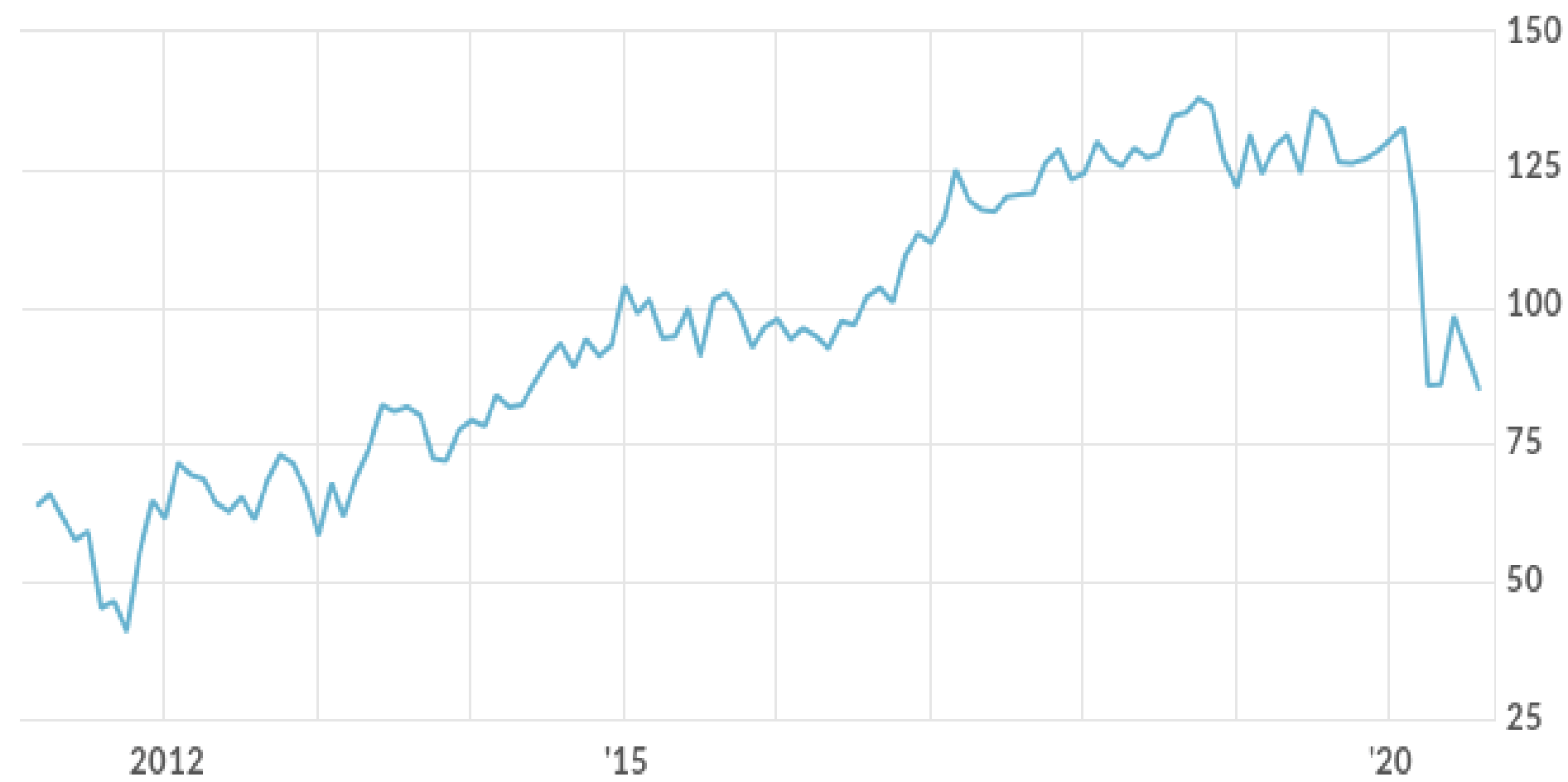
Preliminary Data for Future Positioning

	Talent/ WorkForce	Business Climate	Quality of Place	Overall Ranking
Asheville, NC	2	1	2T	1
Greensboro, NC	4	3	4T	2
Winston-Salem, NC	7	2	10	3
Melbourne/Palm Bay, FL	10T	4	6	4
Hunstville, AL	3	15	3	5T
Richmond, VA	6	8	7T	5T
Chattanooga, TN	12	6	4T	7T
Savannah, GA	1	12	9	7T
Augusta, GA	8	5	11	9T
Charleston, SC	5	7	12	9T
Louisville, KY	13T	13	1	11
Greenville, SC	13T	9	7T	12
Memphis, TN	8	10	15	13
Columbia, SC	10T	11	14	14
Birmingham, AL	15	14	13	15



Consumer confidence falls again

Index of consumer confidence drops in August to a new pandemic low of 84.8

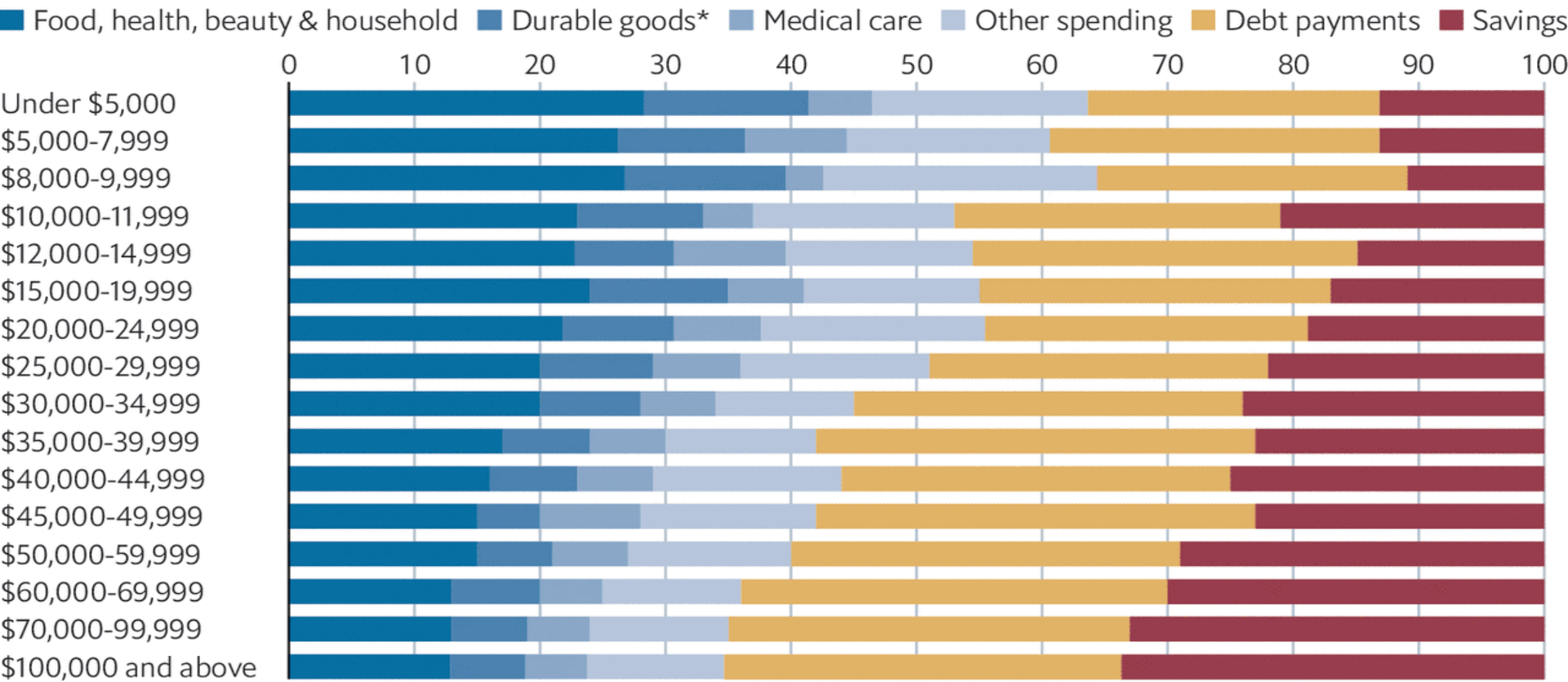


Source: Conference Board

High Percentage of Stimulus Yet to Stimulate

Hey big saver

United States, stimulus payment use by household income, %
July 2020



Source: "How Did U.S. Consumers Use Their Stimulus Payments?" by Olivier Coibion, Yuriy Gorodnichenko and Michael Weber, NBER working paper 2020

*Cars, appliances and other big-ticket items that last longer than a few years

The Economist





STATE OF THE REGION



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OPPORTUNITIES



**PIEDMONT TRIAD
PARTNERSHIP**



STATE OF THE REGION

***Thank you for joining us this morning.
You will receive an email with today's slides this
afternoon.***

***Find maps, logos, key messages at
www.NCCarolinaCore.com/PartnerResources***

