

## CAMPAIGN LEADERSHIP TEAM

### CAMPAIGN CABINET TRI-CHAIRS



Larry Stone



Arnold Lakey



Leonard Herring

### CAMPAIGN GENERAL CHAIR



Jim Smoak

### PLATINUM DIVISION CO-CHAIRS



Phil Stevens



Vaughn Hayes



Bill Warden



Blake Lovette



Dan Little



Johann Louchez

### GOLD DIVISION CO-CHAIRS

### SILVER DIVISION CO-CHAIRS

### BRONZE DIVISION CO-CHAIRS

### PROFESSIONAL STAFF



Art Lankford



Christy Perry



Jeff Garstka



Robin Hamby

### ADVISORY GOVERNANCE COUNCIL

Investors of \$25,000 or more will be given the opportunity to serve on this Council. They will assist and advise the Board providing oversight and accountability for all funds raised. The Council reviews the annual budget and makes recommendations to maximize the effectiveness of overall expenditures.

The Council will provide their advice and suggestions regarding metrics to determine campaign success and will confirm these after the initial fundraising process is complete.

All investors—regardless—of the size of their pledge will be briefed periodically as to campaign progress. These investor briefings may be held quarterly or semiannually.

Cassie Stone Photography (336) 667-5412 ~ Graphic Design by Vizual Concepts (336) 452-4895

# Wilkes County

"We Grow Businesses"

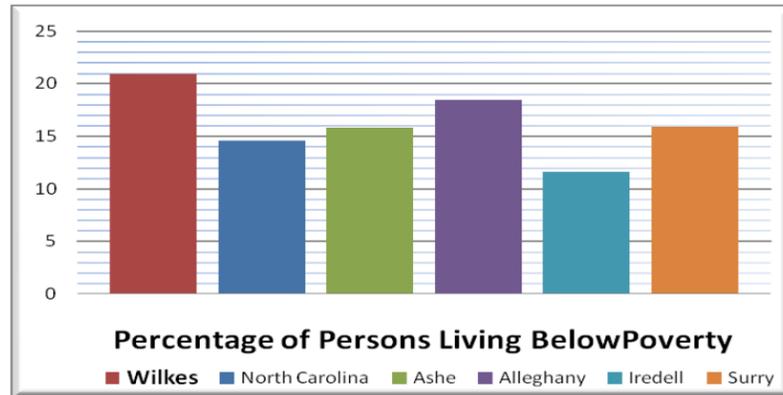
## LEAP 2016

A true public/private \$750,000 five-year funding initiative to grow the economy and provide a bright future for Northwest North Carolina.

**By December 2016**

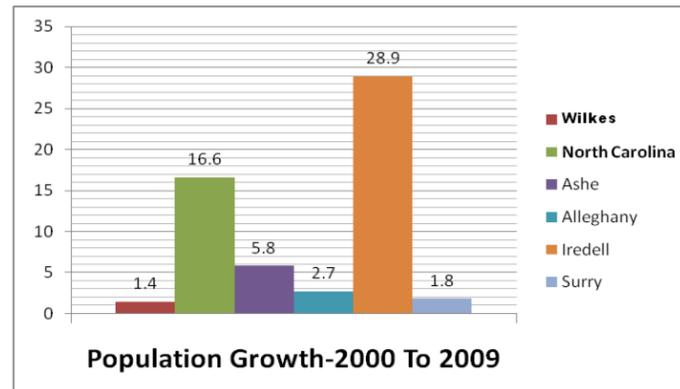
- Provide 750 new primary jobs with benefits averaging \$29,500 per year
- Attract at least \$25 million in new capital investment
- Generate an additional \$17.7 million per year in consumer expenditures

Capital Campaign Investment Program - Executive Summary



Over 20% of the population in Wilkes County lives below the poverty level.

Wilkes has the lowest growth rate of five surrounding counties and the state of NC.



Program Components

**\$300,000 Opportunity Fund** - This is a special investor-driven fund to provide assistance to companies locating or expanding their operations in Wilkes County. Administered through the Board with input from major investors, the opportunity fund will make Wilkes competitive in the regional marketplace. Funds will be used to leverage larger capital investment and expenditures will be based on accomplishing the metrics of 750 jobs, average annual wage rate of \$29,500 and capital investment of \$25 million by December 2016.

**\$250,000 Business Retention and Expansion** - Over 80% of all new job growth comes from local business expansion. WEDC plans to work closely with our existing businesses targeting growth companies that will complement local operations. This fund is designed to work in tandem with the New Business Attraction component by targeting growth companies to help improve their bottom line.

**\$200,000 New Business Attraction** - Aided by an extensive and current targeted industry analysis, WEDC plans to concentrate its marketing program on five general areas including Agribusiness/Food Processing, Advanced Manufacturing, Mobile Entrepreneurs, Aviation and Administrative/Support Services.

**Investor Relations** - This component will be paid for through current operating funds. All investors are encouraged to attend periodic briefings on campaign progress towards specific objectives. WEDC plans to maintain contact with all investors regardless of the size of their commitment.

PROPOSED EXPENDITURES*	
Opportunity Fund	\$300,000
Business Retention and Expansion	\$250,000
New Business Attraction	\$200,000
Investor Relations—Including campaign expenses will be paid from current operating budget	
<b>Total</b>	<b>\$750,000</b>

The Five-Year target will be 750 new and retained jobs averaging \$29,500 per year in

Agribusiness/Food Processing  
Advanced Manufacturing  
Mobile Entrepreneurs  
Aviation  
Administrative/Support Services

We need to “prime the pump” by giving WEDC the financial resources to attract higher paying jobs. We ask for your support of this initiative over the next five years and invite your participation as an investor in the future of Wilkes County.

Contact the campaign Office at the WEDC, 717 Main Street in North Wilkesboro or call 336-838-1501 to see how you can help!

- The organization seeks to attract at least \$25 million in new commercial/industrial capital investment by December 2016
- WEDC plans to raise at least \$750,000 to generate 750 new or retained primary jobs paying an average of \$14.38 per hour by December 2016
- WEDC is seeking an additional payroll of \$22.5 million per year and plans to increase consumer spending by \$17.7 million per year by December 2016

The Economic Cycle

- Businesses hire people
- People are paid wages
- Workers spend wages to buy goods and services from local businesses
- Increased demand means businesses grow and hire more people
- Businesses expand to fill a need and make a profit
- Higher wages mean more money in circulation



LEAP 2016

Local Expansion & Attraction Program

The Future is Now!

Providing a Return on Investment

The program is targeting	<b>750</b>	primary jobs which will create
an additional	<b>533</b>	secondary jobs.
The primary jobs are expected to pay	<b>\$14.78</b>	an hour.
This economic activity is expected to generate	<b>\$32,153,750</b>	in annual total earnings
and	<b>17,773,404</b>	in annual area consumer expenditures
and could result in	<b>2,778,362</b>	in annual deposits for area banks.

Financial information about this organization and a copy of its license are available from the State Solicitation Licensing Branch at 888-830-4989. This license is not an endorsement by the State.

Let's Build a Better Wilkes Together!