

MEMBERS

Counties

Alamance
Caswell
Davidson
Davie
Forsyth
Guilford
Montgomery
Randolph
Rockingham
Stokes
Surry
Yadkin

Municipalities

Archdale
Asheboro
Bermuda Run
Bethania
Biscoe
Boonville
Burlington
Candor
Clemmons
Cooleemee
Danbury
Denton
Dobson
East Bend
Eden
Elkin
Elon
Franklinville
Gibsonville
Graham
Green Level
Greensboro
Haw River
High Point
Jamestown
Jonesville
Kernersville
King
Lewisville
Lexington
Liberty
Madison
Mayodan
Mebane
Midway
Mocksville
Mount Airy
Mt. Gilead
Oak Ridge
Pilot Mountain
Pleasant Garden
Ramseur
Randleman
Reidsville
Rural Hall
Seagrove
Stokesdale
Stoneville
Summerfield
Thomasville
Tobaccoville
Trinity
Troy
Village of Alamance
Walkertown
Wallburg
Walnut Cove
Wentworth
Winston-Salem
Yadkinville
Yanceyville



Piedmont Triad Regional Council Executive Committee

Agenda

Wednesday, March 1, 2017

12:00 noon

PTRC Headquarters

1398 Carrollton Crossing Drive
Kernersville, NC 27284

Item

Official

Lunch

Please note the 11:45 a.m. lunch start time and join us as you are able. RSVP to Katie Mitchell at (336)904-0345 or by email at kmitchell@ptrc.org.

Katie Mitchell
Program Assistant

A. Call to Order, Welcome, Moment of Silence, and Pledge of Allegiance

Nathaniel Hall
Chair

B. Action Items

1) Request for approval of February 1, 2017 PTRC Executive Committee Minutes (attachment)

Nathaniel Hall
Chair

2) Request for approval to enter into contract to provide professional planning services for the Town of Mayodan and the Town of Madison in the amount of \$32,250

Jesse Day
Planning Director

3) Request for approval of PTRDC Board Member appointments

Jesse Day
Planning Director

4) Discussion of Legislative Agenda

Matthew Dolge
Executive Director

C. Executive Director's Report

Matthew Dolge
Executive Director

D. Old Business

Nathaniel Hall
Chair

E. New Business

Nathaniel Hall
Chair

F. Around the Region

At this time, Board members are asked to discuss any upcoming events or informational items that pertain to their local government or region.

Nathaniel Hall
Chair

G. Chairman's Remarks and Announcements

Nathaniel Hall
Chair

1) PTRC Executive Committee Meeting

Wednesday, April 5, 2017 11:45 a.m.

Piedmont Triad Regional Council

1398 Carrollton Crossing Drive

Kernersville, NC 27284

2) PTRC Board of Delegates Meeting

Wednesday, April 19, 2017 12:00

Piedmont Triad Regional Council

1398 Carrollton Crossing Drive

Kernersville, NC 27284

3) 2017 PTRC Meeting Dates *(attached)*

H. Informational Items

1) EDA Revolving Loan Fund Grant Submittal

Jesse Day
Planning Director

ACTION ITEM 2

M-E-M-O-R-A-N-D-U-M

TO: Executive Committee, Piedmont Triad Regional Council
FROM: Jesse B. Day, Regional Planning Director
DATE: March 1, 2017
RE: Local Technical Assistance Contracts

The Planning Department requests to enter into contract for planning services with the following local governments in the current and upcoming fiscal year.

Mayodan Zoning and Subdivision Ordinance Update: \$17,250

- Review and update zoning districts, definitions, setbacks, sign & parking requirements;
- Update current zoning map to reflect recent changes;
- Update subdivision ordinance to comply with current general statutes; and
- Create digital documents for web page and e-mail viewing.

The Town of Mayodan has already approved the contracted amount.

Dan River Recreation Access Action Plan: \$15,000

The Town of Madison has received a grant from the RiverBank Fund to continue planning for recreation access along the Dan River. This plan builds from the recently completed Mayo River Recreation Access Action Plan identifying and strategizing for recreational access opportunities in these two river corridors. This phase of the project will identify recreation opportunities along the Dan River from the Mayo River confluence west to Big Beaver Island Creek and up to Western Rockingham Middle, Dillard Elementary and New Vision elementary schools in Madison.

The scope of work is as follows:

1. Mapping
2. Community outreach, stakeholder meetings and focus group facilitation
3. Plan report and documentation
4. Field work and alignment

The contract has been approved by the Town of Madison, which includes an \$8,000 sub-contract amount for the Dan River Basin Association to lead scope of work elements 2 and 4 above.

ACTION REQUESTED:

Request for approval to enter into contract to provide professional planning services to the Town of Mayodan and the Town of Madison for the services outlined above totaling \$32,250 during FY 16-17 and FY 17-18.

ACTION ITEM 3

M-E-M-O-R-A-N-D-U-M

TO: PTRC Board of Delegates
FROM: Jesse Day, Regional Planning Director
DATE: March 1, 2017
RE: PTRDC Board Member Reappointments

County Representatives

As it states in the PTRDC bylaws "*Twelve shall be appointed by their respective boards of county commissioners. Each county board of commissioners shall assure that municipal as well as county representatives, either elected or staff, are considered for appointment to represent that county.*"

The following county seats are vacant: Guilford County

County	Delegate	Title	New Term Ending
Guilford			

At-Large Representatives

We currently had an opening in Randolph County due to Mr. Phil Kemp not being up for reelection this year. Chairman David Allen of the Randolph County Commissioners was appointed by his respective board in February of 2017.

Location	Delegate	Title	New Term Ending
Randolph County	David Allen	Chairman	December 2019

Private Sector & Non Profit

We have one vacancy in our Private Sector and Non-Profit Sector seats. Penny Whiteheart from Piedmont Triad Partnership has agreed to appointment.

Location	Delegate	New Term Ending
Piedmont Triad Partnership	Penny Whiteheart	December 2019

ACTION REQUESTED:

Request approval for the PTRDC Board Members to be appointed for the term of 3 years to end in December 2019.

INFORMATIONAL ITEM 1

M-E-M-O-R-A-N-D-U-M

TO: Executive Committee, Piedmont Triad Regional Council
FROM: Jesse B. Day, Regional Planning Director
DATE: March 1, 2017
RE: EDA RLF Grant Submittal

The Piedmont Triad Regional Development Corporation submitted a pre proposal to the Economic Development Administration for a \$1 million capitalization of a revolving loan fund application to match the Golden LEAF application. As part of the CBGI program of Golden LEAF for 11 of the 12 PTRC counties, the request was submitted for \$1,000,000 to capitalize half of the \$2,000,000 initial revolving loan fund amount.

The Investment Fund would be used to address job creation, small business and entrepreneurial support, redevelopment, housing and community infrastructure.

ACTION REQUESTED:

For your information, attached is the Revolving Loan Fund Business Plan

INFORMATIONAL ITEM 1 CONTINUED

PIEDMONT TRIAD REGIONAL DEVELOPMENT CORPORATION REVOLVING LOAN FUND BUSINESS PLAN

EXECUTIVE SUMMARY

The Piedmont Triad Regional Council is a voluntary association of local governments - urban and rural - authorized by state law to:

- Make and implement joint regional decisions;
- Provide management, planning and technical services to local governments;
- Identify and solve short and long-term problems best addressed at the regional level;
- Bring together local elected officials on a regular basis, giving them an opportunity to form working relationships: and
- Promote regional issues and cooperation among members.

The PTRC is one of 16 regional councils in North Carolina. We are designated by the State of NC to serve as the lead regional organization for the Piedmont Triad region. We serve 73 member governments in a 12 county area.

The Piedmont Triad Regional Council area was designated an Economic Development District (EDD) in 2015 and the Piedmont Triad Regional Development Corporation is charged with identifying, supporting and implementing strategies that support economic development in the region. To that end, the PTRDC works to develop, attract, expand, and maintain better economic and employment opportunities within its 12 county service area. The PTRDC's Revolving Loan Fund (RLF) will be an important economic development tool to assist PTRDC in reaching these goals.

PURPOSE

The purpose of the PTRDC Revolving Loan Fund is to assist in the creation and/or retention of private sector jobs within its 12 county service area by providing loan funds (gap financing) in conjunction with funds from conventional lending institutions, from other non-traditional sources; and, from the borrowers' equity financing. Loan funds will revolve perpetually, providing supplemental, short-term financing for small business development.

Economic activities to be supported by the RLF include those which result in creation or retention of private sector jobs, like:

1. Small business development, including the start-up or expansion of locally owned businesses,
2. Retention of existing commercial, manufacturing, agriculture jobs,
3. Re-development of blighted land and vacant facilities for productive use,
4. Revitalization of downtown business districts.
5. Modernization and rehabilitation of existing industrial or manufacturing facilities,

INFORMATIONAL ITEM 1 CONTINUED

6. Support for the use of new technologies, growth industries, high-tech firms, and/or,
7. Development of businesses owned and operated by minorities, women, and members of other disadvantaged groups.

OPERATIONS

Since 1983, PTRC staff has administered a 504 Small Business Loan Program, and has an experienced loan committee in place that has approved 87 debentures totaling \$32 Million and creating an estimated 1,341 new jobs. A Regional Brownfields Program has identified and funded environmental assessments on dozens of sites since 2013 totaling over \$500,000, facilitating re-development of former mill or manufacturing sites where pollution may inhibit re-development or land sale.

The Piedmont Triad Regional Council has experience and expertise necessary to successfully manage and develop the Revolving Loan Fund. Working closely with the Piedmont Triad Regional Development Corporation (PTRDC), which consists of public and private sector members in the 12-County Piedmont Triad, PTRC staff will develop criteria and processes that prioritize projects in low to moderate income communities across the diverse Piedmont Triad Region. Using GIS analysis by the PTRC staff, socio-economic indicators and areas of change can be highlighted at the neighborhood, community, municipal or County scale depending on the scope of the project and the approach. In addition, PTRC will use IMPLAN to generate data-driven economic impact analyses to inform and guide its loan underwriting process.

The region's 2010 population was 1.6 million (US Census) and includes 12 counties (See below) and 61 municipalities:

- Alamance • Caswell • Davidson • Davie • Forsyth • Guilford
- Montgomery • Randolph • Rockingham • Stokes • Surry • Yadkin

The region lies on the Piedmont Plateau of the Southeastern United States and stretches from the foothills of the Appalachian Mountain range to the sand hills of the coastal plain, covering 5,868 square miles. The Piedmont Triad's land area consists of 53% forest cover, 24% agriculture or pasture, and 14% developed (NLCD, 2006).

Located in the heart of North Carolina's 'urban crescent', the Piedmont Triad connects the state's major population centers of Charlotte and Raleigh. The region has 68 municipalities, including the three principal cities of Greensboro, High Point and Winston-Salem. As a Combined Statistical Area the Piedmont Triad region ranks 31st in population nationwide (US Census Bureau, 2011).

The Revolving Loan Program will be a catalyst for new redevelopment in many of the PTRC downtowns. Past experience has shown that targeted redevelopment investments can inspire new businesses to open in proximity to the loan recipient properties. This will include Micro Redevelopment financing to spur on small area Downtown revitalization using incentives created by area data analysis, current amenities, and potential supply chains.

INFORMATIONAL ITEM 1 CONTINUED

The regional reach of the Piedmont Triad Regional Council (PTRC) will be used to identify and in turn, incentivize aggressive job creation, community engagement and improvement of the employment and living conditions for residents in eligible areas, focusing on low income communities and their well-being. We will work with all private funding sources to insure that projects in which they participate meet their broader goals, including Community Redevelopment Act (CRA) requirements to provide loans in distressed communities throughout our region. This program will provide the critical mass of funding needed to make the highest impact possible for our member communities and partners.

The loan program will, when possible, work in conjunction with the EPA Brownfield's Program to facilitate adaptive reuse and redevelopment of abandoned mills and other facilities with suspected environmental contamination issues. Hundreds of potential sites have already been identified through a \$30,000 NC Department of Environment and Natural Resources (NCDENR) matching grant for our region's HUD-funded \$1.6 million Sustainable Communities Initiative Grant. The PTRC Regional Brownfields Assessment and Development Program is currently working on assessment, clean up and redevelopment planning for 20 catalyst projects funded through a \$600,000 EPA Brownfields Assessments Coalition Grant. With EDA and EPA funding these remediated and improved structures will anchor small and large downtown improvements, creating new jobs, affordable housing and much needed retail and property taxes for many of our struggling communities.

The Revolving Loan Program will provide much needed capital to promising startups and existing businesses that make downtowns attractive and provide employment opportunities to all residents in the community. The program will also provide incentive financing to larger employers to expand their operations or retain their local employees.

INFORMATIONAL ITEM 1 CONTINUED

PROJECT JUSTIFICATION

The Piedmont Triad region has been hard-hit by the economic downturn of the past decade, losing more than 84,000 jobs since 2000 (NC Department of Commerce, 2010). The average annual wage growth for workers in the Piedmont Triad region slowed to 4.9% between 2007 and 2010 (Table 1), with very modest income growth in the region between 2000 and 2010 (Table 2).

Table 1. Piedmont Triad Regional Average Annual Wage, 2000-2010

County	2000	2005	2007	2010	Change 2000-10	% Change 2000-10	Change 2007-10	% Change 2007-10
Alamance County	\$27,352	\$31,044	\$33,176	\$34,060	+\$6,708	24.5%	\$ 884	2.7%
Caswell County	23,244	25,844	27,820	29,588	+6,344	27.3%	1,768	6.4%
Davidson County	26,156	28,652	30,368	31,512	+5,356	20.5%	1,144	3.8%
Davie County	24,648	27,196	29,536	30,056	+5,408	21.9%	520	1.8%
Forsyth County	33,956	38,324	40,560	42,796	+8,840	26.0%	2,236	5.5%
Guilford County	32,240	36,660	39,000	41,080	+8,840	27.4%	2,080	5.3%
Montgomery County	23,036	27,924	29,224	30,264	+7,228	31.4%	1,040	3.6%
Randolph County	25,948	28,496	30,524	30,836	+4,888	18.8%	312	1.0%
Rockingham County	25,740	29,120	31,096	32,500	+6,760	26.3%	1,404	4.5%
Stokes County	24,492	26,052	27,196	28,444	+3,952	16.1%	1,248	4.6%
Surry County	23,660	26,572	28,704	30,004	+6,344	26.8%	1,300	4.5%
Yadkin County	22,412	24,752	27,612	29,432	+7,020	31.3%	1,820	6.6%
Piedmont Triad	30,160	34,164	36,452	38,220	+8,060	26.7%	1,768	4.9%
North Carolina	31,044	35,932	38,896	41,132	10,088	32.5%	2,236	5.7%
United States	35,053	40,807	44,693	47,046	11,993	34.2%	2,353	5.3%

Source: NC Department of Commerce, Division of Employment Security

Table 2. Piedmont Triad Region Median & Per Capita Income, 2000-2010

County	2010 Median Household Income	% Change 2000-10	Median Family Income	% Change 2000-10	Per Capita Income	% Change 2000-10
Alamance County	\$44,167	11.33%	52,806	11.98%	22,819	15.02%
Caswell County	36,927	4.33%	44,401	5.62%	17,814	7.54%
Davidson County	44,249	9.40%	54,652	15.39%	22,268	16.01%
Davie County	49,727	13.70%	61,659	22.64%	26,139	18.29%
Forsyth County	46,749	8.48%	59,867	13.09%	26,213	12.17%
Guilford County	45,676	6.18%	59,367	11.33%	26,267	11.14%
Montgomery County	33,861	2.47%	43,740	9.43%	18,618	11.35%
Randolph County	40,346	2.18%	49,257	9.92%	21,297	14.37%
Rockingham County	39,231	11.62%	48,641	16.08%	20,801	17.70%
Stokes County	42,689	4.84%	49,134	9.20%	20,852	13.05%
Surry County	37,294	9.55%	47,248	17.66%	20,541	13.72%
Yadkin County	39,807	5.43%	50,990	14.18%	20,379	8.85%
Piedmont Triad	44,078	10.7%	55,426	15.40%	24,164	16.10%
North Carolina	45,570	16.3%	56,153	21.20%	24,745	21.90%
United States	51,914	23.6%	62,982	25.80%	27,334	26.60%

Source: US Census Bureau, American Community Survey, 2006-2010

INFORMATIONAL ITEM 1 CONTINUED

The relatively high paying manufacturing jobs lost over the past decades are not likely to return as they previously existed. Therefore, the region must focus on strategic investments to diversify its local and regional economic base by providing gap capital financing to enable small- and mid-sized businesses to launch and/or expand and create new employment and entrepreneurial opportunities. New bio and nanotech and high tech advanced manufacturing ventures in the region provide one promising economic cluster niche for small to medium sized companies. The PTRC Revolving Fund will seek to attract new ventures as well as to help existing companies expand their facilities and increase employment.

DESCRIPTION OF DOCUMENTABLE IMPACT

The long term economic impact of the RLF will help to reverse a decade long trend of living-wage jobs leaving the region.

The 2 to 1 private investment requirement will be met and exceeded by this program. Staff will use the PTRC Workforce Board business relationships as well as the PTRC SBA Loan Program applicants and participants and PTRC Regional Brownfield Assessment property owners to market affordable expansion funding opportunities.

The RLF will also be focused in towns that have experienced major job loss like Eden in Rockingham County. While replacing 530 jobs from the closed Miller Coors facility is unlikely the PTRC loan fund will work with the city and county to identify opportunities for investment. The program will succeed in funding job creating businesses, like in Eden, which in turn will encourage other investments and reinvestments in our most distressed communities.

The PTRC will use IMPLAN – a powerful economic impact analysis tool – to assist in generating data-driven economic impact analyses to inform and guide its loan underwriting process. IMPLAN will enable PTRC to identify and prioritize investment projects with the greatest positive economic and community development impacts in communities throughout our service area.

LOAN ADMINISTRATION

PTRDC/RLF Loan Advisory Committee will review and evaluate all loan applications. It will make recommendation on each loan application to the PTRDC Board. No RLF loans will be made without the favorable recommendation of the RLF Loan Advisory Committee. The PTRDC Board makes the final decision on loan approval.

RLF Advisory Committee meetings are scheduled on an as-needed basis and no more often than six times a year. Advisory Committee meetings are scheduled in the same months as and one-two weeks before the PTRDC Board holds its meetings.

The PTRDC has the staff skills in the areas of business finance, marketing, loan packaging, loan processing and loan servicing to effectively administer/operate the Revolving Loan Fund. Only legal services will be acquired from outside the organization.

INFORMATIONAL ITEM 1 CONTINUED

PTRDC staff, primarily the RLF Administrator, will be responsible for publicizing the availability of the Revolving Loan Fund program through the news media, flyers, and promotional brochures. Staff will meet periodically with economic developers, bankers, other non-traditional lenders, small business centers, and local government officials to publicize the program.

Staff will be responsible for reviewing and packaging loans for submission to the Loan Advisory Committee. Loan packaging will consist of the following:

1. Meeting and interviewing potential applicants to gain an understanding of the project and its parameters, the principals and the potential structure of the deal. The purpose of the interview is to give the potential applicant specific information about the RLF program. To determine if the project is feasible, and to determine whether the proposed project meets goals of the RLF program.
2. Applicants which are determined to be eligible for RLF assistance will be given an RLF application and brochure which contains an outline of eligible projects, eligible applicants, and loan guidelines. An RLF application and brochure are included in the Attachments. An RLF application must be complete with all required documentation before it is submitted to the RLF Loan Advisory Committee.
3. Completed RLF application packages are submitted to the RLF Loan Advisory Committee for review and recommendation for approval/disapproval.

The PTRC staff, primarily the RLF Administrator, is responsible for the administration, monitoring, and servicing of the loan from loan disbursement through full payment. Staff will make periodic visits to the borrower's business, monitor the loan agreement for defaults in covenants and maintain an awareness of current and other borrowers. Loans are considered delinquent as defined in the executed Promissory Note. Delinquencies in payments will be addressed by mail, telephone or personal visits from the staff. Delinquencies may be resolved by loan restructuring, moratorium on payments or other techniques as recommended by the RLF Advisory Committee. Unresolved delinquencies will be declared in loan default and turned over to the RLF attorney. The attorney will recommend and carry out appropriate courses of action, including foreclosure.

A portion of program income, the income received as a result of RLF lending activities, may be used to cover reasonable and necessary administrative cost of the RLF program. The remaining program income will be added to the RLF capital base. All repayments of RLF grant principal must be returned to the RLF for subsequent lending. Proceeds from the sale, collection or liquidation of loan collateral will also be returned to the RLF for lending. The reasonable costs of

INFORMATIONAL ITEM 1 CONTINUED

collection or action to recover a loan are treated as administrative expense. Any proceeds from the sales of collateral assets above the original unpaid amount of the loan are treated as program income.

As a requirement of receiving an RLF loan, recipients will be required to report their business results on a regular quarterly basis, to PTRDC staff. Staff will review the information with the loan recipient, and include a summary of loan results/status in regular quarterly updates to the advisory committee and Board

The PTRDC staff will provide up front planning assistance and on-going technical assistance to new and/or expanding businesses. This assistance will include record keeping and taxes, marketing, financial planning, and operational analysis.

Meeting Dates 2017

1398 Carrollton Crossing Drive

Kernersville, NC 27284

12:00 noon

PTRC Executive Committee 1st Wednesday	PTRC Board of Delegates 3rd Wednesday
January - none	January - none
February 1, 2017	February 15, 2017 - cancelled
March 1, 2017	March - none
April 5, 2017	April 19, 2017
May 3, 2017	May - none
June 7, 2017	June 21, 2017
July - none	July - none
August 2, 2017	August 16, 2017
September 6, 2017	September - none
October 4, 2017	October 18, 2017
November 1, 2017	November - none
December 6, 2017	December 20, 2017