

FOR IMMEDIATE RELEASE: October 13, 2016

CONTACT: Brent Christensen, President, Greensboro Chamber of Commerce, 336.708.6286
Loren Hill, President, High Point Economic Development Corporation, 336-906-5517

Guilford County Economic Development Alliance receives “Excellence in Economic Development Award”

*In the Regionalism and Cross-Border Collaboration category
from the International Economic Development Council*

“Oftentimes we see communities going through the motions of collaborating, but in this case it is clear the Greensboro-High Point alliance is real and effective.”

--Andrew Levine, President, Development Counsellors International

GREENSBORO-HIGH POINT, NC – The Guilford County Economic Development Alliance received an “Excellence in Economic Development Award” in the category of Regionalism and Cross-Border Collaboration from the International Economic Development Council (IEDC).

Created in November 2015, the Guilford County Economic Development Alliance (GCEDA) is an official collaboration among:

- three local governments – Guilford County, the City of High Point, and the City of Greensboro; and
- two economic development groups – the Greensboro Chamber of Commerce and the High Point Economic Development Corporation.



The honor was presented at an awards ceremony on Tuesday, September 27, 2016, during the IEDC Annual Conference, which was held in Cleveland, OH. Two officials from Guilford County participated in the ceremony:

- Ken Smith, who serves as both the 2016 chair of the Guilford County Economic Development Alliance and the 2015-2017 chair of the High Point Economic Development Corporation; and
- Loren Hill, the president of the High Point EDC who will be the 2017 Director of the GCEDA.

Andrew Levine is the president of the Development Counsellors International (DCI) and is also an IEDC board member. His company recently worked closely with GCEDA for several months as DCI helped create an action plan / marketing blueprint for the GCEDA, which was publicly presented on September 23, 2016.

Levine said, “As my staff and I worked with High Point and Greensboro business, educational, and governmental leaders – and especially with the two economic development organizations -- it quickly became clear that the collaborative work and positive intentions of the Guilford County EDA are genuine. The two economic development staffs are working seamlessly with one another. The three governments are supporting their efforts. Oftentimes we see communities going through the motions of collaborating, but in this case it is clear the Greensboro-High Point alliance is real and effective.”

Brent Christensen, president of the Greensboro Chamber of Commerce and the 2016 Director of the GCEDA, said, “The Guilford County Economic Development Alliance is not a consolidation of the two economic development groups. Instead, our two organizations have been collaborating and working together as if they are one entity: as we work with clients, the public, and the media – in concert with the three local governments. How we are doing things now is a game-changer for Guilford County.”

Loren Hill, president of the High Point EDC, said, “IEDC presented its 2016 Regionalism and Cross-Border Collaboration award to the GCEDA for a host of reasons – its creation, its unique organizational structure, the ongoing collaborative work of the five partners, and its success in working with clients. Our clients are recognizing how smoothly we are collaborating together, and we are proud the IEDC has recognized that too.”

About the Guilford County Economic Development Alliance

- The Guilford County Economic Development Alliance – created in November 2015 – is an official collaboration among five entities in North Carolina: Guilford County, the City of Greensboro, the City of High Point, the High Point Economic Development Corporation, and the Greensboro Chamber of Commerce.
- Under the Guilford County Economic Development Alliance, the two economic development agencies work together jointly: managing projects, sharing leads, handling marketing, conducting research, holding staff meetings and maintaining a countywide building-and-site database.
- GCEDA is set up so that the partners have an equal voice.
 - The two economic development groups take turns with responsibilities and leadership roles.
 - The three governments contribute the same amount of funding and have the same number of seats on the governing body.
 - Each city’s business community has the same number of appointments to the governing body and to the business advisory council.

About the International Economic Development Council (www.iedcONLINE.org)

- The International Economic Development Council (IEDC) is a non-profit membership organization serving economic developers.
- With more than 4,700 members, IEDC – which is based in Washington, DC – is the largest organization of its kind.