

**Live** *Where You Work*  
**Love** *Where you Live*

MAKE IT **DURHAM**

DURHAM



1869  
CITY OF MEDICINE



**Public/Private Partnership To Recruit  
Executive Talent to Durham**

**Connect.**

## Who We Are

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The Greater Chamber of Commerce is a membership based not for profit organization with nearly 1,000 business, non-profit and government agency member firms, who look to the Chamber for assistance in growing and developing their business.



The Chamber serves these various organizations by helping to create and sustain a healthy economic climate through economic development and business services.

**Building a Better Durham**

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***Connect.***

# Make IT Durham

A Public/Private Partnership to recruit and encourage company executives and employees to select Durham as their home when a company expands or locates in Durham.

# Make IT Durham

- Improve Durham's Economic Development Marketing
- Better address companies' workforce needs
- Encourage corporate leaders to reside in Durham
- Increase opportunities for the Durham business community
- Grow the tax base
- Improve retention opportunities for entrepreneurial spin-out companies
- Increase philanthropic and community involvement opportunities

## Make IT Durham: Year 3 – Actions

- Participants/partners: DRAR, HBA-DOC, Triangle Relo Council, Local relocation offices of national realty firms
- Executed marketing strategies and tactics to portray Durham as a highly-desirable and exciting community in which to live, work and play
- Distributed customized communication materials - both printed and electronic to showcase Durham – including Internet-based information
- Custom organized Ambassador Groups tuned to the client's need
- Exceeding the established performance and activity goals

## **Accomplishments: Year 3 Continued**

- Continuing to compile relocation data from nationally based real estate relocation companies (See Charts)
- July 1 2010 – April 30 2011: 928 relocation packets distributed
- July 1 2010 – April 30, 2011: 99 meetings and/or presentations re: MID
- July 1 2010 – April 30, 2011: over 1400 electronic response letters sent out with MID hyperlink
- July 1 2011 – April 30, 2011: 23 Make It Durham van tours conducted serving over 180 guests (in collaboration with DDI)
- 2,000 Make IT Durham Brochures Printed; 10,000 Durham magazines printed

## Accomplishments: Year 3 Continued

- Duke University: Computer Science, Divinity School, Statistical Science Center and Medical Center (incoming doctoral residency candidates)
- March 2010 – present: worked with IEM, EMC (data center/relocation); Stiefel/GSK (consolidation/relocation), Teleflex and AICPA (expansion/relocation)
- Additional expansions are in the pipeline

## Durham, Orange & Wake County Market Share

Counties	2008	Market Share	2009	Market Share	2010	Market Share
Durham	262,715	20.9%	269,706	20.8%	267,587	20.5%
Wake	866,410	69.0%	897,214	69.2%	900,993	69.2%
Orange	126,532	10.1%	129,083	10.0%	133,801	10.3%
Total	1,255,657		1,296,003		1,302,381	

### Residential Sales

Counties	2008	Market Share	2009	Market Share	2010	Market Share
Durham	3,473	18.7%	3,228	19.6%	2,982	19.6%
Wake	13,865	74.5%	12,055	73.4%	11,057	72.8%
Orange	1,275	6.9%	1,145	7.0%	1,142	7.5%
Total	18,613		16,428		15,181	

Includes sales of new and existing homes and townhomes



# Transferee Historical Data: Percentage

## Results by County: Durham Firms

COUNTY	2004	2005	2006	2007	2008	2009	2010
DURHAM FIRMS	%	%	%	%	%	%	%
DURHAM	34%	45%	37%	19%	46%	47%	14%
ORANGE	37%	32%	43%	70%	15%	22%	8%
WAKE	28%	20%	17%	8%	39%	31%	70%
OTHER	0%	3%	4%	3%	0%	N/A	8%
Total Transferees	100%	100%	100%	100%	100%	100%	100%

# Transferee Historical Data: Number Individuals

## Results by County: Durham Firms

COUNTY	2004	2005	2006	2007	2008	2009	2010
DURHAM FIRMS	#	#	#	#	#	#	#
DURHAM	23	51	51	47	25	27	12
ORANGE	25	37	60	171	8	13	2
WAKE	19	23	23	19	21	18	61
OTHER	0	3	5	7	0	N/A	12
Total Transferees	67	114	139	244	54	58	87

# Transferee Historical Data: Percentage

## Results by County: RTP Firms

COUNTY	2004	2005	2006	2007	2008	2009	2010
RTP FIRMS	%	%	%	%	%	%	%
DURHAM	6%	13%	8%	19%	6%	8%	15%
ORANGE	89%	71%	85%	69%	12%	20%	13%
WAKE	6%	14%	3%	7%	83%	72%	71%
OTHER	0%	2%	4%	5%	0%	N/A	2%
Total Transferees	100%	100%	100%	100%	100%	100%	100%

# Transferee Historical Data: Number Individuals

## Results by County: RTP Firms

COUNTY	2004	2005	2006	2007	2008	2009	2010
RTP FIRMS	#	#	#	#	#	#	#
DURHAM	9	18	13	28	4	4	14
ORANGE	145	96	137	102	8	10	12
WAKE	9	19	5	10	57	36	67
OTHER	-	3	7	7	0	N/A	2
Total Transferees	163	136	162	147	69	50	95

# What Does This All Mean?

- MID Program beginning to gain real traction in the real estate market, it is hard to change old preconceptions
- Relocations for the past three years have been drastically reduced due to the economy
- In 2010-11, more than \$822 million in economic development investment has been announced, with \$246.4 taking place in the Durham City Limits
- In 2010-11, economic development resulted in 3,251 new job announcements, and with 1,288 taking place in the city limits
- In 2010-11, economic development resulted in the announced construction or occupancy of 1.226 million square feet of new or existing space absorbed with 967,000 taking place in the city limits

## Knowledge Gained Last Year

1. MID Program continues to serve as a beneficial economic development recruitment tool
2. MID continues to be a complementary tool in existing industry retention and growth efforts
3. We thought organizations would be actively engaged in relocating workers in 2010 – 2011, but while there has been an increase the national real estate market has dampened the movement for workers with homes
4. Challenges of disposing of homes are forcing relocated employees to rent until they sell their current home, delaying home purchase decisions



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Make IT Durham is a public/private partnership that **connects** prospective and newly arrived professionals and executives to Durham city and county resources, chamber members, and relocation information and services.

Make IT Durham also offers member companies welcome packets which showcase Durham's quality of life, and hospitality services to help their new staff feel welcome in Durham, their new home.

***Connect.***