



March 26, 2019

To: Steve Showfety, Chairman, Piedmont Triad Airport Authority Board of Directors
From: Stan Kelly, President & CEO, Piedmont Triad Partnership
Subject: Carolina Core Megasite Co-Branding

Dear Airport Authority Board Members:

Thank you for your continued support of the Carolina Core initiative. With your help, momentum in the Carolina Core is growing and regionalism is at levels we have never witnessed before.

As you know, the Carolina Core is a new way of thinking about economic development that erases all traditional boundaries and focuses on our goal of winning major company expansions and relocations in central North Carolina. Collectively marketing key assets in the region, including four megasites of 7,200 acres of certified land, is increasing our economic competitiveness on the national and global stage.

The Aerospace Megasite at Piedmont Triad International Airport (PTI) is undoubtedly one of our region's greatest economic development assets and is an integral part of the Carolina Core strategy. The 1,000+ acres, combined with PTI's state-of-the-art facilities and the region's available workforce, are a catalyst for commercial and industrial development in the Carolina Core.

As a next step toward regionalism, I am officially requesting that the Board consider taking the necessary actions to co-brand the Aerospace Megasite with the Carolina Core. This would include adopting branding for the megasite that incorporates the Carolina Core and could be leveraged to better tell our cohesive story as we accelerate national and global marketing efforts. This request is part of a larger regional effort to co-brand several transformational assets in central North Carolina under the Carolina Core brand.

Your action will help build our growing momentum and further raise the profile of the Carolina Core to attract new businesses and jobs to the region.

Thank you for your continued partnership on this vision for transformational growth. Together, we can help ensure a strong and prosperous future in the Carolina Core for generations to come. Alone, we are—individual megasites, individual cities or individual colleges and universities—but together we are a global story, and together we will win!

Sincerely,
Stanhope A. Kelly
President & CEO
Piedmont Triad Partnership