



FOR IMMEDIATE RELEASE

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Cape Fear Future to Unveil 1st Annual Regional Economic Scorecard

Wilmington, NC—The Wilmington Chamber of Commerce’s flagship initiative, Cape Fear Future, has produced a new Regional Economic Scorecard intended to help business and community leaders and elected officials make decisions concerning factors that affect Wilmington’s economic health. The annual Economic Scorecard benchmarks our region against peer regions using hard data. The publication is an objective assessment of where we excel and where we have challenges which need to be addressed.

The *1st Annual Regional Economic Scorecard Unveiling and Presentation* will take place Tuesday, November 17th, from 8:00-9:30 am at the Wilmington Convention Center. The benchmark data revealed at the event will set the stage for the annual release of new data which will show how Wilmington has improved or lost ground in key areas affecting our ability to increase economic prosperity.

“As the Chamber and Cape Fear Future boards monitored our recovery from the recession, it became clear that our community needed a way to assess our economic condition and better define the path we need to take to improve,” said Cape Fear Future Chairman Hal Kitchin. “The Regional Economic Scorecard will allow us to look objectively at our position against peer cities, track progress or slippage on a yearly basis, and provide a new impetus for our region to collectively address challenges and take advantage of strengths.”

Development of the Scorecard was undertaken by the Cape Fear Future board, a task team composed of community and government leaders, and Chamber staff. The research, conducted by UNCW’s Dr. Adam Jones, reflects data collected from New Hanover, Pender and Brunswick counties. The Scorecard measures the progress of key areas of economic development outcomes, human capital, innovation and entrepreneurship.

The Regional Economic Scorecard Unveiling and Presentation is presented by Duke Energy. Sponsors include Carolina Bay at Autumn Hall, BB&T, and Corning.

This event is open to the general public. The cost for attendance is \$45 per person and includes breakfast. Register online at www.cvent.com/d/4fqnjr or contact Megan Canny: canny@wilmingtonchamber.org / 910-762-2611 ext. 202.

Media covering the event are invited to attend at no cost. Please RSVP to Scott Czechlewski, Director of Communications, at czechlewski@wilmingtonchamber.org or (910) 762-2611 ext. 216.

About Cape Fear Future

The mission of Cape Fear Future - the flagship program of the Wilmington Chamber of Commerce - is to further develop the region's knowledge sector economy to promote economic development and ensure the prosperity of the region. The initiative aims to create a community where knowledge sector workers would like to live, work and play. CFF has three main focus areas:

- Assist the improvement of our area school systems and expand emphasis on science, technology, engineering, and math (STEM);
- Improve the overall image of the greater Wilmington region by delivering community improvement projects that enhance quality of life; and
- Foster an entrepreneurial community by supporting and promoting entrepreneurs.

About the Wilmington Chamber of Commerce

The Wilmington Chamber of Commerce is the largest membership-based business association in Southeastern North Carolina. The Chamber's mission is to ensure economic prosperity throughout our region. This is accomplished by: creating a diverse, inclusive organization that serves as a strong voice for businesses in the Greater Wilmington area; offering unique membership benefits, services and education; and challenging government officials to address long term community and business interests.

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