



FOR IMMEDIATE RELEASE

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Wilmington Chamber to Present Data from 2nd Annual Regional Economic Scorecard

Wilmington, NC—Last year, the Wilmington Chamber of Commerce’s flagship initiative, Cape Fear Future, 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. On November 16th, the second annual Regional Economic Scorecard will be unveiled, providing new benchmarks for our region against peer regions using hard data, and showing if we have improved in key areas of economic development. The publication is not a marketing tool. It is an objective assessment of where we excel and where we have challenges which need to be addressed.

The *2nd Annual Regional Economic Scorecard Unveiling and Presentation* will take place Wednesday, November 16th, from 8:00-9:30 am at the Wilmington Convention Center.

“Knowing where we stand as we compete for human capital, traded sector jobs, entrepreneurs and innovative activity is key to our region’s future, especially in attracting and retaining a skilled workforce and businesses,” said Dick Blouse, Interim Wilmington Chamber President. “The 2016 Scorecard will show how we have moved the needle in these key categories—for better or worse—as it charts our progress using the same metrics as the 2015 Scorecard.”

Development of the 2nd Annual Scorecard was undertaken by the Cape Fear Future board 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 sponsored by BB&T, Cloudwyze, Corning, Newland Communities and Andrew Consulting Engineers.

This event is open to the public. The cost for attendance is \$45 per person and includes breakfast. Register online at <http://www.cvent.com/d/5vqwq1/4W> 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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