



TRIANGLE J COUNCIL OF GOVERNMENTS

World Class Region

PROPOSAL TO MANAGE A VALUE-ADDED AGRICULTURAL DISTRICT FOR CHATHAM, HARNETT, LEE, AND JOHNSTON COUNTIES

DATE: August 24th, 2018

Chatham, Harnett, Lee, and Johnston counties have been exploring the idea of developing a value-added agricultural district among the four counties, summarized in the *Increasing Value-Added Agriculture* report from Economic Leadership LLC. This is a proposal for a one-year effort to complete the Year One tasks identified in the report, which include facilitation and convening to help establish and manage the district; roles that TJCOG is particularly skilled and experienced in. The tasks listed in years two and three in the report are more centered around marketing, which is not a role that TJCOG typically plays. We would suggest transitioning the implementation of these tasks to another organization that excels at economic development marketing and outreach, such as Research Triangle Regional Partnership. The proposed scope of work for the Year One tasks is below.

Please contact Lee Worsley, lworsley@tjcog.org, 919-558-9395 with any questions or feedback.

Task 1 Establish & Convene a Steering Committee	
Create a steering committee of stakeholders to develop a simple 3-year action agenda and assign responsibilities, timelines, and budgets. Convene meetings once per month for the first six months, and then at most every other month after that.	
Task 2 Identify and Align Agricultural District Efforts With Ongoing Activities	
Identify and align these efforts with other ongoing activities such as the work of Research Triangle Regional Partnership, NC Economic Development Partnership, the Central Corridor Manufacturing effort, and the priorities of the NC Department of Agriculture.	
<ul style="list-style-type: none"> • Inventory ongoing activities that relate to the district • Have representatives from each organization come talk to the steering committee 	
Task 3 Host Legislative Meeting	
Hold a legislative meeting for all state house and senate members in the four-county region to explain the goals of the efforts and to begin to identify opportunities for future legislation. Invitees could include house and senate leadership, the NC Secretary of Agriculture, the Chair of the Agriculture Committee, etc.	
Task 4 Convene Focus Group Meetings	
Convene 3-4 focus group meetings with local agriculture businesses to identify any local issues limiting growth, opportunities for increased support, and potential synergies between stakeholders.	
Task 5 Assist with Website Development & Conduct Ongoing Maintenance	
Work with a website developer to develop a joint website targeted to food processors, touting the benefits of the region, its existing assets and employers, and available appropriate buildings and sites. Once the website is in place, provide ongoing maintenance and updates.	
Note, this proposal does not include consultant cost to design website	
Task 6 Explore Funding Opportunities	
Reach out to other funding organizations, such as Golden LEAF and other foundations to attract additional funds to expand and accelerate the effort.	
Subtotal	\$21,000
Direct Expenses (travel and meeting materials, etc.)	\$1,500
Project Total	\$22,500

AGREEMENT FOR SERVICES

4307 Emperor Boulevard, Suite 110
Durham, NC 27703
919.549.0551

www.tjcog.org
 @TJCOGnc
 @TJCOG

If the counties would like to proceed with this technical assistance proposal, please accept the proposal by signing below.

Payment will be billed by TJCOG on a quarterly basis, not to exceed a total amount of \$22,500.

IN WITNESS WHEREOF, the parties hereunto cause this agreement to be executed in their respective names.

Chatham County:

Renee Paschal, Chatham County Manager

Harnett County:

Paula Stewart, Harnett County Manager

Johnston County:

Rick Hester, Johnston County Manager

Lee County:

John Crumpton, Lee County Manager

Triangle J Council of Governments:

Lee Worsley, Executive Director