



NC Growth works nationally to build an economy with opportunities for all to prosper. We provide technical assistance to businesses, governments, anchor institutions, and other organizations to create good jobs and new wealth in economically distressed communities. We produce applied research and develop innovative policies that promote equitable development. We host unique, cross-sector convenings and workshops to bring together diverse perspectives. Our staff is in North Carolina, South Carolina, Virginia, Georgia, and other communities across the U.S. Our work and thought leadership range in scope from hyper-local to international.

www.NCGrowth.unc.edu

Anchor Institutions & Their Purchasing Power

Anchor institutions: place-based, mission-driven entities with significant purchasing power and resources that are committed to leveraging these resources to improve the long-term wellbeing of their communities.

Examples: Local, state, and tribal governments; universities; hospitals; military bases; and other large employers.

NCGrowth's Anchor Institution work helps these institutions drive **transformational, sustainable economic development** by radically increasing purchasing from small, local businesses that represent the demographics of the local community.

The Power of Spending with NC Businesses

Spending with NC businesses

- > Businesses hire more local people, creating more NC Jobs
- > These employees have more \$ to spend in the region
- > NC businesses continue to grow & create more jobs
- > Greater economic opportunity & resilience
- > Increased local tax base
- > Improved public services



How NCGrowth supports businesses

- Conducting regular educational sessions and outreach events (e.g., in-person workshops, summits, networking and educational events)
- Developing and sharing resources and materials that address common questions or challenges businesses face
- Providing direct technical assistance to small businesses to help them grow and create more good jobs

Central NC Procurement Summit

April 8-10, 530-730pm, Sanford, NC

Are you a small business owner in central North Carolina who is interested in discovering how to become a vendor to large institutions in your area?

If yes, come join us to learn how to become a vendor, and to connect directly with purchasers from Central Carolina Community College, Chatham County, Lee County, and others (see below logos).

We will cover:

- how to draft a capabilities statement
- where to look for vendor opportunities,
- purchasing/facilities needs of local institutions,
- processes for becoming a vendor,
- business support organizations and the resources they offer

Register: <https://go.unc.edu/CNCPS>



NC's Robust Business Support Ecosystem

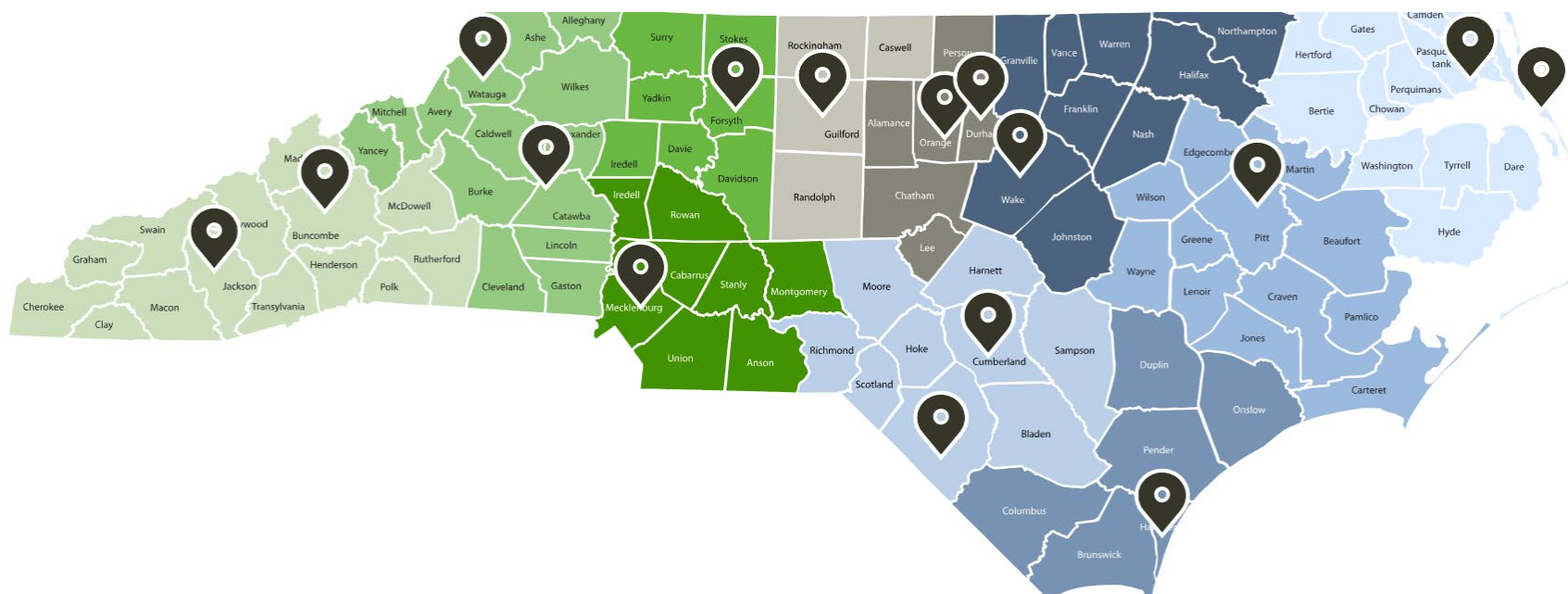
Small Business Centers at our 58 community colleges

Small Business Technology Development Centers (SBTDCs) at each UNC school

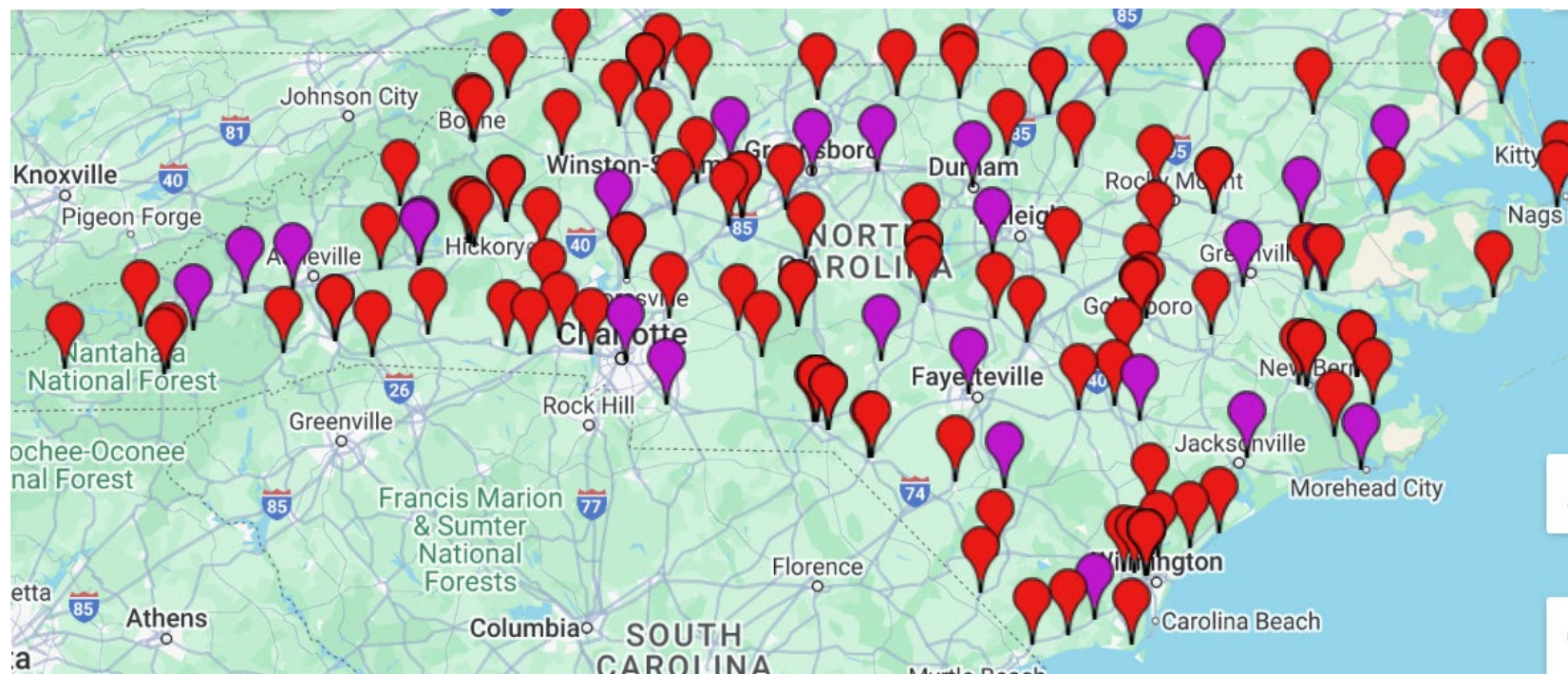
Other Business Support Organizations (BSOs): e.g., North Carolina Military Business Center, MBDA Business Center, National Institute of Minority Economic Development, NC IDEA, Webb Squared, NCGrowth

Community Development Financial Institutions (CDFIs): e.g., Carolina Small Business Development Fund, Self-Help, Latino Community Credit Union

SBTDCs



SBCs



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