

Wake County

Destination Strategic Plan



Summary of Stakeholder Engagement

JLL has conducted an in depth stakeholder engagement process throughout the Destination Strategic Plan (DSP) initiative. The following is a summary of the outreach conducted from the initial meetings in August of 2017 through July of 2018. In addition, many of the groups and individuals listed below have had multiple conversations not included in the total count.

- Total stakeholders reached or touched through this process: 1,829
 - Resident survey – 1,044
 - Stakeholder survey – 380
 - Unique focus groups – 46 (total individual attendance 451)
 1. All 12 municipalities
 2. Wake County Administration
 3. Wake County Council Members
 4. Wake County Parks and Recreation
 5. GRCVB Board
 6. Passionate Minds
 7. Downtown Raleigh Alliance
 8. Crabtree Valley Mall
 9. Wake Hospitality Alliance
 10. Cary Sports Alliance
 11. Raleigh Transportation Alliance
 12. Greater Raleigh Merchants Association
 13. Culinary/Food and Beverage Leaders
 14. USA Baseball
 15. Cultural Presenters
 16. Centennial Authority
 17. NC State Centennial Campus
 18. Blue Ridge Corridor Alliance
 19. North Carolina Museum of Art
 20. North Carolina Museum of Natural Sciences
 21. Museum of History
 22. North Carolina State Fairgrounds
 23. Marbles Children’s Museum
 24. Shop Local Raleigh
 25. Raleigh Convention Center
 26. Raleigh Convention Center Commission
 27. Conference Table
 28. North Carolina Football Club (NCFC)
 29. Cary Sports Alliance
 30. Cary Chamber of Commerce
 31. Arts and Public Art
 32. GRCVB Steering Committee
 33. Blue Ribbon Task Force
 34. Customer Advisory Board
 - Over 50 additional individual meetings and phone calls