

THE BUSINESS JOURNAL

SERVING THE GREATER TRIAD AREA

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TRIAD TALK

The Business Journal of the Greater Triad Area - by [JUSTIN CATANOSO](#) Staff writer

Teaming up

The economic development teams in Greensboro and High Point may be rivals when it comes to luring new companies, but they do also work together quite often. One of their shared projects is a joint “Community Profile” that will pitch both their cities and Guilford County as a whole.

The profile summarizes the data location scouts need such as property and sales tax rates, and also touts the most attractive factors both cities feel they share, things like transportation infrastructure, work force and higher education assets.

The boards of both the Greensboro Economic Development Alliance and the High Point Economic Development Corp. held a joint meeting in May, and directed their groups to work together on the piece. It’s the first time they’ve done a joint marketing brochure, though both groups have done joint advertisements with each other and with other Triad economic developers over the years.

You can take a look at the brochure at www.highpointedc.com or at www.greensboroeda.com.