

syncTM Weekly highlights from the North Carolina Department of Commerce



Roxboro: The Apartments at 114 South Main Street N.C. Main Street Award of Merit-ECONOMIC RESTRUCTURING-Best Upper Story Redevelopment

2013 Main Street Award Winners Announced

Commerce Secretary Sharon Decker and Assistant Secretary Dr. Pat Mitchell announced today that 21 awards will be given to participants in the N.C. Main Street and Small Town Main Street program. Award winners are recognized for excellence in downtown revitalization efforts in categories that include promotion, organization, design and economic restructuring.

"North Carolina is already seeing signs of economic recovery and our communities are playing a significant role in that effort," said Secretary Sharon Decker. "These cities and towns are taking advantage of our recent economic reforms to provide a vibrant "Main Street" setting for emerging business leaders and active citizens."

The North Carolina Main Street program helps small towns preserve their historic fabric and, using local resources, build on their unique characteristics to create vibrant central business districts. This year's award winners were chosen by a panel of independent judges from dozens of applications submitted by Main Street participants throughout the state.

The North Carolina Small Town Main Street program is designed to provide downtown revitalization assistance to small towns (under 7,500 populations) that are not likely, due to size or resource limitations, to pursue the regular North Carolina Main Street program. Admittance into the Small Town Main Street program is through an annual, competitive application process

2013 N.C. Small Town Main Street Awards



(Left-right) N.C. Commerce Secretary Sharon Decker, Eden's Tourism and Events Coordinator Cindy Adams and Mayor Wayne Tuggle

Eden Becomes 7th N.C. Certified Retirement Community

On Jan. 23, N.C. Commerce Secretary Sharon Decker presented Eden with its [N.C. Certified Retirement Community](#) certificate. The distinction means the state has certified that Eden has the infrastructure and amenities sought by retirees. In addition, the N.C. Department of Commerce's Division of Tourism, Film and Sports Development will provide promotional assistance to help encourage retirees to visit and relocate to the area. Eden met a rigorous set of requirements, including a comprehensive community survey and an asset assessment of the community's preparedness for retiree attraction.

Now that the city has been named a Certified Retirement Community, the group and city staff will work with the Division to promote Eden as a great relocation destination for retirees through [RetireNC.com](#) and consumer trade shows, such as the AARP Life@50+ and Ideal Living Resort & Retirement Expo. Eden is the latest town to be designated into the N.C. Certified Community Program, joining Asheboro, Lumberton, Marion, Mount Airy, Pittsboro, and Sanford. Applications are accepted by the Division on Jan. 31 and July 31.

The General Assembly has charged Commerce with operating the state's Certified Retirement Community program (S.B.1627), which recognizes towns that are positioning

- **Organization:**
 - Award of Merit - Town of Waxhaw Community Public Art Plan
- **Economic Restructuring:**
 - Award of Merit - Revitalization of Warrenton
- **Promotion:**
 - Award of Merit - Town of Tryon's Ransom Morris Project
- **Design:**
 - Award of Merit - Downtown West Jefferson's Streetscape

2013 N.C. Main Street Awards

- **Organization**
 - **Best Public-Private Partnership in Downtown Revitalization:** Award of Merit - Growers Market of Fuquay-Varina
 - **Best Innovation:** Award of Merit - Lovable Lincolnton Possibility Tour
 - **Best Public Relations Effort:** Award of Merit - The *We Are Downtown* Community Involvement Process, Burlington
 - **Best Fund Raising Effort:** Award of Merit - Saving the Taylor Theatre, Edenton
- **Economic Restructuring**
 - **Best Economic Development Incentive:** Award of Merit - Business Incentive Grant Program, Goldsboro
 - **Best Adaptive Reuse:** Award of Merit - Celtic Fringe Bistro, LLC, Reidsville
 - **Best Upper Floor Redevelopment:** Award of Merit - The Apartments at 114 South Main, Roxboro
 - **Best Business Retention, Expansion or Recruitment Effort:** Award of Merit - Carolina Courts, Concord
- **Promotion**
 - **Best Downtown Special Event or Event Series:**
 - Award of Merit - The 2013 Rhythm and Brews Concert Series - Inaugural Season, Hendersonville
 - Award of Merit - Mumfest, New Bern
 - **Best Downtown Retail Event:** Award of Merit - Downtown Pop-up Shops, Garner
 - **Best Downtown Branding and Image-Building Campaign:** Award of Merit - Pots on Parade, Lincolnton
- **Design**
 - **Best Historic Rehabilitation Project:**
 - Award of Merit - Olde Hickory Station (National Register of Historic Places - Southern Railroad Passenger Depot)
 - Award of Merit - 115-117 S. Third Street, Smithfield
 - **Best Façade Rehabilitation Project for More Than \$15,000:** Former First National Bank Building, Roxboro
 - **Best Outdoor Space Improvement:**
 - Award of Merit - Clinton Phase III Downtown Revitalization Project
 - Award of Merit - "Kelly's Way," Reidsville

Main Street Champions are designated by their local N.C. Main Street programs for the remarkable contributions they have made to the downtown revitalization process in their communities. Thirty-three individuals were honored for their

themselves for retiree attraction as an economic and community development strategy. Once a community has completed the certification process, the Division of Tourism, Film & Sports Development will help market and promote the community through Web presence on [RetireNC](#), e-marketing, social media, public relations, visitor services and research among other opportunities. For more information on the N.C. Certified Retirement Community program, contact [Andre Nabors](#) at (919) 733-7502.



Every Day with Rachael Ray's Instagram picture from the New York Media Mission

Annual Tourism Media Mission to NYC Sees Strong Response, Attendance

The annual New York Media Mission by the N.C. Department of Commerce's Division of Tourism, Film and Sports Development was held on Jan. 28 at the New York Public Library. The event drew more than 70 national media including editors and producers from *Bon Appetit*, *The Chew*, *Conde Nast Traveler*, *Every Day with Rachael Ray*, *Food & Wine*, *Good Housekeeping*, *Good Morning America*, *Ladies' Home Journal*, *Lucky Peach* (a very hot new magazine gaining notoriety among culinary tastemakers), *Travel + Leisure*, *The View*, and more, along with a list of strong freelance writers contributing to targeted outlets for North Carolina. To cap off the evening, participating chef Matt Kelly of Mateo in Durham received a post on [Every Day with Rachael Ray's Instagram](#), which, as of last week had received more than 300 likes and 11 comments.

MovieMaker

Wilmington Named One of the Best Small Cities for Filmmakers

contributions in 2013. This year's group of Main Street Champions brings the total number to 533 since Champions were first named in 1980 as part of N.C. Main Street's 20th anniversary celebration.

"Main Street Champions are the type that recognize the possibilities in their downtowns and strives to make those possibilities reality. They are the believers, the doers, the backbone of a successful revitalization effort that has brought new jobs, new businesses and a renewed spirit of vitality back to the heart of the community in small cities and towns throughout North Carolina," said Liz Parham, director of the N.C. Office of Urban Development.

2013 N.C. Main Street Champions

- Gina Martin, Albemarle Downtown Development Corporation
- Ann Hollingsworth, Heart of Brevard, Inc.
- Lyn Austin, Clayton Downtown Development Association
- Mayor Lew Starling and Clinton City Council, Clinton Main Street Program
- Mayor Scott Padgett, Concord Downtown Development Corporation
- Tim and Diana Biggs, Eden Downtown Development Corporation
- Jeanne and Patrick Cumby, Destination Downtown Edenton, Inc.
- Bobbi White, Elizabeth City Downtown, Inc.
- Cicely McCulloch, Elkin Main Street Program
- Forest City Owls Baseball Club, Forest City Main Street Program
- Bill Atkins, Fuquay-Varina Downtown
- Elmo Vance, Garner Revitalization Association
- Geoff Hulse, Downtown Goldsboro Development Corporation
- Lynne Raymond, Historic Hertford, Inc.
- Hal Row, Hickory Downtown Development Association
- Stephen Hill and Trent Mooring, Pride of Kinston
- Cathy G. Davis, Downtown Development Association of Lincolnton
- Debra Mace, Marion Business Association
- Joyce Rentschler and Andrea Price, Downtown Monroe
- Dennis Cowardin, Mooresville Downtown Commission
- Judy Avery, Swiss Bear Downtown Development Corporation (New Bern)
- Bebe Hennessy, Historic Downtown North Wilkesboro
- Tyler Walker, Reidsville Downtown Corporation
- Rev. Marty Cauley, Rocky Mount Main Street Program
- Wayne Ross, Roxboro Development Group
- Randy Hemann, Downtown Salisbury, Inc.
- Dana and Brandon Atkins, Downtown Sanford, Inc.
- Barry Long, Downtown Smithfield Development Corporation
- City of Statesville Electric Utilities Department Employees, Downtown Statesville Development Corporation
- Brook Crider, Uptown Wadesboro, Inc.
- Amanda Giustiniani, Wake Forest Downtown Revitalization Corporation
- Melanee Lester, Downtown Waynesville Association
- Lisa Anderson, Wilson Main Street Program

For more information about the N.C. Department of Commerce's Main Street program, visit www.nccommerce.com.

Moviemaker Magazine has named [Wilmington one of the best small cities in the country to live and work in for filmmakers in 2014](#).

Coming in at No. 2 on the list, Wilmington beat out other small cities, which are classified as having populations between 100,000 and 500,000, such as Shreveport, La. (no. 3), Providence, R.I. (no. 4), and Savannah, Ga. (no. 5). Topping the list was New Orleans. The finalists were chosen based on six criteria: film production in 2013, tax incentives, local film community and culture, access to equipment and facilities, cost of living and a general evaluation of the town.

Year-to-date Metrics

Below are year-to-date metrics tracked by the N.C. Department of Commerce's Division of Business and Industry Development that illustrate some of the recent activities of the Division. The metrics include the number of new economic development projects assigned to B&I development staff; the number of economic development project announcements; the number of announced jobs created and capital invested; the number of interactions existing industry staff had with businesses throughout the state; and the number of contacts received by the Business Link North Carolina/Business ServiCenter.

Jan. 1 - Feb. 4, 2014

New projects assigned:	35
Projects announced:	8
Jobs announced:	269
Capital investment announced:	\$38M
Industry visits by existing industry staff:	32
Calls to Business Link N.C.:	1,829

N.C. in the News

This Week's Highlights

- [New Belgium confirms Enka warehouse](#) (*Citizen-Times* - Asheville, Jan. 29)
- [Durham's Appia hires big in 2013 - and it's not done yet](#) (*Triangle Business Journal*, Jan. 28)
- [Culp to expand mattress fabric facility in Stokesdale](#) (*The Business Journal of the Greater Triad*, Jan. 28)
- [Asheville solar firm gets \\$30M investment](#) (*Citizen-Times* - Asheville, Jan. 28)
- [Red Ventures is hiring 200+ in Charlotte and Indian Land](#) (*The Herald* - Rock Hill, SC, Jan. 28)
- [Golden Leaf awards Randolph Community](#)

[College \\$240K machining grant](#) (*The Business Journal of the Greater Triad*, Jan. 28)

- [State council hopes to bring down barriers for disadvantaged businesses](#) (*Triangle Business Journal*, Jan. 28)
- [Manufacturer begins hiring process](#) (*The Shelby Star*, Jan. 27)
- [McCrorry makes first visit to Port of Wilmington, touts its role in economic development](#) (WECT TV, Jan. 27)
- [Electrolux wins city approval for incentives to subsidize expansion](#) (*Charlotte Business Journal*, Jan. 27)
- [Grant OK'd for food company](#) (*The Daily Reflector - Greenville*, Jan. 26)

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