

syncTM Weekly highlights from the North Carolina Department of Commerce



N.C. wins Silver Shovel Award

North Carolina is a recipient of one of [Area Development](#) magazine's 2011 Silver Shovel awards. The state also won the award in 2009.

Shovel Awards recognize state economic development agencies that drive significant job creation through innovative policies, infrastructure improvements, processes and promotions that attract new employers and investments in new and expanded facilities. The awards are presented annually to states that have achieved significant success in terms of job creation and economic impact.

Each of the 50 states was invited by the magazine to submit information about its top 10 job creation and investment projects. Only those projects that began to materialize in 2010 were considered. Based on the number of high-valued added jobs per capita, amount of investment, number of new facilities, and industry diversity of the 10 submitted projects, North Carolina qualified for a Silver Shovel Award in the 9+ million population category.

A full review of this year's Gold and Silver Shovel Award winners will be published in May in the Spring Executive Summary issue of *Area Development* and posted [online](#).

Company	City	N/E	No. jobs	Invest	Developer
Siemens Energy	Charlotte	E	825	\$135M	Uconda Dunn
Caterpillar	Winston-	N	392	\$426M	Margie

Perdue announces 200 more jobs with Electrolux

While continuing her Jobs Tour around North Carolina, Governor Bev Perdue announced April 19 that Electrolux North America, a leader in the manufacturing of home and professional appliances, will consolidate additional positions from locations throughout the United States to Charlotte. The company plans to create 200 jobs over the next four years with a \$14 million capital investment in Charlotte. The project was made possible in part by state grants from the Job Development Investment Grant and One North Carolina programs. The N.C. Department of Commerce's David Spratley was the developer on this project.

"Like other international companies, Electrolux looks around the globe when they prepare to expand," Perdue said. "Sixteen months ago, the company moved its North American headquarters to Charlotte. Once more company leaders have chosen Charlotte and North Carolina to expand their international business, as they continue to believe in the investments North Carolina has made in education, building a workforce that will fill 21st century jobs." [Read more.](#)



(Standing, left-right) Julie Pruet, Catawba County EDC, and N.C. Department of Commerce Deputy Secretary Dale Carroll

Italian advanced manufacturer announces new plant for Hickory

Governor Bev Perdue on April 15 announced

	Salem				Bukowski
Facebook	Forest City	N	45	\$450M	Margie Bukowski
CREE	Durham	E	575	\$130M	Vivian Powell
Reser's Fine Foods	Halifax	E	500	\$62M	Tim Ivey
Apple	Maiden	N	50	\$1B	Peggy Anderson
Electrolux	Charlotte	N	738	\$8.3M	
IEM	RTP	N	430	\$83T	Bo Gregory
Zenta	Charlotte	E	1,002	\$2.2	Uconda Dunn
EMC	Apex	E	397	\$280M	Bernard Torain

Perdue announces 116 jobs with Superior Essex

Governor Bev Perdue announced April 15 that [Superior Essex Inc.](#), a global leader in the design, manufacture and supply of wire and cable products, intends to open its second manufacturing facility in Tarboro. The company plans to create an additional 116 jobs over five years and invest incrementally more than \$58 million in the facility. The project was made possible in part by a state grant from the Job Development Investment Grant program. The N.C. Department of Commerce's Steve Brantley was the developer on this project.

"My top priority is jobs, and the competition for them is fierce," Perdue said. "Once again we won the day with our job-ready workforce, business friendly climate and outstanding infrastructure -- the results of our policies and hard-fought investments in education and worker training."

This project will provide the infrastructure and equipment for Superior Essex to manufacture power cables for the commercial, industrial and utility markets. Superior Essex, based in Atlanta, has an 80-year company heritage in the production and supply of cable and wire products for many commercial and industrial applications. Superior Essex is part of LS Cable, a multi-industry corporation with approximately 10,000 employees and more than 70 offices in 24 countries. LS Cable supplies a wide range of energy and telecom solutions for the energy, infrastructure, construction, automotive, railway, telecommunications and electronic industries.

While individual wages for the 116 jobs will vary by job function, the overall average for the new jobs will be \$41,289 a year, not including benefits. The Edgecombe County average annual wage is \$33,176. [Learn more.](#)

[Company will add 2nd Tarboro plant: 116 new jobs](#) (WITN - Washington, April 14)

that [Turbocoating SpA](#), a supplier of machining processes and coatings for the industrial gas turbine market, will locate a new production facility in Catawba County. The company plans to create 53 jobs and invest \$15 million during the next three years and increase to 110 jobs after five years in Hickory. The project was made possible in part by a \$110,000 grant from the One North Carolina Fund. The N.C. Department of Commerce's Dallas Hardenbook was the developer on this project.

"Creating jobs is my No. 1 priority," said Perdue. "Today's announcement delivers wonderful news to the people of Catawba County. It also delivers a response to those who want to cut our investments in education and economic development when those are the very policies that gave us the educated workforce and job recruiting tools that make job growth, like Turbocoating's expansion, possible."

The new Hickory facility will help the company serve the Siemens' operations in Charlotte, one of Turbocoating's major clients.

Salaries will vary by job function, but the average annual wage for the new jobs will be \$56,377 plus benefits. The Catawba County average annual wage is \$34,216.

On April 15 the N.C. Center for Engineering Technologies in Hickory hosted the new plant announcement. Participants included Hickory Mayor Rudy Wright, Catawba County Commissioners Chair Kitty Barnes, Catawba County EDC Chairman Tony Rose and Economic Developer Julie Pruet, Turbocoating President Nelso Antolotti and CEO Rudi Bakker, and N.C. Department of Commerce Deputy Secretary Dale Carroll. [Read more.](#)

Study: N.C. will continue to attract high-growth employment industries

North Carolina has a competitive advantage over other states in high-growth employment industries, say economists at Wells Fargo. In fact, a recent study by Wells Fargo ranks North Carolina second in the nation (tied with Georgia) in the category of States With a Positive Regional Advantage in More Than 17 Industries.

According to the [Employment Dynamics and State Competitiveness study](#), "States with a large number of high-growth industries that also have a large skilled workforce will be at a greater competitive advantage." The study names North Carolina as one such example, saying "North Carolina continues to augment its reputation as a home for cutting-edge research and is also becoming a major destination for national and regional



Charlotte ranks fourth in U.S. for small business vitality

Small companies are thriving in Charlotte thanks to a prosperous economy and growing population. According to a study conducted by American City Business Journals, Charlotte ranks fourth out of 100 of the largest metros in the United States for the creation and development of small businesses, up from number 31 in 2010. Raleigh ranked number seven in this year's index.

To find the 100 largest metropolitan areas that offer the best small business climates, The American City Business Journals employed a six-part formula that included change in population, growth in the small business sector, number of small businesses per 1,000 residents and change in private sector employment. According to the *Charlotte Business Journal*, "The highest scores on the index went to areas that have prosperous economies, are expanding rapidly, and are densely packed with small businesses." [Read more.](#)



USA Today features N.C. motorsports attractions

Through the efforts of the N.C. Department of Commerce's Division of Tourism, Film & Sports Development and its tourism partners, many of North Carolina's NASCAR-related attractions received coverage in the April 15 weekend edition of *USA Today*. The Division and its partners hosted travel writer Jayne Clark on a three-day visit to our state to learn first-hand about tourism related to motorsports.

The story which is a huge win for the Division and will be quite a boost for the upcoming races. If the Division had purchased this space as an advertising buy, it would have cost \$126,800. Friday's *USA Today* has a circulation of 1,830,594 with a

headquarters. Growth is being led by the state's key technology sector." [Read more.](#)



(Left-right) N.C. Department of Commerce Commissioner of Small Business Scott Daugherty, Director of International Trade Jean Davis and SBTDC International Business Development Assistant State Director Mike Seibert

Davis receives NCSU award from SBTDC

On April 18, N.C. Department of Commerce Director of International Trade Jean Davis received the N.C. State University Extension, Engagement and Economic Development Award presented by the [Small Business and Technology Development Center](#). Commissioner of Small Business Scott Daugherty and SBTDC International Business Development Assistant State Director Mike Seibert presented the award. Davis was recognized for her exemplary leadership in directing Commerce representatives around the globe and for the annual "Go Global Road Show," which links the representatives with businesses across North Carolina in order to enhance exports.



(Left-right) Tom White from the NCSU Economic Development Office, NCPED Administrator Lawrence Bivins, N.C. Department of Commerce

readership that more than doubles that number. And that doesn't even include all the people who will see the online edition (estimated 709,049 viewers) which includes an extensive photo gallery.

[Road trip to revved-up Charlotte](#), heart of NASCAR (USA Today, April 15)

N.C. participates in Civil War Trails project

Division of Tourism, Film & Sports Development Tourism Development Manager Andre Nabors and Director of Operations Bryan Gupton met with their counterparts from Maryland, Tennessee, Virginia and West Virginia last week to gauge progress on their collaborative initiative to market [Civil War Trails](#) in commemoration of the 150th anniversary of the Civil War. A ceremony at Fort Sumter on April 12 in Charleston, S.C., marked the beginning of the national commemoration of the war, which lasted from 1861-1865.

The Civil War Trails program is supported by state tourism organizations and departments of transportation as well as by localities. North Carolina is one of several states participating in Civil War Trails, a groundbreaking history/tourism initiative that has installed more than 1,000 interpretive wayside markers at historic sites in North Carolina, Maryland, Virginia, Tennessee, West Virginia and Gettysburg, Penn. North Carolina has 232 commemorative markers in 78 counties. The Civil War Trails program began in Virginia in 1995 when a single trail of 20 interpretive markers was created between Petersburg and Appomattox. By 1999, a total of five thematic trails had been completed with more than 260 markers in 79 Virginia cities and counties. From that jumping off point, the trail spread to four other states and to the iconic Civil War destination of Gettysburg.

In addition to Civil War Trails, the Division is promoting Civil War-related attractions and events across virtually all of its programs throughout the sesquicentennial period. These initiatives include journeys, itineraries, brochure downloads, events listings and links to additional resources, including the N.C. Department of Cultural Resources' Civil War [sesquicentennial website](#); on [VisitNC.com](#); a four-page feature in the Official 2011 North Carolina Travel Guide, including interactive features in the online version; cooperative advertising opportunities in "American Heritage," "Preservation," "Civil War Traveler" and "The History Channel Magazine"; extensive public relations efforts, including a comprehensive media kit, press releases, feature stories, fact sheets and inclusion in media missions in New York and Charlotte; international marketing with an article in the Division's German e-zine and promotion during sales missions in Germany, Canada and the United Kingdom, and the Travel South Receptive Operator Mission in New York; group marketing, including promotion during trade shows for the American Bus Association, National Tour Association and Travel South USA; brochure distribution at the Division's nine Welcome Centers and through its 1-800-VISITNC call center. The Division also worked with the Appalachian Regional Commission and 12 other ARC states to develop and produce a Civil War map-guide for distribution in the Spring 2011 issue of "American Heritage," which is also available at the state's Welcome Centers and by download from [VisitNC.com](#).

Public boat launching facility opens at Emerald Isle

Deputy Secretary Dale Carroll, NCPED Co-Chairman Calvin Anderson

N.C. Partnership for Economic Development receives NCSU Award

On April 18 the [N.C. Partnership for Economic Development](#) received the N.C. State University Economic Development Partnership Award. The university describes the award as recognizing excellence in creating and collaborating approaches to university-based economic development. Tom White of N.C. State's Economic Development Office presented the award during an event that included NCPED Co-Chairman Calvin Anderson and Administrator Lawrence Bivins, and N.C. Department of Commerce Deputy Secretary Dale Carroll.

Global distribution company plans \$3.75M facility at Triangle North Franklin

U.S. Growers Direct, a commodities marketing and distribution company, plans to locate a new global distribution center at Triangle North Franklin business park in Louisburg.

The \$3.75 million, 100,000-square-foot facility will be built by Golden Leaf Properties, a Franklin County development company, on 18 acres at Triangle North Franklin. USGD, Louisburg will use the space to receive agricultural products from farmers across the southeastern United States and ship them to customers in other countries. [Read more.](#)

Enrollment, course numbers up in '12 in 6' program

The N.C. Department of Commerce's Division of Workforce Development continues to track the progress of Governor Bev Perdue's JobsNOW "12 in 6" initiative. The community colleges have been asked to provide monthly reports regarding the number of students enrolled, courses offered and the number of jobs created and maintained. The numbers through March 31 show that 19,755 students are enrolled in the program (up from 19,560 as of Feb. 28), and 2,956 courses have been offered (up from 2,927 as of Feb. 28).

Deadline approaching for Certified Sites reviews

The revised criteria for the [N.C. Certified Sites Program](#) has been in effect since July 2009. The criteria were revised to better meet client demands and expectations, and all the documents are now categorized and available online on [EDIS](#). Since that time, the N.C. Certified Sites Steering Committee has met

Emerald Isle and the [N.C. Wildlife Resources Commission](#) have partnered together to build the largest public boat launching facility on the North Carolina coast. The project, located on Bogue Sound not far from the Atlantic Intracoastal Waterway, has four ramps and parking for 112 vehicle/trailer combinations, and will help to ensure that there will always be adequate boating access for Emerald Isle, western Carteret County, and eastern Onslow County visitors and residents in the future.

Oregon Inlet to get a larger, more effective Dredge

Governor Bev Perdue announced that the U.S. Army Corps of Engineers has agreed to move the dredge "Currituck" to Oregon Inlet to provide faster, more effective dredging capabilities for that crucial navigation channel. The "Currituck" began dredging around the clock on April 16.

The current vessel stationed in the inlet, the dredge "Merritt," will transfer to another location temporarily. The Corps of Engineers and the Federal government will cover the expenses of moving and operating the dredge from Ocean City, Md., through mid-May.

The inlet is in danger of closing because sand is moving into the inlet faster than it can be dredged.

"The fishing industry is more than just a way to make a living -- it is part of the Outer Banks cultural heritage and brings millions of dollars to North Carolina every year," said Perdue. "It's not just fishing jobs at stake if the inlet closes -- it's our tourism, our restaurants, our packing houses and our maintenance yards. I am committed to working with the Corps and local officials to protect those jobs and keep Oregon Inlet open, but at the end of the day, we need support from the feds." [Read more.](#)

Perdue's N.C. Business Preference program keeps \$6.6M in state

Thanks to Governor Bev Perdue's North Carolina Business Preference program, North Carolina companies received 14 new state contracts worth more than \$3.6 million since the beginning of the year.

Red Star Oil Company of Raleigh price-matched a bid worth more than \$2.7 million for fuel for the Division of Purchase and Contract. Their bid was within 5 percent of three companies from Georgia, Indiana and Michigan.

"That means those tax dollars were kept in-state and invested in North Carolina businesses, instead of being spent with out-of-state companies," said Perdue. "As we pull out of this global economic recession, it's critical to do everything we can to support businesses and keep people on the payrolls across the state."

The total amount awarded since Executive Order 50 was issued is now more than \$6.6 million. As part of her effort to set government straight and grow jobs, Perdue signed the order, which created the North Carolina Business Preference Program, a price-matching option for North Carolina businesses bidding on state contracts. Under the program, if a North Carolina-based business is not the low bidder on a state contract, but submits a bid within 5 percent or \$10,000 of the lowest bid, whichever is less, the North Carolina business will

every other month to review sites and guidelines. A number of sites have been certified, and eight others are currently in the pipeline to be certified.

All sites certified under the previous criteria will maintain their certified status till January 1, 2012 in order to allow time for communities to plan for certification under the current program. With that said, the deadline for certification is quickly approaching. In order to maintain the site as certified after this year, the site must be reviewed and qualified under the current criteria.

To initiate the certification process, the county must submit an "Intent to Certify" and follow the steps in the guidelines. A copy of the most current guidelines is available [online](#).

Please keep in mind that the Steering Committee only meets on even months (February, April, June, August, October and December), and review submission is due three weeks prior to the meeting date. The Intent to Certify must be approved prior to final certification review and approval; therefore, certification process will take a minimum of two months to complete.

Commerce Partners with NCSU on Economic Development

On April 12, N.C. Department of Commerce Deputy Secretary Dale Carroll presented Governor Bev Perdue's economic development priorities to the Southern Textile Association Spring Meeting held at the [N.C. State University College of Textiles](#). Carroll participated on April 13 in a quarterly meeting as a member of the Kenan Fellows Advisory Board that focuses on developing leadership for STEM education in the public schools. Kenan Fellows is part of the [Kenan Institute for Engineering, Technology & Science at N.C. State](#). On April 13 [The Poole College of Management](#) at N.C. State announced a new approach to executive education, a model that has been developed in response to private sector demand called Business Collaboratories. Carroll participated in the event and presented Governor Bev Perdue's economic development priorities.



receive the opportunity to match the out-of-state bidder's price and secure the contract.

March Economic Overview generally positive

The N.C. Department of Commerce's Division of Policy, Research and Strategic Planning has released its Monthly Economic Overview of North Carolina's Economy for March 2011. Most of the latest state data is from February 2011. The purpose of the overview is to summarize and analyze important economic indicators.

National and state indicators are generally positive this month, with both the United States and North Carolina experiencing unemployment rate decreases in February compared to January. A majority of North Carolina industries added employment since last month as well, pointing to an improving economy for the beginning of 2011. The nation as a whole added 194,000 nonfarm jobs in February compared to January on a seasonally adjusted basis. North Carolina gained 13,900 nonfarm jobs in March while the state's unemployment rate decreased to 9.7 percent. This is the third consecutive month of nonfarm jobs increasing. [Read the overview.](#)

- County Unemployment: The monthly unemployment rate decreased in 93 counties from January to February.
- Nonfarm Employment: The rate increased over January; professional and business services had the largest gains.
- Housing: Existing home sales, foreclosure filings and housing authorizations are higher than last month.
- Agricultural Exports: Japan and China were the two largest importers of North Carolina agricultural products in 2010.

RTRP launches new website

The Research Triangle Regional Partnership has launched [a new website](#) that showcases the Research Triangle Region's competitive assets, world-leading clusters and innovative companies that make the region one of the most economically competitive in the world.

"A high-impact website is an essential marketing tool for economic development," said Charles A. Hayes, president and CEO of RTRP, which leads economic development for the 13-county region.

"Companies and site selection consultants often narrow their short list of potential locations using online data before anyone even knows they are looking for a site," Hayes said. "Our new website is designed intentionally to help visitors see quickly and clearly why this region is one of the best places in the world for innovative companies to locate and grow."

RTRP's new website, is designed to support the region's brand, offer essential data and information in an easily accessible format for those who are making location decisions, and provide a valuable online marketing resource for economic development partners across the region, said Lee Anne Nance, RTRP's senior vice president for strategic initiatives, who led the redesign project. [Read more.](#)

China Grove receives CDBG

Photo by Heith Harrison

Main Street Solutions grant project in La Grange nears completion

The rehab of a vacant building in downtown La Grange is nearing completion. The building will house a downtown location for Lenoir Community College. The project, which was partially funded by a [Main Street Solutions Grant](#), is expected to create jobs and traffic in downtown La Grange. Several other buildings are receiving façade improvements.

31 small towns represented at Commerce workshops

Demonstrating the continued high level of interest in the [Small Town Main Street Program](#), 31 communities sent representatives to the recent eastern and western application workshops. STMS staff presented information on the program and the requirements for applying for the 2011-2012 program year. Attendance at one of the workshops was mandatory for those communities wishing to apply.

Benson Mayor William Massengill welcomed eastern attendees and reported on Benson's excellent progress over the first two years in the STMS program. It is anticipated that three eastern and three western towns will be selected for 2011-2012, with announcements to be made in mid-summer.

Year-to-date Metrics

Below are year-to-date metrics tracked by the N.C. Department of Commerce's Division of Business and Industry 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 - April 19, 2011

New projects assigned:	119
Projects announced:	55
Jobs created:	4,823
Capital invested:	\$930M
Industry visits by existing industry staff:	465
Calls to Business Link N.C.:	6,580

The Town of China Grove has been approved for a N.C. Department of Commerce Community Development Block Grant in the amount of \$750,000 to loan to Tuscarora Yarns for renovating a vacant industrial building. The company has pledged to create 124 new jobs and invest \$6.2 million dollars over a two-year period.

N.C. in the News

This Week's Highlights

- [BRI plans China factory](#) (The News & Observer - Raleigh, April 19)
- [Elon poll: Many state residents oppose nuclear power: say it's safer here than in Japan](#) (The Times News - Burlington, April 18)
- [Bears are stalking Cree ahead of earnings day](#) (WRALtechwire, April 18)
- [Charlotte building gets fed funds](#) (The Charlotte Business Journal, April 13)
- [Local company wins energy grant](#) (WCTI - New Bern, April 13)

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