



## N.C. Ranks First in the Nation for Business Competitiveness

**Governor Pat McCrory** announced May 2 that for the second year in a row, North Carolina ranks first in the nation on a closely watched measurement of state business competitiveness.

*Site Selection* magazine's 2015 'Prosperity Cup' is awarded based on ten factors of economic performance, including the total number of new and expanded facilities in the state, capital investment and total number of new jobs created.

"This ranking confirms once again that North Carolina is an outstanding place to do business," said **Governor McCrory**. "Our state offers companies the competitive factors they need to be successful, which is why North Carolina enjoys the fastest growing economy in the nation."

The Prosperity Cup, one of several economic development performance measurements published by *Site Selection*, is an accolade based on data from Conway Data Inc.'s New Plant Database. The award, previously known as the 'Competitiveness Award,' is published annually.

In the rankings, North Carolina was tied with Texas and followed by Tennessee, Kentucky and Georgia.

"North Carolina is a great place to open or expand your business," said **North Carolina Commerce Secretary John E. Skvarla, III**. "We have a superior tax and regulatory environment, highly skilled workforce and outstanding quality of life in addition to a wide variety of economic development

# Chief Executive

## CEOs Rank North Carolina As #3 Best State For Business

North Carolina has been voted the third best state for business for the second year in a row, according to an annual survey of chief executive officers conducted by *Chief Executive* magazine, released May 9. The newly released rankings show that leaders of businesses favor states with pro-growth tax and regulatory policies.

"We have modernized our tax code saving hardworking families and business owners \$4.4 billion, fixed our broken unemployment insurance system and championed an economic development strategy to put more people back to work," said **Governor Pat McCrory**. "It's no surprise that these reforms, and more, have positioned North Carolina as one of the most attractive states for business in the country."

Under Governor McCrory's leadership, North Carolina has had the fastest growing economy in the country and added over 275,000 new private-sector jobs since 2013. Additionally, North Carolina has the most improved tax climate in the country.

To view details on these latest rankings, visit [the magazine's website](#).

## N.C. Commerce Seeks Survey Participants for Big Data Study

Big Data is playing a big role in the nation's economy and North Carolina has an opportunity to benefit from this growing economic trend.

The utilization of big data and analytics, which involves the manipulation of massive amounts of data for insights into customers, markets, and security threats, is growing

programs to assist business with growth opportunities."

In recently released data from the U.S. Department of Commerce Bureau of Economic Analysis, North Carolina's Gross Domestic Product (GDP) posted a 13.4 percent increase since 2013, the fastest in the United States.

Conway Data's New Plant Database focuses on new corporate location projects with significant impact. New facilities and expansions included in the analysis must meet at least one of three criteria: involve a capital investment of at least \$1 million, create at least 20 new jobs, or add at least 20,000 square feet of new floor area.

The 2015 'Prosperity Cup' rankings evaluating state business competitiveness can be reviewed [at the magazine's website](#).



## North Carolina Attracts Record Visitor Spending

**Governor Pat McCrory** announced May 2 that North Carolina tourism generated record visitor spending in 2015 with a total of \$21.9 billion, a 2.7 percent increase over 2014 which outpaced the national average for growth last year of only 2.1 percent. Additionally, tourism industry-supported employment topped 211,000 jobs to set another record for the state.

"Nearly 50 million people from across the United States visited North Carolina destinations last year," said **Governor McCrory**. "The money they spend supports 211,400 jobs and more than 45,000 businesses."

Governor McCrory, who proclaimed May 1-7, 2016, as Tourism Week in North Carolina, applauded the growth in direct tourism employment, which was up 3.2 percent over 2014. Payroll income grew even more, increasing 6.5 percent to top \$5 billion for the first time.

The figures are from research conducted by the U.S. Travel Association on behalf of Visit North Carolina, a unit of the Economic Development Partnership of North Carolina. Other findings from the study showed state tax receipts as a result of visitor spending rose 6.1 percent to more than \$1.1 billion. Visitors spent nearly \$60 million per day in North Carolina last year and contributed about \$4.9 million per day in state and local tax revenues as a result of that spending. An overview of the research findings [can be found online](#).

"The tourism industry's success is shared across North Carolina," said **N.C. Commerce Secretary John Skvarla**. "Tourism means jobs in all of the state's 100 counties. In addition, each North Carolina household saves \$475 annually in state and local taxes as a result of taxes generated by visitor

rapidly and not just by technology companies. Both large and small companies in manufacturing, agriculture, aerospace, biotech and other sectors important to North Carolina are adopting Big Data strategies for competitive advantage.

To ensure that North Carolina is well positioned to participate in this critical economic segment, the N.C. Board of Science, Technology & Innovation is distributing an online survey seeking input from data professionals in any industry.

The survey's results will be used to shape policy recommendations aimed to accelerate North Carolina's data science community. The Board's project partner is the National Consortium for Data Science - an initiative by the Renaissance Computing Institute at the University of North Carolina at Chapel Hill.

Any employee who works with data in any industry is encouraged to complete the survey at <https://www.surveymonkey.com/r/W3F6FQY>.

SYNC readers are invited to distribute this request and link to any companies with data employees in your region.

For questions about the survey, contact Scott Doron, Associate Director of N.C. Commerce's Office of Science, Technology & Innovation at [scott.doron@nccommerce.com](mailto:scott.doron@nccommerce.com).

## Educational Courses in Big Data Offered

Early registration discounts are available through May 15 for the Data Matters Short Course Series, the weeklong series of courses on data science topics sponsored by RENCI, the Odum Institute for Social Science Research, and the National Consortium for Data Science (NCDS).

Now in its third year, Data Matters offers one and two-day courses for faculty, students, researchers, business managers, data analytics specialists, data center administrators, and anyone else who grapples with big data issues.

Data Matters 2016 will be held June 20 - 24, 2016 at the Friday Center for Continuing Education in Chapel Hill. For course descriptions, registration, and more information visit [datamatters.org](http://datamatters.org).

Two-day courses will be offered on Monday and Tuesday (June 20 and 21) and Thursday and Friday (June 23 and 24). One-day courses will be held on Wednesday (June 22). Participants will be able to choose from topics such as information visualization, data mining and machine learning, health informatics, data curation, and more. New to

expenditures."

#### Tourism Facts:

- Domestic travelers spent a record \$21.9 billion in 2015, up from \$21.3 billion in 2014. That's an increase of 2.7 percent.
- Visitors to North Carolina generated about \$3.4 billion in federal, state and local taxes in 2015. That total represents a 5.8 percent increase from 2014.
- State tax receipts as a result of visitor spending rose 6.1 percent to top \$1.1 billion in 2015.
- Local tax receipts from visitor spending grew 3.7 percent to \$659.8 million.
- Direct tourism employment in North Carolina increased 3.2 percent, to 211,400.
- Direct tourism payroll increased 6.5 percent to \$5.2 billion.
- Visitors spend more than \$59.99 million per day in North Carolina. That spending adds \$4.86 million per day to state and local tax revenues (about \$3 million in state taxes and \$1.8 million in local taxes).
- Each North Carolina household saves \$475 in state and local taxes as a direct result of visitor spending in the state.
- More than 45,000 businesses in North Carolina directly provide products and services to travelers.
- For every \$1 invested in paid media advertising by Visit North Carolina (a unit of the Economic Development Partnership of North Carolina), the state receives \$184 in new visitor spending, \$9 in new state taxes and \$6 in new local taxes.
- For every \$1.21 invested by Visit North Carolina in paid media advertising, one trip is generated to the state.
- North Carolina benefits from a 15-to-1 return on investment of tax dollars invested in paid media advertising through Visit North Carolina.



(Left to right) Eric Spiegel, president and CEO of Siemens USA chats with Richard Minor, vice president for business development at the Economic Development Partnership of North Carolina (EDPNC) in the state's booth at Hannover Messe 2016.

### North Carolina Showcased at German Trade Fair

North Carolina participated in one of the world's largest industrial trade fairs last month in Germany.

Hannover Messe 2016, held in Hannover, Germany April 25-29 drew more than 190,000 people attracted by the show's focus on industrial research and development, industrial automation, IT, industrial supply, and production technologies

the series this year are survey intensive courses taught by Odum Institute staff in writing survey question, sampling, cognitive interviews, analysis, and Qualtrics.

Last year's short course series attracted more than 100 participants from across the county, including academics, business professionals, and government officials.



The prototype of a license plate featuring North Carolina's new brand. Artist concept subject to change.

### Sign Up for New State Brand License Plate

Claim your new 'Nothing Compares' license plate to display on your vehicle by visiting this special page on N.C. Commerce's website: [nccommerce.com/nc-license-plate](http://nccommerce.com/nc-license-plate).

Show your pride on your ride in North Carolina: where everything is possible and Nothing Compares!

### N.C. in the News

- [Mountaire Farms' new Siler City facility will add over 500 jobs](#) (Chatham Journal - May 6)
- [AgTech accelerator launches with \\$11.5M backing from major players](#) (Triangle Business Journal - May 5)
- [Report holds positive news for Charlotte \(and North Carolina\) job seekers](#) (Charlotte Business Journal - May 4)
- [PNC Economist: Wilmington Port Will Likely See Big Payoff From Panama Canal Widening](#) (WilmingtonBiz - May 2)
- [Available 'products' key in competitive world of business recruitment](#) (Fayetteville Observer - May 1)
- [ILM Business Park Achieves First-in-nation Fiber Certification](#) (WilmingtonBiz - April 26)
- [Greensboro Partnership moving to new home in historic building](#) (Triad Business Journal - April 28)
- [Chatham County signs option to purchase megasite for \\$57.8 million](#) (Triad Business Journal - April 19)

#### About Us

SYNC is North Carolina Commerce's electronic

and services.

The Economic Development Partnership of North Carolina spearheaded the state's presence at the trade show aimed at attracting more Foreign Direct Investment (FDI) into North Carolina.

*newsletter for local government officials, private-sector allies, state policy makers, and other economic development leaders. We offer unfiltered details about new economic development projects and events, useful news about your peers, and opportunities to synchronize with statewide programs and tools in order to advance economic development in your community. [Send your story ideas to the editor.](#)*

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**Building Location:**  
301 North Wilmington Street  
Raleigh, NC 27601-1058

**Mailing Address:**  
4301 Mail Service Center  
Raleigh, NC 27699-4301

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