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Weekly highlights from the  
North Carolina Department of Commerce



N.C. Department of Commerce Secretary Keith Crisco and Assistant Secretary for Tourism, Marketing and Global Branding Lynn Minges hold a check representing the \$1 billion in taxes North Carolina receives from tourism spending, mostly from out-of-state visitors.

## Tourism Day to mark travel industry's record impact on N.C. economy

Governor Bev Perdue is proclaiming Wednesday, May 16, 2012, as Tourism Day in North Carolina, celebrating travel and tourism as a major industry that is vital to the economic stability and growth of the state. For the first time, state tax receipts as a result of visitor spending topped \$1 billion in 2011 and have increased more than 50 percent in the last 10 years.

"Tourism means jobs in North Carolina," said Perdue. "Our beautiful beaches, majestic mountains, small towns and vibrant cities made North Carolina a desirable destination for more than 37 million visitors last year. Those domestic travelers to our state spent a record \$18 billion across all 100 counties, and that spending directly supports nearly 200,000 jobs for state residents."

"For every dollar spent by travelers to North Carolina, twenty-five cents in wage and salary income is generated for our residents," said N.C. Commerce Secretary Keith Crisco. "Those are jobs that cannot be exported and that benefit communities in every county in the state."

Visitors spend more than \$50 million per day in North Carolina and contribute more than \$4.3 million per day in state and local tax revenues as a result of that spending. Each North Carolina household saves over \$430 annually in state and

## Perdue announces record level of exports from NC

Governor Bev Perdue announced May 14 that exports in 2011 surged to a record high with increased global demand supporting job growth in the state. North Carolina's merchandise exports grew 8% (or \$2.1 billion) to \$27 billion, surpassing the peak of \$25 billion in 2008.

"North Carolina's record level of exports in 2011 is a clear indicator that our efforts to stimulate the economy by seeking out new markets and new opportunities for trade and investment are paying off," said Gov. Perdue. "My top priority of creating jobs is supported by our focus on making North Carolina globally competitive."

North Carolina saw growth in most of its export sectors with manufacturing continuing to dominate. North Carolina's top ten exports accounted for 79% of its total shipments in 2011. [Read more.](#)



Team members from Honda Aircraft were among over 200 attendees at last week's Civil Aviation Manufacturing conference in Charlotte.

## Aviation Week Conference beats attendance expectations

More than 200 executives from aerospace firms such as Airbus, Embraer, Goodrich, Honda Aircraft and Spirit AeroSystems, attended last week's Civil Aviation Manufacturing Conference in Charlotte, sponsored by the State of North Carolina. Organized by *Aviation Week*, the conference was a new event for the media company and

local taxes as a result of taxes generated by visitor expenditures. The visitor spending figures are the preliminary results of a study conducted by the U.S. Travel Association.

#### Tourism Facts:

- Domestic travelers spent a record \$18.4 billion in 2011, up from 17 billion in 2010, an increase of 8.2 percent.
- In 2011 total visitor volume was \$37.2 billion up 1 percent from 2010. NC is the 6th most visited state in the U.S. for overnight visitors.
- More than 40,000 businesses in North Carolina directly provide products and services to travelers, with travelers directly contributing more than 25 percent to their total products and services.
- State tax receipts as a result of visitor spending topped \$1 billion in 2011, and have increased nearly 52 percent in the last 10 years.
- For every dollar spent by travelers to North Carolina, twenty-five cents in wage and salary income is generated for NC residents.
- On average, every \$98,000 in visitor spending in North Carolina directly supports one job.
- Visitors spend over \$50 million per day in North Carolina and contribute over \$4.3 million per day in state and local tax revenues as a result of that spending (nearly \$3 million in state taxes and over \$1.5 million in local taxes).
- Each North Carolina household saves over \$430 in state and local taxes as a direct result of visitor spending in the state.
- North Carolina enjoys a more than 17 to 1 return on investment of tax dollars invested in paid media advertising through the Division of Tourism.
- For every \$1 invested by the Division of Tourism in paid media advertising in 2010, North Carolina received \$191 in new visitor spending, \$10.31 in new state taxes and \$6.25 in new local taxes.
- For every \$1 invested by the Division of Tourism in paid media advertising in 2010, 0.95 trips were generated to the state.

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## Perdue's budget invests in small business, workforce development

Governor Bev Perdue on May 10 presented her 2012-13 budget for Investing in Our Future, a plan to guide North Carolina toward expanded economic growth and opportunity for its citizens. Budgets reflect priorities and the current situation of the state. Perdue's budget focuses many investments in the N.C. Department of Commerce's economic development sectors and initiatives such as small businesses, manufacturers, the film industry, biotechnology companies, agricultural biotechnology research, and green energy research and jobs.

Perdue's budget includes support for small businesses:

- A credit for angel investments in certain small businesses.
- A small Business Startup Tax Credit.
- A Research and Development Innovation Tax Credit.

To aid job creation in industries, such as manufacturing, Perdue's budget will:

- Expand Biz Boost for N.C. manufacturers—a program that targets resources and technical assistance to help

surpassed attendance goals for a first-year conference. Governor Bev Perdue delivered a welcome address to the executives, and N.C. Department of Commerce Secretary Keith Crisco moderated a lengthy morning session that examined the site location decision process for three recent aerospace projects, including Spirit AeroSystems' move to Kinston. Marshall Larsen, CEO of Charlotte-based Goodrich, delivered the opening keynote address.

Anticipated demand growth for new aircraft is sparking optimism in the industry but also brings challenges to executives who must ramp production capabilities and manufacturing processes to meet the growing demand.

The State of North Carolina's gold-level sponsorship of the conference was made possible by support from the Charlotte Regional Partnership, North Carolina's Eastern Region, North Carolina Global TransPark, Piedmont Triad Partnership as well as the North Carolina Department of Commerce.

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## 'Work In The Triangle' unveils talent attraction campaign

[Wake County Economic Development](#), in partnership with the [Greater Raleigh Chamber of Commerce](#) and the Chamber's Competitive EDGE4 program has announced the launch of the new "Work in the Triangle, Smarter From Any Angle" campaign, with a key objective to position and market the Research Triangle region as one of the top destinations for talented professionals to move to from across the country and around the world. By working closely with an array of industry organizations, the Work in the Triangle campaign is set up to continue to retain, cultivate and replenish an important asset — people — in order for the region to flourish in the decades to come. Several targeted industry clusters in which the Triangle has strength and the most potential for growth have been identified. They include biotechnology, pharmaceuticals, advanced medical technologies, software/IT, cloud computing, analytics, smart grid and interactive digital media.

The Research Triangle region is projected to grow by 48 percent or 979,782 people in the next 20 years. Wake County alone is projected to grow by 57 percent or 513,340 people in the next 20 years. With that projected growth, the Triangle leadership has recognized the region must continue to cultivate and replenish its most important asset — people — in order for the region to flourish in the decades to come. [Learn more.](#)

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## Crisco interviewed on Carolina Business Review

N.C. businesses keep and add jobs and enhance their competitiveness.

- Institute a film industry workforce training program, which will provide funds to Cape Fear Community College and Forsyth Technical Community College to train up to 400 workers for production crews.
- Invest in the Biotechnology Strategic Growth Loan Fund to support technology-based, entrepreneurial companies with an already established technical proof-of-concept
- Fund an AgBiotech Initiative to provide targeted funding for certain commercially relevant ag-biotech research projects in the state.
- Invest in an Energy Research and Green Jobs Initiative to provide funds to Research Tri-angle Institute to support energy research and green jobs; and invest in the N.C. New Energy Production Initiative, which provides funds to promote energy production in North Carolina and in state and federal waters offshore, and explores new manufacturing opportunities linked to low natural gas prices.

[Read more.](#)



*N.C. Department of Commerce Secretary Keith Crisco with guests at the Cary Innovation Center*

## Cary Innovation Center hosts open house

The [Cary Innovation Center](#), a local organization dedicated to supporting entrepreneurs by offering professional mentoring and entrepreneurship education programs, hosted an open house featuring remarks by N.C. Department of Commerce Secretary Keith Crisco on May 10 at its offices. Guests enjoyed touring the facility and meeting with entrepreneurs, area officials and people from the business community. Crisco spoke on the importance of entrepreneurship to the state's economy. "I hope to be involved in future jobs and investment announcements with companies that started as a big idea at the Cary Innovation Center," added Crisco.

N.C. Department of Commerce Secretary Keith Crisco was interviewed on the most recent edition of "Carolina Business Review," hosted by Chris William. Topics for discussion included globalization of industries and the importance of long-term transportation planning, the impact of automation on the labor force and productivity, and marketing the Carolinas abroad and the scope of foreign investment in N.C. Broadcast by 22 PBS stations in North and South Carolina, "Carolina Business Review" is the most widely watched source for business and public policy issues across the region. [View the broadcast of the interview.](#)

## N.C. emerges as Southeast aerospace and aviation capital

*Southern Business and Development's* Winter 2012 issue touts the South as the world's capital of aerospace and aviation. The claim was made based on factors such as:

- Significant Boeing operations relocating to the South
- Foreign-based aviation and aerospace leaders locating in the South
- Ten well-established aviation and aerospace clusters in the South

Among the ten successful clusters listed in the American South were two North Carolina locations: Global TransPark in Kinston and the City of Monroe. North Carolina was one of only two states presented in the article, and the only one in the Southeast, with two aerospace and aviation clusters featured.

[Read more.](#)

[Monroe recognized for aerospace industry](#) (Charlotte Observer, May 8)



*(Left-right) CCC&TI Student Employment Services Coordinator Rick Shew, CCC&TI Director of Electronic Engineering Technology Joe Looney, N.C. Department of Commerce Economic Development Representatives Bernard Torain Commerce Director of European Investment Martyn Johnson and CCC&TI Industrial Public Services Department Chair Mark Barber*

## Commerce tours community college labs



*(Left-right) N.C. Department of Commerce Economic Developer Tim Ivey, Wanchese Seafood Industrial Park Director Bob Peele, Gunboat Chief Builder Phil Harvey, SBTDC's N.C. Boating Industry Services Director Mike Bradley, Gunboat President Peter Johnstone, Reverend Mary Johnstone, and MJM Yachts Owner Robert Johnstone*

## Gunboat yard opens doors in Wanchese

Gunboat opened its new catamaran production facility in Wanchese on May 4. The production hall-based festivity was filled with local dignitaries and supporters of the company's efforts to create jobs for the year-round community in the Outer Banks. The N.C. Department of Commerce's Tim Ivey was the developer on this project.

Gunboat founder Peter Johnstone cited the area's long fishing and sport-fish-producing history as a key element in the company's decision to relocate to the area.

"We are so grateful for the labor force here. The can-do attitude of this island area is unbeatable. We could have set up shop anywhere. We chose Wanchese. We will do our best to meet everyone's expectations. We're incredibly grateful for the warm welcome to the community, and the outpouring of support. This is a very special area," stated Johnstone.

Governor Bev Perdue's office, the N.C. Department of Commerce, the boating services office of the Small Business Technology Development Center, and the N.C. Rural Development Center played an integral role in Gunboat's relocation effort, finding suitable sites, securing key grants to refurbish state property, and assisting at each step. The local office of the Division of Employment Security, the regional Workforce Development Commission, and the College of the Albemarle helped further with employee recruitment and training.

N.C. State Senator Stan White formally welcomed Gunboat to the state. Representatives of U.S. Senators Richard Burr's and Kay Hagan's offices were also on hand. Laura Harvey, wife of Gunboat's Chief Boat Builder Phil Harvey, concluded the ceremony by cutting the ribbon.

Gunboat has had a busy year with a number of contracts being secured and 20 people being hired, with plans for up to 70 in the coming years.

On May 7, N.C. Department of Commerce Economic Development representatives Martyn Johnson and Bernard Torain toured the laboratories at [Caldwell Community College and Technical Institute](#) in Hudson. This newly renovated area of CCC&TI houses six different labs and shop space where students get the full benefit of applying classroom concepts with hands-on experience. The labs include the Advanced Automation Lab, Industrial Controls Lab, Home Technology Integration Lab, Electrical Technology Lab, Fabrication Lab, and a student activity area.

The labs are home to an industrial grade robot that tends a Computer Integrated Manufacturing System that is composed of a computer numeric controlled mill and lathe, two educational robots that are ideal platforms for students to begin learning robotic fundamentals, and two middle-weight "Battlebots" that students design, assemble and work with during each semester. In addition, throughout the space, there are numerous workstations with computers and electronic test equipment, equipment for training students in the areas of hydraulics, pneumatic, electric motors and controls, and industrial motor drives, along with a renewable energy trainer, a 3-D printer and more.

## Community assistance division visits Cary's downtown

N.C. Department of Commerce Urban Development Division Director Liz Parham and Main Street Solutions Fund Grant Administrator Ben Murphrey spoke at the [Heart of Cary Association](#) on May 3. The monthly meeting, attended by about 60 people, was part of the association's "Downtown Dialogue" series. Parham provided an overview of the department's Urban Development Division and the N.C. Main Street Program's economic development strategy for downtown. Murphrey focused on the importance of social media for downtown and how small businesses and organizations could benefit from using technology and tools that attract a broader audience.

## 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



(Left-right) N.C. Department of Commerce Director of European Investment Martyn Johnson, Commerce Recycling Specialist Ben Rogers, Chowan County Manager Zee Lamb, Edenton Mayor Roland Vaughn, Edenton Town Manager Anne-Marie Knighton and Commerce Economic Development representative Tim Ivey

### Edenton-Chowan Partnership updates Commerce on economic initiatives

On May 14, members of the Edenton-Chowan Partnership conducted a visit with N.C. Department of Commerce Division of Business and Industry's team members in Raleigh. They shared a presentation on Edenton-Chowan's current economic initiatives and offered data on available buildings and sites.

### N.C. furniture finds new audience among affluent Chinese

On May 3 and 4, TV news reporter Nicole Ferguson from WGHP in Greensboro and High Point presented a three-part series focusing on the successful exporting of furniture and agriculture from North Carolina to the growing Chinese market.

Mike Padjen, director of the N.C. Department of Commerce's Furniture Export Office, worked closely with Fox 8 in making the introductions to allow for the group traveling to China to visit furniture showrooms that sell North Carolina-made furniture in Beijing. The news segments included interviews with Padjen, UNC-Greensboro Business Administration Professor Vasyi Taras, and Klausner Furniture Vice President of International Sales Bones O'Briant, as well as several interviews and visits to showrooms and homes in the Beijing area. [The two segments of the news report that focused on the furniture industry can be found on Fox 8's website.](#)

### Asheboro named Certified Retirement Community

Asheboro is the second and latest community to be designated a "[Certified Retirement Community](#)" by the N.C. Department of Commerce. The distinction means that the state has certified that Asheboro has the infrastructure and amenities sought by retirees and that the Division of Tourism, Film and Sports Development will provide promotional assistance to help encourage retirees to relocate to the area. Asheboro chose to apply for the program as an economic

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 - May 15, 2012

<b>New projects assigned:</b>	160
<b>Projects announced:</b>	47
<b>Jobs announced:</b>	5,878
<b>Capital investment announced:</b>	\$1.71B
<b>Industry visits by existing industry staff:</b>	525
<b>Calls to Business Link N.C.:</b>	7,817

## N.C. in the News

### This Week's Highlights

- [Chiquita likes its Charlotte home, seeks fresh brands](#) (*The Charlotte Observer*, May 15)
- [Demand for DNC housing said to be increasing](#) (*The Charlotte Observer*, May 14)
- [Asheville, Grand Rapids to share in Beer City USA poll victory](#) (*The Citizen-Times - Asheville*, May 14)
- [Washing boats while keeping the water clean too](#) (*Coastal Review Online*, May 9)
- [North Carolina at historic crossroads with nanotechnology](#) (*WRAL TechWire*, May 9)
- [The Triangle's got talent, but it wants more](#) (*News & Observer*, May 9)
- [Manufacturing sector driving jobs, wages in some metro areas, report finds](#) (*Charlotte Observer*, May 9)
- [Greensboro celebrates strong tourism industry](#) (*News 14 Carolina*, May 8)
- [New Bioventus hits the ground hiring in Durham](#) (*News & Observer - Raleigh*, May 8)
- [DNC chooses official barbeque sauce winners](#) (*Charlotte Observer*, May 8)
- [Participants: Mortgage help a true blessing](#) (*Hickory Daily Record*, May 6)
- [GTP completes site certification process](#) (May 3)

development tool.

The city has a Retiree Attraction Committee that has met since June 2011 to explore ways to attract retirees. Now that the city has been named a Certified Retirement Community, the group and city staff will work with the Division to spread the word that Asheboro is a great relocation destination for retirees through [RetireNC.com](http://RetireNC.com) and consumer trade shows, such as the AARP Life@50+ National Event and Expo. Lumberton was the pilot community for the program, created in 2008. For more information on the N.C. Certified Retirement Community program, contact [André Nabors](mailto:Andre.Nabors@ncsync.com) at (919) 733-7502.

[Asheboro named Certified Retirement Community](#) (*The Randolph Guide*, May 4)

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