

syncTM Weekly highlights from the North Carolina Department of Commerce



N.C. Commerce Secretary Sharon Decker arrives in a race car for the announcement in Concord

N.C. Celebrates Record Visitor Spending

Governor Pat McCrory announced May 7 that the North Carolina tourism industry generated record visitor spending in 2013. The \$20.2 billion in domestic visitor spending represents a 4.1 percent increase over 2012.

"The growth of our tourism industry gives us a lot to celebrate," Governor McCrory said. "We attracted 52.5 million travelers from across the United States last year because of our great tourist destinations. The money they spent while visiting our mountains, beaches, cities and places in between directly supported nearly 200,000 jobs and more than 40,000 businesses. We can be proud that the quality of North Carolina's travel experiences makes us the sixth most visited state in the nation."

Governor McCrory, who proclaimed May 3-11 as Tourism Week in North Carolina, discussed the new figures from the U.S. Travel Association at a news conference on Thursday, May 8 at the Outer Banks.

The findings from the annual study were also presented May 7 by Commerce Secretary Sharon Decker at the hotel and waterpark Great Wolf Lodge. Secretary Susan Kluttz delivered the news and presented the proclamation at the Civil War farmhouse Bennett Place in Durham.

Preliminary results from the study show that direct tourism employment grew 2.1 percent and that state tax receipts as a result of visitor spending rose 4 percent to top \$1 billion. Visitors spent more than \$55 million per day in North Carolina last year and contributed more than \$4.4 million per day in state and local tax revenues as a result of that spending.

Automotive Components Manufacturer Selects Buncombe County, N.C. for Expansion

Governor Pat McCrory and N.C. Commerce Secretary Sharon Decker announced May 7 that BorgWarner Turbo Systems is expanding its North Carolina manufacturing operations in Buncombe County. The company plans to create 63 jobs and invest more than \$32 million over the next three years in Arden. [Bill Payne](#) served as the developer on the project for the N.C. Department of Commerce.

"Companies across North Carolina are choosing to expand because our economic environment allows job growth to flourish and innovations to thrive," said Governor McCrory. "BorgWarner Turbo Systems' expansion will not only result in more growth for our thriving advanced manufacturing industry, but it will deliver millions of dollars in capital investment to western North Carolina."

BorgWarner Turbo Systems is a global technology leader and manufacturer of turbocharging technologies designed to improve fuel economy, emissions and performance. BorgWarner turbochargers boost a wide range of vehicles, from commercial trucks and off-highway equipment to high-performance race cars. In fact, every car in the Verizon IndyCar Series is equipped with a BorgWarner EFR (engineered for racing) turbocharger.

Other partners that helped with this project include: the N.C. Community Colleges, Asheville-Buncombe Technical Community College, Buncombe County and the Economic Development Coalition for Asheville-Buncombe County.

[Read more.](#)

Woman-Owned Government Contracting Company to Create 60 New Jobs in Currituck County

Governor Pat McCrory and N.C. Commerce Secretary Sharon Decker announced May 2 that Government Contracting Specialists, Inc.

"Everyone in North Carolina can feel the benefits of the tourism industry's success," Secretary Decker said. "Tourism means jobs in all of the state's 100 counties. In addition, each North Carolina household saves \$435 annually in state and local taxes as a result of taxes generated by visitor expenditures."

[Read more.](#)



Governor McCrory delivers opening remarks at the SEUS-CP Conference

Business Ties to Canada Enhanced at N.C. Hosted Conference

More than 200 Canadian and U.S. business leaders gathered in downtown Raleigh May 4-6 for the Southeastern United States - Canadian Provinces Alliance Conference, held at the Raleigh Convention Center.

Governor Pat McCrory was joined by Nova Scotia Premier Stephen McNeil at the conference's opening ceremony, along with leaders from each of the 13 jurisdictions that comprise the Alliance.

The heart of the conference featured a business-to-business matchmaking program designed to facilitate new international partnerships. More than 650 individual business meetings were convened to help small-to-mid-size businesses find an export path to Canada.

The SEUS-CP is a strategic partnership between states in the southeastern United States and member provinces from Canada. The Alliance works to promote trade and investment opportunities between and among its member states and provinces. Member states include: Alabama, Georgia, Mississippi, North Carolina, South Carolina and Tennessee. Member provinces include: Manitoba, New Brunswick, Newfoundland and Labrador, Nova Scotia, Ontario, Prince Edward Island and Quebec.

International Trade Division presents at the Henderson County Partnership 2014 Industrial Executives Forum

The N.C. Department of Commerce's International Trade Division (ITD) provided a detailed look at international trade and export programs that are available to North Carolina businesses at a recent forum for business executives. The Henderson County Partnership for Economic Development (HCPED) held the 2014 Industrial Executives Forum at Blue

(GCS, Inc.), a woman-owned company, will locate its offices in Currituck County. The company plans to create 60 new jobs and invest more than \$325,000 over the next three years in Moyock.

"Northeastern North Carolina continues to attract companies seeking lower taxes, a rural quality of life and a geographically strategic location," said Governor McCrory. "GCS, Inc. will provide an economic boost to Currituck County and the talented regional workforce."

GCS, Inc. is a full-service construction firm providing a unique methodology and approach to projects to help lower costs and increase efficiency. GCS, Inc. provides professional services across architecture, engineering and communications technology. Their professional staff includes engineers, architects, planners, communications specialists, environmental analysts, construction managers, graphic designers, and licensed/certified technicians complemented by management and administrative specialists.

"North Carolina welcomes GCS Inc. to Currituck County and Moyock," said Secretary Decker. "This woman-owned company will have a positive impact on the entire Northeast region, and will set an example for future companies, so that even more economic development projects down the road will come to the Inner Banks."

Partners that helped with this project include: the N.C. Community Colleges, College of the Albemarle, Currituck County, and Currituck County Economic Development.

[Read more.](#)



(Left-right) Glenn Jackman with the N.C. Department of Commerce's International Trade

Ridge Community College's Technology Education & Development Center April 29. Local companies like Clement Pappas, SELEE Corporation, Earth Fare, Wilsonart International, Warhorse Solutions and others joined the forum to discuss industry best practices and export assistance programs as well as the Made in Henderson County initiative focused on connecting schools and industry.

Forum attendees heard from Representative Chuck McGrady about a recent international trade mission to China and learned about the resources that are available to North Carolina businesses looking to capitalize on global market opportunities.

"Increasing international sales is one of the ways Henderson County manufacturers can grow their business and grow jobs," said HCPED President & CEO Andrew Tate. "The International Trade Division offers some fantastic resources, both here and abroad, and the Industrial Executives Forum was the perfect environment to shine a light on these resources."

ITD is hosting two upcoming outreach events - Wednesday, May 14 at the Mayland Community College Small Business Center in Spruce Pine, and on Thursday, May 15 at the Foundation Performing Arts Center on the Isothermal Community College campus in Spindale, N.C.

Please contact Liz Isley with the International Trade Division for more information at liz.isley@nccommerce.com

*Division and Karl Kemppainen, Hatteras Yachts
Vice President of Sales*

N.C. Products Featured at Shanghai Boat Show

With its booming economy and growing affluence, China and its bustling city of Shanghai is proving to be an important market for boats and marine products. The N.C. Department of Commerce's International Trade Division (ITD) recently enabled North Carolina marine companies and trade representatives to exhibit at the 2014 China (Shanghai) International Boat Show held April 10-13. This particular trade show is the top boat show in Asia, with 35,000 show visitors and over 500 exhibitors in 2013.

ITD's Glenn Jackman joined North Carolina marine companies exhibiting at the event while working with the U.S. Commercial Service to ensure that North Carolina marine companies have an opportunity to establish themselves strategically in this growing market. The N.C. Department of Commerce also participated in the International Buying Program at the show, a vehicle that connects U.S. suppliers with pre-qualified buyers.

North Carolina show exhibitors included boat builders Smokey Mountain Jetboats, Cabo Yachts, Albemarle Sport Fishing Boats, Carolina Classic Boats, Gunboat, Baja Marine, Grady-White Boats, Paul Mann Custom Boats, Regulator Marine, and Spencer Yachts as well as marine product manufacturers like Dry Case, Lee's Tackel Inc., Camco Manufacturing, and Chafe-Pro. North Carolina's own Hatteras Yachts won the award for Best Sports Fishing Boat at the prestigious 2014 Asian Marine & Boating Awards held during the show. Vice President of Sales Karl Kemppainen accepted the award on behalf of Hatteras Yachts.

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 - May 8, 2014

New projects assigned: 123
Projects announced: 46

Jobs announced:	3,109
Capital investment announced:	\$473M
Industry visits by existing industry staff:	277
Calls to Business Link N.C.:	7,178

N.C. in the News

This Week's Highlights

- [The State's Changing Economy](#) (*Duke Today* May 5)
- [N.C. businesses export \\$7B to Canada, a 10% increase from 2011](#) (*Triangle Business Journal*- May 5)
- [American Airlines to add domestic flights at CLT](#) (*Charlotte Business Journal*- May 5)
- [GE Aviation workers handcraft latest technology](#) (*Citizen-Times* - Asheville - April 5)

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