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Weekly highlights from the
North Carolina Department of Commerce



Gov. Bev Perdue helps cut the ribbon during the opening of Antler Hill Village at Biltmore.

Antler Hill Village opens at Biltmore

Gov. Bev Perdue was on hand May 28 for a ribbon-cutting ceremony at the opening of [Antler Hill Village](#) at Biltmore in Asheville. The pedestrian-friendly village is open to guests as part of daily admission to Biltmore. It's also an example of a major tourist destination creating jobs and spurring economic development in North Carolina. N.C. Dept. of Commerce Deputy Sec. Dale Carroll, Assistant Sec. for Tourism, Marketing and Global Branding Lynn Minges, and Asheville Mayor Terry Bellamy were also at the event.

This expansion of current guest offerings at Biltmore includes a new exhibition space, village green with live entertainment, dining, shopping and a new outdoor adventure center. As part of this project, Biltmore Winery has been enhanced to offer newly designed tour and tasting areas. The existing interpretive farm area with historic barn, kitchen garden and farmyard is incorporated as well.



(Left-right) State of N.C. Japan Office Trade Representative Sumio Shibata, Celgard Japan Regional Sales Director Masamichi Iwano and Director of Asia Investment Leland Gaskins

Japan office participates in auto engineering show

The State of N.C. Japan Office participated in the recent Japan Society of Automotive Engineers congress, May 19-21, in Yokohama. North Carolina was the only state that exhibited at this year's congress. The office had a booth at the show, where Trade Representative Sumio Shibata and Director of Asia Investment Leland Gaskins met representatives from several companies, including Masamichi Iwano, Japan regional sales director for Charlotte-based Celgard.



Cape Hatteras ranked No. 4 beach in the U.S.

Cape Hatteras National Seashore was ranked No. 4 on a list of America's best beaches released by Dr. Stephen Leatherman (a.k.a. "Dr. Beach"), director of Florida International University's Laboratory for Coastal Research. Leatherman noted that Hatteras has "some of the best board surfing along the East Coast,"



Gov. Bev Perdue visits Burlington, one of the eight Main Street Solutions grant award winners

Perdue visits Main Street towns

On May 27 and 28, Gov. Bev Perdue toured downtowns in Burlington, Morganton and Waynesville to highlight the importance of the Main Street Solutions fund in helping small businesses grow and create jobs. Earlier in the week, the governor announced grants to eight small towns across the state to help them revitalize their downtowns. The grants will assist planning agencies and small businesses with revitalization efforts by creating jobs, funding infrastructure improvements, rehabilitating buildings and finding other growth opportunities. N.C. Dept. of Commerce Deputy Sec. Dale Carroll accompanied the governor on the tour.

"We know that some of the most creative and innovative economic development work is being done through small businesses and other economic partners in our downtown areas," said Perdue. "Main Streets can be at the heart of North Carolina's economic recovery with the right support and investment. For every \$1 invested by the state, an additional \$4.72 will be invested by the local community." [Read more.](#)

Perdue wrote on her blog, "Downtown is the heart and soul of a community. Revitalize downtown and the community comes to life." [Read the governor's blog post.](#)

[Morganton, Waynesville get 'Main Street Solutions' grants](#) (Asheville Citizen-Times, June 1)

[Cities receive grant to revitalize downtown businesses](#) (News 14 Carolina, May 27)



Gov. Bev Perdue announces a Main Street Solutions grant to the

the "most famous lighthouse in the United States" and historic fishing villages. Coopers Beath in Southampton, N.Y., was No. 1

Commerce participates in textiles show

N.C. Dept. of Commerce Business Development Manager Glenn Jackman participated in the [American Textile Machinery Exhibition-International](#) (ATME-I®)/MEGATEX show in Atlanta May 18-20. Commerce had a booth at the show, which focuses on textile equipment and services. The show offers textile manufacturing technology from all parts of the textile manufacturing chain.

Asheville voted top beer city

Asheville is BeerCity USA 2010, according to an online poll conducted by [examiner.com](#). While Portland, Ore., organized a healthy challenge, in the end the strong craft beer enthusiasm for Asheville won out. Over 19,000 votes were cast in the national online poll. Asheville garnered 38.8 percent of the vote, besting such larger cities as Portland, Seattle, San Diego and Philadelphia.

[Asheville, N.C. continues its reign as top BeerCity USA 2010](#) (The Examiner, May 24)

Yarn factory to add 45 jobs in Lee County

Frontier Spinning Mills has announced plans for a \$15.5 million expansion in Lee County. The company would also add 45 jobs over the next five years. The company opened in 1996, and employs more than 1,100 people in North Carolina, Georgia and Alabama, including more than 300 in Sanford.

[Yarn factory growing in Lee](#) (The News & Observer - Raleigh, May 27)

City of Morganton with Mayor Mel Cohen (right) and N.C. Dept. of Commerce Deputy Sec. Dale Carroll (left).

Red Cross to add 400 jobs in Charlotte

The American Red Cross is consolidating its U.S. call centers into regional sites in Charlotte, Tucson and Omaha. The Charlotte call center will be the largest of the three, gaining 400 jobs in the process. Employees at the center will work with blood donors to make and confirm appointments.

Charlotte is a destination for call centers, and they are expected to keep coming, said Tony Crumbley, vice president of research for the Charlotte Chamber, which helped recruit the call center to the area.

[Red Cross picks Charlotte for regional call center](#) (The Charlotte Observer, May 27)

Recovery Act funds support innovative N.C. energy projects

Eighteen innovative North Carolina projects, 17 using solar technology and one using landfill gas, will receive a total of about \$2.3 million in federal Recovery Act funds to implement energy conservation projects that invest in energy technology, Gov. Bev Perdue announced May 27.

"These projects help build our state's green energy economy, create jobs and demonstrate how public and private partnerships can work to help our communities," said Perdue.

The projects represent \$26.3 million in total costs and will generate 31.8 million kWh of electricity annually (enough for 2,610 average homes for a year) or 2.6 billion BTUs (enough to provide hot water to 287 average homes for a year), depending on the specific project. Funding for additional projects is still under review and will be announced later.

Money for the grants is distributed by the State Energy Office, part of the N.C. Dept. of Commerce, through the State Energy Program fund through the American Recovery and Reinvestment Act of 2009. [Read more.](#)

June 1 marks next opportunity to save on Energy Star appliances

Starting today (June 1), consumers may apply for appliance purchase rebates with the launch of Phase 2 of North Carolina's Energy Star Appliance Replacement and Rebate Program. In the second phase, more appliances are eligible for rebates to consumers seeking to cut energy costs by replacing older, less-efficient models. Appliances must be purchased June 1 or after to qualify for rebates, which are available until \$1 million set aside for the program is exhausted.

Consumers may go online or call a special telephone number to start the application process to receive their rebate. The link



(Left-right) N.C. Canada Office Trade Representative Russ Sawchuk, Triangle BioSystems VP of Sales and Marketing Mike Calarco and Field Support Engineer Justin Patrick

Canada office, N.C. company participate in neuroscience meeting

On May 15-18, [Triangle BioSystems Inc.](#) (TBSI) of Durham exhibited at the 2010 Canadian Neuroscience Meeting in Ottawa, Ontario. The meeting was a joint presentation by the Canadian Association of Neuroscience and the Canadian College of Neuropsychopharmacology to further collaborative research to better understand and alleviate psychiatric and neurological diseases.

Triangle BioSystems Inc is a leading developer of neurological research equipment for brain and nerve monitoring and stimulation for biological, medical, psychological studies and pharmaceutical drug discovery.

Research laboratories around the world are successfully using their multiplexer and wireless systems in a variety of application settings.



(Left-right) N.C. Dept. of Environment and Natural Resources Sec. Dee Freeman, Pittsboro Mayor Randy Voller, Chatham County Commissioner Sally Kost, N.C. Sen. Bob Atwater and 3M Pittsboro Plant Manager Tony Aulisa.

CDBG grant supports economic development and environment in Pittsboro

On May 22, local and state officials celebrated the culmination of a multiyear, public/private project at the 3M plant south of Pittsboro. Originally conceived in 1999, and

to the N.C. Energy Star Appliance Replacement and Rebate Program can be found at www.energync.net. Look for the blue Energy Star logo. Consumers without Internet access may call (877) 379-7323. The application and the telephone line will be activated June 1.

North Carolina received \$8.8 million through the federal American Recovery and Reinvestment Act of 2009 to participate in the Energy Star program. During the program's first phase, which ran from April 22 to April 25, about \$7 million or 87 percent of the money was spent on the purchase of more than 54,400 appliances, leaving approximately \$1 million for this second phase. [Read more.](#)

WhiteRidge Plastics to bring 55 jobs to Rockingham County

Gov. Bev Perdue on May 26 announced that WhiteRidge Plastics LLC, a national supplier of custom-molded plastic parts for the automotive, industrial, agricultural, tool and custom-part markets, will expand its operations in Rockingham County. The company plans to create 55 jobs and invest more than \$1.2 million during the next three years in Reidsville. The project was made possible in part by a \$45,000 grant from the One North Carolina Fund. The N.C. Dept. of Commerce's Melissa Smith was the developer on this project.

"North Carolina continues to be attractive to manufacturing companies looking for the ideal location to invest, expand and create new jobs," Perdue said. "Our state's skilled workers, top educational programs and top-business ratings provide the perfect climate to support successful businesses."

WhiteRidge Plastics, headquartered with its manufacturing plant in Reidsville, is a wholly owned subsidiary of Myers Industries Inc. (NYSE: MYE) in Akron, Ohio. The company produces custom-injection, blow-molded parts for cars and trucks, agricultural equipment, recreational vehicles, industrial applications and other uses. WhiteRidge currently employs about 100 workers at its Reidsville plant. [Read more.](#)



N.C. Dept. of Commerce Sec. Keith Crisco, NASCAR Hall of Fame inductee Richard Petty and Assistant Sec. for Tourism, Marketing and Global Branding Lynn Minges at the inductee dinner in Charlotte

NASCAR Hall of Fame holds first induction

The newly opened [NASCAR Hall of Fame](#) in Charlotte held a series of induction ceremonies, including a dinner for

with the support of a \$600,000 Community Development Block Grant (CDBG), the project transports treated wastewater from Pittsboro's water treatment plant for industrial use at the 3M plant. 3M now can use roughly 125,000 to 200,000 gallons per day of treated wastewater to cool its roofing granule product and for on-site dust suppression. Prior to implementation of the project, 3M was consuming potable water supplied by Chatham County for its process water.

The project is an example of public/private partnership to improve the community and environment, and it allows private industry to remain competitive and secure jobs. Specifically,

- The Town of Pittsboro gets an outlet for treated water, reducing discharge to streams.
- 3M purchases a reliable, usable, low-cost source of reclaimed water rather than consuming capacity in the Chatham County water system.
- 3M's commitment to purchase the water provides Pittsboro with a long-term revenue stream to support water treatment operations and pay operating costs.
- Demand for potable water is traded for reclaimed water, allowing potable water use for community and public needs.

John Hardin, executive director for the N.C. Dept. of Commerce's Office of Science and Technology, attended the ceremony and commended the project as a model of how to develop and put in place technology-based solutions that are economically viable and environmentally sustainable.

Highlands Plateau Greenway receives national recreation trail designation

U.S. Sec. of the Interior Ken Salazar has announced the designation of 31 trails in 15 states as national recreation trails, including the Highlands Plateau Greenway in Highlands. The new trails add more than 716 miles of trails to the National Trails System. The announcement comes in anticipation of National Trails Day on June 5, when trail dedications and other activities will take place at new and existing trails. Of the Highlands Plateau Greenway, the announcement noted its 5-mile network of continuous walking trails connects natural areas and historic sites for educational and recreational opportunities. Straddling the Eastern Continental Divide in a temperate rainforest, the area boasts the highest floral and faunal diversity in North America. Because of this unique environment, landscaping along the trail with plants native to the southern mountains is a major focus. [Read more.](#)

inductees on May 20 at the Crown Ballroom in Charlotte. N.C. Dept. of Commerce Sec. Keith Crisco and Assistant Sec. for Tourism, Marketing and Global Branding Lynn Minges attended the dinner, where various NASCAR dignitaries shared memorable stories about the inaugural class of inductees, including Richard Petty, Dale Earnhardt and Junior Johnson. Also on May 20, the inductees unveiled their signatures in granite tiles in the Ceremonial Garden outside the Hall of Fame. The induction ceremony was held on May 23.

Located in uptown Charlotte, the 150,000-square-foot NASCAR Hall of Fame is an interactive entertainment attraction honoring the history and heritage of NASCAR. The high-tech venue, designed to educate and entertain race fans and non-fans alike, includes artifacts, interactive exhibits, a 275-person state-of-the-art theater, Hall of Honor and NASCAR Media Group-operated broadcast studio. The five-acre site also includes a privately developed 19-story office tower and 102,000-square-foot expansion to the Charlotte Convention Center, highlighted by a 40,000 square-foot ballroom. The NASCAR Hall of Fame opened on May 11 and is owned by the City of Charlotte, licensed by NASCAR and operated by the Charlotte Regional Visitors Authority.

'Madhouse' draws attention to Triad NASCAR short track

[The Piedmont Triad Partnership](#) reports that "Madhouse," the 13-episode History Channel reality series, followed the lives and antics of several regular stock car drivers at Bowman Gray Stadium's racetrack in Winston-Salem. Bowman Gray is the longest-running NASCAR short track in the country.

[The Piedmont Triad Film Commission](#) assisted the producers of the series throughout the entire production in 2009. While exact figures are confidential, Rebecca Clark, director of the Piedmont Triad Film Commission, remarked that several million dollars were spent in the area over their five-month shoot on expenses such as office space, lodging and crew members. The producers also hired graduates from several local colleges. "Madhouse" premiered on January 10.

"Madhouse" has had a secondary economic impact on the region in the form of film tourism. While racing at Bowman Gray has always had a reliable following, the stadium's largest crowds have shown up this season. On May 1, a combination of opening-night rain checks and a large number of "Madhouse" fans produced a capacity crowd, the largest that drivers and stadium officials remember.

Biotech Center, RTI to offer conference on personalized medicine

[The N.C. Biotechnology Center](#) and RTI International will offer a conference on "Personalized Medicine in the 21st Century" on June 15 at the Sheraton Imperial in Research Triangle Park. Panels will focus on funding and investment, public policy, future prospects and more. Biotech Center President Norris Tolson and RTI Executive Vice President for Discovery and Analytical Sciences Dr. Jennie Hunter-Cevera will give the opening remarks. [Learn more.](#)

Metrics from B&I Division

Below are year-to-date metrics tracked by the N.C. Dept. of Commerce's Division of Business and Industry (B&I) 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 31, 2010

New projects assigned:	189
Projects announced:	48
Jobs created:	6,605
Capital invested:	\$1.87B
Industry visits by existing industry staff:	554
Calls to the Business ServiCenter:	10,410

N.C. in the News

This Week's Highlights

- [Phase 2 of appliance rebate program begins](#) (WRAL - Raleigh, June 1)
- [Beach towns step up efforts as tourist season begins](#) (The Star-News - Wilmington, June 1)
- [Local tourism looking strong in anniversary year](#) (ENC Today, June 1)
- [Sustaining biotech's growth](#) (The News & Observer - Raleigh, June 1)
- [Cash back once more](#) (The Winston-Salem Journal, June 1)
- [Leaders eye small-business aid](#) (The News & Observer - Raleigh, May 28)
- [Blue Ridge Parkway celebrates 75th year](#) (Business Journal of the Greater Triad, May 28)

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