

# sync<sup>TM</sup>

Weekly highlights from the  
North Carolina Department of Commerce



Governor Bev Perdue announces that Linamar Group will bring 363 jobs to Western North Carolina.

## Perdue announces 363 jobs with Linamar

Governor Bev Perdue announced June 30 that Linamar Corporation, a leading supplier of engine, transmission and driveline components, will locate its newest manufacturing facility in Asheville, to supply precision machined components for customers of Linamar's Industrial, Commercial and Energy Group. The N.C. Department of Commerce's Margie Bukowski was the developer on this project.

The project was made possible in part by state grants from the Job Development Investment Grant and One North Carolina Grant programs. To meet the targets established in these performance-based grants, the company plans to create 363 jobs over four years beginning in 2012 and make a capital investment of \$80 million in Asheville. The company indicates that if the market performs as expected, the project could actually realize as many as 400 jobs and an additional \$45 million in capital investment by 2020.

Other partners that assisted with this project include: the N.C. Department of Commerce, AdvantageWest Economic Development Group, N.C. Community Colleges, the City of Asheville, Buncombe County, the Asheville Area Chamber of Commerce, the Economic Development Coalition for Asheville-Buncombe County and Progress Energy. [Read more.](#)

[Company bringing 400 jobs to site near Asheville](#) (The Citizen-Times - Asheville, June 30)



(Left-right) N.C. OERI Counsel John McHugh, Mecklenburg County Commission Chair Jennifer Roberts, Friendship Trays Chairman Ron Mathews, Friendship Trays Executive Director Lucy Carter, N.C. Department of Commerce Deputy Secretary Dale Carroll, and Calor Energy Principal Rich Deming

## N.C. Green Business Fund, Federal Recovery Act help make solar possible for Charlotte non-profit

On June 29, a ribbon-cutting was held at Friendship Trays in Charlotte for a solar array made possible by the N.C. Green Business Fund and the Federal Recovery Act. Following the ribbon-cutting in the gardens at Friendship Trays, the participants used a hydraulic lift to tour the solar array on the roof of the facility. Calor Energy, Tecta America, SBM Solar and Southpoint Solutions teamed up on the new installation. Friendship Trays delivers meals to citizens in need across the Charlotte area. N.C. Department of Commerce Deputy Secretary Dale Carroll served as keynote speaker at the event.

[Friends help Friendship Trays go solar](#) (The Charlotte Observer, June 30)

[N.C. Green Business Fund Awards \\$3.7 million in grants](#) (ThriveNC, July 5)

## Defense firms gather for annual luncheon

On June 22, the [N.C. Defense Business Association](#) held its annual membership meeting at the Crown Center in Fayetteville. The meeting included a luncheon and



N.C. Department of Commerce Secretary Keith Crisco presents a North Carolina state flag to Linamar Group President Nick Adams.



## CNBC ranks N.C. No. 3 Top State for Business

North Carolina is the No. 3 state in the nation for business, according to a new survey conducted by CNBC. Ranked in the top 10 in each of CNBC's "America's Top States for Business," this year North Carolina improved one spot from the 2010 survey.

[CNBC](#) judges each state on 43 different metrics in ten different categories, including [Cost of Doing Business](#), [Workforce](#), [Quality of Life](#), [Economy](#), Infrastructure & Transportation, Technology & Innovation, Education, Business Friendliness, [Access to Capital](#) and Cost of Living. [Learn more.](#)

## Ports ad campaign wins Awards of Excellence

The American Association of Port Authorities, a trade group representing leading port authorities throughout the Western Hemisphere, has selected 22 seaports to be recognized for exemplary projects, programs and initiatives at its annual awards event later this summer. The N.C. State Ports Authority was recognized with two awards: Video and website. The awards, for achievements in facilities engineering, environmental improvement, information technology and communications, will be presented to winning ports at a Sept.

provided an opportunity for defense companies to network and build relationships. During the luncheon, Derek Chen of the N.C. Department of Commerce gave a talk about developing export opportunities for North Carolina defense firms. John Nicholson, Governor Bev Perdue's military affairs advisor, was also present and discussed the governor's support for the defense industry in North Carolina and provided an overview of his responsibilities. A special guest speaker was Brigadier General William Gothard, deputy commanding general, chief of staff for the U.S. Army Reserve Command. He spoke about the commitment by North Carolina businesses in employing reservists as well the U.S. Army Reserve Command's move to Fort Bragg being "on time and on target."

The NCDBA is an association that serves North Carolina defense companies and contractors by providing networking opportunities and other resources to help improve the defense and homeland security industry cluster.

## N.C. among the best booths at BIO

M2 Multimedia Communications included North Carolina in its list of the Best Booths of the BIO 2011 Convention. The North Carolina booth included a mini golf course where participants could practice putting. Those who stopped by the booth also had the opportunity to win a trip to Pinehurst Resort. [Read more.](#)

## UFPI to bring 49 jobs to Rowan County

Governor Bev Perdue on June 29 announced that Universal Forest Products, Inc. a leading manufacturer of wood and wood-alternative products, will expand in Rowan County. The company plans to create 49 jobs and invest \$2.6 million during the next three years in Salisbury. The project was made possible in part by an \$85,000 grant from the One North Carolina Fund. The N.C. Department of Commerce's Uconda Dunn was the developer on this project.

"Large manufacturers with a presence in North Carolina know we have a tremendous workforce and a strong business climate and these businesses continue to look to North Carolina when they need to expand," said Perdue. "Helping to grow existing North Carolina employers is a key part of our job creation strategy." [Read more.](#)

## Southeast a major player in thriving worldwide aerospace industry

Greenfield investment monitor fdiMarkets

14 luncheon in conjunction with [AAPA's 100th Annual Convention](#) in Seattle, which runs Sept. 11-15.

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## Raleigh tops *Forbes* business climate list

Raleigh is once again the best place in America to do business.

After a year at No. 3 on *Forbes* magazine's list of Best Places for Business, the Capital City regained its No. 1 spot in the annual list released June 29. It topped the list each year from 2007 to 2009.

Durham ranked 31st on the latest list, Charlotte was 22nd, and Asheville was 24th. [Read more.](#)

[Raleigh returns to top of \*Forbes\* business climate list](#) (WRAL, June 22)

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## Commerce co-sponsors forum on federal contracting

The N.C. Department of Commerce on June 28 co-sponsored a regional public forum on federal contracting opportunities at Martin Community College in Williamston. [The N.C. Military Business Center](#) and Martin Community College Small Business Center were the other sponsors. Approximately 80 people participated in the forum, learning about such topics as how to sell to government, and how to secure federal/military contracts.

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## Troop buildup an economic boon for Fort Bragg area

The June edition of *Business N.C.* magazine analyzes how troop buildup and new Army commands at Fort Bragg are helping area communities economically. Because of the federal Base Realignment and Closure Act, Cumberland and surrounding counties will see an influx of 40,000 service members, family members, defense contractors and others dependent on the military. The article looks at the economic impact from this influx, and traces Fayetteville's evolution from gritty Army town to a community now known as the most military-friendly in the nation.

[The troop buildup and new Army commands at Fort Bragg are creating an economic windfall for communities around it](#) (*Business N.C.*, June 2011)

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## N.C. Travel Guide sets technological

found that despite challenging economic conditions, over 200 investment projects were initiated by over 100 aerospace and defense companies between January and December 2010. Each project created an average of 166 jobs, including highly skilled, top-paying positions required of the aerospace and defense fields. Within the top 10 growth companies, projects based in the U.S. were responsible for 50 percent of new hires.

Boeing of the U.S. is one of the 10 companies that accounted for 33 percent of these projects worldwide, leading the pack with 15 investment projects announced. The U.S. is also one of the top three source markets for outward investment and top three destination markets for inward investments. [Read more.](#)

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## Harrah's Cherokee Casino in the news

Harrah's Cherokee Casino contributes [more than \\$380 million directly to the local economy](#), according to a report by UNC-Chapel Hill researchers. The study concludes that the casino has brought significant economic and social benefit to one of North Carolina's traditionally depressed regions. It opened in November 1997 and has grown from a simple bingo operation to a complex multi-product firm and tourist destination attracting 3.6 million visitors a year. Among the findings: visitor-generated gaming revenue totaled \$386 million in 2010 after temporarily peaking at \$449 million in 2007, and the economic impact of casino revenues on the local economy (Jackson and Swain counties) totaled approximately \$300 million in 2009, with spending for capital improvements contributing an estimated \$82 million more.

In addition, a McClatchy Newspapers article notes Harrah's hasn't been slowed by the recession, expanding on its way to claiming resort status. The Harrah's casino that began in Cherokee as a glorified slots shack is today a full-service, year-round attraction where [change is ongoing](#), especially these days. A five-year, \$633 million expansion is nearing completion, with new projects opening every several months.

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## Welcome Center manager publishes short stories on mountain life

I-77 North Welcome Center Manager Oma Boyd has published a collection of 33 short stories drawn from an old woman's life in the Blue Ridge Mountains. "Round This Mountain" is available at several locations along the Blue Ridge Parkway or by contacting [omaboyd@yahoo.com](mailto:omaboyd@yahoo.com).

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## Year-to-date Metrics

## standard

The Official North Carolina Travel Guide is the technological standard-setter for state travel guides, according to the [Custom Content Council](#), the leading professional organization representing custom media professionals in North America. Additionally, Nxtbook Media, which produces digital travel guides for 36 of 50 states, has called the Travel Guide a "standout publication." Introduced in 2010 and enhanced in 2011, the digital guide, interplaying with the print version, incorporates rich media, animated digital ads, and embedded videos to become a living storybook.

The digital Travel Guide cover is enlivened by twinkling lights and a flickering fire; the Blue Ridge Parkway map features interactive pop-up content, including video links; and an iPad version with even more bells and whistles is under development. There is also a German language mini-version online.

At 180 pages, the print version features original content on attractions and travel resources throughout the state. Entirely advertiser supported, the Travel Guide is published by Journal Communications at no cost to the state. With a print run of 600,000, the free guide is distributed at North Carolina Welcome Centers, by 1-800-VISITNC or online via VisitNC.com.

The advertising sales campaign for the 2012 Official North Carolina Travel Guide, with enhanced added value and online opportunities on VisitNC.com, started in early May and continues through July 29. Integrated media opportunities for marketing partners include premium placement in the forward editorial features of the guide, new (larger) online display ads, downloadable brochures and exclusive video sponsorships. Sales representatives at Journal Communications are:

- Mountains – [Mary Ann Stafford](#) at (615) 218-8271
- Piedmont – [Deshaun Goodrich](#) at (865) 385-3830
- Coast – [Paul Tarrants](#) at (615) 788-9555
- National/Corporate – [Robin Robertson](#) at (615) 895-9657

## **New York Times** features Durham dining

In the June 26 Sunday Travel section, *The New York Times* featured [dining in Durham](#). Durham's downtown comprises a hodgepodge of disparate micro-neighborhoods (called districts) that radiate from the City Center, a compact urban triangle. More recently, the wave of regeneration has spread. A cluster of restaurants, cafes and bars has opened in the City Center, where lunchtime now lures area students, hospital workers and employees from nearby government offices. After dark, a wide range of options – from a smoky whiskey bar to an upscale restaurant – also attracts a varied crowd.

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 - July 5, 2011

New projects assigned:	187
Projects announced:	89
Jobs announced:	8,260
Capital invested:	\$1.38B
Industry visits by existing industry staff:	848
Calls to Business Link N.C.:	10,107

## N.C. in the News

This Week's Highlights

- [N.C. state parks are still open, still free, despite budget cuts](#) (The Charlotte Observer, July 5)
- [Wild horse tours begin](#) (Jacksonville Daily News, July 5)
- [N.C. weighing more gambling at Cherokee casino](#) (The Associated Press, July 4)

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