

sync[®] NEWS & OPPORTUNITIES FROM N.C. COMMERCE



(L-R) Governor Cooper; Naresh Shanker, SVP and Chief Technology Officer for Xerox; Harold Weinbrecht, Mayor of Cary; Jessica Holmes, Chair, Wake County Board of Commissioners; and David Mazurek, VP Enterprise Program Management and Site Strategy for Xerox.

Gov. Cooper Announces 600 New Jobs as Xerox Selects Wake County

Xerox, the renowned Fortune 500 technology company, will build a new Center of Excellence in Cary, creating 600 jobs, **Governor Roy Cooper** announced August 13. The company will invest \$18.4 million in Wake County.

The Governor broke the news at a special ceremony held at the State Capitol.

“Xerox, which had many locations to choose from, selected North Carolina because they know we can offer the highly-skilled workers they need, both now and in the future,” said **Governor Cooper**.

The Cary Center of Excellence will be the fourth of its kind for the company in North America, joining Xerox’s three other centers located in Palo Alto, California; Webster, New York; and Toronto, Canada.

“The opening of our fourth Center of Excellence is an essential investment in Xerox’s long-term future. This is a new multifunctional center that will be focused on accelerating our digital journey,” said **Naresh Shanker, chief technology officer, Xerox** “Being home to a host of tech companies and educational institutions, North Carolina was a logical choice for us.”

“North Carolina is a leading center for innovation,” said **North Carolina Commerce Secretary Anthony M. Copeland**. “Our state’s commitment to education and to the idea we must



Record Visitor Spending Reflected in all NC Counties in 2018

Record visitor spending in 2018 was reflected with visitor spending increases in all 100 counties, Governor Roy Cooper announced August 15. The data comes from an annual study commissioned by [Visit North Carolina](#), a unit of the Economic Development Partnership of North Carolina.

Domestic visitors spent a record \$25.3 billion statewide in 2018, an increase of 5.6 percent from 2017. State tax receipts as a result of visitor spending neared \$1.3 billion in 2018, and local tax revenues directly resulting from visitor spending totaled \$774.6 million. Visitor expenditures directly supported more than 230,000 jobs and generated more than \$6.3 billion in payroll income across North Carolina.

“North Carolina’s tourism industry set a new record last year in visitor spending despite the effects of the storms,” said **Governor Cooper**. “This is a testament to the lasting beauty of our state and the determination of our people.”

Noting that North Carolina ranks sixth in the nation for overnight visitation, **Visit NC Executive Director Wit Tuttell** said the spending growth in all 100 counties confirmed the appeal of the state’s destinations. “There’s a lot of competition for travelers’ time and money,” Tuttell said. “But people come to North Carolina when they know about the state’s natural beauty, our residents’ welcoming spirit, and the irresistible mix of tradition and innovation.”

provide life-long learning opportunities for our workers is something technology companies recognize and reward.”

Xerox’s project was awarded a Job Development Investment Grant (JDIG) which authorizes the potential reimbursement to the company of up to \$12,324,750, spread over 12 years. Over those 12 years, the project is estimated to grow the state’s economy by \$1.7 billion.

The state’s Utility Account stands to gain as much as \$4,108,250, since Tier 3 Wake County was selected by the company. The Utility Account helps rural communities finance necessary infrastructure upgrades to attract future business.

[North Carolina Department of Commerce](#) and [Economic Development Partnership of North Carolina](#) partners on this project include the [North Carolina Community College System](#), [Wake Technical Community College](#), [Capital Area Workforce Development Board](#), [Wake County Board of Commissioners](#), the [Town of Cary](#), the [Cary Chamber of Commerce](#), and [Wake County Economic Development](#).

NCWorks Commission Approves New Career Pathway for Energy

The NCWorks Commission gave formal approval to the state’s first Energy Career Pathway during its quarterly meeting on August 7, held at Goodwill Industries of the Southern Piedmont in Charlotte.

Driven by the energy sector’s need for a supply of skilled talent, the new NCWorks Certified Career Pathway provides guidance to help prepare students and workers for careers and advancement in the energy industry.

The Carolinas Energy Workforce Consortium, a group of electric utilities, electric cooperatives, and contractor companies for these energy providers in both North and South Carolina, collaborated on the new pathway with local and state partners in education and workforce development.

The initiative also marks the first time that six local workforce development boards have collaborated on a single career pathway. The alliance includes the Region C, Mountain Area, Gaston, Western Piedmont, Charlotte Works and Centralina Workforce Development Boards. Together, these boards represent 21 counties, 27 local K-12 school systems and 14 community colleges.

NCWorks partners have now developed 36 Certified Career Pathways to help North Carolinians get the education and training needed to work in high-demand, high-wage careers.

[Read more.](#)

Funding Available for Food and Agricultural Startups

The American Farm Bureau Federation, in partnership with Farm Credit, has opened online applications for the 2020 Farm Bureau Ag Innovation Challenge. In its sixth year, the Farm Bureau Ag Innovation Challenge is a national business competition for U.S. food and agriculture startups. Entrepreneurs will compete for \$145,000 in startup funds.

Launched in 2015 as the first national competition focused exclusively on rural entrepreneurs, the competition continues in its sixth year to provide an opportunity for U.S. startups to

The visitor spending study commissioned by Visit North Carolina is conducted by the U.S. Travel Association. The study uses sales and tax revenue data, employment figures and other industry and economic data to determine the overall impact of visitor spending in North Carolina. Highlights include:

- Mecklenburg County received \$5.68 billion in domestic travelers’ expenditures to lead all of North Carolina’s 100 counties.
- Wake County ranked second with \$2.40 billion, followed by Guilford County with \$1.49 billion, Buncombe with \$1.21 billion and Dare with \$1.19 billion in visitor spending.
- The largest percent increases in visitor spending were seen in Onslow (8 percent), Beaufort (7.7 percent), Johnston (7.1 percent), Cherokee (7 percent) and Madison (6.8 percent) counties. Richmond and Brunswick counties followed with a 6.7 percent and 6.5 percent increase respectively. Rounding out the top 10 in largest increases were Transylvania (6.5 percent), Henderson (6.4 percent), and tied for the 10th spot Cleveland (6.2 percent) and Buncombe counties (6.2 percent).
- Positive spending growth was seen throughout the state’s economic development regions. The Southeast and North Central regions (5.8 percent growth each) and Western Region (5.7 percent) experienced the strongest growth, yet all eight regions had spending growth of 5 percent or more from 2017 to 2018.
- Mecklenburg County had the largest number of direct tourism employees (53,300) and the largest payroll (\$2 billion). Four other counties had more than 10,000 direct tourism employees: Wake (23,970), Guilford (14,240), Dare (13,550) and Buncombe (12,090).
- 100 percent of the state’s counties saw direct tourism employment growth in 2018. Counties with the largest year-over-year increases in direct tourism employment were Onslow (3.1 percent), Johnston (3.0 percent), Beaufort (2.9 percent), Brunswick (2.9 percent), Transylvania (2.9 percent) and Henderson (2.8 percent).

Full tables of the data can be accessed at partners.visitnc.com/economic-impact-studies.

showcase business innovations in food and agriculture.

[Read more and apply.](#) *Deadline: September 30, 2019*



(L-R) Bob Dedman, CEO, Pinehurst Resort; Governor Cooper with the trophy for the USGA Amateur tournament; and Mike Davis, CEO, United States Golf Association.

Governor Cooper and Secretary Copeland Meet Top USGA Officials

Governor Roy Cooper and **Commerce Secretary Tony Copeland** met last week with top officials from the United States Golf Association, including USGA CEO Mike Davis. The meetings were held in conjunction with the U.S. Amateur Championship, which was held at the Pinehurst Resort August 12-18.

North Carolina and Pinehurst have hosted many significant tournaments over the years, events which bring both high-profile media attention and strong economic activity to the state.

In last week's meetings, the USGA officials discussed their plans for future tournaments and ways that state and local officials could continue to support such events.



Register for the 2019 Southeast U.S./Japan Conference

Registrations are now being accepted for the upcoming 42nd Annual Joint Meeting between the Southeast U.S./Japan and Japan-U.S Southeast Associations. The business conference will be held at the Westin Savannah Harbor Hotel in Savannah, Georgia October 21-23, 2019.

North Carolinians interested in joining the state's delegation to the conference may contact David Rhoades, State Coordinator for the conference at (919) 814-4611 or [by email](#).

You may [download the SEUS/Japan 2019 registration form at this link](#).

[SEUS/Japan 2019 Agenda.](#)

On Our Radar

- [Finish Line Grant helps Community College Students](#) (*Triangle South Workforce Development Board*)
- [How migration of millennials and seniors has shifted since the Great Recession](#) (*Brookings Institution*)
- [Upcoming Event: NC IDEA plans statewide entrepreneurial ecosystem summit](#) (*November 18-19, 2019*)

N.C. in the News

- [FAA grants approval for drone food delivery pilot in North Carolina](#) (*Restaurant Dive - August 16*)
- [Building a brand — for spirits](#) (*The Mountaineer - Waynesville - August 16*)

About Us

SYNC is North Carolina Commerce's electronic 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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