

# sync<sup>TM</sup> Weekly highlights from the North Carolina Department of Commerce



(Left-right) Marshall Turner, Governor Bev Perdue, Wilson White with Google and Tony Atti with Phononic Devices at the Friends of North Carolina reception

## Perdue, economic developers meet Bay area execs

On Aug. 16, the Friends of North Carolina sponsored an evening reception for more than 100 San Francisco Bay area industry executives at the City Club of San Francisco. The networking event highlighted the new direct United Airlines flight between SFO and RDU, which had its inaugural run on Aug. 15. N.C. Department of Commerce Deputy Secretary and COO Dale Carroll welcomed guests to the reception, and Governor Beverly Perdue gave brief remarks.

Before she boarded the inaugural flight last Wednesday morning, Perdue recalled a West Coast meeting 18 months ago, where venture capital fund managers complained that traveling to RDU was too much trouble.

"They said, 'You know, we've got a better way to spend our week,'" Perdue said. "And unless you all can adapt to our culture, unless you can figure out a way to get us from here to there in a day, then we're not going to be as interested in North Carolina."

[Triangle travelers fill first nonstop flight to San Francisco](#)  
(News & Observer – Raleigh, Aug. 15)



Governor Bev Perdue attended the opening of live gaming today at Harrah's Cherokee. Joining the governor (Left-right): Harrah's SVP & GM Brooks Robinson, Principal Chief Michell Hicks, Senator Phil Berger, and Vice-Chief Larry Blythe

## Harrah's Cherokee adds live gaming in ceremony

Governor Beverly Perdue and Principal Chief Michell Hicks of the Eastern Band of Cherokee Indians, along with other tribal and state officials, today (Aug. 21) officially opened live table game offerings at Harrah's Cherokee Casino & Hotel.

A new 30-year gaming compact between the Eastern Band and the state of North Carolina concluded in June, expanded the tribe's gaming enterprise, permits live dealers and has led to the creation of more than 500 new jobs at the casino resort complex.

"This milestone allows the Eastern Band to continue to share resources from the casino with the people of western North Carolina who have been hit hard economically in recent years as well as to help support school systems around the state," said Hicks.

Currently blackjack, craps and roulette are up and running. Additional games will be available in the coming weeks. Harrah's Cherokee anticipates having up to 100 traditional table games available by late November. Traditional slot machines will be added to the mix and credit will be offered by early October.

The \$650 million expansion project at the 56-acre Harrah's Cherokee is one of the largest



United Airlines Flight No. 194 passes under a traditional water salute just prior to takeoff at RDU International Airport (Photo courtesy of RDU Airport Authority).

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## North Carolina named 'State of the Year' for its economic development efforts

*Southern Business & Development*, a leading publication covering and promoting economic development in the American South, announced that North Carolina has been named the "2012 State of the Year." North Carolina is being honored as State of the Year based on its performance in 2011. North Carolina also received this accolade in 2005 and 2006.

"This recognition is further proof that North Carolina is a great place to start or grow a business," said Governor Bev Perdue. "Our investments in education, highly skilled workforce, and low cost of doing business are major reasons that people and businesses thrive in North Carolina. I'm going to continue touting all of the great things that North Carolina has to offer and keep encouraging companies to invest and grow here."

*Southern Business & Development* joins the list of publications that have recently recognized the state's successful business recruitment efforts. *CNBC*, *Forbes*, *Site Selection* and *Chief Executive* have all ranked North Carolina as one of the best states to do business. [Learn more](#) about the accolades North Carolina has received as a great place to do business. [Read more](#).

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## Beardow Adams to create 31 jobs in Mecklenburg County

Governor Bev Perdue on Aug. 15 announced that Beardow Adams Inc., a leading manufacturer of hot melt adhesives, will locate its new facility in Mecklenburg County. The company plans to create 31 jobs and invest more than \$5.1 million over the next five years in Charlotte. The project was made possible in part by a \$37,600 grant from the One North Carolina Fund. The N.C. Department of Commerce's [Marty Johnson](#) was the developer on this project.

Beardow Adams, headquartered in Milton Keynes, U.K., was founded in 1977 by Len Beardow and Bob Adams. The company produces hot melt adhesives which are sold throughout the world. Beardow Adams currently operates Europe's largest hot melt production plant in Milton Keynes. It

in the U.S., offering the greatest number of hotel accommodations in the Carolinas.



Members of the Economic Development Coalition for Asheville-Buncombe County and members of the N.C. Department of Commerce's Business and Industry Development team in Commerce's main office in Raleigh

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## B&I team meets with partners from Buncombe County

Members of the Economic Development Coalition for Asheville-Buncombe County gave an update on economic development activities in their area during a meeting with the N.C. Department of Commerce's Division of Business & Industry Development. The meeting took place at the Commerce Department's main office in Raleigh on Aug. 20.

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## Minges speaks to Chowan County tourism leaders

Earlier today (Aug. 21) N.C. Department of Commerce Assistant Secretary of Tourism, Marketing, and Global Branding Lynn Minges spoke about ways to increase tourism in Chowan County to local leaders at a luncheon in Edenton. The Edenton Chowan Partnership sponsored this event at the Historic Courthouse.



(Left-right) President and CEO Scott Hamilton, Appalachian Regional Commission Federal Co-Chair Earl F. Gohl, Acting Assistant Secretary of

has a subsidiary in Barcelona, Spain, that manufactures water-based adhesives. [Read more.](#)

[UK's Beardow Adams to open adhesives plant in Charlotte](#) (Charlotte Business Journal, Aug. 15)



Boats in the Southport harbor

## Before 'Safe Haven' hits theaters, it pays off royally for Southport

Southport businesses will earn a large chunk of the millions in revenue the film "Safe Haven" is projected to spend in the region during filming. "Safe Haven" filmmakers are expected to spend between \$15 million and \$20 million in North Carolina on qualifying expenses, such as crew salaries, lodgings and construction costs, according to the N.C. Film Office. The Southport-based production wrapped filming last week, but the film's impact will last long after the crews, cameras and sets are gone, city officials say.

"Filming can give your town both an economic boost and a profile boost," Alderman Ken Karn said on Aug. 13. "You'll continue to reap benefits from them even after they've left. You almost can't put a dollar amount on that." In the past, movies filmed in Southport have helped attract visitors for at least a decade after the cameras have stopped rolling, Mayor Robert Howard said last week. "In our experience, we'll have an impact of 10 to 12 years out after a movie has filmed here," Howard said. "'Crimes of the Heart' is an example of that. People still ask where they can see the home they saw in the movie. The more successful the film, the more successful we are."

[Before 'Safe Haven' hits theaters, it pays off royally for town](#) (StarNews – Wilmington, Aug. 14)

Commerce for Economic Development Matt Erskine of the U.S. Dept. of Commerce's Economic Development Administration (EDA), Deputy Under Secretary for USDA Rural Development Doug O'Brien of the U.S. Dept. of Agriculture and Blue Ridge Food Ventures Executive Director Mary Lou Surgi

## AdvantageWest-Land-of-Sky project wins \$815,000 grant

Senior officials with the Obama Administration visited Blue Ridge Food Ventures recently to discuss and celebrate WNC AgriVentures, one of 13 winners of the national \$9 million multi-agency Rural Jobs and Innovation Accelerator Challenge, developed to spur job creation and economic growth in rural regions across the country.

Submitted as a joint undertaking by AdvantageWest and Land-of-Sky Regional Council, WNC AgriVentures will receive \$815,000 to significantly expand sustainable agriculture- and natural resource-based industries across rural Western North Carolina, including local food systems, forest products and renewable energy resources. The federal funds will be matched in cash and in-kind services by an array of local partners including the Community Foundation of Western North Carolina, Appalachian Sustainable Agriculture Project (ASAP) and the Technology Commercialization Center at Asheville-Buncombe Technical Community College, in addition to AdvantageWest and Land-of-Sky.

At an event held at Blue Ridge Food Ventures, the agribusiness initiative of AdvantageWest, local entrepreneurs and officials representing the federal agencies that funded the Rural Jobs grant discussed the region's economic challenges and opportunities and how the award will facilitate growth and job creation in WNC. Attendees included Acting Assistant Secretary of Commerce for Economic Development Matt Erskine of the U.S. Department of Commerce's Economic Development Administration), U.S. Department of Agriculture Deputy Under Secretary for USDA Rural Development Doug O'Brien, Appalachian Regional Commission Federal Co-Chair Earl F. Gohl, and Delta Regional Authority Federal Co-Chairman Christopher Masingill. U.S. Congressman Heath Shuler also attended the event, as did N.C. Department of Commerce Assistant Secretary for Energy and Community Assistance Jonathan Williams.

[Farmers could get help in new markets](#) (The Citizen-Times - Asheville, Aug. 15)





*The N.C. Department of Commerce during the B&I professional development forum*

## Commerce's Business & Industry team 'sharpen the saw' in Wilmington

Business productivity expert Steven Covey, author of the influential business book "The Seven Habits of Highly Successful People," named the practice he called "sharpening the saw" as one of the key factors of success. This focus on training and professional development is critical in the knowledge-driven world of economic development, and the N.C. Department of Commerce's Business & Industry Development Division regularly offers such opportunities to its team of business recruiters and existing industry experts.

One of the signature elements of the Division's program, the annual B&I Professional Development Forum, was held last week (Aug 13-14) at Cape Fear Community College in Wilmington. Highlights of the two-day event included sessions addressing North Carolina's strategy for attracting foreign direct investment, a legislative and policy update of competitive states and North Carolina, and marketing and positioning North Carolina for success. The team also received a statewide logistics update as well as an overview of the Southeast region.

Support for the forum included generous sponsorship from North Carolina's Southeast, Wilmington Business Development, and the N.C. Ports.

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## July Economic Overview released

The N.C. Department of Commerce's Labor and Economic Analysis Division has released its Monthly Overview of North Carolina's Economy for July 2012. Most of the latest data included is from June 2012. The purpose of the overview is to summarize and analyze important economic indicators.

North Carolina's unemployment rate remained the same this month at 9.4 percent. The slight decline in employment and increase in unemployment were not sufficient to change the unemployment rate. Tourism activity continues to grow, with recorded hotel occupancy rates 4.9 percent higher than the levels from June of last year. Sales of existing homes and housing authorizations were up compared to June of last year, a good sign for the housing market. Existing home sales will be important to watch as the summer home buying season comes to a close. Foreclosure activity also increased compared to June of last year. Nationally, employment and unemployment rose slightly, leaving the unemployment rate unchanged from May at 8.2 percent. The real GDP "advance"



## In SYNC: Jan Critz

Jan Critz has been an economic developer with the N.C. Department of Commerce since June 2010. As an existing industry specialist in the Piedmont Triad region, she works to promote the state's services and resources to assist companies in growing their businesses. Prior to joining Commerce, Critz served for six years as an economic developer in her home community of Surry County.

Over the past two years, Critz has helped 26 businesses expand, creating more than 2,100 new jobs and investing over \$316 million in capital investments in the Triad region. Some of her recent projects include Solstas Lab Partners and Ralph Lauren Polo, both located in High Point. Citing North Carolina's strength as a business-friendly environment, Critz reports that companies see particularly high value in community college training opportunities for their employees. She also encourages businesses to investigate state apprenticeship and internship programs as additional avenues for workforce support.

Critz resides with her husband, Andy, in Dobson, the county seat of Surry. She enjoys spending time with daughter, Heather, and 3-year-old granddaughter, Karleigh. Her favorite hobbies include entertaining and traveling with friends, playing golf, reading and attending Zumba classes.

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## 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

estimate for the second quarter 2012 is 1.5 percent, lower than the first quarter 2012 rate of 2.0 percent. [View the entire report.](#)



## GSA freezes 2013 travel per diem rates at 2012 levels

Per diem rates for work-related federal travel in 2013 are frozen at 2012 levels, according to the General Services Administration. GSA sets the allowances for lodging, meals and other incidental expenses for federal employees who must travel for work. The standard per diem rate is \$123 (\$77 lodging, \$46 meals and incidental expenses). Per diem rates vary for some cities and counties, known as non-standard areas. These rates are also frozen, said a GSA spokesperson.

"Thanks to the joint advocacy efforts of travel industry associations, local hotel owners, national lodging chains, destination marketing organizations and many others, we were able to defend against a policy proposal that would have cut federal lodging per diem rates by roughly 30 percent," U.S. Travel Association President & CEO Roger Dow said in [a statement](#). "The GSA was considering this drastic change as part of a government-wide initiative to reduce federal conference and travel spending. Instead, the GSA decided to freeze lodging per diem rates at current levels for the upcoming fiscal year. This decision was reached because so many industry leaders sent a clear message that travel is an essential tool for the government and critical to local economies."

[GSA freezes feds' 2013 travel per diem rates at 2012 levels](#)  
(*FederalNewsRadio.com*, Aug. 14)

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 - Aug. 21, 2012

<b>New projects assigned:</b>	263
<b>Projects announced:</b>	79
<b>Jobs announced:</b>	9,787
<b>Capital investment announced:</b>	\$2.228B
<b>Industry visits by existing industry staff:</b>	799
<b>Calls to Business Link N.C.:</b>	12,895

## N.C. in the News

### This Week's Highlights

- [Raleigh Crabtree Courtyard by Marriott Receives North Carolina's First LEED Certification for Existing Hotels](#) (*Carolina Business Connection*, Aug. 21)
- [Windstream looks to hire 100 in Matthews](#) (*Charlotte Business Journal*, Aug. 15)
- [Wake Tech now largest community college in N.C.](#) (*Triangle Business Journal*, Aug. 15)
- [Will nanotech bring jobs to N.C.?](#) (*Business Journal of the Greater Triad*, Aug. 15)

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