

# sync<sup>TM</sup>

Weekly highlights from the  
North Carolina Department of Commerce

## NC broadband.

### Decker Announces Broadband Survey

N.C. Commerce Secretary Sharon Decker invites all North Carolina households and businesses to participate in [a new broadband survey](#). [NC Broadband](#) is launching a statewide survey and scorecard project during the month of October to help households and businesses throughout the state increase their economic vitality by better utilizing broadband technologies.

"The vision of NC Broadband is to improve the competitiveness of North Carolina's businesses and workforce by promoting the use of information technology in education, health care, economic development and all levels of government," said Decker. "By utilizing this opportunity, our residents and business leaders can provide valuable feedback and, as a state, North Carolina can leverage its strength as a leader in the digital economy."

During October, households and organizations will be asked to conduct an online assessment of their use of broadband technologies. The survey results will provide valuable information on broadband usage by North Carolina residents, and commercial and nonprofit organizations, and will allow for a comparison of broadband usage and economic impacts with peer organizations nationwide.

To benefit North Carolina businesses, up to 500 of them will receive a uniquely-tailored scorecard based on their survey responses that will summarize the financial impacts that broadband currently has on their business. The scorecard will also compare individual businesses with industry peers in similar communities around the country, and will suggest broadband-enabled tools that could increase competitiveness, efficiencies and revenues.

Broadband technology is a foundation for economic development and innovation, education and government efficiency. NC Broadband works with national, state and local partners towards solutions for increased broadband availability and adoption across North Carolina. As the needs for ubiquitous access and digital literacy, higher speeds and capacity continue to grow quickly, NC Broadband works to further leverage North Carolina's broadband infrastructure and utilization through public private partnerships. With strong private sector broadband providers, unique middle-mile



(Left-right) GE's Industrial Solutions General Manager of Power Components Norm Sowards, Governor McCrory's Senior Advisor on Jobs and the Economy Tony Almeida, GE's Industrial Solutions General Manager of Power Equipment Stuart Thompson, and state Senator Josh Stein

### GE Opens New Product Development Facility in Cary

Governor Pat McCrory congratulated GE Energy Management for opening its new office in Cary. The new Cary office co-locates GE's engineering and product management with other critical functions under one roof. In addition, it creates a global headquarters for GE's Power Components and Power Equipment businesses.

"GE recognizes North Carolina's educated workforce and great quality of life," said McCrory. "This new Energy Management office strengthens GE's presence in the Raleigh-Durham area as well as the entire state. It's great to see existing businesses expand and reinvest in North Carolina."

Located just miles from GE's Mebane facility, which manufactures products such as lighting panels, power panels, low- and medium-voltage motor control equipment, switchgear and electrical vehicle charging stations, the Cary facility allows GE to streamline development and production processes.

GE celebrated the grand opening of its new office on Oct. 9 by hosting employees, local media and other industry leaders at an official ribbon-cutting ceremony. Tony Almeida, the governor's senior advisor on jobs and the economy, also participated in the event. After the ceremony, attendees were able to view GE's Odyssey Tour, a mobile truck display of

assets, state and local partners, and focus on economic competitiveness, North Carolina is well positioned to continue to move forward in the broadband arena. NC Broadband is part of the Rural Economic Development Division of the N.C. Department of Commerce.



(Left-right) Ricky Chatha of Waste to Green, Rick Hill of the N.C. Department of Commerce's International Trade Division, Tom Fahrland of Bace LLC, John and Lauren Paparone of Environmental Solutions Inc., Laura Camberos of the State of North Carolina Mexico Office, and Patrice Bertrand of Roll-Tech Molding Products LLC

## N.C. Companies Showcase Environmental Technology Products in Mexico City

With support from the N.C. Department of Commerce's International Trade Division, five North Carolina companies recently attended the 21st Green Expo in Mexico City. The venue provided an opportunity for the companies to meet with potential distributors, retailers and joint venture partners. The Green Expo was held Sept. 25-27. Hosting more than 250 exhibitors from 25 countries and showcasing a wide range of new products and technologies, the event brought together buyers and sellers to discuss sustainable solution opportunities in the field of environmental technology. Areas of focus included clean energy, sustainable water use and green cities. With more than 8,500 visitors attending the show, it has become the largest environmental trade show in Latin and South America.

The North Carolina companies in attendance included Progress Solar Solutions Inc. of Apex, Bace Corporation from Charlotte, Roll-Tech of Hickory, Environmental Solutions Inc. of Wake Forest, and Waste to Green Inc. of Durham. N.C. Commerce Business Development Manager Rick Hill and Mexico Trade Director Laura Camberos led the effort to facilitate North Carolina exports and to assist the companies in forging new partnerships in the environmental technology market.

## More than 1,600 New Employers Register with NCWorks Online

N.C. Commerce Secretary Sharon Decker announced on Oct. 10 that more than 1,600 new businesses have registered to find qualified workers with [NCWorks Online](#) since the site was launched on Aug. 5.

GE's innovative products and services, which made a special stop in Cary during its six-month tour across North America.

The Cary office will serve as a field office for GE's Oil & Gas, Digital Energy, Power & Water and Capital Americas businesses. The site also will include a new product introduction design center for GE's Intelligent Platforms business. The NPI design center team develops industrial software, control systems, operator interface and embedded computing platforms for use by customers in manufacturing and defense industries. [Read more.](#)

[GE opens new Cary office with 60 people: more hires expected](#) (Triangle Business Journal, Oct. 9)

## Commerce Wins Gold Medal as Highest Performing Economic Development Organization

The N.C. Department of Commerce has been named the gold winner in the High Performance Economic Development category serving communities over 2.5 million in a benchmarking study conducted by Atlas Advertising, a national marketing agency specializing in economic development. The award was announced at the International Economic Development Council's Annual Conference held last week.

"The economic development organizations we recognized and honored are the best of the best in their category," said Ben Wright, CEO of Atlas Advertising. "As such, they are the models for our industry."

The High Performance Economic Development winners were selected based on results over a one-year period for website visits, inquiries received, jobs announced and capital investment announced in their communities. Atlas analysts then tabulated the numbers for all respondents to rank the highest performers.

For a full list of gold, silver and bronze winners in High Performance Economic Development Awards, [click here.](#)



International Home Furnishings Center in High Point (photo courtesy of the High Point Market)

More than 13,000 new job orders and more than 16,000 new resumes have also been posted to NCWorks Online, which is operated by the [N.C. Division of Workforce Solutions](#). The integrated workforce system has registered more than 16,000 new job seekers who are now able to take advantage of the system's job-matching tools and career exploration services.

"NCWorks Online is an essential tool that can help improve the state's economy by identifying employment opportunities across North Carolina," said Decker. "This one-stop system is a wonderful way to connect job seekers to businesses at no extra cost to our customers."

Job seekers and employers can use NCWorks Online to study real-time labor market information, including wages and future employment prospects. Job seekers can also see how well their current set of skills match with those required by an employer, as well as find relevant training opportunities. The system also shows users how easily they could transition into another career or industry. Other services, including resume preparation, are also available.

NCWorks Online was developed by Geographic Solutions of Florida; 18 other states use similar systems. It is expected to save taxpayers in North Carolina about \$800,000 per year.

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## Federal Construction Summit Continues despite Government Shutdown

The N.C. Military Business Center and U.S. Senator Richard Burr have announced the [2013 North Carolina Federal Construction, Infrastructure & Environmental Summit](#) at the Wilmington Convention Center, Oct. 16-17. The FEDCON Summit will bring together more than 700 representatives of construction-related federal agencies and installations, general and specialty contractors, designers and construction suppliers in North Carolina.

"The FEDCON Summit is the premier, best-established and most-recognized federal construction event in North Carolina. Summit networking and trade show activities allow businesses to market their services and products to over 700 general contractors, specialty contractors, engineers, architects and suppliers," said NCMBC Executive Director Scott Dorney. "Businesses who are already engaged or want to perform in the federal market need to be there."

"As the premier federal construction-related event in North Carolina, the FEDCON Summit will occur regardless of the federal government shutdown," said NCMBC Integrated Marketing and Events Coordinator Courtney Smedick. "This year's FEDCON Summit includes strong industry participation from multiple award construction and multiple award task order contractor holders, as well as both large and small general and specialty contractors, designers and construction suppliers. The shutdown could impact military and government agency participation; however, the NCMBC is considering agenda modifications and technological opportunities to include representatives if the federal government shutdown is not resolved in time for the summit."

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## World of Bluegrass Generates \$10M in Direct Visitor Spending

The 2013 International Bluegrass Music Association's World of Bluegrass, Sept. 24-28, generated an estimated \$10 million in direct visitor spending for Raleigh and Wake County,

Authority)

## Economic Impact of the High Point Market Released

The High Point Market Authority on Oct. 2 released the overall findings of a Duke University study of the Economic Impact of the High Point Market. The HPMA engaged the Center on Globalization, Governance & Competitiveness at Duke to conduct a comprehensive economic and fiscal impact of the twice yearly High Point Market, the largest home furnishings market in the world.

In broad strokes, the market contributes \$5.4 billion in economic impact to the overall regional economy, more than 37,000 jobs and \$198 million in North Carolina local and state taxes and fees. To put this figure in perspective, the total output of \$5.4 billion is approximately equivalent to 1.3% of the total gross state product of North Carolina.

The study is significantly different from other previous economic impact studies in that it defines the study area as the 30 counties (22 in North Carolina and 8 in Virginia) within a 75-mile radius from downtown High Point. The study used the data from an original survey pulled from 199 exhibitors at market during the period July 3-16, 2013.

The five distinct types of economic activity that were analyzed in the study were:

1. Visitor spending, including all the expenses incurred by any visitor to market outside the study region (75-mile radius) and included items such as lodging, meals, retail purchases, gasoline, car rentals, groceries and entertainment.
2. Spending by the HPMA, which represents the direct budgeted expenses of the HPMA such as transit and ground passenger transportation expenses.
3. Vendor spending, or exhibitor spending, which includes all the expenses incurred to put vendor products on display at market, and includes construction, decoration, photography, marketing and catering.
4. Furniture sales, the largest and most important impact, which accounts for all the sales made at market, or within 90 days of the market. The study excluded sales made at market by firms located outside the study region, including firms that manufacture overseas or elsewhere in the U.S.
5. Vendor rents, which includes rental payments made by vendors to local owners and managers of commercial real-estate in the High Point area.

Another significant finding of the study is that the market is responsible for the creation of

according to the Greater Raleigh Convention and Visitors Bureau.

It is important to note that the \$10 million is a conservative estimate that does not include local spending, nor does it include a multiplier of indirect or induced impacts. It represents direct visitor spending only, which is new money coming into the local economy.

The World of Bluegrass Week included: the four-day IBMA Business Conference, the International Bluegrass Music Awards Show, Bluegrass Ramble and the two-day Wide Open Bluegrass Street Fest which partnered with the N.C. Whole Hog Barbecue State Championships. Combined, these events brought approximately 84,000 visitors from outside of Wake County to the area, generating approximately 20,000 hotel room-nights. It is also important to note that, when compared to the same time period in 2012, Wake County hotel occupancy increased nearly 10% during the full World of Bluegrass week (Sept. 24-28) and by 22% when just looking at Friday and Saturday nights during the Wide Open Bluegrass Street Fest. Total attendance figures, including both local and out-of-town attendees, for the entire week's festivities were estimated to be 140,000. [Read more.](#)



## Sleepy Hollow Renewed for Second Season

Fox has ordered a 13-episode second season of *Sleepy Hollow*, making the fantasy thriller the first fall debut to be renewed for a sophomore run. Renewal arrives just three episodes into the series' first season. *Sleepy Hollow* ranks as Fox's most successful fall drama premiere in more than a decade. The production, which is based out of EUE/Screen Gems Studios in Wilmington, began shooting in the region in late July and will continue until mid-December. In addition to the Port City, the production has shot in New Bern, Burgaw and other surrounding areas, including twice at Tryon Palace. Earlier this year, the series shot its pilot episode in Charlotte, Salisbury and Gastonia. The first season of *Sleepy Hollow* is expected to have a direct in-state spend of more than \$25 million while making available approximately 5,000 job opportunities, according to the N.C. Film Office. ['Sleepy Hollow' Renewed by Fox for Second Season](#) (*Variety*, Oct. 3)

37,616 jobs. Economic activity associated with the bi-annual market resulted in 11,000 jobs, in support areas such as food service/catering, lodging, maintenance/repair construction services, and transit and ground passenger transportation. Twenty-six thousand jobs come from the furniture sales generated at market that flow to workers within the 30-county area in manufacturing positions such as upholstered household furniture, nonupholstered wood household furniture, showcase/partition/shelving, and mattress production, to name only the top categories.

The fiscal impact of the High Point Market on the state and the 22 affected counties is \$197.9 million in tax revenue. Guilford County/City of High Point receives an estimated \$25.5 million in tax revenue out of the \$197.9 million in total revenue.

The study also provided data on visitor numbers to the High Point Market. Bi-annually, 76,000 attendees come to market. The Fall Market begins on Oct. 19. [Read more.](#)

## N.C. Fall Color Shines via Social Media

The N.C. Department of Commerce's Division of Tourism, Film and Sports Development is working with photographer and social media influencer [Colby Brown](#) who is traveling across the state through Oct. 16 capturing the beauty of fall color in everything from leaves to cityscapes to coastlines. Images captured will be distributed both through VisitNC social media accounts as well as Brown's channels, which reach more than 308,000 on [Facebook](#), 2.4 million on [Google+](#), 33,500 on [Instagram](#), and 5,000 on [Twitter](#).

## 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 - Oct. 15, 2013

<b>New projects assigned:</b>	301
<b>Projects announced:</b>	108
<b>Jobs announced:</b>	14,191



## Luxury Cruise Line Adds Morehead City in New Itinerary

Morehead City is about to get a jolt of high-end tourists. Never a cruise ship stop before, Morehead City is among 71 new destinations just released by luxury line Silversea Cruises for its 2015 itineraries. The *Silver Shadow* will embark on April 3 on a brand new itinerary, sailing round-trip from Fort Lauderdale, with calls in Savannah, Charleston, Morehead City and Norfolk, which is also a new destination along the Atlantic coast, plus Bermuda and Nassau. [Read more.](#)

<b>Capital investment announced:</b>	\$1.8B
<b>Industry visits by existing industry staff:</b>	908
<b>Calls to Business Link N.C.:</b>	15,916

## N.C. in the News

### This Week's Highlights

- [CPCC receives grant to train future Convergys employees](#) (*Charlotte Business Journal*, Oct. 10)
- [Octapharma to invest \\$39.2M in Charlotte facility](#) (*Charlotte Business Journal*, Oct. 10)
- [Twin City Warehouses expands, adds jobs as client Rexam grows](#) (*The Business Journal of the Greater Triad*, Oct. 9)
- [Decker visits, offers encouragement](#) (*The Daily Dispatch* - Henderson, Oct. 9)
- [Roger Leon to bring Chinese company HQ, 40 jobs to Lincoln County](#) (*Charlotte Business Journal*, Oct. 9)
- [Novartis to bring lab to Research Triangle Park](#) (*Triangle Business Journal*, Oct. 8)
- [Local officials hope to find needle in project 'Haystack'](#) (*News & Record* - Greensboro, Oct. 8)
- [Yodle Opens 35,000 Square Foot Office in Charlotte: Expects to Hire 130](#) (PR Newswire, Oct. 7)
- [Event helps female veterans apply skills to rejoin workforce](#) (*News 14 Carolina*, Oct. 7)
- [Mebane OKs incentives for candy maker](#) (*Times-News* - Burlington, Oct. 7)
- [Hickory's R&D Plastics to add 16 jobs, expand plant by 50%](#) (*Charlotte Business Journal*, Oct. 7)
- [Local crafts boost Asheville-area economy](#) (*Citizen-Times* - Asheville, Oct. 5)
- [Lolly Wolly Doodle opens distribution facility](#) (*The Dispatch* -- Lexington, Oct. 4)

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