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Weekly highlights from the
North Carolina Department of Commerce



Gov. Bev Perdue holds up a copy of the latest edition of *Site Selection* magazine, which rates North Carolina as No. 1 for Best Business Climate, during the PepsiCo announcement on Nov. 1.

PepsiCo to bring 195 jobs to Forsyth County

Gov. Bev Perdue on Nov. 1 announced that global food and beverage giant PepsiCo will expand its current facility in Forsyth County by adding sales and service call center operations. The company plans to create 195 jobs and invest \$7.5 million during the next three years in Winston-Salem. The project was made possible in part by a \$400,000 grant from the One North Carolina Fund.

"The Pepsi brand was born in North Carolina more than a hundred years ago, and its roots in the Tar Heel State have stretched out and grown ever since. This is a name known around the globe, but we think of it as our own. Pepsi knows what a great place North Carolina is to do business," said Perdue. "My top priority is jobs, and we are making that happen, both by recruiting new companies to North Carolina and by helping old friends grow larger and thrive."

Pepsi Beverages Company (PBC), the North American beverage business of PepsiCo, operates a customer service center in Winston-Salem. PBC employs approximately 70,000 people in North America, of which approximately 900 work in Winston-Salem. PepsiCo employs another 2,700 at facilities in Charlotte, Cherryville, Midland, Rutherford and Raleigh. In addition, independent Pepsi bottlers in North Carolina employ approximately 725 people, and Pepsi Bottling Ventures – a



N.C. tops Site Selection rankings again

North Carolina is home to the nation's [Top Business Climate for 2010](#), according to the November 2010 issue of *Site Selection* magazine. For the ninth time in the past 10 years, *Site Selection* has awarded this distinction to the Tar Heel State. This year North Carolina also ranked first in the survey of corporate real estate executives.

Half of the final score is based on performance in Conway Data's New Plant Database, which tracks the activity of new and expanded business facilities. The second half of the tally is derived from a survey of corporate site selectors from across the nation. Site selectors ranked the factors most important to them when choosing a location for a new business facility, and the top three factors for 2010 are workforce skills, transportation infrastructure and state and local tax schemes. The conclusion: North Carolina's overall business climate is the best in the country.

According to the research results, North Carolina's strengths include its extensive higher education resources, workforce training initiatives, moderate climate and transportation infrastructure, which includes extensive sea, rail and highway assets.

joint partnership between PepsiCo and Suntory – employs another 1,700 people. [Read more.](#)



N.C. Biotechnology Center President and CEO Norris Tolson watches as former Gov. Jim Hunt cuts the ribbon at the new James B. Hunt, Jr. Leadership Annex. With Hunt are (from left) U.S. Rep. David Price, Gov. Bev Perdue, Art Pappas of Pappas Ventures and Biotech Center chairman of the board, Carolyn Hunt, U.S. Sen. Kay Hagan, and Robert Ingram of GSK

Biotech Center celebrates Hunt's \$64B biotech vision

The N.C. Biotechnology Center celebrated the biotechnology vision of former Gov. Jim Hunt with the dedication of the new James B. Hunt, Jr. Leadership Annex at Research Triangle Park on Oct. 27.

Thirty years ago, Hunt and other state leaders recognized the enormous impact that biotechnology could make on the state's economy, and they began to build a broad foundation for the industry by supporting research, business and education programs across the state.

Today 57,000 people work at 530 biotech companies in North Carolina. Including ripple effects, the industry contributes \$64.6 billion to the state's economy and supports more than 226,000 jobs.

"North Carolina is the third-largest state for biotechnology, and one of the most rapidly growing," said Norris Tolson, president and CEO of the Biotechnology Center.

Gov. Bev Perdue, and N.C. Dept. of Commerce Sec. Keith Crisco and Deputy Sec. Dale Carroll were among those at the dedication ceremony. [Learn more.](#) Learn more about the [biotechnology industry](#) in North Carolina.

See the Biotech Center's [N.C.'s Biotech Vision video.](#)

Another factor, according to *Site Selection*, is the proactive approach of Gov. Bev Perdue to business recruitment.

"All states face economic and budgetary challenges these days, but this ranking reminds us that there are significant success stories, too," says Site Selection Editor in Chief Mark Arend. "North Carolina's first-place finish underscores its success across a wide spectrum of industries, from aerospace to life sciences to energy. We commend the governor and her economic development team for their focus on making and keeping their state business-friendly." [Read more.](#)



(Left-right) N.C. Dept. of Commerce Deputy Sec. Dale Carroll and former Piedmont Triad Partnership Chairman Don Kirkman

Kirkman recognized for leadership

Oct. 31 was Chairman Don Kirkman's last day at the Piedmont Triad Partnership. N.C. Dept. of Commerce Sec. Keith Crisco and Deputy Sec. Dale Carroll recognized Kirkman for his leadership. Kirkman was presented a framed letter from the Dept. of Commerce in honor of his leadership with the \$15 million Workforce Innovation in Regional Economic Development (WIRED) grant project from U.S. Dept. of Labor in the Triad.



(Left-right) N.C. Dept. of Commerce Director of Motorsports Development Derek Chen, Consul General of France in Atlanta Pascal Le Deunff, Honorary Consul of France in North Carolina



(Left-right) N.C. Dept. of Commerce Sec. Keith Crisco and The Honorable Opher Aviran, consulate general of Israel to the Southeast United States

Crisco meets with Israeli consul general

On Oct. 27, Opher Aviran, consul general of Israel to the Southeast United States visited the N.C. Dept. of Commerce and other organizations in North Carolina. He presented background information on Israeli companies located across the state and discussed other economic development opportunities with N.C. Dept. of Commerce Sec. Keith Crisco.

Carolina Entrepreneur 2010 includes state leaders

On Oct. 28, N.C. State Treasurer Janet Cowell, N.C. Innovation Council Co-Chairman Steve Nelson and N.C. Dept. of Commerce Deputy Sec. Dale Carroll were presenters at "[Carolina Entrepreneur 2010](#)" in Flat Rock. This event was led by Carolina Financial Group of Brevard with co-sponsors AdvantageWest Economic Development Group and Dixon Hughes PLLC's Asheville Office.

Rural Center to hold 2010 forum

The N.C. Rural Economic Development Center will hold its 2010 Rural Partners Forum Nov. 4-5 at the North Raleigh Hilton. With the theme "Ramping Up the Rural Economy," this year's forum will provide an overview of the sectors most likely to produce jobs and economic opportunity over the next three to five years – and practical steps that rural leaders can take to benefit. Gov. Bev Perdue, and N.C. Dept. of Commerce Deputy Sec. Dale Carroll are scheduled to speak at the forum. [Learn more.](#)

N.C. hosts 2010 TEAMS Conference in Charlotte

The N.C. Dept. of Commerce's Director of Tourism Marketing Wit Tuttell, Group Travel Manager Kristi Driver and 40 industry partners from across the state gathered in Charlotte, Oct. 16-24, to promote the state's sports industry as North Carolina hosted this year's TEAMS (Travel, Events And Management in Sports) conference. Attendance at this year's meeting of the sporting events conference was estimated at over 2,000.

During the conference, the SportsNC team had personal appointments with over 90 events rights holders, sports associations and sports industry leaders. Numerous

Marie-Claire Ribeill, Ambassador of France Pierre Vimont, bioMerieux Site Director Alain Giovinazzon, bioMerieux CEO Marc Mackowiack

French ambassador visits N.C.

Ambassador of France Pierre Vimont was in North Carolina Oct. 6-7 to meet with Gov. Bev Perdue and N.C. Dept. of Commerce Sec. Keith Crisco. Vimont also visited French-owned biotechnology company bioMerieux in Durham.

'One Tree Hill' gets full-season pickup

The CW announced Oct. 15 that it has ordered a full eighth season for the made-in-Wilmington drama series, ordering an additional nine episodes. This season, "One Tree Hill" has averaged about 1.9 million viewers per episode. The full-season order will bring the total number of "One Tree Hill" episodes to 174, cementing its status as the longest-running production filmed in Wilmington. The show, which counts more than 100 locals among its crew, occupies three soundstages at EUE/Screen Gems Studios in Wilmington.

[Locally filmed "One Tree Hill" gets full-season pickup](#) (The Star-News - Wilmington, Oct. 22)

Grant to help Robeson County business

The N.C. Dept. of Commerce has approved a Community Development Block Grant in the amount of \$765,000 to assist in providing public water service for an expansion at the Mountaire Farms plant in Lumber Bridge. The increased water supply will allow the company to create 51 new jobs and invest \$17 million dollars over the next two years.

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 that illustrate some of the recent activities of the division. The metrics include the number of new economic development projects assigned to B&I

networking sessions helped build valuable relationships with suppliers and buyers alike. TEAMS is the world's leading conference and expo for the sports-event industry. Its educational sessions, one-on-one appointments and trade show offered a variety of opportunities for those with sporting event sites and destinations to meet with those who hold sporting events rights.

Delegates from North Carolina included sports commissioners, sports directors and various other sports development leaders.

Moogfest is economic boon for Asheville

Asheville's Moogfest, which took place Oct. 29-31, celebrated Bob Moog's musical legacy and the innovative acts defining the future of the electronic music genre Moog helped create.

Sam Powers, Civic Center director, views the first-time festival as something that goes well beyond the sounds of a synthesizer: It captures and advances what exemplifies Asheville.

"Connectivity is what Moogfest is all about. ... It ties together our manufacturing business, support of downtown businesses, hospitality and the arts and culture industry," Powers said.

The event also brought thousands of people, into downtown bars, shops, restaurants and hotels, and could cement Asheville's reputation as a thriving, creative home for music lovers and music makers alike.

The exposure will have a rippling economic and cultural impact that's not yet been tallied.

[Three-day Moogfest confirms Asheville's music cred](#) (The Asheville Citizen-Times, Oct. 27)

The New York Times also [profiled Asheville](#) Oct. 21 in its recurring feature "36 Hours in"

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 - Nov. 1, 2010

New projects assigned:	364
Projects announced:	117
Jobs created:	13,710
Capital invested:	\$2.87B
Industry visits by existing industry staff:	1,210
Calls to the Business ServiCenter:	19,410

N.C. in the News

This Week's Highlights

- [Charter service returns](#) (The Winston-Salem Journal, Oct. 29)
- [Triad to share in \\$4.5M of green stimulus funds](#) (The Business Journal, Oct. 28)
- [Jobs program targets low-income workers](#) (WRAL - Raleigh, Oct. 29)
- [Wind Energy Composites firm expands in North Carolina](#) (Today's Energy Solutions, Oct. 25)
- [City steps up recycling efforts as green jobs gain popularity](#) (Rocky Mount Telegram, Oct. 25)

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