

syncTM Weekly highlights from the North Carolina Department of Commerce



(Left-right) Pierson Global Group President Mark Pierson, N.C. Commerce Secretary Sharon Decker and Consul General Kazuo Sunaga of the Consulate General of Japan in Atlanta

Commerce Meets with Atlanta Site Consultants

Site selection consultants learned about business opportunities in North Carolina and met with key economic development leaders from the state during a Dec. 16 networking reception at the Wimbish House in Atlanta. More than 100 consultants, foreign consular officers and developers attended. The event was sponsored by [Friends of North Carolina](#).

Aluminum Boat Manufacturer to Create 200 Jobs in Onslow County

Governor Pat McCrory and N.C. Commerce Secretary Sharon Decker announced on Dec. 17 that [Armstrong Marine Inc.](#) is building a welded aluminum boat manufacturing operation in Onslow County. The company plans to create 200 jobs and invest more than \$8.4 million at the new facility near Swansboro. The N.C. Department of Commerce's [Donna Phillips](#) was the developer on this project.

Armstrong Marine is a leading manufacturer of purpose-built welded aluminum boats, fire boats, dive boats, pilot boats, research vessels, interceptors and riverine craft for both military and industrial markets. The company's high quality aluminum vessels are designed for customers demanding both high performance and durability.

"The coastal region of Onslow County and surrounding counties has become a very desirable site for companies to

USA InvestCo to Develop Cold Storage Project at Port of Wilmington

Governor Pat McCrory and N.C. Commerce Secretary Sharon Decker recently announced that [USA InvestCo](#) plans to create 100 jobs and invest more than \$15 million in a new cold storage facility at the Port of Wilmington. The N.C. Department of Commerce's [Ken Allen](#) was the developer on this project.

The company is developing the [Port of Wilmington Cold Storage facility](#), a 75,000-square-foot facility that will store locally produced pork, poultry, fruits and vegetables. PWCS could eventually be expanded to 300,000 square feet depending on demand.

"North Carolina and the Greater Wilmington region have become a very desirable site for companies to locate and expand their operations," said McCrory. "With the need for secure, cold storage growing throughout North Carolina, we welcome USA InvestCo's investment."

USA InvestCo is made up of a group of experienced real estate developers with more than 80 years of combined expertise in both real estate development and management. Its track record includes acquisition, entitlement, development, management and sales. USA InvestCo's general partners have raised more than \$100 million for various projects throughout the U.S. in states such as Colorado, Florida, North Carolina, California and Texas.

"We are excited to be working closely with the State to create the only cold storage facility located on a port in the State of North Carolina," said Chuck Schoninger, the principal of USA InvestCo. "PWCS's strategic location on the Port of Wilmington provides our import and export customers with logistical benefits and helps the state by creating new jobs."

USA InvestCo received assistance through a grant provided by the Golden LEAF Foundation to the N.C. Southeast Regional Economic Development Partnership to fund equipment needed for the proposed facility.

The Port of Wilmington Cold Storage facility is

locate marine manufacturing operations," said Decker. "We're fortunate to have a strong business climate and outstanding quality of life that can't be beat."

Armstrong Marine President and CEO Josh Armstrong realized that his company's existing manufacturing facility in Port Angeles, Wash., was not adequate to meet the expanding demands of the market and incurred substantial shipping costs to clients on the Eastern seaboard. "When we went in search of a strategic location for our second manufacturing facility, Onslow County and North Carolina welcomed us with open arms," said Armstrong. "We decided to locate in the heart of the fleet concentration area and are excited to be able to better service U.S. markets, as well as export to foreign markets from our new plant near Swansboro."

The aluminum boat market is rapidly expanding. Mariners across the globe recognize the superiority of welded aluminum due to its high strength to weight, low maintenance, and extreme durability. With more than two decades of experience, Armstrong Marine develops products to meet the demands of the marine industry around the world.

Salaries will vary by job function, but the average annual wage for the new jobs will be \$31,420 plus benefits. The Onslow County average annual wage is \$26,908.

Partners that helped with the project include: Coastal Carolina Community College, Onslow County and Jacksonville Onslow Economic Development. [Read more.](#)

Veteran-owned Solar Energy Company to Create 50 Jobs in McDowell County

Governor Pat McCrory and N.C. Commerce Secretary Sharon Decker announced on Dec. 17 that [The Solar Connection](#) will locate its manufacturing facility in McDowell County. The company plans to create 50 jobs and invest more than \$500,000 over the next three years in Marion. The N.C. Department of Commerce's [Cindy Messer](#) was the developer on this project.

"North Carolina will continue to embrace an 'all of the above' approach to energy development," said McCrory. "We applaud The Solar Connection, a veteran-owned company, for its commitment to hire military veteran workers and grow operations in Western North Carolina."

The Solar Connection will manufacture photovoltaic solar cells and related PV products. The company will initially function as a wholesaler, forming local strategic partnerships with installers. The Solar Connection will also partner with local schools to train employers on solar manufacturing and installation.

"We are proud of our connection to Western North Carolina," said William Boyle, CEO of The Solar Connection, a wholly owned subsidiary of Boyle Enterprises. "We look forward to developing a local workforce capable of distributing worldwide the most advanced solar products made here in the town of Marion."

The project was made possible in part by a performance-based grant from the [One North Carolina Fund](#) of up to \$156,000. The One NC Fund provides financial assistance, through local governments, to attract business projects that will stimulate economic activity and create new jobs in the state. Companies receive no money up front and must meet job creation and investment performance standards to qualify

a public-private venture in North Carolina. This project was conceived through a partnership with state agencies within North Carolina as a catalyst for future North Carolina economic development. Influential partners that helped with the project include: N.C. Department of Transportation, N.C. Department of Agriculture, the N.C. State Ports Authority, the Golden LEAF Foundation, and the N.C. Southeast Partnership. [Read more.](#)



Television Series Fuel Strong Year for Film Industry in North Carolina

Popular television productions fueled one of the strongest years experienced by the film industry in North Carolina.

More than 60 productions registered with the [N.C. Film Office](#) and filmed in North Carolina in 2013. Those productions amassed a record-high of more than 5,700 production days with filming taking place in more than 30 of the state's 100 counties.

"In addition to our state's beauty, we've developed the workforce and artists that make North Carolina an ideal place to produce quality projects efficiently," said Governor Pat McCrory.

Year-end projections show television and film productions had a direct in-state spend in excess of \$254 million and created more than 4,000 well-paying crew positions for the state's highly skilled workforce. These productions created nearly 25,000 job opportunities (full time equivalent and temporary jobs), including talent and background extra positions, for North Carolinians. These numbers are the second highest in the industry's history for in-state spending by productions as well as total job opportunities created.

Television series headlined production in North Carolina in 2013. Five major series- the summer's top show "Under The Dome," this fall's breakout series "Sleepy Hollow," the second season of Cinemax's top series "Banshee," the third season of the award winning Showtime series "Homeland" and the final season of HBO's "Eastbound and Down"- all filmed in the state.

Production on the feature films "Tammy," "Careful What You Wish For," "The Ultimate Life," "The World Made Straight," "Grass

for grant funds. These grants also require and are contingent upon local matches.

Other partners that helped with this project include: N.C. Community Colleges, McDowell County, the McDowell Economic Development Association, and McDowell Technical Community College. [Read more.](#)



The N.C. Economic Development Board met Dec. 11 in Raleigh.

Economic Development Board Wraps Up Strategic Plan Recommendations

The N.C. Economic Development Board convened on Dec. 11 to wrap up its six months of work on developing a 10-year Strategic Plan for economic development in the state. In addition to the research and planning of the board committees, N.C. Commerce Secretary Sharon Decker presented information gathered in a statewide survey during her listening tour across the state. Survey results were included in the draft strategic plan that Ted Abernathy, an economic development strategic planning consultant, presented. Detailed recommended strategies that were put forth by the board committees include:

- Identify and target industries for job creation
- Develop a brand strategy for the state
- Maximize global growth opportunities
- Continue improvement of tax, regulatory and legal climates
- Enhance the state's economic development incentive programs
- Convert university innovation into jobs
- Amend and extend the Qualified Business Venture Credit
- Re-fund the One NC Small Business Fund
- Streamline entrepreneurial resources
- Establish North Carolina as a destination for creative talent
- Build a platform for retiree attraction and business creation
- Set standard for attracting and retaining military retirees
- Further develop and enhance Career and Technical Education offerings
- Enhance, integrate and market education and workforce development programs to maximize economic development
- Invest in the state's educational workforce

Stains," "The Squeeze," "Captive" and "Tusk" also took place in North Carolina. Made-for-television movies also had a strong presence as "Christmas In Conway," "Norman Rockwell's Shuffleton Barbershop" and "The Perfect Summer" all were filmed and aired in 2013. National commercials for Mountain Dew, ESPN, NASCAR, Planters, Audi and Fiat also shot in the state.

"The film industry continues to have a major impact on the state's economy and provide job opportunities for thousands of North Carolinians," said N.C. Commerce Secretary Sharon Decker. "It is great to see our state continue its success in the industry."

Beyond the more than \$254 million in direct spending, additional spending and job creation have taken place on numerous lower budget projects and commercials.

"The past three years have produced unheralded numbers in direct in-state spending and job opportunities," said N.C. Film Office Director Aaron Syrett.

Established in 1980, the N.C. Film Office is part of the Division of Tourism, Film and Sports Development in the N.C. Department of Commerce. Its primary responsibilities are to recruit productions to the state by marketing the many assets- including the resources, crew base, established infrastructure and locations statewide- North Carolina has to offer. In addition, the film office assists productions with permitting and other logistics and works hand-in-hand with regional film commissions in the Wilmington, Research Triangle, Piedmont Triad, Charlotte and Western regions of the state. Since its creation, 400+ projects have filmed in the state, directly spending more than \$1 billion and creating more than 100,000 job opportunities for crew, talent and extras.

- Support policies that foster development and learning of young children
- Improve infrastructure to rural communities
- Realign efforts of the N.C. Departments of Commerce and Agriculture for rural job growth
- Target rural-appropriate manufacturing for attraction
- Support travel and tourism for rural communities
- Create more capacity to assist rural community development

NCEDB Chairman John Lassiter notified the board that it will meet again in January to finalize the Strategic Plan and discuss how it will be activated by the new Economic Development Partnership of N.C.



(Left-right): Advanced Detection Technology's Sales Director Chris Carpenter and Marketing Director Candace Carpenter, G & A America's Sales Director Mark Andrews and President Romualdo Garza, and Commerce's Director of Technology Business Development Kuldip Wasson in Paris

ITD Promotes N.C. Products in France

[Milipol 2013](#) was held Nov. 19-22 in Paris, France. This event is a premier security event in Europe and drew 25,834 visitors from more than 150 countries. The show had 161 official



Brig. General Robert Castellvi and N.C. Commerce Secretary Sharon Decker

Decker Tours Camp Lejeune

In an effort to better acquaint herself with the numerous Marine Corps installations in Onslow County, N.C. Commerce Secretary Sharon Decker traveled to Jacksonville last week to meet with military leaders at Camp Lejeune. Brig. General Robert Castellvi provided a brief overview and military impact of MCAS New River and MC Base Camp Lejeune.

The population of both installations is more than 133,000 people, including 50,000 active military, their family members, civilians, and retirees. Total economic impact of both facilities is more than \$4.2 billion.

Decker, along with local elected officials and Onslow County economic development leaders, toured Camp Lejeune by bus and got a VIP tour of older parts of the base that date back 40 years, as well as renovations and new construction, including a new entrance to the base.

"It's always a special joy to visit with our military personnel in North Carolina and be able to thank these men and women for their service to our country," said Decker. "With such a large population, Camp Lejeune is a big city with a big economic impact! The military and related industries are very important to our state and one of our target industry clusters for job attraction and retention."

delegations from 97 countries. Milipol covered a wide range of new products in the fields of forensics, video surveillance equipment, biometric identification, access control, secure communications, monitoring devices, emergency management, rapid response, and law enforcement. Recognizing the worldwide nature and importance of security for the development of a stable society, French Minister of the Interior Manuel Valls inaugurated the show on Nov. 19.

N.C. Department of Commerce's International Trade Division sponsored a booth in the USA pavilion at the show and promoted the products of several companies from the state. Exhibiting North Carolina companies included Advanced Detection Technology of Mooresville, G & A America of Raleigh, More Security of Holly Springs, AirBoss of Littleton, Chemring of Charlotte, Remington of Madison, Scott Safety of Monroe, Sirchie of Youngsville, and Gould & Goodrich of Lillington. Thanks to their participation, these companies were able to better understand the business environment and huge market opportunities in Europe. Advanced Detection Technology reported strong lead generation and said that the results far exceeded the company's expectations.

Europe is a large export market for North Carolina companies. In 2012, North Carolina exported more than \$5.5 billion worth of products and services to Europe. About \$856 million of these exports went to France. Commerce Technology Business Development Director Kuldip Wasson participated in the event to facilitate N.C. exports and to assist the companies in forming alliances and partnerships with foreign buyers.



(Left-right) N.C. Secretary of Administration Bill Daughtridge, N.C. Commerce Secretary Sharon Decker and ABB Managing Director Steve Gallo at ABB Power T&D Company in Rocky Mount last week

Decker Visits Rocky Mount Area

N.C. Commerce Secretary Sharon Decker traveled to Nash and Edgecombe counties on Dec. 13 to visit with local community college leaders, economic developers, tourism officials, community leaders, and elected officials, as well as various company executives and employees. Secretary of Administration Bill Daughtridge, who is a Rocky Mount resident, accompanied Decker on the trip.

"What an amazing list of advanced manufacturing companies that call these counties home," said Decker. "It's a testament to the highly skilled workforce in the region as well as the



Certified Retirement Community Applications Due Jan. 31

Applications are due on Jan. 31 for the N.C. Department of Commerce's [Certified Retirement Community Program](#) for communities that are positioning themselves to attract retirees as an economic and community development strategy. To gain certification, a local government must submit an application for consideration. Applications are accepted twice each year. Once a community has completed the certification process, the Division of Tourism, Film and Sports Development will help market and promote the community as a retirement destination. There are currently seven Certified Retirement Communities in North Carolina: Asheboro, Eden, Lumberton, Marion, Mount Airy, Pittsboro, and Sanford. More information about the program and a downloadable application are available on the [program's website](#). For questions, contact Tourism Development Manager [André Nabors](#) at (919) 733-7502.

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 - Dec. 18, 2013

New projects assigned:	346
Projects announced:	133
Jobs announced:	16,766
Capital investment announced:	\$2.6B
Industry visits by existing industry staff:	1,014

award-winning customized training programs at Nash Community College and strong partnerships with Edgecombe Community College."

Decker's tour included stops at Cummins-Rocky Mount Engine Plant, Hospira, QVC, Keihin Carolina System Technology, and ABB Power T&D Company, as well as meetings with leaders of Nash Community College and Nash County Visitors Bureau.

"From the automotive parts manufacturing at Keihin and Cummins, to the distribution center at QVC, pharmaceutical production at Hospira, and the power product design and distribution at ABB, all of these facilities share a commitment to excellence and quality culture," added Decker. "I saw amazing examples of advanced manufacturing and robotics, as well as the talented employees who keep those facilities humming in some cases around the clock. Nash and Edgecombe counties are poised for economic growth with the great assets they have to offer prospective companies."



International Marketing Manager Heidi Walters meets with tour operator at Showcase

Strong Delegation Promotes N.C. at Travel South Showcase

A delegation from North Carolina promoted the state as an international visitor destination at the Travel South International Showcase Dec. 3-6 in Nashville, Tenn. The show brought in 80 tour operators from a dozen countries to learn about the South. The N.C. Department of Commerce's Acting Assistant Secretary for Tourism Wit Tuttell and International Marketing Manager Heidi Walters met with 37 tour operators from both established and emerging markets. The North Carolina delegation also hosted additional operators at a dinner. The 2015 Travel South International Showcase will be held in Charlotte.

In 2012, overseas visitation to North Carolina was nearly 700,000, resulting in \$314 million in spending. With the average stay of six nights and individual spending of \$469 per person, this market segment is vital to the state's tourism industry.

Happy Holidays from all of us at the N.C. Department of Commerce!

SYNC will take a short break for the holidays, and will not

Calls to Business Link 18,540
N.C.:

N.C. in the News

This Week's Highlights

- [State to pattern branding project after Wilmington's](#) (*StarNews* – Wilmington, Dec. 13)
- [Cree snags \\$30M in tax credits for expansion, clean energy jobs](#) (*Triangle Business Journal*, Dec. 13)
- [N.C. Secretary of Commerce visits Camp Lejeune](#) (*The Daily News* – Jacksonville, Dec. 13)
- [Former N.C. Commerce leader joins Williams Mullen law firm](#) (*Triangle Business Journal*, Dec. 13)
- [Castle Hayne GE plant gains more work](#) (*StarNews* – Wilmington, Dec. 12)
- [Decker says changes at Commerce will affect 61 state workers](#) (*The Charlotte Observer*, Dec. 12)
- [Unilin begins construction on \\$5 million expansion in Thomasville](#) (*The Business Journal of the Greater Triad*, Dec. 12)
- [N.C. business tries to make scrubs look better](#) (*The Daily Reflector* - Greenville, Dec. 12)
- [RTP's Geolas: 'This is the year you will see action'](#) (*Triangle Business Journal*, Dec. 12)
- [NCSU economist Walden sees brighter economic times ahead for N.C.](#) (*The News & Observer* – Raleigh, Dec. 12)
- [Jet order by American Airlines will add jobs in Charlotte](#) (*Charlotte Business Journal*, Dec. 12)
- [Port Authority records banner year](#) (*StarNews* – Wilmington, Dec. 12)
- [MetLife surpasses first-year hiring goal](#) (*The Charlotte Observer*, Dec. 12)
- [McIntyre Metals awarded work force development grant](#) (*The Business Journal of the Greater Triad*, Dec. 11)
- [N.C. Commerce Talks Privatization](#) (WUNC, Dec. 11)
- [Real Deals: Garner has high hopes for ConAgra site](#) (*The News & Observer* – Raleigh, Dec. 11)
- [Toshiba Global expands presence in Durham](#) (*Triangle Business Journal*, Dec. 11)
- [Galvan plans \\$2 million expansion in Harrisburg](#) (*The Independent Tribune* - Concord, Dec. 10)
- [DCCC joins national program to train 10,000 older workers](#) (*Winston-Salem Journal*, Dec. 10)
- [New Belgium hires Asheville brewery team](#) (*Citizen-Times* – Asheville, Dec. 10)
- [State report looks at region's innovation](#) (*Greater Wilmington Business Journal*,

publish on Dec. 24 or Dec. 31. We'll be in your inbox again on Jan. 7. Happy holidays and may we all continue to Thrive in North Carolina in the new year!

Dec. 10)

- [New project could generate thousands of jobs in Charlotte](#) (WSOC TV, Dec. 9)

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