



The Hillshire Brands Company to Create 98 Jobs in Edgecombe County

Governor Pat McCrory, North Carolina Commerce Secretary John E. Skvarla, III, and the Economic Development Partnership of North Carolina (EDPNC) announced January 20 that The Hillshire Brands Company will create 98 jobs over the next three years as it expands its bakery operations in Edgecombe County. The company plans to invest \$28.4 million to upgrade and improve the Tarboro facility over that time.

"Hillshire Brands is among the nation's most prominent names in consumer foods and a perfect fit for our state's value-added food and beverage industry," said Governor McCrory. "This company's continued growth is leading to job creation for Edgecombe County and evidence of our rebuilding economy."

Hillshire Brands is a subsidiary of Tyson Foods, one of the world's largest food companies, which was founded in 1935 and is based in Springdale, Arkansas. Its facility in Tarboro produces the company's Sara Lee® line of baked goods. The company's other brands include Hillshire Farm®, BallPark® and Jimmy Dean®.

"Our robust infrastructure, ready talent, convenient access to consumer markets and competitive cost structure all make North Carolina the ideal location for food manufacturers," said Secretary Skvarla. "Nothing compares to North Carolina as a state where people and companies make things, and that includes good food."

Hillshire Brands Tarboro facility opened in 2000 as part of what was then Sara Lee Corporation. The company employs an existing workforce of 687. Its expanded workforce will add nearly \$3 million to Hillshire's annual payroll there.



The prototype of a licence plate featuring North Carolina's new brand. Artist concept subject to change.

Campaign for Specialty License Plate Shifts Branding Program Into Next Gear

Imagine showing your state pride everywhere you drive by proudly displaying a state license plate featuring the new expression of North Carolina's brand.

The N.C. Brand Team, based at N.C. Commerce, is launching a campaign to create and issue a new state license plate. Along with the inspirational tagline "Nothing Compares," the plate will prominently feature the brand logo, a green and blue "NC" encompassing the outline of a long leaf pine, symbolic of our state's deep historic roots and scenic diversity from the mountains to the sea. The plate will be the latest option for motorists under the N.C. Department of Transportation's specialty license plate program.

To begin the process of claiming your new 'Nothing Compares' plate, visit this special page on the department's website: nccommerce.com/nc-license-plate.

Show your pride on your ride in North Carolina: where everything is possible and Nothing Compares!



Coty Inc. to Grow Its Lee County Operations, Adding 25 New Manufacturing Positions

Coty, Inc., a global leader in beauty products, will expand its manufacturing facility in Lee County and is planning to hire an additional

We're glad to invest in our Tarboro plant, which will mean more jobs for the city, said Wes Morris, president of prepared foods for Tyson Foods. "The existing infrastructure, location and availability of a qualified workforce make the plant ideal for this expansion project."

The project was made possible in part by a performance-based grant of up to \$300,000 from the One North Carolina Fund, as well as financial support from Edgecombe County and the town of Tarboro.

Numerous state and local allies worked with [EDPNC](#) and [Commerce](#) in supporting Hillshire Brands' expansion. They include the [North Carolina General Assembly](#), the [North Carolina Community College System](#), [Edgecombe County](#), the [Town of Tarboro](#), and the [Carolinas Gateway Partnership](#).

[Read more.](#)



North Carolina Awards Two New TV Series Film & Entertainment Grants

Two television productions will begin production within the next 60 days in the state, in part thanks to funds from the North Carolina Film and Entertainment Grant program.

N.C. Commerce Secretary John Skvarla and the Economic Development Partnership of N.C. announced the news January 29.

"TV series present the chance to establish long term relationships and recurring jobs in our state," said Secretary Skvarla. "I look forward to watching our state's fine talent and natural beauty when each of these productions airs on television."

Good Behavior and *SIX* will both film their inaugural seasons in North Carolina. The two projects combined are expected to have direct in-state spending of more than \$57 million while creating approximately 2,900 job opportunities in the state.

Good Behavior shot its pilot episode in late 2015 in North Carolina. Now the production returns to our state for a television series that will air on TNT. *Good Behavior* is based off of the best-selling Letty Dobesh books by Blake Crouch. Fresh out of prison, Dobesh is attempting to stay afloat, but her life changes when she is set on a collision course with a hired hitman. The production will base out of Wilmington. The eligible grant amount is up to \$6,603,003.

SIX, from A+E Studios, Harvey Weinstein, The Weinstein Company and Academy Award® nominee William Broyles, is an eight episode contemporary military drama that will air on HISTORY. Inspired by current events, the series follows a brotherhood of modern American warriors, Navy SEAL Team Six, the best of the best, whose 2014 mission to eliminate a Taliban leader in Afghanistan goes awry when they uncover a U.S. citizen working with the terrorists. The production will also base out of Wilmington. The eligible grant amount is up to \$7,215,671.

25 employees. Coty also plans to invest approximately \$19 million at the site during the next three years.

Manufacturing is a key component of the Carolina Comeback," said Governor Pat McCrory. "Coty is the latest major global company to announce plans to expand its manufacturing operations here in North Carolina.

Since Governor McCrory took office in January of 2013, North Carolina has witnessed the net creation of more than 250,000 private-sector jobs.

Coty is a leading global beauty company with a portfolio of well-known fragrances, color cosmetics and skin and body care products sold in over 130 countries and territories. The company reported net revenues of \$4.4 billion for the fiscal year ending June 30, 2015.

Coty's existing Lee County workforce totals more than 750 employees, as well as several hundred contractors. The company's expanded workforce will include production line workers. The average annual payroll of the new jobs will be approximately \$1.1 million.

Manufacturing employs nearly 463,000 North Carolinians and accounts for 20 percent of our GDP," said Commerce Secretary E. Skvarla, III. "Highly productive workers, a pro-business climate, a competitive cost-structure and great quality of life are among the many reasons our state leads the Southeast in manufacturing employment."

Enric Prat Codina, Coty's Sanford Plant General Manager said, "We have had a strong presence in North Carolina for 45 years and would like to thank the State of North Carolina and Lee County for its ongoing support."

Coty's expansion in North Carolina was made possible in part by a performance-based grant of up to \$62,000 from the One North Carolina Fund.

In addition to [N.C. Commerce](#) and the [Economic Development Partnership of N.C.](#), other partners in the project include the [North Carolina General Assembly](#), the [North Carolina Community College System](#), [NCWorks](#), [Lee County](#), the [City of Sanford](#), and the [Sanford Area Growth Alliance](#).

[Read more.](#)

"We are excited to have two new series call North Carolina home and even more excited to assist in providing the state's well-trained crew base and talent these opportunities," said Guy Gaster, North Carolina Film Office Director within the Economic Development Partnership of North Carolina. "These projects will continue a long tradition of excellence in filmmaking in our state."

The North Carolina Film and Entertainment Grant provides financial assistance to attract productions that will stimulate economic activity and create jobs in the state. Companies receive no money up front and must meet direct in-state spending requirements to qualify for grant funds.

[Read more.](#)



Conference for Manufacturers to Address Waste Issues

Community leaders are encouraged to alert manufacturers in their area to an upcoming conference being co-hosted by the Carolina Recycling Association and NC Environmental Assistance and Customer Service, a division within the NC Department of Environmental Quality.

The Manufacturers' Zero Waste Conference is a two day peer sharing event that will address a variety of zero waste to landfill programs, issues and challenges facing manufacturers and businesses in North and South Carolina.

The conference will be held March 22 and 23 at the Wilmington Convention Center.

Registration is now open on the Carolina Recycling Association website at cra-recycle.org, which also provides the agenda for the two-day conference.



NC Competes for Jobs Tour Kicks Off February 11 in Wilkesboro

Governor Pat McCrory invites local community leaders to join N.C. Commerce Secretary John Skvarla and his economic development and workforce team for the *NC Competes for Jobs* Tour, starting February 11 in Wilkesboro. The upcoming series of events will offer attendees a fast-paced, information-packed session outlining solutions N.C. Commerce offers to local leaders for the work of growing their local economies.

Attendees will learn more about:

- Grants and loans available for local economic development
- Available assistance to plan and build local infrastructure, water and sewer
- Finding and training local workers, using the state's NCWorks system
- Regulatory reforms to the state's business climate
- Changes in the state's tax rates
- The team at N.C. Commerce, and how to contact the right people who can help

To RSVP for the first event in Wilkesboro, [send an email to \[rsvp@nccommerce.com\]\(mailto:rsvp@nccommerce.com\)](mailto:rsvp@nccommerce.com). For information about future tour stops, [email James Estes in the Secretary's office.](#)

N.C. in the News

- [Chinese Embassy in the US Hosts Lunar New Year Reception in Charlotte](#) (*China Radio International* - January 28)
- [Greensboro moving toward \\$2.5 million support for PTI development](#) (*News & Record* - Greensboro - January 26)
- [Coty to add 25 jobs at Lee County plant](#) (*Fayetteville Observer* - January 21)

About Us

SYNC is the North Carolina Department of 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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