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Weekly highlights from the
North Carolina Department of Commerce

Research and Analytics Company to Create 400 Jobs in Wake County

Governor Pat McCrory and N.C. Commerce Secretary Sharon Decker announced Monday (June 3) that Evalueserve, a global company that provides custom professional research and analytics services to clients around the world, will establish a U.S. Center of Excellence in Wake County. The company plans to create 400 new jobs in North Carolina by the end of 2017 and invest more than \$5.9 million in its Wake County location.

"Evalueserve has found a perfect fit for its Center of Excellence right here in North Carolina," said Governor Pat McCrory. "The research and analytics jobs that they'll create will strengthen our hi-tech hub and be an example to others of the strong talent pool and attractive quality of life that characterizes Wake County, the Research Triangle and the state."

Charman Dr. Alok Aggarwal and CEO Marc Vollenweider said that this move further strengthens Evalueserve's strategic positioning as a truly global knowledge partner. "Building our presence in the U.S. is integral to our growth strategy, especially as we strive to forge deeper and more strategic relationships with our clients," said Vollenweider. "We are extremely pleased to begin our partnership with the North Carolina Department of Commerce and to partner with them on this critical initiative."

Evalueserve plans to open a U.S. Center of Excellence in data analytics and big data science in Wake County, with a focus on financial services research and analytics. The range of solutions will include traditional research support such as risk modeling, equity and fixed income research, and investment banking support, as well as emerging services such as media mix optimization, digital attribution and performance analytics.

[Vivian Powell](#) served as the developer on the project for the N.C. Department of Commerce.



Speaker of the N.C. House of Representatives Thom Tillis with N.C. Commerce Secretary Sharon Decker in February

Decker unfolds framework for public-private partnership organization

N.C. Commerce Secretary Sharon Decker spoke to the House Commerce Committee on May 29 and presented a detailed plan for the new public-private partnership that will assume the leadership and accountability for North Carolina's economic development initiatives. House Bill 630 is the enabling legislation for the creation of the partnership.

The objective of the N.C. Economic Development Partnership is to be more nimble and proactive, and able to leverage private funds with public dollars, move at the speed of business and more successfully focus on economic growth in all 100 counties of North Carolina both in support of existing business growth and new business development.

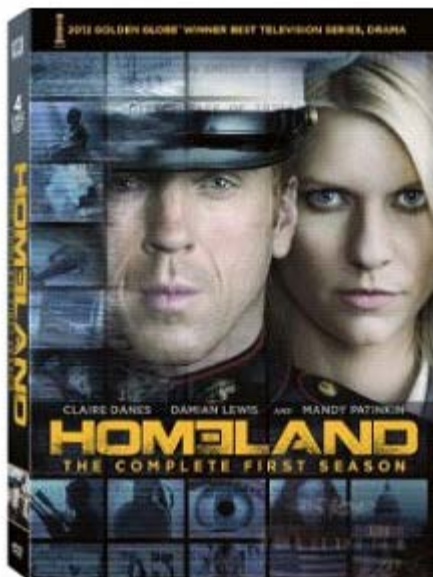
The NCEDP is forming to provide for a more comprehensive and focused approach to



The North Carolina booth drew a large audience during the 2012 Life @50+

Tourism division takes 'retire in N.C.' message to AARP expo

As more than 8,000 potential retirees considering relocation gathered in Las Vegas last week, the N.C. Department of Commerce's Division of Tourism, Film and Sports Development actively promoted North Carolina as a preferred retirement destination. [AARP's Life@50+ National Event and Expo](#) is a world-class gathering with dynamic lifestyle and learning sessions, and its audience actively seeks information on travel and retirement relocation opportunities. The Division gained more awareness of the trends and demographics of this market and provided information to attendees regarding travel to and relocating in North Carolina. The North Carolina booth featured the state's Certified Retirement Communities. Typically, individuals and couples will visit locations several times before they make a decision to relocate for retirement. The Division collected more than 1,000 leads at the 2012 Expo.



Homeland begins third season in Charlotte, films in Raleigh this week

economic development.

"We have spent billions of dollars on economic initiatives," said Decker. "However, our efforts have lacked strategic focus, resulting in little positive movement in economic outcomes and results, specifically net job growth. Too many of our counties still remain in double digit unemployment."

The intention is to create one economic development organization with distributed resources throughout the state. The current Commerce functions of Business & Industry, International Trade, Marketing, Tourism, Film and Sports, and some aspects of Research and Analysis will be brought into the NCEDP. The remaining functions in Commerce will remain on the public side of the organization.

It's anticipated that full implementation of this new organization will take up to a year, with the process beginning in next month.

[More details released on N.C. Commerce retooling](#) (*The Daily Reflector* - Greenville, May 29)



A renovated building in downtown Mount Airy

Mount Airy redesignated as a N.C. Main Street community

Mount Airy recently was redesignated as an active Main Street community, part of the national Main Street Program that is administered by the N.C. Department of Commerce's Office of Urban Development.

"The North Carolina Main Street Center staff is looking forward to working with the Mount Airy leadership to help them develop a comprehensive Main Street program that will improve the commercial district and attract

Principal photography is officially underway in North Carolina on Showtime's award-winning series *Homeland*. Crews for the series were spotted at several uptown Charlotte locations last week, including *The Charlotte Observer*. Based in Charlotte, the series previously filmed in the Queen City as well as Concord, Gastonia, Kings Mountain, Mooresville, and Salisbury. The third season is expected to once again shoot throughout the Charlotte region and will also be filming in downtown Raleigh this week.

According to the N.C. Film Office, the show has been based out of North Carolina since its infancy and, prior to the start of the third season, has been responsible for a direct in-state spend of approximately \$65.5 million while providing 252 well-paying crew positions each season for the state's highly skilled film professionals as well as a total of more than 2,200 other job opportunities. The third season of *Homeland* debuts in September on Showtime. [Read more.](#)

['Homeland' to film in Raleigh](#) (WRAL.com, May 29)

'Putting N.C. Back to Work' Video wins Telly Award

Two years ago, the N.C. Commission on Workforce Development made a video about North Carolinians recovering from the Great Recession. That documentary is now an award-winning film, having recently won a Telly Award for excellence in the category of non-broadcast production.

The 2011 video, titled "[Putting N.C. Back to Work](#)", is the result of a collaborative effort between the commission and the N.C. Agency for Public Telecommunications. The video tells the story of how North Carolinians affected by the recession got back on their feet with the help of training and career development assistance through Workforce Investment Act-American Recovery and Reinvestment Act-funded programs administered by the N.C. Department of Commerce's Division of Workforce Solutions. These individuals now have an enhanced quality of life, exemplified in newfound employment.

The Telly Awards honor the very best film and video productions, groundbreaking online video content, and outstanding local, regional and cable TV commercials and programs. As of this writing, it was not clear how many entries were submitted, but more than 12,000 entries from all 50 states and 5 continents were submitted for the previous year's contest.

The video can also be found on the [Division's website](#).

increased foot traffic to downtown," said Office of Urban Development Director Liz Parham.

Mount Airy was designated as a [N.C. Main Street](#) community in 1988. After just a few years, however, the city decided to implement its own unique "Mayberry" economic development strategy and discontinue its participation in the Main Street program. With shifts in the economy and a desire to pursue a broader economic strategy that will carry Mount Airy into the next decade, the city recently applied for Main Street reinstatement.

With Mount Airy's redesignation, there are 59 active Main Street communities and 39 active Small Town Main Street communities in North Carolina that are successfully following the principles of the National Main Street Center's Four-Point Approach to downtown revitalization. N.C. Main Street communities have experienced \$1.9 billion in public and private investment and a net gain of more than 17,000 jobs since the inception of the program in 1980.



Jacqueline Keener, manager of the Bureau of Labor Statistics programs in the Labor and Economic Analysis Division of the N.C. Department of Commerce, receives her award from Alexandra Hall, director of the Colorado Labor Market Information group

LEAD's Keener receives Charles Benefield Award

Jacqueline Keener, manager of the Bureau of Labor Statistics programs in the Labor and Economic Analysis Division of the N.C. Department of Commerce, received the Charles Benefield Award, May 23, at the 2013 C2ER Annual Conference & Labor Market Information Training Institute Annual Forum in



Light sculptures, produced by local flooring manufacturer Floorazzo and area artists Rick Beck and Hoss Haley, on display at downtown Siler City's PAF Gallery

Strategic design alliances stimulate economic development across rural North Carolina

[Art-Force Incorporated](#), a non-profit tax exempt organization based in Chapel Hill, stimulates and diversifies economic development in distressed communities by allying artists, artisans and designers with entrepreneurs, small businesses, educational institutions, and local agencies. Through cross-currents of artistic design and production, Art-Force reaffirms connection to place - creating new products, jobs and transforming community.

Skilled in the implementation of these imaginative partnerships, Art-Force is helping to reinvigorate downtowns through the infusion of a creatively-minded workforce and the expansion of local manufacturing. Combining innovation with sensitivity to local heritage, artists and manufacturers work side-by-side to positively impact their local economies, ultimately serving as community change-agents.

Civic artwork installations and product exhibitions - created as a part of a grant awarded by [ArtPlace America](#) that accelerates creative placemaking across the U.S. - are currently being realized in rural North Carolina. In Greenville, Art-Force partnered local textile manufacturer Parrott Canvas Company with North Carolina artist Jan-Ru Wan, to create a collection of versatile lifestyle products, including cross-body bags and a set of fashionable, yet functional baskets. In Sanford, metals engineering firm WST Industries was strategically matched with Raleigh-based designers Chandra Cox and Susan Cannon, to produce a stunning family of modern, sleek, portable steel and aluminum tables.

In collaboration with the N.C. Rural Economic Development Center, Art-Force is helping to set Siler City apart from most other rural communities its size, with a turnaround propelled by the arts. A third design alliance combines the talents of downtown Siler City flooring manufacturer Floorazzo with artists Hoss Haley and Rick Beck, to create dynamic three-dimensional forms, including sculptural lighting, wall-screens and table tops. Redevelopment of this historic downtown - restored with studios, galleries and a public plaza - has put artists at the core of local enterprise.

[Current research](#) indicates that adaptation, resilience and

Nashville, Tenn.

The national Benefield Award recognizes professionals who advance the art and science of labor market information through their leadership. Keener was cited for significant contributions she has made in her 22-year career with both North Carolina's and Maryland's labor market information teams, the U.S. Department of Labor's Employment & Training Administration, and the Bureau of Labor Statistics.

Keener has been instrumental in developing the projections process for the entire country, building the Workforce Information Database structure, and producing delivery systems applications for labor market and workforce data, including North Carolina's Common Follow-up System.

"Jackie has demonstrated expertise in all facets of labor market information, excellent technical, analytical, research, training, and management skills," said N.C. Commerce Assistant Secretary for Labor and Economic Analysis Stephanie McGarrah. "She is an invaluable member of our team and is regarded with respect by her colleagues and peers across the country for her professional knowledge, experience and constant willingness to share."

Currently, Keener manages the five Bureau of Labor Statistics federal/state cooperative programs, where she continues to make significant contributions in economic development research within the Department.

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

reinvention at an accelerated pace are essential for the survival and stability of rural manufacturing in North Carolina and in America.



On 2nd Saturdays this summer, North Carolina culture is everywhere

This summer's [2nd Saturdays](#) programs - June 8, July 13 and Aug. 10 - will demonstrate that North Carolina culture is everywhere. Orchestrated by the N.C. Department of Cultural Resources, it's summertime family fun for visitors to and residents in the state, which, in turn, benefits communities.

A unique authentic North Carolina experience will be found at each of the 27 state historic sites, seven history museums, two art museums, and even a history center, throughout the summer. Many venues will offer hands-on activities, crafts and local food vendors and artisans, and most of the events are free. More than 100 programs will make for great family escapes this summer. For more information, call (919) 807-7389 or visit the [2nd Saturdays website](#).

businesses throughout the state; and the number of contacts received by the Business Link North Carolina/Business ServiCenter.

Jan. 1 - June 3, 2013

New projects assigned:	179
Projects announced:	49
Jobs announced:	7,063
Capital investment announced:	\$637M
Industry visits by existing industry staff:	594
Calls to Business Link N.C.:	8,957

N.C. in the News

This Week's Highlights

- [Taking flight for aviation jobs of tomorrow](#) (WUNC-FM, May 31)
- [Tomorrow's energy innovations emerging today in Research Triangle Region](#) (WRAL Tech Wire, May 30)
- [ImageMark moving in Gaston County, adding employees](#) (*Charlotte Business Journal*, May 30)
- [Businesses expanding to, growing in Pilot Mountain](#) (*The Pilot* - Pilot Mountain, May 30)
- [Bayer CropScience breaks ground on RTP bee care center](#) (*Triangle Business Journal*, May 29)
- [Battleship releases findings from economic impact study](#) (*Wilmington Business Journal*, May 29)
- [N.C. pride takes shape on T-shirts and accessories](#) (*The News & Observer* - Raleigh, May 29)
- [Lenovo to hold grand opening for PC manufacturing line in Whitsett](#) (*The Business Journal of the Greater Triad*, May 28)
- [Program aims to help small, minority-owned businesses grow](#) (wsoc.tv.com, WSOC-TV May 27)
- [Manufacturing jobs have disappeared, but survivors find ways to make it in North Carolina](#) (*The News & Observer* - Raleigh, May 26)
- [N.C. Natural Sciences Museum hopes for successful follow-up to record-breaking year](#) (*The News & Observer* - Raleigh, May 25)
- [Dunkin' Donuts looking to expand in N.C.](#) (*Charlotte Business Journal*, May 24)
- [Apex Business Expo was booming](#) (*The Cary News*, May 24)

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Raleigh, NC 27601-1058

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