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Weekly highlights from the
North Carolina Department of Commerce



N.C. film production for 2012 already exceeds 2011 record-setting numbers

Halfway through the 2012 calendar year, film productions in North Carolina have already eclipsed 2011's recording setting numbers for in-state spending.

As of July, the North Carolina Film Office has received notification from more than 35 productions in regards to filming in the Tar Heel state this year. The projects are expected to have a direct in-state spend of more than \$300 million while creating 15,000-plus job opportunities, including more than 3,300 well-paying crew positions for the state's skilled film professional workforce.

"My top priority is creating jobs, and the enhanced film credit has created record spending by production companies in this state and resulted in thousands of jobs," said Governor Bev Perdue. "It's great to see this industry thriving again in North Carolina, and we must continue to build on this momentum by creating even more of an economic impact."

Production has taken place or is scheduled to take place in 30 of the state's 100 counties so far this year with highlights including "Iron Man 3," "Safe Haven," "We're the Millers," "The Warren Files (The Conjuring)," "The Occult," "Jessabelle" and the independent features "You Are Here" and "Writers." Television production has also increased with cameras rolling on the second season of the award-winning series "Homeland" and two new series, "Banshee" and "Revolution," as well as the most recent season of "The Bachelorette." National commercials for Under Armour, ESPN and Mountain Dew have also lensed in the state.

[Film makers drop big bucks in Piedmont](#) (WGHP - Greensboro, July 19)



New NC Small Town Main Street Communities Selected

The N.C. Department of Commerce announced today that five new communities have been chosen to participate in the Office of Urban Development's 2012 Small Town Main Street program. Cherryville, Elizabethtown, Richlands, Saluda and Spencer were selected through a competitive application process that included 10 communities from across the state. Designation of these five new towns brings the total number of the state's Small Town Main Street communities to 44.

"We congratulate these communities for their commitment to their downtown districts and the small businesses that are located there," said N.C. Department of Commerce Secretary Keith Crisco. "These cities and towns understand that a prosperous, sustainable community is only as healthy as its core."

Small Town Main Street, which began in eastern North Carolina in 2003 and was expanded to include the entire state in 2007, provides downtown revitalization assistance to selected smaller towns (under 7,500 in population) that lack the resources to pursue the N.C. Main Street program.

"It's just as important to recognize the economic opportunities offered in North Carolina's smaller towns," said Liz Parham, director of urban development at the N.C. Department of Commerce, which oversees the N.C. Main Street program. "These communities and their leaders work hard to bring jobs and businesses to their downtowns, which strengthens their entire community. Our Small Town Main Street program provides communities with the tools and resources to accomplish their goals."

Participating communities receive two years of



Citrix to locate downtown HQ in old Dillon Supply warehouse

Information technology company Citrix Systems plans to locate its new downtown Raleigh headquarters in the old Dillon Supply steel warehouse on West Street, a move that could usher in a wave of new development in an area now occupied mostly by arts groups.

Citrix's ambitious plans call for the warehouse at 120 S. West St. to be transformed into a 130,000-square-foot, two-story structure. The building directly north of the warehouse would be replaced with a six-story parking garage. The warehouse's 50,000-square-foot roof will include a fitness center, a yoga studio, a bocce court and a restaurant with indoor and outdoor seating.

[Citrix's move downtown could transform Raleigh's warehouse district](#) (*The News & Observer* - Raleigh, July 31)

Lowe's to add 175 jobs in Wilkesboro

Home improvement retailer Lowe's will add 175 new full-time jobs at its Customer Support Center in Wilkesboro, the company has announced.

Lowe's Companies Inc. (NYSE: LOW) said the new employees will be in the Contact Center working with customers seeking answers to questions or help with deliveries or purchases.

The company said employment in the Contact Center has already been expanding rapidly as the retailer has increased the number of proprietary brands and services it offers.

[Lowe's to add 175 jobs in Wilkesboro](#) (*The Business Journal of the Greater Triad*, July 19)

concentrated, monthly, on-site technical services from Small Town Main Street staff. Following the initial two-year period, communities may choose to continue in the program, receiving more limited services on an as-needed basis. [Read more.](#)



GOVERNOR'S INNOVATIVE SMALL BUSINESS COMMUNITY

Crisco speaks at Kannapolis Innovative Community sign unveiling

N.C. Department of Commerce Secretary Keith Crisco spoke July 24 at a presentation recognizing Kannapolis as an Innovative Small Business Community.

"We always say economic development is a team sport, and this project is no exception," said Crisco during his closing remarks.

Kannapolis was one of nine communities honored with the award this year. The other communities were Burgaw, Elkin, Greenville, Lumberton, Maxton, Rockingham County, Star and Valdese.

[Small business award for Kannapolis](#) (WBTV - Charlotte, July 25)

Apple building new, smaller data center in Maiden

In addition to the world's largest private fuel cell installation and solar farm, Apple Inc. is building a new, smaller data center on its Maiden campus.

Activity at the Apple site in Maiden has been picking up steam lately, with multiple projects going on around the main campus. And it's likely not the last of the data center's growth.

According to Apple's design plans on file with Catawba County, the new 21,030-square-foot data center, also referred to as a "tactical" data center, will store clusters of servers. Permits filed with the county list the cost of the new 11-room data center at \$1,885,129.

[Apple building new, smaller data center in Maiden](#) (*Hickory Daily News*, July 27)

Year-to-date Metrics



The Food Network's Guy Fieri with Weeping Radish owner Uli Bennewitz (photo courtesy of the Currituck County Department of Travel and Tourism)

Currituck restaurant to be featured on The Food Network

"Diners, Drive-Ins and Dives" host Guy Fieri visited North Carolina's Currituck Outer Banks on July 21 to film an episode of the popular Food Network show.

The Weeping Radish Farm Brewery and Restaurant in Grandy will be featured on "Triple D." The show will air at a later date.

Weeping Radish owner Uli Bennewitz prepared brats, a traditional German specialty made with naturally raised pork, Reuben sandwiches, liverwurst and potato soup. Production required three days of filming at the restaurant.

For "Diners, Drive-Ins and Dives," Fieri travels the country visiting classic roadside diners and other popular eating spots. The program is one of the Food Network's highest rated shows.

Chip maker expanding plant, adding jobs

More than a dozen new jobs and a \$2 million expansion will earn the RW Garcia plant nearly \$39,000 in incentives from Lincoln County.

County commissioners approved the grant this week, a response to plans from the all-natural snack maker to add 15 to 20 jobs.

The new positions will pay an average of \$13 an hour, according to an agreement between the county and the manufacturer.

RW Garcia's only East Coast plant is in the Lincoln County Industrial Park. From there, along with its San Jose, Calif., headquarters and manufacturing operations, the company supplies supermarkets around the globe with 125 varieties of tortilla chips and corn-based snack foods.

Expansion at the Lincoln plant must finish in the next two years in order to receive the grant money, \$7,774 a year for five years.

[Chip maker expanding plant, adding jobs](#) (*The Gaston Gazette*, July 19)

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 - July 31, 2012

New projects assigned:	242
Projects announced:	76
Jobs announced:	9,535
Capital investment announced:	\$2.13B
Industry visits by existing industry staff:	760
Calls to Business Link N.C.:	11,887

N.C. in the News

This Week's Highlights

- [Chicago Bridge & Iron to buy Shaw Group for \\$3 billion](#) (*The Charlotte Observer*, July 30)
- [Raleigh metro shines in economic recovery](#) (WUNC-FM, July 30)
- [Reynolds developing new smokeless products](#) (*Winston-Salem Journal*, July 29)

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