

syncTM Weekly highlights from the North Carolina Department of Commerce



(Left-right, starting third from left) Commerce Sec. Keith Crisco, U.S. Rep. Patrick McHenry, Newton Mayor Robert A. Mullinax, Target T-3811 (Newton location) General Manager Rick Scholtes, U.S. Sen. Kay Hagan, Senior Vice President of Target Distribution Services Mitch Stover and Catawba County Board of Commissioners Chairperson Kitty Barnes join Target employees for the ribbon cutting for the new Target distribution center in Newton. Photo by Lee Yount Jr.

Target opens new Catawba facility

Target on Aug. 11 officially opened a 1.6 million-square-foot regional distribution center in Newton. U.S. Sen. Kay Hagan, U.S. Rep. Patrick McHenry and Commerce Sec. Keith Crisco were on hand for the celebration.

"Economic development is done one way, with teamwork," Crisco said. "Target is a great example of teamwork."

Regional distribution centers receive shipments from suppliers, ship products directly to Target stores and provide storage space for merchandise. The Newton distribution center, located near the intersection of Highway 10 and U.S. Route 321, currently employs approximately 500 team members. The state awarded a Job Development Investment Grant to Target in 2006 to help the Minneapolis-based discount retailer locate this facility in Catawba County.

[Target distribution center officially in business](#) (Hickory Daily Record, Aug. 12)

Energy Office applies for funds for energy-efficient appliances

North Carolina's State Energy Office has filed an application with the U.S. Department of Energy to receive \$8.8 million in



(Left-right) Director and screenwriter Gina Prince-Bythewood and author Sue Monk Kidd on the set of the North Carolina-filmed movie "The Secret Life of Bees." Photo by Sidney Baldwin

Lawmakers approve N.C. film incentive bill

On Aug. 7, North Carolina lawmakers approved Senate Bill 943, which increases the film tax break incentives from 15 percent to 25 percent. Industry insiders say it's needed to keep films from leaving North Carolina for other states with better offers. Gov. Bev Perdue is expected to sign the bill, which would take effect Jan. 1, 2010.

[Lawmakers approve NC film incentive bill](#) (WECT - Wilmington, Aug. 7)

Deutsche Bank to create 319 jobs in Wake

Gov. Bev Perdue announced Aug. 13 that [Deutsche Bank AG](#) will open a technology development center in Wake County. Operating as DB Global Technology Inc., a newly formed subsidiary, the company plans to invest \$6.7 million and create 319 jobs during the next five years.

"This new center is a great fit for North Carolina. We are a strong international competitor in both the information technology and financial sectors," Perdue said. "Our reputation for excellence in these areas, combined with a dedicated workforce and a top business climate, continues to attract quality global companies such as Deutsche Bank."

The new jobs at DB Global Technology will pay an overall average wage of \$88,213, not

federal funds to help homeowners purchase energy-efficient appliances such as furnaces, room air conditioners, refrigerators and dishwashers. The program for distribution of the money for ENERGY STAR-rated appliances is being developed by the Energy Office, along with the N.C. Office of Economic Recovery and Investment.

The funds are part of nearly \$300 million from the federal American Recovery and Reinvestment Act being distributed nationwide by the U.S. Department of Energy.

Now that the initial application has been filed, the state Energy Office will follow up no later than Oct. 15 with a detailed plan outlining which ENERGY STAR appliances will be included in the rebate program, the rebate level for the products, how the rebates will be processed and a recycling plan for old appliances. As with other state Energy Office initiatives concerning federal recovery plans, proposals will be available for public comment before being submitted.

The Energy Office is developing a program that will work to the greatest benefit of consumers, who also are being offered savings opportunities on home energy improvements through utility companies and other energy providers.

The state and federal government offer tax advantages on the purchase of some major home appliances. North Carolina also offers a sales tax free holiday weekend on the purchase of some ENERGY STAR products. This year, it is scheduled for Friday, Nov. 6, through Sunday, Nov. 8.

For more information on the federal ENERGY STAR rebate program, visit: www.energy.gov/recovery. For more information on North Carolina's efforts as part of the American Recovery and Reinvestment Act, visit the Web site for the N.C. Office of Economic Recovery and Investment at www.ncrecover.gov.



Camping at Hammocks Beach State Park in Onslow County. Onslow showed the largest percentage increase in visitor spending in 2008. Photo by Bill Russ

Visitor spending up in 62 N.C. counties

Gov. Bev Perdue announced Aug. 12 that 62 of the state's 100 counties saw increases in visitor spending in 2008, including 16 counties that had increases of more than 5 percent.

Data from Commerce's Division of Tourism, Film and Sports Development showed domestic visitors to and within North

including benefits, which is significantly higher than the Wake County average of \$43,160.

Other partners that assisted with this announcement include: [Wake Technical Community College](#), [The Town of Cary](#), [Wake County Economic Development](#) and [Cary Chamber of Commerce](#). [Read more.](#)

[Deutsche Bank may bring Cary lots of big jobs](#) (The News & Observer - Raleigh, Aug. 14)



(Left-right) Piedmont Triad Partnership CEO Don Kirkman, Winston-Salem Mayor and N.C. Economic Development Board Chairman Allen Joines, Aerotropolis Board Chairman David Congdon and Deputy Commerce Sec. Dale Carroll

Aerotropolis Board holds kickoff meeting in Triad

Deputy Commerce Sec. Dale Carroll attended the inaugural meeting of the the Piedmont Triad Aerotropolis Board Aug. 13 at the offices of [Piedmont Triad Partnership](#) (PTP) in Greensboro. The board is a regional economic development initiative with the goal of creating new jobs and investment in the Triad by marketing the region as an "aerotropolis," a city in which the layout, infrastructure and economy are centered on a major airport. Quick delivery of goods is also key to the aerotropolis model.

The aerotropolis initiative extends the logistics and distribution cluster program of the PTP, which is funded by a U.S. Department of Labor Workforce Innovation in Regional Economic Development (WIRED) grant. It coincides with the opening of the new FedEx Mid-Atlantic Hub at Piedmont Triad International Airport.

See a [PowerPoint presentation](#) on the Aerotropolis Board.

Economist's perspective adds to Tourism marketing update

Dr. Mike Walden, economist and William Neal Reynolds Distinguished Professor at N.C. State University, will provide his perspective

Carolina spent a record \$16.9 billion in 2008, an increase of 2.1 percent from 2007.

Visitor expenditures directly generated 190,500 jobs and nearly \$4.2 billion in payroll income within North Carolina in 2008. Payroll increased 3.9 percent from 2007. Visitor spending in the state also directly generated close to \$2.7 billion in tax revenue for federal, state and local governments in 2008, up 3.6 percent from 2007. [Read more.](#)



Commerce Sec. Keith Crisco flashes a thumbs up with an East Side Future Leaders team. Photo courtesy Owen George

Crisco volunteers with Asheboro youth

Commerce Sec. Keith Crisco volunteered Aug. 12 as a youth mentor in Asheboro for the East Side Future Leaders Project, a program of [Trees NC](#). The project is a series of monthly civic education seminars for youth ages 5-16 residing in Asheboro's East Side Community. The seminars are combined with participation in a variety of hands-on environmental and community building projects, such as a community garden, monthly litter pick-up walks, and landscaping and tree-planting programs.

Crisco spoke to the youth group about state government and leadership, the importance of education and how to make a positive difference. The visit followed Gov. Bev Perdue's call for state employees to seek out volunteer opportunities. [Learn more about volunteering.](#)

2009 'Best Dish in N.C.' Winners announced

The 2009 Best Dish in North Carolina winners have been announced. Four Square Restaurant in Durham was named Best Dish in N.C. Fine Dining. The Best Dish in North Carolina Casual Dining winner was The Yancey House Restaurant in Yanceyville. The restaurants were among 19 selected to compete in the 2009 Best Dish in North Carolina contest. Restaurants were judged on presentation, creativity, use of North Carolina food products and marketing efforts. Second place in the fine dining category was Indigo Marsh in Surf City with third place going to The Table at Crestwood in Boone. Second place in the casual dining category was the Inn on Church in Hendersonville; Papa Mojo's Roadhouse in Durham placed third. Best Dish in North Carolina is the official restaurant competition of the N.C. Dept. of Agriculture. [Read more.](#)

Correction

on current economic issues during Commerce's Division of Tourism, Film and Sports Development's Mid-Year Marketing Update, scheduled for 1-4:30 p.m. on Sept. 22 at the N.C. Museum of History. Dr. Walden's many activities include publishing the N.C. Economic Outlook Series. Widely known for his ability to relate larger economic trends to individual consumers, Walden will give an overview of the broader economy and how it may influence North Carolina's travel and hospitality sector in the coming year.

Held each fall, the Mid-Year Marketing Update program will also feature updates on many of the Division's key programs, along with an opportunity for dialogue and input into the development of upcoming marketing-related projects and initiatives. Registration opens on Aug. 18. [Read more.](#)

Metrics from B&I Division

Below are year-to-date metrics tracked by Commerce's Division of Business and Industry (B&I) 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.

January - Aug. 17, 2009

New projects assigned:	279
Projects announced:	63
Jobs created:	6,427
Capital invested:	\$1.804B
Direct account interactions (industry visits by existing industry staff):	1,024
Calls to the Business ServiCenter:	16,755

N.C. in the News

This Week's Highlights

- [Tourism Spending Up On The Outer Banks](#) (WRAL - Raleigh, Aug. 12)
- [Wilmington company wins 'green' grant for boat washing system](#) (Wilmington Star-News, Aug. 11)
- [N.C. House OKs money to retool Plymouth paper plant](#) (The Associated Press, Aug 11)

The Aug. 11 edition erroneously stated that Commerce Sec. Keith Crisco participated in a bus tour of Fayetteville and Cumberland County sponsored by the Fayetteville-Cumberland County Chamber of Commerce, and spoke afterward at a luncheon. In fact, Sec. Crisco only attended the luncheon. SYNC regrets the error.

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