

sync[®] NEWS & OPPORTUNITIES FROM N.C. COMMERCE



Publix CEO and President Todd Jones (left) with North Carolina Gov. Roy Cooper in Greensboro August 29.

Governor Cooper Announces Publix to Bring Up To 1,000 New Jobs

Publix Super Markets, Inc. has plans to create up to 1,000 jobs in Guilford County by 2025, **Governor Roy Cooper** announced August 29. The company is expected to invest up to \$300 million in the first phase of the project. The company's plans include building a refrigerated distribution center by the end of 2022.

"Publix recognizes North Carolina's commitment to helping businesses and employees thrive, and they trust our workers to fill up to 1,000 new jobs," said **Governor Cooper**. "We will keep making sure our workforce has the capacity to excel and meet the needs of Publix and other quickly growing businesses in North Carolina."

The proposed distribution center will support the delivery of grocery products to Publix locations in the Carolinas and Virginia.

"As a proud community supporter, Publix is excited to create hundreds of new employment opportunities and to help provide for greater economic prosperity in Guilford County," said **Publix CEO & President Todd Jones**. "We appreciate the hard work of Governor Cooper and all those involved in making this distribution center possible."

Publix will add a variety of job functions with this project, including positions in the administrative and maintenance



Hurricane Florence as seen Monday morning from a NOAA weather satellite. As of SYNC's publication deadline Tuesday afternoon, the storm was about 845 miles east-southeast of Cape Fear.

Storm Preparations Well Underway, Including Resources Coming Online to Help Travelers

As Hurricane Florence approaches North Carolina, evacuations are already underway and resources are now available to assist people displaced from the storm, even before it makes landfall.

The North Carolina Tourism Call Center, a resource for travelers to call for advice and assistance, will begin around-the-clock operations beginning at 8:00am on Thursday, September 13. The call center, managed by the Visitor Center team based here at Commerce, offers live operators who provide the latest information on available accommodations and updates for travelers. The center will stay open until 8:00pm this evening, and will open between 8:00am and 8:00pm tomorrow (Wednesday).

The call center can be reached by dialing 1-800-VISITNC (800-847-4862).

Behind the scenes, our VisitNC colleagues are maintaining a real-time database of available accommodations across the state, in order to refer evacuating travelers to hotels and shelters. People may call the 800 number to learn the best places to stay, given current conditions.

Live assistance also is available at North Carolina Welcome Centers on interstates 26,

departments as well as the refrigerated warehouse. The annual payroll impact is expected to be \$44 million if all phases of the project are completed.

"Publix's decision to locate up to 1,000 jobs and a new distribution center in Guilford County affirms our state's reputation as the ideal place to do business," said **North Carolina Commerce Secretary Anthony M. Copeland**. "In addition to our strategic location and proximity to major interstates and railroads, North Carolina is home to a competitive business climate, robust infrastructure and unparalleled education and training opportunities."

The State estimates the project will grow the state's economy by \$1.38 billion over the course of the 12-year term of Job Development Investment Grant awarded to the company. The agreement authorizes the potential reimbursement to the company of up to \$13,118,400 spread over those 12 years. State payments only occur following performance verification by the Departments of Commerce and Revenue that the company has met its incremental job creation and investment targets.

The State's Utility Account will also benefit, with as much as \$1,457,600 moving into the pool of available funds available to strengthen local infrastructures in more rural parts of the state.

Partnering with [North Carolina Commerce](#) and the [Economic Development Partnership of North Carolina](#) on this project were the [North Carolina General Assembly](#), the [North Carolina Community College System](#), [Guilford County](#), the [City of Greensboro](#), and the [Greensboro Chamber of Commerce](#).

[Read more.](#)



Governor Cooper Announces 626 New Jobs in Forsyth County

National General Insurance, a property and casualty insurance company, plans to expand its operations in Winston-Salem to create 626 jobs over five years, **Governor Roy Cooper** announced September 6. The company, a subsidiary of National General Holdings Corp., plans to invest \$12.2 million in North Carolina by the end of 2022.

"National General Insurance is a global insurance and technology leader that calls North Carolina home thanks to our talented workforce," said **Governor Cooper**. "We're excited to partner with National General as they expand and create 626 new, good-paying jobs in Forsyth County."

National General, formerly the GMAC Insurance Group, is based in Winston-Salem and was founded there in 1920. The company is planning to expand its current operations to provide customer service and grow the company's technology operations. New jobs will be in the areas of accounting, sales, analytics, HR, IT, legal, operations and other business functions. National General currently employs 1,405 people in North Carolina.

"We are very excited to finalize plans for National General's expansion in Winston-Salem," said **Barry Karfunkel, Chief**

40, 77, 85 and 95. The Welcome Centers are open from 8 a.m. until 5 p.m. daily.

Watch for Hurricane Updates from Commerce via SYNC

Throughout the upcoming landfall of Hurricane Florence, watch your inbox for several SYNC Special Editions - we plan to pass along relevant news and information to keep you up-to-date.

Main Street Program Reports 1,410 New Jobs in North Carolina Communities

The North Carolina Main Street and Rural Planning Center reported last week that the program helped create 1,410 new jobs, 275 new businesses and nearly \$230 million in investment in fiscal year 2017-2018.

In North Carolina, 63 designated Main Street communities and 16 designated Small Town Main Street communities participate in the nationally-certified downtown development program.

"The cities and towns represented in this report saw an increase of more than \$30 million in investment over last year, demonstrating the health of communities that participate in the Main Street program," commented **N.C. Department of Commerce Secretary Anthony M. Copeland**.

Main Street communities range in population from 1,760 - 88,815, but all had populations of less than 50,000 at the time of designation. For their 2017-18 work, these communities reported:

- \$222,523,817 in downtown public and private investment
- 1,288 new jobs
- 247 new businesses
- 255 building renovations
- 373 façade improvements
- 115,307 volunteer hours with a value of \$2,699,337

Designated Small Town Main Street communities have been successful in revitalizing the state's smallest communities. These communities, with populations of less than 5,000, reported these statistics from their 2017-18 work:

- \$7,473,978 in downtown public and private investment
- 122 new jobs
- 28 new businesses
- 25 building renovations
- 17 façade improvements
- 34,883 volunteer hours with a value of \$816,611

Since the inception of the program in 1980, North Carolina Main Street communities have

Executive Officer of National General. "Winston-Salem has been a key market in our operations since the company's founding, and we look forward to continued growth in this location. Our local knowledge, expertise and deep North Carolina roots will enable us to continue to provide North Carolinians great rates on their auto insurance."

"North Carolina's educated workforce and strong university and community college system make us a successful spot for finance and tech companies," said **North Carolina Commerce Secretary Anthony Copeland.** "When companies like National General look to expand their operations, they select North Carolina for its strong business climate and unparalleled quality of life. We welcome the company's investment in Forsyth County and the new jobs this project will bring."

A 12-year Job Development Investment Grant (JDIG) with a potential reimbursement to the company of up to \$5.6 million will support the company's expansion. As much as \$622,300 in new tax revenue generated through the grant may also go into the state's Industrial Development Fund - Utility Account, provided the company meets its performance targets.

Partnering with [N.C. Commerce](#) and the [EDPNC](#) on this project were the [North Carolina General Assembly](#), the [North Carolina Community College System](#), [Forsyth County](#), the [City of Winston-Salem](#), and the [Winston-Salem Chamber of Commerce](#).

[Read more.](#)



(Left-right) Kristin Reese, Executive Director of the Cleveland County Economic Development Partnership; Secretary Copeland; Fred Baisden, Mayor of Saluda; Max Hopper, Town of Earl; and Ronnie Whetstone, Cleveland Co. Commissioners.

Secretary Copeland Offers Remarks in Shelby Today

North Carolina Commerce Secretary Anthony M. Copeland visited Shelby today (September 11) to attend and offer remarks at the Isothermal Planning Development Commission's Economic Development Day. The event was held at the Le Grande Center at Cleveland Community College.

The Isothermal Planning and Development Commission is the regional Council of Governments for Cleveland, McDowell, Polk and Rutherford Counties in Western North Carolina. The membership of the Commission consists of the 28 county and municipal governments that make up the Isothermal Region, which include the member governments of Polk, Cleveland, Rutherford and McDowell Counties.

exceeded more than \$2.873 billion in downtown public and private investment, created over 23,000 jobs and opened 5,657 businesses.

[Read more.](#)

On Our Radar

- [Commentary: The Triangle is an economic powerhouse](#) (*Business North Carolina* - September)
- [David County Workforce Development Partnership - Teacher Externships](#) *Davie Co. Economic Development*

N.C. in the News

- Lockamy leaving Greenville for Elizabeth City job
- [Lockamy leaving Greenville for Elizabeth City job](#)(*Daily Reflector* - Greenville - September 8)
- [North Carolina DOT awards \\$7 million in short-line infrastructure grants](#)(*RailTrends* - September 7)
- [Dupont Increases Sorona Polymer Capacity \(in Kinston\)](#)(*Just-Style.com* - September 6)
- [Cooper hails State defense economic program](#)(*JDNews.com* - Jacksonville - September 4)

About Us

SYNC is North Carolina 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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