

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



(L-R) Norris Tolson, President and CEO, Carolinas Gateway Partnership; Nick Cook, Chief Information Officer, FFE Transportation; Secretary Copeland; and Jim Richards, CEO of FFE Transportation.

Transportation Company to Invest \$4.7 Million in Rocky Mount

FFE Transportation Services, a commercial carrier with expertise in temperature-controlled shipping will create 96 new jobs in Nash County.

News of the project broke earlier this afternoon (Sept. 3) as **North Carolina Commerce Secretary Anthony M. Copeland** led an announcement event in Rocky Mount. The company will invest \$4.7 million in establishing a new service center there.

"More and more companies are choosing North Carolina for their operation," said **Governor Roy Cooper**. "They are looking to invest in a community with a steady pipeline of talent, the right location and a great quality of life. I know first-hand that Rocky Mount could not be a better fit for FFE."

FFE Transportation Services is the largest asset-based refrigerated, less-than-truckload carrier in the United States. With secure frozen and refrigerated trailers, FFE's technology provides temperature reports and location tracking during transport. The company began transporting frozen food in 1946 by installing Army refrigerators in trailers. FFE now ships



(L-R) Brian King, Mayor Pro Tem, City of Concord; N.C. Commerce Chief of Staff George Sherrill; Todd Ward, Manager of Developments for Carvana; and Steve Morris, Chair, Cabarrus County Commissioners.

Carvana Will Create More Than 400 Jobs in Cabarrus County

Carvana, the online platform for buying and selling used cars will locate a new inspection and reconditioning facility in Cabarrus County, creating 413 jobs, **Governor Roy Cooper** announced August 29. The company will invest more than \$30 million in Concord over the coming years.

N.C. Commerce Chief of Staff George Sherrill led an announcement event for the project at the Cabarrus County Governmental Center in Concord that afternoon.

"The online marketplace only works for buyers and sellers when hardworking people are moving the supply chain forward. We know our quality workforce is a major reason why Carvana chose to grow and invest in our state," said **Governor Cooper**.

Carvana, headquartered in Tempe, Arizona and known for its distinctive Car Vending Machines, champions a mission to change the way people buy cars. The company forgoes a traditional dealership infrastructure and instead has developed the technology to enable consumers to quickly and easily shop for used cars online.

The company's new project in North Carolina will create a facility to inspect, recondition, photograph and store cars

"Carvana has been growing extremely rapidly over the last several years and we are

plasma, pharmaceuticals and other perishable products. The Rocky Mount location will serve the Mid and South-Atlantic regions of the United States.

"We are very excited to strategically expand our network into the Mid-Atlantic region. This expansion will provide better service to our customers," said **Nick Cook, Vice President of Operations for FFE Transportation Services**. "This project expands FFE's footprint to reach a new group of talent that can grow with the organization. The Rocky Mount service center will be a beautiful place that our drivers will feel good about calling home. The location was a huge factor, but the assistance from the state of North Carolina made this an easy decision for us."

"Location is a determining factor for transportation companies that decide to do business in North Carolina," said **Secretary Copeland**. "Rocky Mount is prepared with the infrastructure and skilled workforce for FFE's future success."

Although wages will vary depending on the position, the average for all new positions could reach up to \$51,356. The current average annual wage in Nash County is \$39,515.

FFE's project in North Carolina will be facilitated, in part, by a Job Development Investment Grant (JDIG) approved by the state's Economic Investment Committee earlier today. Over the course of the seven-year term of this grant, the project is estimated to grow the state's economy by \$60 million. Using a formula that takes into account the new tax revenues generated by the new jobs, the JDIG agreement authorizes the potential reimbursement to the company of up to \$760,000, spread over seven years.

In addition to the [North Carolina Department of Commerce](#) and the [Economic Development Partnership of North Carolina](#), other key partners in the project include the [North Carolina General Assembly](#), the [North Carolina Community College System](#), [Nash Community College](#), [Carolinan Gateway Partnership](#), the [City of Rocky Mount](#), [Turning Point Workforce Development Board](#), and [Nash County](#).



(L-R) N.C. Commerce's Chief Deputy Secretary Liz Crabill; Wendy Jacobs, Chair, Durham County Commissioners; Geoff Durham, CEO, Greater Durham Chamber of Commerce; Jennifer Fitzgerald, CEO and Co-Founder, Policygenius; and Nicole Thompson, CEO, Downtown Durham, Inc.

Policygenius to Bring Second HQ to Durham, Creating at least 377 Jobs

Policygenius, a fast-growing online insurance platform, will locate a second headquarters in North Carolina with its decision to locate a new technical and operations center in Durham County, creating at least 377 jobs over the next five years. The company will invest nearly \$6 million in Durham.

working to bring The New Way to Buy a Car to even more customers all the time," said **Carvana's Director, Infrastructure Development & Operations, Benjamin Morens**. "As part of our efforts to scale the business, we're looking forward to working with Cabarrus County and the state of North Carolina to open a vehicle inspection and reconditioning center, and become a member of the Concord community."

"North Carolina's mid-Atlantic location offers companies the ideal base of operations for serving their customers," said **North Carolina Commerce Secretary Anthony M. Copeland**. "With nearly half the U.S. population accessible within a day's drive from the state, North Carolina simplifies the logistical equation for companies."

Although wages will vary depending on position, the average individual, annual salary for the new positions are estimated to reach more than \$38,000, in line with the Cabarrus County average wage.

Carvana won a Job Development Investment Grant (JDIG) to support its project in Concord. Over the course of the 12-year term of this grant, the project is estimated to grow the state's economy by nearly \$512 million. The JDIG authorizes the potential reimbursement to the company of up to \$1,215,000, spread over 12 years.

The company's JDIG agreement also calls for moving as much as \$405,000 into the state's Industrial Development Fund - Utility Account. Cabarrus County is classified as a Tier 3 county.

Partnering with the [North Carolina Department of Commerce](#) and the [Economic Development Partnership of North Carolina](#) on this project were the [North Carolina Community College System](#), [Cabarrus County](#), the [City of Concord](#), and [Cabarrus Economic Development](#).



North Carolina Commerce Chief Deputy Secretary Liz Crabill led an announcement event at the Greater Durham Chamber of Commerce on August 29.

"Policygenius joins a growing number of high-tech firms choosing the Research Triangle because of North Carolina's ability to meet their talent needs. Our high-tech workforce continues to be a big reason for our state's growth," said **Governor Roy Cooper**.

Policygenius, founded in 2014 with headquarters in New York City, is an independent insurance broker with an online platform that helps people shop and compare insurance plans from a range of providers. In May of this year, Inc. Magazine named the company to its list of 2019 Best Workplaces, and in June Ernst & Young named company co-founder Jennifer Fitzgerald its 2019 Entrepreneur of the Year for the New York region.

"Being an up-and-coming tech hub, North Carolina was a logical choice for us," said **Jennifer Fitzgerald, CEO and co-founder of Policygenius**. "We're proud to bring our second headquarters here. The strong support of the state is critical for the success of businesses like ours and we're excited for what's to come."

Although wages will vary depending on position, the average salary for all the new positions will reach \$72,216. The current average wage in Durham County is \$68,731.

Policygenius' project in North Carolina will be facilitated, in part, by a Job Development Investment Grant (JDIG) worth a potential reimbursement to the company of up to \$4,997,250, spread over 12 years.

Because Policygenius chose to locate in Durham County, classified by the state's economic tier system as Tier 3, the company's JDIG agreement also calls for moving as much as \$1,665,750 into the state's Industrial Development Fund – Utility Account. The Utility Account helps rural communities finance necessary infrastructure upgrades to attract future business. Even when new jobs are created in a Tier 3 county such as Durham, the new tax revenue generated through JDIG grants helps more economically challenged communities elsewhere in the state.

Partners on this project with the [North Carolina Department of Commerce](#) and the [Economic Development Partnership of North Carolina](#) include the [North Carolina Community College System, Durham County](#), and the [Greater Durham Chamber of Commerce](#).



(L-R) Secretary Copeland; Herman Hockmeyer, CEO of Hockmeyer Equipment Company; Bettie J. Parker, Mayor of Elizabeth City; and Jeff Dixon, Chair, Pasquotank County Board of Commissioners.

(L-R) N.C. Commerce's Assistant Secretary for Rural Economic Development **Kenny Flowers** with Kitsbow CEO **David Billstrom**

Clothing Manufacturer Kitsbow Selects McDowell County for 53 New Jobs

Kitsbow, a specialty clothing manufacturer based in California, will create 53 new jobs in McDowell County. The company will invest \$890,000 in operating a manufacturing and distribution facility in Old Fort.

N.C. Commerce Assistant Secretary for Rural Economic Development Kenny Flowers led an announcement event for the project on August 28.

"Kitsbow's decision to move their manufacturing facility to Old Fort is exciting news for McDowell County," said **Governor Roy Cooper**. "This new plant means growth for the whole area and good jobs for the people who will power production."

Kitsbow is a premium clothing brand for cyclists. Using materials from all over the world. Started in 2012 by mountain bikers, Kitsbow's team will relocate its West Coast operations to North Carolina with a new manufacturing and distribution center.

"We considered 11 different possibilities in the Eastern U.S. with a track record of textile and apparel manufacturing, and it became obvious that Western North Carolina had the perfect blend of talent, daily shipping access, and a spectacular quality of life for our team members," said **David Billstrom, CEO of Kitsbow**. "I have seen first-hand the resilience and work ethic of the workforce in Appalachia, and that was a major factor in the decision to choose Old Fort in McDowell County for our new Lean manufacturing facility."

Salaries for the new jobs will vary by position but the average annual wage will be \$36,835. The average annual wage in McDowell County is \$35,905.

A performance-based grant of \$200,000 from the One North Carolina Fund will help facilitate Kitsbow's new operation in McDowell County.

In addition to [North Carolina Department of Commerce](#) and the [Economic Development Partnership of North Carolina](#), other key partners in the project include the [North Carolina Community College System, McDowell County, McDowell County Economic Development Association](#), and the [Town of Old Fort](#).

On Our Radar

Equipment Manufacturer Expands in Pasquotank County Creating 90 Jobs

Hockmeyer Equipment Corporation, a process equipment maker, will create 90 new jobs as it expands its operations in Pasquotank County. The company will invest \$6 million with an expansion in Elizabeth City.

North Carolina Commerce Secretary Anthony M. Copeland led an announcement event August 21.

"New jobs in Elizabeth City keep happening because the county and town are doing the right things to attract businesses," said **Governor Roy Cooper**. "Local effort to create a great place to live and welcome talented workers originally brought Hockmeyer Equipment Corporation to our state 35 years ago and is why they are expanding again today."

Hockmeyer Equipment Corporation is a world-renowned leader in developing state-of-the-art mills for particle size reduction for inks and coatings. They have been providing custom processing technology for the wet grinding, blending and dispersion industry for more than 80 years. The company is an innovator in customizing solutions for the automotive, paint, ink, food and pharmaceutical industries. Manufacturing in Elizabeth City since 1984, Hockmeyer will add 35,000 square feet to its existing facility.

"This is an exciting time for Hockmeyer," said **Herman Hockmeyer, CEO and President of Hockmeyer Equipment Corporation**. "This project is a true investment in future technologies for continued innovation to serve our clients around the world. Although growth presents challenges, we are eager to face them with the support of the local community and the state of North Carolina. Our new space will accommodate new equipment required to manufacture our growing product line and the skilled staff we are recruiting. Expanding is an important step in our growth trajectory, allowing us to continue to prosper in our business while we support the community's prosperity as well.

"Our world-class workforce makes North Carolina a frontrunner for manufacturers," said **Secretary Copeland**. "With a winning business climate and central location, Hockmeyer has the confidence to increase their investment in Elizabeth City."

Salaries for the new jobs will vary by position but the average annual wage will be \$37,416. The average annual wage in Pasquotank County is \$34,929.

A performance-based grant of \$300,000 from the One North Carolina Fund will help facilitate Hockmeyer's expansion in Pasquotank County.

In addition to [North Carolina Department of Commerce](#) and the [Economic Development Partnership of North Carolina](#), other key partners in the project include the [North Carolina General Assembly](#), the [North Carolina Community College System](#), the [City of Elizabeth City](#), [Elizabeth City-Pasquotank County Economic Development Commission](#), [ElectriCities](#), and [Pasquotank County](#).

- [State of North Carolina's Hurricane Dorian Web Page](#)
- [Upcoming Event: Technology and Economic Development Breakfast Panel | Click to Register](#) (September 10, 2019 • *Mayton Inn, Cary*) British American Business Council, Triangle Chapter
- [Upcoming Event: SEUS/Japan Conference | Download the Registration Form](#) (October 21-23, 2019 • *Savannah, Georgia*)

N.C. in the News

- [Although years from moving into its new South End tower, Lowe's is aggressively staffing up already](#) *Charlotte Agenda* - August 21)
- [The reasons – and researcher – behind Pfizer's decision to expand in Sanford](#) *Triangle Business Journal* - August 21)
- [Godwin Manufacturing announces \\$3.5M expansion](#) *The Daily Record* - Dunn - August 9)
Although years from moving into its new South End tower, Lowe's is aggressively staffing up already

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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