

# Good TO KNOW

**Cathy Scott, Executive Director**  
**Halifax County Economic Development Commission**



**My favorite movies are:**  
Michael and The Shawshank Redemption

**The 3 things I can't live without are:**  
My family, my pets, and coffee

**When I welcome a visitor to my town, I always take them to:**  
The Hen & The Hog and Sylvan Heights Bird Park

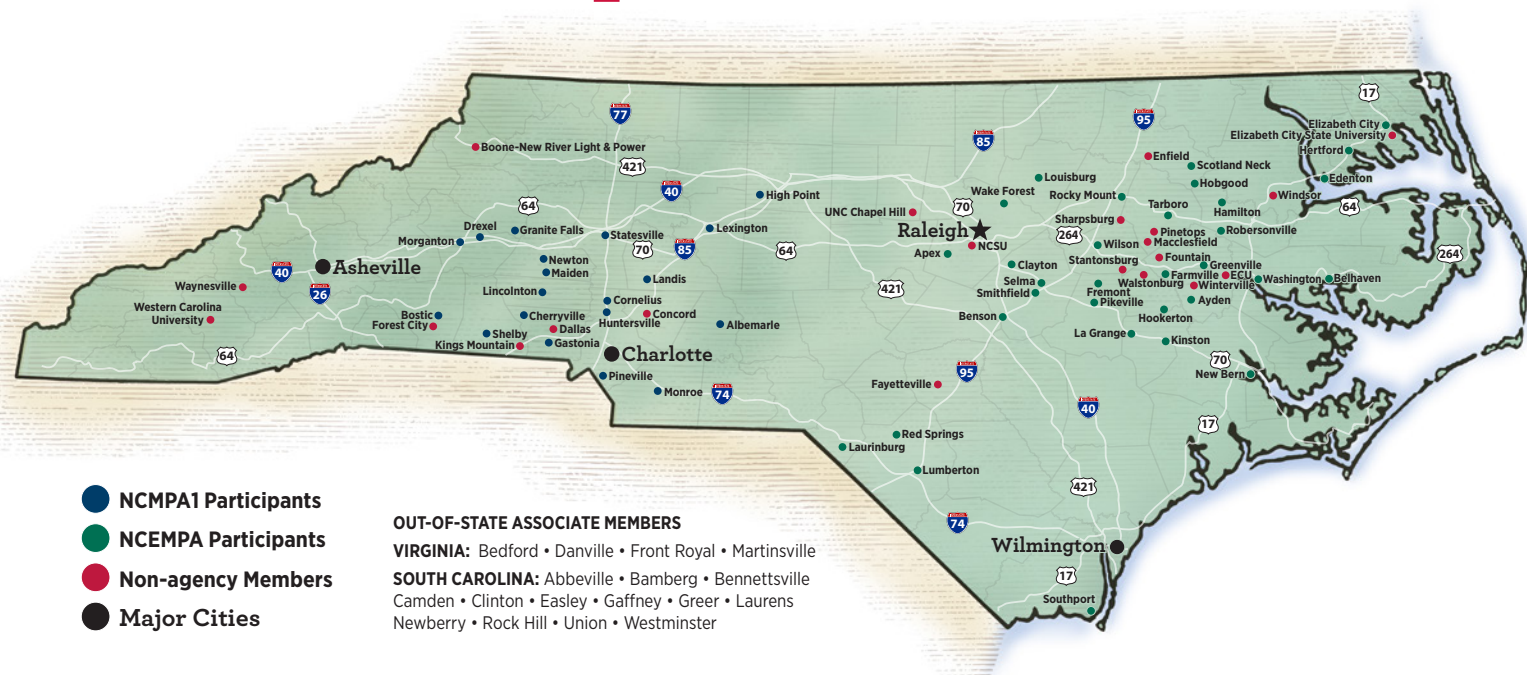
**The most memorable places I've visited are:**  
Shanghai, China and West Laguna Beach, FL

**Finish the sentence: North Carolina is...**  
where I hope to live the rest of my life!



Located in Scotland Neck, Sylvan Heights Bird Park is home to over 2,000 waterfowl, parrots, toucans, flamingos, and other exotic birds from around the world.

# Membership



# Resources

## Community Facilities

The USDA is accepting applications for the Community Facilities Direct Loan and Grant Program, which provides affordable funding to develop essential community facilities in rural areas. There is no deadline to apply. Funds can be used to purchase, construct, and/or improve essential community facilities, purchase equipment, and pay related project expenses. This is a tremendous opportunity for a diverse array of projects, including: healthcare facilities such as hospitals, medical or dental clinics, or nursing homes and assisted living facilities; public facilities such as town

halls, courthouses, airport hangars, or street improvements; community support services such as child care centers, community centers, or fairgrounds; public safety services such as fire departments, police stations, prisons, police vehicles, fire trucks, and public works vehicles or equipment; and educational services such as museums, libraries, or private schools.

**Deadline:** Open

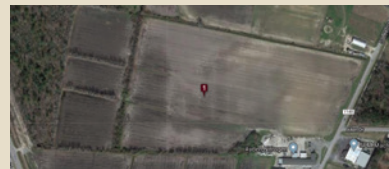
**Contact:** Varies

**Learn more:** [www.rd.usda.gov/contact-us/state-offices](http://www.rd.usda.gov/contact-us/state-offices)

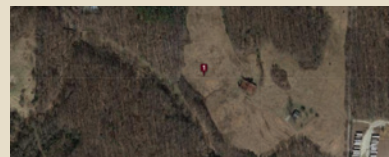
## LOCATE SITES



**GREENVILLE SITE**  
3250 Dickinson Avenue  
Greenville, NC 27834  
Available Acreage: 54  
Sale Price: \$1,853,600



**AYDEN INDUSTRIAL SITE**  
Located near and accessible from new Southwest Bypass.  
0 NC 11 South, Ayden, NC 28513  
Available Acreage: 53.57  
Sale Price: \$1,600,000



**PONDEROSA INDUSTRIAL SITE**  
Unique property in Guilford and Davidson counties. Lodge setting with 28,000sf industrial building, lake, and 5 residences.  
328 South Road, High Point, NC 27262  
Available Acreage: 143  
Sale Price: \$23,565

## LOCATE BUILDINGS



**SHELBY INDUSTRIAL BLDG**  
1001 Commerce Center  
Shelby, NC 28150  
Total Available (sq ft): 142,825  
Price: \$9,750,000



**TIMBERLAKE CORPORATE OFFICE BLDG**  
1550 East Center Street  
Lexington, NC 27292  
Total Available (sq ft): 24,960  
Price: \$1,500,000



**BAYSWATER ROAD BLDG**  
Unfinished shell space for lease  
4200 Bayswater Road  
Winterville, NC 28590  
Total Available (sq ft): +/- 6,000  
Price: \$14/sq ft

## LOCATE US

### EEI Fall Conference

October 6-9 | Las Vegas, NV  
[eei.org](http://eei.org)

### IEDC Annual Conference

October 13-16 | Indianapolis, IN  
[iedconline.org](http://iedconline.org)

### NCEDA Fall Conference

October 29-30 | Asheville, NC  
[nceda.org](http://nceda.org)

### NC Craft Brewers Conference

November 5-7 | Winston-Salem, NC  
[ncbeer.org](http://ncbeer.org)

### Canadian Aerospace Summit

November 12-13 | Ottawa, Ontario, Canada  
[aiac.ca](http://aiac.ca)

### ICSC Deal Making Conference

November 13-15 | Atlanta, GA  
[icsc.com](http://icsc.com)

### Private Label Manufacturing Conference

November 17-19 | Chicago, IL  
[plma.com](http://plma.com)

### International Workboat Show

December 4-6 | New Orleans, LA  
[workboatshow.com](http://workboatshow.com)

## IN THE WEST: Carolina Core Builds Site Momentum

A corridor between Winston-Salem, Greensboro, High Point, and Fayetteville—now called the Carolina Core—was introduced by regional leaders last year to promote and develop four megasites. Each of the Core's 7,500 +/- acres of certified land, industrial sites, urban research parks, and mixed-use opportunities are designed to bring advanced manufacturers to North Carolina with room to grow their business and their workforce, and build up surrounding communities. Since launching the regional initiative in August 2018, economic momentum is building—more than 8,500 jobs were announced last year, including in the public power communities of Lexington and High Point. *(continued p.3)*

## IN THE EAST: BioPharma Crescent Transforms Region

Near generations-old tobacco fields and textile mills in Eastern North Carolina, a new industry is thriving—BioPharma is creating thousands of opportunities for residents across the region and spurring \$3 billion of investments. What's now called the BioPharma Crescent comprises Edgecombe, Johnston, Nash, Pitt, and Wilson counties, including the public power communities of Clayton, Greenville, Rocky Mount, and Wilson. The area has 50 years of pharmaceutical production history and a present-day spike in development. Here's why: abundant affordable land and a constant stream of ready-made manufacturing employees flowing out of nearby industry-specific community college programs. *(continued p.3)*

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# Great NEWS

## APEX

The U.S. Census Bureau recently announced Apex as the country's third fastest-growing city with a population of at least 50,000. As of April 2019, the population estimate is 57,372—up 6.8 percent from 2018.



The rapidly growing population is good for business. A Ford automaker affiliate will relocate its dealership and service center to Apex. The 180,000-square-foot dealership, called Crossroads Ford, is scheduled to open in November. Comprising 21.76 acres, the relocation and expansion is built to accommodate the area's continued growth.

## ELIZABETH CITY

An exciting new \$400,000 grant will support the reuse of a 25,000-square-foot building in Elizabeth City, creating an expected 50 jobs. Telephonics Corporation, which designs and manufactures aerospace radar and communications systems for aerospace, defense, and commercial customers, will invest an additional \$1,639,263 to update and occupy the facility. The grant was one of many approved by the N.C. Rural Infrastructure Authority. The Hockmeyer Equipment Corporation's manufacturing headquarters in Elizabeth City will also receive an update. The process equipment maker is investing \$6 million in the expansion, which is expected to create 90 new jobs. Governor Roy Cooper announced the news in August, adding: "New jobs in Elizabeth City keep happening because the county and town are doing the right things to attract businesses."

## GREENVILLE

Vidant Health has acquired Halifax Regional Medical Center, a 204-bed hospital in Roanoke Rapids with 800 employees and the commitment to invest

\$10 million in local projects over the next decade. The hospital is the ninth to join Vidant's nonprofit system, which is also affiliated with East Carolina University's Brody School of Medicine.

## HIGH POINT

Development is underway on the new 80-acre Oasis Pharma Center. The \$425 million project by Oasis Investment Group will cater to biotech and pharmaceutical engineers, scientists, and medical professionals. The center will include 1.2 million square feet of office and research-and-development space, 140 apartment units, shops, onsite daycare, and executive suites; and is expected to create more than 1,600 jobs with annual salaries ranging from \$40,000 to \$500,000.

## HUNTERSVILLE

ReNew Petra, a renewable energy company based in Huntersville, has formed a strategic partnership with a German clean energy fund to develop and build more than 100 megawatts worth of solar projects annually over the next three years. ReNew Petra and Hep Energy USA, the U.S. affiliate of German HEP Kapitalverwaltung AG, are partnering to form Emerald Hills Holding to oversee and operate new construction. Through Emerald Hills, ReNew Petra will provide development, construction, and operations services for the solar projects; it will be a minority owner of the operating company and part owner of the projects. The Huntersville company was formed in 2016 when ReNew Solar and Petra Energy combined, and it currently owns about 70 megawatts worth of solar projects and has built about 150 megawatts worth of solar projects.

## NEW BERN

New Bern Parks and Recreation broke ground on the new Martin Marietta Park along South Glenburnie Road, after more than a year-and-a-half of planning. City

Manager Mark Stephens said the 900-acre park will be "a huge game-changer here in New Bern." The park's master plan features picnic shelters and fishing piers, playgrounds, a dog park, a skate park, an amphitheater, and more. Phase one—including restrooms, trails, and one playground—is expected to be complete in May 2020.

## SHELBY

Greenheck Group will invest \$58.8 million to expand its Shelby manufacturing plant and add an expected 400 jobs. The ventilation equipment manufacturer is based in Schofield, Wisconsin and also has a plant in Kings Mountain and a distribution center in Greensboro.

## WILSON

CleanAire, a manufacturer of air filters for retail, commercial, and industrial customers, announced plans to open a new plant in Wilson. The company expects to invest \$10 million in the project and create 305 jobs upon its completion.



NEW BERN'S MARTIN MARIETTA PARK PLANS ENCOMPASS A DOG PARK AND A SKATE PARK.

## IN THE WEST (continued)

Carolina Core leaders say that the area positions North Carolina to meet future statewide industrial and manufacturing demands "with a skilled workforce born of a rich manufacturing heritage and fueled by the innovative mindset of more than 30 colleges and universities in the region... in the middle of a state that is consistently ranked as one of the best places to do business in the nation with low costs, competitive incentives, and first-rate infrastructure to access the world."



Since the spring, official Carolina Core highway signs have been installed along U.S. 421. Officials say they plan to continue momentum by collectively marketing key assets in the region to increase economic competitiveness on the national and global stage. "Since rolling out our vision for the Carolina Core last year, we have experienced unprecedented regional cooperation and support from the business community, economic development leaders, and public officials," says Stan Kelly, President and CEO of the Piedmont Triad Partnership. "Now, a family of assets is adopting the same last name, signaling a big step forward for regionalism. This is evidence that the region is truly embodying the notion that we are stronger together and a win for one is a win for all."

Those "taking on the same last name," as Kelly calls it, are several key large transformational sites in the region, including the Greensboro-Randolph Megasite, the Chatham-Siler City Advanced Manufacturing Site, Moncure Megasite, and Whitaker Park. All will adapt their logos to co-brand with the Carolina Core. The refreshed logos will be leveraged through signage on the individual sites, in marketing materials, and on their websites. The Piedmont Triad Partnership is also working with other key assets in the region, including the aerospace megasite at Piedmont Triad International Airport, to co-brand with the Carolina Core.

Meanwhile, leaders in the region are keeping the forward momentum by working with local, state, and federal officials to designate U.S. 421 as a future Interstate.

The group's goal is to attract more than 50,000 jobs over the next 20 years.

**Credit:** North State Journal; Adapted from story by Emily Roberson - [www.nsjonline.com](http://www.nsjonline.com)

## IN THE EAST (continued)

Companies including Novo Nordisk, Pfizer, Merck, Grifols, Purdue, and Thermo-Fisher Scientific are among the major pharmaceutical manufacturing companies with facilities across the five-county area. To spur more growth, officials of each county are uniting to share workforce and resources. "A lot of companies have expanded in recent years and new companies have come in," says Wilson County Economic Development Executive Director Jennifer Lantz. "But it's not that we haven't been working on this all along; it's that the world doesn't realize that we've been working on it."

With an abundance of undeveloped land and waterways, the Crescent is perfect for pharmaceutical companies, which require large parcels of land and clean water for the production of drugs and sanitation of equipment. "Not only do we have plenty of water, but it's very low in any kind of salt," says Wanda Yuhass, former Executive Director of the Pitt County Development Commission. "Even when North Carolina was at the heights of its droughts, we still had plenty of water and our pharma companies didn't have to cut back."

The land is also widely available and affordable. Chad Henry, Corporate Vice President and General Manager of Novo Nordisk in the public power community of Clayton, says the company chose to locate in Johnston County and invest heavily in expanding there because of its workforce, infrastructure, and frankly, location outside of the hustle of Research Triangle Park in Cary. "When you compare housing or infrastructure costs here in Johnston County versus [...] Wake or Durham counties, there's really no comparison."

Above all, the biggest draw is plenty of willing employees. Universities and community colleges throughout the Crescent have been crafting workforce development programs to train people for jobs in the industry. Mark Phillips, Executive Director of the Eastern Regional Office of the North Carolina Biotechnology Center, says having those workforce pools thriving makes companies feel comfortable about locating in the area or expanding.

"When they walk in and they see you're doing it right in the backyard, and these companies are right outside the fence ... that drives a lot of impact."

**Credit:** Triangle Business Journal; Adapted from story by Seth Gulleddge - [www.bizjournals.com](http://www.bizjournals.com)



# Around THE REGION

**Airbus** has the technology to fly passenger planes entirely without pilots, says a chief salesman for the company. The salesman also told The Associated Press that Airbus hopes to be selling hybrid or electric passenger jets by 2035. This is big news for the industry, but it pertains to small-sized planes rather than large commercial aircrafts. Both the battery-operated developments and autonomous technology are for smaller plane models—at least for now.

**Krispy Kreme** has a fresh new store design in its Concord shop at 8018 Concord Mills Blvd. It marks the brand's first comprehensive store redesign in more than a decade, and this location is one of 45 stores the iconic doughnut maker plans to open across the country through 2020. The design includes digital and interactive features and offers an expanded menu, including doughnut-infused ice cream, doughnut ice cream sandwiches, and customizable doughnuts (choose your custom glaze, topping, and drizzle). The spruced-up look and menu comes on the heels of opening the Krispy Kreme corporate offices and test kitchen in nearby Charlotte.



**The drone market will triple** by 2028, according to a new Teal Group report. The report projects the annual market for civil unmanned aerial systems will increase from about \$5 billion this year to \$14.5 billion in 2028.

The fastest growth is expected to be in commercial applications in sectors such as agriculture, communications, construction, energy, and insurance.

**SelectUSA Investment Summit** Representatives from ElectriCities of North Carolina attended this annual summit in June, the highest profile national event dedicated to promoting foreign direct investment (FDI). The event is an unparalleled chance to bring together companies from all over the world, economic development organizations from across the country, and other business development groups. Here are the major updates:

- We were in good company. The Economic Development Partnership of North Carolina, North Carolina's Southeast, Charlotte Business Alliance, and NCEast Alliance all had a booth presence.
- The U.S. is on track to see the longest economic expansion in the country's history, according to the Honorable Wilbur Ross, Secretary of the U.S. Department of Commerce, in the summit welcome.
- ElectriCities of North Carolina scheduled meetings with various companies from 72 countries! We will advocate to spark industry and bring jobs to our member communities.

## Retail NEWS

### FAST-GROWING BAKERY AND CAFÉ CHAINS

By projected 2019 openings:

- **Dunkin' Donuts:** 200-300
- **Starbucks:** 275
- **Panera Bread:** 40-50
- **Corner Bakery Cafe:** 20-30



**Starbucks** announced its investment in Brightloom, a restaurant technology company creating an end-to-end digital customer experience platform for the food service industry. Starbucks Coffee Co. said the investment will accelerate its mobile ordering and payment options. The investment includes granting Brightloom software license to certain components of Starbucks' proprietary digital flywheel software, which includes mobile ordering and payment, app personalization, and its rewards program.

### Home improvement still sells, according to

HomeAdvisor. Amid the shuttering of many brick-and-mortar stores and slow growth in retail spending overall, there is continued revenue growth in stores in the home improvement sector, such as Home Depot. Home improvement spending nationwide has been growing at almost double the rate of the rest of the retail sector, found a recent U.S. Census Bureau report. Specifically, per-household consumer spending on home improvement, as measured by HomeAdvisor, has risen 17% in the past twelve months; a significant part of that increase is growth in discretionary projects. That means homeowners are undertaking more large lifestyle home improvement projects in addition to necessary maintenance.