

# DEVELOPMENTS

ECONOMIC DEVELOPMENT NEWS FROM NC PUBLIC POWER



## DOWNTOWN DEVELOPMENTS

### Coworking Space Shines in Downtown Louisburg

Heading into his seventh year as Louisburg's Town Administrator, Jonathan Franklin knows for sure that well-maintained commercial space in Downtown Louisburg does not sit vacant for long.

So, with the Church Street Redevelopment Project underway in Downtown Louisburg and with requests coming in for smaller office spaces, Franklin had an idea: Create a coworking space in one of the buildings the Town had recently purchased for the redevelopment project.

Workspace Louisburg is that idea come to life.

Designed for small businesses, freelancers, solopreneurs, and the like, Workspace Louisburg houses four offices, a conference room, and an open flex space with a couch and high-top table seating. Occupants share Wi-Fi, a kitchenette, bathroom space, and an outdoor patio. Other amenities include key code access, a printer/copier, self-serve beverages, and plenty of parking. Rental options range from hourly for the conference room to a full year for an office. *(continued p.4)*

DOWNTOWN DEVELOPMENTS **1**

GREAT NEWS **2**

AROUND THE REGION **4**

GOOD TO KNOW **5**

RETAIL NEWS & LOCATIONS **6**



# Great NEWS

## APEX

Lidl opened another North Carolina store—this time in Apex! The German-owned retailer boasts high-quality products at low prices. Stores are also located in the North Carolina public power communities of Concord, Fayetteville, Gastonia, Greenville, Lexington, Rocky Mount, Wake Forest, and Wilson. Public power cities Danville, Virginia, and Rock Hill, South Carolina, are also home to Lidl stores.

In mid-March in downtown Apex, [Oppidan Investment Company](#) began construction on Highline, a 15,553-square-foot mixed-use building featuring two floors of office over ground-floor retail. Led by former Carolina Hurricanes player Tim Brent, this effort represents Oppidan's first project to break ground in the region. Work on Highline comes as the Town of Apex begins the next stage of its multimillion-dollar downtown revitalization initiative.

Ohio-based agri-tech company [EnviroFlight](#) is building a 30,000-square-foot headquarters and research and development center that's expected to employ 30-40 people. The \$9 million center is in Apex's new industrial and business park, Cash Corporate Center, and is scheduled to be operational in early 2022. EnviroFlight turns insects into food for animals and fertilizer for crops.

## BENSON

Benson's largest employer, Berry Global, is investing \$70 million in expanding its plant, adding 63 new jobs that pay \$15,000 above the Johnston County average. Operating in Benson since the 1960s, the company produces plastic packaging and nonwoven fabrics, including disinfectant wipes. Growth in its wipes business is driving the company's Benson expansion.

## CORNELIUS

Ross Mortgage, a full-service residential lender headquartered in Troy, Michigan, is expanding into North Carolina with a branch in Cornelius. Now operating in 14 states, the company made three local hires from the Cornelius area.



Construction of the \$25 million [Cain Center for the Arts](#) in downtown Cornelius began in May. The center will include a 400-seat theater and an art gallery.

## GASTONIA

Polykemi Inc. will open its first North American operation in Gastonia, creating approximately 22 new jobs. With an initial investment of \$11.8 million, the Sweden-based manufacturer has agreed to purchase the 50,000-square-foot Maistro Speculative Building to operate a plastics compounds production facility in the Gastonia Technology Park. The company expects to begin production during the second quarter of 2022.

## HIGH POINT

Puroast Coffee is relocating its headquarters from Woodland, California, to High Point. The move will bring 44 jobs over the next two years, and the company has plans for growth beyond that. The coffee roasting company has leased a 36,000-square-foot building at 905 W. Market Center Drive, where it plans to invest more than \$1.5 million.



## KINGS MOUNTAIN

The city council approved plans for the developer of the Catawba Nation's planned Two Kings Casino Resort to build nearly 600 homes and luxury apartments on 83 acres on Interstate 85 across from the \$273 million casino.



DC BLOX, an Atlanta-based multi-tenant data center provider, will invest up to \$305 million in a 14-acre tract in High Point for the Triad region's first Tier 3 data center. The center will house services such as uninterruptible power supply systems, climate control systems, security controls, and internet privacy.

Fitesa, a global nonwoven specialty fabrics maker headquartered in Brazil, is investing \$18 million to expand its High Point manufacturing facility, adding as many as 22 jobs to the existing 80. The company, which has North American headquarters in Simpsonville, South Carolina, will install two new lines of machinery to make specialty fabrics for the health care industry.

## KINSTON

The NC Rural Infrastructure Authority announced that West Pharmaceutical Services, Inc., a global leader in innovative, high-quality injectable solutions and services, will receive a grant from the state's Building Reuse Program. West is expanding operations at their Kinston site to meet the growing demand in the health care market. The project brings a capital investment of more than \$50 million to Lenoir County over the next few years and is expected to create more than 90 additional jobs at that site. West's Kinston manufacturing facility is playing a critical role in the production of components being used directly in the fight against COVID-19 and is looking to hire additional team members over the next several months in support of this crucial effort.

Fleet Readiness Center East has relocated its Air Force UH-1 "Huey" helicopter line to the Global TransPark facility, allowing the depot to reclaim hangar space at its primary location onboard Marine Corps Air Station Cherry Point for the V-22 Osprey and H-53 heavy-lift helicopter programs.

## LINCOLNTON

Hodges International/H2 Home Collection is relocating its U.S. operations and manufacturing headquarters to Lincolnton. The company's planned investment of \$7 million dollars will bring 100 jobs to the area.

## LUMBERTON

The City of Lumberton was awarded a \$3.1 million grant to fund construction of a permanent floodgate system to prevent flooding to area businesses in southwest Lumberton.

## NEW BERN

Southern Living magazine has recognized New Bern as one of 11 small Southern towns to visit in 2021. "Situated where the Neuse and Trent Rivers converge, this waterfront getaway is best recognized for its two most legendary landmarks: Tryon Palace and gardens (North Carolina's first permanent capitol) and Bradham's Drug Store (the birthplace of Pepsi-Cola)," the magazine noted. It also praised the city for its resilience through Hurricanes Florence and Dorian.

One of the world's largest boat manufacturers, White River Marine, is acquiring Hatteras Yachts and investing \$35 million in a New Bern plant, adding 500 jobs. Owned by Bass Pro Shops, White River Marine could receive as much as \$5.4 million in state incentives, based on meeting investment and job-creation targets.

## ROCKY MOUNT

Cummins Inc. is investing \$42 million in its engine plant. The investment will include a flexible machining line, utilizing computer numeric control, to produce cylinder heads for 9-liter engines, and it will help retain 30 jobs at the facility.



# AROUND THE REGION

**North Carolina is a top choice for relocators**, according to a recent report from the U.S. Census Bureau. The state ranked fourth nationwide among households that relocated from state to state in 2019. Topping the list was Florida, then Texas and California. North Carolina attracted more than 315,000 people from other locales within the country, the report shows, bringing the total statewide population to more than 10 million.

**Job prospects keep improving for North Carolina techies.** One of the IT industry's top trade associations, Computing Technology Industry Association (CompTIA), ranked North Carolina fourth on its list of the top states for tech job opportunities. In February, North Carolina recorded 12,726 total postings, up 2,949 jobs since January. Raleigh ranked 10th on CompTIA's list of top metro areas for tech job postings.

**North Carolina Wesleyan College has launched three new professional development certificate programs:** Executive Leadership, Healthcare Administration, and Human Resource Management. The programs are being offered to enhance the careers of professionals and provide them with theoretical concepts in learning, reading, and more. All classes are online, and each program can be completed in as little as 16 weeks.



**North Carolina had more rural clean energy jobs than any other state in 2020**, according to a report from the nonpartisan environmental group E2. The 25,563 positions represent 25.6% of the state's clean energy jobs. North Carolina also ranks ninth in the nation for overall clean energy employment. More than 76,000 of the 99,670 employees are in the energy efficiency sector.



## DOWNTOWN DEVELOPMENTS

*(continued)*

**Workspace Louisburg is located at 109 N. Church Street** in the building that, for many years, was home to Dr. Dick Eagle's dental practice. Purchased by the Town in late 2019, the building looks much different now, completely renovated with an eye-catching pale pink exterior.

In a nod to the building's history, Monique Wilkins, the Town of Louisburg's Economic Development Coordinator, created eagle-themed names for the available spaces. Offices are named Hawk, Bald, Golden, and Harpy. Groups can meet in the White Pine conference room, and the open flex space is known as the Eagles Nest.

**Community response to Workspace Louisburg has been swift and positive**, with most inquiries driven by word-of-mouth, Wilkins says. Within two weeks of its opening, three offices were rented—two for six months and one for a year. The fourth went soon after when a local attorney overheard a conversation about Workspace Louisburg while in an area coffee shop. "She signed her lease that day!" Wilkins exclaimed.

Town Administrator Franklin isn't surprised by the success of Workspace Louisburg. "It was a low-cost, low-risk project that would not only support small businesses, start-ups, and entrepreneurs, but also provide an example of success for other downtown building owners."

An example of success, indeed.

To learn more about Workspace Louisburg or to book space, contact Monique Wilkins at 919-497-1002 or [mwilkins@townoflouisburg.org](mailto:mwilkins@townoflouisburg.org), or visit the [Workspace Louisburg website](https://workspace.louisburgnc.org).



# Good TO KNOW

## Uconda Dunn, Vice President of Business Development Greenville Eastern North Carolina Alliance

**My favorite movies are:** The Color Purple, Dirty Dancing, Beaches, and Grease (the original only!)

**The 3 things I can't live without are:** Chapstick, Pizza Inn pizza, and red wine

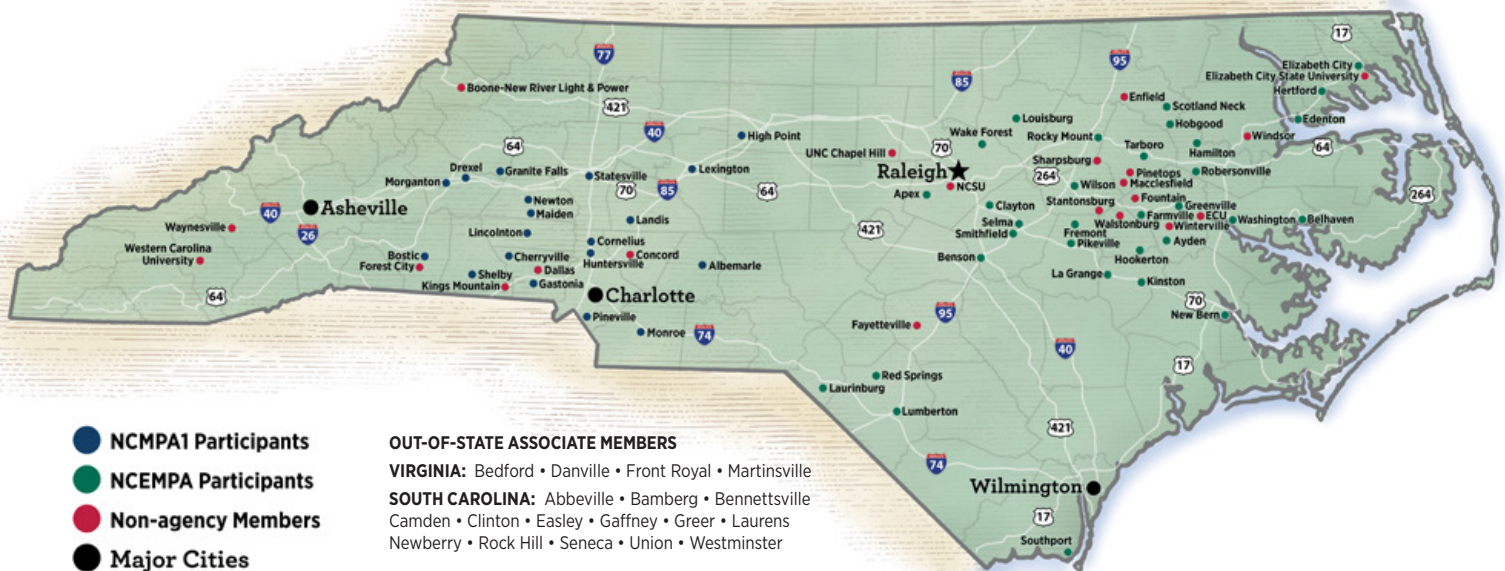
**When I welcome a visitor to my town, I always take them to:** 1) B's BBQ if it's Tuesday-Friday; I don't wake up in time to make it on Saturdays. 2) Villa Verde

**The most memorable places I've visited are:** my father-in-law's homeplace in Jamaica and the Pearl Harbor National Memorial. I visited the homeplace of my father-in-law in Jamaica a few years ago. He still has family who lives in the small house where he was born. Seeing how they live in the hills of Jamaica while knowing the money coming into the beach towns was a true eye-opener to the disparities that people face in tourist areas. Recently, my husband and I visited the Pearl Harbor National Memorial. It was the most somber place I have ever been. There were hundreds of people there, and the silence of the crowd was mesmerizing. The loss of the service members was still being felt by all who were there.

**Finish the sentence. North Carolina is...** my home. No matter where I go, I will always love the beaches of the Crystal Coast, the breweries of Asheville, the thrill of Charlotte, and the energy of Raleigh. North Carolina is a wonderful place for my family, and we enjoy exploring all it has to offer.



## Membership





## ALDI is remodeling and expanding.

Living up to its reputation as one of America's

fastest growing retailers, ALDI announced a \$5 billion plan to extensively remodel many U.S. stores and add 100 new locations in 2021. North Carolina is currently home to 78 ALDI stores.

What do ALDI reps look for in a site?

Here's the retailer's real estate site criteria:

- Population: 50,000 within a three-mile radius
- Site: 2.5 acres, with 103-foot frontage located at a full-access signalized intersection
- Space: Minimum 22,000 sq. ft.
- Traffic: Minimum 20,000 vehicles per day



## Burlington commits to opening 100 new stores in 2021.

Although the retailer hasn't released specifics about areas it's targeting for expansion, it did reveal that the footprint of the new stores would be smaller.

Burlington's real estate site criteria:

- Population: 150,000 within:
  - Three miles for urban markets
  - Five miles for suburban markets
  - 10 miles for small or rural markets
- Size: 25,000-30,000 gross sq. ft., with preferred 125-foot frontage

## Not sure if your city or town's trade area meets retailers' site criteria thresholds?

Contact Brenda Daniels, Manager of Economic & Community Development at ElectriCities ([bdaniels@electricities.org](mailto:bdaniels@electricities.org)) for a free customized trade area report.

## LOCATE SITES



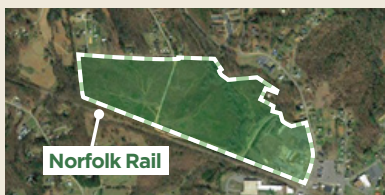
### GREENVILLE SMART SITE

Indigreen Corporate Park  
Intersection of Sugg Parkway and Sullivan Drive, Greenville, NC 27833  
Available Acreage: 102 acres  
Sale Price: \$30,000/acre



### FARMVILLE SMART SITE

Farmville Industrial Park  
U.S. 264 Alternate, West Marlboro Road, Farmville, NC 27828  
Available Acreage: 32 subdivided acres  
Sale Price: \$8,000-\$10,000/acre, minimum of 10 acres required



### DREXEL SMART SITE

Drexel Business Park  
101 North Main Street, Drexel, NC 28619  
Available Acreage: 60  
Sale Price: \$20,000/acre

## LOCATE BUILDINGS



### STATON ROAD BUILDING IN GREENVILLE

Warehouse in industrial park  
410 Staton Road, Greenville, NC 27858  
Total Available (sq. ft.): 71,250  
Lease Price: \$2.35/sq. ft.



### GRANITE FALLS BUILDING

Industrial space with minimal environmental impact  
121 Falls Avenue, Granite Falls, NC 28630  
Total Available (sq. ft.): 23,000  
Sale Price: \$875,000



### AYDEN WALMART BUILDING

Former Walmart Express  
constructed in 2011  
182 NC-102, Ayden, NC 28513  
Total Available (sq. ft.): 14,780  
Sale Price: \$1,800,000  
Lease Price: \$11.50/sq. ft.

While we constantly monitor the status of events due to COVID-19, we are always conducting virtual meetings. To see what services we have to offer right now, contact Brenda Daniels to schedule a virtual meeting. To see a full list of upcoming events: <https://www.electricities.com/services/economic-development/>.





## Wegmans opens in Wake Forest!

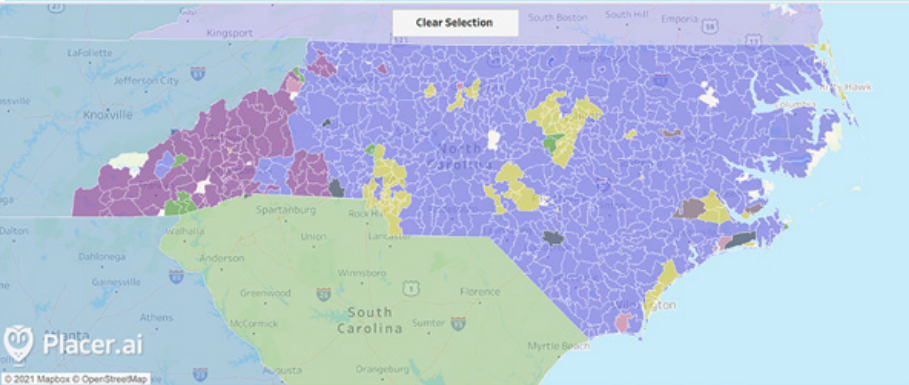
Congratulations to Wake Forest for landing North Carolina's fourth Wegmans location. The 104,000-square-foot supermarket will employ approximately 450 people. The family-owned chain of 105 locations has been selected by Fortune magazine as one of the 100 Best Places to Work for 23 consecutive years, ranking third in 2020.

## What's the dominant grocery chain in North Carolina?

According to Placer.ai and based on foot traffic for the month of April 2021, the top ten grocery store chains in North Carolina include many national and regional favorites, as well as a strong performing independent grocer, Piggly Wiggly.



Dominant Grocery Brands in North Carolina - April 2021



Dominant Grocery Brands for:

### North Carolina

Rank	Brand	Monthly Visits (Visits Share)
1	Food Lion Grocery Store	14.4M (39%)
2	Harris Teeter	7.9M (21%)
3	Publix	2.4M (6%)
4	Ingles	2.1M (6%)
5	Walmart Neighborhood Market	1.9M (5%)
6	Lowes Foods	1.9M (5%)
7	Aldi	1.3M (4%)
8	Whole Foods Market	747.0K (2%)
9	Trader Joe's	551.8K (2%)
10	Piggly Wiggly	546.3K (2%)

## Other Notable Expanding Retailers:

Retailer	Number of New Stores	Typical Market
Dollar General	1,050	Urban, Suburban, Rural
Dollar Tree	400	Urban, Suburban, Rural
Family Dollar	200	Urban, Suburban, Rural
Lidl	50	Urban, Suburban
Ross Dress for Less	40	Urban
Sprouts	20	Urban
Target	40	Urban