

DEVELOPMENTS

ECONOMIC DEVELOPMENT NEWS FROM NC PUBLIC POWER



ECONOMIC IMPACT

ElectriCities' Brenda Daniels (center left) discusses the value of North Carolina public power with John Pattinson, founder of Air Covers, a British design and engineering firm.

Attracting Foreign Investment in NC Public Power Communities

You may know that the ElectriCities economic development team is often involved in domestic successes, like [Hubbell Power Systems expanding its Rocky Mount operations](#). But did you know they're also part of the team behind international wins, like [Italy-based Grupporeco locating its first U.S. manufacturing facility on a Smart Site in Kinston?](#)

Brenda Daniels, Manager of Economic & Community Development at ElectriCities, says she and the team have been successfully promoting North Carolina public power communities outside the United States for about five years.

"A lot of site selectors and economic developers outside of the country know about North Carolina because of Research Triangle Park and Charlotte," Daniels says. "Our focus is to make sure they know about those communities in between and all around."

Along with North Carolina's excellent business climate, confirmed recently by [Site Selection magazine naming it tops in the U.S.](#), Daniels says North Carolina's public power communities have expertise that a lot of overseas companies are looking for.

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Great NEWS

CLAYTON

AdvanceTEC, headquartered in Richmond, Virginia, will construct a \$10 million cleanroom facility and hire as many as 25 workers with average wages of \$125,000 at a location between Clayton and Smithfield. The site will serve biotech companies, such as Novo Nordisk and Grifols.

FARMVILLE

"Good Morning America" featured the North Carolina Furniture School as part of a series on small businesses and the challenges they've faced during the COVID-19 pandemic. The Furniture School, which has reopened in a limited capacity, survived its most challenging time by becoming a custom woodworking shop with the help of Farmville residents and an area developer who brought in work.

FAYETTEVILLE

A state-of-the-art coworking space called The Hub has opened in downtown Fayetteville. Tailored to startup businesses, freelancers, and work-from-home business ventures, the two-story facility offers a variety of options for setting up shop. Open-space work options are on the top floor, while the ground level has larger, more private rooms.

GREENVILLE

In its second expansion announcement in less than a year, Thermo Fisher Scientific, a global life sciences company that employs 1,500 people in Greenville, [announced a \\$154 million investment that will add 290 jobs](#). In December 2020, Thermo Fisher announced a \$500 million investment to expand the Pitt County plant, including adding a 130,000-square-foot facility and 500 jobs.

A branch of the North Carolina Museum of Natural Sciences has opened in Uptown Greenville. The new learning center aims to boost interest in science as visitors are drawn to more than 40 exhibits.



HIGH POINT

Family-owned Mickey Truck Bodies, which serves distributors and emergency services, is expanding its High Point operations, committing to creating 25 jobs that pay above the average Guilford County wage within two years, while adding as many as 62 jobs total. Founded in 1904, the High Point-based company employs more than 300 locally.

New Jersey-based drug manufacturer Cambrex Corp., an industry leader in producing small molecule therapeutics, is expanding operations at its High Point campus. The company announced an investment of \$30 million in real and personal property and said it will bring about 80 jobs with average annual salaries of more than \$96,000.

HUNTERSVILLE

Safeguard Medical, an emergency medical product and training company, is locating its headquarters in Huntersville, bringing about 100 jobs. Formed in February 2020, Safeguard Medical owns emergency medical brands that include Combat Medical Systems, Prometheus Medical, and SIMBODIES.

KINSTON

The ElectriCities team helped bring Grupporeco, an Italy-based manufacturer of household appliance components, to [open its first North American manufacturing facility for dishwasher components in Kinston](#).



The new facility will be located on 34 acres in Kinston's Highway 70 Industrial Park, a designated ElectriCities Smart Site. The company's \$28 million investment is expected to bring as many as 110 jobs with an average annual wage of about \$40,000 over the next five years. State and local officials are offering about \$2 million in incentives to the 60-year-old company.

N.C. Commerce Secretary Machel Baker Sanders (left) helps unveil plans for Grupporeco's new facility, which will be located on an ElectriCities Smart Site in Kinston.

MAIDEN

McCreary Modern, a private-label manufacturer of residential furniture, is expanding its Maiden manufacturing campus with a new 80,000-square-foot centralized sewing operation. The new construction is in addition to planned expansions underway at the company's nearby Maiden framing plant and woodworking plant in Lenoir. The two expansions and new sewing facility are expected to add 100 jobs to McCreary Modern's 1,000-employee workforce.

Great NEWS *(continued)*

MONROE

The Golden LEAF Board of Directors awarded the City of Monroe \$554,070 under the Economic Catalyst Program to relocate a waterline to support expansion at Windsor Windows. The expansion includes \$74 million in capital investment by the company and will create 185 new jobs with salaries averaging \$47,198. The waterline will also serve other publicly owned industrial sites in the area.

ROCKY MOUNT

With a \$3.5 million investment, Indiana-based SePRO is expanding its Rocky Mount operation, adding about 20 employees to a current staff of 12. Established in 1994, SePRO specializes in manufacturing and selling products in the aquatic, surface water, and horticulture markets.

Hubbell Power Systems, Inc., a global manufacturer of electrical power products



for utilities, [is expanding its Rocky Mount operations](#) through an \$8.9 million investment that's expected to add 73 jobs. ElectriCities helped drive the expansion, partnering with the North Carolina Department of Commerce, the Economic Development Partnership of North Carolina, and others. The company's facility in Rocky Mount, established in 1960, is home to its PenCell Plastics brand, a line of specialized enclosures for utility infrastructure markets. ♦

Membership

OUT-OF-STATE ASSOCIATE MEMBERS

VIRGINIA: Bedford • Blackstone • Danville • Front Royal • Martinsville

SOUTH CAROLINA: Abbeville • Bamberg • Bennettsville • Camden
Clinton • Easley • Gaffney • Greer • Laurens • Newberry • Rock Hill
Seneca • Union • Westminster



- NCMPA1 Participants
- NCEMPA Participants
- Non-agency Members
- Major Cities

ECONOMIC IMPACT *(continued)*

“There’s a very nice food corridor in eastern North Carolina,” she says. It includes food-processing companies such as the Sara Lee Frozen Bakery in Tarboro, as well as Nutkao, Poppies, and The Cheesecake Factory Bakery in Rocky Mount. That combined expertise makes the area particularly appealing to food-processing companies like those based in the United Kingdom and Italy.

With North Carolina’s aerospace corridor through Wayne, Lenoir, and Craven counties, public power communities, including Fremont, Kinston, and New Bern, shine when it comes to aerospace, aviation, defense, and security. Daniels and team work with [North Carolina’s Southeast](#) and the [NC Global TransPark Economic Development Region](#) to help recruit companies in those sectors.

“We’re working with a lot of companies that have U.S. government contracts that require them to manufacture their products in the United States,” Daniels says. “The skilled workforce in a lot of our public power communities makes them very appealing to these types of companies.”

Though European travel stopped during the pandemic, promoting North Carolina public power communities to overseas companies didn’t, with Daniels and team keeping in touch with interested parties over Zoom. But it’s difficult to commit to a site or a building or even a community over Zoom. “We’ve had a lot of meetings but not a lot of visits,” Daniels says. Now that travel restrictions are being lifted and people feel more comfortable coming to the States, she expects progress to ramp up.

“We have 30 to 35 projects in the works,” she says. Some that paused in 2020 are getting back on track now, including a Wales-based manufacturer of road sweepers and waste disposal vehicles, a London-based aerospace manufacturer, and a Wales-based helicopter manufacturer.

“It really is a thrill to provide this service and represent all of North Carolina’s public power communities to companies near and far,” Daniels says. “Along with bringing jobs, increased electric load, and a higher tax base, these businesses help improve the quality of life in these communities for all the amazing people who power them.”

For more information about the ElectriCities economic development team’s efforts to secure foreign direct investment, [contact Brenda Daniels](#). ♦

AROUND THE REGION

The North Carolina Rural Infrastructure Authority approved 21 local government grant requests totaling more than \$5.9 million in August and 22 local government grant requests totaling more than \$4.7 million in October. The requests include commitments to create a total of 1,863 jobs, 907 of which were previously announced. The public investment in these projects will attract more than \$776.9 million in private investment. Wins in public power communities include:

- **Town of Benson (Johnston County):**

A \$250,000 grant will support renovation of a 500,000-square-foot building occupied by Chicopee, Inc., manufacturer of plastic products, with key business lines that include innovative packaging and engineered products for a variety of commercial and consumer applications. This project is expected to create 50 jobs, with an investment of \$14,630,000 by the company.

- **City of Greenville (Pitt County):**

A \$35,000 grant will support renovation of an 8,030-square-foot building occupied by Greenville Produce. The company provides produce from a variety of sources and serves businesses throughout eastern North Carolina. It plans to add 10 jobs and invest \$171,024 in this project.



- **City of High Point (Guilford County):**

A \$100,000 grant will support the reuse of a 23,760-square-foot building. Mickey Truck Bodies, Inc., manufacturer of beverage bodies and trailers, dry freight and refrigerated van bodies, and emergency vehicles, plans to locate operations at the site. The company is expected to create 25 jobs and invest \$719,366 in this project.

AROUND THE REGION *(continued)*



Appalachian Gear Company will expand its manufacturing operations in Kings Mountain.

- **City of Kings Mountain (Cleveland County):** A \$50,000 grant will support the reuse of a 10,000-square-foot building, where Appalachian Gear Company, LLC, plans to expand its manufacturing operations. The cut-and-sew operation specializes in alpaca fiber garments and plans to create 12 jobs and invest \$486,000 in the project.
- **City of Kings Mountain (Gaston County):** A \$65,000 grant will support renovation of a 114,815-square-foot building occupied by Crypton, LLC, a manufacturer of high-performance textiles for home and commercial furniture applications. With this project, the company expects to create 10 jobs while investing \$474,739.
- **City of Lexington (Davidson County):** A \$350,000 grant will support renovations to the 22,000-square-foot second floor of the Bull City Ciderworks building. In this space, Deacon Capital Asset Partners, LLC, which owns and operates several businesses in the Triad area, plans to establish an indoor hybrid hydroponic hemp

growing facility. The company will dry and process hemp seeds that will be used in the production of lotions, tinctures, creams, and CBD drops. Grant funds will assist with electrical, HVAC, sprinkler system, elevator installation, plumbing, and interior upgrades. The project is expected to create 29 jobs, with an investment of \$2.5 million by the company.

- **Town of Louisburg (Franklin County):** A \$100,000 grant will support the reuse of a vacant 5,000-square-foot building where Impact Health Care, a primary and urgent medical care provider for people of all ages, plans to establish a new office. The organization expects to create 10 jobs, with a private investment of \$275,000 in the project.
- **City of Lumberton (Robeson County):** A \$140,000 grant will support the reuse of a 52,000-square-foot building that will become a new location for Air Production & Service, Inc., a service, parts, and equipment group providing facility solutions and maintenance support to industrial and railroad operations. Through this project, the company expects to create 14 jobs, with an investment of \$2,610,000.
- **City of New Bern (Craven County):** A \$120,000 grant will support the expansion of a building occupied by Carolina Ground Service Equipment, Inc. The company, which provides ground support equipment and avionics solutions, plans to add 20,000 square feet to the existing facility through this project, while creating 15 jobs and investing \$1,454,634.
- **City of Rocky Mount (Edgecombe County):** A \$190,000 grant will support the reuse of a 4,000-square-foot building where SePRO Corporation plans to locate. The company, which acquires, develops, manufactures, and markets value-added products for aquatic and horticulture applications, plans to create 20 jobs and invest \$2,324,162 in the project.

- **City of Rocky Mount (Nash County):** A \$300,000 grant will support the renovation of a 185,000-square-foot building occupied by Hubbell Power Systems, LLC. The company manufactures a wide variety of transmission, distribution, substation, OEM, and telecommunications products used in the utilities market. This project is expected to create 73 jobs, with an overall investment of \$8.9 million by the company, of which \$8,660,000 is tied to this grant.
- **City of Wilson (Wilson County):** A \$175,000 grant will support the reuse of a 9,000-square-foot building where North State Consulting, LLC, plans to locate. The company, which specializes in working with technology companies to help bring their products to market, expects to create 33 jobs and invest \$804,103 in this project.



[Site Selection magazine has ranked North Carolina's business climate top in the U.S. for 2021.](#) "North Carolina consistently ranks high on our list of top business climates, tying for first place with Georgia in 2020 for example," Mark Arend, Editor in Chief of Site Selection, said in the magazine's news release. "But it claims first place by itself this year with the blend of location ingredients required by capital investors in key industry sectors." A survey published with the rankings revealed that the five most important criteria to site selectors are: workforce skills, transportation infrastructure, workforce development, ease of permitting and regulatory procedures, and utility cost and reliability.

AROUND THE REGION *(continued)*

“Public power communities are known for providing low-cost, reliable electric service. In fact, public power communities in North Carolina experience 40% fewer outages than communities in the state powered by other providers,” said Brenda Daniels, Manager of Economic & Community Development at ElectriCities. “That reliability and the superior customer service that comes with having locally owned and operated utilities make North Carolina public power communities even more attractive to site selectors.”

A stretch of U.S. 264 between Wilson and Greenville is becoming Interstate 587, with signs scheduled to go up in 2022. Federal approval for the designation came after the N.C. Department of Transportation made several improvements, including widening and resurfacing the road. Before the designation, Greenville was one of the largest cities in the U.S. not served by an interstate.

The National Science Foundation has chosen N.C. State University to be one of five national I-Corps Hubs to help prioritize commercialization of research. The university has been home to an I-Corps site since 2017, but the latest move will connect N.C. State to four other hubs across the U.S. for innovation and collaboration.

U.K.-based INEOS Automotive has tapped Raleigh for its U.S. headquarters. The \$60 billion global conglomerate detailed rollout and support plans for its Grenadier 4x4 utility vehicle that’s scheduled to launch next July. The company said it also expects to create more than 20 additional jobs.

Raleigh-based coworking company The Loading Dock is opening two locations. A facility in West Raleigh opened in October, and another in Wake Forest is set to open in December. It will be the company’s largest. The Loading Dock

“Public power communities are known for providing low-cost, reliable electric service.”

was founded in 2016 and announced expansion plans in 2020.

Texas-based sports entertainment company Topgolf is beginning work on a three-level, 102-bay venue in Durham. The new location, projected to open in late summer 2022, will be the company’s third in the state, along with two in the Charlotte area. Carolina Hurricanes owner Tom Dundon was among Topgolf’s early investors. ♦

Good TO KNOW

Mark Pope, Senior Vice President NC Global TransPark Economic Development Region

My favorite movies are: “Remember the Titans,” “Top Gun,” “Blind Side,” and “Christmas Vacation”

The three things I can’t live without are:
God, family, and friends

When I welcome a visitor to my town, I always take them to: Down Heritage Street in Kinston, North Carolina Global TransPark, and the Neuse Sport Shop

The most memorable places I’ve visited are:
The Grand Canyon; Bahamas on my honeymoon; Ottawa, Canada; and Lake Junaluska

Finish the sentence: North Carolina is ...
the best place to work, live, and play. ♦



LOCATE SITES

LOCATE BUILDINGS



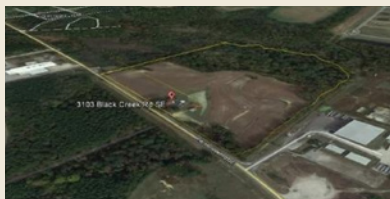
WINTERGREEN COMMONS IN WINTERVILLE

Pitt County Industrial, Commercial, Retail
4957 Winterville Pky
Winterville, NC 28590
Available Acreage: 51.5 acres



J. PARROTT PROPERTY IN KINSTON

3530 Banks School Road
Kinston, NC 28504
Available Acreage: 39-200 acres
Sale Price: \$24,000/acre; Negotiable



INDUSTRIAL LAND IN WILSON

3103 Black Creek Rd.
Wilson, NC 27893
Available Acreage: 33.32 acres
Sale Price: \$800,000



INDUSTRIAL BUILDING IN GREENVILLE

Office and warehouse space
102 Staton Court, Greenville, NC 27834
Total Available (sq. ft.): 17,190
Lease Price: \$5.75/sq. ft.



INDUSTRIAL BUILDING IN CONCORD

Concord Airport Business Park
1000 Derita Rd, Concord, NC 28027
Total Available (sq. ft.): 511,642
Lease Price: \$4.25/sq. ft.



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/>.

Retail NEWS



Downtown New Bern

More Than 70% of Retail Sales Will Be In-Store in the Next Few Years

While it's difficult to beat the convenience of shopping online, in-store shopping isn't slowing down anytime soon. According to research firm Forrester, consumers still prefer shopping at traditional brick and mortar stores over shopping online. They need to test products, and they want the option to purchase on the spot. Forrester projects that 72% of U.S. retail sales transactions will occur in physical stores well into 2024.

Even so, we can't discount e-commerce's strong showing over the past few years.

30%

U.S. e-commerce
grew 30% in 2020.

- Forrester

40%

As of February 2021, Amazon has
the largest market share of U.S. retail
e-commerce

- Marketer

95%

Over 95% of Amazon deliveries
are within 100 miles of an Amazon
fulfillment center.


- Logistics Management

Retail NEWS *(continued)*

Top Tractor Supply Locations in North Carolina

Currently, there are 82 Tractor Supply locations in North Carolina. Based on mobile tracking data provided by Placer.ai, seven out of the top 10* store locations are in ElectriCities member communities!

| LOCATION | Total Visits |
|---|--------------|
| 1. South Main St, Laurinburg, NC | 324.9K |
| 2. Julian Allsbrook Hwy, Roanoke Rapids, NC | 323.6K |
| 3. Independence Blvd, Morganton, NC | 320.1K |
| 4. West 15th St, Washington, NC | 320K |
| 5. South Pollock, Selma, NC | 306.1K |
| 6. Sutters Creek Rd, Rocky Mount, NC | 296.3K |
| 7. Plaza Pkwy, Lexington, NC | 272.5K |
| 8. West New Bern Rd, Kinston, NC | 271.4K |
| 9. North Main St, Fuquay-Varina, NC | 255K |
| 10. Richlands Hwy, Jacksonville, NC | 246.4K |



*BASED ON OCTOBER 1, 2020-SEPTEMBER 30, 2021

Tractor Supply Gears Up for Growth

Rural lifestyle retailer Tractor Supply Co. will plant itself in new markets after six consecutive quarters of same-store sales growth. Comparable store sales rose 13.1% year over year for the third quarter of 2021, after a 26.8% increase a year earlier. The sales growth reflects robust demand for everyday merchandise, according to the company, which opened 12 Tractor Supply stores and three Petsense stores during the third quarter of 2021.

“Over 18 months into the pandemic, our business has never been stronger,” said president and CEO Hal Lawton. “Our growth continues to be robust. Our customer trends remain structurally sound. We are continuing to gain market share and invest in the business to capture the significant opportunities ahead of us.”

The company has \$1.1 billion in cash and plans to open 80 Tractor Supply stores and 10 Petsense stores in 2022, adding to its existing 1,967 Tractor Supply stores and 177 Petsense stores, according to an article on the Innovating Commerce Serving Communities website, [ISCS.com](https://www.scs.com). ♦

QSR Spotlight

After filing for Chapter 11 bankruptcy protection in 2020, the nearly 90-year-old classic burger chain Krystal's is making a noticeable comeback with a sharp new store design concept, new delivery options, and much more. Although none of Krystal's approximately 300 quick-serve restaurants are in North Carolina, recent social media posts indicate you could be enjoying an order of those famous square-shaped sliders in The Tar Heel State very soon! Initial store locations most likely will be in major metro areas and then expand into secondary and tertiary markets.

SITE CRITERIA

- Parcel Size: .5+ acre
- Zoning: B-2
- Frontage: 120 ft. (minimum)
- Median Income: \$30,000-\$70,000
- Traffic Count: 25,000+ ADT
- Transaction Preference:
Purchase | Build to Suit | Ground Lease
- Will Consider: Leased endcap with drive-thru



Krystal's newly designed prototype store opened in Dublin, Georgia, in October 2021.