

Q1 2022

DEVELOPMENTS

ECONOMIC DEVELOPMENT NEWS FROM NC PUBLIC POWER



ECONOMIC IMPACT

Driving Economic Development in Public Power Communities for Nearly 30 Years

In 1986, when Brenda Daniels joined ElectriCities as an administrative assistant in the organization's engineering group, she likely wouldn't have predicted the lasting impact she'd have on public power communities in North Carolina. But what an impact!

On March 31, 2022, Daniels retires from her role as Manager of Economic and Community Development with 36 years of service under her belt and a valued and valuable economic development department that has brought hundreds of businesses, millions of dollars, and hundreds of thousands of jobs to public power communities in North Carolina.

In 1995, after stints in various roles and departments where she was responsible for tasks such as supporting a load management grant program and completing residential audits to help customers remedy high electric bills, Daniels chose to fill a vacancy in economic development. She soon thought, "There has to be more to this than just responding to RFIs for company locations."

Of course, there was—a lot more. To find out how much more, she asked questions—a lot of questions. *(continued p.4)*

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For information on ElectriCities and economic development, contact Carl Rees at 800-768-7697 ext. 6315 or crees@electricities.org.

ALLIANCE ON A MISSION

The Greenville Eastern North Carolina (ENC) Alliance was founded in 2019 as a public-private partnership focused on economic development across Greenville and Pitt County, North Carolina. The non-for-profit organization is on a mission to recruit new business, expand and retain existing industries, develop community assets, maximize opportunities for investment, and enhance the quality of life in the region.

Greenville ENC is powered by public entities, including the City of Greenville and Greenville Utilities Commission, as well as the towns of Ayden, Bethel, Farmville, Fountain, and Grimesland, and the Village of Simpson. More than 60 private investors add to that public support, earning tiered member status based on an annual commitment.

"We are honored to have the support of ElectriCities of North Carolina, a Bronze-level member, as we work together to achieve our economic development goals," said Maria Satira, Director of Marketing and Communications at Greenville ENC Alliance. To learn more about the organization, its mission, and partnership opportunities, visit www.encalliance.com.



Great NEWS

APEX

Florida-based developer Reader Communities filed a master plan with the Town of Apex for a mixed-use project on a 1,067-acre site by U.S. 1 and N.C. 55. Plans call for 4,500 residential units and as much as 4 million square feet of office and retail space.

CONCORD

Eli Lilly, a leading health care and pharmaceutical company, announced it is building a \$1 billion manufacturing facility in Concord in Cabarrus County, creating nearly 600 jobs. The facility will be built at The Grounds at Concord, the former Phillip Morris plant. This is the second-largest economic development announcement in the history of Cabarrus County.

The \$46.6 million expansion of Atrium Health Cabarrus hospital, just off Interstate 85 in Concord, calls for 22 medical-surgical beds in an approximately 28,400-square-foot space within the hospital's heart and vascular tower. Construction is slated to begin in early 2023 and will bring capacity at Atrium Health Cabarrus to 469 beds.

Cincinnati-based Kroger is planning a \$100 million fulfillment center in Concord. The site is expected to open in 2024, adding 700 jobs over five years.

FAYETTEVILLE

Amazon plans to construct a 1.3 million-square-foot fulfillment facility in Fayetteville's Military Business Park, which could add more than 500 full-time jobs and hundreds of part-time positions. The warehousing facility will be located on 94 acres and is projected to launch operations in 2023.

GASTONIA

Construction has begun on Center City Crossings, a new apartment complex in downtown Gastonia. The \$25 million project should be completed by early 2023, according to Kuester Development Associates. City leaders consider the six-story, 90-unit apartment complex a game-changer for downtown.

WhiskGars, a cigar and whiskey lounge, opened in downtown Gastonia in late

February. Located in the 90-year-old building that once was Gastonia's main post office, the 1940s and '50s-themed lounge includes seating for about 80 people and a 36-foot granite-top bar. Annual memberships are \$50, while a \$1,500 VIP membership allows access to a private area and a personal humidor.

GREENVILLE

Vidant Health and East Carolina University's Brody School of Medicine have joined forces to create ECU Health. The move comes as Brody is on the cusp of securing long-awaited state budget funding from the legislature to launch major renovations. With rebranding underway, Dr. Jason Higginson, executive dean of Brody, said "The ability to combine academic excellence with high-quality, state-of-the-art health care delivery will elevate care, research, and education opportunities available to the people of eastern North Carolina. We look forward to continuing to work together and introduce ECU Health to the community later this year."

Great NEWS *(continued)*

HIGH POINT

High Point-based vTv Therapeutics, Inc., a pharmaceutical company that focuses on treating metabolic and inflammatory disorders and minimizing long-term complications through advancing clinical drug candidates into medicines, came in at No. 82 on Deloitte's Technology Fast 500 list with a calculated growth of 2,104% over three years.

KINSTON

Pennsylvania-based West Pharmaceutical will expand its presence in Kinston through a \$70 million investment, expecting to add over 70 people to the current workforce of 500. The expansion will add warehouse and distribution space as well as increased production value. The expansion is expected to have a \$3.4 million impact through payroll jobs each year.

Indiana-based MasterBrand Cabinets, one of the largest cabinet manufacturers in North America, will expand its operations in Lenoir County to create more than 450 jobs over five years. The company will invest more than \$13.5 million to expand production capacity at its manufacturing center in Kinston. "MasterBrand Cabinets is an important economic engine in our community," said N.C. Senator Jim Perry. "I'm proud to welcome these new jobs and investment to Kinston and Lenoir County."

LAURINBURG

North Carolina Organics Recycling (NCOR) plans to invest \$6 million and employ 43 people over the next five years, establishing its first North Carolina facility in Southeast Regional Airport Authority industrial park in Laurinburg. NCOR's parent company, American Complete Organics Recycling, is a leader in recycling organic waste materials.

LEXINGTON

To mitigate future supply chain disruptions, Egger Wood Products is investing \$50 million in additional production capacity at its particleboard manufacturing and laminating plant near Lexington in Davidson County. The new investments will create 35 to 40 new jobs, adding to its current 450.



MORGANTON

Vanguard Furniture bought a former Drexel Furniture manufacturing plant in Morganton with plans to create 150 jobs there. The 163,000-square-foot factory will be restored and refurbished, and operations are scheduled to begin in April. Conover-based Vanguard has six plants and employs more than 600 people.

STATESVILLE

Keselowski Advanced Manufacturing (KAM) is investing nearly \$4.8 million to expand its operations in Statesville. Founded and owned by NASCAR driver Brad Keselowski, KAM's factory is adjacent to Statesville Regional Airport and began operations in late 2018.

The Sherwin-Williams Company is expanding its architectural paint and coatings manufacturing capacity and

establishing a larger distribution facility in Statesville. Sherwin-Williams plans to invest a minimum of \$300 million in the project and add 183 full-time jobs at the site over the next three years, doubling the existing workforce. The project includes a 36,000-square-foot extension of its existing 200,000-square-foot manufacturing facility, the addition of four new rail spurs, and construction of a new 800,000-square-foot distribution and fleet transportation center, which has another 200,000 square feet available for future expansion.

Motorsports legend Richard Petty and Maury Gallagher, owner of GMS Racing and majority owner of Richard Petty Motorsports, have created Petty GMS. The organization will field two full-time NASCAR Cup Series entries in 2022 with drivers Ty Dillon and Erik Jones and be housed at GMS Racing's multibuilding complex in Statesville. ♦

ECONOMIC IMPACT *(continued)*



She joined the North Carolina Economic Development Association (NCEDA). She knew that to help ElectriCities member communities grow their electric load, she needed to get them in front of the important people, such as site selectors and developers. She contacted the N.C. Department of Commerce to see how they did things, and she reached out to area electric co-ops and investor-owned utilities.

She saw the value that municipal-owned utilities could provide businesses. Along with providing customers with reliable electricity and superior customer service, having a locally owned and operated electric system often means locally owned and operated gas, water, and sewer. And she saw that bringing a business to a public power community means much more than an increased electric load. It means investment in the local economy.

That local connection is key, and it resonates with business leaders, Daniels says. She tells people who are considering locating in a North Carolina public power community, "You've got local contacts, and that local connection is part of the value being here provides your company."

Daniels created grant programs—Smart Communities Grants and Downtown Revitalization Grants—to help spark economic development in ElectriCities member cities and towns. She created site identification and readiness programs—SiteAssist and Smart Sites—to simplify the process of locating in a public power community. She added retail recruiters to her team and partnered with a strategic retail planning company, Retail Strategies, to aid ElectriCities members.

Industry leaders took notice. Daniels and team have won several awards from industry publications and organizations, including the Southeast Economic Development Council and the International Economic

Development Council. For the past five years, Business Facilities magazine has named ElectriCities a Top Utility for its success in offering innovative programs and expert assistance to attract businesses to North Carolina's public power cities and towns.

Daniels was named NCEDA Economic Developer of the Year in 2002 and was recently included on Business North Carolina's inaugural Power List for Economic Development.

What Daniels is most proud of is helping ElectriCities member cities and towns get where they need to be—"getting them on the map," she says. "We look at each city and town differently to figure out what each one needs."

Stand-out projects include helping Hookerton establish and move into their new town hall, helping bring a Target distribution center to Newton, helping recruit PenCell Plastics to Rocky Mount, and helping bring Sysco Foods to Selma.

"It's so rewarding to see projects come to fruition once you go through everything," Daniels says. "It takes several months—and sometimes years—to find the right location and get everything right with the city or town. Then the company is there and hiring people, and everything it took to get to that point was worth it."



TOP: Daniels and Lois Smith at the 2006 ElectriCities Celebration lunch.

MIDDLE: Daniels, Elaine Williamson, and Susan Wright at the 2001 ElectriCities Annual Meeting.

BOTTOM: Donna Phillips, Jeff Denny, Daniels and Oppie Jordan at EDI, circa 2004.

ECONOMIC IMPACT *(continued)*

“Making member communities happy has always been my goal, and I think I was able to do that,” she says.

Daniels’ first order of post-retirement business: Going on a cruise with her husband. She also plans to spend a lot more time with her family.

Stepping into the role of Manager of Community and Economic Development is ElectriCities’ Senior Economic Developer, Carl Rees.

Before joining ElectriCities in 2015, Rees served as Economic Development Manager and Senior Urban Planner for the public power City of Greenville, North Carolina, spearheading efforts that led to hundreds of millions of dollars in public and private investment.

“MAKING MEMBER COMMUNITIES HAPPY HAS ALWAYS BEEN MY GOAL...”

—Brenda Daniels

“Carl is the perfect person to carry on what we’ve established,” Daniels says. “I’m looking forward to seeing what new programs he’s going to come up with.”

“Even before working with Brenda, I knew her reputation as a consummate economic development professional. It’s well known throughout North Carolina’s public power cities and towns,” Rees says.

“What is less known about Brenda, and what I have come to know about her over the last six years, is how deeply she cares for our state—in particular, North Carolina’s rural communities.”

Rees says whether Daniels is supporting a bird sanctuary in Scotland Neck, converting a historic property into a new town hall in Hookerton, or repurposing abandoned mill facilities in piedmont towns like Lexington, she harnesses her passion to bring positive change to public power communities.

“Although her name may not be found on a plaque or monument in any of these places,” Rees says, “Brenda’s legacy as a champion of public power communities is forever inscribed on the history of these cities and towns.” ♦



ABOVE: Daniels and family in Paris, 2018. **MIDDLE RIGHT:** Daniels’ most recent professional portrait. **FAR RIGHT:** IEDC board chair Tom Kucharski, Daniels, and Rees accepting Excellence in Economic Development Awards from the International Economic Development Council. Photo courtesy of IEDC.



2002

First Strategic Economic Development Plan delivered



2002

Daniels named NCEDA Economic Developer of the Year



2012

Daniels launches first program to assist members with economic development: Smart Communities Grants



2013

First Retail Strategy Studies completed. Lexington and Lumberton were pilot cities.



2015

First Smart Site designated in Tarboro



2018

Downtown Revitalization Grants launch



2021

SiteAssist program launches



2021

Daniels listed in Business North Carolina’s Power List for Economic Development



2022

Downtown Strategies launches



AROUND THE REGION



App State Hickory Campus, Graphic by Jim Fleri

Appalachian State University has purchased the former Corning Optical Communications headquarters building in Hickory to create a campus in Catawba County. At 225,800 square feet, it's larger than any Appalachian State building in Boone, Chancellor Sheri Everts said. Hickory has been the largest North Carolina metro area without a UNC System campus.

North Carolina State University plans to add 2,000 undergraduate and 2,000 graduate students in engineering and computer science programs over the next five years to meet employment needs in the area. The move will increase the state's largest public university student population to more than 40,000. Engineering North Carolina's Future, a state legislative initiative, will provide \$20 million to hire faculty and staff to support the increase in students.

Business Facilities magazine has named ElectriCities a 2021 top utility. In an article announcing the Top Utilities 2021, Business Facilities staff acknowledged the role utilities play in economic development and wrote, "These power providers are among the most successful in offering innovative programs and expert assistance to attract businesses."

A 30% federal tax credit for offshore wind projects has been extended through 2025, a move that comes as the North Carolina's Bureau for Ocean Energy Management prepares to put a second tract of the state's coastline up for lease. To decarbonize the nation's electricity grid, the Biden administration established a goal of having 30 gigawatts of offshore wind operating by 2030.

The Fédération Aéronautique Internationale has confirmed the speed record that Rolls-Royce's Spirit of Innovation electric-powered aircraft set in November 2021, officially making it the fastest electric plane. "The advanced battery and propulsion technology developed for this program has exciting applications for the advanced air mobility market," said Rolls-Royce CEO Warren East.

Boeing has invested \$450 million in new funding in Wisk Aero, an electric air taxi startup. Analysts predict that the market for flying taxis could grow to \$150 billion in revenue by 2035, and Wisk says it will use the funds to boost its workforce and improve its manufacturing with the aim of being commercially viable within five years.

Trinity Capital Advisors is partnering with Clarion Partners to develop Edgewood85 Commerce Park in Gaston County, a speculative project that will include four industrial buildings totaling around 1 million square feet. The site is roughly 20 miles from Charlotte-Douglas International Airport and 30 miles west of downtown Charlotte, with convenient access to Interstate 85.



Photo courtesy of Rolls-Royce

Good TO KNOW

Brad Hufford Vice President of Business Development Greenville ENC Alliance

My favorite movies are: "Star Wars" original trilogy; auteur director films

The three things I can't live without are: Music, travel, ECU athletics

When I welcome a visitor to my town, I always take them to:
Dickinson Avenue Public House

The most memorable places I've visited are:
Tokyo and Atlantic Beach, North Carolina

Finish the sentence: North Carolina is ... the Best State in the Union. ♦



Membership

OUT-OF-STATE ASSOCIATE MEMBERS

VIRGINIA: Bedford • Blackstone • Danville • Front Royal • Martinsville
SOUTH CAROLINA: Abbeville • Bamberg • Bennettsville • Camden
Clinton • Easley • Gaffney • Georgetown • Greer • Laurens • McCormick
Newberry • Rock Hill • Seneca • Union • Westminster



Retail NEWS

Join Us for 2022 ICSC LAS VEGAS in May



ICSC's largest retail convention, ICSC Las Vegas, brings together retail dealmakers and industry experts who are driving innovation and evolution in the commercial real estate industry.

Once again, ElectriCities will be on-site at ICSC Las Vegas, participating as an exhibitor and representing public power communities in our region. ElectriCities economic development team members will be hosting member cities and towns and scheduling one-on-one meetings with national and regional retailers, developers, brokers, and tenant reps.

If you're an ElectriCities member and would like more information on ICSC Las Vegas or if you're interested in attending any of the ICSC events listed below, please contact Jennings Gray, ElectriCities Senior Retail Development Specialist, at jgray@electricities.org or 919-760-6303.

2022 ICSC Events

- March 21-22 – ICSC@Carolinas – Charlotte, NC
- May 22-24 – ICSC Las Vegas – Las Vegas, NV
- October 19-20 – ICSC Southeast Deal Making, Atlanta, GA

QSR Spotlight

Chipotle Opens New Concept: CHIPOTLANE DIGITAL KITCHEN

Responding to the increasing demand in digital-only ordering, Chipotle Mexican Grill has opened its first Chipotlane Digital Kitchen in Ohio.

Instead of dining indoors, customers pick up their orders at the fast-casual restaurant chain's Chipotlane drive-thru window or walk-up window. Chipotle's Chipotlane digital order pickup lanes have performed well since their launch in 2018. In a press release, the company said, "New restaurants featuring a Chipotlane open with approximately 15% higher sales compared to non-Chipotlanes opened during the same period."

Without an indoor dining room, the Chipotlane Digital Kitchen concept has a much smaller footprint than a traditional Chipotle store. Outdoor patio seating enables customers to enjoy their meals onsite.

The company said its new digital-only concept is focused on accelerating the digital business in non-traditional locations. The concept also allows Chipotle to enter more urban areas that wouldn't support a full-size restaurant, providing flexibility with future locations.



Chipotle Typical Trade Area Criteria

- Strong urban and growing suburban areas with high residential and daytime population.
- Preferred colocation factors include residential, office, retail, university, recreation, and hospitals.

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Seeking New Sites!

Our sources tell us companies are on the hunt for the sites below. For more information, contact Carl Rees, Manager of Community and Economic Development at ElectriCities.

Company Name: Withheld; Contact us

Type: Medical; Walk-in clinic, urgent care, labs

Target Territory: Eastern N.C.

Site Requirements: .75 acre or 3,200 to 3,600 sq. ft.

Lease or Purchase: Prefer purchase

Stand Alone or Outparcel: Outparcel within a daily needs and/or grocery anchored center

Population: Minimum 30,000

Income: Minimum \$55,000

Traffic Count: Minimum 20,000 VPD

Planned Number of New Locations: 7

Company Name: Withheld; Contact us

Type: Breakfast quick-serve restaurant

Target Territory: Southeast U.S.

Site Requirements: 2,800 to 3,200 sq. ft.

Lease or Purchase: Prefer lease

Stand Alone or Outparcel: Outparcel within a daily needs and/or grocery anchored center

Population: Minimum 120,000 within 5 miles

Income: Minimum \$80,000 median household income

Traffic Count: Minimum 25,000 VPD

Planned Number of New Locations: 25-30

Company Name: ModWash

Type: Car wash concept

Target Territory: Nationwide

Site Requirements: .65 to 1 acre

Lease or Purchase: Prefer purchase

Stand Alone or Outparcel: Outparcel within a daily needs and/or grocery anchored center

Population: Minimum 20,000 within trade area

Huntersville Welcomes New Type of Lowes Foods

Congratulations to the public power town of Huntersville on the recent opening of Lowes Foods' newest concept grocery store. At 25,000 square feet, the store has a smaller footprint than a traditional Lowes Foods store but, according to the company, will provide everything customers want plus a few new nontraditional features.



"Our new Huntersville store is like a food hall that will also serve as a community hub for morning coffee, family dinner on the go, beer with a friend, picking up groceries curbside, or a complete grocery shopping experience," Lowes Foods CEO Tim Lowe said. Based in North Carolina, Lowes Foods operates 81 full-service supermarkets and employs nearly 9,000 people.

ModWash (continued)

Income: Minimum \$50,000 median household income

Traffic Count: Minimum 15,000 ADT

Planned Number of New Locations: 73

Company Name: Withheld; Contact us

Type: National private preschool

Target Territory: Nationwide

Site Requirements: 1.5 to 2 acres

Lease or Purchase: Prefer purchase

Stand Alone or Outparcel: Prefer stand-alone building

Population: Minimum 2,500 ages 0-4 within 2 miles of proposed site

Income: Minimum \$75,000 median household income

Traffic Count: Varies per market

Planned Number of New Locations: 45

LOCATE SITES



GREENVILLE SMART SITE

Indigreen Corporate Park
Greenville, NC 27833
Available Acreage: 102 acres
Sale Price: \$30,000/acre



MORGANTON SMART SITE

Burke Business Park
Morganton, NC 28655
Available Acreage: 83 acres
Sale Price: \$40,000/acre



COMMERCIAL SITE IN KINGS MOUNTAIN

Crown Village
606 Waco Road
Kings Mountain, NC 28086
Available Acreage: 46 acres

LOCATE BUILDINGS



FORMER SEARS BUILDING IN GREENVILLE

Within Fresh Market Shopping Center
3600 S. Memorial Drive
Greenville, NC 27834
Total Available (sq. ft.): 65,710
For Sale



INDUSTRIAL SPACE IN CONCORD

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



INDUSTRIAL, COMMERCIAL, FLEX SPACE IN WAYNESVILLE

Warehouse, production, clean room,
and offices
56 Scates Street, Waynesville, NC 28786
Total Available (sq. ft.): 80,351
Sale Price: \$6,200,000

LOCATE US

Aero/Defense Supplier Summit

April 11 | Seattle, WA

NC Airport Association

April 20 | Winston Salem, NC

NC League Annual Meeting

April 20 | Wilmington, NC

NextGen Talks: Food/Beverage

April 24 | Kansas City, MO

IAMC Spring Forum

April 30 | Ft. Lauderdale, FL

Consultant Connect Summit

May 19 | Norfolk, VA

ICSC RECon

May 22 | Las Vegas, NV

NCEDA Annual Meeting

June 14 | Wrightsville Beach, NC

Consultant Connect Summit

August 4 | Winston Salem, NC

ElectriCities Annual Conference

August 8-10 | Cherokee, NC

IBIE Baking Show

September 17 | Las Vegas, NV

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 Carl Rees to schedule a virtual meeting. To see a full list of upcoming events: <https://www.electricities.com/services/economic-development/>.