



2023

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Public Power Impact Report

*A Publication of Electricities of
North Carolina Economic Development*

Marketing and Lead Generation

In 2023, the ElectriCities Economic Development team implemented a comprehensive lead generation strategy to spur industrial and commercial development opportunities for member communities. This multifaceted approach included participating in trade shows and leading, executing, and participating in domestic and international business development missions. These activities targeted key industries, including plastics and composites, life sciences, automotive, food and beverage, and retail.



17
TRADE SHOWS ATTENDED

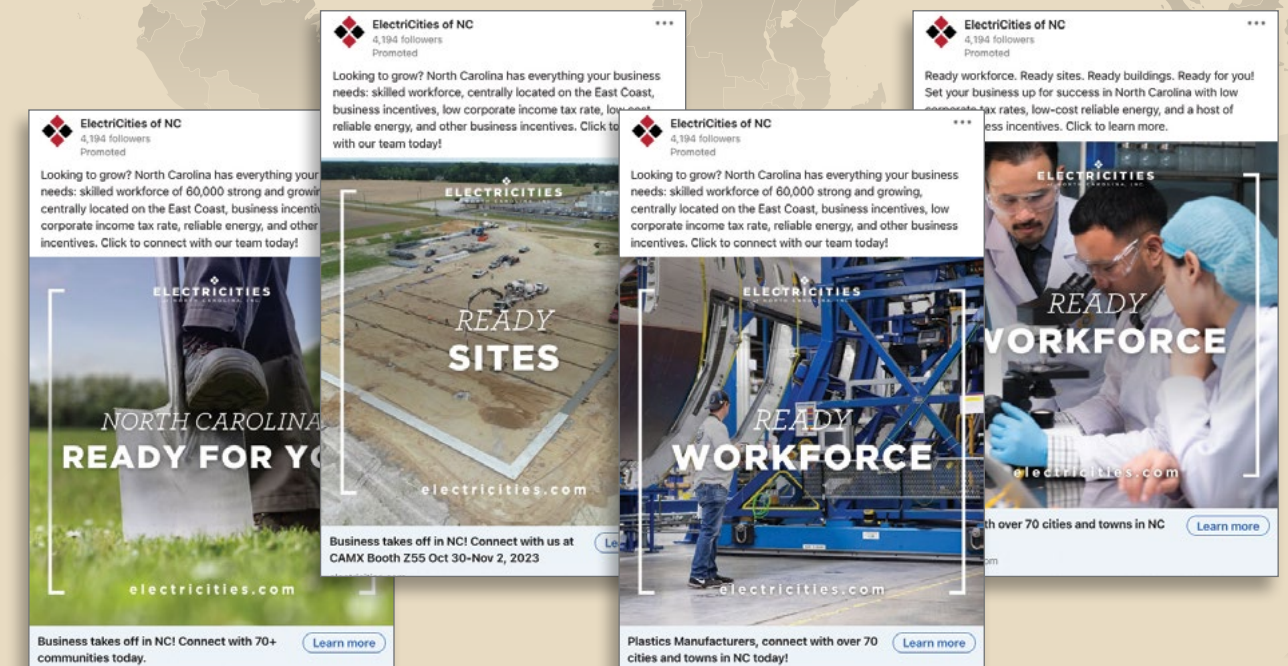
9
BUSINESS DEVELOPMENT MISSIONS

4
EVENTS TO CONNECT WITH SITE SELECTORS

134
TOTAL LEADS GENERATED

1.54M Impressions
59.7K Engagements
DIGITAL MARKETING REACH

International Business Development Missions by Country



Strategic Member Support

Member success lies at the heart of ElectriCities' purpose. Our team provides comprehensive support to enhance opportunities for economic development across member communities by strategically investing in resources that optimize economic competitiveness and resiliency. This includes providing strategic funding awards, facilitating key development-oriented connections, and investing in vital feasibility and planning services to guide short- and long-term growth.



6

SMART COMMUNITIES GRANTS



6

DOWNTOWN REVITALIZATION GRANTS



9

ELECTRIC TERRITORIAL DETERMINATIONS MADE



2

STRATEGIC PLANS DELIVERED



2

FEASIBILITY STUDIES COMPLETED



117

MEMBER PROJECT CONSULTS GIVEN



2

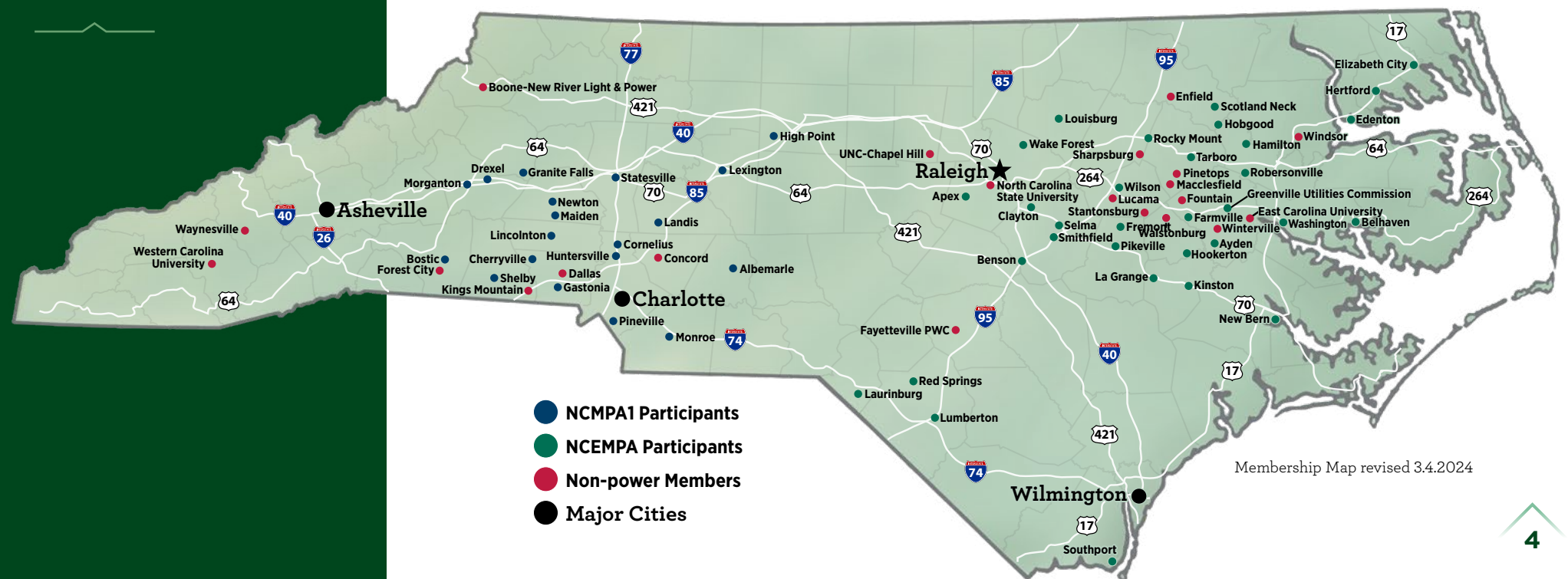
MEET THE MEMBERS INDUSTRIAL AND COMMERCIAL REAL ESTATE MIXERS



4

MEMBER EDUCATION EVENTS CONDUCTED

ElectriCities' North Carolina Member Communities



Site Development

Recognizing the competitive advantage of shovel-ready sites, ElectriCities continues to support public power communities across North Carolina by helping them identify and prepare land for future industrial development. These development-ready sites serve as a key catalyst for economic growth by accelerating the timeline on which a business can establish and commence operations. In 2023, the Site Assist program uncovered nearly 1,400 acres for potential future development, while the Smart Sites program certified approximately 487 new, development-ready acres.



Site Assist

5 SITES IDENTIFIED

1,400 ACRES UNCOVERED FOR POTENTIAL FUTURE INDUSTRIAL DEVELOPMENT
 Kinston: **1,298 acres** | Landis: **95 acres**



22
AVAILABLE SMART SITES

2,214
TOTAL SMART SITES ACRES AVAILABLE

487
ACRES CERTIFIED AS NEW SMART SITES

New Smart Sites added in 2023
 Ayden: **394.02 acres**
 Cherryville: **42.38 acres**
 Selma: **51 acres**

SOLD
Smart Sites Sold for Industrial Development in 2023
 Lexington: **210 acres**

9
SMART SITES REVIEWED AND RECERTIFIED



Project Activity

The economic development team supports a robust pipeline of industrial and commercial economic development projects. In 2023, ElectriCities led or partnered with the state and with local communities to support industrial and commercial development projects across a diverse set of industries including automotive, biopharmaceuticals, food and beverage, energy, and plastics and chemicals. These efforts resulted in multiple business location announcements. Over the course of the year, public power communities across the state announced the creation of more than 3,000 new jobs and \$1.5 billion of investment.

80 Total Projects



*Includes industrial machinery manufacturing, logistics, industrial repair services, and other unspecified industry types.

**Includes Czechia, Italy, Spain, Singapore, Republic of Korea, and more.

Announced Jobs and Investment

NCMPA1
2,595 NEW JOBS / \$943.5M INVESTMENT

NCEMPA
166 NEW JOBS / \$167.7M INVESTMENT

NPAs
504 NEW JOBS / \$431.1M INVESTMENT

Project Announcements

Siemens Mobility to produce innovative rail cars in Lexington

In March, German-based Siemens Mobility announced it would establish a \$220 million passenger rail manufacturing facility on a 210-acre ElectriCities-certified Smart Site in Lexington, North Carolina. The announcement, estimated to grow the state's economy by \$1.6 billion in the coming 12 years and create more than 500 new jobs, represents a significant commitment to the state.

East Energy Renewables plant will convert poultry waste to sustainable energy

In February, East Energy Renewables announced a new biomass-fueled power plant in Wilson alongside local and U.S. Department of Agriculture officials. Poultry litter sourced from within a 50-mile radius of the operation will fuel the plant, which is turned into clean, steam energy. This announcement represents 20 new jobs and \$45 million of investment in Wilson.

Elnik Systems to expand in Pineville

Elnik Systems announced that it would be expanding its production of metal-injection molding furnaces and debinding ovens by establishing a new production facility in Pineville, North Carolina. This announcement represents the creation of 55 new jobs. In addition, the company plans to use the facility as a training hub for its employees.

UNIX Packaging to establish distribution center in Morganton

UNIX Packaging has committed \$35 million to establish a 500,000 square-foot distribution center in Morganton that will create 100 new jobs. The facility is being constructed on 34 acres at Burke Business Park—an ElectriCities-certified Smart Site. This represents the company's second major commitment in Morganton within the last couple of years, where it already houses the East Coast headquarters of its beverage manufacturing business.

Eastern NC natives locate company headquarters in Beaufort County

E-commerce company, BTW Global relocated its headquarters to Washington, North Carolina in July. The company signed a multi-year agreement to lease the Beaufort County Skills Center, a facility located within the ElectriCities-certified Washington-Beaufort County Industrial Park Smart Site. The 42-job operation is expected to yield \$4 million of investment in infrastructure, real estate, and personal property in Beaufort County over the coming three years.



SIEMENS



ElectriCities Economic Development Staff



CARL REES, CEcD

Manager, Economic and Community Development
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Carl leads ElectriCities' economic development team, guiding the key initiatives that assist North Carolina's public power communities with both economic and electric load growth. He regularly leads and assists with industrial and commercial projects across the state and serves as the point-of-contact for downtown-centric programs and electric territorial determinations.



JENNINGS GRAY

Lead Economic Developer
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Jennings is a Lead Economic Developer with a focus on commercial development. In his role, he primarily supports NCMPA1 member communities, including many downtown development organizations, to create, enhance, and implement their retail recruitment strategy.



CASEY VERBURG, CEcD

Senior Economic Developer
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In Casey's capacity as a Senior Economic Developer, she supports NCMPA1 communities on industrial economic development projects. She is the lead point-of-contact for ElectriCities' Smart Sites program, a shovel-ready certification initiative, and for the Smart Communities Grant, which provides funding to member communities in support of retail, commercial, and industrial business recruitment and retention.



AUDREY BOONE

Senior Economic Developer
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Audrey is a Senior Economic Developer focusing on industrial economic development projects in NCEMPA communities. In addition, she leads the organization's Site Assist program, identifying raw acreage across member communities that have future industrial development potential.



KELLY BAKER

Economic Development Analyst
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As an Economic Development Analyst, Kelly provides support for the team's data management efforts, as well as both internal and member-driven research support needs. These include researching competitive advantages, managing data platforms, and collaborating with internal teams to track metrics and report on progress toward strategic goals.



ElectriCities Overview

ElectriCities of North Carolina, Inc., is the membership organization that provides power supply and related critical services to over 90 community-owned electric systems in North Carolina, South Carolina, and Virginia — collectively known as public power. ElectriCities manages the power supply for two power agencies in North Carolina — the North Carolina Municipal Power Agency 1 (NCMPA1) and North Carolina Eastern Municipal Power Agency (NCEMPA) — and provides technical services to assist members, including non-power agencies (NPAs) and associate members, in operating their electric distribution systems. ElectriCities also helps these locally owned and operated public power providers thrive today and in the future by delivering innovative services, including legislative, technical, communications, and economic development expertise. **Learn more at electricities.com.**



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