



20
24

Public Power Impact Report

*A publication of ElectriCities of North Carolina's
Economic Development team*

AERO
FRIEDRICHSHAFEN

www.aero-expo.com

Marketing and Lead Generation

In 2024, the ElectriCities Economic Development team continued its marketing and lead generation program while enhancing key facets of its business development and digital marketing strategies aimed at attracting industrial and commercial development to public power communities in North Carolina. Key efforts included leading targeted business missions, participating in industry-specific trade shows, strengthening relationships with developers and site selection consultants, and utilizing paid advertising and email campaigns to engage prospects digitally. Additionally, the team maintained its international lead generation efforts while further strengthening its domestic business development program of work.

TRADE SHOWS ATTENDED

14

BUSINESS DEVELOPMENT MISSIONS

6

EVENTS TO CONNECT WITH SITE SELECTORS

4

NEW CORPORATE CONTACTS

185

TOTAL LEADS GENERATED

37

DIGITAL MARKETING REACH

2.1M+ IMPRESSIONS

69K+ ENGAGEMENTS

Lead Generation Events by Country & City

NETHERLANDS

Amsterdam

GERMANY

Stuttgart

AUSTRIA

Linz



Maps not shown to scale to preserve detail.



Strategic Member Support

Member success is our top priority. We are dedicated to supporting our member communities with resources and assistance that promote economic health and growth. We invest in strategic tools to help guide development efforts, provide opportunities for insights into emerging trends, facilitate connections among key stakeholders, and offer funding opportunities to support economic growth initiatives. Members also benefit from tailored technical support, such as feasibility studies and economic impact analyses, to assess the potential of commercial and industrial ventures in their communities.



In 2024, the Town of Hertford completed installation of a new sculpture garden and mural, promoting their focus of cultivating the arts and attracting visitors downtown. The project was supported by a \$10,000 Downtown Revitalization Grant awarded by ElectriCities.



FUNDING AWARDS

4 DOWNTOWN
REVITALIZATION
GRANTS

8 SMART
COMMUNITIES
GRANTS

STRATEGIC
PLANS
DELIVERED

1

FEASIBILITY
STUDIES
COMPLETED

4

ELECTRIC
TERRITORIAL
DETERMINATIONS
MADE

7

MEMBER
PROJECT
CONSULTS

193

STRATEGIC
MEMBER
ENGAGEMENT
EVENTS

15

MEMBER
EDUCATION
EVENTS

5



Site Development

ElectriCities is dedicated to supporting public power communities across North Carolina with site readiness. In 2024, over 400 acres of Smart Site-certified land were sold for industrial development, demonstrating the critical role of shovel-ready land in business location decisions. By ensuring sites are development-ready, ElectriCities helps member communities gain a competitive edge by proactively mitigating development risks and reducing the time required for companies to stand up operations. Through the Site Assist and Smart Site programs, 142 acres were identified for potential future development, and 183 acres were newly certified as development-ready.

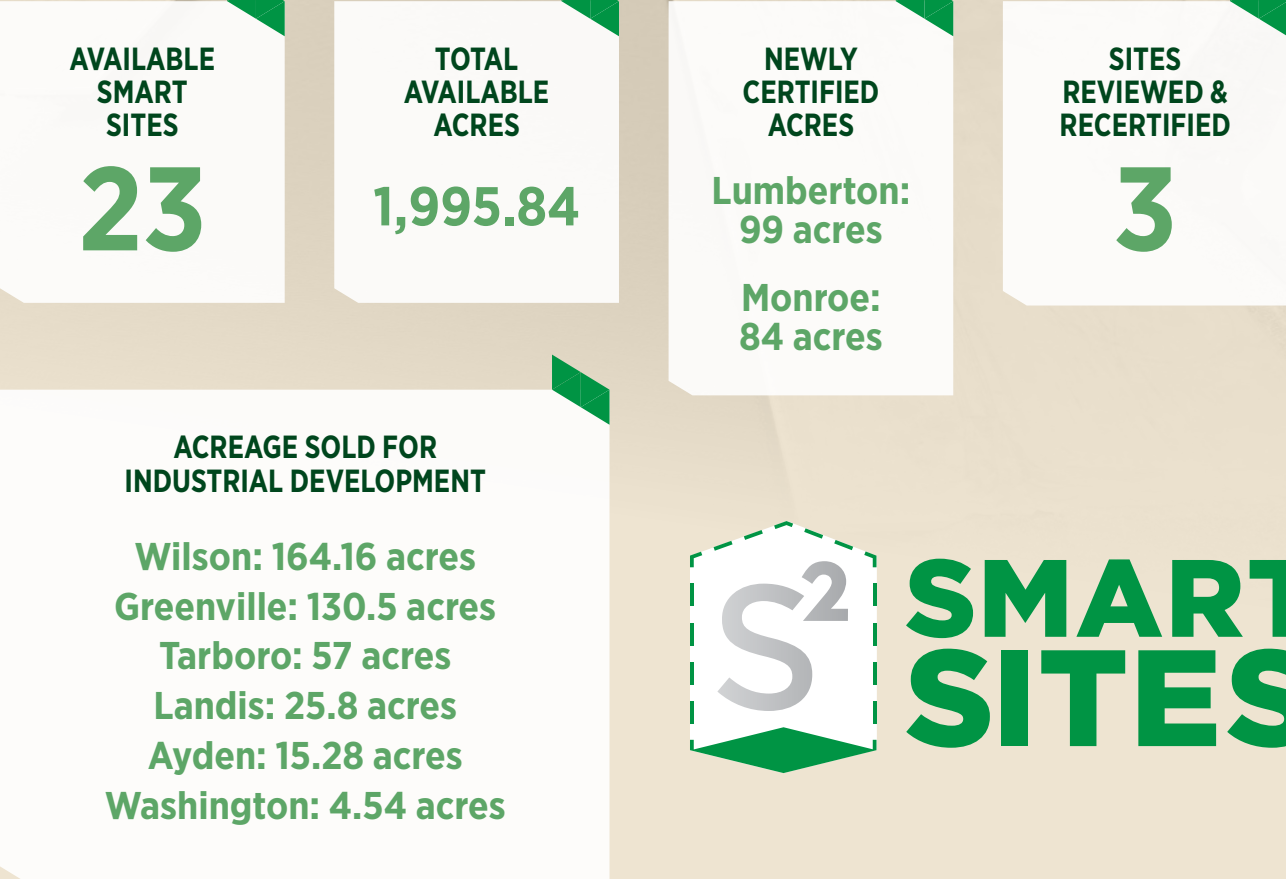
SITE ASSIST

5 NEW SITES WITH POTENTIAL FOR FUTURE INDUSTRIAL DEVELOPMENT WERE IDENTIFIED IN 2024

Wake Forest: 142.19 acres



Status of Smart Sites in 2024



Project Activity

Public power communities are driving success across North Carolina. In 2024, public power communities statewide announced the creation of more than 6,500 jobs and nearly \$9.5 billion in new investment—more than doubling the number of jobs and increasing investment by five times compared to announced 2023 levels. The Economic Development team continues to play a key role in attracting new industrial and commercial business to ElectriCities member communities. In collaboration with state, regional, and local partners, ElectriCities supported efforts to bring new manufacturing, distribution, and commercial operations from diverse industries to these communities over the past year.

51

Total Projects

Announced Jobs and Investment*

NCMPA1

852 JOBS

\$275.79M+ INVESTMENT

NCEMPA

5,638 JOBS

\$9.01B+ INVESTMENT

NPAs

190 JOBS

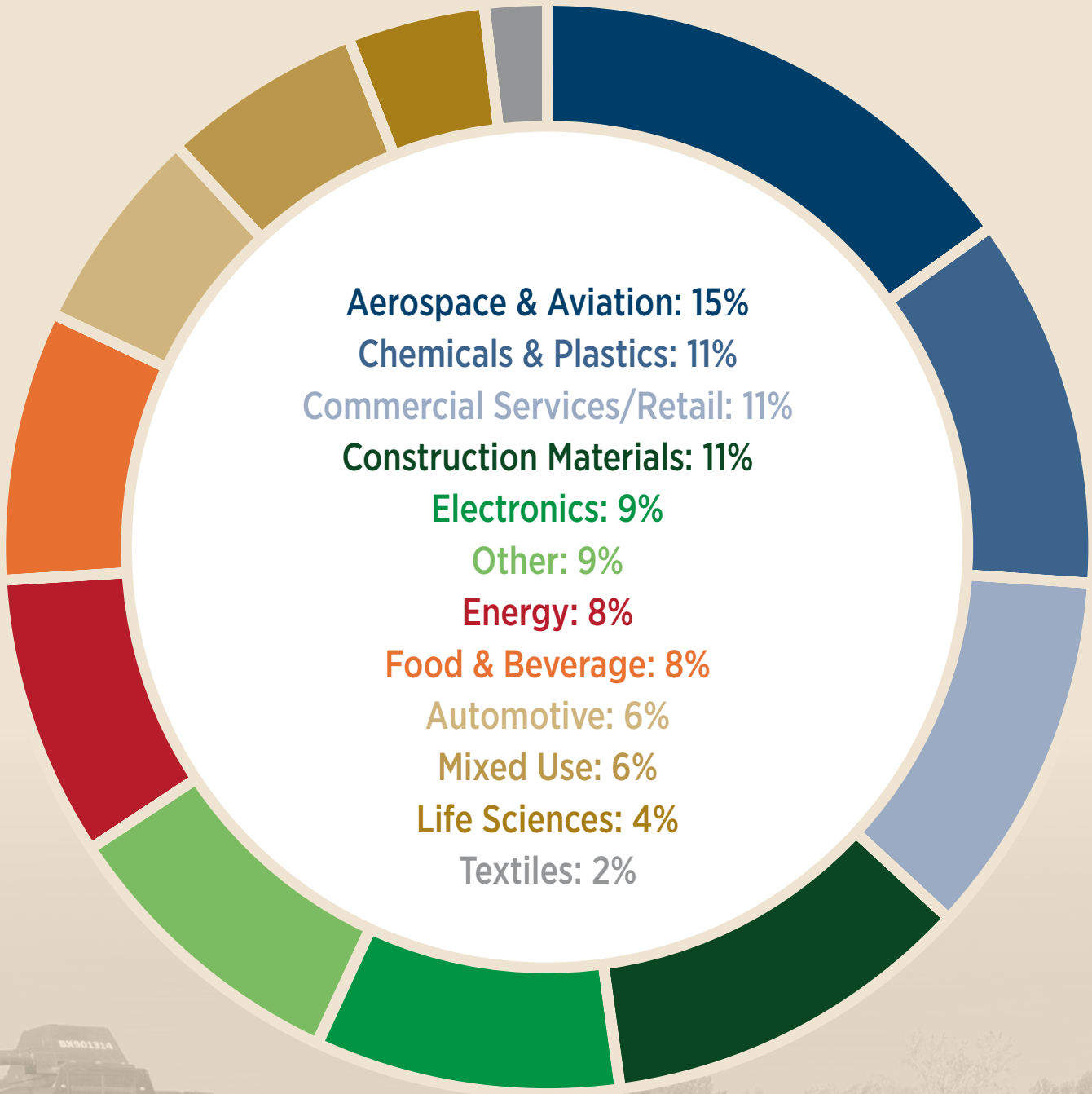
\$60.8M INVESTMENT

*This reflects all known business investment and jobs announced within the member communities of NCMPA1, NCEMPA, and NPAs, regardless of power provider.



(City of Greenville/Aaron Hines)

Projects by Industry



Project Announcements

Vietnamese solar panel manufacturer announces production facility in Greenville

Vietnamese solar panel manufacturer, Boviet Solar, announced plans in April to establish its first U.S. production facility in Greenville, North Carolina. The project will bring 908 new jobs and a \$294 million investment to the area. ElectriCities assisted in recruiting the company to Greenville’s Indigreen Corporate Park.



Global healthcare & medical device company announces major expansion into North America

In July, Nipro Medical Corporation, a global leader in healthcare and medical devices, announced its first North American manufacturing center of excellence. The company will invest over \$397.8 million to build a manufacturing campus and U.S. headquarters in Greenville, North Carolina, creating 232 new jobs. Nipro secured the entire ElectriCities-certified Greenville-Pitt County Smart Site for this operation.



Veterinary diagnostics company announces new operation in Wilson

IDEXX Laboratories, Inc., a global leader in pet healthcare innovation, will invest \$147 million to establish a manufacturing plant on an ElectriCities-certified Smart Site in Wilson, North Carolina. This project will create 275 jobs and is projected to contribute \$1 billion to the state’s economy over 12 years. ElectriCities worked with local partners to complete due diligence on land adjacent to the Smart Site in order to secure the project.



“The Wilson Economic Development Council has been fortunate to work with ElectriCities Economic Development extensively over the past few years. We work cooperatively on marketing initiatives through the BioPharma Crescent and as Wilson EDC. We also have had extensive help with due diligence studies like soil borings, and Phase I Environmental and wetlands studies. That work helped Wilson locate IDEXX, a life science company. We count on the ElectriCities team as one of our closest partnerships.”

Jennifer Lantz
Executive Director, Wilson Economic Development Council

Laurinburg gains a new national retailer

In August, the City of Laurinburg announced the grand opening of national arts and crafts retailer, Hobby Lobby. The new 55,000-square-foot store represents a \$5 million investment and 40 new jobs for the city. ElectriCities provided support during both the recruitment and incentives phases of this project.



Prudential Stainless & Alloys relocates to Tarboro

Prudential Stainless & Alloys, a globally recognized master distributor of metal pipe, tube, and bar, will relocate its operations from New Jersey to Tarboro, North Carolina. The company will invest \$8.4 million to renovate an existing shell building at the ElectriCities-certified Tarboro Commerce Center Smart Site. Additionally, Prudential plans to construct a facility on adjacent acreage, bringing the total space to 100,000 square feet and creating 30 new jobs.



Pharmacy services company expands in Washington

In November, PharMerica—an institutional pharmacy services company—broke ground on a new distribution center in the ElectriCities-certified Washington-Beaufort County Industrial Park. The company is investing \$2.35 million to construct the 20,000-square-foot facility and will hire 40 new employees to staff it. ElectriCities sourced this project through its digital marketing program and forwarded it to local allies for ongoing project support.



Global healthcare giant makes major investment in Wilson

Johnson & Johnson, a world-renowned healthcare company, will invest \$2 billion to build a biologics manufacturing campus on the ElectriCities-certified Smart Site in Wilson, North Carolina. The company will hire 420 employees to staff the new operation, which will produce innovative medicines in the areas of oncology, immunology, and neuroscience.



Health & hygiene product company to establish its largest US OTC manufacturing facility in Wilson

Health product manufacturer, Reckitt Benckiser Health, will create 289 new jobs and invest \$145.6 million to establish an over-the-counter (OTC) drug manufacturing facility in Wilson, North Carolina. The company acquired an existing 300,000+ square foot pharmaceutical facility, as well as a 10-acre adjacent parcel at the Wilson Corporate Park Smart Site, for the operation.



About ElectriCities of North Carolina

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—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.

ElectriCities' North Carolina Member Communities

- NCMPA1 Participants
- NCEMPA Participants
- Non-Power Agencies
- Major Cities



ElectriCities Economic Development Team

CARL REES, CEcD

Manager, Economic and Community Development | crees@electricities.org

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 | jgray@electricities.org

Jennings is a Lead Economic Developer with a focus on commercial development. In his role, he primarily supports NCMAPA1 member communities, including many downtown development organizations, to create, enhance, and implement their retail recruitment strategy.



CASEY VERBURG, CEcD

Senior Economic Developer | cverborg@electricities.org

In Casey’s capacity as a Senior Economic Developer, she supports NCMAPA1 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 | aboone@electricities.org

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

Senior Economic Development Analyst | kbaker@electricities.org

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.



THANK YOU TO OUR PARTNERS!

In addition to our many statewide, regional, local, and private sector economic development allies across North Carolina, we extend a heartfelt thanks to our partners whose expertise and collaboration were essential to delivering ElectriCities’ economic development program of services and to achieving economic success for our members in 2024.

- Biltmore Farms
- Camoin Associates
- CBRE Valuation & Advisory Services
- Creative Economic Development Consulting
- CommunitySmith
- The East Group
- ECS
- Maynard Nexsen
- Mostyn Marketing Group
- O’Brien Adkins
- PM&P
- Poyner Spruill
- Pungo Engineering
- Retail Strategies
- Southeastern Consulting Engineers
- Stantec
- Strategics Consulting



ElectriCities of NC, Inc.
1427 Meadow Wood Blvd
Raleigh, NC 27604
919.760.6000
www.ElectriCities.com/EconDev

