

North Carolina's Northeast Commission

*Serving the 16 counties of the Northeast Region
of North Carolina*



2010-2011 Annual Report





Eddie J. Lynch
Chair
NC's Northeast Commission

From the Desk of Chairman Eddie J. Lynch....

Despite stiff economic headwinds, North Carolina's Northeast Commission continued to move the region toward important strategic job growth, wealth creation and business recruitment goals in 2010-2011. Through it all, the exceptional work of our small, dedicated staff was pivotal. But regional economic development – in good times or bad – is a team endeavor, and the Northeast Commission was fortunate to have on its side some formidable allies and partners.

Our commitment to renewing prosperity in our region is shared by a host of local partners – most immediately the county economic developers that comprise our NEED group. We also count on the strong support of the chamber of commerce officials who make up our CONE group, as well as the tourism marketing professionals who lead our NET group. Nor is our continued success possible without the help from local government officials: the mayors, county commissioners and other public servants who stand with us on the front lines of economic development. Similarly, our partners at the N.C. Department of Commerce and other state agencies are critical to our work. We count on support from educational leaders – from K-12 school officials to our community college and university partners.

Philanthropic entities were central in connecting our region to funding needed to drive new research, programs and infrastructure. In fact, for every \$1 we received through our state appropriation, the Commission was able to leverage another \$3.28 in grant funds. State and foundation support for us was also augmented by corporate financial assistance to our Committee of 1000, a private entity that serves as a venue for businesses that share our hope for strong economic future.

Since our founding by the North Carolina General Assembly in 1993, the Northeast Commission has relied on input and strategic support from our region's legislative delegation. Their commitment to job growth and economic success in our region, even amid intense fiscal pressures and competing priorities, is unparalleled. I must also acknowledge the crucial role played by the Northeast Commission's board and executive committee, whose willingness to volunteer time, energy and vision speaks volumes about the high quality of our region's business and community leaders. It was my great honor to chair this unique and worthwhile entity through most of 2010-11, before family obligations prompted my relocation out of state. For the remaining weeks of the year, the Commission's chairmanship went to Art Keeney, a successful North Carolina bank CEO and longtime regional leader.

My sincerest thanks to all those who made the past year such a great success!



Vann Rogerson
President/CEO
NC's Northeast
Commission

A Message from President & CEO Vann Rogerson....

During the past fiscal year, N.C.'s Northeast Commission worked to enhance our region's global competitiveness through a number of innovative programs and partnerships. Working with the Governor's Logistics Task Force, the Port of Virginia and allies in our region as well as Southeast Virginia, we began to evaluate barge, truck and rail sites based on their ease of access to Hampton Road's port complex. With help from port experts, we began forming a strategy for growing a trade and logistics corridor from Southeast Virginia into our region.

We saw plans for the Northeast Regional School of Biotechnology and Agriscience take shape after winning support from legislators, the JOBS Commission, N.C. State University's Extensive Service and the State Board of Education. Located at the Vernon G. James Research and Extension Center in Washington County, this pioneering STEM school will focus regional education and workforce readiness on a key industry cluster: Agricultural Biotechnology.

Working with MCNC, the Commission supported the pursuit of broadband "middle-mile" funding for the Northeast Region and its most remote communities. This is a competitive game-changer for our region and its place in the Knowledge Economy. Next year, we will pilot a "last-mile" deployment of high-speed data service to residents of the region who continue to lack adequate broadband access. We also continued our advocacy for improving a more traditional piece of economic infrastructure: U.S. Highway 17. The widening of this important corridor from Virginia to South Carolina will bring safer, more efficient movement of goods, services and people through our region.

In collaboration with our counterparts in North Carolina's Eastern and Southeast regions, we made exciting progress toward authorization of a National Heritage Area encompassing 40 counties. With funds from the Golden LEAF, we engaged Hanbury Preservation Consulting to conduct a marketing analysis, asset inventory and feasibility study of the entire area. If approved by Congress, the designation will dramatically boost our region's global presence as a history and heritage tourism hub.

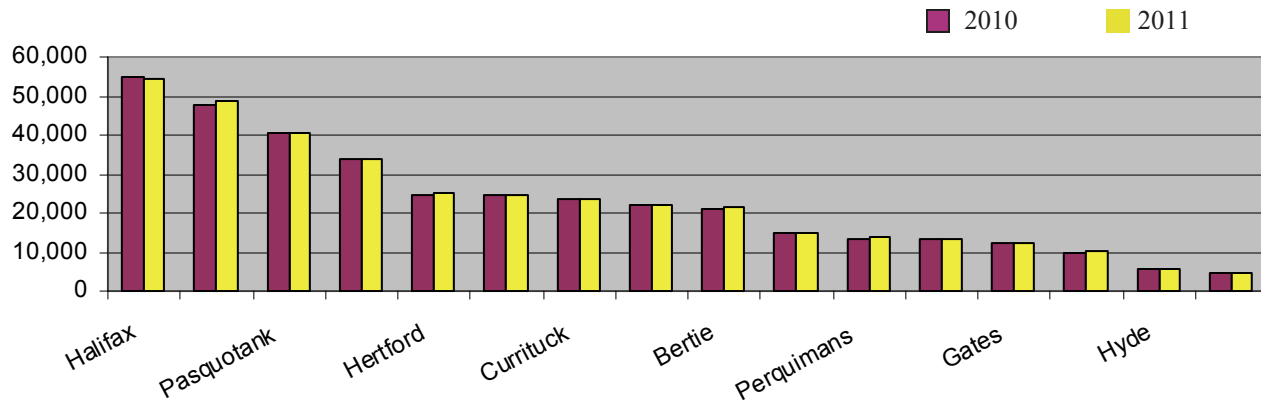
Our region clearly exists as part of the global economy, with an increasing share of our project pipeline coming from foreign sources – about one in four. Among our domestically sourced projects, Virginia and North Carolina continued to provide about half our total activity. Also encouraging was our progress in harnessing the economic impact of alternative energy. Sustainable energy projects – including plans for wind, solar and biomass operations – comprised 28% of the region's total projects by June 2011.

There is more to report on last year's accomplishments – much more. You'll find additional details in the pages that follow. We appreciate your interest in and support for our work!

**Creating the capacity for new jobs and new wealth in
North Carolina's Northeast**

The Northeast Region at a Glance

POPULATION 2010 - 2011

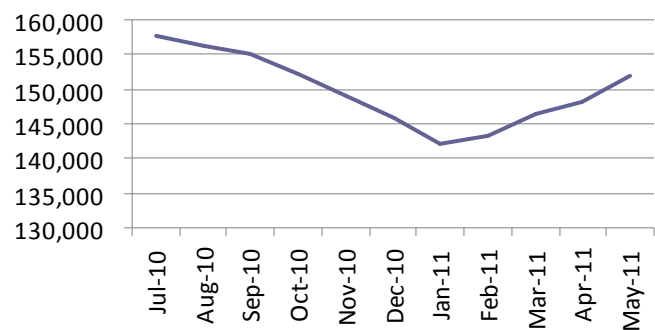


Source: US Census

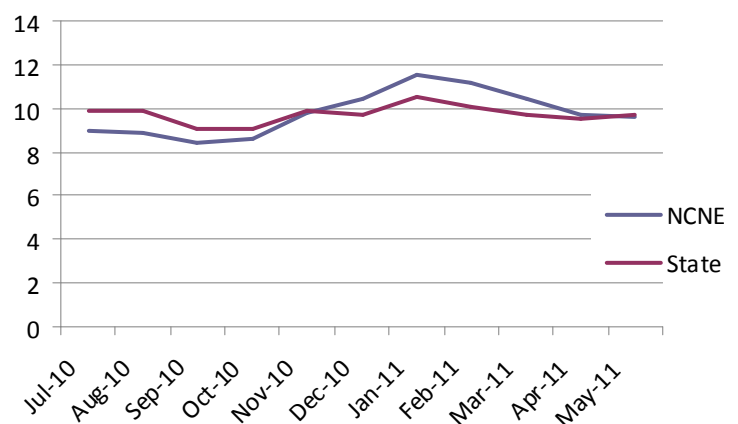
2010-2011 NC Northeast Counties

	Assessed Valuations (\$)	Tier Ranking
Dare	17,615,000,000	2
Currituck	8,230,000,000	2
Pasquotank	3,320,006,455	2
Beaufort	5,503,961,852	1
Halifax	3,411,472,224	1
Perquimans	1,629,789,964	2
Northampton	1,870,010,634	1
Chowan	1,339,331,039	1
Martin	1,857,596,181	1
Camden	1,078,797,124	1
Hyde	1,091,345,837	1
Hertford	1,210,180,760	1
Bertie	1,094,097,672	1
Gates	921,720,548	1
Washington	780,745,034	1
Tyrrell	458,465,083	1
TOTAL	51,412,520,332	

Employed



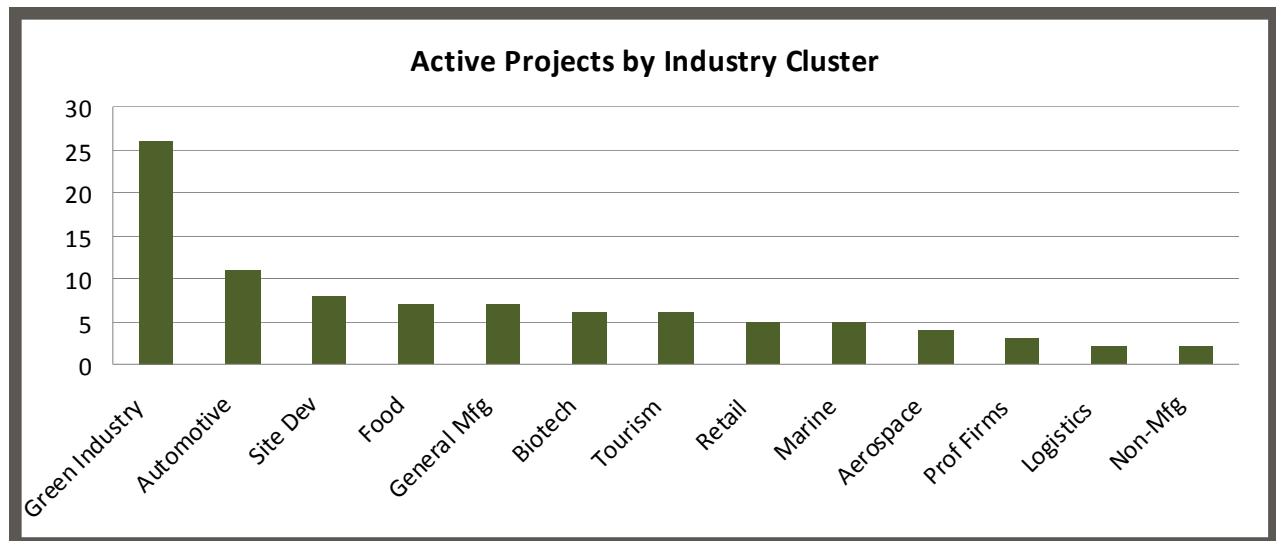
Unemployment July 2010 - May 2011



The sixteen counties of North Carolina's Northeast work together to bring economic development and tourism to North Carolina's Northeast. They are: Beaufort, Bertie, Camden, Chowan, Currituck, Dare, Gates, Halifax, Hertford, Hyde, Martin, Northampton, Pasquotank, Perquimans, Tyrrell, Washington

2010-2011 Marketing Activities

IFT Food Expo	Chicago, IL	July 18-20, 2010
NCMBC Defense Trade Show	Fayetteville, NC	August 10, 2010
North American Offshore Wind	Atlantic City, NJ	Oct 5-7, 2010
US Sailboat Show	Annapolis, MD	Oct 7-11, 2010
Hampton Roads State of the Region	Norfolk, VA	October 6, 2010
Conference on World Trade	Richmond, VA	Oct 13-14, 2010
NBAA (Aviation)	Atlanta, GA	Oct 19-21, 2010
Food & Beverage Expo	Miami Beach, FL	Oct 26-27, 2010
Ft Lauderdale Boat Show	Ft Lauderdale, FL	Oct 28 - Nov 1, 2010
SEMA (Auto)	Las Vegas, NV	Nov 2-5, 2010
Business Facilities Live Xchange	New Orleans, LA	Nov 7-9, 2010
ABA Marketplace & Annual Meeting	Philadelphia, PA	Jan 8-12, 2011
NC Motorcoach Assoc.Annual Meeting & Marketplace	Wilmington, NC	February 3-6, 2011
Internationall Boat Show	Miami, FL	February 17-21, 2011
NC Governor's Conference on Tourism	Asheville, NC	Mar 13-15, 2011
Agriculture Trade Forum	Norfolk, VA	Mar 16 -17, 2011
AWEA Wind Power Supply Chain	Little Rock, AR	March 24, 2011
SAE World Congress	Detroit, MI	Apr 12-14, 2011
Aviation Week MRO Americas	Miami, FL	Apr 12-14, 2011
Consultants Renewable Energy Forum	Tulsa, OK	Apr 13-15, 2011
NC Sustainable Energy Conference	Raleigh, NC	Apr 26-27, 2011
Int'l Biomass Conference	St. Louis, MO	May 2-5, 2011
WindPower 2011	Anaheim, CA	May 22-25, 2011
Off Shore Wind Power Conference	Virginia Beach, VA	June 22, 2011
Commercial Marine Expo	Virginia Beach, VA	June 23, 2011
BIO 2011	Washington, DC	June 27-30, 2011

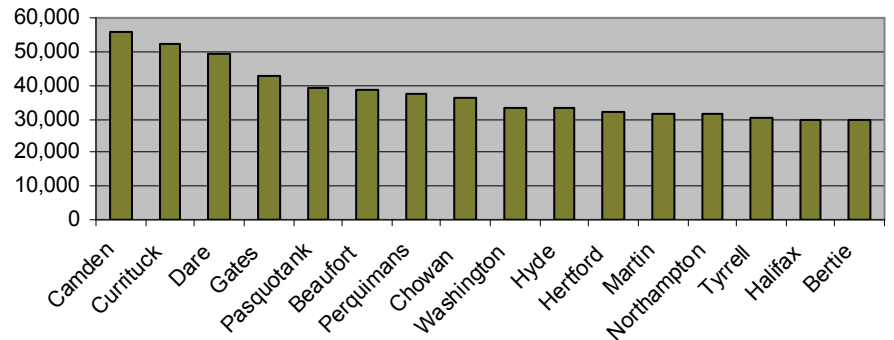


The Northeast Region at a Glance

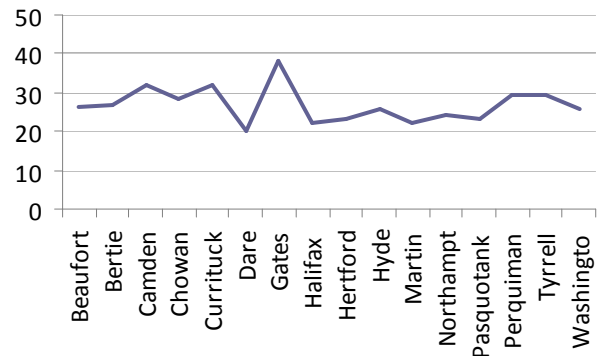
NC's Northeast Region: 2010 U.S. Census Population
389,939



Median Household Income

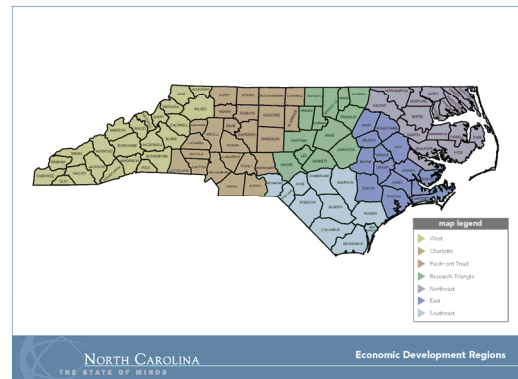


Mean Travel Time to Work



NC's Northeast Regional
Economic Development Guide
is available in print and online.

www.ncnortheastregioneconomicdevelopment.com



Industry Cluster Activity

Aerospace - Aircraft repair, rework, suppliers and industry support. Substantial private work is occurring at the US Coast Guard Base in Elizabeth City

- Active aerospace projects: 6
- Recruited at two aerospace trade shows.
- Co-sponsored a regional “visioning” meeting for our aerospace cluster at ECSU.
- Twenty percent (20%) more aerospace skills reside within 50 miles of Elizabeth City than exists in the general population.



Agricultural Biotechnology - An industry that builds on existing agricultural and research assets

- Active biotechnology projects: 6
- Recruited at two biotechnology trade shows.
- Continued work on the development of the B-Cert program to provide training for growers of biotech crops. This includes collaboration with a regional advisory task force.
- Worked with Bertie County to locate final funding amounts to support a Pilot Extraction facility.
- Received a grant from the NC Biofuels Center to complete a study of the wood assets within the region.
- Supported the creation of an agri-science high school at the Vernon James Center in Plymouth.
- We have bundled Northeast “commercialization partners” who can assist researchers in quantifying the yield and profit potential of patented plant products grown in our “field factories”



Alternative Energy - An industry encompassing wind, solar, biomass, biofuels, etc.

- Active alternative energy projects: 31
- Recruited at five alternative energy trade shows.
- Worked with county leaders to visit “out of state” wind farms and to recruit wind power projects to the region.
- Worked with Camden County on the development of their Eco Industrial Park.
- Two large on-shore wind farms, the state’s largest solar farm, and two wood chip producers are all actively working on projects in the region.
- A partnerships with Southeast Virginia for a mid-Atlantic off-shore wind presence is being pursued. A prototype development project for a new offshore wind turbine is underway.
- This sector represents 28% of our active client projects at 6-30-11.



Industry Cluster Activity

Food Industry - *Our workforce and agricultural base support the food processing and distribution industry*

- Active food projects: 10
- Recruited at three food related trade shows.
- Several of our counties have a strong presence in the food cluster, so we are supporting this growing economic niche in the region.



Automotive - *NC Center for Automotive Research (NCCAR), a conventional automotive proving ground for collaborative research and testing.*

- Active automotive projects: 11
- Recruited at two automotive trade shows.
- Continued to work with a consultant and county partners to market NCCAR and nearby property to clients for testing and manufacturing.
- Open for its first full fiscal year ending 6/30/2011, NC CAR has attracted over 1,000 users who have conducted a wide range of business including chassis tuning, tire testing, and high school electric vehicle challenges. The automotive industry users accounted for 59% of NC CAR's business, 38% were there for training, and 3% did miscellaneous activities.
- We have also seen considerable interest by companies in the defense sector who are considering a defense R&D and training presence at the same location.



Marine - *NC's Northeast is known for producing world-renowned boats; our marine parks are poised for growth*

- Active marine projects: 5
- Recruited at four marine trade shows.
- Co-sponsored the Perquimans Marine Park groundbreaking and informational sessions.
- Promoted this new marine park to potential clients, especially those looking to expand down from southeast Virginia.
- Expanding activities into the industrial and commercial aspects of the marine industry.
- Pursuing diversification opportunities for traditional boat builders.



Industry Cluster Activity

Tourism - *The #3 industry in NC is highlighted by the historical and natural assets in NC's Northeast*

- Collaborated with the Eastern and Southeast Regions to continue work on the Heritage Tourism project with Hanbury Preservation. A marketing assessment and asset inventory of the 40-county area are available online. Public meetings were held in each region.
- Visited 46 multi-state tourism offices (AAA offices, military bases, etc) to promote travel to the region.
- Sponsored NET members to attend the NC Governor's Conference on Tourism.
- Traveled to the American Bus Association Conference and met with 38 group tour operators from 14 states to promote the region for motor coach traffic.
- Hosted the annual Northeast Tourism (NET) planning retreat at Roanoke Island Festival Park in Dare County.
- Continued our work with Historic Albemarle Tour, a regional group of historic sites that join together for group marketing. Office space provided at NC's Northeast Commission.
- Held our annual update at the Women's Prison in Raleigh to present tourism ideas and to thank them for representing the Northeast to 1-800-visitnc.
- Continued Hub & Spoke tourism promotion.
- Supported county festivals and events



Tourism Numbers

2010 tourism numbers

	Statewide	Northeast
Number of tourism employees	183,880	15,220
State and local tax receipts from tourism	\$1.49 billion	\$130.7 million
Total economic impact - expenditures	\$17 billion*	\$1.29 billion

**Represents a 9% increase from 2009 tourism spending statewide.
Reported by the NC Department of Commerce's Division of Tourism*



Tourism Activities 2010-2011

Direct contact with Group Tour Operators	84
Brochure requests	439
Hub and Spoke materials distributed	5845

General Regional Activities

- Assisted Northeast Broadband in strategic planning for broadband deployment in the region.
- Participated with NCSU Industrial Extension to support their E3 initiative.
- Continued work on county projects with our CERC intern from UNC-Chapel Hill's Planning Dept.
- Worked to promote the Port of Virginia as assets to the region and state.
- CONE (Chambers of the Northeast) met quarterly and developed a legislative agenda.
- Assisted with initiatives that originated from the Logistics Task Force (mid-Atlantic Port opportunities) and the Jobs Commission (the Northeast Agriscience & Biotechnology High School).
- Participated with the NC Rural Center for their entrepreneurship initiative.
- Began work with the US Department of Commerce to begin targeted recruiting in foreign countries.

Website Activity

www.ncnortheast.com

Average number of individual website sessions per week	1,054
Total number of individual website sessions during the fiscal year	54,753

www.visitncne.com

Average number of page views per visit	2.56
Total number of individual visitors July 2010 to June 2011	13,429



Economic Development Marketing

Total number of active projects throughout the year = 135
 Total number of research requests throughout the year = 25
 Total number of leads generated for economic development = 295
 Number of jobs represented by the projects that were active throughout the year = 17,800
 Amount of investment represented by the projects that were active throughout the year = \$10,679,740,034



Leveraging Other Funds

North Carolina's Northeast Commission administered several open grants that provide funding for special cluster projects and to assist counties with infrastructure improvements.

B-Cert PROGRAM - The **NC Biotechnology Center** and the **Golden LEAF Foundation** provided funds for the development of the B-Cert program. This program was devised by Dr. Ron Heiniger, Cropping Systems Specialist at the Vernon G. James Research and Extension Center, and is a training and certification program for growers of biotech crops. Once implemented, this program will provide a marketing edge for growers in NC's Northeast. Companies interested in applied field research will be able to partner with B-Cert growers knowing that the growers have specialized knowledge related to biotech crops.

40 County Heritage Area - **Golden LEAF Foundation** is funding the development of a Tri-Regional Heritage Tourism Area. North Carolina's Northeast Commission, North Carolina's Eastern Region and North Carolina's Southeast Region have partnered to sponsor a heritage project that spans 40 counties in eastern North Carolina. The Golden LEAF funds were used to hire a consulting group to assemble a heritage assets database, prepare an asset inventory of sites within the 40 counties, write a marketing assessment, and prepare a feasibility study for a National Heritage Area designation. Hanbury Preservation Consulting is the lead consultant and information can be found at www.hanburypreservation.com then select Active Projects.

Pilot Extraction Facility - The **NC Rural Center**, the **Golden LEAF Foundation**, and the **NC Tobacco Trust Foundation** have committed funds for the Pilot Extraction Facility to be built in Bertie County. This facility will serve as a business attractor and incubator for companies involved in plant development and botanical extractions at the pilot scale before establishing commercial-scale production.

Biofuels Wood Study - The **Biofuels Center of North Carolina** is funding a woody biomass assessment for the region and the certification of two biofuels sites including a more detailed analysis of biomass density and biomass users near the two sites. as a business attractor and incubator for companies involved in plant development and botanical extractions at the pilot scale before establishing commercial-scale production.

For every dollar of NC appropriations, the Commission leveraged \$3.28 in grant funds.

Recent Grant Activity (FY 2010-2011)

Funders	Amt	Awarded	Sector
Closed Grants (during fiscal year)			
NC Rural Center	\$	75,000	Hub & Spoke Tourism
Golden LEAF	\$	35,000	B-Cert Program
NC Green Business Fund	\$	100,000	Pilot Extraction Facility
NC Tobacco Trust Fund Commission	\$	25,000	Ag Biotech Analysis
CERC Intern	\$	10,000	Planning Intern
Open Grants			
Golden LEAF	\$	125,000	Heritage Tourism
NC Biotechnology Center	\$	73,700	B-Cert Program
NC Biofuels Center	\$	50,000	Wood Assets Study
NC Rural Center	\$	400,000	Pilot Extraction Facility
NC Tobacco Trust Fund Commission	\$	150,000	Pilot Extraction Facility
Golden LEAF	\$	1,000,000	Pilot Extraction Facility
Supported grant writing for county and regional projects for a total award of	\$	1,800,000	

Regional Growth

LSA America - 34 jobs and \$400,000 investment

A producer of light sport aircraft is starting operations in Littleton, NC with plans to move to the Halifax-Northampton Regional Airport after 18 months.

Telephonics Corporation - 5 jobs and \$500,000 investment

New technical support services facility in Pasquotank County will repair and maintain radar systems for the US Coast Guard aircraft.

Empire Properties - 200 jobs and \$2,500,000 investment

Empire Foods will use a technology licensed from NC State University to prepare foods for storage without refrigeration. The fresh fruits and vegetables will be marketed to the military and to restaurants.

Enviva Biomass - 53 jobs and \$52,000,000 investment

Maker of wood pellets for the biofuels industry announced the opening of a pellet manufacturing facility in Hertford County. The facility will work in coordination with a warehouse storage facility in Chesapeake, VA.

Iberdrola Renewables - 20 jobs and \$750,000,000 investment

The company is working to obtain a power purchase agreement for a 300MW, 20,000 acre wind farm in Perquimans and Pasquotank Counties. Construction phase is expected to create over 400 jobs.

Sprout Energy - 11 jobs and \$250,000 investment

Manufacturer and marketer of prototype wind and solar stations that collect data and can be used for educational purposes to help students understand wind and solar capacity and benefits.

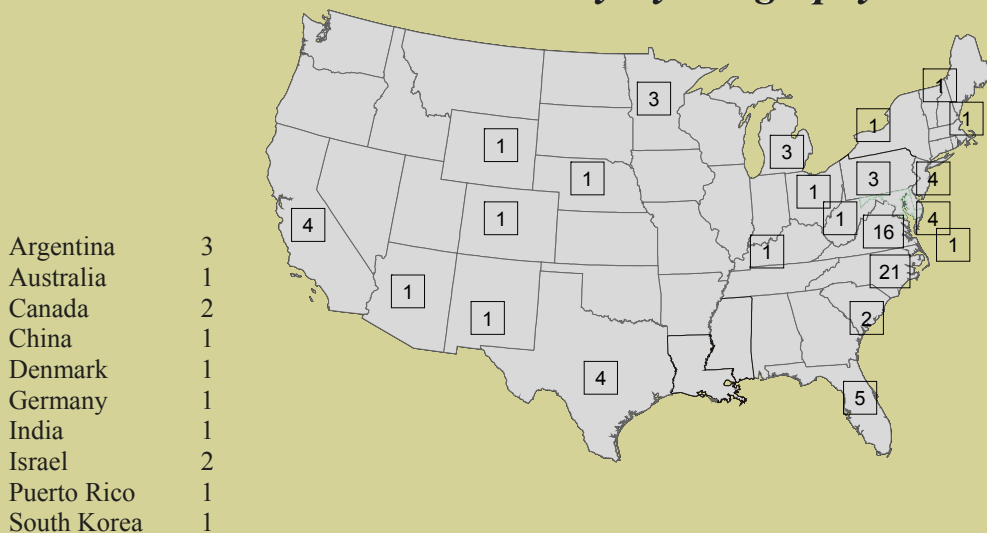
GreenCo Solutions - 2 jobs and \$30,000,000 investment

One of the largest solar farms in North Carolina is located in Hertford County.



FY 2010-2011

Client Activity By Geography



North Carolina's Northeast: Allies & Partners

Committee of 1000, Inc.

Membership in the Committee of 1000 provides critical private funding to help the Northeast Commission and our county partners with marketing and client development activities that can bring results above and beyond the limits of our public funding. These private partners serve as a source of information and as a barometer for the economic health of the region.

During the past year the Committee of 1000 has:

- Sponsored the NC's Northeast State of the Region event. The event was attended by regional legislators, statewide leaders, and 300 people interested in economic development within the region.
- Toured member facilities.
- Discussed economic development projects in the making.

NEED (Northeast Economic Developers)

The economic developers from the 16 counties of North Carolina's Northeast Region meet monthly to discuss economic development projects and to plan regional marketing efforts. The group supports each other as they work together to build the regional economy. Bill Early, Hertford County Economic Development Director, serves as Chair of NEED.

NET (Northeast Tourism)

Regional Tourism Directors meet monthly to coordinate regional marketing initiatives for tourism. A special focus for the region is on group tours and heritage tourism. Sara Lilley-Phelps, Marketing Director for the Eastern 4-H Environmental Conference Center in Columbia, NC chaired the NET organization this fiscal year.

CONE (Chambers of the Northeast)

The Chamber Directors of the 16 counties in the Northeast Region meet regularly to ensure a chamber presence in the region. The group meets to share best practices and to serve as a collective voice on rural business issues. Allen Purser, Director of the Roanoke Valley Chamber of Commerce is the chair of CONE.

NCPED (North Carolina Partnership for Economic Development)

The seven regional economic development partnerships and the NC Department of Commerce work together to market North Carolina while allowing the regional partnerships to market the unique assets that exist in each region of the state.

NC-NAAB (North Carolina's Northeast Alliance for Agricultural Biotechnology)

This network of university research, agri-business, agricultural, and business development resources meets throughout the year and works together to complete projects that will continue to build Northeastern North Carolina into a center for agricultural biotechnology.

Southeast Virginia

The Commission maintains an active presence in Southeast Virginia and serves on multiple boards and committees. Hampton Roads, with a population of about 1.8 million, is home to the third busiest port on the eastern seaboard, which gives our region access to world markets.

- Actively participate in many groups including the Chesapeake Chamber of Commerce Board, Norfolk Chamber Board, Hampton Roads Association for Commercial Real Estate, Future of Hampton Roads Board, Lead Hampton Roads Board and the Port of Virginia on mid-Atlantic issues like offshore wind, transportation growth into NC's Northeast, and interstate road and railroad development.

BizBoost

The Small Business Technology Development Center (SBTDC) operates their BizBoost office within the NC's Northeast Commission office, and the Commission assists with marketing and contact referrals. The BizBoost program was established by Governor Beverly Perdue to assist companies in remaining strong through difficult economic times.

Historic Albemarle Tour

The Historic Albemarle Tour (HAT) administrative office is located in the NC's Northeast Commission building. HAT is a group of historic sites that work together to market their sites to visitors, educational groups, and group tours.

North Carolina's Northeast Commission Board of Commissioners 2010-2011

Our board members are appointed by the Governor, the Senate Pro Tempore and the Speaker of the House.



Chair
Eddie Lynch
Retired, CenturyLink



Vice Chair
Art Keeney III
Retired, ECB



Secretary
Mack Nixon
Albemarle Builders



Treasurer
Steve Howell
Retired, Credit Union



Asst Treasurer
Phil Hux
1st Carolina Agency



Ernie Bowden
Retired



Fred Yates
Mayor of Winfall



Bo Lewis
Consultant



Larry Johnson
Consultant



O.S. "Buck" Suiter
Retired, RBC



Judge J.C. Cole
NC Superior Court



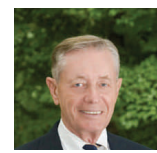
David Twiddy
Gateway Bank, ret.



Ernest Burden
Retired, Weyerhaeuser



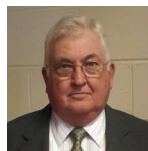
Bob Spivey
Mayor of Windsor



Gene Rogers
Retired Legislator



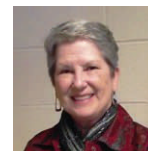
Tom Richter
Mayor
Washington Park



Albert Vann
International Paper
Retired



Tracey Johnson
Beaufort County
Community College



Jean Woolard
Ex-Officio
NC School Board

2010-2011 Contributors

Our Committee of 1000 members are business and community leaders who contribute funds for improving economic conditions in the region and to help market the northeast region as a location for new and expanding business and tourism development.

A.R. Chesson Construction Co., Inc.
Avoca, Inc.
Bowman Consulting
CenturyLink
City Beverage
Dominion - NC Power
Domtar
East Carolina Bank
Edgecombe-Martin EMC
Electricities of NC, Inc.
Elizabeth City State University
Gateway Bank & Trust
GET Solutions
Halifax EMC
HBA Architecture Interior Design
Hudson Brothers Construction Company
J. Leek Associates, Inc.

Lilly International
Market Force
Martin Co. Economic Development Commission
Metal Tech of Murfreesboro, Inc.
North Carolina's Northeast Commission
Nucor Steel—Hertford County
PCS Phosphate
Pepsi Bottling Ventures, LLC
Piedmont Natural Gas
Progress Energy
RBC Bank
Resinall Corporation
Smith Moore, LLP
Town of Williamston
Towne Bank
Ward and Smith, P.A.

North Carolina's Northeast Commission Marketing and Operational Summary FY 2010-2011

Industrial & Commercial Recruiting

PRIMARY PARTNERS

- **NEED**
(North East Economic Developers)
- **Committee of 1000** (private funds)
- **NC Department of Commerce**
- **NC-NAAB**
(North Carolina's Northeast Alliance for Agricultural Biotechnology)
- **NCCAR** (North Carolina's Center for Automotive Research)

OPERATIONAL EMPHASIS

Automotive

- Conventional automotive proving ground and testing (not NASCAR)
- NCCAR opened 2010
- Auto and parts manufacturing

Aerospace

- Coast Guard aircraft repair
- Manufacturers, suppliers, and re-work

Biotech/Life Sciences

- Regional commercialization partner for new patented biotech plant products
- Specialty crop growing, processing, and packaging

Marine

- Boat building and components
- Manufacturing and distribution
- New marine park - Perquimans

Food

- Food Processing
- Distribution

Alternative Energy

- Wind, Bio-mass, Bio-fuel, and Solar

Defense

- Defense R&D
- Testing/Training

Southeast Virginia

- Businesses expanding south
- Port of Virginia partnership
- Collaborative mid-Atlantic support for projects

Tourism Promotion & Development

PRIMARY PARTNERS

- **NET** (Northeast Tourism)
- **Committee of 1000** (private funds)
- **NC Department of Commerce**
- **Historic Albemarle Tour (HAT)**
- **Eastern and Southeast Regions**
- **NC Cultural Resources**
(Heritage)

OPERATIONAL EMPHASIS

Heritage

- Development and Marketing
- Federal Heritage Designation (38 counties east of I-95)

Regional Marketing

- **www.visitncne.com**
- Regional advertising
- County festivals and events
- Group tours from regional hubs into more rural areas for day trips
- Host FAM (Familiarization) Tours for group tour operators to introduce the area
- Tourism & group tour conferences

Existing Business Support

PRIMARY PARTNERS

- **CONE** (Chambers of the Northeast)
- **Committee of 1000** (private funds)
- **NC Department of Commerce**
- **SBTDC** (Biz Boost)

OPERATIONAL EMPHASIS

- Support regional business issues
- Maintain current employment
- County Business Association Meetings
- Regional Safety Council Meetings
- Regional Legislative Agenda
- Annual State of the Region Event
- Support Business Events
- Biz Boost partner (supporting small business sustainability)
- Diversification for new business opportunities.
- Actively involved with connecting workforce development efforts to economic development within the region.

Active Initiatives

- Marketing a new marine park in Perquimans County, NC opening 2011.
- Continue to build our relationship with The Port of Virginia.
- Develop a broadband middle mile non-profit partnership throughout the region.
- Solidify a research and development niche for NCCAR
- Developing key regional Agricultural Biotech assets:
 - 1) Complete funding for pilot scale botanical extraction facility
 - 2) Continue support of regional Ag Science High School at Vernon James Center
 - 3) Coordinate B-Cert program: Grower certification ensuring safe practices.
 - 4) Connect research at Kannapolis with NC's Northeast.
- Branding and collaboration of entities from 38 counties for a new heritage tourism marketing corridor. Partnering with the Eastern & Southeast Regional Partnerships.
- Develop a critical mass of wind power partners in NC's Northeast and SE Virginia to support a \$5 billion investment over the next 5 years.
- Identify the biomass wood supply, resources and partners for biofuels and wood energy clients.
- Exploring collaborative opportunities for the aerospace assets in the region.



DISCOVER THE DIFFERENCE.®

North Carolina's Northeast Commission

119 W Water Street, Edenton, NC 27932

Ph. 888-872-8562 or 252-482-4333, FAX 252-482-3366

www.ncnortheast.com

info@ncnortheast.com