

North Carolina's Northeast Commission

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

2011-2012 Annual Report





Arthur H. Keeney, III
Chairman
2011-2012

From the Desk of Chairman Arthur H. Keeney, III....

Northeastern North Carolina's 16 counties are a patchwork of micropolitan and rural communities, of traditional and emerging industries, and of waterside hamlets and fertile farmlands. Each of our counties is unique, but they are united behind a shared goal: forging a new era of prosperity for the entire region. Diversity combined with this common purpose is a pillar of our competitive advantage.

Since our creation in 1993, North Carolina's Northeast Commission has sought to attract economic investment and create good jobs amid both favorable and, more recently, challenging times. The global macroeconomic backdrop continues to test the resolve of both large and small businesses, in turn pressuring economic development organizations at all levels. But sound strategic planning and skillful execution have put our region on a solid footing as the global economy enters its next phase of growth.

In 2011-12, we saw evidence that the world has taken notice of our region's unique assets and amenities. A productive workforce and strong infrastructure helped account for the arrival of Gunboat International, whose new facility in Wanchese is an encouraging sign that the Northeast is nicely positioned as a destination for "in-sourcing" manufacturing jobs coming back to the United States. The region's industry-grade highways and convenience to East Coast consumer markets were among the factors that attracted The Marco Company to Jamesville in a project that brings 100 new jobs to the region. Opportunities for new business continue to develop at NCCAR. While the site continues its traditional focus

on vehicle tire testing and automotive training, NCCAR has also captured the imagination of defense and automated ground systems firms.

Our aerospace cluster is soaring to new heights with the addition of LSA America. Located at the Halifax-Northampton Regional Airport, LSA is a nationally recognized name in the light-sport aircraft segment of the aviation industry. Engelhard is poised to become the backdrop for testing commercial and civilian applications for Remotely Piloted Aircraft (RPAs), a development that has significance for the aerospace industry across North Carolina.

Improved economic times are on the horizon for NC's Northeast. We can attribute the success of the region to the work of many groups of people who believe in the beauty and value of NC's Northeast Region. Our results are closely linked to the strong support of state and local elected officials. From mayors and county commissioners to state legislators and members of Congress, the Northeast Commission benefits from a tradition of innovative, responsive leaders who are eager to make the region everything it needs to be. That spirit of public service also drives the work of our board: we gain measurable value from the energy, mind-power and commitment each of our directors brings.

At the end of the day, execution determines the success of any economic development program. The Northeast Commission makes a difference because of the day-to-day work of our small staff. Their professionalism sets our organization apart, and I am grateful to their ongoing dedication to moving Northeastern North Carolina forward.

Creating the capacity for new jobs and...



Vann Rogerson

**Vann Rogerson,
President/CEO
NC's Northeast
Commission**

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

How does a staff of four provide economic development services to a region roughly the size of Massachusetts?

One word: partnerships.

Bringing sustainable jobs and growth-minded businesses to our region has never been more challenging. And given the cautious global economic environment of the last year, no community or region has the option of going it alone. In the Northeast Region, fortunately, we have a long track record of working together, working hard and working smart to maximize our resources and firmly embrace the most promising opportunities.

Our Northeast Tourism (NET) group, for example, draws together leaders from the region's tourism offices to harness the value that comes to the region via the thousands of visitors who vacation in the Northeast Region. When researchers at UNC-Chapel Hill and the British Museum uncovered a dramatic new clue as to the likely whereabouts of the Lost Colony, the NET group quickly mobilized to consider how the news might change the dynamics of the Northeast's internationally renowned tourism cluster.

Local economic developers share a similar spirit of collaboration -- meeting regularly through our Northeast Economic Developers (NEED) group to pursue joint opportunities, compare notes, and find ways to work as a unified economic engine.. In the last year, the Commission has worked with these dedicated professionals to maintain momentum in our marine trades clusters -- the boatbuilders, marine parks, suppliers and service firms that are a natural fit for our region. NEED's work spans across all our target clusters, and it focuses on strategic planning, infrastructure and product needs, and marketing and promotional tools.

With small firms comprising the bulk of our business community, our chambers of commerce build cohesion and continuity across the region's economy. Our Chambers of the Northeast (CONE) group has its collective finger on the pulse of some 3,000 businesses in the Northeast. Such a perspective adds great value to our long-range planning, business-service needs, workforce issues, and legislative priorities.

Our state-level partners are equally critical to our efforts. Regional and Raleigh-based personnel at the N.C. Department of Commerce were key to recent announcements in Martin County and Dare County, for instance. We're also proud of our work with officials at the N.C. Department of Transportation, who have led the way for a potentially transformative initiative in Hyde County involving a testing space for Unmanned Aerial Vehicles (UAVs). The region's long-range hopes also depend on work now underway with state and local education leaders. Collaboration has brought pioneering educational resources to the region -- from the Northeast Regional Agriscience & Biotechnology High School in Roper to the College of the Albemarle's expanded aviation technology programs in Currituck County.

Our strategic outreach continues to stretch beyond the state's borders. We're working hard to solidify relationships with business and economic development leaders in the Hampton Roads Region and with officials of the Ports of Virginia. Our recent success with companies like Enviva is ample proof that global economic dynamics make state lines less relevant.

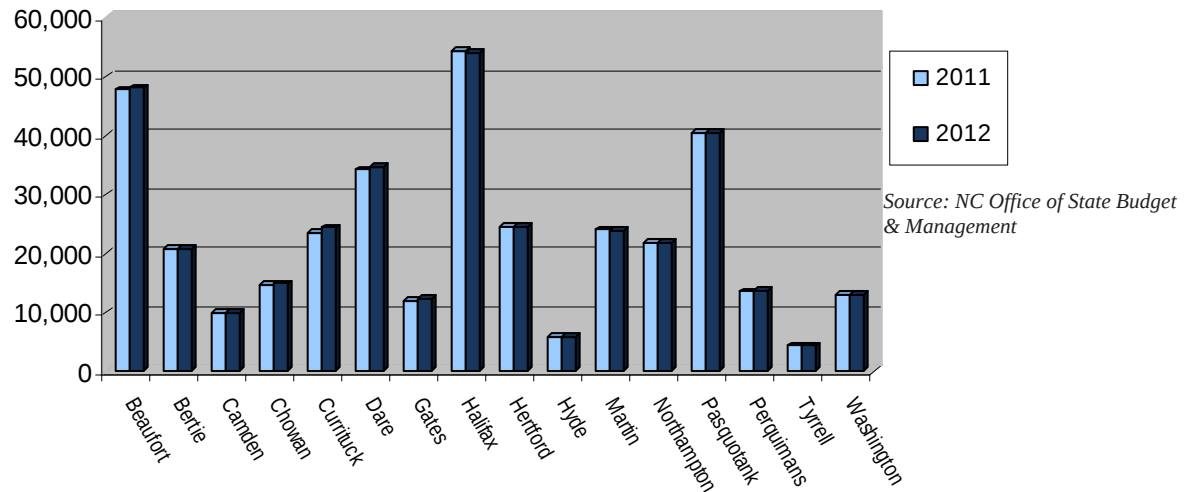
What matters in today's marketplace is collaboration between companies, communities, leaders and innovators. In 2011-2012, the Northeast Commission brought all these entities together in moving the region toward renewed prosperity.

My thanks to all those who made the last year such a memorable one!

...new wealth in North Carolina's Northeast

The Northeast Region at a Glance

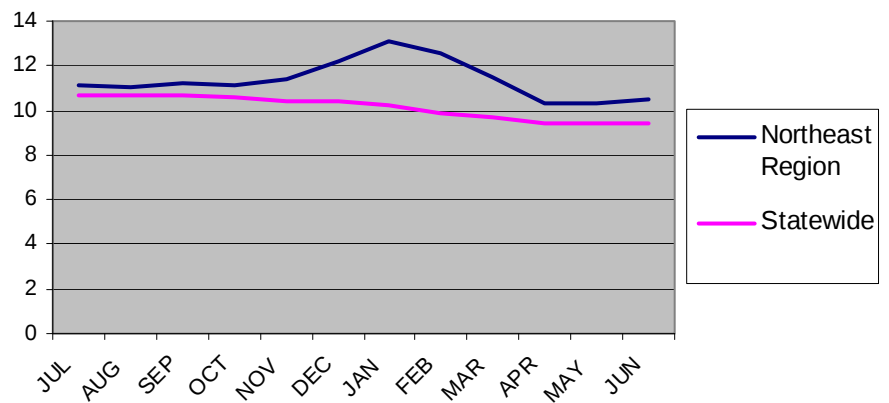
2011 - 2012 Population



2011-2012		
NC's Northeast Counties		
	Assessed Valuations (\$)	Tier Ranking
Beaufort	\$5,601,138,584	1
Bertie	\$1,096,279,388	1
Camden	\$1,309,279,107	1
Chowan	\$1,339,331,039	1
Currituck	\$8,257,900,000	2
Dare	\$17,682,000,000	2
Gates	\$921,620,605	2
Halifax	\$3,550,314,558	1
Hertford	\$1,366,179,677	1
Hyde	\$1,091,345,837	1
Martin	\$1,778,480,233	1
Northampton	\$1,907,512,535	1
Pasquotank	\$3,338,085,010	2
Perquimans	\$1,727,555,452	2
Tyrrell	\$482,936,960	1
Washington	\$787,837,517	1
TOTAL	\$52,237,796,502	

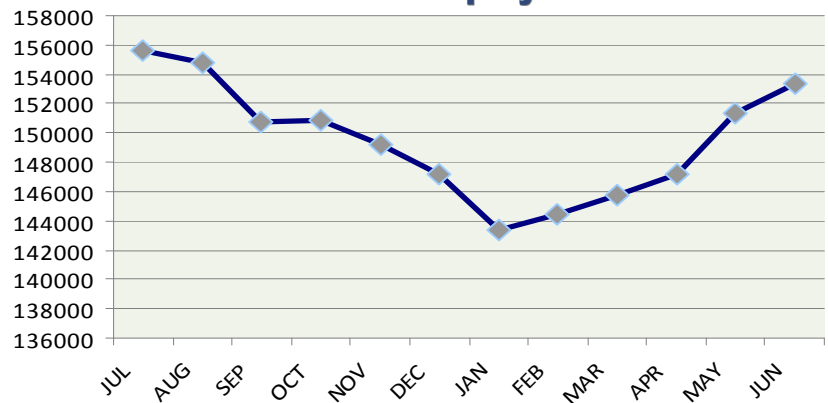
Source: NC Assoc. of County Commissioners
& NC Department of Commerce

Regional Unemployment 2011 - 2012



Source: NC Employment Security Commission

Employed



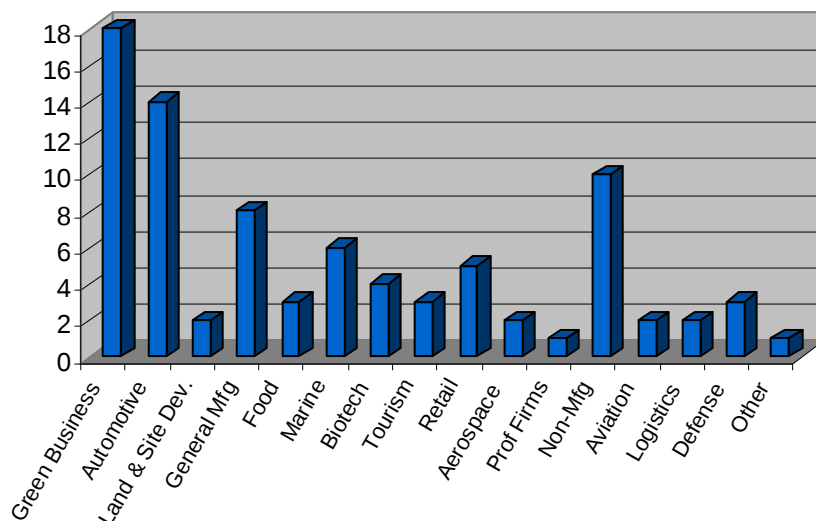
The sixteen counties of North Carolina's Northeast work together to bring economic development and tourism to North Carolina's Northeast. They are: Beaufort, Bertie, Camden, Chowan, Currituck, Dare, Gates, Halifax, Hertford, Hyde, Martin, Northampton, Pasquotank, Perquimans, Tyrrell, Washington

2011 - 2012 Marketing Activities

- ◆ CACCE Annual Conference, Pinehurst, NC - July 2011
- ◆ Wood Biomass Supply Chain Conference, Raleigh, NC - September 2011
- ◆ Shopping Center Convention, Richmond, VA - September 2011
- ◆ ODU Offshore Wind Conference, Norfolk, VA - September 2011
- ◆ Virginia Motorcoach Assoc. Annual Meeting, Chesapeake, VA - September 2011
- ◆ AUSA Annual Conference, Washington, DC - October 2011
- ◆ AWEA Offshore Wind Conference, Baltimore, MD - October 2011
- ◆ Consultant / Company Event, San Diego, CA - October 2011
- ◆ International Conference on World Trade, Norfolk, VA - October 2011
- ◆ SEMA Automotive Show, Las Vegas, NV - November 2011
- ◆ International Workboat Show, New Orleans, LA - November 2011
- ◆ American Bus Assoc. Marketplace, Grapevine, TX - January 2012
- ◆ Southeast Coastal Wind Conference, Concord, NC - March 2012
- ◆ Governor's Transportation Summit, Greenville, NC - March 2012
- ◆ NC Governor's Conference on Tourism, Concord, NC - March 2012
- ◆ Eco Conference at Old Dominion University, Norfolk, VA - April 2012
- ◆ International Biomass Conference, Denver, CO - April 2012
- ◆ NC Sustainable Energy Conference, Raleigh, NC - May 2012
- ◆ NC Tourism Day Celebration at I95 Welcome Center - May 2012
- ◆ AWEA Windpower 2012, Atlanta, GA - June 2012
- ◆ NCEDA Annual Meeting, Wrightsville Beach, NC - June 2012



Active Projects by Industry Cluster



The Northeast Region at a Glance

REGIONAL DATA

Total Private Industries 8,579

Total Manufacturing Establishments 315

Source: NC Department of Commerce

Regional Employment Data

Business Employees
142,456

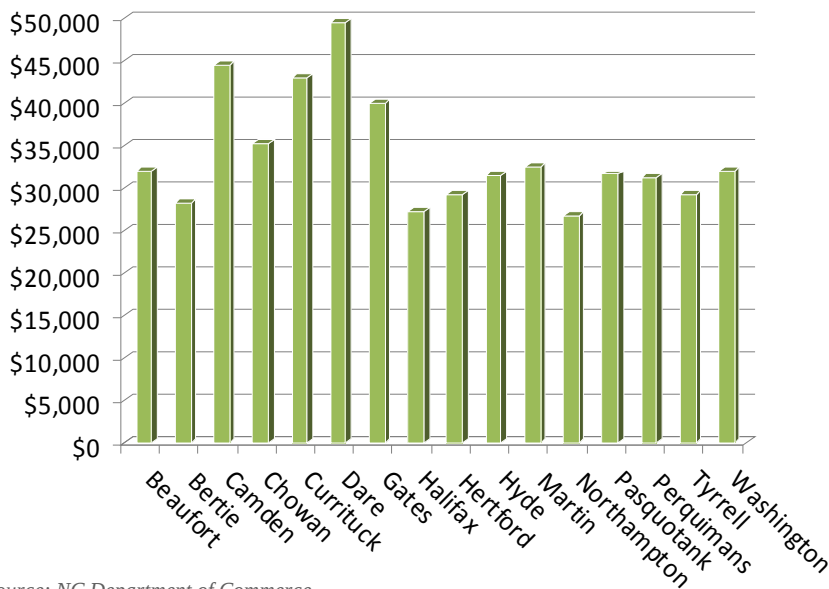
Estimated Self Employed
12,026

Commuters to Virginia
16,847

Avg. Travel Time to Work
28 minutes

Source: NC Department of Commerce

Median Household Income



Source: NC Department of Commerce

NC's Northeast Region: 2012 Population

367,036

Source: NC Office of State Budget & Management

NC's Northeast Regional Economic
Development Guide
is available in print & online:

www.ncnortheastregioneconomicdevelopment.com



2011 Regional Lodging Occupancy Compared to 2010

July 2011	+2.9%
August 2011	+2.7%
September 2011	+4.7%
October 2011	+4.9%
November 2011	+5.0%
December 2011	+5.3%
January 2012	+5.6%
February 2012	+1.0%
March 2012	+7.7%
April 2012	+5.1%
May 2012	+2.9%
June 2012	+2.5%

Source: NC Department of Commerce

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

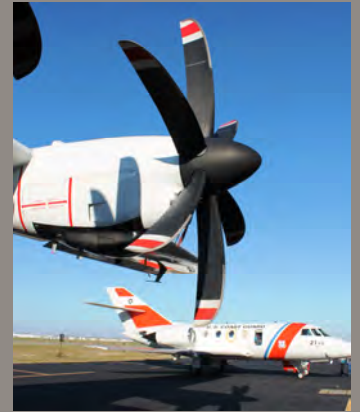
- ◆ Active aerospace projects: 2
- ◆ Aircraft manufacturing began in NC's Northeast – Light Sport Aircraft in Halifax County.
- ◆ Unmanned Aerial Test Range proposed for Hyde County Airport in Engelhard.
- ◆ Aerospace training expanded with the ground breaking of College of the Albemarle's Aviation Technology Training Center at Currituck County's airport.
- ◆ Exceptional Workforce – 20% more skilled aerospace workers 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: 4
- ◆ Recruited and participated at four biotechnology trade shows
- ◆ Concluded work on the development of the B-Cert program. This unique program educates farmers on how to safely grow high value, specialty bio-crops.
- ◆ Worked with Bertie County to seek final funding to build a Pilot Extraction facility.
- ◆ Ag STEM Education - Supported the creation of an agri-science high school at the Vernon James Center in Plymouth. The school opened in August, 2012.
- ◆ 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: 18
- ◆ Recruited at four alternative energy trade shows.
- ◆ Received a grant from the NC Biofuels Center to complete a study of the wood assets within the region and to certify two biofuels sites in the region.
- ◆ Continued to work with Camden County on the development of their Eco Industrial Park.
- ◆ Two large on-shore wind farms are on hold, pending tax credit legislation and power purchase agreements.
- ◆ Solar farms are being developed around the region.
- ◆ Enviva will have 2 wood chip facilities in NC's Northeast. Chips are sent to Europe through the Port of Virginia.
- ◆ Pursuing a partnership with Southeast Virginia for a mid-Atlantic off-shore wind presence.



Industry Cluster Activity



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

- ◆ Active Automotive Projects: 13
- ◆ Recruited and participated at one tradeshow.
- ◆ Continued to work with consultants and county partners to market NCCAR and nearby property to clients for testing and manufacturing.
- ◆ Year end, December 30, 2012 was the second full year of operation. NCCAR has attracted a wide range of business including chassis tuning, tire testing, and high school electric vehicle challenges. Automotive industry users accounted for 59% of NCCAR's business, 38% were there for training, and 3% did miscellaneous activities.
- ◆ NCCAR's extensive "information network" is valuable for vehicle-to-vehicle communication and important to the defense sector. And the NCCAR site will be an attractive location for future "autonomous systems" ground tests.



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

- ◆ Active food projects: 2
- ◆ Several of our counties have a strong presence in the food cluster, thus making this an important economic niche in the region.



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

- ◆ Active Projects: 8
- ◆ Recruited and participated at one marine tradeshow.
- ◆ Gunboat International brought marine manufacturing jobs back from China and South Africa to Wanchese, NC. Other companies appear to be interested in re-shoring their jobs back to the USA and NC as well.
- ◆ Englehard Marine Park welcomed its first tenant, Southern Diesel
- ◆ The Perquimans Marine Park received its permits to dredge the boat basin. Interest is building in this location.
- ◆ Pursuing diversified opportunities for traditional boat builders.

Tourism

The tourism industry contributed \$4.18 billion to the state's payroll in 2011*

- Collaborated with the Eastern and Southeast Regions to continue work on the Eastern NC Heritage Area Tourism project with our consultants Hanbury Preservation. A marketing assessment and feasibility study of the 40-county area are available online. Public meetings were held in each region.
- Sponsored NET members attendance at the NC Governor's Conference on Tourism in Concord.
- Traveled to the American Bus Association Conference and met with 26 group-tour operators from 14 states to promote the region for motor coach traffic.
- Hosted the annual Northeast Tourism (NET) planning retreat at Museum of the Albemarle in Pasquotank 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 through tradeshow attendance and marketing to group-tour companies.
- Supported county festivals and events

The 2011 Economic Impact of Travel on North Carolina Counties, US Travel Association, 2012



Tourism Activities

<i>Direct contact with Group Tour Operators</i>	<i>96</i>
<i>Information requested & distributed</i>	<i>1228</i>
<i>Direct contact with AAA Sales Professionals</i>	<i>200</i>

Tourism Numbers

2011 tourism numbers	Statewide	Northeast
Number of tourism employees	188,420	15,240
State and local tax receipts from tourism	\$1.52 billion	\$131.2 million
Total economic impact - expenditures	\$18 billion*	\$1.36 billion

**Represents a 8.3% increase from 2010 tourism spending statewide.
Reported by the NC Department of Commerce's Division of Tourism*

General Regional Activities

- ◆ Assisted Northeast Broadband in strategic planning for broadband “last mile” deployment in the region. Broadband “middle mile” will be completely installed by the Spring of 2013.
- ◆ NEED (North East Economic Developers) and NET (North East Tourism) met monthly and made marketing plans for the region.
- ◆ 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.
- ◆ Discovered that the Lost Colony may have re-settled to Bertie County. The first colony may not have been lost after all.
- ◆ With the addition of the Hyde County Test Range to the NCCAR research center, NC’s Northeast is poised to become a “commercialization partner” for new “autonomous systems”. A location to test all new autonomous technologies – on land, sea, or air.

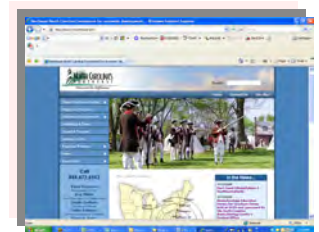
Website Activity

www.ncnortheast.com

Average number of individual website sessions per week
Total number of individual website sessions during the fiscal year

2011 - 2012

1,088
56,596



www.visitncne.com

Average number of page views per visit
Total number of individual visitors July 2010 to June 2011

2.24
16,096



Economic Development Marketing

Total number of active projects throughout the year = 84
Total number of research requests throughout the year = 36
Total number of leads generated for economic development = 95
Number of jobs represented by the projects that were active throughout the year = 5989
Amount of investment represented by the projects that were active throughout the year = \$2,566,595,025



Leveraging Other Funds

North Carolina's Northeast Commission administered several open grants that provide funding for special cluster projects and 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 of biotech crops. This grant was completed in early 2012.

40 County Heritage Area - **Golden LEAF Foundation** provided the initial funding for 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 partnered to sponsor a heritage project that spans 40 counties in eastern North Carolina. Golden LEAF funds were used to hire a consulting group to write a marketing assessment and to complete a feasibility study that may validate an Eastern NC National Heritage Area designation. Hanbury Preservation Consulting was the lead consultant and completed a favorable assessment and study in early 2012.

Pilot Extraction Facility - The **NC Rural Center**, the **Golden LEAF Foundation**, and the **NC Biotechnology Center** have committed funds for a Pilot Extraction Facility to be built in Bertie County. This facility will serve as a business magnet and incubator for companies involved in plant development and botanical extractions at the pilot scale before establishing commercial-scale production. An additional \$1 million in grant funds must be secured before this project can proceed to construction.

Biofuels Wood Study - The **Biofuels Center of North Carolina** is funding a woody biomass assessment for the region in addition to the certification of two biofuels sites (including a detailed analysis of nearby biomass and biomass users). At study's conclusion in early 2013, NC's Northeast will have a total of three certified bio-fuels sites to market with the NC BioFuels Center.

For every dollar of NC appropriations, the Commission leveraged \$2.20 in grant funds.

Recent Grant Activity (FY 2011 - 2012)

Funders

Amt. Awarded

Sector

Closed Grants (during fiscal year)

Golden LEAF	\$ 125,000	Heritage Tourism
NC Biotechnology Center	\$ 73,700	B-Cert Program

Open Grants

NC Biofuels Center	\$ 50,000	Wood Assets Study
NC Rural Center	\$ 400,000	Pilot Extraction Facility
Golden LEAF	\$ 1,000,000	Pilot Extraction Facility
NC Biotechnology Center	\$ 100,000	Pilot Extraction Facility

Supported grant writing for county and regional projects for a total award of	\$ 1,748,700	
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Regional Growth

Enviva L.P. - 62 Jobs and \$60,000,000 Investment

Maker of wood pellets for the biofuels industry announced in Northampton County, which is their second location in the Northeast Region.

Gunboat International - 71 Jobs and \$1,800,000 Investment

Manufacturer of high end catamarans that located at the Wanchese Seafood Industrial Park in Dare County.

Southern Diesel Corporation - 5 Jobs and \$350,000 Investment

Company services and repairs diesel engines. It was the first tenant at the Engelhard Industrial Park in Hyde County.

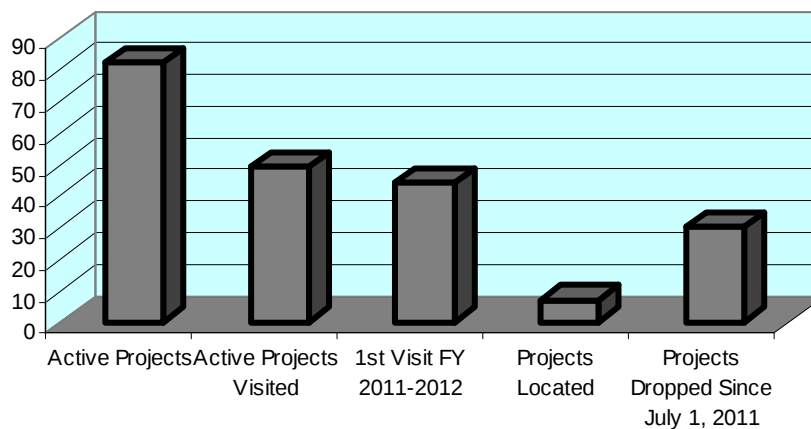
Marco - 100 Jobs and \$190,000 Investment

Manufacturer of specialized display units and shelves. The company is based in Texas, now operates and distributes out of Jamesville, NC in Martin County.

Chowan Metal Recycling - 3 Jobs and \$100,000 Investment

One of the first recycling locations in the Northeast Region meeting the demands for recyclable steel. Located in Chowan County.

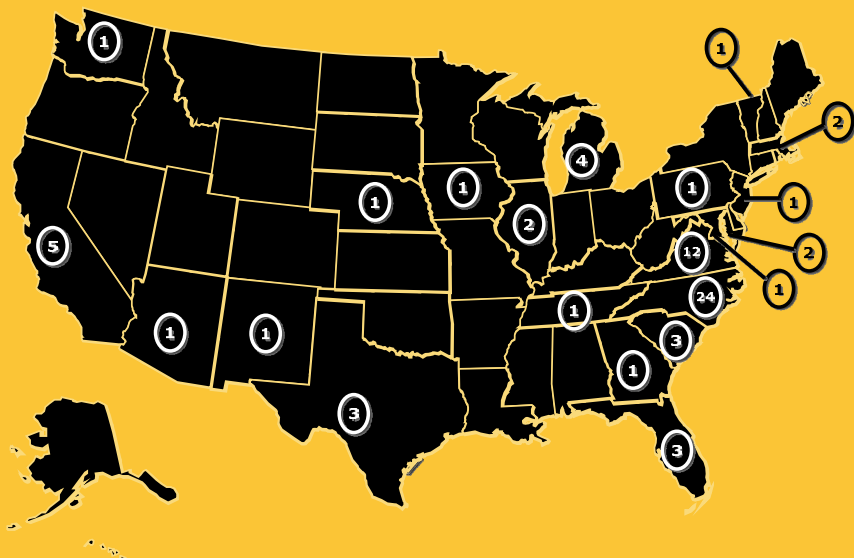
2011-2012 Year End Project Activity



**FY 2011-2012
Client Activity By Geography**

International

Argentina	1
Australia	1
Canada	3
China	1
Denmark	1
Dubai	1
Germany	1
India	1
Israel	2
Netherlands	1
Puerto Rico	1
South Korea	1
South Africa	1
Spain	1
United Kingdom	1



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 plan regional marketing efforts. The group works 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. Charlotte Underwood, Executive Director of the Elizabeth City Area Convention & Visitors Bureau, 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 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 its 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 works together to market its sites to visitors, educational groups, and group tours.

North Carolina's Northeast Commission Board of Commissioners 2011-2012

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



Chair
Art Keeney III
Retired, ECB



Vice Chair
Steve Howell
Retired, Credit Union



Secretary
Phil Hux
Hux & Co Agency



Treasurer
Tracey Johnson
Beaufort County Community College



Assistant Treasurer
Roland Vaughan
Mayor of Edenton



David King
American Waste Systems



Larry Johnson
Consultant



Bo Lewis
Consultant



Paul Tine
Midgett Realty



Gene Rogers
Retired Legislator



O.S. "Buck" Suiter
Retired, RBC



Ernest Burden
Retired, Weyerhaeuser



Judge J.C. Cole
NC Superior Court



Mark Hamblin
Beaufort Co. United Way



Hood Richardson
Surveyor, Engineer,
Geologist



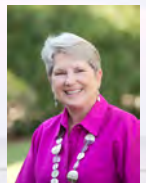
Benjamin Hobbs
Self-Employed, Craftsman



Owen Etheridge
Self-Employed,
Agribusiness



Bob Spivey
Retired, Mayor of Windsor



Jean Woolard
Ex-Officio
NC School Board

2011-2012 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
Bull & Company
CenturyLink
City Beverage
Domtar
East Carolina Bank
Edgecombe-Martin EMC
Electricities of NC, Inc.
Elizabeth City State University
Gateway Bank & Trust
Halifax EMC
Hudson Brothers Construction Company
Lilley International

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
PNC Bank
Resinall Corporation
RSM McGladrey
Smith Moore, LLP
Town of Williamston
Ward and Smith, P.A.

North Carolina's Northeast Commission Marketing and Operational Summary 2012

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 rework
- Remotely piloted aerial vehicles

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

OPERATIONAL EMPHASIS

Heritage

- Development and marketing
- State & Federal Heritage Designation (40 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 North East)
- **Committee of 1000** (private funds)
- **NC Department of Commerce**
- **SBTDC**
- **Regional Agri-Science & Biotechnology High School**

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
- Small business sustainability
- Actively involved with connecting workforce development efforts to economic development within the region.

Active Initiatives

- Maximize "last mile" deployment of broadband from the new middle mile backbone.
- Solidify a research and development niche at NCCAR
- Developing key regional agricultural biotech assets:
 - 1) Complete funding for a pilot scale botanical extraction facility
 - 2) Support the 2012 start-up of the regional Agri-Science & Biotechnology High School at Vernon James Center
 - 3) Complete and copyright the B-Cert program, educating farmers in safe growing practices.
- Branding and collaboration of entities from 40 counties for a new heritage tourism marketing corridor. Pursue a State and Federal Heritage Designation. 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.
- Clarify the biomass wood supply, resources and partners for biofuels and wood energy clients.
- Pursue the development of a remotely piloted aerial launch facility in the region.
- Develop the Interstate 44 corridor (Following the Highways 64 & 17 corridor from Raleigh to Williamston to Norfolk, VA)



NORTH CAROLINA'S N O R T H E A S T

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