



ROY COOPER
Governor

ANTHONY M. COPELAND
Secretary

MEMORANDUM

To: N.C. General Assembly – Joint Legislative Commission on Governmental Operations
N.C. General Assembly – Joint Legislative Economic Development and Global Engagement Oversight Committee
N.C. General Assembly – Fiscal Research Division

From: Susan Fleetwood, Exec. Director of Economic Development, N.C. Department of Commerce
David Efird, General Counsel, N.C. Department. of Commerce

Date: March 1, 2018

Re: Annual Report on Activities of EDPNC – N.C. Gen. Stat. § 143B-431A(f)

Pursuant to N.C. Gen. Stat. § 143B-431A(f), attached you will find a report outlining the performance of certain departmental functions that were contracted to the Economic Development Partnership of North Carolina, Inc. ("EDPNC"), a North Carolina nonprofit corporation. Attached, please find the following information:

Attachment 1 – An executive summary of the most recent annual report submitted by the EDPNC to Commerce pursuant to N.C. Gen. Stat. § 143B-431A(e)(2).

Attachment 2 – A copy of the most recent annual report submitted by the EDPNC to Commerce pursuant to N.C. Gen. Stat. § 143B-431A(e)(2).

Attachment 3 – A listing of each entity referred to Commerce by the EDPNC.

Attachment 4 – A listing of any instances of noncompliance with the enabling legislation or the contract by the EDPNC, and the response to such instances of noncompliance by Commerce, including actions taken by Commerce to prevent repeat or similar instances of noncompliance.

Attachment 5 – A listing of the date and name of each person or entity from whom funds were solicited by the Secretary of Commerce on behalf of the EDPNC.

Attachment 6 – A listing of any entity that received an award from Commerce and also made a gift, contribution, or item or service of value to the EDPNC for which fair market value was not paid.



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ATTACHMENT 1

Executive Summary Economic Development Partnership of North Carolina Calendar Year 2017 Report to the North Carolina Department of Commerce

On October 6, 2014, the North Carolina Department of Commerce ("the Department") entered into a contract with the Economic Development Partnership of North Carolina, Inc. ("EDPNC"), a North Carolina nonprofit corporation. Pursuant to the contract, the EDPNC agreed to operate as the sales and marketing arm of the State, responsible for: business recruitment, existing industry and small business support, import and export assistance, marketing, tourism, film and sports development.

Pursuant to the contract and N.C. Gen. Stat. § 143B-431A(e)(2), the EDPNC has submitted annual reports to Commerce, in which it outlines its program activities, objectives and accomplishments, as well as certain items specifically required by the enabling legislation, for Fiscal Years 14-15, 15-16 and 16-17. During the 2017 legislative session, this requirement was changed from fiscal year to calendar year.

The chart below summarizes the key performance metrics from the 2017 calendar year compared to the 5-Year Average benchmark submitted in the "Report on Performance Metrics for Functions Contracted to the Economic Development Partnership of North Carolina, Inc." ¹

The activities this calendar year, and over the last three fiscal years, have shown improved results each year. The 2017 calendar year results are more in line with the results achieved during 2008, when there were 19,350 new jobs announced and more than \$5 billion in new investment announced.

For business recruitment:	5-Year Average 2009-13	CY 2017
Number of jobs announced by the Department in total.	16,906	19,999
Number of jobs announced resulting from recruitment of new businesses.	7,348	13,332
Number of jobs announced resulting from existing business expansions.	9,558	6,667

¹ On December 1, 2014, the Department submitted a report to the General Assembly entitled "Report on Performance Metrics for Functions Contracted to the Economic Development Partnership of North Carolina, Inc." The performance metrics report was mandated by N.C. Session Law 2014-18, s. 1.3(2), and included certain statutorily required performance metrics for FY 13-14, as well as 5-year average (2009-13).

Total U.S. dollar amount of investment resulting from new projects.	\$3,065,850,003	\$4,146,247,539
Total U.S. dollar amount of investment resulting from recruitment of new businesses.	\$1,599,866,958	\$2,057,408,700
Total U.S. dollar amount of investment resulting from existing business expansions.	\$1,465,983,046	\$2,088,838,839
Total U.S. dollar amount of foreign direct investment.	\$833,901,732	\$2,053,390,248
Number of business inquiries for business relocation, investment, and expansion (via website).	129,152	599,914
For business services:	5-Year Average 2009-13	CY 2017
Number of existing businesses receiving support.	1,363	1,141
Number of Business Services Team leads that lead to an expansion of existing businesses.	4	75
Number of businesses receiving export assistance.	394	588
Total U.S. dollar amount of exports by assisted companies.	\$562,004,103	\$884,947,701
For tourism and marketing:	5-Year Average 2009-13	CY 2017
Number of consumer inquiries about travel to North Carolina.	3,935,636	7,530,199
Total U.S. dollar amount of spending by visitors while in North Carolina.	\$18,126,258,111	\$22,932,130,000
Total U.S. dollar amount of State and local tax revenues resulting from visitors' spending while in North Carolina.	\$1,505,161,346	\$1,875,750,000

The EDPNC must continue to work with the Department to strengthen efforts and processes to ensure continuous improvement of all of these performance metrics.

As the relationship between the Department and its contractor continues to evolve, over the coming year, the Department expects to have a more active role and provide greater direction and input into key EDPNC functions. The Department will work with the EDPNC on improving communications and coordination on specific business recruitment, business marketing, and tourism-related marketing activities. For example, as it relates to business recruitment, the Department will emphasize the importance of sales training for the EDPNC business recruitment team to include how to complete the necessary due diligence to gain a clear understanding of a company's financial capacity to grow or

expand. As it relates to business marketing, the Department will emphasize the importance of receiving the Department's input and engagement prior to planning activities and events to make sure the Secretary of Commerce, the Governor and other state leaders are incorporated for maximum effectiveness. Finally, as it relates to tourism-related marketing, the Department will emphasize the need to provide direct input prior to the publication of marketing materials to ensure accuracy and key messaging priorities. The Department will continue to work with the EDPNC to ensure sufficient policies are in place so board members can be fully informed in order avoid any appearance of conflict.

As a result of this heightened involvement, the EDPNC may find the need for structural changes to its organization to ensure ongoing improvements to coordination and effectiveness.



2017 CALENDAR YEAR REPORT

ECONOMIC DEVELOPMENT PARTNERSHIP OF NORTH CAROLINA

January 31, 2018
The Honorable Anthony M. Copeland
Secretary
North Carolina Department of Commerce
301 North Wilmington St.
Raleigh, N.C. 27699

Dear Secretary Copeland,

The Economic Development Partnership of North Carolina (EDPNC) respectfully submits its annual report for 2017, a year when our young organization – working with the North Carolina Department of Commerce and a wide network of other state, regional, local and private-sector partners – posted some of our best results since opening our doors.

In October 2014, the EDPNC assumed key economic development responsibilities on behalf of the state. They include recruiting new industry; supporting the growth of existing North Carolina businesses; helping the state’s manufacturers sell more exports; counseling startups; and promoting North Carolina as a premier destination for tourists, retirees and film productions.

EDPNC’s business recruitment and existing industry teams helped close deals on 150 new corporate facility and expansion projects, resulting in plans for nearly 20,000 new jobs and \$4.14 billion in new investment in North Carolina.

The job-creation tally in 2017 came in 34 percent higher than the 14,944 jobs announced in 2016, while planned capital investment rose 9 percent. Performance in both years exceeded our first full year of operation in 2015, when 97 projects wins resulted in the announcement of 13,357 jobs and \$3.3 billion in investment.

2017 also saw a 42 percent increase in new jobs attached to project wins in Tier 1 and Tier 2 counties. Along

with our partners, we closed 93 deals expected to create 7,754 new jobs and \$2.9 billion in new capital investment in these more rural communities. In 2016, project wins in Tier 1 and Tier 2 areas were expected to bring in 5,443 new jobs.

Our regional industry managers are often the face of the EDPNC in rural counties. Each is assigned to support existing businesses within one of eight multicounty “prosperity zones.” Team members routinely visit these businesses to help them identify and overcome barriers to growth. They not only connect businesses to workforce development and other resources, they also support these often-smaller businesses when it’s time to launch an expansion. Regional industry managers supported 1,141 businesses in 2017, including 75 expansion project wins.

Export of goods and services are also an important pillar of North Carolina’s economy. All told, the EDPNC’s international trade managers and foreign offices assisted 559 North Carolina companies in 2017, in 80 counties across the state. Those companies reported exporting \$884.9 million worth of goods in 2017.

This assistance routinely includes providing market intelligence and strategies, product analysis, distributor searches and trade show assistance. And in late 2017, the team hired a new consultant based in Dubai, United Arab Emirates, to help companies connect with potential agents and distributors in the Middle East, where the

market for U.S. exports has grown substantially.

Also in 2017, our tourism promotion efforts, which include a highly successful cooperative marketing program with local tourism offices, continued to help increase visitation to counties across the state. The latest available figures show visitor spending increased in 97 of the state’s 100 counties in calendar year 2016. Statewide, domestic visitors spent a record \$22.9 billion throughout the year, a 4.4 percent increase from the previous year.

We also have a business recruitment-focused cooperative marketing program engaging our local partners in EDPNC’s statewide business marketing efforts. One special event – a year in the planning – brought representatives of local and regional economic development organizations representing 42 North Carolina counties together with 14 premier site consultants during the 2017 PGA Championship in Charlotte.



Frank Emory Jr.,
Board Chairman
Economic Development Partnership of North Carolina

Other highlights of the year include our Business Link North Carolina team handling more inquiries from entrepreneurs seeking guidance on how to start a business in the state – over 22,000 cases in 2017 including nearly 9,000 in Tier 1 and Tier 2 counties. Thanks to private fundraising support, the EDPNC also revamped the state’s online database of available commercial sites and buildings – a critical site selection tool we fully relaunched as the SelectNC platform on our website in January 2017.

The EDPNC is pleased to be a member of our state’s economic development team. Working with Governor Cooper, the North Carolina General Assembly, the North Carolina Department of Commerce, and the regional and local economic development organizations across the state, we look forward to even stronger results in 2018.



Christopher Chung,
Chief Executive Officer
Economic Development Partnership of North Carolina

EDPNC

Business Recruitment

In 2017, the EDPNC and its partners closed deals on corporate relocation and expansion projects expected to create nearly 20,000 new jobs in the state.

That’s the highest number of jobs the EDPNC has helped recruit to the state in a single year – and a hefty 34 percent increase over 2016.

The EDPNC divisions that help persuade companies to locate or expand in North Carolina include:

- Statewide business recruiters who recruit new companies to North Carolina while also courting largerscale expansions by companies already operating here.
- The business development team, which uncovers and generates leads by identifying and building relationships with companies on the cusp of expansion.
- The existing industry team of eight regional industry managers (each assigned to one of the state’s multicounty “prosperity zones”) who support the growth of existing companies, including many small businesses.

In 2017, the EDPNC, working jointly with its local and state economic development partners, helped close deals on 150 projects – resulting in the announcement of 19,999 new jobs in North Carolina and \$4.14 billion in investment.

In 2016, by comparison, the EDPNC and its partners won 139 projects resulting in the announcement of 14,994 new jobs and \$3.8 billion in new capital investment. In 2015, the EDPNC’s first full year of operation, those tallies were 97 projects, 13,357 new jobs, and \$3.3 billion in investment.

The largest job-rich deals in 2017 were corporate office projects drawn to the Charlotte and Raleigh areas. They included Allstate Insurance’s 2,250-job expansion in Mecklenburg County; India-based technology consultant Infosys’ new 2,000-job hub in Wake County; and banking giant Credit Suisse’s 1,200-job expansion in Wake County.

But 2017 also saw major projects locate in the state’s more rural Tier 1 and Tier 2 counties, contributing to a 42 percent year-over-year increase in jobs announced in those counties.

In 2017, the EDPNC supported 93 Tier 1 and 2 project wins,

resulting in the announcement of 7,754 new jobs and \$2.9 billion in new capital investment. In 2016 by comparison, the results were 92 wins, 5,443 new jobs, \$2.34 billion in investment.

The largest 2017 wins in Tier 1 and 2 counties included Chinese tire maker Triangle Tyre’s 800-job, \$580 million manufacturing facility in Edgecombe County; German health-care company Fresenius Kabi’s 445-job plant expansion in Wilson County; and Virginia-based PRA Group’s 500-job call center in Alamance County.

There was also Austria-based Egger Wood Products’ plan to invest \$300 million in a new Davidson County plant, hiring 400 people over the next six years. Over 15 years and subsequent phases, Egger expects to invest \$700 million and employ 770 people overall at the plant.

In 2017, the EDPNC continued to stress engaging counties across the North Carolina in joint business marketing efforts. For example, local and regional partners were invited to participate in their choice of activities offered through the EDPNC business recruitment-focused cooperative marketing program. Fees to join a cooperative marketing activity are generally less costly than individual participation in such activities. The cooperative marketing program enabled partners to

meet one-on-one with site consultants at their offices in Dallas, the San Francisco Bay area, Atlanta, Chicago and cities in New York and New Jersey; join EDPNC booths at targeted industry trade shows; network with corporate influencers at VIP and hospitality events; and buy into cooperative advertising.

Also in 2017, the EDPNC provided a onetime opportunity for its partners to network with premier site consultants at the PGA Championship in Charlotte. In August, the EDPNC brought 14 site consultants from Chicago, Dallas, Atlanta, New York/New Jersey, Nashville and Greenville, S.C., to the high-profile venue. Partners paid a fee to join in activities centered around a chalet sponsored by the EDPNC, Charlotte Chamber of Commerce, Charlotte Regional Partnership and the Charlotte Regional Visitors Authority.

In addition to our Charlotte partners, 26 local and regional economic development groups representing 42 counties across the state participated in four days of events. Each full day included a networking breakfast; panel discussions; free-ranging roundtable discussions where one or two consultants sat with five to eight partners; and an evening reception and dinner.

By The Numbers

Out of 150 business recruitment and expansion projects that the EDPNC and its partners closed in 2017:

- 56 were new facility projects (companies locating in the state for the first time or existing businesses adding another corporate facility/plant here) and 94 were expansion projects.
- 43 resulted from foreign direct investment (FDI).

Out of the 19,999 announced jobs in 2017:

- 13,332 resulted from new facilities and 6,667 from expansions.
- 9,169 resulted from FDI.

Out of the \$4,146,247,539 in announced investment in 2017:

- \$2,057,408,700 resulted from new facilities and \$2,088,838,839 from expansions.
- \$2,053,390,258 resulted from FDI.

See Appendix A for Business Recruitment performance metrics for 2017

Global Business Services

The Global Business Services division supports business success and job growth in the state by connecting existing North Carolina businesses to resources that help them reduce operating costs, increase exports and expand their facilities.

The division also houses a team of small-business counselors who help entrepreneurs and startups navigate the permitting and regulatory requirements of starting a new business in the state.

The division’s three teams include: regional industry managers who work within eight “prosperity zones” covering the entire state; international trade managers who help the state’s small- to mid-sized sell more exports in markets around the world; and Business Link North Carolina counselors who answer thousands of calls a year from individuals seeking guidance on how to start a small business.

Regional Industry Managers

In 2017, the EPDNC’s eight regional industry managers assisted more companies than the year before across the state.

The EDPNC’s existing industry team comprises eight regional industry managers who work within eight “prosperity zones” covering the entire state. They build strong relationships with companies already

operating in counties across the state by conducting onsite visits and tours, meetings with owners and staff, and identifying barriers to growth. Then the managers follow up with resources to clear those hurdles.

The managers help coordinate a wide variety of assistance for existing North Carolina businesses. For example, they plug these businesses into state programs that can help them find qualified workers, money to buy new manufacturing equipment or renovate buildings, and ways to implement more cost- and energy-efficient manufacturing practices.

The team also serves as the state’s project managers supporting existing-business expansions that don’t have the scale to qualify for the state’s largest incentives. Team members, who are often the face of the EDPNC in rural communities, assist many small- to mid-size business.

Regional industry managers assisted 1,141 businesses overall (including supporting expansion projects) in 2017, up from 1,056 in 2016 and 927 in 2015. Those interactions touched companies in all 100 counties across North Carolina in 2017. The team also assisted more companies in rural Tier 1 and Tier 2 counties. In 2017, the EDPNC’s regional industry managers supported 771 existing businesses in Tier 1 and 2 counties, compared to

659 in 2016.

The regional industry managers and their local and state partners supported 75 expansion projects in 2017, slated to create 3,514 new jobs and \$866 million in investment. One of the team’s 2017 expansion projects included Raleigh-based Mako Medical Laboratories’ decision to build a 150-job, \$15.4 million testing facility and warehouse in Vance County – a Tier 1 county.

Other EDPNC-supported projects in Tier 1 counties included Severn Peanut Company’s 21-job, \$4.9 million expansion in Northampton County, where the company has operated for more than 70 years; medical device maker Adhezion Biomedical’s 40-job, \$3.5 million expansion of its Hudson plant in Caldwell County; and Honda automotive component maker Keihin Carolina Systems Technology’s 42-job, \$13 million expansion of its Tarboro facility in Edgecombe County.

International Trade Managers

The EDPNC’s international trade division supports the growth of North Carolina exports by helping companies identify and develop foreign sales opportunities.

In 2017, EDPNC’s international trade managers and foreign offices assisted

Global Business Services *Cont.*

559 North Carolina companies located in 80 counties across the state. Those companies reported exporting \$884.9 million worth of goods in 2017.

The team includes six international trade managers based in North Carolina – each of whom specializes in specific industry sectors – and representatives located in six foreign trade offices in Canada, Mexico, Europe, Japan, Hong Kong, and Shanghai, China. In late 2017, the EDPNC also hired a contracted trade consultant based in Dubai, United Arab Emirates, under a one-year federal State Trade and Export Promotion Grant. The consultant will help qualified companies develop and expand sales in the growing Middle East market.

The trade team’s services include

providing businesses export education programs, help finding and vetting new distributors or agents, and researching new international markets for a company’s products and services. The team also leads delegations of North Carolina companies to international trade shows and helps them arrange meetings there with potential buyers and distributors.

During 2017, the EDPNC trade team organized the participation of 201 North Carolina companies in 37 major trade events. The diverse shows they attended included the Expo Mueble furniture show in Guadalajara, Mexico; MEDICA in Dusseldorf, Germany; the Colombia Nautica boat show in Cartagena; the Global Petroleum Show in Alberta, Canada; the Paris Air Show; and the China International Optoelectronic

Exposition, in Shenzen, China.

The EDPNC also conducts outreach to educate North Carolina companies about export opportunities and regulatory requirements. In 2017, 93 companies sent employees to participate in EDPNC export-education seminars held in Greenville, Hickory, Fayetteville, Charlotte, and Durham.

The division’s Go Global Road Show brought agents from all of the EDPNC’s foreign offices to meet individually with representatives of 73 North Carolina companies during full-day gatherings in Wilmington, Raleigh, Kannapolis and Asheville. In one-hour consulting appointments, the foreign-office representatives discussed with these companies their products, international market opportunities, customs requirements,

and other issues specific to different regions of the world.

Business Link North Carolina

In both English and Spanish, the Business Link North Carolina (BLNC) team provides one-on-one counseling to would-be entrepreneurs and startups through its toll-free number and online inquiry form. The counselors answer questions about licensing and permit requirements, access to forms for business structures, tax ID numbers and more. They also make referrals to local, federal and state agencies, state occupational licensing boards and programs that can help new businesses find grants, alternative lending institutions, mentoring and other resources.

BLNC’s team of four counselors

handled 22,092 cases in 2017, an increase over the 20,152 cases addressed in the prior year. Seventy-one percent of the calls BLNC received in 2017 came from startups.

The team also sponsors or participates in educational outreach activities to support entrepreneurship, including activities that particularly target rural areas and typically underserved minority-, women-, and veteran-owned businesses.

BLNC counselors made presentations at 76 events around the state to educate participants about navigating the bureaucracy of starting a business in North Carolina and to spread the word about BLNC services.

Partnering with the Mexican Consulate in Raleigh and the

Raleigh-based nonprofit Carolina Small Business Development Fund, BLNC also held five small-business workshops targeting Latino entrepreneurs in 2017. The two-hour workshops across the state were conducted entirely in Spanish.

The workshops, part of an EDPNC pilot program, drew 113 participants. The events were held twice in Charlotte and once in Siler City, Greenville and Hickory. Because of the pilot’s success, the three partners plan to present six more Latino small-business workshops in 2018.

See Appendix B for Global Business Services performance metrics for 2017.

Visit North Carolina

The Visit North Carolina (Visit NC) team crafts and executes statewide marketing programs that promote North Carolina as a top location for tourism, film productions, and those looking for the best place to retire.

All these areas are important to the state’s economy. The tourism industry alone, in fact, supports more than 219,000 jobs and 45,000 small businesses in North Carolina, with direct employment spanning lodging, transportation, food service and retail. Visitors to the state spend more than \$62.7 million per day in North Carolina, impacting rural and urban counties throughout the state.

In recent years, promotional efforts by Visit NC and its partners at the state, regional and local levels have contributed to annual increases in visitor spending in North Carolina and, consequently, state tax receipts.

Full-year 2017 tallies for the number of visitors who traveled to the state, their spending and resulting tax revenue will not be available until Spring 2018. However, in 2016, 48.6 million domestic travelers visited

North Carolina and spent a record \$22.9 billion — a 4.4 percent annual increase in spending that outpaced the 2.9 percent growth nationwide. State tax receipts connected to spending in 2016 rose 5.1 percent (to \$1.18 billion), while local tax receipts grew 4.9 percent (to \$693.4 million).

Also in 2016, the latest year available, direct tourism employment in the state reached a record 219,094 people and direct tourism payroll rose to \$5.5 billion, its highest level ever.

The EDPNC is optimistic visitor spending will post another increase in 2017, in part because hotel and motel room revenue rose to a record level in 2017. North Carolina tourism generated commercial lodging revenue of \$3.6 billion in 2017, a 3 percent increase over the prior year. Hotel room demand in North Carolina rose to 35.4 million room nights booked, up 0.1 percent from 2016.

Visit NC’s diverse marketing efforts include participating in trade shows and tourism conferences, taking travel writers on tours of the state’s

attractions, developing relationships with tour operators, placing paid advertisements, and leveraging its varied websites and social media.

In addition, Visit NC engages counties across the state in its cooperative marketing program. Local tourism offices pay fees to highlight their attractions in EDPNC cooperative marketing initiatives that include print and digital advertising; media missions that connect local communities with travel journalists; and the annual North Carolina Travel Guide. Cooperative marketing provides such opportunities at a more affordable cost than going it alone.

These are just a few highlights of Visit NC tourism, film and retirement destination marketing efforts and results in 2017:

Donald Ross Golf Experience. Visit NC created the North Carolina Donald Ross Golf Experience hosted on VisitNC.com, highlighting resort and public courses across North Carolina designed by the world-renowned architect. In its first

month online, the Ross Experience drew 10,000 views of articles, trip ideas and videos. VisitNC.com also featured three complementary regional trip ideas.

Spring 2017 Target-Market Campaign. Visit NC launched a spring campaign encouraging visits to North Carolina by travelers in three key markets: Atlanta, Washington, D.C., and Nashville. Overall, VisitNC.com traffic from the three markets increased 99 percent.

Digital Influencer Program. Visit NC paired local tourism organizations with digital influencers to drive awareness of their communities. Bloggers and others were hosted by the Outer Banks Visitors Bureau, Jacksonville Tourism Development Authority, the High Point Convention and Visitors Bureau, the Fayetteville Area Convention and Visitors Bureau, the city of Franklin, and the Greensboro Convention and Visitors Bureau. The digital influencers, in turn, posted online content about their tourism experiences. The program resulted in 233 pieces of

North Carolina-specific content and on-location social posts.

Films Spend \$50 million in N.C. Film productions spent \$49.3 million in North Carolina in 2017, creating more than 5,300 job opportunities – including 1,000 crew and talent positions. Productions filmed in North Carolina included season two of the TNT series “Good Behavior,” the independent feature “American Animals,” documentary series “A Chef’s Life” and “My Big, Fat Fabulous Life,” and HGTV’s “Love It or List It.”

Showcasing N.C. at PGA Championship. Visit NC hosted 20 tourism industry VIPs – including journalists from Canada, Germany and the United Kingdom @ the 2017 PGA Championship golf tournament held in Charlotte. The journalists covered the PGA event and produced features on North Carolina golf experiences. Visit NC also showcased area golf, lodging and attractions to tour operators from Canada, Germany, Switzerland, France and the United Kingdom.

“Dirty Dancing” Returns. In May, ABC broadcast a remake of “Dirty Dancing.” Both the original and redux version were made in North Carolina. Visit NC ran TV ads during the remake’s broadcast in three markets – Atlanta, Washington, D.C., and Nashville. Additionally, Visit NC utilized paid and organic social media promotions to drive traffic to relevant trip idea content on the Visit NC website.

More Certified Retirement Communities. In 2017, Visit NC’s Retire NC marketing program added two new communities @ Washington and Roanoke Rapids – to its programming, bringing the number of Certified Retirement Communities in North Carolina to 17. Retire NC helps these certified communities market themselves as great places to retire.

See Appendix C for Tourism & Marketing performance metrics.

EDPNC

Salaries & Compensation

The Economic Development Partnership of North Carolina considers several factors in determining employee salaries, including the level of knowledge, experience, years in industry and supervisory skills of the employee (or candidate), as well as market conditions for the position.

To remain competitive, the EDPNC generally monitors what other states and peer organizations pay for economic development and tourism positions. In addition, the EDPNC board of directors has sole discretionary authority to determine compensation for the organization's chief executive officer, based on performance.

In addition to their salaries, EDPNC staffers can receive performance-based compensation based on their level of performance and achievements during a full calendar year. The plan enables the EDPNC to pay an employee performance-based compensation ranging from zero up to 18.75 percent of his or her gross annual salary.

The EDPNC's executive leadership and board of directors crafted the plan to increase employee accountability and reward strong performance, particularly for achievements that foster economic development in the state's rural and low-income areas.

The compensation plan is meant to create a culture that fosters

employees who are focused on organizationwide performance metrics and managers who can drive and reward individual performance.

All full-time employees and regular part-time employees are eligible to participate in the plan, which is funded by EDPNC's private investments.

Under the performance-compensation plan, each EDPNC business unit is allotted a portion of an organizationwide compensation pool, based on the unit's overall performance relative to certain key performance indicators (KPIs). Business unit employees are eligible for performance-based compensation out of the department's allotment.

Wherever applicable, the performance metrics determining an employee's performance-based compensation assign a weight to work that creates announced jobs and capital investment in Tier 1 and Tier 2 counties.

The following table on Pages 11-12 lists EDPNC positions and salaries as of Dec. 31, 2017.

Job Title	Salary	From Public Funds	From Private Funds
Accounting Manager	\$60,000.00	\$60,000.00	
Business Development Manager	\$72,000.00	\$72,000.00	
Business Recruitment Coordinator	\$53,500.00	\$53,500.00	
Business Recruitment Coordinator	\$38,000.00	\$38,000.00	
Business Recruitment Manager	\$79,900.00	\$79,900.00	
Business Recruitment Manager	\$77,000.00	\$77,000.00	
Business Recruitment Manager	\$75,000.00	\$75,000.00	
Business Recruitment Manager	\$73,500.00	\$73,500.00	
Business Recruitment Manager	\$70,000.00	\$70,000.00	
Business Recruitment Manager	\$67,000.00	\$67,000.00	
Business Systems Manager	\$80,000.00	\$80,000.00	
Chief Executive Officer	\$238,702.56	\$120,000.00	\$118,702.56
Communications & PR Manager	\$58,650.00	\$58,650.00	
Database and Social Media Specialist	\$46,914.15	\$46,914.15	
Department Operations Manager	\$48,814.74	\$48,814.74	
Director, International Trade	\$90,000.00	\$90,000.00	
Director, Regional Operations	\$71,963.55	\$71,963.55	
Director, Tourism Research	\$74,235.88	\$74,235.88	
Film Commissioner	\$80,327.45	\$80,327.45	
Grant Manager	\$50,000.00	\$50,000.00	
Grant Manager	\$49,777.43	\$49,777.43	
Graphic Designer	\$50,880.00	\$50,880.00	
Intern	\$12.00/hour	\$12.00/hour	
Intern	\$12.00/hour	\$12.00/hour	
International Trade Manager	\$70,000.00	\$70,000.00	

Job Title	Salary	From Public Funds	From Private Funds
International Trade Manager	\$69,825.50	\$69,825.50	
International Trade Manager	\$69,825.50	\$69,825.50	
Marketing Events Manager	\$59,160.00	\$59,160.00	
Marketing Strategist	\$65,000.00	\$65,000.00	
Office Manager	\$49,000.00	\$49,000.00	
Regional Industry Manager	\$66,462.50	\$66,462.50	
Regional Industry Manager	\$59,083.12	\$59,083.12	
Regional Industry Manager	\$59,083.12	\$59,083.12	
Regional Industry Manager	\$57,924.63	\$57,924.63	
Regional Industry Manager	\$57,362.25	\$57,362.25	
Regional Industry Manager	\$56,237.50	\$56,237.50	
Regional Industry Manager	\$55,000.00	\$55,000.00	
Research Analyst	\$63,650.00	\$63,650.00	
Research Analyst	\$61,800.00	\$61,800.00	
Research Analyst	\$60,000.00	\$60,000.00	
Senior Business Recruitment Manager	\$92,000.00	\$92,000.00	
Senior Business Recruitment Manager	\$89,000.00	\$89,000.00	
Senior International Trade Manager	\$82,716.36	\$82,716.36	
Senior International Trade Manager	\$82,716.36	\$82,716.36	
Senior Manager, Business Development	\$105,000.00	\$105,000.00	
Senior Manager, Tourism Marketing	\$80,327.45	\$80,327.45	
Senior Manager, Tourism Partner & Trade Relations	\$80,922.47	\$80,922.47	
Senior Small Business Counselor	\$53,843.25	\$53,843.25	
Small Business Counselor	\$45,088.31	\$45,088.31	
Small Business Counselor	\$40,800.00	\$40,800.00	

Job Title	Salary	From Public Funds	From Private Funds
Small Business Counselor	\$40,000.00	\$40,000.00	
Staff Accountant	\$47,500.00	\$47,500.00	
Tourism Communications Specialist	\$53,711.28	\$53,711.28	
Tourism Coordinator	\$35,000.00	\$35,000.00	
Tourism Industry Relations Specialist	\$56,261.16	\$56,261.16	
Tourism Marketing Specialist	\$50,434.92	\$50,434.92	
Tourism Marketing Specialist	\$49,535.79	\$49,535.79	
Tourism Partner Relations Specialist	\$45,900.00	\$45,900.00	
Tourism Public Relations Manager	\$68,681.25	\$68,681.25	
Tourism Public Relations Specialist	\$40,500.00	\$40,500.00	
VP, Business Recruitment	\$115,000.00	\$115,000.00	
VP, Finance and Administration	\$111,000.00	\$111,000.00	
VP, Global Business Services	\$115,500.00	\$115,500.00	
VP, Marketing & Research	\$95,000.00	\$95,000.00	
VP, Tourism	\$116,000.00	\$116,000.00	

EDPNC Itemized Revenues and Expenses

The EDPNC strives to attract jobs and capital investment to North Carolina while using limited resources efficiently.

The EDPNC’s funding sources for fiscal year 2017 included the state of North Carolina contract (\$21,413,482 in state funding); grant revenue (\$1,017,202); private-entity fundraising (\$1,173,504); and other revenues (\$276,996). Itemized expenses for the year included personnel (\$5,810,629); advertising and promotion (\$13,917,514); professional fees, including contracts with foreign trade offices (\$2,049,117); travel and hospitality (\$1,124,222); facilities and utilities (\$371,703); information technology (\$436,019); and other general office expenses (\$241,973).

A copy of the audited financials for EDPNC’s fiscal year ended June 30, 2017, has been provided to the Joint Legislative Economic Development and Global Engagement Oversight Committee, the Department of Commerce, and the Fiscal Research Division of the North Carolina General Assembly.

EDPNC Fundraising

Contract Year 3 Investors (continued on next page)

More than 65 private companies and organizations invested in the Economic Development Partnership of North Carolina during the third year of its operating contract with Commerce, supporting key efforts to market the state for business relocations and expansions, tourism and film productions.

The contract requires the EDPNC raise non-state funds to supplement its state funding. During the EDPNC’s third contract year beginning Oct. 6, 2016, and ending Oct. 5, 2017, the EDPNC received \$1.165 million in non-state funds, which exceeded the \$500,000 goal mandated by state budget legislation approved in June 2017.

Organization/Individual Name	Commitment
Duke Energy	\$200,000
Red Hat	\$100,000
North Carolina Railroad	\$62,500
Bank of America	\$50,000
ElectriCities of North Carolina, Inc.	\$50,000
NC Association of Realtors	\$50,000
Ogletree Deakins (in-kind)	\$34,835
Carolinas HealthCare System	\$30,000
Kilpatrick Townsend & Stockton, LLP	\$30,000
PSNC Energy	\$30,000
Balfour Beatty Construction	\$25,000
Biltmore Farms , LLC	\$25,000
Childress Klein	\$25,000
First Bank	\$25,000
Flow Lexus	\$25,000
Moore & Van Allen, PLLC	\$25,000
NC Electric Cooperatives	\$25,000
Pinnacle Bank (formerly Bank of NC)	\$25,000
Smith, Anderson, Blount, Dorsett, Mitchell & Jernigan, LLP	\$25,000

Organization/Individual Name	Commitment	Organization/Individual Name	Commitment
The Joseph M. Bryan Foundation	\$25,000	NAI Southern Real Estate	\$2,500
Chatham Park (Preston Development Corp)	\$20,000	CAPTRUST	\$2,000
SteelFab	\$20,000	Colliers International	\$2,000
Wells Fargo	\$20,000	Froehling & Robertson	\$2,000
Medical Mutual Group	\$15,000	Grubb Properties	\$2,000
The Bell Foundation	\$15,000	Timmons Group	\$2,000
SunTrust Bank	\$12,500	G-5 Properties	\$1,500
Kane Realty	\$12,000	Convention & Visitors Bureau, Pinehurst, Southern Pines, & Aberdeen	\$1,250
Lenovo (in-kind)	\$10,975	NAI Beverly Hanks Commercial	\$1,250
BB&T Corporation	\$10,000	NAI Carolantic Realty	\$1,250
Bissell Companies	\$10,000	NAI Piedmont Triad	\$1,250
Crescent Communities, LLC	\$10,000	Deloitte	\$1,000
Duke University Health System	\$10,000	Kimley-Horn and Associates, Inc.	\$1,000
McAdams Company	\$10,000	Koury Corporation	\$1,000
Orange County Economic Development	\$10,000	Robert Singer	\$1,000
Parker Poe	\$10,000	Sheila P. Knight	\$1,000
Shelco, LLC	\$10,000	Thomas Looney	\$1,000
Walbridge Construction	\$10,000	Pisgah Enterprises, Inc.	\$500
Allegacy Federal Credit Union	\$7,500	RE/MAX Winning Edge	\$250
Barnhill Contracting Company	\$5,000	Charlotte Metro Area Relocation Council	\$200
CenturyLink	\$5,000	TOTAL	\$1,165,760
K&L Gates	\$5,000		
PwC	\$4,000		
Allen Tate Relocation and Corporate Services	\$3,000		
Fidelity Bank	\$2,500		
Foundry Commercial	\$2,500		
Jacksonville Onslow Economic Development	\$2,500		

Appendix A: Business Recruitment Performance Metrics

Announced Jobs and Capital Investment by County

County	Projects Won (Total)	Jobs Announced (Total)	Investment Announced (Total)	Projects Won (New)	Jobs Announced (New)	Investment Announced (New)	Projects Won (Expansion)	Jobs Announced (Expansion)	Investment Announced (Expansion)
Alamance	2	535	\$50,925,052.00	2	535	\$50,925,052.00	0	0	\$-
Alexander	1	47	\$15,000,000.00	1	47	\$15,000,000.00	0	0	\$-
Alleghany	1	35	\$1,500,000.00	0	0	\$-	1	35	\$1,500,000.00
Anson	1	45	\$500,000.00	0	0	\$-	1	45	\$500,000.00
Ashe	0	0	\$-	0	0	\$-	0	0	\$-
Avery	0	0	\$-	0	0	\$-	0	0	\$-
Beaufort	0	0	\$-	0	0	\$-	0	0	\$-
Bertie	0	0	\$-	0	0	\$-	0	0	\$-
Bladen	2	300	\$115,848,000.00	0	0	\$-	2	300	\$115,848,000.00
Brunswick	1	35	\$3,413,060.00	1	35	\$3,413,060.00	0	0	\$-
Buncombe	2	73	\$1,294,000.00	1	47	\$500,000.00	1	26	\$794,000.00
Burke	5	632	\$116,890,000.00	2	289	\$41,225,000.00	3	343	\$75,665,000.00
Cabarrus	6	1,148	\$433,600,000.00	1	600	\$35,000,000.00	5	548	\$398,600,000.00
Caldwell	4	157	\$19,450,000.00	1	52	\$1,750,000.00	3	105	\$17,700,000.00
Camden	0	0	\$-	0	0	\$-	0	0	\$-
Carteret	0	0	\$-	0	0	\$-	0	0	\$-
Caswell	0	0	\$-	0	0	\$-	0	0	\$-
Catawba	4	348	\$130,820,000.00	0	0	\$-	4	348	\$130,820,000.00
Chatham	1	35	\$2,900,000.00	0	0	\$-	1	35	\$2,900,000.00
Cherokee	1	6	\$2,000,000.00	0	0	\$-	1	6	\$2,000,000.00
Chowan	1	32	\$3,200,000.00	0	0	\$-	1	32	\$3,200,000.00
Clay	1	15	\$6,000,000.00	0	0	\$-	1	15	\$6,000,000.00
Cleveland	3	430	\$343,000,000.00	0	0	\$-	3	430	\$343,000,000.00
Columbus	1	13	\$375,000.00	0	0	\$-	1	13	\$375,000.00
Craven	0	0	\$-	0	0	\$-	0	0	\$-
Cumberland	5	288	\$54,086,810.00	1	140	\$44,610,000.00	4	148	\$9,476,810.00
Currituck	0	0	\$-	0	0	\$-	0	0	\$-
Dare	0	0	\$-	0	0	\$-	0	0	\$-
Davidson	2	420	\$300,512,500.00	1	400	\$300,000,000.00	1	20	\$512,500.00
Davie	1	40	\$6,445,000.00	0	0	\$-	1	40	\$6,445,000.00
Duplin	0	0	\$-	0	0	\$-	0	0	\$-
Durham	3	487	\$269,000,000.00	1	70	\$30,000,000.00	2	417	\$239,000,000.00
Edgecombe	3	953	\$679,802,000.00	2	911	\$666,000,000.00	1	42	\$13,802,000.00
Forsyth	2	450	\$41,900,000.00	1	390	\$3,900,000.00	1	60	\$38,000,000.00

Appendix A: Business Recruitment Performance Metrics

Announced Jobs and Capital Investment by County

County	Projects Won (Total)	Jobs Announced (Total)	Investment Announced (Total)	Projects Won (New)	Jobs Announced (New)	Investment Announced (New)	Projects Won (Expansion)	Jobs Announced (Expansion)	Investment Announced (Expansion)
Franklin	1	40	\$5,200,000.00	0	0	\$-	1	40	\$5,200,000.00
Gaston	4	216	\$65,308,400.00	3	191	\$50,308,400.00	1	25	\$15,000,000.00
Gates	0	0	\$-	0	0	\$-	0	0	\$-
Graham	0	0	\$-	0	0	\$-	0	0	\$-
Granville	2	65	\$18,475,000.00	0	0	\$-	2	65	\$18,475,000.00
Greene	0	0	\$-	0	0	\$-	0	0	\$-
Guilford	3	122	\$11,460,000.00	0	0	\$-	3	122	\$11,460,000.00
Halifax	0	0	\$-	0	0	\$-	0	0	\$-
Harnett	0	0	\$-	0	0	\$-	0	0	\$-
Haywood	0	0	\$-	0	0	\$-	0	0	\$-
Henderson	1	22	\$500,000.00	1	22	\$500,000.00	0	0	\$-
Hertford	0	0	\$-	0	0	\$-	0	0	\$-
Hoke	2	170	\$24,000,000.00	0	0	\$-	2	170	\$24,000,000.00
Hyde	0	0	\$-	0	0	\$-	0	0	\$-
Iredell	5	579	\$49,799,000.00	3	354	\$24,299,000.00	2	225	\$25,500,000.00
Jackson	1	10	\$2,615,000.00	0	0	\$-	1	10	\$2,615,000.00
Johnston	3	196	\$26,154,426.00	0	0	\$-	3	196	\$26,154,426.00
Jones	0	0	\$-	0	0	\$-	0	0	\$-
Lee	2	390	\$217,000,000.00	1	40	\$100,000,000.00	1	350	\$117,000,000.00
Lenoir	2	60	\$20,400,000.00	0	0	\$-	2	60	\$20,400,000.00
Lincoln	1	100	\$8,361,124.00	0	0	\$-	1	100	\$8,361,124.00
Macon	0	0	\$-	0	0	\$-	0	0	\$-
Madison	1	47	\$26,000,000.00	0	0	\$-	1	47	\$26,000,000.00
Martin	1	31	\$12,800,000.00	1	31	\$12,800,000.00	0	0	\$-
McDowell	3	126	\$8,000,000.00	0	0	\$-	3	126	\$8,000,000.00
Mecklenburg	18	4,899	\$223,882,431.00	11	3,667	\$158,982,431.00	7	1,232	\$64,900,000.00
Mitchell	0	0	\$-	0	0	\$-	0	0	\$-
Montgomery	1	71	\$1,350,000.00	1	71	\$1,350,000.00	0	0	\$-
Moore	1	11	\$3,500,000.00	0	0	\$-	1	11	\$3,500,000.00
Nash	1	31	\$11,900,000.00	0	0	\$-	1	31	\$11,900,000.00
New Hanover	1	6	\$500,000.00	0	0	\$-	1	6	\$500,000.00
Northampton	1	21	\$4,900,000.00	0	0	\$-	1	21	\$4,900,000.00
Onslow	1	15	\$1,000,000.00	0	0	\$-	1	15	\$1,000,000.00
Orange	0	0	\$-	0	0	\$-	0	0	\$-

Appendix A: Business Recruitment Performance Metrics

Announced Jobs and Capital Investment by County

County	Projects Won (Total)	Jobs Announced (Total)	Investment Announced (Total)	Projects Won (New)	Jobs Announced (New)	Investment Announced (New)	Projects Won (Expansion)	Jobs Announced (Expansion)	Investment Announced (Expansion)
Pamlico	0	0	\$-	0	0	\$-	0	0	\$-
Pasquotank	0	0	\$-	0	0	\$-	0	0	\$-
Pender	3	191	\$8,467,000.00	1	107	\$1,567,000.00	2	84	\$6,900,000.00
Perquimans	0	0	\$-	0	0	\$-	0	0	\$-
Person	0	0	\$-	0	0	\$-	0	0	\$-
Pitt	3	78	\$6,355,000.00	1	25	\$250,000.00	2	53	\$6,105,000.00
Polk	1	8	\$2,000,493.00	0	0	\$-	1	8	\$2,000,493.00
Randolph	6	510	\$161,951,996.00	2	433	\$134,079,757.00	4	77	\$27,872,239.00
Richmond	1	63	\$4,210,731.00	0	0	\$-	1	63	\$4,210,731.00
Robeson	2	218	\$3,887,228.00	1	157	\$1,450,000.00	1	61	\$2,437,228.00
Rockingham	0	0	\$-	0	0	\$-	0	0	\$-
Rowan	4	131	\$30,158,000.00	1	40	\$2,000,000.00	3	91	\$28,158,000.00
Rutherford	2	92	\$1,970,000.00	0	0	\$-	2	92	\$1,970,000.00
Sampson	0	0	\$-	0	0	\$-	0	0	\$-
Scotland	3	184	\$94,626,500.00	2	156	\$93,800,000.00	1	28	\$826,500.00
Stanly	0	0	\$-	0	0	\$-	0	0	\$-
Stokes	0	0	\$-	0	0	\$-	0	0	\$-
Surry	1	50	\$5,074,000.00	0	0	\$-	1	50	\$5,074,000.00
Swain	0	0	\$-	0	0	\$-	0	0	\$-
Transylvania	0	0	\$-	0	0	\$-	0	0	\$-
Tyrell	0	0	\$-	0	0	\$-	0	0	\$-
Union	1	80	\$40,000,000.00	1	80	\$40,000,000.00	0	0	\$-
Vance	1	153	\$15,395,000.00	0	0	\$-	1	153	\$15,395,000.00
Wake	8	3,933	\$90,599,000.00	8	3,933	\$90,599,000.00	0	0	\$-
Warren	0	0	\$-	0	0	\$-	0	0	\$-
Washington	0	0	\$-	0	0	\$-	0	0	\$-
Watauga	0	0	\$-	0	0	\$-	0	0	\$-
Wayne	1	60	\$2,100,000.00	1	60	\$2,100,000.00	0	0	\$-
Wilkes	0	0	\$-	0	0	\$-	0	0	\$-
Wilson	4	496	\$337,885,788.00	2	449	\$151,000,000.00	2	47	\$186,885,788.00
Yadkin	0	0	\$-	0	0	\$-	0	0	\$-
Yancey	0	0	\$-	0	0	\$-	0	0	\$-
TOTAL	150	19,999	\$4,146,247,539.00	56	13,332	\$2,057,408,700.00	94	6,667	\$2,088,838,839.00

Appendix A: Business Recruitment Performance Metrics

Announced Jobs and Capital Investment by Tier

Tier	Projects Won (Total)	Jobs Announced (Total)	Investment Announced (Total)	Projects Won (New)	Jobs Announced (New)	Investment Announced (New)	Projects Won (Expansion)	Jobs Announced (Expansion)	Investment Announced (Expansion)
Tier 1	29	2,433	\$976,459,459.00	8	1,378	\$777,150,000.00	21	1,055	\$199,309,459.00
Tier 2	64	5,321	\$1,965,918,039.00	18	2,649	\$891,498,209.00	46	2,672	\$1,074,419,830.00
Tier 3	57	12,245	\$1,203,870,041.00	30	9,305	\$388,760,491.00	27	2,940	\$815,109,550.00
TOTAL	150	19,999	\$4,146,247,539.00	56	13,332	\$2,057,408,700.00	94	6,667	\$2,088,838,839.00

Announced Jobs and Capital Investment by Prosperity Zone

Tier	Projects Won (Total)	Jobs Announced (Total)	Investment Announced (Total)	Projects Won (New)	Jobs Announced (New)	Investment Announced (New)	Projects Won (Expansion)	Jobs Announced (Expansion)	Investment Announced (Expansion)
Western	10	273	\$42,379,493.00	2	69	\$1,000,000.00	8	204	\$41,379,493.00
Northwest	18	1,345	\$291,660,000.00	4	388	\$57,975,000.00	14	957	\$233,685,000.00
Southwest	43	7,628	\$1,194,608,955.00	20	4,932	\$310,589,831.00	23	2,696	\$884,019,124.00
Piedmont-Triad (Central)	17	2,127	\$578,268,548.00	6	1,758	\$488,904,809.00	11	369	\$89,363,739.00
North Central	29	6,779	\$1,674,311,214.00	14	5,403	\$1,037,599,000.00	15	1,376	\$636,712,214.00
Sandhills (South Central)	18	1,318	\$301,884,269.00	5	524	\$141,210,000.00	13	794	\$160,674,269.00
Southeast	9	367	\$35,880,060.00	3	202	\$7,080,060.00	6	165	\$28,800,000.00
Northeast	6	162	\$27,255,000.00	2	56	\$13,050,000.00	4	106	\$14,205,000.00
TOTAL	150	19,999	\$4,146,247,539.00	56	13,332	\$2,057,408,700.00	94	6,667	\$2,088,838,839.00

Number of Business Inquiries

During 2017, the EDPNC received 599,914 inquiries for business relocation, investment, and expansion as measured by web traffic. This total includes inquiries made by individuals seeking small business support from EDPNC’s Business Link North Carolina (BLNC) division.

Appendix B: Global Business Services Performance Metrics

Number of Existing Companies Supported by County

County	Number of Existing Companies Supported	County	Number of Existing Companies Supported
Alamance	11	Cumberland	46
Alexander	7	Currituck	1
Alleghany	5	Dare	11
Anson	10	Davidson	10
Ashe	8	Davie	9
Avery	4	Duplin	7
Beaufort	8	Durham	15
Bertie	7	Edgecombe	8
Bladen	4	Forsyth	15
Brunswick	26	Franklin	7
Buncombe	39	Gaston	14
Burke	23	Gates	3
Cabarrus	7	Graham	13
Caldwell	24	Granville	12
Camden	2	Greene	9
Carteret	14	Guilford	38
Caswell	3	Halifax	8
Catawba	45	Harnett	2
Chatham	9	Haywood	2
Cherokee	16	Henderson	17
Chowan	6	Hertford	6
Clay	5	Hoke	5
Cleveland	16	Hyde	1
Columbus	5	Iredell	28
Craven	20	Jackson	8

County	Number of Existing Companies Supported	County	Number of Existing Companies Supported
Johnston	13	Randolph	16
Jones	4	Richmond	11
Lee	11	Robeson	14
Lenoir	11	Rockingham	6
Lincoln	10	Rowan	19
Macon	10	Rutherford	9
Madison	3	Sampson	2
Martin	9	Scotland	10
McDowell	15	Stanly	20
Mecklenburg	46	Stokes	2
Mitchell	11	Surry	5
Montgomery	6	Swain	4
Moore	8	Transylvania	12
Nash	6	Tyrell	5
New Hanover	23	Union	5
Northampton	4	Vance	6
Onslow	13	Wake	60
Orange	7	Warren	1
Pamlico	4	Washington	3
Pasquotank	6	Watauga	11
Pender	15	Wayne	11
Perquimans	1	Wilkes	9
Person	3	Wilson	12
Pitt	16	Yadkin	4
Polk	4	Yancey	6
		TOTAL	1141

Appendix B: Global Business Services Performance Metrics

Number of Existing Companies Supported by Tier

Tier Designation	Number of Existing Companies Supported
Tier 1	291
Tier 2	480
Tier 3	370
TOTAL	1141

Number of Business Services Leads

During 2017, 75 Global Business Services leads resulted in a company expansion.

Appendix B: Global Business Services Performance Metrics

Number of Existing Companies Supported by Prosperity Zone

Prosperity Zone	Number of Existing Companies Supported
Western	142
Northwest	168
Southwest	175
Piedmont-Triad (Central)	119
North Central	172
Sandhills (South Central)	111
Southeast	157
Northeast	97
TOTAL	1,141

Appendix B: Global Business Services Performance Metrics

Number of Companies Receiving Export Assistance and Total U.S. Dollar Value of Exports by Assisted Companies by County

County	Co. Receiving Export Asst.	Export Value (USD)	County	Co. Receiving Export Asst.	Export Value (USD)
Alamance	18	\$8,331,866.00	Franklin	3	\$-
Alexander	2	\$-	Gaston	7	\$5,028,478.00
Alleghany	1	\$-	Gates	2	\$-
Anson	0	\$-	Graham	0	\$-
Ashe	1	\$-	Granville	2	\$4,025,000.00
Avery	0	\$-	Greene	1	\$-
Beaufort	10	\$1,820,000.00	Guilford	51	\$212,964,041.00
Bertie	1	\$-	Halifax	3	\$-
Bladen	0	\$-	Harnett	4	\$-
Brunswick	8	\$8,754,639.00	Haywood	1	\$4,530,000.00
Buncombe	31	\$814,780.00	Henderson	6	\$-
Burke	5	\$1,464,000.00	Hertford	0	\$-
Cabarrus	6	\$31,073,912.00	Hoke	1	\$-
Caldwell	4	\$15,004,000.00	Hyde	0	\$-
Camden	0	\$-	Iredell	22	\$10,748,674.00
Carteret	5	\$3,975,000.00	Jackson	1	\$-
Caswell	1	\$-	Johnston	1	\$-
Catawba	20	\$8,248,124.00	Jones	0	\$-
Chatham	5	\$-	Lee	4	\$435,397,896.00
Cherokee	1	\$2,000,000.00	Lenoir	0	\$-
Chowan	4	\$500,000.00	Lincoln	2	\$-
Clay	0	\$-	Macon	1	\$7,500.00
Cleveland	3	\$-	Madison	1	\$251,893.00
Columbus	3	\$-	Martin	2	\$-
Craven	3	\$-	McDowell	2	\$1,658,612.00
Cumberland	9	\$2,373,000.00	Mecklenburg	69	\$11,791,646.00
Currituck	1	\$-	Mitchell	3	\$6,500,000.00
Dare	2	\$-	Montgomery	3	\$-
Davidson	13	\$5,030,000.00	Moore	7	\$-
Davie	2	\$-	Nash	4	\$2,328,319.00
Duplin	0	\$-	New Hanover	19	\$2,258,921.00
Durham	18	\$1,541,643.00	Northampton	0	\$-
Edgecombe	3	\$1,600,000.00	Onslow	3	\$465,394.00
Forsyth	13	\$5,600,000.00	Orange	5	\$686,498.00

County	Co. Receiving Export Asst.	Export Value (USD)
Pamlico	0	\$-
Pasquotank	1	\$-
Pender	5	\$410,000.00
Perquimans	0	\$-
Person	0	\$-
Pitt	6	\$13,362,625.00
Polk	1	\$-
Randolph	12	\$2,276,939.00
Richmond	3	\$6,750,000.00
Robeson	1	\$-
Rockingham	2	\$-
Rowan	1	\$6,500,000.00
Rutherford	0	\$-
Sampson	1	\$-
Scotland	0	\$-
Stanly	1	\$81,600.00
Stokes	1	\$-
Surry	2	\$-
Swain	2	\$1,400,000.00
Transylvania	1	\$125,000.00
Tyrell	0	\$-
Union	7	\$28,270,000.00
Vance	2	\$-
Wake	104	\$28,995,925.00
Warren	1	\$-
Washington	2	\$-
Watauga	4	\$1,776.00
Wayne	2	\$-
Wilkes	0	\$-
Wilson	2	\$-
Yadkin	1	\$-
Yancey	0	\$-
TOTAL	588*	\$884,947,701.00

*Of the 588 companies supported, our records indicate that there were 29 instances in which a company received support in multiple counties (e.g. 2 separate facilities or divisions of the same company). The total number of unique companies supported, ignoring multiple locations, is 559.

Appendix B: Global Business Services Performance Metrics

Number of Companies Receiving Export Assistance and Total U.S. Dollar Value of Exports by Assisted Companies by Tier

Tier Designation	Companies Receiving Export Assistance	Export Value (USD)
Tier 1	60	\$37,240,112.00
Tier 2	190	\$708,254,175.00
Tier 3	338	\$139,453,414.00
TOTAL	588*	\$884,947,701.00

*Of the 588 companies supported, our records indicate that there were 29 instances in which a company received support in multiple counties (e.g. 2 separate facilities or divisions of the same company). The total number of unique companies supported, ignoring multiple locations, is 559.

Appendix B: Global Business Services Performance Metrics

Number of Companies Receiving Export Assistance and Total U.S. Dollar Value of Exports by Assisted Companies by Prosperity Zone

Prosperity Zone	Companies Receiving Export Assistance	Export Value (USD)
Western	46	\$9,129,173.00
Northwest	42	\$32,876,512.00
Southwest	118	\$93,494,310.00
Piedmont-Triad (Central)	116	\$234,202,846.00
North Central	158	\$474,575,281.00
Sandhills (South Central)	28	\$9,123,000.00
Southeast	46	\$15,863,954.00
Northeast	34	\$15,682,625.00
TOTAL	588	\$884,947,701.00

Appendix C: Tourism & Marketing Performance Metrics
Calendar Year 2016 Visitor Spending and State and Local Tax Revenue by County

County	Visitor Spending (in Millions)	State & Local Tax Receipts (in Millions)
Alamance	\$179.84	\$13.79
Alexander	\$19.89	\$1.94
Alleghany	\$23.81	\$2.73
Anson	\$16.63	\$1.40
Ashe	\$54.89	\$5.81
Avery	\$119.36	\$11.27
Beaufort	\$81.29	\$8.95
Bertie	\$13.17	\$1.48
Bladen	\$38.67	\$3.49
Brunswick	\$543.55	\$58.35
Buncombe	\$1,070.21	\$89.58
Burke	\$98.48	\$8.25
Cabarrus	\$433.03	\$32.50
Caldwell	\$52.54	\$4.52
Camden	\$2.01	\$0.27
Carteret	\$351.16	\$36.55
Caswell	\$8.91	\$1.06
Catawba	\$264.51	\$22.56
Chatham	\$33.79	\$2.65
Cherokee	\$48.11	\$4.98
Chowan	\$21.27	\$2.38
Clay	\$13.25	\$2.02
Cleveland	\$106.95	\$8.27
Columbus	\$53.48	\$4.58
Craven	\$136.88	\$10.55
Cumberland	\$525.39	\$39.62
Currituck	\$154.18	\$13.80
Dare	\$1,099.75	\$102.31
Davidson	\$159.59	\$14.21
Davie	\$36.48	\$2.71
Duplin	\$39.94	\$3.65
Durham	\$775.32	\$67.76

County	Visitor Spending (in Millions)	State & Local Tax Receipts (in Millions)
Edgecombe	\$58.00	\$4.30
Forsyth	\$846.21	\$65.98
Franklin	\$23.52	\$1.91
Gaston	\$251.71	\$18.66
Gates	\$6.22	\$0.62
Graham	\$26.87	\$3.07
Granville	\$47.08	\$4.14
Greene	\$5.87	\$0.54
Guilford	\$1,348.10	\$100.98
Halifax	\$91.78	\$7.96
Harnett	\$85.03	\$6.69
Haywood	\$178.60	\$16.63
Henderson	\$274.62	\$24.30
Hertford	\$28.44	\$2.45
Hoke	\$11.42	\$0.83
Hyde	\$34.62	\$3.54
Iredell	\$247.26	\$21.28
Jackson	\$188.24	\$19.17
Johnston	\$232.49	\$18.97
Jones	\$4.05	\$0.38
Lee	\$75.25	\$5.90
Lenoir	\$84.13	\$6.39
Lincoln	\$53.58	\$4.60
Macon	\$163.92	\$20.45
Madison	\$38.08	\$3.72
Martin	\$31.41	\$2.51
McDowell	\$56.56	\$5.06
Mecklenburg	\$5,161.07	\$371.89
Mitchell	\$23.02	\$2.02
Montgomery	\$29.26	\$4.38
Moore	\$468.86	\$38.04
Nash	\$288.23	\$23.10

County	Visitor Spending (in Millions)	State & Local Tax Receipts (in Millions)
New Hanover	\$553.60	\$49.29
Northampton	\$14.43	\$1.89
Onslow	\$222.04	\$20.15
Orange	\$192.63	\$14.64
Pamlico	\$17.70	\$2.67
Pasquotank	\$62.31	\$4.89
Pender	\$92.18	\$10.85
Perquimans	\$10.39	\$1.62
Person	\$36.35	\$2.97
Pitt	\$231.16	\$17.26
Polk	\$28.35	\$3.10
Randolph	\$138.90	\$10.77
Richmond	\$47.81	\$3.46
Robeson	\$144.65	\$11.36
Rockingham	\$70.85	\$5.50
Rowan	\$166.85	\$14.32
Rutherford	\$173.79	\$15.75
Sampson	\$50.56	\$4.48
Scotland	\$43.67	\$3.19
Stanly	\$79.37	\$7.04
Stokes	\$24.17	\$2.20
Surry	\$121.14	\$9.40
Swain	\$202.46	\$17.19
Transylvania	\$94.62	\$8.04
Tyrell	\$3.62	\$0.51
Union	\$133.30	\$9.84
Vance	\$48.10	\$4.34
Wake	\$2,171.14	\$163.06
Warren	\$25.40	\$3.19
Washington	\$15.00	\$1.49
Watauga	\$248.26	\$22.24
Wayne	\$162.31	\$12.72

County	Visitor Spending (in Millions)	State & Local Tax Receipts (in Millions)
Wilkes	\$74.83	\$5.53
Wilson	\$115.60	\$9.11
Yadkin	\$37.90	\$2.98
Yancey	\$36.86	\$4.26
TOTAL	\$22,932.13	\$1,875.75

Appendix C: Tourism & Marketing Performance Metrics

Calendar Year 2016 Visitor Spending and State and Local Tax Revenue by Tier

Tier Designation	Visitor Spending (in Millions)	State & Local Tax Receipts (in Millions)
Tier 1	\$2,306.01	\$215.75
Tier 2	\$5,395.76	\$456.65
Tier 3	\$15,230.36	\$1,203.35
TOTAL	\$22,932.13	\$1,875.75

Number of Consumer Inquiries

During 2017, EPNDC’s tourism division – VisitNC – received 7,530,199 consumer inquiries as measured by web traffic plus call center activity.

Appendix C: Tourism & Marketing Performance Metrics

Calendar Year 2016 Visitor Spending and State & Local Tax Revenue by Prosperity Zone

Prosperity Zone	Visitor Spending (in Millions)	State & Local Tax Receipts (in Millions)
Western	\$2,501.12	\$228.00
Northwest	\$1,073.01	\$96.19
Southwest	\$6,649.75	\$489.80
Piedmont-Triad (Central)	\$2,972.09	\$229.58
North Central	\$4,207.93	\$332.73
Sandhills (South Central)	\$1,413.77	\$113.43
Southeast	\$2,213.41	\$212.09
Northeast	\$1,901.05	\$173.93
TOTAL	\$22,932.13	\$1,875.75

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ROY COOPER
Governor

ANTHONY M. COPELAND
Secretary

Attachment 3

Listing of Each Entity Referred to Commerce by the EDPNC in 2017

Companies Locating or Expanding in North Carolina (Referred in 2017, Announced in 2017)

Entity	Jobs Announced	Capital Investment Announced	Tier	County
ABC Phones of North Carolina, Inc.	250	\$4,950,000.00	3	Wake
Absolute Bus (Ventura Coach)	61	\$2,437,228.00	1	Robeson
AccuMed	40	\$6,445,000.00	2	Davie
ACLC (Advanced Computer Learning Company)	75	\$612,810.00	2	Cumberland
Adhezion Biomedical, LLC	40	\$3,500,000.00	1	Caldwell
Advanced Digital Cable Inc	15	\$6,000,000.00	1	Clay
Advanced Superabrasives Inc	47	\$26,000,000.00	2	Madison
AEGIS Power Systems, Inc.	6	\$2,000,000.00	1	Cherokee
Airgas Inc	35	\$47,000,000.00	2	Alamance
Albemarle Corporation	170	\$10,500,000.00	2	Cleveland
AlloyWorks LLC	23	\$20,000,000.00	2	Rowan
Allstate Insurance	2,250	\$22,600,000.00	3	Mecklenburg
Altec Industries	50	\$5,074,000.00	2	Surry
Amazon	600	\$35,000,000.00	3	Cabarrus
AMP Services, LLC	40	\$4,000,000.00	1	Caldwell
Apparel USA	157	\$1,450,000.00	1	Robeson
Armstrong Marine	15	\$1,000,000.00	2	Onslow
Artisnal Brewing Ventures	45	\$6,000,000.00	3	Mecklenburg
AXA Financial Group	550	\$18,000,000.00	3	Mecklenburg
Butterball Corporation	50	\$22,300,000.00	2	Hoke
Caesarstone	69	\$3,223,438.00	3	Mecklenburg
CCBCC Operations, LLC	20	\$4,000,000.00	2	Guilford
Cheney Brothers	105	\$19,500,000.00	3	Iredell
Conduent Business Services, LLC	200	\$2,700,000.00	3	Wake
Core Technology Molding	22	\$4,000,000.00	2	Guilford

Entity	Jobs Announced	Capital Investment Announced	Tier	County
Corning Life Sciences	111	\$86,000,000.00	1	Edgecombe
Corning Life Sciences	317	\$189,000,000.00	3	Durham
Credit Suisse	1,200	\$65,000,000.00	3	Wake
Critical Capabilities, LLC	151	\$33,865,000.00	2	Burke
Dhollandia	150	\$35,000,000.00	2	Gaston
Direct Market Access	13	\$375,000.00	1	Columbus
East Fork Pottery	26	\$794,000.00	3	Buncombe
Edwards Wood Products Inc	91	\$50,000,000.00	1	Scotland
EGGER Group	400	\$300,000,000.00	2	Davidson
Ethan Allen Inc	16	\$400,000.00	1	McDowell
FCC North Carolina, Inc	28	\$826,500.00	1	Scotland
Fibertex	145	\$114,125,000.00	2	Randolph
Firestone Fibers & Textiles Co	25	\$15,000,000.00	2	Gaston
FOX Factory, Inc.	47	\$500,000.00	3	Henderson
Fresenius Kabi	445	\$150,000,000.00	2	Wilson
Grady White Boats	44	\$5,800,000.00	2	Pitt
Greenworks Tools (Sunrise Global Marketing)	187	\$23,225,000.00	2	Burke
Infosys Limited	2,000	\$8,730,000.00	3	Wake
ITI Technologies	35	\$3,413,060.00	3	Cabarrus
Johnson Controls Inc	60	\$38,000,000.00	3	Forsyth
K3 Enterprises	47	\$1,777,000.00	2	Cumberland
Kellex Seating	32	\$1,800,000.00	2	Burke
Kinlaw's Meat Market	11	\$515,000.00	2	Cumberland
Linamar Forgings Carolina, Inc.	31	\$6,885,788.00	2	Wilson
LS Tractor USA	31	\$11,900,000.00	2	Nash
Mack Molding Co Inc	120	\$6,000,000.00	3	Iredell
Mako Medical Laboratories	153	\$15,395,000.00	1	Vance
Manual Woodworkers & Weavers	77	\$1,450,000.00	1	Ashe
MAS Capital	288	\$19,954,757.00	2	Randolph
Metallum Recycling LLC	28	\$366,426.00	3	Johnston
Michelle Parisou	15	\$520,000.00	1	Rutherford
New York Air Brake	28	\$1,158,000.00	2	Rowan
NN, Inc.	200	\$10,912,217.00	3	Mecklenburg
Northampton Peanut Company	21	\$4,900,000.00	1	Northampton
Palziv America	40	\$5,200,000.00	2	Franklin

Entity	Jobs Announced	Capital Investment Announced	Tier	County
Paraclete Sky Adventures, LLC	120	\$1,700,000.00	2	Hoke
Pfizer Inc.	40	\$100,000,000.00	2	Lee
Plastek Industries	63	\$4,210,731.00	1	Richmond
PRA Group	500	\$3,925,052.00	2	Alamance
Profile Products	16	\$8,000,000	2	Catawba
Prysmian Group	50	\$54,630,000.00	2	Catawba
Regulator Marine Inc	32	\$3,200,000.00	1	Chowan
Reliance Packaging	11	\$3,500,000.00	3	Moore
Revlon Inc	55	\$16,125,000.00	2	Granville
Ryan-Al Door Systems	52	\$1,750,000.00	1	Caldwell
Sapona Plastics LLC	25	\$2,710,291.00	2	Randolph
Sealed Air Corporation	25	\$10,200,000.00	1	Caldwell
Selma Precision Technologies	38	\$12,000,000.00	3	Johnston
Shalag US, Inc.	10	\$2,350,000.00	2	Granville
SiteHands, Inc.	249	\$3,900,000.00	3	Mecklenburg
SouthCorr Packaging	22	\$8,369,290.00	2	Randolph
Superion, LLC	80	\$3,460,000.00	2	Guilford
Time Warner Cable, Inc.	655	\$6,615,000.00	3	Mecklenburg
Triangle Tyre Co., Ltd.	800	\$580,000,000.00	1	Edgecombe
Tristone Flowtech USA, Inc.	302	\$23,614,000.00	3	Iredell
TrueLearn LLC	44	\$435,000.00	3	Iredell
Tükek Holding	390	\$3,900,000.00	3	Forsyth
Veka	102	\$18,000,000.00	2	Burke
Williams-Sonoma, Inc.(Sutter Street Mfg)	72	\$1,190,000.00	2	Catawba

Companies Not Selecting North Carolina

(Referred in 2017, Announced in 2017)

Entity	Jobs	Capital Investment	Tier(s) Under Consideration	Counties Considered
Affordable Care Inc.	247	\$6,000,000.00	1	Lenoir
eClerx	130	\$1,300,000.00	2	Cumberland
Honeywell Scanning Mobility	303	\$5,760,000.00	3	Mecklenburg
Interstate Resources	50	\$15,000,000.00	1; 2; 3	Alamance; Chatham; Davidson; Forsyth; Guilford; Montgomery; Moore; Randolph
Loretta Lee Ltd.	403	\$25,000,000.00	1; 2; 3	Buncombe; Cherokee; Cleveland; Cumberland; Guilford; Lee; Nash; Rutherford; Wilson
Louis Vuitton	507	\$23,450,000.00	3	Mecklenburg
Piping Rock Health Products LLC	367	\$24,850,000.00	1; 2	Cumberland; Halifax
Polyram Plastics Industries	53	\$14,000,000.00	1; 2; 3	Alamance; Alexander; Anson; Cabarrus; Catawba; Chatham; Cleveland; Cumberland; Durham; Edgecombe; Franklin; Harnett; Iredell; Johnston; Lee; Lincoln; Mecklenburg; Nash; Orange; Person; Randolph; Rowan; Sampson; Stanly; Vance; Wake; Wilson
PSA Groupe	20	\$1,000,000.00	3	Wake
Republic Services	687	\$24,600,000.00	3	Mecklenburg
Sky Packaging	46	\$17,000,000.00	3	Cabarrus
Van Hool	596	\$47,000,000.00	3	Iredell

Companies Still Considering a North Carolina Location, as of February 15, 2017

Tier	No. of Projects	Jobs	Investment
Tier 1	8	1,514	\$148,710,000.00
Tier 2	18	2,512	\$632,915,000.00
Tier 3	23	9,968	\$1,291,095,851.00
Tiers 1, 2	1	156	\$16,400,000.00
Tiers 1, 3	1	864	\$14,175,000.00
Tiers 2, 3	5	1,640	\$380,811,000.00
Tiers 1, 2, 3	6	1,494	\$500,245,525.00



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Secretary

Attachment 4

Issues of Non-Compliance by the EDPNC and Response from Commerce in CY 2017

Date	Instance of Non-Compliance	Commerce Response
None	None	None

Attachment 5

Listing of Each Person or Entity Solicited for Funds by the Secretary of Commerce on Behalf of the EDPNC in CY 2017

Date	Entity	Amount of Funds Donated
None	None	None

Attachment 6

Listing of Gifts/Contributions Received by the EDPNC by Entity Receiving Award from Commerce in CY 2017*

Name of Entity	Amount of Gift	Amount of Award
None	None	None

** This does not include local governments through which awards for some programs flow.*