

**Collaboration for Prosperity Zones Annual Report and
Report on Performance Metrics for Community Planners**

Citation of Law or Resolution:	S.L. 2017-57
Section Number:	Sections 15.10.(a) and 15.10.(b)
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Receiving Entities:

The Joint Legislative Oversight Committee on Agriculture and Natural and Economic Resources
The Joint Legislative Economic Development and Global Engagement Oversight Committee
The Fiscal Research Division

Submitting Entity:

N.C. Department of Commerce, Rural Economic Development Division, Main Street & Rural Planning
Center



**NC DEPARTMENT
of COMMERCE**
RURAL ECONOMIC
DEVELOPMENT

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August 1, 2023

MEMORANDUM

TO: The Joint Legislative Oversight Committee on Agriculture and Natural and Economic Resources
The Joint Legislative Economic Development and Global Engagement Oversight Committee
The Fiscal Research Division

FROM: Elizabeth H. Parham, Director
NC Main Street & Rural Planning Center

SUBJECT: Collaboration for Prosperity Zones Annual Report and Report on Performance Metrics for Community Planners – Fiscal Year 2023

Citation of Law: S.L. 2017-57
Section Number: Sections 15.10.(a) and 15.10.(b)

BACKGROUND

As stated in Part III, Section 3.1, of North Carolina Session Law (S.L.) 2014-18, the intent of the General Assembly when it created the State's eight Collaboration for Prosperity Zones through North Carolina General Statute (G.S.) 143B-28.1 was, to "... establish geographically uniform zones in this State to facilitate collaborative and coordinated planning and use of resources, to improve cooperation with other governmental and nonprofit entities at the local and regional level, to facilitate administrative efficiencies within State government, to receive advice on economic development issues by local boards established by a North Carolina nonprofit corporation with which the Department of Commerce contracts, and, to the extent feasible, to establish one-stop sources in each region for citizens and businesses seeking State services at a regional level."

For each Collaboration for Prosperity Zone established by G.S. 143B-28.1, Sections 15.10.(a) and 15.10.(b) of North Carolina Session Law 2017-57 require that the N.C. Department of Commerce submit to the North Carolina General Assembly Joint Legislative Oversight Committee on Agriculture and Natural and Economic Resources, the Joint Legislative Economic Development and Global Engagement Oversight Committee, and the Fiscal Research Division, an annual report that outlines performance on the following criteria:

- (1) Jobs anticipated to result from efforts of the employees, including the name and contact person for each company creating new jobs in the zone.
- (2) The location of each project, including the development tier designation of the location.

- (3) Project leads that were not submitted to the Department for possible discretionary incentives pursuant to Chapter 143B of the General Statutes.
- (4) Proactive local government outreach to share information and planning services that are available.
- (5) Coordination of regular meetings with Prosperity Zones agency representatives to increase collaboration of services and resources to local communities.
- (6) Completion of strategic economic development plans, downtown revitalization project plans, implementation services, market studies, Geographical Information Systems (GIS) mapping, and assistance with development policies for local governments that can be measured for economic impact, including investment, business growth, and jobs as a result of the planning effort.
- (7) Existing business expansion activities, service requests, and number of contacts and inquiries.
- (8) New business location activities and number of contacts and inquiries.

PROSPERITY ZONE PERFORMANCE – FISCAL YEAR 2023

The NC Main Street & Rural Planning Center in the North Carolina Department of Commerce, Rural Economic Development (Rural) Division, prepared this report with data and information provided by the Economic Development Partnership of North Carolina (EDPNC) and the Rural Division. The report addresses the performance criteria for the Prosperity Zones for Fiscal Year (FY) 2023.

Performance Criteria 1, 2, and 3

- (1) Jobs anticipated to result from efforts of the employees, including the name and contact person for each company creating new jobs in the zone.
- (2) The location of each project, including the development tier designation of the location.
- (3) Project leads that were not submitted to the Department for possible discretionary incentives pursuant to Chapter 143B of the General Statutes.

Note: The information in the tables below reflects work performed by and data reported by the Economic Development Partnership of North Carolina.

North Central Prosperity Zone					
Number of Jobs	Company	Contact	County	Tier	Submitted for Incentives
26	Arauco USA	Jeff McMillian	Chatham	3	Yes
175	Novo Nordisk	Ernest Pearson	Johnston	3	No
61	Bridgestone Bandag Tire Solutions	Mark Williams	Granville	2	Yes
42	Huttig Building Products	Darin Holderness	Nash	1	Yes
14	Gaines Oil Company	Todd Gaines	Chatham	3	Yes
201	Catalent Pharma Solutions	Kerri Church	Durham	3	Yes
100	Berk-Tek Inc	Beth Crilley	Wake	3	No
619 Jobs	7 Companies				

Northeast Prosperity Zone					
Number of Jobs	Company	Contact	County	Tier	Submitted for Incentives
25	Albemarle Boats Inc	Burch Perry	Chowan	1	Yes
10	Weldon Steel Corporation	Kris Neal	Halifax	1	Yes
14	Minges Bottling Group	Landon Minges	Pitt	1	No
31	Elite Truck Boxes LLC	Warren Allen	Beaufort	2	Yes
80 Jobs	4 Companies				

Northwest Prosperity Zone					
Number of Jobs	Company	Contact	County	Tier	Submitted for Incentives
125	MDI (Merchants Distributors, Inc.)	John Orgain	Caldwell	1	Yes
30	Molded Fiber Glass	Nick Stepanek	Burke	1	Yes
20	Hancock & Moore	Carrie Regan	Alexander	2	Yes
78	Gerresheimer Glass Inc.	Lynn Robinson	Burke	1	Yes
8	Mountain Community Health Partnership	Chuck Shelton	Yancey	2	Yes
100	Unix Packaging, Inc	Bobby Melamed	Burke	1	Yes
24	NAPCO, INC.	Rocky Proffitt	Alleghany	2	Yes
14	Paragon Films	Brandon Kale	Alexander	2	Yes
25	MAYNARD ELECTRIC COMPANY, LLC.	Holly Phillips	Burke	1	Yes
424 Jobs	9 Companies				

Piedmont-Triad (Central) Prosperity Zone					
Number of Jobs	Company	Contact	County	Tier	Submitted for Incentives
35	FRANK L. BLUM CONSTRUCTION COMPANY	Bill Ball	Forsyth	2	Yes
37	Imaflex Usa, Inc.	Tim Mages	Davidson	2	Yes
18	PEMMCO Manufacturing, Inc.	Rick Powell	Randolph	2	Yes
9	Mitchell's Meat Processing, LLC	Carl Mitchell	Stokes	2	Yes
41	Kurz Transfer Products	LaRue Cribb	Davidson	2	Yes
31	IQE North Carolina	Chris Santana	Guilford	2	Yes
313	Ziehl-Abegg, Inc.	Jimmy Mitchell	Forsyth	2	Yes
135	Alamance Foods Inc	Nick Wong	Alamance	2	Yes
19	Mid State Trailers	James Shaw	Randolph	2	Yes
20	Childress Vineyards	Tim Williams	Davidson	2	Yes
31	A.M. Haire Manufacturing & Service Corporation	Rita Haire	Davidson	2	Yes
52	Avgol Nonwovens Industries	Terry Bralley	Davie	2	Yes

Piedmont-Triad (Central) Prosperity Zone <i>(continued)</i>					
Number of Jobs	Company	Contact	County	Tier	Submitted for Incentives
33	Armen Stone, LLC	Greg Margosian	Alamance	2	Yes
59	Tex Tech Coatings	Lauren Berry	Forsyth	2	Yes
85	TAT Piedmont	Drew Boesel	Guilford	2	Yes
21	EGGER Wood Products, LLC	Jonathon Stephens	Davidson	2	Yes
82	Cross Technology - Nu-Tech	Tena Williams	Yadkin	2	Yes
51	Vecoplan, LLC	Matthew Carlson	Guilford	2	Yes
51	Phase Change Energy Solutions, Inc.	Todd Meade	Guilford	2	Yes
178	Energizer, LLC	Kevin Rejent	Randolph	1	Yes
101	Dewey's Bakery, Inc.	Roderick (Rod) Hogan	Forsyth	2	No
16	Solar Era Lighting Systems (SELS)	Rafael Badilla	Guilford	2	Yes
1,418 Jobs	22 Companies				

Sandhills (South Central) Prosperity Zone					
Number of Jobs	Company	Contact	County	Tier	Submitted for Incentives
22	Asbury Carbons, Inc	Noah Nicholson	Robeson	1	Yes
131	American Woodmark Corporation	Kevin Dunnigan	Richmond	1	Yes
15	Dubose Steel Inc	Scott Harris	Sampson	1	Yes
58	Peanut Processors, Inc.	Zack Barnes	Bladen	1	Yes
20	Pilkington North America Inc.	Josh Malancuk	Scotland	1	Yes
40	Carolina Growler Inc.	John Crews	Moore	3	Yes
100	Direct Pack, Inc.	Michael Palmer	Richmond	1	Yes
386 Jobs	7 Companies				

Southeast Prosperity Zone					
Number of Jobs	Company	Contact	County	Tier	Submitted for Incentives
70	CIRCLE T TRUCKING LLC	Travis Turnage	Greene	1	Yes
485	GE Hitachi Nuclear Energy	Adam DeMella	New Hanover	3	Yes
64	Aylward Enterprises Inc	Frank Brown	Craven	2	Yes
30	Stanadyne Corporation	Regena Parnell	Onslow	1	Yes
19	Cottle Farms	Ron Cottle	Duplin	1	Yes
5	Heritage Family Health and Wellness	Debra Fell	Greene	1	No
39	Select Genetics	Anthony Steed	Wayne	1	Yes
5	National Gypsum Co	Mundise Mortimer	New Hanover	3	No
717 Jobs	8 Companies				

Southwest Prosperity Zone					
Number of Jobs	Company	Contact	County	Tier	Submitted for Incentives
58	NVR Inc.	Gregory Kirk	Cleveland	1	Yes
91	Huber Technology	Jason Miller	Lincoln	3	Yes
20	Maco, Inc.	Todd Melton	Cleveland	1	Yes
14	STOUT HEATING & AIR CONDITIONING INC.	Mark Stout	Rowan	2	Yes
24	Bosch Rexroth Corporation	Mark Rohlinger	Mecklenburg	3	Yes
23	Safety Test & Equipment Company, Inc.	Drew Beam	Cleveland	1	Yes
29	Fab-Con Machinery Corp	D. Bowen Heath	Rowan	2	Yes
22	New Finish, Inc.	Steve Bradley	Stanly	2	Yes
30	Fibreworks Composites, LLC	Joseph Hofmann	Iredell	3	No
131	Bosch	David Lee	Cleveland	2	Yes
119	SEG SYSTEMS, LLC	Reid Johnson	Mecklenburg	3	Yes
18	Actega	Mark Westwell	Cleveland	2	Yes
6	National Gypsum	Mundise Mortimer	Gaston	2	Yes
404	Bosch	David Lee	Lincoln	3	Yes
66	Reynolds Consumer Products	Clay Andrews	Mecklenburg	3	No
1,055 Jobs	15 Companies				

Western Prosperity Zone					
Number of Jobs	Company	Contact	County	Tier	Submitted for Incentives
26	S.I.S. Enterprises dba SIScovers	Shari Hammer	Transylvania	2	Yes
5	Mimms Family Dentistry	Jared Huston	Cherokee	1	No
57	Ipca Laboratories	Dani Bailey	Transylvania	3	Yes
40	Spark Robotic	Frank Johnson	Madison	2	Yes
40	Meritor Inc. - Fletcher	Richard Robinson	Henderson	3	Yes
12	American Sewing Corp.	Kyle Coar	Jackson	2	Yes
180 Jobs	6 Companies				

All Prosperity Zones	Number of Jobs	Numer of Companies
Total	4,879	78

Performance Criterion 4

- (4) Proactive local government outreach to share information and planning services that are available.

Community Planners with the N.C. Department of Commerce's Rural Division, also known as Rural Planners, are based in and serve each Prosperity Zone. The Rural Planners are required to share information with all local units of governments in their region. This is primarily accomplished through visits to counties and municipalities to meet with local government officials, presentations at regional meetings, virtual meetings, and electronic distribution of Rural Division and NC Main Street & Rural Planning Center materials on existing programs and upcoming initiatives pertaining to economic development planning services and resources. Rural Planners also meet at least quarterly with their respective Prosperity Zone's EDPNC Regional Industry Manager and at least annually with the other state agency representatives that serve their regions.

Performance Criterion 5

- (5) Coordination of regular meetings with Prosperity Zones agency representatives to increase collaboration of services and resources to local communities.

Since 2014, Prosperity Zone agency representatives have developed partnerships to increase collaboration of services and resources to benefit communities. Initially, representatives from the EDPNC, N.C. Department of Transportation (NCDOT), and N.C. Department of Environmental Quality (NCDEQ) worked together to establish a presence in each Prosperity Zone. The group of Prosperity Zone agency representatives has since grown to include NC Community College System (NCCCS) staff, NCWorks (N.C. Department of Commerce) staff, Rural Planners (N.C. Department of Commerce, Rural Economic Development Division, Main Street & Rural Planning Center), local school administrative unit or Department of Public Instruction designees (N.C. State Board of Education), North Carolina State University Industry Expansion Solutions (NCSU – IES) staff, and a variety of local partners. Each Prosperity Zone has a co-location where agency representatives hold office hours and meet with partners and clients. Marketing materials and contact information for the various representatives is available in each co-location.

In addition to collaborating in co-locations, Prosperity Zones agency representatives hold joint meetings and work on projects with local partners and clients in their regions.

PROSPERITY ZONE COLLABORATION MEETINGS

Prosperity Zone agency representatives held regional meetings in FY 2023, either virtually or in person. These Prosperity Zone partners meetings typically provide an opportunity for agency representatives to share project information, collaborate on new ideas for approaching and supporting industry, and receive general updates from each respective partner regarding economic development and growth in the Prosperity Zone. Partners that participate in these meetings usually include representatives from EDPNC, NCCCS Regional Directors of Customized Training, NCCCS Apprenticeship NC staff, NCWorks Regional Operations Directors, NCDEQ Regional Managers, NCSU – IES staff, NCDOT staff, and Rural Planners.

In FY 2023, the Southwest Prosperity Zone (SWPZ) partners reactivated a series of county-by-county, in-person meetings that the group started before the COVID-19 pandemic. Every two months, the SWPZ partners hold a collaboration meeting in a different county in the region. They invite county and

municipal elected officials and managers, local economic developers and economic development commissions, area school system and community college representatives, as well as leaders of industries within the county. The partners present their programs and services, share their contact information, and answer questions. In FY 2023, the SWPZ partners held meetings in Lincoln County (February 2023) and Iredell County (May 2023). The meetings have typically been well-attended and draw, on average, participants from eight to twelve industries.

Performance Criterion 6

- (6) Completion of strategic economic development plans, downtown revitalization project plans, implementation services, market studies, Geographical Information Systems (GIS) mapping, and assistance with development policies for local governments that can be measured for economic impact, including investment, business growth, and jobs as a result of the planning effort.

The FY 2023 performance metrics for work completed by Rural Planners in the Prosperity Zones are shown below, followed by some examples of programs and services they offered.

FY 2023 PERFORMANCE METRICS FOR RURAL PLANNERS

PROJECTS/SERVICES COMPLETED	PROSPERITY ZONES							
	North Central	Northeast	Northwest	Piedmont-Triad (Central)	Sandhills (South Central)	Southeast	Southwest	Western
Strategic Plans	6	6	2	1	2	2	1	2
Downtown Revitalizations Plans	-	-	1	-	-	-	1	1
Implementation Services	5	10	4	8	5	7	4	8
Market Studies	5	3	1	-	-	3	3	6
GIS Mapping	2	3	2	1	1	1	2	4
Assistance with Development Policies	1	4	-	-	-	-	1	3
Total	19	26	10	10	8	13	12	24

CREATING OUTDOOR RECREATION ECONOMIES (CORE) PROGRAM

The Rural Division launched a new initiative in FY 2023, Creating Outdoor Recreation Economies (CORE), that offers strategic planning and technical assistance to help rural North Carolina communities leverage the state's abundant outdoor recreation assets to support local economic growth. CORE is funded by a U.S. Economic Development Administration State Tourism Grant.

Rural Planners facilitate strategic planning processes with CORE program participants to identify outdoor recreation assets that present economic growth opportunities and to create strategies to develop them. Strategies will focus on actions and projects communities can do to increase tourism, encourage small business development, enhance quality of life for residents, plan for asset and infrastructure development, and/or position themselves to grow and attract outdoor gear manufacturing industries. The CORE program will also provide technical assistance and training to help

communities implement their strategies. Thirty-four local governments are engaged in the CORE program.

RURAL COMMUNITY CAPACITY (RC2) PROGRAM ASSISTANCE

The Rural Community Capacity (RC2) program, part of the Rural Division's Rural Transformation Grant Fund, provides local governments from rural and distressed areas with educational programming, technical assistance, and other support to help them plan and implement economic development programs and projects. In FY 2023, Rural Planners led two class sessions for the first RC2 cohort: one on asset-based economic development strategic planning and another on project development. Participants prepared economic development project summaries to share with potential funders.

Performance Criterion 7

(7) Existing business expansion activities, service requests, and number of contacts and inquiries.

Note: The information in the tables below reflects work performed by and data reported by the Economic Development Partnership of North Carolina.

FY 2023 - EXISTING INDUSTRY

Prosperity Zone	Direct Account Interactions	Companies Supported
North Central	168	143
Northeast	153	140
Northwest	154	131
Piedmont-Triad	164	131
South Central	120	109
Southeast	168	129
Southwest	176	155
Western	98	92
Total	1,201	1,030

FY 2023 - INTERNATIONAL TRADE

Prosperity Zone	Requests for Assistance	Companies Supported
North Central	373	137
Northeast	54	30
Northwest	73	42
Piedmont-Triad	270	121
South Central	103	49
Southeast	100	36
Southwest	306	120
Western	63	34
Total	1,342	569

FY 2023 – EXISTING INDUSTRY & INTERNATIONAL TRADE

All Prosperity Zones	Requests for Assistance	Companies Supported
Total	1,035	1,028

Performance Criterion 8

(8) New business location activities and number of contacts and inquiries.

Note: The information in the tables below reflects work performed by and data reported by the Economic Development Partnership of North Carolina.

FY 2023 - EXISTING INDUSTRY

Prosperity Zone	Direct Account Interactions	Companies Supported
North Central	129	129
Northeast	65	65
Northwest	75	75
Piedmont-Triad	93	93
South Central	91	91
Southeast	71	71
Southwest	126	126
Western	78	78
Total	728	728

FY 2023 - INTERNATIONAL TRADE

Prosperity Zone	Requests for Assistance	Companies Supported
North Central	98	94
Northeast	12	12
Northwest	21	21
Piedmont-Triad	55	52
South Central	22	22
Southeast	14	14
Southwest	65	65
Western	20	20
Total	307	300

FY 2023 – EXISTING INDUSTRY & INTERNATIONAL TRADE

All Prosperity Zones	Requests for Assistance	Companies Supported
Total	1,035	1,028