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Weekly highlights from the  
North Carolina Department of Commerce



(Left-right) Sierra Nevada CEO Ken Grossman, Governor Bev Perdue and Sierra Nevada co-manager Brian Grossman (Photo by Max Cooper, Mountain Xpress)

## Sierra Nevada taps Western N.C.

Governor Bev Perdue on Jan. 25 joined executives from Sierra Nevada Brewing Co., an independent, family-owned pioneer in craft brewing, in announcing that it will locate a brewing facility for the East Coast in Mills River as well as an onsite restaurant. The project was made possible in part by a \$1.025 million grant from the One North Carolina Fund. The N.C. Department of Commerce's [Garrett Wyckoff](#) was the developer on this project.

Perdue was joined by Sierra Nevada CEO Ken Grossman and several local officials for the announcement in Henderson County.

The company plans to create 95 full-time jobs as part of the grant and invest \$107.5 million during the next five years in Henderson County. In addition, the company expects to hire another 80 part-time employees and expects to create about 60 construction and mechanical jobs during its 24-month building phase. These jobs will be created in gradual phases starting in mid to late 2012 and continuing through 2013.

Through use of the One NC Fund, more than 60,000 jobs and \$11 billion in investment have been created since 2001. Other partners that helped with this project include: the N.C. Department of Commerce, N.C. Community Colleges, N. C. Department of Transportation, Henderson County, the Town of Mills River, Henderson County Partnership for Economic Development, and the Golden LEAF Foundation. [Read more](#)



Photo courtesy of the Town of Beaufort

## Beaufort in the lead for Budget Travel's 'Coolest Small Town'

Voting ends today (Jan. 31) in *Budget Travel's* "Coolest Small Town in America" poll, and Beaufort needs your help to maintain the lead. The coastal community has been running neck-and-neck with Hammondspport, N.Y., for the past few days, and the outcome is far from certain. The award is a major national distinction. A win would raise awareness, increase visibility, encourage travel and help stimulate the economy of this vibrant and unique Carteret County town. [Go to Budget Travel's website to vote today.](#)



(Left-right) N.C. Department of Commerce Director of Tourism Marketing Wit Tuttell, food and travel writer Ted Lee, Assistant Secretary for Tourism, Film and Sports Development Lynn Minges, Fullsteam Brewery owner Sean Wilson and Public Relations Manager Margo Knight Metzger

## Tourism's 'Uniquely N.C.'

[from ThriveNC. Read more from AdvantageWest.](#)

[Beer News: Dispatches from Gov. Perdue and Sierra Nevada press conference](#) (*Mountain Xpress*, Jan. 25)

[Officials: Sierra Nevada will have huge impact on region](#) (*BlueRidgeNow.com*, Jan. 26)



(Left-right) Sierra Nevada CEO Ken Grossman, Mills River Mayor Roger Snyder, N.C. Department of Commerce Deputy Secretary Dale Carroll, and Governor Bev Perdue



N.C. Department of Commerce Secretary Keith Crisco (bottom, second from right) with the 2011 Main Street Award winners

## 2011 Main Street Award winners announced

N.C. Department of Commerce Secretary Keith Crisco presented 21 awards to participants in the [N.C. Main Street Program](#). Award winners were recognized for excellence in downtown revitalization efforts in categories such as promotion, organization, design and economic restructuring.

"Our successful Main Street programs have proven that revitalizing our downtown areas can help grow local small businesses, attract new investments and create jobs," said Crisco. "Congratulations to this year's winners for their efforts to improve communities across North Carolina."

The Main Street program helps small towns preserve their historic fabric and, using local resources, build on their unique characteristics to create vibrant central business districts. This year's award winners were chosen by a panel of independent judges from dozens of applications submitted by Main Street participants throughout the state.

The [Small Town Main Street program](#) is designed to provide downtown revitalization assistance to small towns (under

## New York event draws top-tier media

Teaming with 40 partners from across the state, the N.C. Department of Commerce's Division of Tourism, Film and Sports Development hosted nearly 100 media, including writers from many of the nation's top travel publications, showcasing the best of North Carolina for 2012.

This year's event marked the Division's fifth annual New York City mission and included more journalists and partners than ever before. The event was themed "Uniquely NC" and featured top chefs from all three regions of the state along with N.C. wine, craft beer and spirits. Using the hashtag #uniquelync, partners, guests and N.C. fans contributed tweets throughout the evening on a Twitter wall at the event. Go to [Twitter.com](#) and type in #uniquelyNC to see the conversation.

Division staff and partners met with key travel and lifestyle producers, writers and editors from many high-profile publications including *Bon Appétit*, *Food & Wine*, *Ladies' Home Journal*, *Men's Journal*, *O – the Oprah Magazine*, *Real Simple*, *Saveur*, *Southern Living*, *Travel + Leisure*, and *Golf Digest* plus "CBS This Morning" and more.

Attending partners included:

- Asheville Convetion & Visitors Bureau
- Asheville Independent Restaurant Association
- Bald Head Island
- Biltmore
- Burlington/Alamance County CVB
- Charlotte Regional Visitors Authority
- Childress Vineyards
- Distl Public Relations: Jackson County Burke County, Surry County, Beech Mountain
- Durham CVB
- Eastern Band Cherokee Indians Travel & Promotions
- Fullsteam Brewery
- Greater Raleigh CVB
- Greensboro Area CVB
- Hickory Furniture Mart
- John C Campbell Folk School
- MerleFest
- Pinehurst, Southern Pines, Aberdeen Area
- N.C. Museum of Natural Sciences
- N.C. Brewers Guild
- N.C. Wineries
- North Carolina's Brunswick Islands
- Outer Banks Visitors Bureau
- Swain County Tourism Development Authority
- The Umstead Hotel and Spa
- Transylvania County Tourism
- Troy & Sons Distillers
- Visit Winston-Salem
- Wilmington & Island Beaches CVB
- Wilson Visitors Center

7,500 populations) that are not likely, due to size or resource limitations, to pursue the regular North Carolina Main Street program. Admittance into the Small Town Main Street program is through an annual, competitive application process. [Read more.](#)

[West Jefferson, Elkin win Main Street awards](#) (*The Winston-Salem Journal*, Jan. 26)



*N.C. Department of Commerce Secretary Keith Crisco (third from left), Assistant Secretary Henry McKoy (second from right) and Deputy Secretary Dale Carroll (far right) present the Award of Merit for Best Outdoor Space Improvement to officials from the Town of Clayton.*



## Boat manufacturer to create 71 jobs in Dare County

Governor Bev Perdue on Jan. 26 announced that Gunboat Company, a maker of high-end sailboats, will locate a new shipyard in Dare County. The company plans to create 71 jobs and invest more than \$1.8 million over the next three years in Wanchese. The project was made possible in part by a \$213,000 grant from the [One North Carolina Fund](#). The N.C. Department of Commerce's [Tim Ivey](#) was the developer on this project.

Gunboat Company produces world cruising sailing catamaran yachts that utilize advanced technology from round-the-world racing sailboats combined with luxurious interiors. Gunboat is a sister company of Gunboat International, which is headquartered in Rhode Island. The new facility will allow the company to increase production and meet the growing demand for Gunboats. [Read more.](#)



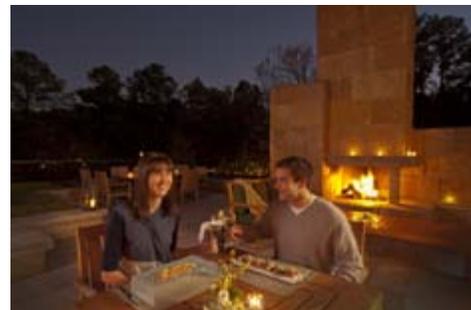
## Families partner to launch yogurt beverage company in N.C.

Governor Bev Perdue on Jan. 25 joined Origin Food Group LLC at a ribbon cutting ceremony for a new processing plant in Statesville. The company is investing more than \$7 million at its state-of-the-art plant and plans to hire 40–50 people by 2014.

"Creating jobs is my top priority. It's always great news when companies that already do business here choose to reinvest in our state," said Perdue. "Our investments in education and job training programs continue to help maintain a strong business climate. We look forward to a continued partnership with Origin Food Group as they expand here in North Carolina."

Origin Food Group, headquartered in Statesville, is a partnership by the Alarcón family of Ecuador and the Stameys of Iredell County, which combines more than 60 years of experience in the dairy farming and cattle business. The new facility will produce the company's früsh line of drinkable yogurt and fruit shakes. [Read more.](#)

[Governor cuts ribbon for new Stamey Farm Road yogurt facility](#) (*Statesville Record & Landmark*, Jan. 25)



## N.C. sparkles with AAA Diamonds

AAA has announced its 2012 [Five and Four Diamond Award winners](#) for Lodging and Restaurants. In North Carolina, Five Diamond Lodging includes The Umstead Hotel and Spa in Cary, The Ritz-Carlton in Charlotte and the

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## Hatteras yachts exports first boat to China

Governor Bev Perdue announced Jan. 27 that Hatteras Yachts will be exporting its first ever yacht to China. The boat, a 60-foot motor yacht, was sold to a group of business executives that met with Gov. Perdue and N.C. Commerce Secretary Keith Crisco during the economic development mission to Asia last fall.

"Exporting products made in North Carolina is a critical piece of our state's economy," said Perdue. "Our boat building heritage and our fine craftsmanship are known worldwide. I congratulate Hatteras Yachts on this important milestone and we look forward to a long-term partnership with them."

The yacht was sold to a group that runs the Hainan Cruise and Yacht Association in Hainan Province. The group will also operate a key dealership for Hatteras in southern China.

"Last year we announced our intentions to enter China, including the opening of a sales office in Shenzhen," said James R. Meyer, Hatteras president and CEO. "We are now shipping our first sold product. The yacht will debut later this spring at China's most important boat show. I want to thank Governor Perdue and Secretary Crisco for their work on this project." [Read more.](#)

[Hatteras sends first boat to China](#) (*The Sun Journal* - New Bern, Jan. 28)



*Novozymes Vice President of Development and Optimization Per Olesen speaks during a celebration of the plant's expansion in Franklinton.*

## Novozymes completes expansion of U.S. pilot plant

Novozymes, a world leader in bio innovation, on Jan. 26 opened a newly-expanded pilot plant at its North American headquarters in Franklinton. The plant will make enzymes necessary to turn biomass into biofuels to support its production facility in Franklinton as well as its new plant in Blair, Neb.

"Americans want more choices at the pump—and ones that are more affordable. This plant is in the business of finding scientific solutions to that challenge," said Adam Monroe, President of Novozymes North America. "Our new facility will further support the development of advanced biofuels, an

Farrington House Country Inn in Pittsboro. Five Diamond Restaurants are Heron's in Cary (1st year as Five Diamond) and the Farrington House Restaurant in Pittsboro.

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## N.C. Utility Savings Initiative saves taxpayers \$82.8M

North Carolina's Utility Savings Initiative saved the state's taxpayers more than \$82.8 million in utility costs in the last fiscal year and avoided emitting more than 250,779 metric tons of carbon dioxide into the atmosphere, according to a report released last week by the North Carolina Energy Office. Since the Utility Savings Initiative was launched in 2003, the state has avoided more than \$417 million while investing \$11.5 million into utility savings improvements in North Carolina government and university facilities.

"The return on our investment in resource-saving efforts continues to grow and that means we are more efficient and stretching precious taxpayer dollars even further," said N.C. Department of Commerce Secretary Keith Crisco. "The Utility Savings Initiative allows us to not just save tax dollars but protects and preserves our environment." [Read more.](#)

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## Undersecretary for International Trade visits N.C.

Last week, U.S. Department of Commerce Undersecretary for International Trade Francisco Sanchez visited North Carolina, focusing his time between industry and academia and seeing the changes that the textile industry and the performance textile industry, in particular, has undergone. He was the keynote speaker at Leadership North Carolina Forum in Raleigh, participated in an industry panel discussion and visited Parkdale Mills and N.C. State University's College of Textiles. N.C. Department of Commerce Business Development Manager Glenn Jackman helped to coordinate the event and attended.

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## Rembrandt exhibit draws record crowd in closing weekend

The N.C. Museum of Art in Raleigh welcomed 150,905 visitors during its Rembrandt exhibit – an attendance that ranks an all-time third behind exhibits that featured Claude Monet and Auguste Rodin. The exhibition of nearly 50 paintings set a record on its final Saturday for single-day attendance when the paintings attracted a crowd of 7,212 people. They stood four deep at each of the artist's three self-

industry that is creating jobs and contributing to America's energy and economic security."

Construction of the plant began in August 2011.



## N.C.'s global market access remains strong, supports jobs with MOU

The Panama Canal Authority (ACP) and North Carolina State Ports Authority (NCSIPA) recently renewed their strategic alliance with the signing of a Memorandum of Understanding (MOU). The MOU, which is renewable for five years, was first signed in December 2010. The agreement reaffirms both entities' dedication to generating new business and promoting an ["all-water-route."](#)

"The renewal of our Memorandum of Understanding with the North Carolina State Ports emphasizes our commitment to mutually beneficial growth, said Alemán Zubieta. "As Panama continues to become the logistics and maritime hub of the Americas, we greatly anticipate the future success that will result from our continued partnership." [Read more.](#)

## RC4 Wireless relocates to Raleigh

RC4 Wireless, manufacturer of the RC4Magic Wireless DMX and Dimming System, has relocated from Ontario, Canada - to a new home in Raleigh. Just minutes from Research Triangle Park (RTP), RC4 Wireless has joined one of the most technology-savvy regions in North America, the silicon-valley of the east. RTP is home to Cisco, Dupont, Ericsson, IBM, and many other international tech leaders.

Why Raleigh? "My assistant, Aimee Wilson, and I spent months researching the best places in America to move to," explains James Smith, president of RC4. "I focused on objective criteria -- small-business tax policy, cost of living, availability of technical supplies and services, and quality of schools for the kids. Aimee took a more subjective approach, investigating things like weather patterns, friendliness of the people, and options for entertainment and leisure. In the end, we both had Raleigh, North Carolina, in our top three. So there you have it - done deal."

[RC4 Wireless relocates to Raleigh N.C.](#) (L&Si Online, Jan. 26)

portraits, noting the blemishes and wrinkles he was careful to include.

[Rembrandt exhibit draws record crowd in closing weekend](#) (*The News & Observer* - Raleigh, Jan. 23)

## Year-to-date Metrics

Below are year-to-date metrics tracked by the N.C. Department of Commerce's Division of Business and Industry Development that illustrate some of the recent activities of the Division. The metrics include the number of new economic development projects assigned to B&I development staff; the number of economic development project announcements; the number of announced jobs created and capital invested; the number of interactions existing industry staff had with businesses throughout the state; and the number of contacts received by the Business Link North Carolina/Business ServiCenter.

Jan. 1 - 31, 2012

New projects assigned:	21
Projects announced:	5
Jobs announced:	1,565
Capital investment announced:	\$25.4M
Industry visits by existing industry staff:	51
Calls to Business Link N.C.:	1,195

## N.C. in the News

This Week's Highlights

- [Gambling compact inches toward reality](#) (*The Charlotte Observer*, Jan. 28)
- [Wake Forest BioTech Place to open in Feb.](#) (*The Winston-Salem Journal*, Jan. 30)
- [BRAC's promise of new development, jobs slow to come to Cape Fear region](#) (*The Fayetteville Observer*, Jan. 30)
- [Report says tolling necessary to improve I-95](#) (WRAL - Raleigh, Jan. 19)

# (919) 733-4151

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301 North Wilmington Street  
Raleigh, NC 27601-1058

Mailing Address:  
4301 Mail Service Center  
Raleigh, NC 27699-4301

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