

NC Department of Commerce

Economic Development Board Update

Dale Carroll, Deputy Secretary

2/10/2012

T H R I V E

in **NORTH
CAROLINA**

Agenda

- Performance Metrics
- Business & Industry Division's
2011 Annual Sales Report Highlights
- Economic Development Grant Report

Performance Metrics

Agency-wide tracking across all divisions.

Examples include:

- **Workforce Solutions:** 25,945 North Carolinians were served by WIA during Program Year 2010 (July 1, 2010 to June 30, 2011).
- **Tourism:** \$17 Billion in Visitor Spending that supports more than 40,000 North Carolina businesses and directly supports 185,500 jobs.
- **Employment Security:** Serviced 677,564 initial claims in Calendar Year 2011.
- **International Trade Division:** Assisted 377 clients with 710 requests, which led to over \$351 million in associated client export value.

Business & Industry Division

2011 Annual Sales Report

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2011 Sales Results

Leads Assigned	494
Leads Converted	67
Projects Assigned	399
Projects Announced	189
Jobs Announced	16,223
Jobs Retained	2,235
Investment Announced	\$ 3.04 B
Tax Base Saved	\$ 79.5 M
Existing Industries Visited	1,696

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2010 vs. 2011

Project Assignments



10% (436 v. 399)

Project Announcements



17% (155 v. 189)

Jobs Announced



7% (17,360 v. 16,223)

Investment Announced



23% (\$3.9 B v. \$ 3.04B)

Top Sources for 2011 Projects by Type

New Projects

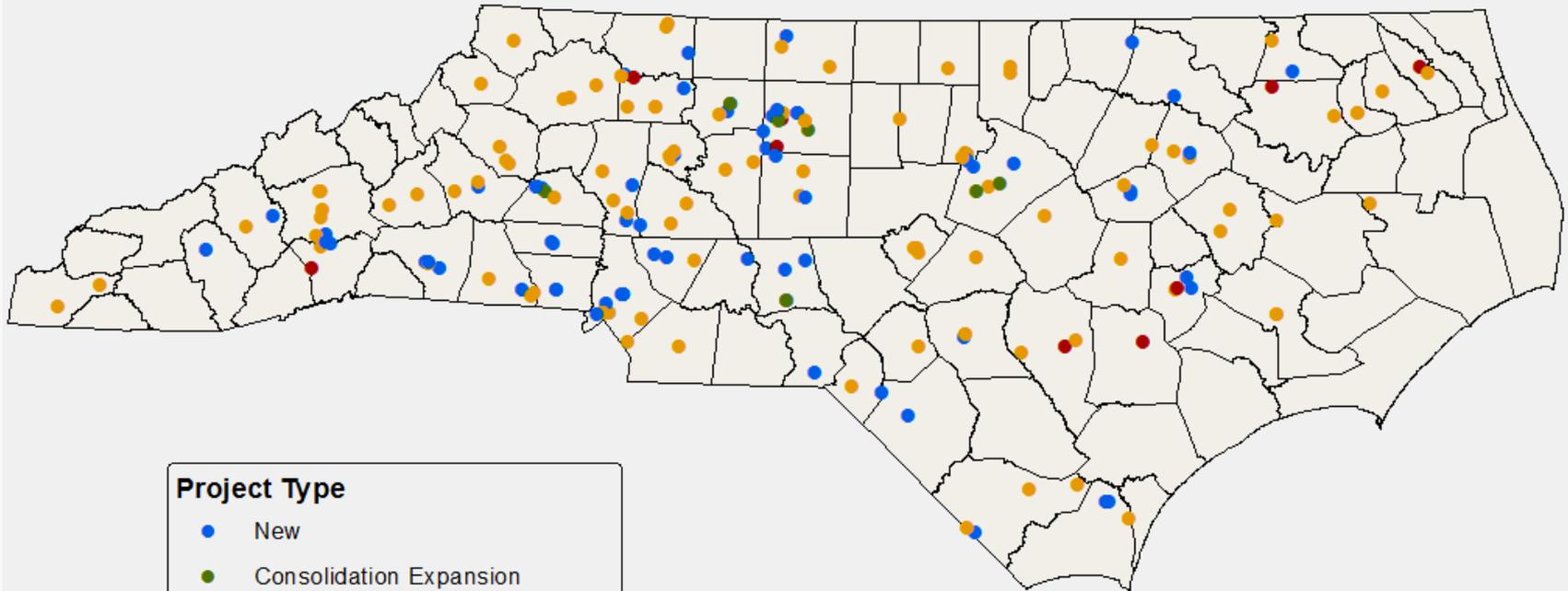
1. Site Selection Consultant (70)
2. Local/County Developer (44)
3. Direct Call from Company (44)
4. Regional Partnerships (21)
5. Statewide Agency/Partner (14)
6. Foreign Offices (13)
7. Internal Referral (9)
8. Proactive Lead Development (8)
9. Personal Referral (8)
10. Ally (6)

Expansion-Related Projects

1. Local/County Developer (58)
2. Direct Call from Company (45)
3. Site Selection Consultant (11)
4. Internal Referral (9)
5. Proactive Lead Development (9)
6. Biz Boost (7)
7. Personal Referral (6)
8. Tied: Ally, Regional Partnerships, Statewide Agency/Partner (2)

Primary Sources for the 399 Projects Assigned in 2011
Totals will not equal 100%

2011 Announced Projects



Project Type

- New
- Consolidation Expansion
- Retention/Expansion
- Expansion of Existing NC Facility

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Top 10 Announcements by Jobs

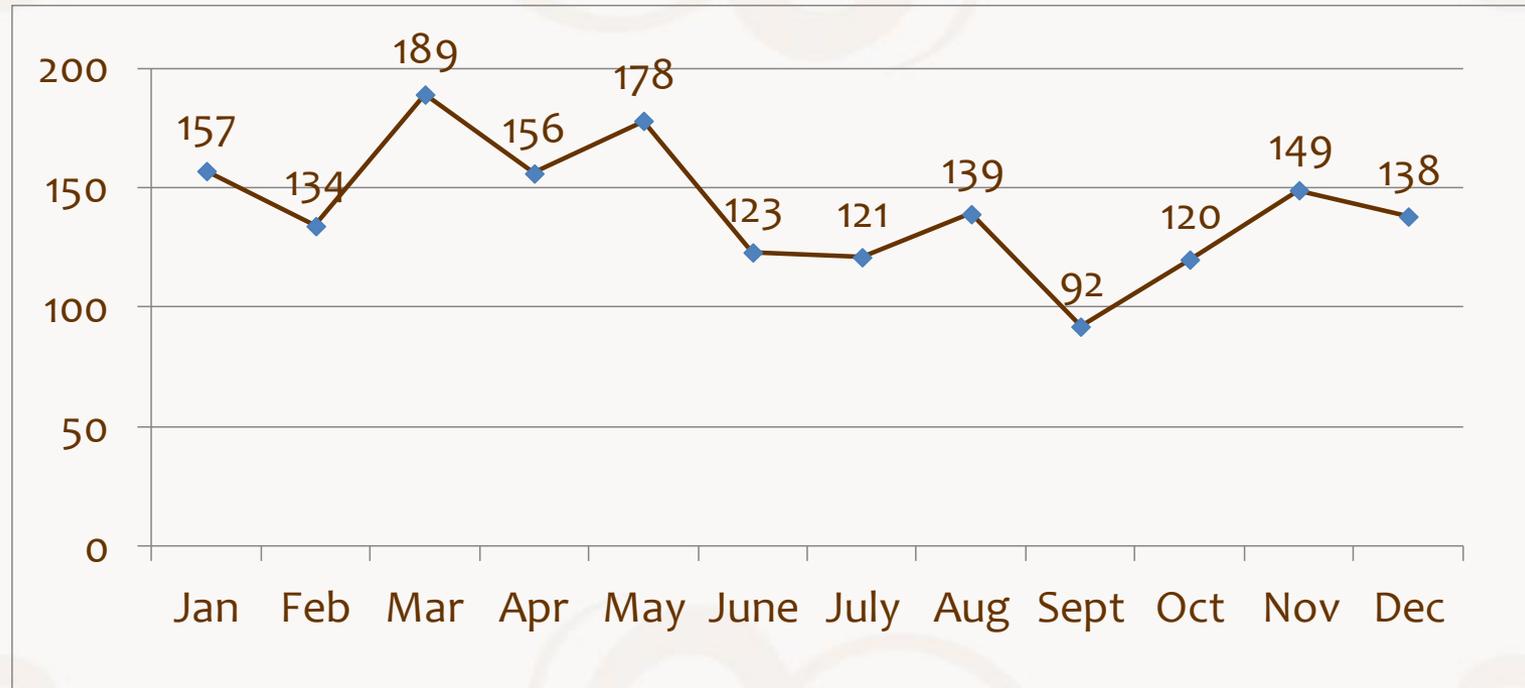
Company	New/Exp	# of Jobs	Primary Activity	County
Connexions	New	1,200	Service/Sales	Cabarrus/ Mecklenburg
Capgemini	New	550	Service/Sales	Mecklenburg
Red Hat, Inc.	Exp	540	Corp HQ Relo	Wake
Honda Aircraft Company	Exp	419	Manufacturing	Guilford
Chiquita Brands International, Inc.	New	417	Corp HQ Relo	Mecklenburg
Linamar LLC	New	363	Manufacturing	Buncombe
Steven Roberts Original Desserts LLC	New	342	Manufacturing	Robeson
Smithfield Foods	Exp	330	Manufacturing	Lenoir
NS Aviation	New	308	Manufacturing	Forsyth
Solstas Lab Partners	Exp	260	Service/Sales	Guilford

Top 10 Announcements by Investment

Company	New/Exp	Investment	Primary Activity	County
Horsehead Corporation	New	\$361,000,000	Manufacturing	Rutherford
Disney Entertainment	New	\$154,00,000	Data Center	Cleveland
Time Warner Cable, Inc.	Exp	\$150,000,000	Data Center	Mecklenburg
Celgard, LLC	New	\$105,000,000	Manufacturing	Cabarrus
Semprius	New	\$89,700,000	Manufacturing	Vance
Smithfield Foods	Exp	\$85,500,000	Manufacturing	Lenoir
Pittsburgh Glass Works	New	\$85,000,000	Manufacturing	Surry
Linamar	New	\$80,000,000	Manufacturing	Buncombe
Honda Aircraft Company, Inc.	Exp	\$78,700,000	Manufacturing	Guilford
Syngenta Biotechnology	Exp	\$71,000,000	R&D	Durham

2011 Existing Industries Visited

1,696 Existing Industries Visited



Includes Biz Boost visits

94 % of 1,800 existing industries visited annual goal

4 existing industry positions not fully operational for entire year

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2001 to 2011

Business & Industry Sales History

Year	Assignments	Announcements	Jobs	Investment
2001	478	143	15,718	\$3,211,641,503
2002	480	122	12,120	\$1,200,755,016
2003	502	145	10,501	\$1,208,697,000
2004	459	171	19,476	\$2,954,688,570
2005	440	203	18,937	\$3,070,798,591
2006	414	178	22,237	\$2,649,239,180
2007	391	165	15,927	\$3,327,333,024
2008	439	144	19,350	\$5,099,274,587
2009	429	148	16,840	\$2,886,335,904
2010	436	155	17,360	\$3,978,851,765
2011	399	189	16,223	\$3,036,869,918
TOTAL	4,867	1,763	184,689	\$32,624,485,058

2012 Sales Goals

Leads Assigned	500
Leads Converted	75
Projects Assigned	420
Projects Announced	160
Jobs Retained	3,000
Jobs Announced	16,900
Investment Announced	\$3 B
Tax Base Saved	\$80 M
Existing Industries Visited	1,900*

* Includes 400 Biz Boost calls

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B&I Division Performance Metrics

Assigned to Individual NC Commerce Recruiters
(Raleigh-Based and at Regional Offices)

- Job Creation
- Capital Investment
- Projects Managed
- Customer Satisfaction Survey Results of Projects Won and Lost
- Proactive Calls Made and Leads Developed

Economic Development Grant Report

§ 143B-437.07

By March 1st, a report on Commerce-administered incentive programs will be presented to the Legislature. This detailed report will outline numerous metrics regarding program performance.