

**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, 2024

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 2024
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 2024

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) 2024.

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 (Net New)	Company	Contact	County	Tier	Submitted for Incentives
70	Altec Industries Inc	Don Moss	Granville	2	Yes
39	Chicopee LLC (formerly Chicopee Inc, a subsidiary of Berry Global)	Phil Rawson	Johnston	3	Yes
20	Conveyor Tech, LLC (dba CTI Systems)	Ryan Gladieux	Chatham	3	Yes
680	Fujifilm Diosynth Biotechnologies (Holly Springs)	Rich McAvoy	Wake	3	Yes
45	Goshun House & Trading - Rocky Mount	Kimberly Nelson	Nash	1	Yes

North Central Prosperity Zone <i>(continued)</i>					
Number of Jobs (Net New)	Company	Contact	County	Tier	Submitted for Incentives
35	Indivior NC (formerly Sagent Pharmaceuticals)	Albert Alwang	Wake	3	No
1,000	Novo Nordisk Pharmaceutical Industries Inc.	David Efird	Johnston	3	No
21	Scot Industries - Four Oaks	Robby Anderson	Johnston	3	No
41	VELOCITY CLINICAL RESEARCH, INC.	Patick Hanlon	Durham	3	No
15	Versatrim, Inc.	Markus Schalkamp	Vance	1	Yes
1,966 Jobs	10 Companies				

Northeast Prosperity Zone					
Number of Jobs (Net New)	Company	Contact	County	Tier	Submitted for Incentives
10	Atlantic Emergency Solutions	John Hollingsworth	Pitt	1	Yes
20	Catalent Pharma Solutions Inc. -- Greenville (formerly Metrics Pharmaceuticals)	Jonathan Rivera	Pitt	1	Yes
44	LMFAKRO	Pawel Szewczyk	Pasquotank	1	Yes
10	Richmond Fulfillment Inc.	James Addison	Martin	1	Yes
25	TCOM LP	Rick Evans	Pasquotank	1	Yes
0	Weyerhaeuser Co. -- Greenville Mill	Nancy Thompson	Pitt	1	No
109 Jobs	6 Companies				

Northwest Prosperity Zone					
Number of Jobs (Net New)	Company	Contact	County	Tier	Submitted for Incentives
25	Chaddock Furniture	Charles Woodie	Burke	1	Yes
250	CommScope Inc. Town of Claremont	Trevor Smith	Catawba	2	Yes
125	Fire-Dex, LLC	Jordan Shanahan	McDowell	2	No
48	Millwork & Panel, LLC	Leslie Rubin	Catawba	2	Yes
30	The Morlin Group(Homewood Suites)	Seth Fellman	Avery	2	No
10	Wanzl (Technibilt, Ltd.)	Benton Blaine	Catawba	2	Yes
488 Jobs	6 Companies				

Piedmont-Triad (Central) Prosperity Zone					
Number of Jobs (Net New)	Company	Contact	County	Tier	Submitted for Incentives
75	Cintas Corporation	Brandon Simmons	Alamance	2	Yes
13	Colonial Pipeline Company	Joshua Cupid	Guilford	2	No

Piedmont-Triad (Central) Prosperity Zone <i>(continued)</i>					
Number of Jobs (Net New)	Company	Contact	County	Tier	Submitted for Incentives
25	Ethnicraft USA LLC	Stephane Huybrechts	Guilford	2	Yes
280	Honda Aircraft Company, Inc.	Marti Brenner	Guilford	2	Yes
40	James M Pleasants Company Incorporated	Chuck Moore	Guilford	2	Yes
150	John Deere (Headquarters)	Dave Kaney	Forsyth	2	Yes
0	Laboratory Corporation of America Holdings (LabCorp)	Peter Bishop	Alamance	2	No
199	La Tortilleria Inc.	Luke Calhoun	Forsyth	2	Yes
25	Matthews International Corporation	Kristopher Scheetz	Alamance	2	Yes
50	MD Mattress - HQ	Kevin Wheeler	Randolph	1	Yes
27	Millwork Brands, Inc.	Rick Anderson	Davidson	2	Yes
25	Nucor Rebar Fabrication	Beth Buckner	Davidson	2	Yes
30	Pioneer Square Brands	Mickey McGinn	Guilford	2	No
50	ProKidney	Tim Lutz	Forsyth	2	Yes
50	Radel, Inc.	Francois Rademeyer	Forsyth	2	Yes
12	Tubular Textile Machinery, Inc.	William Motchar	Davidson	2	Yes
1,051 Jobs	16 Companies				

Sandhills (South Central) Prosperity Zone					
Number of Jobs (Net New)	Company	Contact	County	Tier	Submitted for Incentives
29	DMA Industries, Inc.	Fred Snow	Columbus	1	Yes
30	Global Packaging Inc	Kevin Stephens	Richmond	1	No
27	Phillips Towing & Recovery Systems	Winnie Jenkins	Cumberland	1	No
33	SA-BA Manufacturing, LLC	Megan Sellers	Bladen	1	Yes
119 Jobs	4 Companies				

Southeast Prosperity Zone					
Number of Jobs (Net New)	Company	Contact	County	Tier	Submitted for Incentives
77	ALTA FOODS LLC	Don Barnes	Wayne	1	Yes
17	ALTA FOODS LLC	Don Barnes	Wayne	1	No
102	Buchi	David Gray	New Hanover	3	No
11	Coker Feed Mill Inc	Amber Coker Butler	Wayne	1	Yes
7	Corporate Ladder Brewing Co	Blake Kleppe	Greene	1	No
40	Goshen Engineering	Jason Stevens	Wayne	1	Yes
162	Industrial Reliability and Repair	MacKenzie Tackett	Brunswick	3	Yes
51	Infinity Link	John Craft	Lenoir	1	Yes
467 Jobs	8 Companies				

Southwest Prosperity Zone					
Number of Jobs (Net New)	Company	Contact	County	Tier	Submitted for Incentives
116	BOXMAN STUDIOS, LLC	David Campbell	Gaston	2	Yes
31	CBM-Precision Parts Manufacturer	Blake Conner	Gaston	2	Yes
263	Clayton Homes-New London	Jordan Thaller	Stanly	2	Yes
32	Covia	Scott Tincher	Cabarrus	3	No
80	DHL Supply Chain - Salisbury	Marti Brenner	Rowan	2	Yes
84	FilterBalls	Kirk Morris	Cleveland	2	Yes
11	Flextrol Corp	Richard Patterson	Stanly	2	Yes
35	Fontaine Modification Company	Nathan Eichinger	Mecklenburg	3	No
24	Fontaine Modification Statesville	Nathan Eichinger	Iredell	3	No
190	IFab Corporation	Sandra Ochoa	Gaston	2	Yes
74	IMC Metals America Inc	Mike Kelley	Cleveland	2	Yes
10	LESER LLC	Steve Usina	Mecklenburg	3	No
28	MacLean-Fogg	Kevin Grabow	Iredell	3	No
53	NUPORT, LLC dba J&L Machine and Fabrication	Dianne Jones	Gaston	2	Yes
11	O. B. Builders, Inc.	Philip Vermillion	Stanly	2	No
36	Quality Enclosures	Ed Hayes	Stanly	2	Yes
31	Repi, LLC	Dimitris Dounis	Gaston	2	Yes
18	Vandor Corporation	Bryan Davis	Iredell	3	No
35	Wanzl North America	Benton Blaine	Lincoln	3	Yes
225	XPO Logistics	Dianne Jones	Mecklenburg	3	Yes
1,387 Jobs	20 Companies				

Western Prosperity Zone					
Number of Jobs (Net New)	Company	Contact	County	Tier	Submitted for Incentives
5	Natural Taste, LLC	Thomas Bynum	Swain	2	No
5 Jobs	1 Company				

All Prosperity Zones	Number of Jobs	Number of Companies
Total	5,592	71

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. Early in FY 2024, the NC Rural Planning program, part of the NC Main Street & Rural Planning Center, launched the NC Commerce Rural Planning Program Facebook page, www.facebook.com/ncruralplanning/. The page provides the program and the Rural Planners with a new tool to build awareness of their services; to highlight rural communities' opportunities and assets, projects, and success stories; and to share information and resources with local governments, economic development organizations, and other partners.

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.

The N.C. Department of Commerce maintains on its website the contact information for the principal Prosperity Zone agency representatives. The Department updated the list several times in FY 2024 due to personnel changes.

PROSPERITY ZONE COLLABORATION MEETINGS

Prosperity Zone agency representatives held regional Prosperity Zone partners meetings in FY 2024, either virtually or in person. Such meetings typically provide an opportunity for agency representatives to share information and resources, discuss economic development initiatives and projects, and receive general updates from each respective partner regarding activities 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 2024, the Rural Planner for the Southeast Prosperity Zone reported that during a meeting of Prosperity Zone partners in her region, she learned about NCDOT projects that could impact the Town of Beaufort. She shared the information as part of the economic development strategic planning process that she is facilitating for the Town, and it helped determine the plan's focus areas. The plan will also reference the projects.

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 2024 performance metrics for work completed by Rural Planners are shown below, followed by some examples of programs and services they offered.

FY 2024 PERFORMANCE METRICS FOR RURAL PLANNERS

PROJECTS/SERVICES COMPLETED	PROSPERITY ZONES								Totals
	North Central	Northeast	Northwest	Piedmont-Triad (Central)	Sandhills (South Central)	Southeast	Southwest	Western	
Strategic Plans	4	3	2	0	1	1	1	1	13
Downtown Revitalization Plans	0	0	0	0	0	0	0	0	0
Implementation Services	21	26	16	31	25	34	8	66	227
Market Studies	6	0	1	4	3	1	1	0	16
GIS Mapping	21	3	17	9	9	4	7	5	75
Development Policy Assistance	0	1	0	0	0	0	0	0	1
Totals	52	33	36	44	38	40	17	72	332

CREATING OUTDOOR RECREATION ECONOMIES (CORE) PROGRAM

The Creating Outdoor Recreation Economies (CORE) program, launched in 2023 by the Rural Division, 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 (EDA) State Tourism Grant.

Thirty-four local governments are engaged in the CORE program with the NC Rural Planning program. Rural Planners facilitate strategic planning processes with CORE communities to identify outdoor recreation assets that present economic growth opportunities and to create strategies to develop them. Strategies focus on actions and projects the 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 also provides technical assistance and training to help the communities implement their strategies. In FY 2024, 10 local governments adopted CORE strategic plans that cover 11 CORE communities. Another 13 local governments had CORE strategic plans in progress.

RURAL COMMUNITY CAPACITY (RC2) PROGRAM ASSISTANCE

The Rural Community Capacity (RC2) program, part of the Rural Division's Rural Transformation Grant Fund (RTGF), 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 2024, Rural Planners provided the 12 local governments that were engaged in the 2023 RC2 cohort with training, information, and guidance on project development during a session at Appalachian State University. They helped participants to refine project ideas and prepare to apply for RTGF Community Implementation grants. At the end of the session, the communities pitched their proposed projects to the other participants.

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 2024 - EXISTING INDUSTRY

Prosperity Zone	Direct Account Interactions	Unique Companies Supported
North Central	171	138
Northeast	175	130
Northwest	165	144
Piedmont-Triad	184	148
South Central	179	131
Southeast	167	132
Southwest	174	148
Western	164	158
Total	1,379	1,129

FY 2024 - INTERNATIONAL TRADE

Prosperity Zone	Requests for Assistance	Unique Companies Supported
North Central	398	145
Northeast	36	18
Northwest	85	40
Piedmont-Triad	244	97
South Central	86	43
Southeast	82	35
Southwest	307	117
Western	61	27
Total	1,299	522

FY 2024 – EXISTING INDUSTRY & INTERNATIONAL TRADE

All Prosperity Zones	Requests for Assistance	Unique Companies Supported
Total	2,678	1,651

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 2024 - EXISTING INDUSTRY

Prosperity Zone	Direct Account Interactions	Unique Companies Supported
North Central	112	112
Northeast	68	68
Northwest	113	113
Piedmont-Triad	111	111
South Central	99	99
Southeast	76	76
Southwest	122	122
Western	145	145
Total	846	846

FY 2024 - INTERNATIONAL TRADE

Prosperity Zone	Requests for Assistance	Unique Companies Supported
North Central	122	117
Northeast	13	13
Northwest	35	35
Piedmont-Triad	77	76
South Central	35	35
Southeast	31	30
Southwest	99	96
Western	20	20
Total	432	422

FY 2024 – EXISTING INDUSTRY & INTERNATIONAL TRADE

All Prosperity Zones	Requests for Assistance	Companies Supported
Total	1,278	1,268