

**NC Commerce Update
NCEDA 2011 Annual Meeting**

**Dale B. Carroll
Deputy Commerce Secretary / COO**






T H R I V E

in **NORTH
CAROLINA**

2011 B&I Division Sales Goals

Projects Assigned	435
Projects Announced	150
Jobs Announced	18,000
Investment Announced	\$3.9 B
Existing Industries Visited	1,800

YTD 2010 vs. 2011

Assignments		-20 %	(206 v. 164)
Announcements		39 %	(59 v. 82)
Jobs Announced		-7%	(8,099 v. 7,558)
Investment Announced		-7%	(\$1.42 B v. \$ 1.32 B)
Existing Industries Visited		18%	(671 v. 793)

Comparison as of 6/13/11

THRIVE
in NORTH
CAROLINA

Marketing / Global Branding Division

- “Thrive In NC” e-Newsletter Launched to Site Consultant Community
- New “Thrive In NC” **Client Notebook** Published
- **Research** continues to help shape **Marketing Campaigns**, including Coop Marketing with **Friends of North Carolina**

Science & Technology Division

- Leading NC Commerce Proposal for Federal **Job Accelerator Challenge Grant** (partners include SBTDC, NCPED, NCCCS & UNC System)
- Managing **NC Green Business Fund** with State Energy Office

Community Development Division

- Implementing **Enhancements** to the **CDBG** Program for Non-Entitlement Governments
- Launched **Governor's Innovative Small Business Community Award** Program (19 Nominations in Round One)

Division of Workforce Development

- **State of the Workforce 2011** Report
Published and Released via Statewide Press
Conference
- Participated in prep for Background Briefing
for **President Obama's** visit to RTP

International Trade Division

- 2011 **Road Show** across NC networked Businesses with **Export Potential** with Commerce **Foreign Reps** from around the Globe
- Director **Jean Davis** recognized with **Leadership Award** by NCSU and SBTDC

Energy Division

- Energy Efficient **Appliance Rebate Program** recognized by US DOE as Best of Class
- Proactive **Marketing** at Wind Power and Solar Power International **Trade Shows**
- Finalizing Negotiations with **150-Wind Turbine Farm** for northeastern NC

Commissioner of Small Business

- First State in the Country to implement **Capital Access Program**
- **\$46.1 Million** from **US Treasury** for Loan Loss Reserve Program in NC
- Administered by **NC Rural Center**
- **52-Financial Institutions** in NC have signed up for the Program

Other Division Highlights

- State **Film** Office Deal Flow Up Significantly
- **Tourism** Division Results Trending Up in NC
- Commerce Finance Center / General Counsel on Target with **One-NC** Fund and **JDIG** Portfolio
- **Legislative** Liaison had Productive Long Session
- PRSP Division Focused on **Competitive Intelligence**

**Governor Perdue, Commerce Secretary Crisco
& Deputy Commerce Secretary Carroll thank
the NCEDA Leadership & Membership for
Your Support of Our Economic Development
Efforts**

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