

The Northeast Vision

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Highlights:

- NC's Northeast State of the Region Event
- NC Rural Center Grant
- Pilot Extraction Facility
- NCCAR
- Fed-Ex Site
- New Green Business Park

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NC Northeast State of the Region Event Held February 20th

North Carolina's Northeast Commission held the first State of the Region event at the Bob Martin Agricultural Center in Williamston on Friday, February 20, 2009. The event showcased speakers from various segments of the economy and brought to light some of the exciting projects that are in process for the northeastern region of North Carolina. The event brought together 300 guests from throughout the state.

"Even though fewer companies are relocating or expanding right now, we are positioning the region for an economic comeback by building our industry niches, and establishing collaborations with university researchers, educators, economic developers, and private companies, so we can build strong niches, diversify our economy, and expand the capacity for good-paying jobs," stated Vann Rogerson, President/CEO of North Carolina's Northeast Commission.

Dr. Willie Gilchrist, Chancellor of Elizabeth City State

University and Dr. Scott Bradshaw presented statistics for the region and showed the opportunities for growth within the population. The presentation can be found on the Northeast Commission website at

www.ncnortheast.com.

The NC Secretary of Commerce, J. Keith Crisco, addressed rural economic development from a statewide perspective and talked about the strengths of the region and the potential for growth.

Bill Williams, Director of Aviation for NC Department of Transportation, presented ideas for the future of aviation business in North Carolina. Simon Cobb, COO of the North Carolina Center for Automotive Research (NCCAR), showed aerial photos of the construction work being done at the NCCAR site in Northampton County and talked about the international market studies that all point to the need for a facility like NCCAR. (www.nccar.us)

E. Norris Tolson, President/CEO of the NC Biotechnology Center in Research Triangle Park spoke during lunch and emphasized the future of agricultural biotechnology within the region. Agriculture is a strong asset within the region, and value-added crops can bring additional income and jobs to the region. Vann Rogerson, President/CEO of North Carolina's Northeast Commission summarized the impact of all regional clusters including marine industry, aviation, automotive, agricultural biotechnology and tourism, with a special emphasis on Hub and Spoke group tour marketing.

Table decorations were provided by Northeast Tourism (NET). The centerpieces were samples of the many tourism and historic sites available throughout the region and reminded participants of the rich heritage and cultural resources that are available in the region within a short drive.

Presentations from the event can be found by visiting

NC Rural Center Grant Makes Tourism Marketing Possible

Regional tourism in North Carolina's Northeast received an economic boost toward the development of Hub and Spoke group tour marketing. A recent grant from the NC Rural Center provided funding for a new regional tourism website

found at www.visitncne.com, as well as funds for published marketing materials centered around the Hub and Spoke theme, and finally, funding for group tour familiarization tours targeted to group tour operators. Hub and Spoke

marketing encourages visitors to begin at one of the larger towns in the region where 50 people can stay together in hotels and eat together at restaurants, then provides options for visiting two to three smaller towns within an hour drive of each hub.

State of the Region Pictures

“We are positioning the region for an economic comeback by building our industry niches, and establishing collaborations with university researchers, educators, economic developers, and private companies, so we can build strong niches, diversify our economy, and expand the capacity for good-paying jobs,”

- Vann Rogerson, President/CEO, North Carolina’s Northeast Commission



Trade Shows and Marketing Events



North Carolina’s Northeast Commission markets the region at worldwide trade shows and events. We leverage money and time by attending trade shows that match our industry clusters. These marketing events keep us on the cutting edge of new trends and technologies and provide direct contact with companies interested in locating into the region.



NCCAR Site Preparations Underway, by Gary Brown

Officials of the North Carolina Center for Automotive Research, Inc. (NCCAR) have confirmed the approval of a Notice of Award to Heaton Construction, Inc. of Roanoke Rapids, NC, pursuant to bids submitted for construction of buildings included in Phase IA of the NCCAR project. The approval came during a meeting of the NCCAR Board of Directors on February 9, 2009.

NCCAR buildings to be constructed during Phase IA of the project include the center's 23,620 square-foot engineering, client garage and operations building and the entry security building. The Phase IA operations building will include six fully-equipped, double-bay client garages with integrated

offices and secure storage; three engineering suites with individual offices and bull-pen areas; and conferencing facilities. NCCAR officials describe the facility as being designed to provide clients a very user-friendly environment for conveniently, efficiently and effectively conducting their work.

Simon Cobb, NCCAR's chief operating officer, noted "The design integrates office, garage and support functions such that engineers and technicians can conduct their work at NCCAR as if they were working at their own facilities. Plus, fully-secure high-speed internet connectivity in the operations building, coupled with WiFi which will be available across

the site, will provide for virtually seamless communications and data transmission." NCCAR officials also report that the work of site construction general contractor PLT Construction has proceeded steadily and is on schedule and budget, accomplishments they attribute to careful planning and precise execution by project engineers and contractors.

Project managers have also cited the support and guidance received from the North Carolina General Assembly, Office of State Budget and Management, and State Construction Office as being very valuable in successfully moving the project forward.



"This facility will help determine the future of the cars we drive."
- Simon Cobb,
COO, NCCAR

Pilot Scale Extraction Facility

North Carolina's Northeast Commission was able to move ahead on a contract with Centrepont Architecture and Penta Engineering to prepare a location analysis and preliminary design of a Pilot Scale Botanical Extraction Facility. Partial funding is being provided by a grant from the NC Biotechnology Center, headquartered in RTP. This facility will provide a missing link between the bench scale size of university research labs and the commercial extraction

facilities available at companies such as Avoca, Inc.

This new Pilot Scale Botanical Extraction Facility will serve as an incubator for new companies interested in testing samples of product before taking them to market through large-scale commercial production.

The preliminary design and location analysis will be complete late in the spring of 2009 and RFP's for the full design and construction will

follow.

This extraction facility and the existing agricultural and research assets within the region will bring North Carolina's Northeast to the forefront of agricultural biotechnology.

Some members of NC-NAAB are currently working to help manage the project. They are Bill Cooper, NC BioNetwork; Dr. Ron Heinger, NCSU, Vernon James Center; John Chaffee, NC Biotech Center,

Fed-Ex Ground Selects Perquimans Site

FedEx Ground Package System has announced expansion and relocation of their facility in Hertford at the Perquimans County Commerce Centre. The facility will replace a much smaller FedEx Ground operation currently located in the town and will serve North Carolina's Northeast from the

Outer Banks to Williamston. The projected investment in the new building and equipment is over \$3 million.

The 8.36-acre tract was purchased by Hertford Baseline Development, LLC from the county for the purpose of locating the new business to the

site.

The construction contract for the proposed 28,000 square foot building was awarded to A.R. Chesson Construction Company, Inc., a local construction contractor. Once the new facility is constructed, there is still land available at the site for additional future development.

Discover the Difference

North Carolina's Northeast Commission is the regional economic development organization for the northeast corner of North Carolina. Situated just south of the metropolis of Hampton Roads, Virginia, the Northeast Region of North Carolina is the halfway point between Jacksonville, FL and Boston. Call us or visit our website to learn more.



Camden Green Business Park

With a grant from the Golden LEAF Foundation, Camden County was able to complete a feasibility study for the green park near the Virginia border. Companies that practice green technology, or are involved in recycling or energy savings will

be attracted to this mixed-use location. The study completed by the UNC Institute for the Environment suggested that Camden County target industries in aluminum products, basic health services, metalworking and fabricated

metal products, information services, business services, and non-residential building products. The park would add opportunities for Camden County residents to work closer to home.

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