

2021 EDPNC ANNUAL REPORT

**TOGETHER  
WE THRIVE**

# FROM OUR GOVERNOR

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North Carolina posted record performance in 2021 for new job and investment commitments, demonstrating once again that company decision makers know that North Carolina is the best place to do business in America.

Last year, I announced more than 24,000 new jobs from economic development projects across the state, with companies pledging to invest \$10.1 billion into the North Carolina economy. As we emerge from the pandemic, these numbers represent some of the highest performance we've ever seen in a single year.

The reasons why are many.

We offer companies a highly skilled labor pool, educated at top-tier universities and nationally respected community colleges. We are also a state ready to meet the growing

Even more telling are the highly respected companies that have recognized the advantages we offer, like Apple's decision to invest \$1 billion into its first East Coast campus here with at least 3,000 new jobs. FUJIFILM Diosynth is building a \$2 billion biomanufacturing site in the state, and at the end of the year Toyota announced they would build a major plant in North Carolina to produce batteries for its electric vehicles.

In addition to the state's business fundamentals, our reputation for working together to recruit companies is both well-known and appreciated by company executives. I'm proud to recognize the many economic development professionals — local and state, public and private — who work together to achieve such results. They include the state Department of Commerce, the North Carolina General



workforce needs of booming industries, investing in the ambitious goal of helping 2 million residents earn a high-quality postsecondary degree or credential by 2030.

North Carolina offers an affordable cost of living and low cost of doing business, alongside a high quality of life in a state of stunning natural beauty from the mountains to the coast.

Our advantages as a business location are widely recognized, with *Forbes* picking us as the No. 1 Best State for Business for three years in a row. In 2021, we again ranked as the No. 1 state on *Site Selection* magazine's list of top state business climates.

Assembly, and the Economic Development Partnership of North Carolina (EDPNC), as well as the local and regional economic development organizations and private-sector organizations and companies that support our efforts.

North Carolina is a place of opportunity and growing prosperity. My priority is ensuring that growth continues, and that all North Carolinians are able to share in that prosperity.

**Sincerely,**

*Roy Cooper*



# FROM OUR LEADERSHIP

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Despite COVID-19 and other challenges our residents and businesses faced, North Carolina's economic development community sustained its path of growth and success in 2021.

This economic development community, spearheaded by the collaboration of the Economic Development Partnership of North Carolina (EDPNC) and the North Carolina Department of Commerce (Commerce), continued to build on the innovative solutions both organizations employed during the pandemic.

Through our efforts, and the hard work of other state and local partners, we made 2021 a notable year across the board. This is especially evident in our state's business recruitment and development.

In June 2021, the EDPNC launched All in North Carolina, a national advertising campaign focused on increasing awareness and choice of North Carolina as the best place for businesses – and workforce talent – to locate and thrive. The campaign's central message emphasized the diversity of place, people, highly skilled workforce and industries that our state offers.

Commerce also introduced an Economic Development Strategic Plan for the State of North Carolina, titled "First in Talent," to help ease the challenges of attracting and growing talent by highlighting that investing in North Carolina's workforce is key to a prosperous and resilient economy.

Our achievements are shared among the state's economic



North Carolina was even recognized by Site Selection Magazine as being the nation’s top business climate. The partnership between EDPNC and Commerce brings together the best of both worlds and provides existing industries, new businesses, tourism and trade the resources needed for success in the present and the future.

All facets of North Carolina’s economic development are on a positive trajectory coming out of 2021. Business is booming, whether it is new or has been a part of our state for years. Our Secretary of State reported North Carolina saw a record number of business filings in 2021. The state’s film industry had the highest number of investments it has seen since 2000, and there were 95 business expansion projects completed.

Along with the influx of business, our state saw an influx of visitors, as more people began to “Get Back to a Better Place” and reconnect with family and friends.

development team led by Governor Roy Cooper and include the EDPNC and its board of directors, the North Carolina Department of Commerce, the General Assembly, regional and local economic developers, and private sector allies.

We are proud that North Carolina is being recognized as the place to rise and thrive, no matter the industry, and that recognition reflects what makes our state stand out above the rest – the people and partnerships that call North Carolina home.


**Together we thrive,**



Machelle Baker  
Sanders  
*Secretary, N.C.  
Department of  
Commerce*



Christopher  
Chung  
*Chief Executive  
Officer, EDPNC*



Gene McLaurin  
*Chairman,  
EDPNC Board of  
Directors*





# BUSINESS RECRUITMENT & DEVELOPMENT

2021 was a blockbuster year for business recruitment in North Carolina. The EDPNC and its partners successfully recruited projects resulting in a record-breaking number of new jobs and capital investment.

[READ ABOUT OUR YEAR](#)



# OUR PROJECT WINS

The EDPNC, working with local and state partners, helped close deals on 174 business recruitment projects in 2021.

These wins are expected to create the following in North Carolina over the next several years:

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23,748

ANNOUNCED  
NEW JOBS\*

\$10.01B

ANNOUNCED  
CAPITAL  
INVESTMENT

\$1.83B

NEW  
ANNUAL  
PAYROLL

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VIEW DETAILED PROJECT BREAKDOWN

A man and a young boy are seen from behind, playing in the ocean waves. The man is wearing green swim trunks and has his hair in a bun. The boy is wearing striped swim trunks. They are both splashing in the water, which is a deep blue color. The sky is a light blue, suggesting a clear day.

# TOURISM

As people became eager to emerge from a pandemic-induced hibernation, the EDPNC's Visit North Carolina unit launched a marketing campaign to inspire prospective travelers to rediscover the joys of a North Carolina vacation and return to a better place physically and mentally.

[READ ABOUT OUR YEAR](#)



## GET BACK TO A BETTER PLACE HIGHLIGHTS

In 2021, Visit NC moved into the next phase of their recovery marketing efforts by launching the multi-channel “Get Back to a Better Place” brand campaign. The campaign aimed to encourage travelers to plan their next visit to North Carolina and to reconnect with family, friends, and themselves in a place of scenic beauty.

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**54%**

**HIGHER  
ARRIVAL RATE  
TO NC AMONG  
THOSE  
EXPOSED TO  
CAMPAIGN**

**98%**

**OTT/CTV VIDEO  
COMPLETION  
RATE**

**78%**

**YOUTUBE  
VIDEO  
COMPLETION  
RATE**

**44%**

**CONSUMER  
AWARENESS  
RATE**

**556.4M**

**PAID MEDIA  
IMPRESSIONS  
GENERATED**

**5M+**

**VISITS TO  
VISITNC.COM**

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A film set in front of a house with crew members and equipment. The scene is dimly lit, suggesting dusk or dawn. Several people are visible, some wearing masks and safety glasses. A large camera on a dolly is in the foreground, and a boom microphone extends across the top of the frame. A person in a yellow jacket is seen from the back, looking towards the camera. Another person is holding a clapperboard. The background shows a house with white shutters and a large window.

# FILM

2021 will go down as a record-setting year for films “Made in North Carolina.” The NC Film Office, part of the EDPNC, supported projects filmed across all 8 of the state’s prosperity zones.

[READ ABOUT OUR YEAR](#)

## FILM RESULTS

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**71**

**PROJECTS  
FILMED IN  
NORTH  
CAROLINA**

**\$416.2M**

**SPENT IN-STATE  
BY  
PRODUCTIONS**

**28,517**

**FILM JOBS  
CREATED**

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# EXISTING INDUSTRY SUPPORT

EDPNC's Existing Industry Expansions team supports the retention and growth of businesses already operating in the state. When several manufacturers experienced a surge in demand during the pandemic, this team was ready to help them expand to meet consumer needs.

[READ ABOUT OUR YEAR](#)

## EXISTING INDUSTRY RESULTS

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**5,553**

**JOBS ANNOUNCED  
THROUGH EXPANSIONS**

**\$1.45B**

**CAPITAL INVESTMENT  
ANNOUNCED THROUGH  
EXPANSIONS**

**82%**

**OF EXPANSIONS WERE  
IN  
TIER 1 OR TIER 2  
COUNTIES**

**1,315**

**TOTAL BUSINESSES  
ASSISTED**

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A background image showing a large stack of colorful shipping containers (blue, orange, and white) under a cloudy sky. The containers are stacked in a way that creates a sense of depth and scale.

# INTERNATIONAL TRADE

With COVID-19 continuing to restrain business travel and in-person trade events in 2021, the EDPNC's international trade team emphasized digital approaches to help companies generate sales and find new export opportunities.

[\*\*READ ABOUT OUR YEAR\*\*](#)



## INTERNATIONAL TRADE RESULTS

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629

**BUSINESSES SERVED BY  
TRADE TEAM**

\$1.18B

**IN EXPORTS LINKED  
BY BUSINESSES TO OUR  
SERVICES**

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# SMALL BUSINESS ADVISORS

With a record number of new business filings in 2021, the EDPNC's Small Business Advisors helped thousands of North Carolinians navigate the logistics of starting a business.

[READ ABOUT OUR YEAR](#)



## SMALL BUSINESS SUPPORT RESULTS

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**21,213**

**TOTAL CASES  
MANAGED  
BY SMALL  
BUSINESS  
ADVISORS**

**79%**

**OF CALLS  
CAME FROM  
STARTUPS**

**100**

**COUNTIES  
SERVED  
BY SMALL  
BUSINESS  
ADVISORS**

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# ALL IN NORTH CAROLINA

The EDPNC launched a national, data-driven advertising campaign in 2021 to promote North Carolina as a preferred destination for companies looking to relocate or expand, and skilled professionals considering a move.

[READ ABOUT THE CAMPAIGN](#)



# ALL IN NORTH CAROLINA HIGHLIGHTS

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84M+

PAID  
DIGITAL  
MEDIA  
IMPRESSI  
ONS  
GENERATE  
D

128K+

CLICKS

101

BUSINESS  
RECRUITM  
ENT LEADS

164

TALENT  
LEADS

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# INVESTORS & FINANCIALS

In 2021, the EDPNC successfully executed a new Investor Relations program that engaged businesses across the state and provided meaningful networking and relationship building opportunities.

[READ ABOUT OUR YEAR](#)



**THE WORK OF THE EDPNC IS  
DEDICATED TO THE PEOPLE OF  
NORTH CAROLINA FOR THE GROWTH  
AND BETTERMENT OF OUR GREAT  
STATE.**

*\*This number reflects jobs created by projects in which the EDPNC was involved. Additional jobs may have been created in the state by projects in which the EDPNC was not involved.*



# **BUSINESS RECRUITMENT & DEVELOPMENT**



# OUR ACCOLADES

#1

**TOP STATE  
BUSINESS CLIMATE**

*(SITE SELECTION MAGAZINE, 2021)*

#2

**TOP STATE  
FOR BUSINESS**

*(CNBC, 2021)*

# 2021: A BANNER YEAR FOR PROJECT INVESTMENT AND JOB CREATION

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2021 was a blockbuster year for business recruitment in North Carolina. The EDPNC and its partners closed deals on 174 corporate relocation and expansion projects that are expected to create 23,748\* new jobs and \$10.01 billion in capital investment.

The announced jobs and investment mark an all-time high for North Carolina's economic development performance. Investments connected to state-supported project wins in 2021 far eclipsed the record-breaking \$6.3 billion announced in 2020. New jobs created in 2021 also topped the record of 21,675 state-recruited jobs set in 2019.



The state's strong business recruitment results in 2021 contributed to *Site Selection* magazine's ranking of North Carolina as the nation's No. 1 business climate after tying first place with Georgia in 2020. North Carolina also won *Site Selection's* 2021 Prosperity Cup and *Area Development* magazine's coveted 2021 Gold Shovel Award, both of which honor states with the most successful business recruitment efforts.

Although the EDPNC still had projects on hold resulting from COVID-19, several businesses resumed their relocation or expansion plans in 2021, and many new projects flowed into the pipeline. "The pandemic forced companies to take a hard look at their supplier networks and business forecasts," said Melissa Smith, EDPNC vice president of business recruitment and development. "As companies reassessed, uncertainty gave way to confidence for many." This is evidenced by the fact that the state's active pipeline of projects during the year represented the highest in potential capital investment on record.

Four megaproject wins fueled the record-setting capital investment of 2021. They included FUJIFILM Diosynth's \$2 billion biopharmaceutical manufacturing facility in Holly Springs; Apple's \$1 billion investment to build its first East Coast campus in the Research Triangle region; Red Bull, Rauch, and Ball's choice of Concord for a \$1 billion beverage manufacturing campus; and Toyota's \$1.29 billion investment to build its first North American electric vehicle battery production facility in Randolph County.

“Our banner year is a testament to the fundamental advantages of North Carolina as a place to do business, despite a global pandemic. An employer’s decision to locate and grow here is a validation of our state’s workforce and business environment as one of the nation’s best. Businesses know that North Carolina is a place where they can thrive,” said Smith.

## 2021 PROJECT HIGHLIGHTS

*\*This number reflects jobs created by projects in which the EDPNC was involved. Additional jobs may have been created in the state by projects in which the EDPNC was not involved.*



# BUSINESS DEVELOPMENT: OUR PROSPECTING TEAM

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The EDPNC's Business Development (BD) team had an outstanding year in 2021 in terms of generating leads that developed into business recruitment projects. The team is based in Raleigh and includes a business developer dedicated to growing the state's outdoor recreation industry, and another focused on the defense industry. There are also EDPNC BD international offices in Europe, China, South Korea, Japan and India.

The BD team nurtures relationships with companies poised for expansion in the U.S. Once a lead has a confirmed interest in pursuing North Carolina and the project has estimated job and investment totals, the lead is categorized as "qualified" and is turned over to an EDPNC business recruiter to present site options. In 2021, the BD team qualified 82 leads. This was well above the 46 leads qualified in 2020 and 76 in 2019. Of these 2021 projects, 18 ultimately resulted in wins, 11 of which were in Tier 1 or Tier 2 counties.

The record-setting number of qualified leads in 2021 was due, in part, to the creation of a new position focused on domestic business development and the subsequent increase of leads sourced in the U.S. Historically, the BD team focused primarily on international prospecting, which involves participating in international trade shows and cultivating leads through our overseas offices. In November 2020, the department added a new position to focus on domestic prospecting and to target companies expanding to meet greater demand for near-shore supply chains.

As travel reopened in the U.S. but remained hindered internationally, the BD team conducted prospecting trips to the northeast U.S. and the Silicon Valley area to target life sciences and technology companies. “Generating domestic qualified leads played a major role in our success this year. Even many of our Foreign Direct Investment leads in 2021 were sourced domestically from companies that already had operations in the U.S.,” said Korey Howard, EDPNC director of business development.

One project win sourced from a domestic prospecting trip includes N.J.-based Precision Graphics, a leading electronics manufacturer, that plans to build a \$5.1 million production facility and create 70 jobs in Greene County, a Tier 1 county.



The BD team also developed the lead that resulted in an investment by China-based CARsgen Therapeutics, an innovative biotechnology company pursuing medicines to treat cancer. The company will establish its first North American biomanufacturing site in Durham, creating 200 jobs and investing \$157 million.

# OUR PROJECT WINS





## A BREAKDOWN OF OUR 174 PROJECT WINS

The EDPNC, working with local and state partners, helped close deals on **174** business recruitment projects in 2021. These project wins are expected to create the following in North Carolina over the next several years:

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**23,748**

**NEW JOBS  
ANNOUNCED\***

**\$10.01B**

**CAPITAL INVESTMENT  
ANNOUNCED**

**\$1.83B**

**NEW  
ANNUAL PAYROLL**

*\*This number reflects jobs created by projects in which the EDPNC was involved. Additional jobs may have been created in the state by projects in which the EDPNC was not involved.*

**NEW FACILITY  
PROJECTS**

**16,833**

**\$8.04B**

**81**

**ANNOUNCED  
NEW JOBS**

**ANNOUNCED  
CAPITAL INVESTMENT**

**PROJECT  
WINS**

**EXPANSION  
PROJECTS**

**6,915**

**\$1.97B**

**93**

**ANNOUNCED  
NEW JOBS**

**ANNOUNCED  
CAPITAL INVESTMENT**

**PROJECT  
WINS**



**FOREIGN DIRECT  
INVESTMENT**

**5,083**

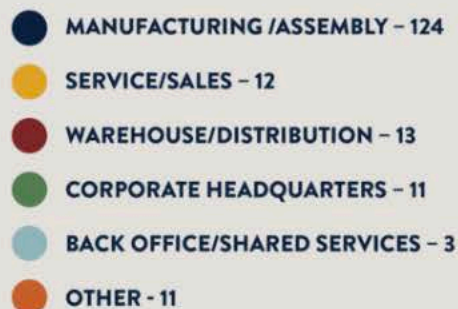
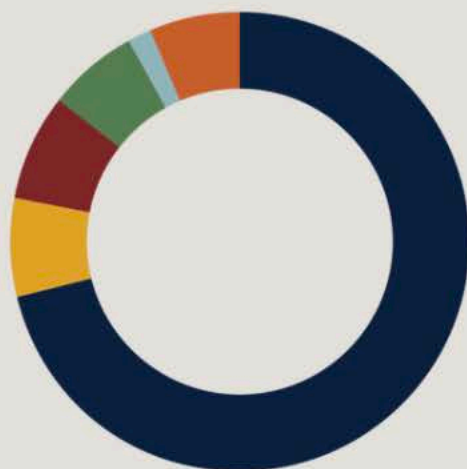
**ANNOUNCED  
NEW JOBS**

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**\$4.19B**

**ANNOUNCED  
FOREIGN INVESTMENT**

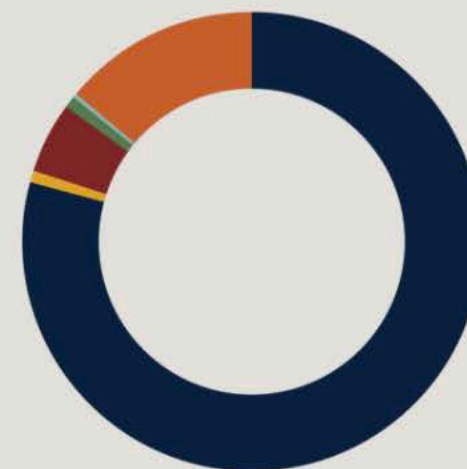
## ANNOUNCED PROJECTS BY INDUSTRY



## ANNOUNCED JOBS BY INDUSTRY



## ANNOUNCED INVESTMENT BY INDUSTRY





## ACTIVE PROJECT PIPELINE

As of Dec. 31, 2021, North Carolina was actively being considered for the following:

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**191**

**POTENTIAL BUSINESS  
RECRUITMENT OR  
EXPANSION  
PROJECTS**

**72,213**

**POTENTIAL JOBS  
CONNECTED TO  
ACTIVE PROJECTS**

**\$39.28B**

**POTENTIAL CAPITAL  
INVESTMENT  
CONNECTED TO  
ACTIVE PROJECTS**

# HIGHLIGHTED 2021 PROJECT WINS

The EDPNC works closely with the state Department of Commerce, governor’s office, local economic development organizations and other partners to win projects that create new employment and capital investment in communities across North Carolina. Here are just some of those projects announced in 2021. (Asterisks denote expansion projects.)

Company	County	Jobs	Investment	Industry
Apple Inc.	Wake	3000	\$1.0B	Computers and Electronics
Toyota Motor North America, Inc.	Randolph	1750	\$1.29B	Automotive/Motor Vehicles
Fujifilm Diosynth Biotechnologies	Wake	725	\$2.0B	Biotech, Pharma and Life Sciences
The Kroger Co.	Cabarrus	722	\$139M	Food, Beverage and Agriculture
	Cabarrus	633	\$1.31B	Food, Beverage and Agriculture
	Mecklenburg	600	\$13.25M	Business and Financial Services
Ball Corp, Red Bull and Rauch	Pitt	592	\$1.45M	Information Technology
Credit Karma	Lenoir	540	\$13.75M	Furniture and Home Furnishings









# MEGA CAMPUS: TOYOTA

Governor Roy Cooper and Chris Reynolds, executive vice president of corporate resources for Toyota Motor North America, along with other members of the project team, announce Toyota will build a \$1.29 billion electric vehicle (EV) battery production facility in Randolph County.

# YEARS OF PREPARATION WINS TOYOTA'S \$1.29 BILLION EV PLANT

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In December 2021, Toyota Motor North America announced plans to build its first North American electric vehicle (EV) battery production facility at the 1,825-acre Greensboro-Randolph Megasite in Randolph County. The facility is a \$1.29 billion project that will create 1,750 jobs.

Toyota's announcement marks a transformative economic development achievement for the region and state. It not only validates the strengths of the Triad's workforce and infrastructure, but signals to other companies that North Carolina is poised to be a leader in the nation's rapidly growing EV sector.



The selection of the Greensboro-Randolph Megasite involved years of preparation by an extensive network of partners, starting after the company decided against the site for a Toyota-Mazda plant in 2018. “We made a really good impression on Toyota several years ago and our long-standing relationship, coupled with Toyota’s familiarity with the site’s advantages, helped us win this project. Even project losses can eventually result in wins,” said Melissa Smith, EDPNC vice president of business recruitment.

The plant, to be named Toyota Battery Manufacturing, North Carolina (TBMNC), will come online in 2025. It will have four production lines, each capable of delivering enough lithium-ion batteries for 200,000 vehicles, with the intention to expand to at least six production lines for a combined total of up to 1.2 million vehicles per year. The facility will create 1,750 new jobs with an average salary of \$62,234, increasing the regional payroll by more than \$100 million every year. Randolph County’s current overall average annual wage is \$37,865.



A photograph of Governor Roy Cooper of North Carolina standing at a dark wooden podium outdoors. He is wearing a dark suit, a light blue tie, and a blue surgical mask. He is speaking into a microphone. To his left, another man in a dark suit and blue surgical mask stands with his hands in his pockets, holding a yellow folder. Behind them, a large flag with a red, white, and blue design and the letters 'C' and 'M' is visible. The podium features the Great Seal of the State of North Carolina, which includes the text 'THE GREAT SEAL OF THE STATE OF NORTH CAROLINA', 'MAY 20, 1775', and 'ESSE QUAM VIDERI'. The background shows a brick building and green foliage.

# MEGA CAMPUS: APPLE

Governor Roy Cooper announces Apple will build its first East Coast campus and engineering hub in Wake County, North Carolina. Courtesy of the North Carolina Office of the Governor.



# APPLE CHOOSES WAKE COUNTY FOR ITS FIRST EAST COAST CAMPUS

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In April 2021, Apple chose North Carolina's Research Triangle region as the location for its first East Coast campus. The campus is part of a \$1 billion statewide investment that will create 3,000 new jobs in Wake County.

Apple's campus will include a 1-million-square-foot R&D, operations and engineering hub powered entirely by renewable energy sources. With positions offering salaries averaging \$187,001, roughly triple the Wake County average of \$63,966, the regional payroll impact is estimated to top \$550 million per year. Overall, the project is estimated to grow the state's economy by nearly \$79.8 billion over 39 years.

Apple also will establish a \$100 million fund to support schools and community initiatives statewide and contribute more than \$110 million to a fund backing public infrastructure upgrades in more economically challenged areas of the state.



The move was a homecoming for Apple's Chief Operating Officer, Jeff Williams. "As a North Carolina native, I'm thrilled Apple is expanding and creating new long-term job opportunities in the community I grew up in," said Williams at the announcement. "We're proud that this new investment will also be supporting education and critical infrastructure projects across the state. Apple has been a part of North Carolina for nearly two decades, and we're looking forward to continuing to grow and a bright future ahead.

As one of the world's most well-known companies, Apple's announcement further solidifies the Triangle as one of the country's top high-tech hubs and brings attention to the many advantages North Carolina offers global technology leaders.





# MEGA CAMPUS: RED BULL

Officials at the announcement of the new beverage manufacturing hub included, from left: Samantha Grass, recruitment project manager, Cabarrus Economic Development Corporation (EDC); Gov. Roy Cooper; state Commerce Secretary Machel Baker Sanders; Page Castrodale, executive director, Cabarrus EDC; Shanell Varner, economic development program manager, Cabarrus EDC.



# A 'TRANSFORMATIONAL' BEVERAGE MANUFACTURING HUB

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Plans for a \$1 billion state-of-the-art beverage manufacturing campus that will employ over 600 people marks a huge win in revitalization of the former Philip Morris cigarette plant site in Concord, which closed in 2009.

When announced in 2021, the campus became the largest economic development investment in Cabarrus County's history, according to local officials.

On July 13, 2021, the state announced that beverage company Red Bull and filling company Rauch would build the manufacturing, filling and distribution center at The Grounds at Concord, creating more than 400 new jobs and investing over \$740 million. Two weeks later, aluminum beverage packaging company Ball Corporation officially joined the hub, adding its \$383.8 million investment and 220 jobs.



Ball will manufacture aluminum cans for Red Bull and other customers, paying an average annual salary of \$70,555. Average wages for Red Bull and Rauch positions will also exceed the current Cabarrus County average of \$41,255.

“This is truly a transformational project for our community,” said Page Castrodale, executive director of the Cabarrus Economic Development Corporation. “We’ve all worked hard for many years to bring jobs and investment back to the old Philip Morris campus, and we’re excited about the impact these three companies will have on the county.”

- **Outdoor NC**, a partnership with Leave No Trace to promote sustainability and safe travel principles as travelers flocked to North Carolina's public lands.
- #CookItForwardNC, a social media campaign to support restaurants and workers affected by pandemic-related closures.
- Administration of a \$5 million marketing credit program and \$1.5 million grant program to help local organizations market destinations hit hard by revenue losses.
- Heightened communication with tourism partners, an effort that incorporated expanded research initiatives and 33 webinars to connect local tourism leaders with the Visit NC staff and outside experts.
- **Drive Thru Vacations**, a safety-conscious return-to-travel campaign, followed by the multi-channel "**Get Back to a Better Place**" brand campaign.

“Recognition is always gratifying,” said Wit Tuttell, EDPNC vice president of tourism marketing, “but the real honor here has come from strengthening the bond between tourism leaders across our 100 counties and other state partners as we’ve responded to a devastating crisis. The Mercury Award reflects our ability to work together and make our recovery possible.”



# FILM



Film crew shooting television drama series "Delilah" in Charlotte, North Carolina. The series, produced by Harpo Films and Warner Bros. Television, premiered on OWN in March 2021.

*Photo Credit: Peter Taylor/2022 Warner Bros. Entertainment Inc. All Rights Reserved.*

# RECORD-BREAKING YEAR FOR FILMS ‘MADE IN NORTH CAROLINA’

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2021 will go down as a record-setting year for film production in North Carolina. All told, filmmakers invested over \$416 million in North Carolina to produce 71 projects filmed across all eight of the state’s prosperity zones. Combined, these productions created 28,517 job opportunities for North Carolina’s highly skilled film professionals, including crew hires, actors and extras.

This spending figure is the highest number since 2000 when the state began offering film incentives. The amount also exceeds the previous record of \$377 million invested in 2012 when movies “Iron Man 3” and “We’re The Millers” and television shows “Revolution,” “Homeland” and “Banshee” were filmed in North Carolina.



“Our consistent message of a strong workforce coupled with a stable and reliable film rebate program has been heard loud and clear by production executives and has resulted in these economic developments wins for North Carolina,” said Guy Gaster, director of the North Carolina Film Office, which is housed within the Economic Development Partnership of North Carolina and leads the state’s film recruiting efforts with the North Carolina Department of Commerce. “There is a high demand for content, and our state is proving that we are among the best in helping to bring these stories to life on screens of all sizes.”

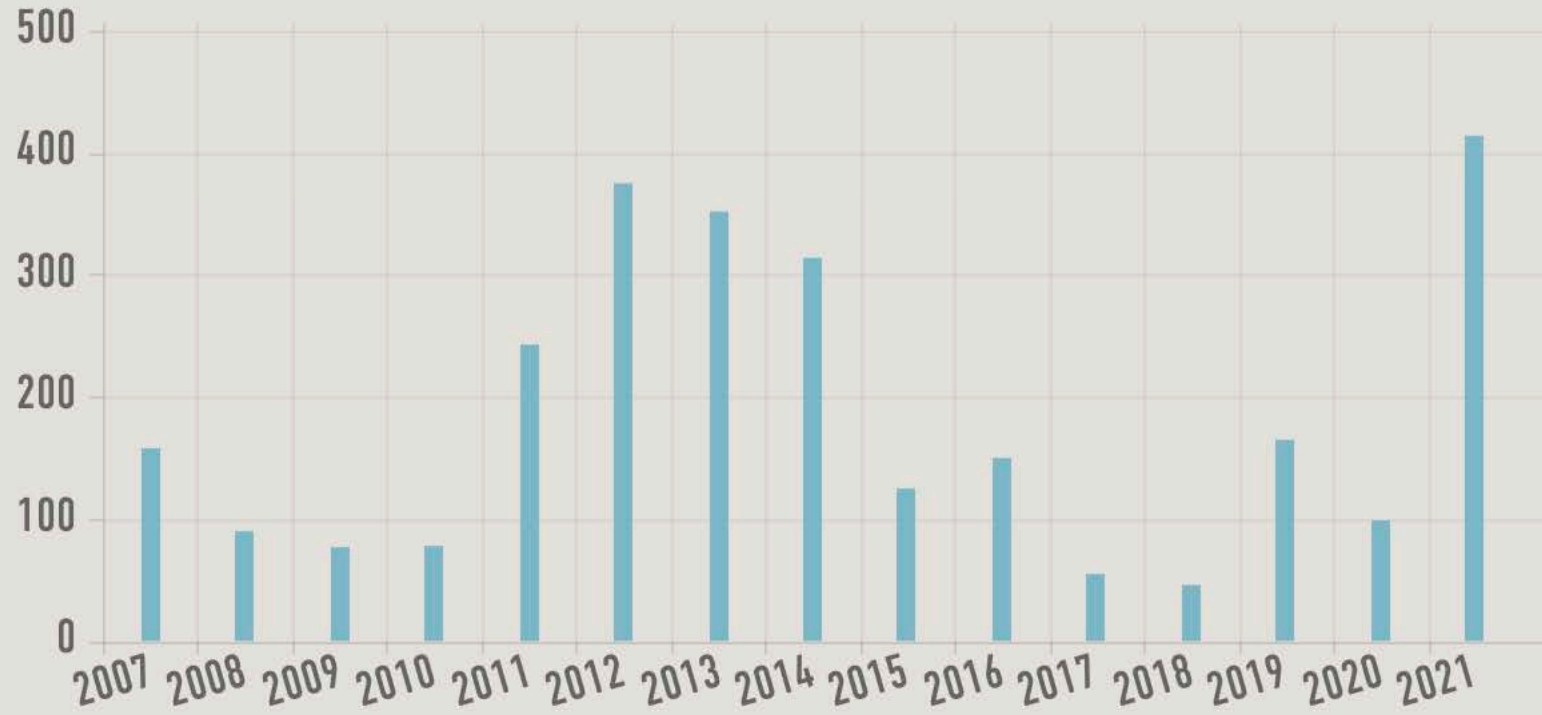
Productions are drawn to North Carolina’s well-established infrastructure, wildly diverse filming locations, highly skilled crews, and the 25% rebate offered through the bi-partisan approved North Carolina Film and Entertainment Grant. The grant provides financial assistance to attract feature film and television productions that will stimulate economic activity and create jobs in the state. Production companies must meet direct in-state spending requirements to qualify. The program is administered by the NC Department of Commerce and promoted by the NC Film Office.



Of the 71 productions that filed with the NC Film Office to film in 2021, 25 were approved for awards from the state's film and entertainment grant. Highlights include the tv/streaming series "Florida Man," "The Summer I Turned Pretty," "Our Kind of People," "Welcome to Flatch," "The Peripheral," "Delilah" and "Hightown." Event series filming in the state included "Echoes" and "George and Tammy." Feature films and made-for-tv movies included "I.S.S.," "The Black Phone," "Christmas in Harmony," "Line Sisters," "The Evolution of Nate Gibson," "Along for the Ride," "Breakwater," "Barstow," "Something Here," "The Other Zoe(y)," "Boys of Summer," "One True Loves," "One Summer," "County Line: No Fear," "County Line: All In" and "Are You There God? It's Me, Margaret."

The NC Film Office serves as a one-stop resource for film, TV and commercial production across North Carolina. The office helps recruit projects to the state and connects production teams to key locations, studios, talent and local support. "Winning a film production creates positive economic impacts that ripple across the state. Outside of film-industry jobs, productions support small businesses as production companies turn to local vendors to materialize their films," said Gaster. "We look forward to seeing the 'Made In North Carolina' logo in the end credits of more and more productions."

## DIRECT IN-STATE SPENDING (IN MILLIONS)



A background image of a construction site. Two large yellow tower cranes are visible against a clear blue sky. In the foreground and midground, there are concrete structures under construction, heavily reinforced with vertical and horizontal steel rebar. Scaffolding and wooden formwork are also visible, indicating an active building project.

# EXISTING INDUSTRY SUPPORT



# HELPING NC MANUFACTURERS GROW TO MEET CONSUMER DEMAND

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COVID-19 brought new realities to North Carolina manufacturers. In 2020 and 2021, many experienced a surge in demand, and the EDPNC's existing industry expansions managers (EIEMs), who support the retention and growth of existing NC businesses, were ready to help them.

In 2021, the team's assistance to businesses included coordinating state support for 95 expansion projects that are expected to create 5,553 new jobs and generate \$1.45 billion in investment. The announced investment and jobs were the highest in any year on record with 82% of expansion projects in the state's more rural Tier 1 or Tier 2 counties.

According to team director Bill Slagle, many manufacturers that acted cautiously at the pandemic's onset were prepared to hit the ground running in 2021. Slagle noted that some industries saw a surge in demand for manufactured goods during the pandemic and were eager to grow to meet the needs of consumers. Throughout the year, the EDPNC supported expansions across a variety of sectors, including furniture, lumber, textiles, food packaging, and injection molding for automotive and aerospace manufacturers.

Each EIEM works within one of eight multicounty regions in the state and interacts with more than 150 businesses annually to help them identify barriers to growth and assemble local, state and federal resources to clear those barriers. This free assistance includes helping companies navigate state incentives, sharing updates on COVID-19 recovery programs, referring businesses to alternative supply chain resources, connecting companies to workforce development programs and operational expertise as well as helping companies secure grants to renovate buildings or upgrade manufacturing equipment.



In November 2021, the team partnered with the North Carolina Manufacturing Extension Partnership and the National Center for Economic Gardening to offer a new economic gardening program to NC companies. The program provides second-stage companies (those that have grown past the startup stage but have not yet grown to maturity) with strategic tools to solve problems and identify new growth opportunities. This assistance can include research focused on competitor intelligence, market analysis, and search engine optimization. Five NC companies participated in the program pilot in 2021.

Throughout the year, the ELEM team assisted 1,315 total businesses, 76% of which were in Tier 1 or Tier 2 counties. Additionally, 197 of the businesses assisted were minority-, women-, or veteran-owned businesses, far exceeding the team's annual goal of 134.

"The team is working hard to create jobs in rural NC, and we've been seeing amazing results," said John Loyack, EDPNC vice president of global business services. Slagle noted that, "The reinvestment of companies in NC, especially during a global pandemic, speaks volumes to the state of business here. It is a testament to businesses' confidence in our existing workforce and ability to cultivate talent. NC is a great place to be, and companies are seeing that."



# SPOTLIGHT: EAST COAST STEEL

## SUPPORTING MANUFACTURING GROWTH IN PERQUIMANS COUNTY

East Coast Steel Fabrication, Inc. (ECSFI), is a steel fabricator and metal barge and marine structure manufacturer located in Hertford, NC. In December 2020, the EDPNC Existing Industry Expansions team assisted the certified woman and minority owned company with a 28-job expansion in Perquimans County. Throughout 2021, ECSFI invested over \$482,000 in new equipment and facilities totaling over 20,000 square feet. “The EDPNC and the local economic development team were instrumental in



connecting us to state and local grants which greatly helped us expand our Hertford facility,” said Cynthia Overman, owner and vice president of East Coast Steel Fabrication. “As North Carolina residents, we realize the need for businesses in northeastern North Carolina and the jobs that they bring. We hope this will lead to many opportunities for surrounding counties.”

*East Coast Steel Fabrication owners Cynthia and Mark Overman are pictured in front a barge currently in production at their Hertford, NC, facility.*





# **CASE STUDY:** **GLEN RAVEN**

Glen Raven Plant Manager, Todd Wemyss, proudly stands in front of the construction of the new Norlina, North Carolina facility.



# TEAMWORK WINS \$82 MILLION EXPANSION PROJECT IN WARREN COUNTY

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The EDPNC places enormous emphasis on supporting long-time North Carolina companies and supporting jobs, particularly in our rural communities. That is why the \$82 million expansion of Glen Raven's production plant in Norlina was one of the most notable projects announced in 2021.

Based near Burlington, Glen Raven is a leading provider of performance fabrics globally. It is one of the state's oldest textile companies and operates the largest manufacturing facility in Warren County, a Tier 1 county. In 2021, Glen Raven experienced a record demand for Sunbrella® fabrics, one of the company's major products, and planned to increase production capacity to meet consumer needs.

Glen Raven's Plant Manager, Todd Wemyss, was tasked with convincing corporate decision-makers that the plant in Norlina (pop. 1,100) was the best choice for the planned expansion of production capacity. Wemyss contacted Charla Duncan, economic development director for Warren County, about the expansion project, and Duncan brought the opportunity to the attention of EDPNC industry expansions manager Harry Swendsen. Together, Swendsen and Duncan identified local and state incentives and workforce development strategies.

"The county was facing competition from locations in Alabama, Georgia and South Carolina," said Duncan. "This was the largest project our county had seen in a long time. Harry Swendsen helped us think through options available and make a strong case to the company." Wemyss noted, "The EDPNC and local economic developers were invaluable resources. They provided a gentle, guiding hand to help us tap into resources that we wouldn't have otherwise known about."

With assistance from Warren County and the EDPNC, Wemyss succeeded, and Glen Raven chose the Norlina plant for its major expansion project. The project was supported by a \$1 million One North Carolina Fund (OneNC) grant and a \$500,000 building reuse grant. Expansion at the Norlina plant is expected to generate 205 new jobs, more than doubling employment at the plant, with salaries above the Warren County salary average of \$30,494. The payroll impact on Warren County, the smallest and most economically distressed county in the northcentral region, will be more than \$6.5 million per year.



“Glen Raven has been a fixture in our community for more than three decades,” said Duncan. “They’re not only a large manufacturer here, but a global company that is thriving in Warren County.” The EDPNC is proud to have played a role in securing this \$82 million expansion project that will mutually benefit one of North Carolina’s oldest companies and one of its smallest rural counties.

A background image showing a dense stack of intermodal containers in various colors including teal, grey, orange, and brown. The containers are stacked in a way that creates a sense of depth and scale.

# INTERNATIONAL TRADE



# HELPING BUSINESSES ENHANCE THEIR DIGITAL PRESENCE TO FIND NEW EXPORT OPPORTUNITIES

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When COVID-19 continued to restrain business travel and in-person trade events in 2021, the EDPNC's international trade team emphasized digital approaches to help companies generate sales and find new export opportunities. That included promoting digital marketing strategies and expanding the EDPNC's website globalization program.

The EDPNC's trade team helps businesses develop market entry strategies, meet vetted distributors, and connect to export financing – free of charge. Through the federal [State Trade Expansion Program](#) (STEP) administered by the EDPNC, the team also provides grants that enable small businesses to attend export education workshops, exhibit at trade shows, translate marketing materials and localize their business websites in other countries.

The trade team assisted 629 North Carolina businesses in 2021, and those businesses credited the EDPNC with helping them generate \$1.18 billion in export sales. This is a slight increase from the \$1.14 billion value of exports supported last year. On top of that, 25% of businesses served in 2021 were companies owned by minorities and women.

The trade team also conducts export education events on topics ranging from export licensing requirements to how the pandemic is affecting trade. In 2021, the team hosted 19 webinars attended by 450 people, including a series in which the team shared information on our website globalization program and how businesses can utilize digital marketing to generate sales.

The EDPNC website globalization program helps small businesses translate their websites into the languages of their targeted international markets as well as set up local domain hosting and search engine optimization of those sites. A \$10,000 federal STEP grant is available to support the work. During the year, seven North Carolina businesses applied for the program.

“The biggest share of our STEP funds this year went towards assisting companies with website optimization and e-commerce,” said Mike Hubbard, EDPNC director of international trade. “Although it has been a challenging year for global trade, the move of companies to a more digital environment has helped put smaller, rural companies on a more equal footing with larger companies. It is easier for them to get their name out and be found online.”



The EDPNC also expanded the scope of trade offices serving North Carolina exporters in 2021. The trade team includes North Carolina-based managers as well as international offices in Canada, Mexico, Europe, Japan, China, Singapore and the United Arab Emirates. “We’ve contracted with representatives to further expand our reach into South America, North Africa and the Middle East, Eastern Europe and Southeast Asia to help North Carolina businesses take advantage of emerging market opportunities,” said Hubbard.

In addition to supporting business participation in virtual trade shows like the Dubai Wood Show, the team also supported attendance at in-person events which picked up in earnest mid-year, including the Florida International Medical Expo in Miami; Milipol, a security show in Paris; and INDEX, a nonwovens exhibition in Geneva. Through these events and others, the EDPNC helps connect companies with new customers and distributors around the world.

# SPOTLIGHT: BRILLIANT YOU DENIM

## DENIM MANUFACTURER GENERATES INTERNATIONAL SALES WITH EDPNC SUPPORT

Terry Davis is the owner of Brilliant You Denim, the first black, women-owned denim manufacturer in the United States. The company designs and manufactures its jeans in Greensboro, NC, where it leases space at the Nussbaum Center for Entrepreneurship. Davis attended the MAGIC International Textile Trade Show in August 2021 in Las Vegas using STEP booth and travel funding available through the EDPNC. The booth was busy, and the business generated domestic and international sales. “The company experience at the MAGIC trade show





was very positive and encouraging,” said Davis.

“Our denim brands were well received and a boutique in Mexico expressed interest in carrying our brands.”

*Terry Davis, owner of Brilliant You Denim, is an electrical engineer by day and designs, manufactures and distributes custom denim jeans.*



CORE VALUES

DETERMINED  
&  
TENACIOUS

RESOURCEFUL  
&  
CREATIVE

RESP

CA

We persevere  
in the pursuit  
have the courage  
the most difficult  
have the resiliency  
the

...draw inspiration from and  
...collective expertise and  
...conceptualize new ideas  
...smart thinking to solve  
...and deliver success.  
...status quo can always

We react quickly  
needs and ques  
partners and pa  
time is always  
they are depen  
about each oth  
and program

## CASE STUDY: TANNER PHARMA

Gaby Bedoya, Business Development Manager at Tanner Pharma,  
poses in front of the company's vision wall.



# TRADE TEAM HELPS COMPANY IMPROVE GLOBAL ACCESS TO MEDICINES

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Headquartered in Charlotte, Tanner Pharma Group is a rapidly growing company with local roots and a global mission — to improve lives by increasing access to medicine around the world.

Tanner teams up with U.S. pharmaceutical, biotech and health care companies to deliver life-saving medicine into countries outside the U.S. that do not have access due to availability, product registration, or shortage in-country.

“We partner with U.S. manufacturers and wholesalers to have access to FDA-approved medications, and we deliver them to countries that do not have those medications,” said Gaby Bedoya, business development manager for Tanner Pharma, which employs 85 people globally, including 59 in North Carolina.

Tanner has shipped to 123 countries across Latin America, Europe, Asia, the Middle East and Africa. “Our goal is to increase our footprint and ship into even more countries,” Bedoya said.

Over the years, the EDPNC international trade team has helped Tanner pursue that goal. For example, the EDPNC has provided Tanner market intelligence on well-matched potential international partners. These “international partner searches” have been conducted by EDPNC international trade offices or through EDPNC referral to U.S. Commercial Service programs.

“With these searches, we have been able to uncover opportunities in markets such as Portugal, Spain, and the Middle East,” Bedoya said.

The EDPNC has also helped Tanner access federal [State Trade Expansion Program](#) (STEP) grants to help pay for exhibiting in international trade shows. The EDPNC locally manages STEP grants available through the U.S. Small Business Administration.

STEP has helped Tanner exhibit jointly with the EDPNC or individually at events such as ExpoPharma in Germany, the largest European fair for the pharmacy market, and Arab Health, the leading medical equipment exhibition in the Middle East. “These fairs have allowed us to meet our existing customers in person as well as potential new clients, which leads to our company’s growth,” Bedoya said.

In 2021, STEP reimbursed Tanner \$5,000 for exhibiting at the World Orphan Drug Congress USA in Maryland for the first time, as well as over \$1,000 to offset related travel costs. “We were able to meet with a different type of clientele – nonprofit organizations that could use our services in procuring medications and medical supplies,” Bedoya said. “These organizations donate medications to countries that need them when there are disasters, hurricanes, or this pandemic.”



EDPNC support has helped Tanner “uncover companies we perhaps would not have found on our own,”

Bedoya said. “The EDPNC providing us access to grants has contributed to our growth of about 20% a year in sales revenue.”

A person wearing a plaid shirt and a dark cap is seen from behind, working at a coffee bar. They are positioned in front of a metal tray holding several white ceramic cups with blue floral patterns. To the left, there is a large glass pitcher filled with water. The background shows a concrete floor and some green plants. The overall scene is dimly lit, with a blueish tint.

# SMALL BUSINESS ADVISORS



# SUPPORTING ENTREPRENEURS DURING A RECORD YEAR FOR NEW BUSINESS FILINGS

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The EDPNC Small Business Advisors, formerly known as Business Link North Carolina (BLNC), provide entrepreneurs with comprehensive guidance for starting a business. Through the team's toll-free number, entrepreneurs can receive one-on-one counseling on the steps to start a business, including registration and tax requirements, local business permitting and how and where to submit the necessary forms. If our advisors cannot answer a question, they direct clients to the resources that can.

In 2021, the team managed 21,213 cases, supporting all 100 counties across the state. Of these total cases, 82% were categorized as "substantive," meaning the team provided the client with specific regulatory information or partner resources rather than just a requested phone number. Although the team's focus is answering questions about the requirements of starting a business in North Carolina, our advisors can refer new businesses to programs that can help them succeed, including business planning services, funding sources, mentoring and much more.



It has become increasingly evident that people are choosing to start their business in North Carolina, as 79% of our cases coming from startups (vs. 71% and 56% in 2020 and 2019, respectively). “In 2021, we saw a lot of momentum around starting online businesses, and even an increasing trend of individuals starting more than one,” said team director Holly Yanker. “We’ve seen people starting photography businesses while also making/installing yard art. There’s no end to the ambition of North Carolinians.”

During 2021, the team ran a proactive campaign to share funding, hiring and training resources with over 480 existing North Carolina hospitality businesses, a sector hit hard by the pandemic. As part of the campaign, our advisors promoted [CountOnMeNC.org](https://CountOnMeNC.org), a statewide public health initiative designed to help people feel safe while visiting food and lodging establishments that participate in the program.

Our advisors also perform educational activities to support entrepreneurship. In 2021, for example, the team partnered with several organizations, including the Mexican Consulate and Carolina Small Business Development Fund, to conduct webinars in Spanish on starting a business. The team also conducted a webinar for clients of the Carolina Small Business Alliance who were eager to learn about legal, tax and minority certification resources.

“According to the North Carolina Secretary of State, 2021 was a record-breaking year for new business filings,” said Yanker. “North Carolinians have an innovative spirit and thousands of people are eager to chart their own course despite the pandemic. It’s our goal at EDPNC to help them turn their dreams of operating a small business into reality.”



# SPOTLIGHT: SWEET MOMMA PIES

## HELPING AN ENTREPRENEUR SHARE HER LOVE OF PIES

Avis Christian wanted to share with others her great tasting sweet potato pies that were inspired by her mother. In September of 2020 she called the EDPNC's Small Business Advisors for guidance on starting Sweet Momma Pies, in Raleigh, NC. Throughout 2020 and 2021, the Small Business Advisors helped her to register the business, determine a business structure and navigate relevant food and local regulations. Christian worked on her business plan with the EDPNC's partner at the Wake Tech Community College Small Business Center, and Sweet



Momma Pies was established as a pop-up business. This means Christian finds approval to sell her pies near a business and not only promotes her pies but also the partnering location.

*Avis Christian is holding one of her signature pies made from a 70 year-old recipe passed down from her grandmother.*





# **CASE STUDY:** **WILEY JOHNSON**

Wiley Johnson's artwork, *Burning*, received an honorable mention at a national juried art call in Floyd, Virginia in fall 2021.



# SUPPORTING A RALEIGH ARTIST'S BUSINESS

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Wiley Johnson's passion for painting has helped him cope with the challenges of living with Autism spectrum disorder.

It has also inspired the 36-year-old Raleigh resident and his mother, Joy Johnson, to pursue opportunities to display and sell his art.

"Guiding Wiley's mother on how to register [Wiley's Abstract Art](#) as an LLC, a limited liability company, in 2021 was rewarding," said Holly Yanker, director of EDPNC Small Business Advisors. "We love to see our services support local artists."

Joy has worked relentlessly over the past decade to find outlets to display her son's work, from church events to local restaurant displays and galleries. "Wiley takes such great pleasure in people seeing his paintings," Joy said.



The website [www.wileysart.com](http://www.wileysart.com) was established in 2019, after Wiley had been working at a food court but wanted something more. Joy networked with local arts organizations to help Wiley find outlets to display his work. His artistic profile rose in 2020 when he became the first North Carolina artist to be represented by ArtLifting, a Boston-based company that helps artists challenged by disabilities or homelessness sell their work.

ArtLifting's support has placed large reproductions of Wiley's work at Chase Bank on 9th Street in Durham as well as Regency's Sutton Square in Raleigh, Joy said. Wiley's art has also been featured at the North Carolina Museum of Art gift shop, a two-person exhibit at the new Charlotte Russell Contemporary gallery in Raleigh and many other venues.

Wiley says his work is "filled with bright colors that make me happy." He said, "I use broad strokes of acrylic paint on canvas, but sometimes I paint on small wooden crafts or recycled materials."

"I have always been isolated due to my disability," Wiley said. "My autism has made it difficult for me to hold down even a traditional part-time job. But it makes me happy to hear people say that they like my art. Art connects me to my community and to the larger art world."

Joy is grateful for the guidance she received on how to set up Wiley's Abstract Art as an LLC, which provides certain tax advantages and makes it easier for her to represent her son's interests.

"I was thrilled there was someone I could ask questions of, and I didn't have to pay for the answers," Joy said. "I know anytime I have a question, I can contact the EDPNC's small business advisors."



A person with long hair, wearing a grey knit beanie and a mustard-colored puffer jacket, is seen from behind. They are carrying a matching mustard-colored backpack and standing in a forest. The background is misty and out of focus, with some autumn-colored leaves visible on the left. The text "ALL IN NORTH CAROLINA" is overlaid in white, bold, sans-serif capital letters.

**ALL IN NORTH  
CAROLINA**

# ALL IN NORTH CAROLINA CAMPAIGN DRIVES BUSINESS RECRUITMENT AND TALENT LEADS

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In June 2021, the EDPNC launched a national advertising campaign focused on driving North Carolina's reputation as the best place for businesses and workforce talent to locate. Titled All in North Carolina, the campaign's central message emphasizes the diversity of people, places and industries that North Carolina offers. The campaign targets business decision makers considering relocation or expansion, and skilled professionals considering a move. All in North Carolina delivered a resounding message: North Carolina is a place where diverse minds connect and thrive.



The campaign relies primarily on highly targeted digital channels to support lead generation for the EDPNC's business recruitment efforts. Deployed across paid social media, LinkedIn, digital display, Connected TV as well as industry-specific print channels, All in NC drove individuals to the campaign's landing page and signature video. The focus on digital outlets helped ensure trackability of results to determine which channels produced the strongest leads and to optimize resources.

All in NC delivered strong results. By December, it had generated over 84 million paid media impressions, 128,000 clicks, and over 100 business recruitment leads, some of which have already been qualified into active recruitment projects. Additionally, the campaign generated over 160 talent leads who are directed to the Visit NC guidebook and referred to the tourism division's website, recognizing that any relocation will start with a visit.

The \$3 million campaign, funded by CARES Act resources, arose out of the recognition that attracting jobs and tax dollars to North Carolina should be part of the state's COVID-19 recovery effort. Because workforce is often a top priority of businesses considering where to relocate or expand, attracting talent is also a critical component of economic development. This is where the EDPNC's business marketing efforts play a key role.

Campaign development started with market research to understand where North Carolina stood among competitors in terms of business marketing spend and existing perceptions of the state, among both business relocation decision makers and mobile workforce talent.

The research revealed that North Carolina was not top-of-mind for business decision makers or talent, which was not surprising given historically low business marketing advertising levels. According to Denise Desatnick, the EDPNC's director of marketing and research, "We have a tremendously attractive location for companies and talent, but many haven't heard that message, especially relative to the states with which we compete most often." All In North Carolina is designed to help remedy that through messaging that brings to life the state's natural beauty, high quality of life, mix of urban and rural settings, affordability, business-friendly tax climate, strong educational ecosystem, spirit of innovation and inclusiveness.

The campaign's [signature video](#) features Jaki Shelton Green, North Carolina's first African American poet laureate. Her narration and the imagery beautifully capture the many types of people who live and work in North Carolina. "All rising. All thriving. All in North Carolina," she says.

"This is just the beginning of our story," said Desatnick. "In 2021, we were delighted to receive a commitment from the legislature to fund an ongoing business marketing program that will level the playing field for us versus our competitors, enabling North Carolina to have a significant share of voice in the business and talent relocation space."



The background of the image shows two tall, modern skyscrapers with glass facades. The building on the left is a brownish-gold color with many windows, while the building on the right is a lighter, greyish-blue color. The sky is a clear, pale blue. The text "INVESTORS & FINANCIALS" is overlaid in the center in a large, white, sans-serif font.

# INVESTORS & FINANCIALS

# EDPNC REPORTS SUCCESS OF ITS INVESTOR RELATIONS PROGRAM

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**To learn more about investing in the  
EDPNC, please contact:**

**Ann R. Turnbill**

Director, Investor Relations

[ann.turnbill@edpnc.com](mailto:ann.turnbill@edpnc.com)

Thanks to investor support of the organization's mission, the EDPNC raised \$1,397,655 in private funds for the 2021 calendar year and was very pleased to welcome new investors ARCO Design/Build, BHDP and Wilkinson ERA Real Estate Relocation & Corporate Services.

In 2021, the EDPNC successfully executed a new Investor Relations Program that engaged businesses across the state and provided meaningful networking and relationship building opportunities. The EDPNC investors also received insightful market research on economic development across the state, real-time dashboard data and other investor benefits to foster connections and grow their business.

Highlights of the 2021 Investor Relations Program included the successful launch of the EDPNC "Investor Spotlight Series," which consists of a



## BECOME AN INVESTOR

showcase of investor-focused events, executive profile series and featured narrative content to share the perspectives of leaders who influence North Carolina's economic development.

In November, the EDPNC hosted its first Spotlight Series Thought Leadership CEO dinner event with special guest Tom Barkin, president and CEO of the Federal Reserve Bank of Richmond. And, throughout the year the highly popular "Five Questions With" digital Q&A vignette profiled leaders from Nexsen Pruet, North Carolina Railroad Company and Research Triangle Foundation.

The EDPNC Investor Relations Program continues to amplify the state's unique characteristics and appeal through social media, the Investor Relations webpage [EDPNC.com/Invest](https://www.edpnc.com/invest), and the newsletter, "The Catalyst."

The EDPNC is grateful to each of their investors for their ongoing financial support and involvement in the organization's mission to improve the economic well-being and quality of life of all North Carolinians.



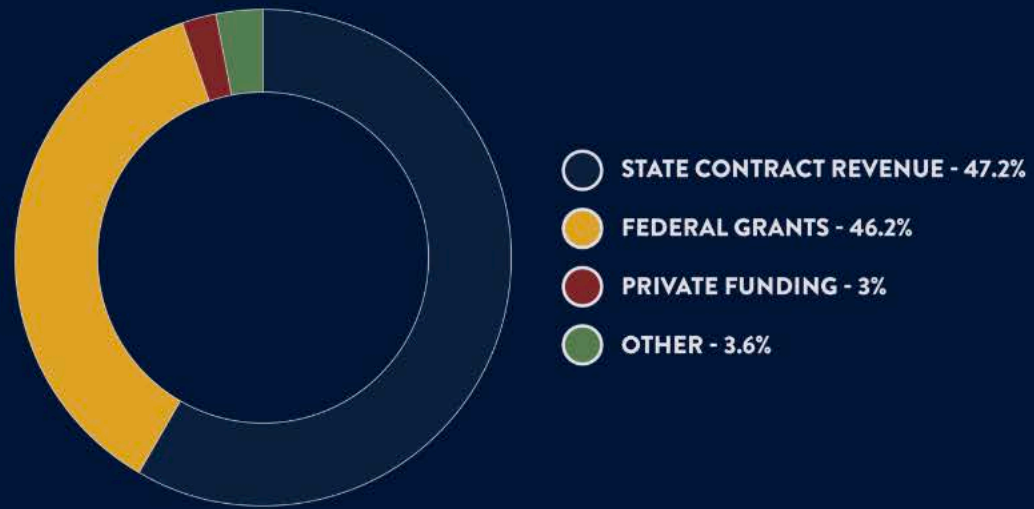
# FINANCIAL OVERVIEW: BY THE NUMBERS

The Economic Development Partnership of North Carolina receives state funding through its contract with the North Carolina Department of Commerce as well as private investment from companies, individuals, and foundations.

In fiscal year 2021, running from July 1, 2020, through June 30, 2021, the partnership received \$39,889,001 in total revenue and had expenses totaling \$38,530,372. Please note that increases in dollar amounts and percentages in FY21 compared to FY20 are largely a result of the large amount of COVID/CARES Federal Grants funds received in FY21.



## FY 2021 FUNDING SOURCES





## FY 2021 EXPENSES



**"WE INVEST IN EDPNC  
BECAUSE ECONOMIC  
DEVELOPMENT IS  
ESSENTIAL TO THE FUTURE  
HEALTH OF THE  
COMMUNITIES WE SERVE."**

**Andrea Bushnell**

*NC REALTORS®*





# **THANK YOU TO OUR EDPNC INVESTORS**

The following list includes the companies, organizations and individuals that invested in our fundraising campaign ending in December 2021.

# CHAIRMAN’S COUNCIL (\$100,000+)

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# CORPORATE COUNCIL (\$50,000+)

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# EXECUTIVE COUNCIL (\$25,000+)

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## LEADERSHIP COUNCIL (\$10,000+)

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Alex Lee, Inc.

Edifice

Nexsen Pruet

Alliance Consulting Engineers

First National Bank

PNC

ARCO Build/Design

Gray Construction

Poettker Construction Company

Bell Foundation

Gulf and Ohio Railways, Inc.

Preston Development Company

BHDP

Kane Realty Corporation

Samet Corporation

Crescent Communities

Kilpatrick Townsend & Stockton

Shelco, LLC

Curi

Lowe's Companies

Smith Anderson

ECS Southeast, LLP

M Moser Associates



# DIRECTORS COUNCIL (\$5,000+)

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Allen Tate Relocation & Corporate Services	Jeffery & Linda Turner Charitable Foundation
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AT&T	Lincoln Harris
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Carroll Industrial Development	Parker Poe
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Clancy & Theys Construction Company	Southern Industrial Constructors, Inc.
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Gilbane	Wilkinson ERA Real Estate Relocation & Corporate Services
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## FRIENDS OF EDPNC (\$500+)

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Capital Management Group of  
the Carolinas

Joan Higginbotham

Larry McAdams

Outer Banks Visitor Center

SK Strategies, LLC



# OUR MISSION

The Economic Development Partnership of North Carolina improves the economic well-being and quality of life for all North Carolinians. We do this by collaborating with state, regional, local, and private-sector partners in new business recruitment, existing employer support, international trade and export assistance, small business start-up counseling, and tourism promotion.

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## OUR CORE VALUES

**We are a team of economic development professionals who take pride in:**

- Performing at a high level and holding ourselves accountable for our results.
- Building strong partnerships and collaborating both inside and outside the organization.
  - Providing excellent customer service through every interaction.
- Being an accessible, innovative, knowledgeable resource for all our stakeholders.
  - Serving as ambassadors for North Carolina through our work.