



ECONOMIC  
DEVELOPMENT  
PARTNERSHIP of  
NORTH CAROLINA



# **ECONOMIC IMPACT OF THE EDPNC'S FIRST DECADE:**

## **BUSINESS RECRUITMENT & EXPANSION**

Produced in partnership with



**Lightcast**

## ECONOMIC IMPACT OF THE EDPNC'S FIRST DECADE: BUSINESS RECRUITMENT & EXPANSION

The Economic Development Partnership of North Carolina (EDPNC), launched by a bipartisan group of state leaders in 2014, is the primary economic development agency for the state, with a mission to improve the economic well-being and quality of life for all North Carolinians. This is achieved, in collaboration with state, regional, local, and private sector partners, through five primary pillars: new business recruitment, existing employer support, international trade and export assistance, small business start-up counseling, and tourism promotion.

A key measure of success for economic growth is the number of new businesses recruited to the state and the number of existing companies that grow their footprint within the state. In its first decade of existence, the EDPNC supported 1,344 new location and expansion projects.

**RECRUITMENT &  
EXPANSION PROJECTS  
ANNOUNCED**

**1,344**

**NEW JOBS  
ANNOUNCED**

**178,443**

**CAPITAL INVESTMENT  
ANNOUNCED**

**\$67.8B**

Spanning a wide range of industries, 933 manufacturers and 124 corporate headquarters announced new facilities, relocations, or expansions. Along with local community economic development agencies and key stakeholders, the EDPNC facilitated successful project wins across the state, with more than \$28 billion in announced capital investment and 64,800 new jobs announced in North Carolina's more economically-disadvantaged counties (referred to in-state as Tier 1 and Tier 2 counties).

Nearly 70% of announcements came from manufacturers announcing new facilities or expansions within the state. These companies represent several sub-industries within manufacturing, including the pharmaceutical, food and beverage, textiles, aerospace, and automotive sectors. Other major announcements represented office-based industries, including financial and professional services, global headquarters and corporate hubs, information technology, and research and development firms.

## ECONOMIC IMPACT TERMINOLOGY

Initial effect: the external stimulus to the economy caused by the initial spending of money through paying out salaries and wages or purchasing goods and services. Announced capital investment and job creation are used to measure initial effects for economic development projects.

The initial round of spending creates more spending in the economy, resulting in what is commonly known as the multiplier effect. The multiplier effect comprises the additional activity that occurs across all industries in the economy and may be further broken down into the following three types of effects:

- **Direct effect:** the additional economic activity that occurs as the industries affected by the initial effect spend money to purchase goods and services from their supply chains.
- **Indirect effect:** occurs as the supply chain of the initial industries generate economic activity through their inter-industry spending.
- **Induced effect:** continued ripple effects through the community as households and businesses affected by the initial, direct, and indirect effects raise salaries and hire more people.

## METHODOLOGY

The EDPNC partnered with Lightcast, a global leader in labor market analytics, to analyze and calculate the economic impact of projects announced from October 2014, when the EDPNC was established, through August of 2024. The EDPNC compiled a dataset of all project wins from that timespan, notating the capital investment, jobs created, location, and date announced by the company and what industry the company falls within. The analysis was performed based on the assumption that the initial capital investment and job creation in a project announcement was or will be fully realized. Projects that were cancelled or never came to fruition were removed from the dataset.

Lightcast performed its impact analysis based on the prosperity zone in which a company announced its location or expansion. A prosperity zone is an administrative region, designated by the North Carolina Department of Commerce, that provides a one-stop location for residents and businesses to interact with multiple state agencies. A list of North Carolina's prosperity zones and the counties that comprise them is available in Appendix A.

The analysis estimates in-state expenditures using regional purchase coefficients (RPCs), a measure of the overall demand for commodities produced by each industry that is satisfied by suppliers in each prosperity zone and in North Carolina. The spending is multiplied, industry by industry, by the corresponding RPC to calculate the in-state expenditures.

Impact was measured by the direct, indirect, and induced number of jobs created, additional inter-industry spend, and contribution to gross regional product.

## ECONOMIC IMPACT

The analysis of EDPNC-supported project wins from 2014-2024 estimates prolific impact across North Carolina's eight prosperity zones. In total, the analysis calculated a statewide impact of:

**\$64B**

**ADDITIONAL  
INTER-INDUSTRY  
SPENDING**

**484,784**

**ADDITIONAL  
JOBS CREATED**

**\$85B**

**PROJECTED CONTRIBUTED  
TO NORTH CAROLINA'S  
GROSS REGIONAL PRODUCT**

## ECONOMIC IMPACT: JOBS

EDPNC-supported projects generate long-term job impacts through the retention and creation of new jobs, which in turn, increases the demand of goods and services purchased throughout the state. This increase in demand supports additional jobs through direct, indirect, and induced effects. By 2028, the last year included in Lightcast's analysis, the companies that announced a combined total of 178,443 new jobs will support an additional 484,784 jobs:

- **254,661** jobs from direct effects
- **73,937** jobs from indirect effects
- **156,186** jobs from induced effects

**484K**  
**ADDITIONAL  
JOBS CREATED**



Boom Supersonic Ribbon Cutting

Table 1 shows the estimated direct, indirect, and induced jobs supported by prosperity zone. The North Central (Raleigh-Durham), Southwest (Charlotte), and Piedmont Triad (Greensboro) prosperity zones comprise the largest job gains, reflecting North Carolina's primary commercial markets.

Project investments yielded economic impact statewide, with the more rural prosperity zones experiencing new job creation. Excluding the three prosperity zones listed above, North Carolina's eastern and western regions gained nearly 71,000 new jobs in addition to the jobs announced in those prosperity zones.

**TABLE 1: JOBS BY PROSPERITY ZONE**

Prosperity Zone	Initial Jobs	Direct Effect	Indirect Effect	Induced Effect	Additional Jobs Supported	Total Jobs Supported
<b>North Central</b>	47,004	117,420	33,852	76,437	227,709	274,713
<b>Northeast</b>	5,629	10,505	1,808	3,149	15,462	21,091
<b>Northwest</b>	7,486	7,575	1,391	2,721	11,686	19,172
<b>Piedmont Triad</b>	24,413	40,942	11,913	23,141	75,995	100,409
<b>Sandhills</b>	8,214	9,241	1,689	2,658	13,588	21,802
<b>Southeast</b>	11,272	8,902	2,185	4,803	15,890	27,162
<b>Southwest</b>	43,506	51,845	19,152	39,269	110,266	153,772
<b>Western</b>	5,510	8,231	1,948	4,010	14,188	19,698
<b>Totals</b>	<b>153,036</b>	<b>254,661</b>	<b>73,937</b>	<b>156,186</b>	<b>484,784</b>	<b>637,820</b>

The North Central prosperity zone experiences a disproportionate number of direct effect jobs supported, notably prompted by major project announcements in the life sciences and clean energy sectors. The area's supply chain is robust and well-positioned to support purchases within these sectors, yielding concentrated job creation impacts within the region.

## ECONOMIC IMPACT: INTER-INDUSTRY SPEND

Lightcast's analysis estimated that the 1,344 facility locations and expansions will create a spending "shock" of \$63,828,984,378 as they purchase down their supply chains and hire new workers within their regional prosperity zones.

Table 2 breaks down inter-industry spend by year. Inter-industry spend increased significantly beginning in 2020, as the COVID-19 pandemic spurred the onshoring of large, capital-intensive manufacturing facilities that rely on multi-channel supply chains to produce their goods.

**\$63B**  
**IN ADDITIONAL**  
**INTER-INDUSTRY**  
**SPENDING**

**TABLE 3: INDUSTRY SPEND BY PROSPERITY ZONE**

Prosperity Zone	Inter-Industry Spend
North Central	\$30,712,961,225
Northeast	\$3,025,528,661
Northwest	\$1,785,422,441
Piedmont Triad	\$9,822,502,966
Sandhills	\$2,268,841,032
Southeast	\$2,109,690,459
Southwest	\$12,364,026,433
Western	\$1,740,011,161
<b>Total</b>	<b>\$ 63,828,984,378</b>

**TABLE 2: INDUSTRY SPEND BY YEAR**

Year	Inter-Industry Spend
<b>2014</b>	\$334,187,522.69
<b>2015</b>	\$3,322,942,435.16
<b>2016</b>	\$3,682,994,113.85
<b>2017</b>	\$4,063,282,258.01
<b>2018</b>	\$3,449,368,873.92
<b>2019</b>	\$1,797,505,271.39
<b>2020</b>	\$6,268,541,804.42
<b>2021</b>	\$9,875,795,756.70
<b>2022</b>	\$15,493,167,946.82
<b>2023</b>	\$4,857,439,011.19
<b>2024</b>	\$10,683,759,384.09

Additionally, the analysis estimated inter-industry spending effects by prosperity zone. Each prosperity zone across the state yielded at least an additional \$1.5 billion in additional spending by new companies as they purchase goods and hire new workers. The North Central (Raleigh-Durham), Southwest (Charlotte), and Piedmont Triad (Greensboro) prosperity zones experienced the highest inter-industry spending. Similar to job effects, the inter-industry spend is highest in the North Central prosperity zone, due to mega-project announcements in the region.



Toyota Motor North America Announcement

## ECONOMIC IMPACT: INDUSTRY

Though the economic development project wins over the last decade spanned a variety industries, a large majority of the EDPNC's 1,344 project wins were within the manufacturing sector, thus spurring significant additional hiring and spending to support increased supply chain demands, as shown in Table 4.

**TABLE 4: IMPACT BY INDUSTRY**

Industry	Inter-Industry Spend	Total Jobs
<b>Manufacturing</b>	\$14,675,316,561.39	30,930
<b>Wholesale Trade</b>	\$8,905,086,584.49	16,518
<b>Professional Services</b>	\$7,460,480,041.02	15,794
<b>Real Estate &amp; Leasing</b>	\$6,731,984,242.22	16,380
<b>Finance and Insurance</b>	\$4,967,410,550.13	12,461
<b>Transportation &amp; Warehousing</b>	\$4,891,530,588.72	11,647
<b>Administrative Support</b>	\$4,625,711,460.05	11,349
<b>Management of Companies and Enterprises (HQs)</b>	\$3,676,489,250.93	7,400
<b>Utilities</b>	\$2,045,270,250.01	3,747
<b>Information</b>	\$1,722,010,278.84	4,224
<b>Agriculture</b>	\$856,249,979.27	2,339
<b>Construction</b>	\$767,491,296.48	1,446
<b>Public Administration</b>	\$755,614,061.51	1,738
<b>Accommodation and Food Services</b>	\$701,062,888.50	2,056
<b>Retail Trade</b>	\$448,849,584.00	1,076
<b>Other</b>	\$199,421,596.48	543
<b>Arts, Entertainment, and Recreation</b>	\$176,513,145.22	558
<b>Educational Services</b>	\$98,766,595.43	227
<b>Mining</b>	\$83,561,393.55	163
<b>Health Care and Social Assistance</b>	\$40,164,029.99	91

The wholesale trade, professional services, and real estate & leasing industries also experienced substantial gains in job creation and spending as new companies purchased land and new buildings, goods within their localized supply chains to source raw materials, machinery, and product components, as well as services including legal, accounting, human resources, janitorial, landscaping, and many other services.

Even North Carolina's agriculture industry recognized gains from economic development activity, with more than \$865 million in additional industry spending and an additional 2,665 jobs needed to support supply chain demands within the industry.

## ECONOMIC IMPACT: GROSS REGIONAL PRODUCT

Lightcast's analysis estimated the total contributions to state gross regional product (GRP) by taking the labor-added income and construction spending income for each prosperity zone. In total, the contribution to North Carolina's GRP over time is estimated at \$85.8 billion. Table 5 displays GRP contributions by prosperity zone.

The GRP is calculated on a ten-year scale, thus the estimate spans from 2014, when the first projects announced under the EDPNC umbrella, through 2034, ten years after the most recent project announcements in 2024.

**TABLE 5: IMPACT TO GRP**

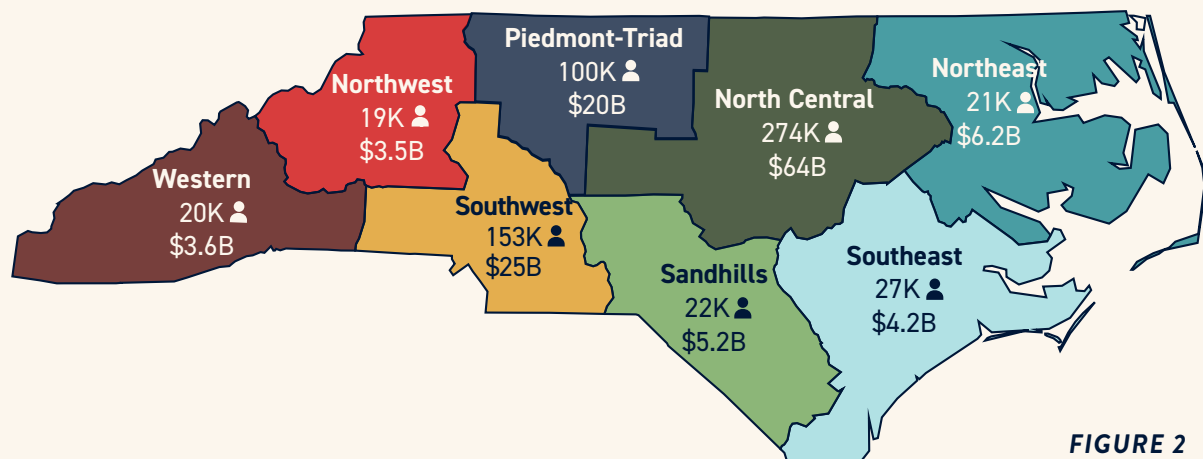
Prosperity Zone	Labor-Added Income (000s)	Construction Spending Income (000s)	Total GRP
North Central	\$23,336,086.21	\$20,815,177.36	\$44,151,263,571.67
Northeast	\$940,428.56	\$959,521.19	\$1,899,949,748.17
Northwest	\$1,189,538.80	\$661,883.08	\$1,851,421,880.83
Piedmont Triad	\$6,720,770.79	\$5,175,954.74	\$11,896,725,533.83
Sandhills	\$1,102,356.31	\$667,979.74	\$1,770,336,049.12
Southeast	\$1,981,803.15	\$776,423.51	\$2,758,226,655.87
Southwest	\$11,677,470.15	\$7,721,740.95	\$19,399,211,094.13
Western	\$1,119,718.84	\$962,078.75	\$2,081,797,593.52
<b>Totals</b>	<b>\$48,068,172.80</b>	<b>\$37,740,759.33</b>	<b>\$85,808,932,127.14</b>

## CONCLUSION

The EDPNC in its first ten years of existence, in close partnership with the North Carolina Department of Commerce, local and regional economic development organizations, and an array of integral partners, has generated significant economic impact, the results of which are evident statewide.

The total economic impact within each prosperity zone (initial jobs plus direct, indirect, and induced job effects; capital investment plus additional inter-industry spend) is shown in Figure 2.

The EDPNC looks forward to continuing our very collaborative success in the next decade and beyond.



**FIGURE 2**

## APPENDIX A – NORTH CAROLINA PROSPERITY ZONES

### North Central Prosperity Zone

Chatham	Nash
Durham	Orange
Edgecombe	Person
Franklin	Vance
Granville	Wake
Harnett	Warren
Johnston	Wilson
Lee	

### Sandhills (South Central) Prosperity Zone

Bladen	Moore
Columbus	Richmond
Cumberland	Robeson
Hoke	Sampson
Montgomery	Scotland

### Northeast Prosperity Zone

Beaufort	Hyde
Bertie	Martin
Camden	Northampton
Chowan	Pasquotank
Currituck	Perquimans
Dare	Pitt
Gates	Tyrrell
Halifax	Washington
Hertford	

### Southeast Prosperity Zone

Brunswick	Lenoir
Carteret	New Hanover
Craven	Onslow
Duplin	Pamlico
Greene	Pender
Jones	Wayne

### Northwestern Prosperity Zone

Alexander	Catawba
Alleghany	McDowell
Ashe	Mitchell
Avery	Watauga
Burke	Wilkes
Caldwel	Yancey

### Southwestern Prosperity Zone

Anson	Lincoln
Cabarrus	Mecklenburg
Cleveland	Rowan
Gaston	Stanly
Iredell	Union

### Piedmont Triad (Central) Prosperity Zone

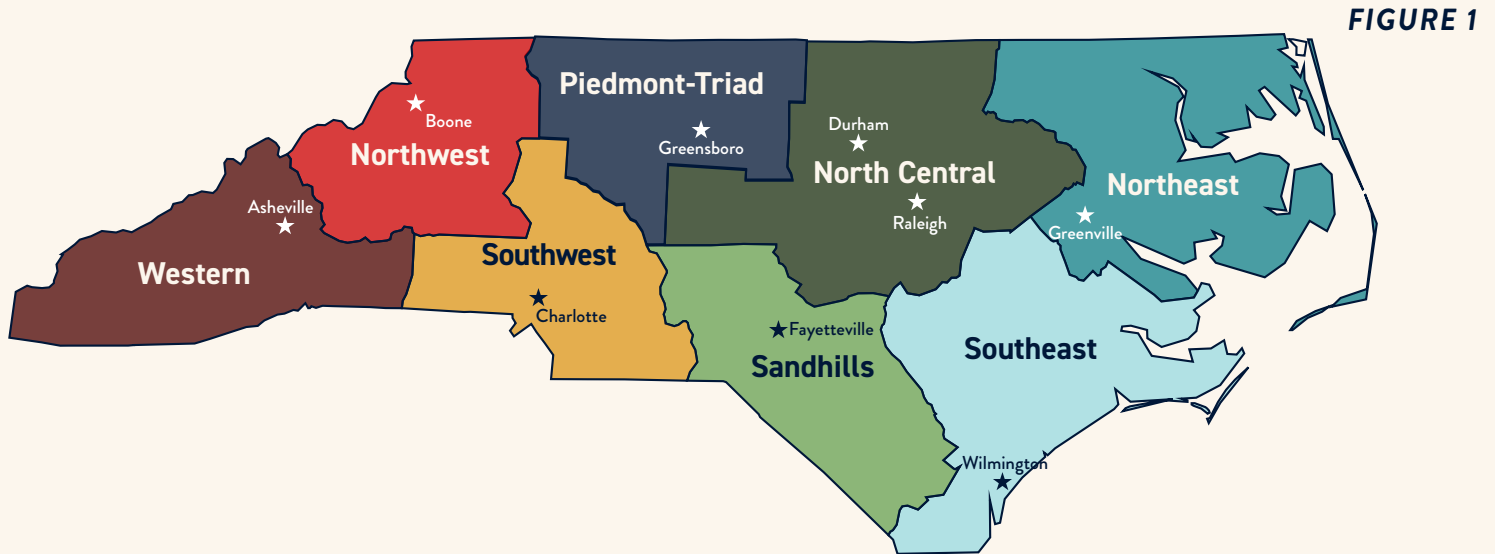
Alamance	Randolph
Caswell	Rockingham
Davidson	Stokes
Davie	Surry
Forsyth	Yadkin
Guilford	

### Western Prosperity Zone

Buncombe	Macon
Cherokee	Madison
Clay	Polk
Graham	Rutherford
Haywood	Swain
Henderson	Transylvania
Jackson	



Figure 1 shows noteworthy project wins in each of North Carolina's prosperity zones over the last decade. A prosperity zone is an administrative region, designated by the North Carolina Department of Commerce, that provides a one-stop location for residents and businesses to interact with multiple state agencies. A list of North Carolina's prosperity zones and the counties that comprise them is available in Appendix A.



### NORTH CENTRAL

#### FUJIFILM Diosynth Biotechnologies, 2021; 2024

- Jobs: 1,405
- Capital Investment: \$3.2B
- Sector: Life Sciences

### NORTHEAST

#### ThermoFisher Scientific, 2020; 2021

- Jobs: 856
- Capital Investment: \$720M
- Sector: Life Sciences

### NORTHWEST

#### Corning Cable Systems, 2017; 2018

- Jobs: 320
- Capital Investment: \$127M
- Sector: Electronical Equipment Manufacturing

### PIEDMONT TRIAD

#### Toyota Battery North America, 2021; 2023

- Jobs: 5,100
- Capital Investment: \$14B
- Sector: Automotive/EV Manufacturing

### SANDHILLS

#### Champion Home Builders, 2022

- Jobs: 288
- Capital Investment: \$19M
- Sector: Mobile Home Manufacturing

### SOUTHEAST

#### BSH Home Appliances Corp, 2015

- Jobs: 460
- Capital Investment: \$81M
- Sector: Furniture Manufacturing

### SOUTHWEST

#### Lowe's Companies, Inc, 2019

- Jobs: 1,612
- Capital Investment: \$154M
- Sector: Technology

### WESTERN

#### Pratt & Whitney, 2020

- Jobs: 800
- Capital Investment: \$650M
- Sector: Aerospace/Airplane Manufacturing

Beyond initial capital investment and job creation, these new and expanding businesses create additional impact within the local and state economy. Spending effects ripple throughout the local community and the state when these companies buy land or invest in building improvements, purchase machinery and equipment, contract with local companies to provide services like landscaping, janitorial, legal, etc., and when new hires spend their paycheck at local establishments. These impacts are measured as direct, indirect, and induced effects.