



Business and Industry

- North Carolina Department of Commerce Business & Industry Division project announcements supported over 78,426 jobs and added over \$5.7 billion to the regional economy.
- For Department of Commerce tracked projects, B&I announced the creation of 16,233 jobs and business investment of \$3.04 billion.
- Existing Industry Specialists visited nearly 1,700 companies in efforts to build long-term relationships with area businesses.
- Division efforts successfully retained 2,235 State jobs and \$178.7 million worth of company investments.



Business Link North Carolina

- BLNC responded to over 17,500 calls, letter and emails; 56% were from start-up companies.
- BLNC.gov registered over 96,000 hits.



Small Business Technology Development Center

- SBTDC served nearly 5,000 distinct customers across all of North Carolina's 100 counties.
- The Center assisted small businesses in creating and/or retaining approximately 3,800 jobs and forming more than \$60 million in capital.
- SBTDC supported businesses with nearly 74,500 employees and greater than \$7.5 billion in annual sales.



International Trade Division

- ITD assisted 377 clients with 710 requests, which led to over \$351 million in associated client export value.



Commerce Finance Center

- Job Development Investment Grants were awarded to 22 businesses that announced the creation of 4,970 jobs and capital investment of \$788 million across 14 different counties.
- The One North Carolina Fund announced the creation of 6,411 jobs and nearly \$1.4 billion worth of capital investment.
- The Industrial Development Fund Utility Account dedicated over \$3.7 million to 11 different Tier One and Tier Two counties.
- Community Development Block Grants for Economic Development were distributed to 13 different local governments across 10 different counties, which totaled \$8.1 million dollars and generated the announcement of 635 jobs. Local government grantees were able to leverage \$214.5 million worth of private investment.



Tourism, Film and Sports Development

- Visitors traveling to and within the state of North Carolina spent a record \$17 billion, supporting more than 40,000 North Carolina businesses and directly supporting 185,500 jobs across the state.
- State and local tax revenues generated as a result of visitor spending totals more than \$1.5 billion annually.
- The Film Office recruited 44 projects, which generated over \$228 million in direct state spending and supported 27,190 jobs.
- Nationally, North Carolina ranks 9th in wine production, supporting over 7,600 jobs and generating an economic impact of \$1.28 billion.



Marketing

- Marketing generated 1,088 inquiries from prospects seeking information about North Carolina as a business location.
- The Marketing Division attracted 105,851 visitors to ThriveNC.com, the department's business development and recruitment website; the site's pages were displayed and viewed 333,212 times by these visitors.
- Marketing messages reached 541 site selection consultants on a weekly basis in FY 2011-12, through electronic mail communications and direct mail.
- The Marketing Division hosted 392 site selection consultants and other business executives at North Carolina-focused hospitality and presentation events in Atlanta, Shanghai, Tokyo, New York City and Dallas.
- Marketing produced and delivered SYNC, the department's electronic newsletter, to 4,785 subscribers each week.



Office of Science and Technology

- The One NC Small Business Program awarded 19 matching grants to small businesses that have won highly competitive federal Small Business Innovation Research and Small Business Technology Transfer grants. Grants were awarded to companies in 6 different counties, investing \$674,000 and supporting 27 jobs, 40 patents (estimated value of nearly \$1.6 billion), and 5 licenses (estimated value of \$190 million), leveraging nearly \$2.1 million in federal dollars.
- The North Carolina Green Business Fund awarded 43 grants; companies anticipate generating at least 370 jobs and 9 patents worth an estimated value of \$45.9 million.



Community Development

- The Appalachian Regional Commission awarded 32 grants totaling \$4.7 million, enabling grant recipients to leverage \$360.6 million dollars worth of private investment; 15 counties benefitted. Recipients anticipate serving 335 businesses and creating or retaining 626 jobs.
- The Main Street program assisted 58 communities in 47 distinct counties, generating 1,652 new jobs and \$56.5 million in private investment.
- Main Street Solutions helped 29 businesses benefit across 9 distinct counties, generating 204 new jobs and \$3.8 million in private investment.
- Small Town Main Street assisted 34 communities across 30 distinct counties, generating 438 new jobs and nearly \$7.0 million in private investment.
- Community Development Block Grants were awarded to 130 local governments across 72 different counties, amounting to \$48.6 million.
- Community Planning completed 171 projects for 122 clients (31 counties and 91 municipalities) across 70 different counties.



Workforce Solutions

- \$99.1 million federal Workforce Investment Act (WIA) funds were available to the 23 local Workforce Development Boards to support programs and activities that upgrade the skills of existing workers, preparing youth and other emerging workers to enter the labor force and reconnecting dislocated workers and economically disadvantaged persons to the workforce.
- A total of 25,945 North Carolinians were served by WIA between July 1, 2010 and June 30, 2011.
- The Division assisted over 1.1 million (Wagner-Peyser) registered applicants who received over 3.8 million reportable services.
- Workforce Solutions administered \$24.7 million worth of federal Trade Adjustment Assistance, which served approximately 4,583 participants across 88 counties.
- From July 1, 2010 through June 30, 2011, the Division received a total of 76 notices filed in compliance to the Worker Adjustment and Retraining Notification (WARN) Act. Collectively, 8,295 workers were adversely impacted.
- The Incumbent Workforce Development Program (IWDP) provides funding to established North Carolina businesses to educate and train current workers. In fiscal year 2010, nearly \$1 million of IWDP funds was disbursed to 50 companies located among 18 Workforce Development Boards, training about 1,858 North Carolina based employees.



Division of Employment Security

- DES serviced 745,960 initial claims.
- Employment Security distributed over \$1.4 billion in regular Unemployment Insurance benefits.



Policy, Research, and Strategic Planning¹

- With an annual budget of \$1.3 million, PRSP generated over \$7.6 million worth of analyses.
- Access NC experienced 91,133 global visits, nearly 20,000 of which originated from North Carolina.
- On average, 79% of division efforts targeted statewide economic development issues; 6% were county-specific, and 3% were focused on an economic development region.

¹ In December, 2011, PRSP merged with Labor Market Information to form the Labor and Economic Analysis Division (LEAD); LEAD metrics will be available in 2013.