

RANDOLPH COUNTY DEVELOPMENTS

A publication of the Randolph County Economic Development Corporation

The Heart of North Carolina's Economic Future

September 2013

NC Economic Development Landscape Changing

North Carolina is in the midst of wholesale changes in the delivery of economic development services to its clients and allies. The changes are driven by an effort to be more efficient and accountable to all stakeholders, to improve and streamline service to customers, and to make sure that limited resources are used most effectively. The transition is already impacting Randolph County. All of our state funded partner agencies are changing.

The NC Department of Commerce is establishing a public private partnership that will be responsible for the recruitment and expansion services to prospects and existing companies including site selection and incentive negotiation. Marketing, tourism, small business, and international trade services will also become part of the new public private partnership organization. Those changes are expected within the next year.

Commerce is also establishing a new rural economic development division that will assume some of the functions previously performed by the NC Rural Center. Those include grants for construction of public infrastructure that supports job creation, renovation and repair of vacant buildings for reuse in support of job creation, and rural innovation. The new division will be in place by October 1.

North Carolina's seven regional partnerships will transition to regional economic development organizations supported solely by local public and private funds without a state funded or mandated function. Each region will define their own program and focus. That includes the Piedmont Triad Partnership that has historically provided marketing and research support for Randolph County.

All of these changes hold the promise of a more focused, one-stop shop for economic development services. The EDC is adapting and working to make sure that our clients' needs are met on a timely basis and we continue to deliver excellent effective service that results in new jobs and economic growth for Randolph County.

Health Care Workshop - Navigating the Change



Jason Cogdill, Benefits Attorney and David Dow with Banyan Consulting presented two very informative sessions on employer planning and compliance with the new health care reform law. One session focused on small employers and the second on large (more than 50 employees) employers. 33 companies attended one of the two sessions held on August 13 and sponsored by the EDC. Both sessions offered updates for practical planning in preparation for the January 1, 2015 deadline. News since the workshops is that Randolph Hospital has received a pilot grant to provide Navigator services to individuals that seek to apply for health insurance on the new exchanges. Randolph Hospital will reach out to target populations with information and assistance across Randolph and other rural counties in our region.

Business News and Announcements

Kayser-Roth Corporation announced a major capacity expansion of its Asheboro and Burlington operations this week. The project will result in 50 new jobs, capital investment of \$10 million and a 60,000 square foot expansion of the Asheboro facility. The project is directly tied to a "Made in the USA" initiative to bring manufacturing back to the US by Wal Mart, the nation's largest retailer. Kayser-Roth has a long-term commitment to US production and cutting edge innovation. This is great news from one of our fine existing industries.

Pallet Express completed their purchase of the former American Modular Technologies facility in Liberty in August. The company will relocate to Liberty, bringing 120 jobs. Renovations are underway. Pallet Express produces, services, and repairs pallets for manufacturers across a regional marketplace. The company is moving from Greensboro, where they were being displaced by a major highway project.

Randolph County Commissioners voted to move forward with a proposed mega site in northeastern Randolph County at their September 3 meeting. A mega site is a large site with robust infrastructure that is suitable for a large scale manufacturing employer such as an automotive assembly operation. Randolph County received a \$1.67 million grant from the NC Dept of Commerce for this project.

Existing Business & Industry Coordinator **Kevin Franklin** recently completed the Basic Economic Development Course at UNC School of Government. This foundational course is the initial step in professional development and covers the many facets of economic development.

The EDC will host a state legislative session wrap up for local government officials and EDC Partnership members on September 17 at 8 am. This was an historic session that included major action on issues that directly impact economic development. They include tax reform, regulatory reform, transportation funding reform, education reform and economic development reform among others. Tackling all of these issues in one session is unprecedented and has generated significant interest within the state and across the nation.

Get involved in economic development - Join a committee

The EDC has three volunteer committees to support the work of the EDC. They are the Marketing, Membership and Product Development Committees. Our Committee Chairs have issued the following invitations to join the effort.

Eddie Burks, Chair of the Marketing Committee - I was extremely honored to have Randolph County EDC President, Bonnie Renfro and EDC Board Chair Dr. Bob Shackelford ask me to serve as Chair of the Economic Development Corporation's Marketing Committee. Initially, I questioned how I could find time to squeeze one more responsibility into my schedule. I have gladly accepted this challenge upon consideration that the economic success of Randolph County is essential for our future and deserves the best efforts of us all.

After many years of working in media, advertising and marketing, I know that we have some very talented individuals in Randolph County. Many have the creative vision necessary to promote and sell products and services. Others are blessed with the entrepreneurial spirit and drive to succeed by creating a thriving business from an idea or a dream. We need your ideas and skills to serve on the EDC Marketing Committee. Chances are if you are reading this, it's because you've been identified as a community leader whom we need on our team.

The current description of the EDC Marketing Committee is basically to create awareness of Randolph County and its attributes to recruiters and companies looking to relocate and bring jobs to our area, while increasing awareness of the work of the EDC and its value to the community. Past efforts have been successful on these fronts, but with your help we can develop strategies to become more efficient and cost-effective in helping Randolph County achieve the economic prosperity desired.

If you would like to help by serving on the Randolph County Economic Development Corporation's Marketing Committee, please contact me by email at: eburks@triad.rr.com.

RuthAnn Scott, Chair of the Membership Committee - Our local EDC plays a vital role not only with new but also existing industry in Randolph County. It is important for the EDC to maintain its current members as well as to recruit new members. Therefore, the EDC is seeking industry leaders who are committed to its development and continued success.

The mission of the membership committee is to grow the involvement and investment in the EDC by recruiting new members to the Randolph County Partnership and to deliver value added services and benefits to the membership.

It is not a time-consuming task, but it is very important to the work of the EDC. If you are willing and able to give a little of your time and expertise, the EDC would love to have you serve on this important committee. If you have any questions or are ready to serve, please contact Lisa Bennett at lbennett@rcedc.com.

John Grey, Chair of the Product Development Committee - You are invited to join EDC Product Development Committee this year. This is a very important issue that impacts economic development across our county. The charter of the product development committee is to advise the EDC and local government partners in two key areas:

Opportunities – Increase the number of developable sites suitable for industrial, commercial and business use
Barriers – Ease development hurdles to stimulate additional development and redevelopment

Our committee meets bi-monthly and I hope you will join us. Our volunteers each bring a unique perspective and expertise that is valuable to our effort. Please let us know if you are interested by contacting Lisa Bennett at lbennett@rcedc.com or calling the EDC at 336.626.2233.

Partnership News...

Randolph County Partnership is the member organization of the EDC. Through their dues, our members invest in economic development in Randolph County in marketing, recruitment, existing business and industry services, and industrial product development. Partner members are listed on the EDC website, included in existing business & industry directories, and receive services and referrals from the EDC. **Partnership members are listed below in their billing cycle.**

Please visit the website, www.rcedc.com for member information and click on Development Team.

Thanks to the following companies that recently renewed their membership with the Randolph County EDC Partnership.

Platinum

Randolph Electric Membership

Gold

Americhem, Inc.

Silver

Carolina Bank
Chandler Concrete Company, Inc.
Klaussner Furniture Industries
Landmark Builders
Randolph Telephone
RE/MAX Central Realty
United Brass Works, Inc.

Bronze

Advisors Financial Center, LLP
AVS Catering, Inc.
Brubaker & Associates, Inc.
Commonwealth Hosiery Mills, Inc.
Manhattan American Terrazzo Strip
Rentenbach Constructors
Ridge Funeral Home & Cremation Service
Triad Design Group
Wayne Thomas Chevrolet-Cadillac

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