

Randolph County Developments

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Fibertex Personal Care Plans March 22 Groundbreaking

In August of last year, Fibertex Personal Care announced plans to locate its first North American production facility in Asheboro. The company plans to invest nearly \$115 million and create 145 jobs over a seven-year period, and the first phase of construction will soon commence. The EDC and the City of Asheboro will host a groundbreaking ceremony at the site on Thursday, March 22, at 4:00 p.m. Company officials from Denmark and Germany will be present for the event and they are excited about seeing the project get off the ground after months of site-specific planning. We'll provide photos and an update in our May newsletter.

Greensboro-High Point MSA Ranks #2 in Project Activity

On March 5, Site Selection Magazine released its annual rankings of project activity across the country, and the Greensboro-High Point MSA [ranked second](#) in 2017 among similarly sized metros (population 200,000-1 million). Comprised of Rockingham, Guilford, and Randolph Counties, the Greensboro-High Point MSA recorded 41 new and expanded industry projects, just one project less than the top MSA. [Qualifying projects](#) must create a minimum of 20 new jobs, add at least 20,000 square feet of new building, and/or invest at least \$1 million. Our MSA has remained in the Top 10 every year since 2006 and received the #1 designation in 2006, 2007, and 2014.

Site Selection also [released](#) rankings of state project activity and North Carolina fared well, ranking #5 in the nation overall with 274 projects, and #7 overall in projects per capita.

Greensboro-Randolph Megasite Update

It's no secret that the Greensboro-Randolph Megasite team lost a bid for the Toyota/Mazda project which selected Huntsville, Alabama over our site. Although we worked intensely in hopes of an alternative outcome, our team remains energized and optimistic rather than demoralized. Listed below are some of the reasons for our optimism.

- Meeting the Toyota/Mazda project timeline forced our team into overdrive, accelerating work which was already underway. As a result, we are better prepared to guarantee more certainty and a shorter development timeline to future prospects.
- While the project was active, 370 acres were added to the megasite footprint, bringing the total acreage to approximately 1,900. While control of these properties had long been a topic of conversation to round out the site and fill in some gaps, the Toyota/Mazda project underscored the need to act.
- Because the Toyota/Mazda project received extensive media coverage, the Greensboro-Randolph Megasite is now well-known within the corporate site location community, a great benefit as we continue to actively market the site.

As evidenced over the past several months, the Greensboro-Randolph Megasite is a top-notch site suitable for a large, world-class end user. Our team remains committed to attracting a user capable of transforming the economy of the county, region, and state.

Schools, Students Partner with Businesses on Workforce Initiatives

After Successful Inaugural Year, Apprenticeship Randolph Plans for Year 2



Nelson Smith, retired former owner of IV-S Metal Stamping in Archdale, talked for years about the need for a youth apprenticeship program in Randolph County. Smith's dream became a reality last year with the establishment of Apprenticeship Randolph, a partnership among eleven local manufacturers, our local school systems, and RCC. In year one, sixteen students were placed at member companies, allowing them to go to school while receiving invaluable on-the-job training. Following high school, the students will continue to work at their sponsor companies while pursuing a Manufacturing Technology degree from RCC. For year two, which will begin this summer, sixteen companies have signed up. The process is well under way and 51 students formally applied for the program. Of those, 40 have been invited to participate in orientation and 30 will ultimately be accepted into the program. For more information about the program and a list of participating companies, visit the Apprenticeship Randolph [website](#).

New Initiative in the Works to Connect Students with Businesses

On March 22, the Randolph County Schools Career and Technical Education Department will host a meeting to announce a new partnership opportunity connecting students with businesses across the county. The meeting will be held from 1:00 to 2:30 p.m. in Board Room A at the county schools office building located at 2222-C South Fayetteville Street in Asheboro. The purpose of this partnership is to help employers find engaged employees (ages 16 and older) for hard-to-fill positions. One feature of the program will be a progressive pay scale offering incremental increases based on job productivity and quality, attendance, and grades. Additionally, many of the student participants hold industry-recognized credentials in fields such as desktop publishing, welding, Career Readiness Credentials, first aid, and Microsoft Office, just to name a few. Members of the business community are invited to attend to learn more and provide feedback. To RSVP contact Nancy Cross, CTE Director for Randolph County Schools, at either ncross@randolph.k12.nc.us or 336-318-6062.

NCDOT Considers Road Projects

NCDOT recently hosted public meetings to receive input regarding two proposed projects near Randolph County industrial parks. On January 16, DOT provided information regarding the [proposed widening of Pineview Street](#) from Sylvan Drive to North Fayetteville Street in Asheboro. The proposed improvements will result in the addition of a center turn lane and an enhanced turn radius onto Bank Street to better accommodate truck traffic into the industrial park.

On February 27, DOT presented information regarding a [proposed widening of Archdale Road](#) from Robbins Country Road to North Main Street in Archdale. This project also proposes to add a center turn lane. NCDOT has not posted any projected timelines for these projects.

Business News & Announcements

In December, American Leather, a portfolio company of Capital Partners, [announced](#) that it had acquired Archdale-based **Brookline Furniture**. Terms were not disclosed. Headquartered in Dallas, American Leather primarily manufactures high-quality custom leather furniture for the residential market. The Brookline acquisition allows American Leather to expand its presence into hospitality. Brookline Furniture has experienced strong growth since relocating to Archdale in 2014 and anticipates similar success under the new ownership. Brookline Furniture manufactures upholstered seating for the hospitality market. www.brooklinefurniture.com

The Crown Group, parent company of Asheboro-based **Electra-Finish Inc.**, was acquired by PPG Industries on October 3 of last year. With approximately 47,000 employees world-wide, PPG is a supplier of paints, coatings, optical products, and specialty materials. According to the PPG [press release](#), the acquisition of Crown is expected to “enhance PPG’s ability to service its original equipment manufacturer (OEM) customers.” EFI specializes in quality plastic finishing for a broad range of customers. www.electra-finish.com

On February 22, Randolph County was [awarded](#) a Building Re-use Grant by NC Commerce to assist with a planned expansion at **Engineered Steel Products** in Sophia. The company has occupied its current 25,000 square foot building since 1998 and will add approximately 8,000 square feet. Construction could begin as early as this month. To qualify for the grant, the company has committed to creating and retaining ten new jobs over a two-year period. Total cost for the expansion is estimated to be approximately \$600,000. Engineered Steel fabricates structural steel for the construction industry and recently added a stairs and rails division. The expansion will accommodate growth in the structural steel division and relocate the stairs and rails division from a leased facility to the main plant. www.engineeredsteel.com

Kennametal and **Timken** were among 135 global companies honored by Ethisphere as among the world’s most ethical companies. According to the [press release](#), honorees from 23 countries and 57 industries were recognized in 2018. Both companies have production facilities in Randolph County, and both have received this recognition for six consecutive years.

Post Consumer Brands and Major League Soccer (MLS) are kicking off a multi-year sponsorship program that will allow fans to get closer to the game and help celebrate the sport alongside Post’s portfolio of winning cereals. As of the March 3 start of the 2018 MLS season, Post now serves as the exclusive cereal sponsor and will be visible through the season in stadiums at more than 370 MLS games, including national TV broadcasts. Throughout June and July, consumers will see the program come to life at select retailers around the country – including limited edition cereal boxes spanning the Post cereal portfolio including Honey Bunches of Oats, Pebbles, Honey Comb and others. The Asheboro facility is running two products for this sponsorship – boxes of Post Oreo O’s and bags of Malt-O-Meal Sugar Frosted Flakes. www.postconsumerbrands.com

Snavelly Forest Products, with multiple locations including Liberty, will soon be under new ownership. On January 31, Weekes Forest Products [announced](#) its acquisition of Snavelly, providing a broader, 17-state distribution network for its lumber and building products. Snavelly Forest Products is anticipated to retain its name through the acquisition which is expected to close in the second quarter. According to its website, Snavelly’s products include decking and railing, engineered wood products, exterior cladding, boards, lumber and panels, and doors. www.snavellyforest.com

The Timken Company annually awards college scholarships to children of Timken associates at facilities across the world. This year, the top-ranked applicant was Nicholas LaPlant, son of Scott LaPlant at the Asheboro facility. LaPlant received the \$140,000 Henry Timken Scholar Award. A member of the senior class at the Randolph Early College High School, LaPlant plans to attend Duke University in the fall to study biomedical engineering. The Timken [press release](#) provides more details about the all of this year’s scholarship recipients. The Asheboro Timken plant manufactures cylindrical and tapered roller bearings for a variety of applications. www.timken.com

EDC News & Announcements

Marketing Randolph County continues to be a major focus for the EDC. Since taking the helm in October of last year, EDC president Walter Sprouse has participated in a number of marketing events promoting Randolph County as a great place to do business. Trips include site selection conferences in Florida, Georgia, and Louisiana, and visits with site selection consultants in South Carolina. Additional trips to New York and Dallas are on the calendar for April.

As part of an updated marketing initiative, the EDC will soon have a new look. After reviewing multiple proposals from local and regional design firms, the EDC Board has approved a contract with HD Web Studio to rebrand the EDC and build a new website. Our current logo and web design have both been in use for nearly a decade, so it's time for a refresh and upgrade. The process is expected to take several months; we'll provide an update in our May newsletter.

EDC Partnership News

In February, EDC Partnership Member GEMCAP rebranded the construction side of its business to Fourth Elm Construction to avoid confusion with the development side of GEMCAP's business.



We greatly appreciate recent **Partnership renewals** by the companies listed below.

Diamond (\$2,500)

Duke Energy
Technimark

Platinum (\$1,500)

Randolph Electric Membership Corporation
Randolph Health
Dewberry Engineers, Inc.

Gold (\$1,000)

Samet Corporation

Silver (\$500)

Braxton Culler
Cherry Bekaert, LLP
Pinnacle Financial Partners
Thomas Buses

Bronze (\$250)

Brookline Furniture
Capital Bank
Dixon Hughes Goodman, LLP
DS Smith
Euliss Propane Company
Four Seasons Furniture
Gavin & Cox
Heart of North Carolina Visitors Bureau
NC Zoological Society
Oliver Rubber Company
PIP Printing of Asheboro
Speed Metal Fabrication
Tower Components, Inc.
Triad Heating & Cooling Inc.

The Randolph County Partnership is the member organization of the EDC. Through annual dues, our members invest in economic development in Randolph County by supporting marketing, recruitment, existing business and industry services, and industrial product development. Partner members are listed on the EDC website and included in existing business and industry directories, and they benefit from services and referrals from the EDC. For member information please visit www.rcedc.com and click on the Development Team tab.

Randolph County Economic Development Corporation
P.O. Box 2001 | 145 Worth Street | Asheboro, NC 27204
336-626-2233 | www.rcedc.com
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