

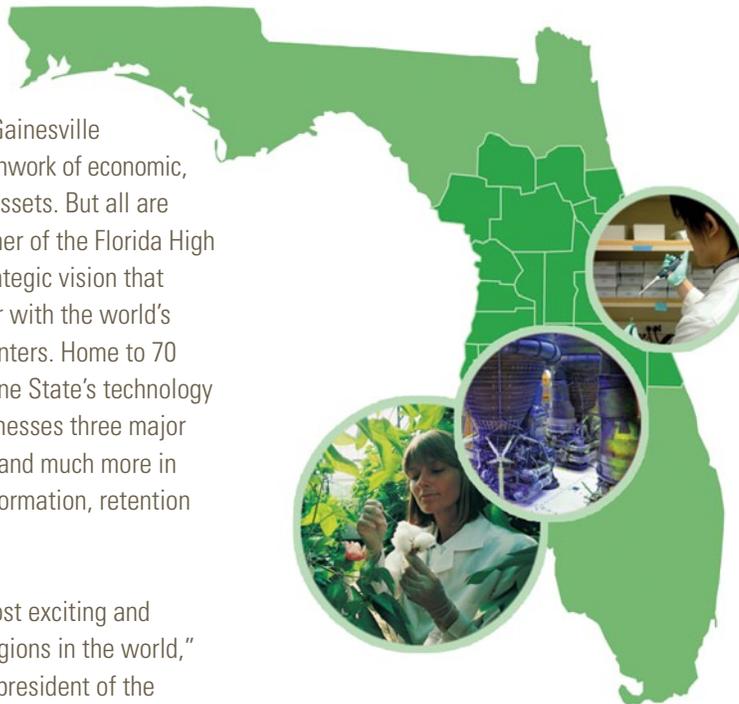
# circuit



an **economic development** publication from progress energy | **summer/fall 2010**

## Technology Innovation Forges Florida Region's Brand

The 23 Florida counties that shape a region spanning Tampa, Orlando and Gainesville feature a diverse patchwork of economic, physical and human assets. But all are united under the banner of the Florida High Tech Corridor in a strategic vision that puts the area on a par with the world's leading innovation centers. Home to 70 percent of the Sunshine State's technology jobs, the Corridor harnesses three major research universities and much more in supporting business formation, retention and recruitment.



"This is one of the most exciting and diverse technology regions in the world," said Randy Berridge, president of the Florida High Tech Corridor Council, an economic development partnership directed by the University of Central Florida (UCF), the University of South Florida (USF) and the University of Florida (UF). The Council, working in concert with 14 community colleges and over 20 local and regional development organizations, forges marketing, research and workforce partnerships as it seeks to advance its innovation-minded industry clusters. "We've worked very hard to create and maintain a brand that serves the interests of all our 23 counties, our universities and our community colleges," Berridge said.

The need for a globally recognizable brand for the area became apparent during a mid-1990s site search by AT&T Technologies (later Alcatel-Lucent). With incentive

dollars scarce, the presidents of UCF and USF came together to jointly propose an applied research venture to support the company's expansion plans. "What we did was something the competition could not do, which was bring research to the table," recalled Ed Schons, director of university economic development at UCF. The project's success unveiled an opportunity for a permanent, proactive partnership. "The beautiful thing was we began to work together across the Corridor boundary-less," Schons said.

Through the Corridor Council's cooperative marketing activities, partners are able to participate in top international industry gatherings such as BIO, Photonics West and I/ITSEC, the go-to conference for

modeling and simulation companies and professionals. Complementing its recruitment programs, the Council obtains funds from the state of Florida to provide matching grants to firms engaged in the commercialization of new technologies. Since 1996, over \$50 million in grants from the Corridor Council have helped drive innovation, which in turn has showered impressive economic benefits upon the region and state. "A study of the downstream economic impact of those grants indicates the generation of more than three-quarters of a billion dollars in related economic activity," according to the Council's Randy Berridge.

For more information about the Council's efforts to grow high-tech companies and its numerous entrepreneurial initiatives, visit [floridahightech.com](http://floridahightech.com).

### IN THIS ISSUE

**South Carolina:** South Carolina Legislation Sharpens Economic Development Tools

**Community Focus:** Montgomery County, N.C.

**Florida:** Florida Communities Charge Ahead with Get Ready

**Progress Energy News:** Progress Energy Prepared for 2010 Storm Season

## South Carolina Legislation Sharpens Economic Development Tools

Seeking to enhance the state's business environment for all companies and communities, South Carolina lawmakers have enacted legislation that updates and streamlines economic development incentives and tools. The bill, H. 4478 – the Economic Development Competitiveness Act, provides property-tax relief for manufacturers, eliminates county-specific tax credits and clarifies the methodologies by which counties' economic distress levels are determined.

The new law aligns South Carolina's business recruitment and expansion programs more closely with economic criteria rather than political considerations, according to Commerce Secretary Joe Taylor. "Outdated programs that were only available for some areas have been modernized and will now be available statewide," Taylor said. "This bill does not pick winners and losers but instead levels the playing field for companies who are looking at South Carolina to locate or expand their operations."



The bill, which was drafted with input from the South Carolina Commerce Department and business leaders, became law in late June when it was signed by Governor Mark Sanford.

## SOUTH CAROLINA NEWS

### Did you know...

**South Carolina recently received high rankings in several national surveys and studies:**

South Carolina ranks 2nd nationally in concentration of industrial engineers and 5th in concentration of health and safety engineers. U.S. Department of Labor, Bureau of Labor Statistics, July 2010

South Carolina has received *Area Development* magazine's Silver Shovel Award for excellence in job creation and capital investment in the less than five million population category. June/July 2010

*Business Facilities* magazine ranked South Carolina #1 nationally for Economic Growth Potential, #4 for Best Business Climate and #3 for Automotive Manufacturing Strength. July/August 2010

South Carolina ranked #4 in Pollina Corporate Real Estate's annual study of America's top pro-business states. July 2010

### FEATURED PROPERTY: MIDWEST STAMPING BUILDING

2525 Corporate Way  
Sumter, S.C. 29154



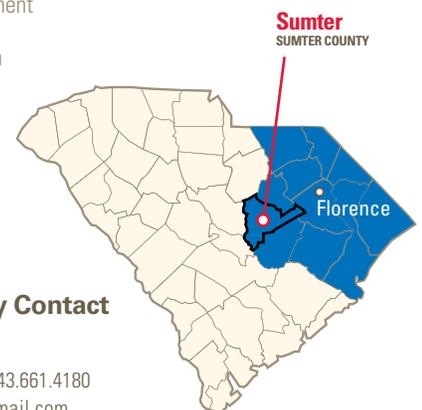
<b>Size/acres</b>	78,635 SF on 10.8 acres; heavy industrial zoning
<b>Interstate, airport access, nearest seaport</b>	I-95 – 14 miles; Sumter Airport – 11 miles; Columbia Metropolitan Airport – 48 miles; Georgetown Port – 78 miles; Charleston Port – 90 miles
<b>Interior</b>	Ceiling – 27' clear height; 21' at eaves; 26.8' center height 5" concrete floor; masonry and insulated metal walls
<b>Exterior</b>	4 loading docks; 2 drive-in doors; two 5-ton bridge cranes; two ½ ton overhead cranes; 100 parking spaces
<b>Utilities &amp; service</b>	Electric power 1 mile from 115-kV / 23-kV T/D substation; 2,100-kVA capacity – expandable; natural gas available; water main – 12"; excess water supply of approx. 11 MGD
<b>Sale/lease</b>	For sale - \$1,000,000

For more information, contact:

**Jay Schwedler**  
Sumter Economic Development  
1.803.418.0703  
jschwedler@sumter-sc.com  
Sumteredge.com

**Progress Energy Contact  
South Carolina**

**Mindy Taylor** / 1.843.661.4180  
mindy.taylor@pgnmail.com



## COMMUNITY FOCUS

### MONTGOMERY COUNTY, NORTH CAROLINA

With its diligent workforce and convenient location at the geographic center of North Carolina, Montgomery County makes an appealing backdrop for businesses.

The county, much of which is carpeted by Uwharrie National Forest, has long been a forestry and manufacturing stronghold. In the wake of global economic changes, its smaller industrial base relies on advanced workforce skills and niche marketing, though alternative agriculture, entrepreneurial creativity and tourism are also moving the needle on Montgomery County's economy. "We've always been a strong manufacturing community," said Judy Stevens, executive director of the Montgomery County Economic Development Corporation (EDC).

Stevens and other local leaders are engaged in an energetic drive to seed the county with innovation-minded start-ups such as those associated with the STARworks Center for Creative Enterprise. Based in the community of Star, the nonprofit center operates out of a renovated 187,000 sq.-ft. former hosiery mill that its staff declines to label an incubator. "We prefer to call ourselves a creative enterprises laboratory," explained Marla Coulthard, associate director of the center, "because we do so much more than incubate businesses." STARworks supports small businesses and educational programs engaged in glasswork, renewable energy that includes biofuels and geothermal, ceramics materials and research, and "micro-eco" farming. Though the building – equipped with sprinklers, three-phase power and wireless broadband – has the amenities required for industry, it



also serves as a business education outpost. "We provide workshops on cultural tourism, marketing and entrepreneurship," Coulthard added. Established manufacturers also find the county a supportive environment for operations. One of them, Longworth Industries, maker of performance-based undergarments under the Polarmax® and other



brands, maintains a 36,000 sq.-ft. production site in the town of Candor. The company taps ready supplies of textile-savvy workers and training support from the local community college in producing "technical base layer" fabrics for winter sports enthusiasts and military personnel. "Montgomery County has been very good to us," said Randy Black, president and CEO of Longworth, a company whose roots there extend to the 1980s. Key to the company's success has been its ability to "grow and nurture" its workforce, Black explained. "Sewing sounds pretty simple, but most of what we do is very technical," he said.

Emerging industries are also poised for success in Montgomery County, where leaders have recently embarked on a partnership with neighboring Moore County to jointly develop a 3,000-acre mega-site served by rail and 12-inch water lines. "We plan to market it as a green site for alternative energy companies," said the EDC's Judy Stevens. The property, near the town of Biscoe, is accessible from N.C. Highway 24/27 and within easy reach of the I-73/74 corridor. "It's in a great location," Stevens said.

## NORTH CAROLINA news

### AT A GLANCE

- Location: At the base of the Piedmont Triad region, within 75 minutes of the state's four largest metro areas
- Land Area: 502 sq. miles (1,300 sq. kms)
- Population: 27,572 (2010)
- Workforce (25-mile radius): 70,793 (2010)
- Unemployment Rate: 12.3 percent (June 2010)
- Median Household Income: \$39,273 (2010)

### TRANSPORTATION

- Highways: Interstate 73/74 provides easy connections to I-40, I-85 and U.S. Highway 64; N.C. Highway 24/27 links county to the Charlotte metro area.
- Air: General and corporate aviation at Montgomery County Airport (4,001' x 75' lighted runway); commercial air service nearby at Charlotte-Douglas International (CLT), Piedmont Triad International (PTI) and Raleigh-Durham International (RDU).
- Rail: Aberdeen Carolina & Western Railway, a locally owned short-line, provides industrial rail connections to both Norfolk Southern and CSX mainline service.

### TOP CORPORATE RESIDENTS

- Capel Inc.
- Gibraltar Packaging Group
- Grede Foundry
- Jordan Lumber Company
- Longworth Industries
- McRae Industries
- Mountaire Farms
- Realistic Furniture Industries
- Troy Lumber Company
- Unilin US MDF

### FINANCIAL INCENTIVES

- Job Development Investment Grant
- Article 3J Tax Credit
- One North Carolina Fund
- Local Economic Development Incentive Grant

### EDUCATION

- Montgomery Community College provides two-year degrees, vocational instruction and customized workforce training programs.
- Numerous public and private universities within a short drive, including UNC-Charlotte, UNC-Greensboro, North Carolina A&T and UNC-Chapel Hill.

### QUALITY OF LIFE

- Montgomery County's unique natural assets include the Uwharrie National Forest, a hilly 50,189-acre federal preserve. Extensive outdoor recreation includes water skiing, hiking, mountain biking and rock-climbing.
- The county is a well established center for arts and home to numerous creative enterprises producing fine art and hand-crafted items.

**David Powell** is the new CEO of NC's Piedmont Triad Partnership – 1.336.369.2208; dpowell@piedmonttriadnc.com.

**Gene Hodges** is the new director of Person County Economic Development – 1.336.597.1752; ghodges@personcounty.net.

**Guido Esselborn** has been named the new executive director of the Vance County Economic Development Commission – 1.252.492.2094; gesselborn@vancecounty.org.

### New at N.C. Department of Commerce Henry McKoy

Assistant secretary for Community Development  
– 1.919.733.3447; hmckoy@nccommerce.com.

### Tim Crowley

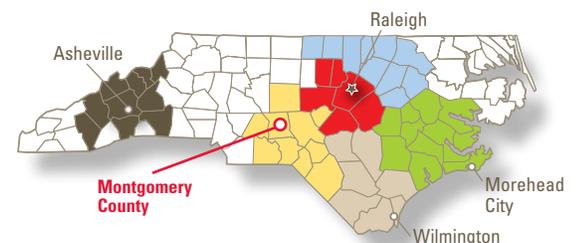
Assistant secretary for Communication & External Affairs  
– 1.919.733.7977; tcrowley@nccommerce.com.

### Jennifer Bumgarner

Assistant secretary for Energy  
– 1.919.733.3448; jbumgarner@nccommerce.com.

### Did you know...

**The Electric Power Research Institute (EPRI) picked the Raleigh Convention Center for Plug-In 2011**, an international conference of expert insights on plug-in hybrid and electric transportation. The conference will be co-organized by EPRI, Progress Energy and Duke Energy.



### Progress Energy Contacts North Carolina

**Marty Clayton** / 1.919.878.5300  
marty.clayton@pgnmail.com

**Andy Honeycutt** / 1.910.944.5322  
andy.honeycutt@pgnmail.com

**John Elliott** / 1.910.509.7327  
john.elliott@pgnmail.com

**Dan Oliver** / 1.910.346.1453  
dan.oliver@pgnmail.com

**Tanya Evans** / 1.252.438.1900  
tanya.evans@pgnmail.com

**Martha Thompson** / 1.828.258.5019  
martha.thompson@pgnmail.com

# FLORIDA

## Florida Communities Charge Ahead with "Get Ready"

With the Obama Administration's goal of seeing one million electric vehicles on U.S. highways by 2015, automakers are scrambling to meet anticipated demand for next-generation cars that produce little or no pollution emissions from their tailpipe. But communities and businesses must also put into motion plans to remove obstacles and provide the infrastructure needed to support motorists who will rely on battery (grid) power.



photo provided by Carbon Day Automotive

In recent months, the Central Florida and Tampa Bay regions have each launched ambitious plans to prepare their areas for the arrival of plug-in electric vehicles. "Get Ready Central Florida" and "Get Ready Tampa Bay" harness support from local government, utility companies, nonprofit organizations and private businesses in speeding adoption of electric transportation technologies and building a network of charging stations for plug-in electric vehicles. "Nissan has been working closely with city and utility partners as they help to get their markets ready for electric vehicle adoption," said Brian Verprauskus, senior manager of Corporate Planning with Nissan North America. "We fully

support the work of groups like Project Get Ready; this collaborative effort will provide the framework to help move the Tampa Bay and Central Florida regions toward zero emission mobility."

While most owners of electric cars will re-charge their batteries nightly in their residential garage, those living in multi-family housing may require publicly accessible charging stations. "Many of the public charging stations are going to be more about consumer confidence," said Avera Wynne, planning director for the Tampa Bay Regional Planning Council – the local Champion for

## FLORIDA NEWS

**Dave Sobush** is the new business intelligence officer at Tampa Bay Partnership – 1.813.878.2208, ext. 312; dsobush@tampabay.org.

**Tanja Gerhartz** is the new economic development director for the City of Winter Garden – 1.407.656.4111, ext. 2308; tgerhartz@wintergarden-fl.gov.

**Sean Malott** has joined Pasco Economic Development Council, Inc. as its new account executive for business development – 1.813.926.0827; smalott@pascoedc.com.

**Did you know...**  
**Florida has won its first Silver Shovel Award from Area Development magazine** for significant job creation and economic impact in the above 10 million population category. June/July 2010

Get Ready Tampa Bay. "As innovation-embracing professionals seek to live and work in progressive communities, regions demonstrating readiness for electric vehicles enjoy an edge in attracting 'creative class' workers," Wynne says.

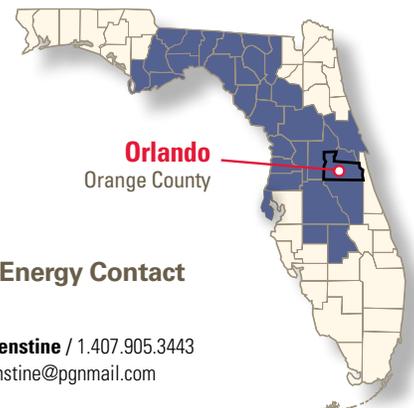
## FEATURED PROPERTY: DATASITE ORLANDO

S. John Young Parkway  
Orlando, Fla.



For more information, contact:

**Eric Ushkowitz**  
Metro Orlando EDC  
1.407.422.7159, ext. 241  
eric.ushkowitz@orlandoedc.com  
Orlandoedc.com



**Progress Energy Contact  
Florida**

■ **Marc Hoenstine** / 1.407.905.3443  
marc.hoenstine@pgnmail.com

<b>Size/acres</b>	130,000 SF purpose-built fortress/18 acres
<b>Interstate and airport access</b>	Close proximity to the FL Turnpike, I-4 and Orlando International Airport
<b>Interior</b>	36" raised floor height; above & below floor fire detection
<b>Exterior</b>	Five truck loading docks; 24-hour security; extensive lightning protection
<b>Electric power</b>	Tier 3 data center; redundant power with fail-safe power from two independent utility feeds from separate substations; three 2.8-MW jet turbine generators provide back-up power generation
<b>Sale/lease</b>	For lease - custom suites 500 to 50,000 SF

**PROGRESS ENERGY NEWS:**

## Progress Energy Prepared for 2010 Storm Season

Hurricane season in the Atlantic is June 1 through November 30, but at Progress Energy, hurricane planning season is year-round. The company's comprehensive storm-response plan ensures that employees and equipment are ready for whatever Mother Nature brings.

With industrial and residential customers in Florida and the Carolinas, Progress Energy is well versed in minimizing hurricane-induced disruptions to homes and businesses. The company has a detailed plan in place to quickly activate employees directly involved with power restoration and to mobilize thousands of other employees who train outside their normal jobs for storm-specific duties.

Progress Energy has enhanced its storm response in the Carolinas and Florida with the addition of four state-of-the-art mobile command centers that will be positioned in the hardest-hit areas following a storm. The mobile command centers feature satellite communication and full network and Internet access, allowing field personnel to effectively manage the flow of thousands of employees

from numerous utilities from a single staging site. The mobile command centers were first used in the field in December following fierce winter weather in the company's North Carolina service territory, where the centers' functionality was proven in harsh weather conditions.

"The mobile command centers give us the ability to have a full command-and-control facility locally anywhere on our system," said Lloyd Yates, president and CEO of Progress Energy Carolinas. "This new technology will accelerate our storm response efforts by enabling better management of our field

resources." The new mobile command centers represent only a small portion of the company's storm-hardening and preparation investments. In the past three years, Progress Energy Florida has invested thousands of staff hours and more than \$460 million to storm harden the company's infrastructure that serves more than 1.6 million customers in 35 Florida counties. This includes the replacement of poles and other equipment upgrades to minimize the likelihood of outages when storms strike.

Progress Energy's commitment to excellence in storm response has earned the utility the Emergency Response Award from the Edison Electric Institute (EEI) five times in the program's 11-year history. Progress Energy also won the EEI Emergency Assistance Award for its role in aiding utilities and citizens in Texas and Ohio following Hurricane Ike in 2008, and in the Gulf Coast region after Hurricanes Katrina and Rita in 2005. For additional storm information and safety tips, visit [progress-energy.com/storm](http://progress-energy.com/storm).



**circuit**

**CAROLINAS**

Gene Upchurch, Vice President  
External Relations, Carolinas

Katherine Thomas, Director  
Community Relations  
& Economic Development

**FLORIDA**

Chris Flack  
Executive Director  
External Relations, Florida

**MARKETING TEAM**

Deborah Parker 1.919.546.7943  
[deborah.parker@pgnmail.com](mailto:deborah.parker@pgnmail.com)

Ginger Caporal 1.919.546.6061  
[ginger.caporal@pgnmail.com](mailto:ginger.caporal@pgnmail.com)

