

Why are people so interested in North Carolina?



Here are some interesting facts...

Business Climate in North Carolina

- North Carolina has been ranked as the #1 business climate in the nation by *Site Selection* magazine for nine of the last ten years. (www.siteselection.com)
- In 2010, *Forbes.com* ranked North Carolina as the 3rd “Best State for Business.”
- CNBC ranked North Carolina #4 in 2010 for “Top States for Business.”
- Twenty-four North Carolina companies were among the country’s largest in 2009, according to Fortune Magazine. These businesses earned inclusion in the Fortune 1,000. (money.cnn.com/magazines/fortune)
- North Carolina has the third largest biotechnology industry in the nation.*
- North Carolina is one of the top ten U.S. location destinations for film and television productions with over 800 films and 14 television series.*
- North Carolina is the 10th most populous state with over 9 million in population. (www.census.gov) In 2030, it is projected to be the 7th. (www.ncchamber.net)
- In 2010, *Forbes.com* ranked Raleigh as the overall #3 “Best Metro for Business and Careers” in the U.S.
- In the category of “Best Cost of Doing Business” in the U.S. for Metros, *Forbes.com* ranked Greensboro #5, Fayetteville #9, Asheville #10, and Wilmington #13. For Small Metros – Goldsboro #3, Jacksonville #7, Rocky Mount #12, Burlington #14.
- For 2009, out of the top 25 large metro areas, the Milken Institute ranked Durham as the #6 “Best-Performing City in the U.S.,” and Raleigh-Cary #10 (note: where America’s jobs are created and sustained). (milkeninstitute.org)
- Fortune has ranked Raleigh #3 in “Best Metro Areas for Small Business Startups,” Charlotte #7.
- In 2010, Fortune ranked SAS, headquartered in Cary, as the #1 “Best Company to Work for.”

* Information from the North Carolina Fact Book and North Carolina Department of Commerce, www.nccommerce.com

Education in North Carolina

- **Pre-K through 12** – North Carolina was 1 of only 2 states to meet all 10 pre-K quality standards. The state leads the nation in the number of National Board Certified Teachers. It leads the nation's high school reform movement, and is also among the top 5 states for the number of college bound high school seniors.
- **Community Colleges** – The state has the third largest community college system in the country with 58 schools. The system is recognized nationally for its customized workforce training program, and providing high quality training and services that give North Carolina's businesses and industries a competitive advantage.
- **Four Year Colleges and Universities** – There are 36 private institutions (including Duke, Wake Forest and Davidson), and the 16-campus University of North Carolina system.
- **Post Undergraduate Schools** – There are 4 medical schools, 3 engineering schools, 2 dental schools, 1 veterinary school, and many graduate programs.
- North Carolina ranks sixth in the nation in per capita appropriations for higher education and our institutions conduct more than one billion dollars in sponsored research annually.

Agricultural Industry in North Carolina

- Agriculture/agribusiness comprises over 20% of the state's income and is the #1 industry in the state at \$70 billion.
- 17% of the state's workforce is in agriculture/agribusiness related jobs.
- According to the USDA 2007 Census of Agriculture, total value of agricultural products sold in North Carolina ranked eighth among all 50 states.
- According to the most recent reports from the USDA: In 2009, North Carolina was ranked #1 in sales of sweet potatoes and tobacco. It was ranked #2 in trout sold, hogs and pigs, turkeys, and Christmas tree cash receipts. It was #3 in strawberries and processing cucumbers. 26.4% of farming cash receipts were from broilers. North Carolina ranked #6 in farm income.
- North Carolina is the 10th largest producer of grapes and 7th largest wine producer in the U.S. It is home to more than 400 vineyards and nearly 100 wineries in 30+ counties.
- The state's forest products industry is the largest manufacturing industry in North Carolina.
- North Carolina's green industry contributes \$8.6 billion to the state's economy. The green industry employs nearly 152,000 people in the state.
- According to the USDA 2009 Census of Agriculture, total farm numbers, including small and limited resource farms, were 52,400. Family farms accounted for 91% of all farms. There are nearly 1,600 Century Farm Families.

Tourism in North Carolina

From the coast to the piedmont to the mountains, North Carolina is home to many popular destinations including the Cape Hatteras Lighthouse, Old Salem, and the Blue Ridge Parkway. There is much to see and do in the cities, towns, and country including countless events and festivals, cultural and art venues, history and heritage tours, and outdoor activities. There are beautiful resorts in places such as Pinehurst and Asheville. Shopping for North Carolina products abounds at farmers markets and numerous arts and crafts galleries. The North Carolina wine industry is alive and well with nearly 100 wineries. Golfing, fishing, boating, auto racing, college and professional sports are some of the sporting activities and events that are most popular in the state.

- North Carolina is ranked in the top 10 most visited states in the country. Tourism has grown into one of the state's largest industries.
- Annually, visitors spend over \$16 billion, and directly supported over 190,000 jobs in the state.
- As a result of visitor spending, state and local tax revenues total more than \$1.3 billion.

Arts and Culture in North Carolina

- North Carolina is a leader in recognizing the value of the arts and culture to the well-being of the state. The Department of Cultural Resources supports 27 historic sites, seven history museums, archives & records, historical publications, historic preservation, archaeology, the State Library, N.C. Symphony, N.C. Museum of Art, and the N.C. Arts Council.
- It is known throughout the world for its pottery and craft traditions, literary achievements, art and arts institutions, and music.
- Arts industry wages infused more than \$10 billion into the state's economy.
- Nearly 300,000 people are employed in creative industries. Creative sector employment is estimated at more than 5 ½ percent of total employment in North Carolina with a market value of \$41.4 billion.
- Many rural areas are developing their rich cultural traditions in craft and music as sustainable place-based economic development strategies to replace the loss of jobs in agriculture and manufacturing.

So, are you *Made in North Carolina*?



You could be...

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