

## Program Focus Area

Existing Business Activity — Business Recruitment — Real Estate Development

### Project Averages

Active and Missed

53 Missed Project Over 12 Months



**90**

**JOBS**  
260



**32**

**THOUSAND SQUARE FEET**  
212K



**13**

**ACRES**  
47



**\$14**

**MILLION INVESTMENT**  
\$154M

### July Unemployment Rate

**3.9%** In-line with 3.9% in June.

Regional July Rate is 3.5%

State July Rate is 3.3%

To learn more, visit the link below or scan the QR Code.

[High Country WDB Overview](https://www.nccommerce.com)  
([nccommerce.com](https://www.nccommerce.com))



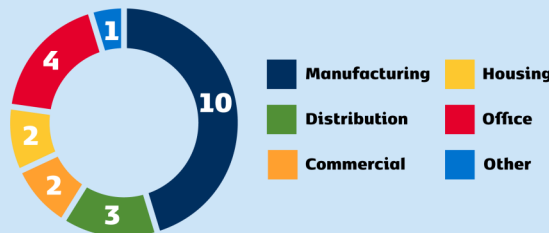
### Project Activity Stats



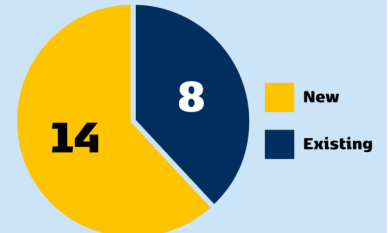
### Active Projects

**22**

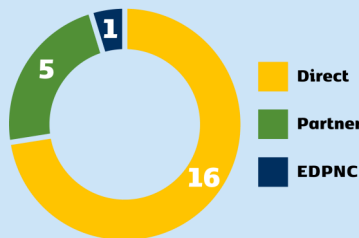
#### Project Industries



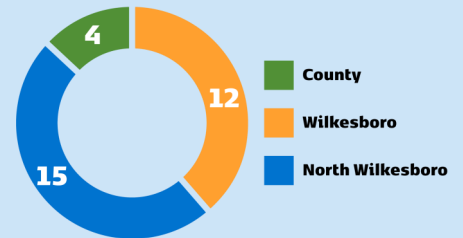
#### Projects by Type



#### Projects by Source



#### Projects by Location



### Existing Business

Current and YTD Total  
Activity since July 1, 2023



**25**

**UNIQUE VISITS**  
25



**3**

**FOLLOW UP VISITS**  
3

### Program Stats



**28**

**PARTNER MEETINGS**  
28



**16**

**REAL ESTATE DEVELOPMENT**  
16



**71**

**SOLUTIONS PROVIDED**  
71

## 2023 Wilkes EDC Board Retreat

Wilkes EDC held its first Board Retreat for its Board Members, Ex-officios, and Alternates at Roaring River Vineyards on July 19, 2023. Crystal Morphis, founder of Creative Economic Development Consulting, and her intern, Evan Day, held a workshop and had our members engage in activities and discussions.

The retreat began with breakfast from Nina's Good Eats Bakery and Coffee. LeeAnn Nixon and Crystal reviewed the Wilkes EDC Action Plan and Key Accomplishments. Next, Crystal reviewed best practices and trends in Economic Development and guided a group exercise that allowed all members to provide feedback on key topics related to Wilkes County. After a short break, the members continued with the second activity, which helped order each key topic's importance. These activities help shape and form the new Action Plan for the EDC.

The workshop concluded with lunch from Nina's and a closing from Crystal. Members had the opportunity to converse after the workshop and share their feedback.

Learn more about Creative Economic Development Consulting by visiting [www.creativeedc.com](http://www.creativeedc.com) or by scanning the QR Code.



## Wilkes EDC 2023 Annual Meeting

Wilkes EDC held its Annual Meeting at the North Wilkesboro Speedway, Turn Four Building, on August 10, 2023 with over 130 guests present. Our generous sponsors made this event possible: Frontier Natural Gas, Spectrum Hospitality Management LLC, Omega Construction, ECS South East (Engineering Consulting Services), and NC Carolina Core. We thank Bella's Floral & Designs, LLC, and A&J Rental for helping make our space look beautiful, along with the food provided by The Scarlet Hen. Raffaldini's Vineyards & Winery donated their fine wine for this event. Creative LaZer Designs made and assembled the plaques we awarded our Announced Business Projects and Entrepreneur Grant Winners at the event. Our event was captured by Brandon Brown of Appletown Media.



Our Chair, Dale Isom, opened our program, welcoming guests and recognizing Local Government, Board Members, and Sponsors. Nathan Bell of Frontier Natural Gas shared about their expansions and expressed their enthusiasm for Wilkes' growth. Jessica Fickenscher with SMI, North Wilkesboro Speedway, conveyed her excitement for the Speedway and reflected on the success of the events that took place over the past year. Members of the room had the opportunity to hear a presentation from Loren Hill of NC Carolina Core, Piedmont Triad Partnership. Loren shared the benefits of being a part of the Carolina Core and unveiled signage soon to be present at the Wilkes County lines of Highway 421.

LeeAnn Nixon, President of Wilkes EDC, and Dale recognized Java Master, PRISM Medical, Retail Solutions Group, Wilkes Woodworking, Contentment, and Catholic Charities for Project Business Growth in Wilkes.

Next, Marketing Manager Francisco Martinez and Vice President Robin Hamby recognized the Fall 2022 and Spring 2023 Entrepreneurial Grant Program winners. Francisco also shared the success stories from the Entrepreneur Grant Program over the years and updates from past program winners. LeeAnn talked about the Wilkes Commercial Business Center and recognized all involved in making this project possible. She shared an update on the Outdoor Economy Plan and mentioned our upcoming trip to the Outdoor Economy Conference. She provided insight on next steps for the Childcare Study and Housing Progress. LeeAnn also gave a sneak preview of the upcoming new website for the EDC, currently being developed by Logan Provisions.

Dale closed the evening with thoughts for the future direction on carrying out the Wilkes EDC's mission. After the program, the social continued, and guests were encouraged to take a copy of our Annual Report. The night was successful, and we've enjoyed hearing positive feedback on the event. Visit our website today to see a digital copy of the Annual Report - [WilkesEDC.com/news/activity-report](http://WilkesEDC.com/news/activity-report)



## The Wilkes Commercial Business Center is FULL

On July 25, Wilkes EDC Board Members gathered to discuss applications received for the Wilkes Commercial Business Center and unanimously voted to invite Prism Medical Products (PRISM) as WCBC's second tenant.

PRISM is a nationwide provider of specialty home medical supplies with a core competency in advanced wound care products. It is a privately held company founded in 2006 with headquarters in Elkin, North Carolina, as well as an operations office in Las Vegas, Nevada and ten fulfillment centers across the U.S. The company has more than 200 team members and had net revenue for the 12 months ended September 30, 2020, of approximately \$52 million. PRISM operates as a subsidiary of Henry Schein Medical and is managed separately as an individual division by Chris Cartwright, Founder and President of Prism Medical Products. PRISM serves a broad and loyal referral network of nationally affiliated and independently operated wound care clinics and specialist practices and clinics in primary care, ostomy, podiatry, rehabilitation and physical therapy, general and plastic surgery, dermatology, and vascular medicine. PRISM enjoys strong referral retention rates and high marks for customer satisfaction. Learn more by scanning the QR code or by visiting [Prism-Medical.com](https://Prism-Medical.com).



Wilkes County welcomes Java Master and PRISM to our community and looks forward to supporting their growth and continued success.

## Contentment

Wilkes EDC is assisting Contentment through introductions and referrals. Curt Sidden, founder, along with family and a team of experts, is developing Contentment. A world-class private golf retreat is emerging on approximately 900 acres of family farmland in Hays, northwest of Traphill, next to Stone Mountain State Park. Lester George, an award-winning championship golf course architect known for renovating and restoring CD Macdonald and Seth Raynor-designed classics, is engaged. George's creativity will flourish in Contentment's 18-hole course, representing a minimalist style course that flows within the native landscape. Other amenities planned by Chapman Coyle Chapman (Atlanta-based Architects) involve a clubhouse with lodging, full-service dining, and rustic yet elegant-style member cottages. In addition to golf, members and guests will be encouraged to experience nature through hiking trails and spending leisure time around a 7-acre fishing lake or by the trout streams. In a later phase, a spa and fitness facility, as well as a chapel, will be established for enjoyment.



The development timeline of Contentment will begin by breaking ground in the Fall of 2023, with the clubhouse and suites slated in the Winter of 2023. In 2024, the golf construction will progress throughout the year, followed by a grand opening expected in the Summer/Fall of 2025. Learn more at [ContentmentGolf.com](https://ContentmentGolf.com).



## The Masthead—Idea Expo 2023

The Masthead kicked off its first program, Idea Expo, a training initiative on transforming an idea into a business, on July 11. It presents an opportunity for community members to test a business idea, develop a business pitch, learn the importance of networking and building relationships, enhance presentation skills, participate in a live pitch competition, and receive real-time investor feedback.

Wilkes EDC is proud to sponsor this 7-week program and participate in parts of it. The team presented alongside Laurie Brintle-Jarvis of the Small Business Center for Week 2: Local Business Resources to Get Started. LeeAnn Nixon, President of Wilkes EDC, is also a mentor to one of the program participants. Francisco Martinez, Marketing Manager, plans to be one of the Live Pitch Competition's judges at the program's conclusion.



Wilkes EDC commends Doren Tripp, Community Manager at The Masthead, on putting together this program to connect, empower, and encourage Wilkes's entrepreneurs and small business owners. To learn more about this program, visit [IDEA EXPO 2023 - The Masthead](https://IDEA EXPO 2023 - The Masthead)



## SEDC Conference

Wilkes EDC's President, LeeAnn Nixon, attended the Southern Economic Development Council's (SEDC) Annual Conference in Williamsburg, Virginia, for the week of August 14. This annual conference provides Economic Developers in the southern region of the U.S. with the opportunity to learn from international experts in this field about their experiences and valuable resources.

Attendees of this conference heard from several well-known speakers in the field, such as Federal Reserve Bank of Richmond Vice President and Economist Sonya Waddel, Philip Land, business lawyer at Haynsworth Sinkler Boyd, P.A., Bruce Takefman and Adam Solomon of Research FDI, and more! LeeAnn was especially inspired by SEDC's keynote speaker, Jason Redman, and his incredible story of resilience, leadership, and how he developed his Overcome Mindset.

To see more from SEDC's Annual Conference, visit their Facebook page or scan the QR Code: [Facebook](#)



## 51<sup>st</sup> Basic Economic Development Course

Wilkes EDC's Marketing Manager, Francisco Martinez, attended the Basic Economic Development Course at UNC School of Government on July 31st as part of his Professional Development. This four-day course also offers him credit towards becoming a North Carolina Certified Economic Developer.

Experts in the Economic Development field covered several topics in this workshop. Crista M. Cuccaro, Assistant Professor at UNC School of Government, led a seminar on Ethical Dilemmas in Economic Development. Jonathan Morgan, lead of the course and Professor at UNC School of Government, gave a presentation on Strategic Planning. The course included several other guest speakers and concluded with a presentation from Ronnie L. Bryant of RLB Consulting on Managing Economic Development Organizations. The course offered several group activities, networking opportunities, and plenty of materials for attendees to return and share with their teams.

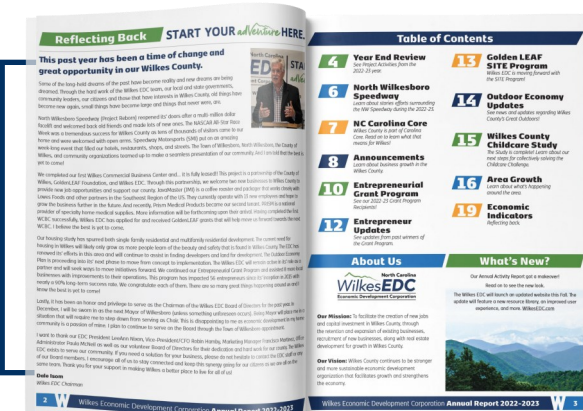


## Wilkes EDC Entrepreneur Grant Program is Coming Up!

Wilkes EDC will open its Fall 2023 Entrepreneur Grant Program application period on October 1st! We encourage applicants to prepare by meeting with Laurie Brintle-Jarvis of the Small Business Center and visiting our website to learn about our program and application materials.



Follow us on our Facebook and Instagram pages to stay up-to-date on announcements and news on Wilkes EDC activities.



## Wilkes EDC's Annual Report is Available Now!

Visit [WilkesEDC.com](http://WilkesEDC.com) to view the digital flip book under the News and Activity Report tab, or scan the QR Code to view now!

