

Program Focus Areas

Existing Business Activity — Business Recruitment — Real Estate Development

Project Averages

Active and Missed

52 Missed Project Over 12 Months



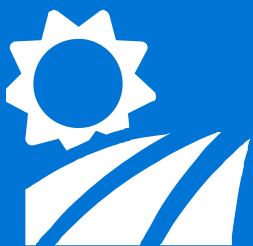
51

JOB
 364



26

THOUSAND
 SQUARE FEET
 228K



24

ACRES
 64



\$13

MILLION
 INVESTMENT
 \$318M

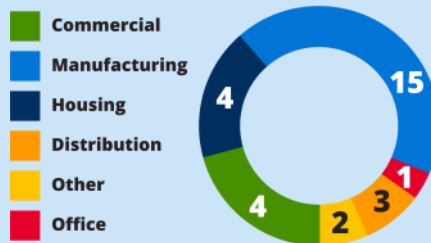
Project Activity Stats



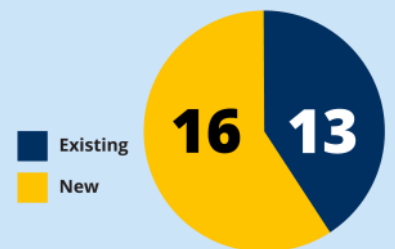
Active Projects

29

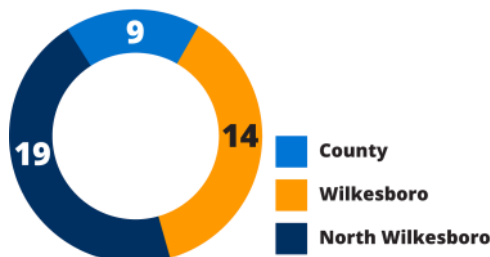
Project Industries



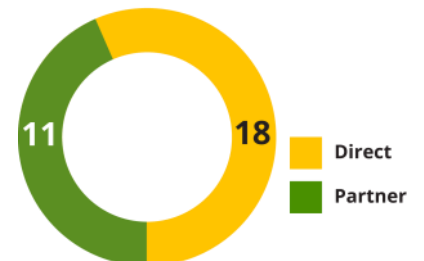
Projects by Type



Projects by Location



Projects by Source



Existing Business

Current and YTD Total
Activity since July 1, 2022



13

UNIQUE VISITS
71



4

FOLLOW UP VISITS
45

Total Visits YTD: 116
Visit Goal: 140

Program Stats



15

PARTNER
MEETINGS



12

REAL ESTATE
DEVELOPMENT



15

SOLUTIONS
PROVIDED

Total Solutions
Provided YTD: 232

March Unemployment Rate

3.6% ↓ Down from 3.7% in February.

Regional March Rate is 3.4%.

State March Rate is 3.5%.

[High Country WDB Overview | LEAD Analytics](#)
([ncommerce.com](#))

Monthly Newsletter

Program of Work Information | EDC Announcements | Unemployment Rate

Wilkes Commercial Business Center Celebration Event

The grand opening of the WCBC commenced with a celebration on Tuesday, April 25, 2023, at the business center itself. Members of the Wilkes EDC Board, Golden LEAF Foundation, Wilkes County Government, Omega Construction and partners, ArcVision Studio, the Town of North Wilkesboro, the Town of Wilkesboro, and various other community members were present at the event. President of the Wilkes EDC, LeeAnn Nixon, opened the program, followed by words from partners and special guests. Nixon introduced Bob Gumber, President of JavaMaster, the new planned tenant of Suite A with a standing ovation upon his introduction. Gumber shared a little about himself, how JavaMaster started, and how they operate. He thanked present members of Lowes Foods corporation and shared his excitement about working closely with partners and plans for the future. After the program, guests enjoyed lunch, catered by The Liberty Catering Company, and toured the facility.

LeeAnn Nixon said, "WCBC completion is a celebration of many working together to move Wilkes forward through partnerships. Having available space welcomes existing companies to grow or new companies to locate in Wilkes County that are ready to add above average wage jobs and investment, which creates opportunities for our citizens."

Wilkes Commercial Business Center is located at 153 Business Center Dr., North Wilkesboro, N.C. 28659, off Highway 268 E. Suite B of the WCBC is still available, with a space of 21,164 square feet. Contact Wilkes EDC today for inquiries on Suite B of the WCBC.

Visit our or scan the QR code to read the full press release. [Wilkes Commercial Business Center is Complete - Wilkes Economic Development Corporation - EDC](#) ([wilkesedc.com](#))



JavaMaster International Signs Letter of Intent to Lease

JavaMaster International (JMI), the first tenant of Wilkes Commercial Business Center: Suite A, signed their letter of intent at the WCBC Celebration Event. JMI will roast, package, and distribute their product from this facility. Bob Gumber, President of JMI, shared they expect to be fully operational by August 2023, with an addition of 13 new employees at the facility. John Pryzbyla, Vice President of JMI, will oversee their new facility. John has been working closely with their partner, Lowes Foods, since 2014 while working on the launch of The Boxcar Coffee. JMI originates from Wixom, Michigan, and Lowes Foods asked them to consider opening a location in North Carolina to work closer, which led them to learning about the available space at the WCBC. JMI plans to continue providing local products to Lowes Foods and other partners in the Southeast Region.

To learn more, visit their website or scan the QR code. [Coffee Roasters For the Modern World - JavaMaster](#)



MerleFest 35th Anniversary

Despite the rain, many agreed Wilkes Community College's 35th Anniversary of MerleFest was a success. This year's campsite rentals exceed those in 2022, with 650 sites occupied by 200 RVs, with the remainder being tents.

The festival was accredited for its range of artists, from hard rock/blues to bluegrass and traditional bands. The Avett Brothers closed out Friday night despite the two-hour delay of scheduled performances due to inclement weather. The Waybacks performed Saturday with their famous "Album Hour," covering the album "Who's Next", released by The Who in 1971. Doc Watson Birthday Jam took place Saturday evening on the Watson Stage in recognition of 2023 being the year the festival co-founder would have turned 100. Lastly, two-time 2020 Grammy winner, Tanya Tucker, closed the MerleFest Festival with a set on the Watson Stage.



Learn more about the MerleFest 35th Anniversary experience by visiting the Wilkes Journal-Patriot website: [MerleFest considered a soggy success | News | journalpatriot.com](#)



Get Race Ready

Wilkes EDC team sponsored and attended the Get Race Ready event at the North Wilkesboro Speedway, coordinated by the North Wilkesboro TDA, on Tuesday morning, April 4. Local businesses and community members gathered for breakfast, learned about the schedule for the All-Star Race week, and heard from speakers about getting race-ready. The event concluded with optional rides around the track in the official All-Star Race pace .

LeeAnn Nixon, President of the Wilkes EDC, shared her excitement for the race and encouraged members in the room to learn how they can get race-ready. Thomas Salley, Director of

Wilkesboro Tourism, opened the meeting and introduced guest speakers, Dani Black, founder of Hillsborough-based Bigger Tables Culinary and Service Consulting; Earl B. Hunter Jr., founder of Atlanta-based Black Folks Camp Too; and Jessica Fickenscher, chief experience officer for Speedway Motorsports and executive director of the NASCAR All-Star Race at North Wilkesboro Speedway.

A online resource guide, created by local leaders, is available for the All-Star Race Week. Click the link or scan the QR code to visit the website: [All-Star Race Week Guide \(allstarraceweek.com\)](#)



Red Roof Inn & Suites Ribbon Cutting

On Thursday, April 20, Wilkes Chamber of Commerce held a ribbon cutting for Red Roof Inn & Suites at 1206 River Street, Wilkesboro, NC. Spectrum Hospitality Management LLC began renovating the hotel in July 2022. Red Roof Inn & Suites offers several options for lodging with fully renovated rooms and new amenities.

Dale Isom, president of Spectrum Hospitality Management, said phase two of the renovation includes a playground and picnic area with a fire pit and grills by the soon-to-come swimming pool. Guests have access to free coffee in the lobby, breakfast in the mornings, free Wi-Fi, and an expanded cable package. The hotel is also pet-friendly.

Read more on the renovation of the Red Roof Inn & Suites on the Wilkes Journal-Patriot website: [Red Roof Inn & Suites Wilkesboro opens | News | journalpatriot.com](#)



Spring 2023 Entrepreneurial Grant Winners Awarded by Wilkes EDC

North Wilkesboro, N.C. — Four local businesses received Entrepreneurial Grants from the Wilkes Economic Development Corporation (EDC) at the EDC's Board Meeting on Friday, May 12, 2023. Thanks to generous local sponsors, this grant program is held twice a year. Ten local businesses of various types applied for this year's program representing several industry sector services, hospitality, agriculture, racing, and fitness.

Submissions were judged based on the potential funding impact on the business and the sustainability of each respective recipient. Applicants submitted a video pitch in addition to their business plans and financial summaries to give the judges an insight into their proposed use of funds. The grant amount totaled \$13,500, distributed between the four winners.



TwoBoros Performance Shop is the first Late Model Stock Car Team in Wilkes County since the 1990s. The performance shop owner Seth Cohn shared that they are in the first development phase and currently have one full-time driver, Dylon Wilson. Cohn plans to expend the \$6,000 grant towards equipment and safety for growing their current Driver Development program and developing a Speedway Driver Experience where racing fans could rent a car to drive around the track or accompany a professional driver on a first-hand racing experience. Stay up to date with shop by following their Facebook page: [TwoBoros Performance Shop | Wilkesboro NC | Facebook](#)



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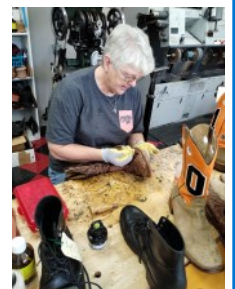
The Lost Owl Glamping is a unique camping destination with luxury tents, geodesic domes, cabins, and tree houses. Owner, Eiryn Reynolds, came up with the idea to allow guests to enjoy the great outdoors while having a comfortable space to end the day. All units will have décor and luxury bedding, while larger units will contain coffee and tea stations with complimentary amenities for each guest. Reynolds plans to allocate her \$3,000 grant towards infrastructure as they continue building the units and start on a camping store. The store will allow guests to shop for convenience items they may need during their stay without ever having to leave the site.



Brushy Mountain CrossFit, located at 301 L St in North Wilkesboro, offers instructor-directed group classes focusing on functional fitness and promoting overall wellness. Owner, Meagan Reavis, opened Brushy Mountain CrossFit to provide a space where a community could be built centered around being healthy. The gym opened in September of 2022 and has grown faster than expected. Meagan received a grant of \$3,000 for storage equipment that will allow more space in the gym for their growing community. To learn more about Brushy Mountain CrossFit, please visit www.brushymountaincrossfit.com.



Patti's Leather and Shoe Repair moved from their Elkin location and opened their new location in North Wilkesboro in January 2023. They specialize in shoe repairs, patching, and accessory attachment or repair. They plan to offer retail products such as conditioners, waterproofing, polishes, and more for quality shoe and leather care. Owner, Patricia Miller, received a \$1,500 grant and will use it towards equipment for the shop's apprenticeship. She will continue working with Laurie Brintle-Jarvis at the Small Business Center to set up an apprenticeship program through Apprenticeship NC. Learn more about their services and get a quote today on leather and shoe repairs! [Patti's Leather & Shoe Repair - Shoe Repair Shop in North Wilkesboro \(business.site\)](#)



Wilkes EDC President LeeAnn Nixon thanked this cycle's judges. "Their dedication to the program is more than apparent. The judging panel features local business advocates from North Wilkesboro and Wilkesboro and regional support organizations for startups. Applicants can often find referrals and advice they didn't know they needed, thanks to their experience and knowledge." The Spring 2023 judges were Doren Tripp of The Masthead; Taylor Gann of the Town of North Wilkesboro; Lesa Hensley of Surrey Bank; Thomas Salley of Wilkesboro Tourism Development Authority; and David Henson, Small Business Technology Development Center. And we give a special thanks to Laurie Brintle-Jarvis of the Wilkes Community College Small Business Center for continuing to help applicants with their Business Plans and Financial Summaries during the grant cycle and for being a sponsor of the program. Laurie establishes relationships with businesses to ensure their success by providing free and confidential business coaching services to small business owners in Wilkes, Ashe, and Allegheny counties. Contact her office or visit the [Small Business Center's website for information and more resources](#).