

# Program Focus Area

Existing Business Activity — Business Recruitment — Real Estate Development

## Project Averages

Active and Missed

63 Missed Project Over 12 Months



**37**

**JOBS**  
259



**13**

**THOUSAND SQUARE FEET**  
178K



**5**

**ACRES**  
62



**\$14**

**MILLION INVESTMENT**  
\$143M

### December Unemployment Rate

**3.2%** ↓ from 3.6% in November.  
Regional December Rate is 2.8%  
State December Rate is 3.5%

Release Date for January Unemployment Rate is scheduled for March 11, 2024.

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

## Project Activity Stats

**8**

**Inquiries**

**2**

**Responded**

**6**

**Missed**

**1**

**Inactive**

**1**

**Announced**

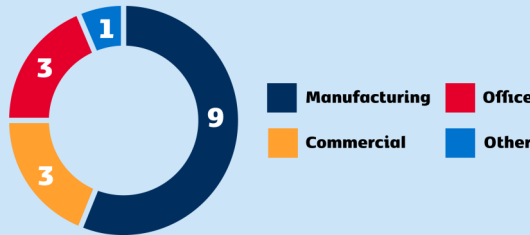
**0**

**Site Visits**

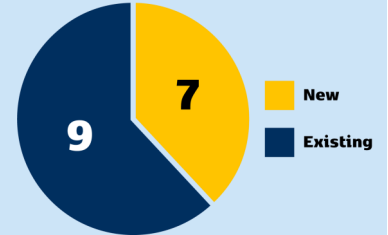
## Active Projects

**16**

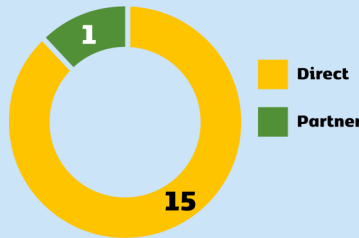
### Project Industries



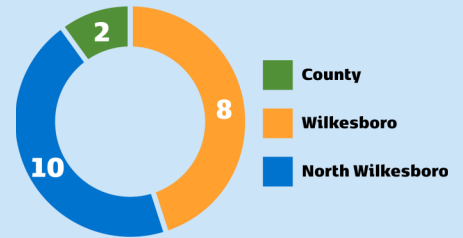
### Projects by Type



### Projects by Source



### Projects by Location



## Existing Business

Current and YTD Total Activity since July 1, 2023



**6**

**UNIQUE VISITS**  
50



**6**

**FOLLOW UP VISITS**  
33

## Program Stats



**7**

**PARTNER MEETINGS**  
101



**4**

**REAL ESTATE DEVELOPMENT**  
44



**23**

**SOLUTIONS PROVIDED**  
232

## Wilkes EDC, Local Government, and Resource Partners Tour WCBC

Java Master International and Prism Medical Products, LLC (PRISM) welcomed Wilkes EDC staff, Wilkes County local government officials, and resource partners to tour their facility on Thursday, February 29, at the Wilkes Commercial Business Center (WCBC). The construction of the WCBC was made possible thanks to the Wilkes County Government, Golden LEAF Foundation, and Wilkes EDC's land and resources.

The tour started in Java Master's facility with a brief presentation from John Przybyla, VP – Relationship Management, Training, Technical Service, with Java Master coffee and refreshments included. We learned about their coffee bean sources and the structure of their business model. We looked closely at their air roasters, the process of air roasting the coffee beans, and their packaging and distribution area, which Freddie Robinson, Production Facility Director, toured the group through, answering further questions from members about their operating and distribution process.

The group toured PRISM's facility shortly after. James St. Cyr, Vice President of Operations, and Tom Cartwright, Director of Logistics and Facilities, gave an overview of the facility's operations, which are primarily a distribution center—the third largest of the 15 distribution centers. They showcased their website, stating that E-commerce plays a key role in customer and client relations. Members had the opportunity to tour the facility after the presentation and ask questions.

Wilkes EDC was grateful for this experience and the companies' warm welcome to our local government and resource partners. We were delighted to see both facilities in full operation and to learn more about their future growth plans. Follow the links below to learn more about [Java Master International](#) and [Prism Medical Products, LLC](#).



## Business Spotlight: TwoBoros Brewery Expansion for Operations

The Wilkesboro Town Council approved TwoBoros Brewery tax incentive request in January for its manufacturing facility to be located at the Crossroads Shopping Center at 1207 Central Street. TwoBoros Brewery is owned and operated by Seth Cohn, also the owner of TwoBoros Performance Shop, Dooley's Tavern and Grill, and Mother Earth Foods & Smoothies. This expansion will enable TwoBoros Brewery to improve their craft beer production from 28 barrels a month to 28 barrels a day, allowing them to distribute their products statewide.

Seth plans to create 11 jobs with this expansion. Currently, TwoBoros Brewery at 111 East Main St., Wilkesboro, employs three staff members. The current equipment at this location will remain and be used exclusively for the gluten free brewing operation.

Brewing Equipment has been delivered to their new location with anticipation to begin operating in the second quarter. The site has been cleaned and receiving upfits since December 2023. In addition to manufacturing, Seth plans to open a tasting room and kayak launch area by the distribution space as its next project.

Follow TwoBoros Brewery to stay up-to-date on events and activities: [TwoBoros Brewery](#)



## Wilkes EDC Opens its Spring 2024 Entrepreneur Grant Program

With 20 applications coming in for the last Fall 2023 Entrepreneur Grant Program, Wilkes EDC is excited to announce the Spring 2024 Entrepreneur Grant Program opening!

This program is open twice a year, in the Spring and Fall. Our Spring Program is sponsored by the Small Business Center (SBC) at Wilkes Community College and made possible by Wilkes EDC's LEAP funds. Laurie Brintle-Jarvis, Director of the SBC, encourages applicants to contact the SBC today for assistance with their application materials. We implore applicants to take advantage of this resource well before the end of the application period. Judges have noticed that applicants who've gone through the SBC have stronger applications.

Prospective applicants can learn more about our program by visiting our website or following the link below. On our website, you can find previous winners and how they have used their grant funds. FAQs, instructions, and steps for submitting application materials have been added to the Grant Program page. Application materials are live and accessible throughout the year. If you have further questions, please contact Marketing Manager Francisco Martinez today.

[Wilkes EDC Entrepreneur Grant Program](#) | [Wilkes EDC](#)



## NCEDA 2024 Emerging Executives Forum

Wilkes EDC's President, LeeAnn Nixon, and Marketing Manager, Francisco Martinez, attended the North Carolina Economic Development Association's 2024 Emerging Executives Forum on Wednesday, February 7-8. The event aims to educate young economic developers, familiarize them with various aspects of policymaking and economic development in North Carolina, provide professional learning opportunities, and connect them with peers in the field.

Francisco joined their Welcoming Reception at the Greensboro Chamber of Commerce. "I enjoyed meeting other members and received several warm welcomes as a new NCEDA member. And I walked away with plenty of business cards! But more importantly, valuable connections that may be helpful in future obstacles in this field." After the networking session, members grabbed dinner together.



Day two of the event took place at The Colonnade at Revolution Mill. The event started with breakfast and networking, with the program beginning at 9. Elizabeth Underwood, Workforce Development Manager of Lake Norman Economic Development, shared Welcoming Remarks with Albert Alwang, Economic Development Director of Wake County. The program moved to a Legislative 101 portion with Brittany Brady, President & CEO of Henderson County Partnership for ED, and Josh Grant, Director of Public Policy and Government Relations. The informative presentation highlighted best practices in Economic Development in North Carolina.

Underwood moderated the next section of the program, Leadership Profile Panel: Breaking Glass Ceilings, which included LeeAnn Nixon, Uconda Dunn of Greenville ENC Alliance, Joanna Helms of Town of Apex, and Melissa Smith of EDPNC. Underwood asked the panelists questions, such as what book are you reading, your leadership style, and what was a notable challenge you faced and overcame. LeeAnn shared she was re-reading *The Path* by Laurie Beth Jones. *The Path* discusses the importance of defining one's mission statement and comes with a workbook that helps individuals clarify their mission statement. LeeAnn also shared that her leadership style is Transformational Leadership, which is a focus on establishing strategic plans and facilitating organizational collaboration to drive a vision forward.

The following program covered a Childcare Presentation by Bobby Todd of Yadkin County ED, How to Lose a Project in Ten Days with Mary Lesa Pegg of EDPNC, AI for EDs by Wade Minter of Dualboot Partners, and an overview of the Honda Aircraft Company by Marvin Price of Greensboro Chamber of Commerce. The program concluded with an interactive "Apprenticeship and Internships" session that included six different apprenticeship programs and models. Members were able to visit two programs.

During the program, Elizabeth Underwood shared about NCEDA's new podcast, *The New Economic Developers on the Block*, which can be tuned in via Apple Podcasts or Spotify. Click the link to visit now: [The New Economic Developers on the Block \(buzzsprout.com\)](https://www.buzzsprout.com)

## Women's Economic Development Network

Wilkes EDC's President, LeeAnn Nixon, and Vice President, Robin Hamby, attended the two-day conference, Women's Economic Development Network (WEDN). This forum invites economic developers to develop their leadership skills, engage in current field topics, and learn from workshops and presentations.

During their first day at the forum, Marin Burton of Creative Leadership presented on Burn Bright. Next was a panel discussion on the advantages and disadvantages of EDO Structures. The following day included presentations covering best practices in fundraising for private sectors, Building for Success: Spec Building Best Practices, and Commerce + Conservation: Sustainability in Economic Development during lunch.

Learn more about Creative EDC by visiting their website. Also, featured on their site is an article relating to the first presentation: Burn Bright. Click the link to learn more: [Burning Bright - Creative Economic Development Consulting \(creativeedc.com\)](#)



## The Masthead Celebrates its First Year!

Wilkes EDC joined The Masthead on Wednesday, February 28th, to celebrate its first anniversary since its opening! This event was joined by The Masthead's Community Day, an opportunity for prospective community members to come in, tour the facility, and work free.

Members enjoyed a free lunch and networked during the lunch hour. Doren Tripp, Community Event Coordinator, reflected on the first year. Another member in the room expressed their experience and excitement about The Masthead and how it is instrumental to local entrepreneurs, businesses, and events.



The Masthead will host TechStars Startup Weekend on April 12th through the 14th, an opportunity to develop an idea in a collaborative atmosphere. Registration for this event is open! Follow the links to learn more:

In partnership with [NC Tech Paths](#)

Hosting Venue: [Masthead Coworking](#)

[Click here for Registration link](#) or [scan the QR code](#).



**techstars\_**  
**Startup Weekend**  
**North Wilkesboro**

**April 12-14**  
**Masthead Coworking**  
**711 Main Street**



masthead

Flywheel™

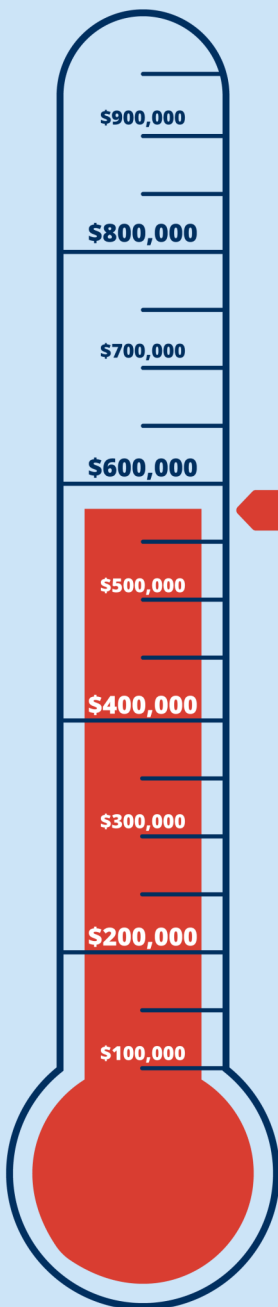


# LEAP Forward

## Local Expansion & Attraction Program

*Together We Can Grow!*

**\$1,000,000**  
 Over 5-Years



The Wilkes Economic Development Corporation works closely with businesses and the community to find unique solutions to economic challenges. Since 2010, Private LEAP funds have been instrumental to ensure this mission is possible. It is time to request your help replenishing the funds to continue moving Wilkes forward.

The need for investment builds upon the traditional program of work of the EDC: existing business retention and expansion, marketing and new business recruitment, and real estate development. Special Projects focus on Wilkes Commercial Business Center(s), Housing, Childcare, Outdoor Economy, and Talent Retention and Attraction, which are critical for ensuring a strong economy and building Wilkes County capacity.

### Will you invest in Wilkes County's future?

Wilkes EDC thanks our private funders to date for supporting the LEAP Forward Campaign and mission of the EDC! Below is a list of our investors to date.

- Alex and Amy Blair
- Andrew Palmer
- Arnold and Becky Lakey
- Blair Properties
- Cam Finley
- Champion Towing
- Dale and Michelle Isom
- Duke Energy
- Eddie and Anna Holland
- First Community Bank
- Fortress Management Group, Inc.
- Hampton Inn
- Holiday Inn Express
- Holly Minton
- Jim Smoak
- Joe and Debbie Johnston
- Ken Noland
- Leonard G. Herring Family Foundation
- Lesa Hensley
- MECI & Associates, Inc.
- Mountain View Hardware, LLC
- Omega Construction
- Riverstone Land and Equipment, LLC
- Scott Nafe
- Shelmer Blackburn
- *And Additional Anonymous Donors*

Ready to make a pledge? Visit the [link](#) or scan the QR code to invest or call (336) 838-1501.

Investors of our LEAP Forward Campaign will be recognized on our website, monthly Activity Reports, Newsletters, and at our Annual Meeting.



# SPRING JOB FAIR



**WEDNESDAY, APRIL 10 • 11:00 AM - 1:30 PM**

**WILKES COMMUNITY COLLEGE • JOHN A. WALKER CENTER  
1328 S. COLLEGIATE DRIVE • WILKESBORO, NC 28697**

## **40+ Employers Anticipated in These Industries:**

- Business
- Healthcare
- Skilled Trades
- Industrial/Manufacturing
- Human Services
- Information Technology
- Criminal Justice
- Administrative and more!

### **For more information or employer registration, contact:**

Kim Anderson at 336-838-5164 (ext. 304), Misty Bishop-Price at 828-265-5434 (ext. 119), or Mike Roope at 336-838-6147.

Dress appropriately and bring a resume. This is a community event with prize drawings. Veterans strongly encouraged to attend. Employer registration deadline is April 5. Limited space available.



A proud partner of the  
AmericanJobCenter®  
network



Northwest North Carolina



NC DEPARTMENT OF  
HEALTH AND  
HUMAN SERVICES  
Division of Vocational  
Rehabilitation Services



THE JOB FAIR IS AN EQUAL OPPORTUNITY EVENT - DIAL 711 FOR RELAY NC