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Mayor Paul Woodson

## WINSTON-SALEM

Mayor Allen Joines

## WILMI NGTON

Mayor Bill Saffo

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## Metro Mayors Meet in Asheville

Mayors from North Carolina's largest municipalities gathered in Asheville October 23 for the N.C. Metropolitan Mayors Coalition annual meeting. The mayors discussed strategies for creating regional economic success, received updates on the General Assembly's work and collaborated on policy initiatives.

The event featured a panel discussion moderated by Asheville Mayor Esther Manheimer entitled "Urban Economic Development Done Right in Western NC." Panelists included Jay



**Asheville-area legislators Rep. Susan Fisher, Sen. Terry Van Duyn and former Rep. Nathan Ramsey update the mayors on the General Assembly's work.**

Richardson, general manager of New Belgium Brewing Company, Oscar Wong, founder of Highland Brewing, Leah Wong Ashburn, vice-president of Highland Brewing, and Ben Teague, director of economic development for the Asheville Area Chamber.

Senator Tom Apodaca provided a preview of the upcoming 2015 Long Session of the North

Carolina General Assembly. In response to questions about the state's historic tax credits and addressing the revenue hole created by the repeal of the privilege license tax, Apodaca said state senators have already started discussions to address both possibly next year, he said, cautioning, "but I can't promise you."

Representatives Nathan Ramsey and Susan Fisher and Senator Terry Van Duyn also addressed the group.

Governor Pat McCrory spoke to the mayors about a number of issues including economic development, his 25-year vision for transportation, the Historic Tax Credit, and a partnership called "Art that Moves You," a transportation beautification program that will promote tourism and commerce through creative landscaping, artwork and lighting. The Governor also sought input from the mayors on ways to collaborate and work together to make North Carolina stronger.

"When I helped launch this group in 2001, we wanted to ensure that there was a strong dialogue amongst mayors across the state, with State government and with the Legislature. I'm proud to see that the tradition is still alive, and I am proud to speak with this group now as Governor on key issues like economic development," said Governor McCrory.

Susan Kluttz, Secretary of Cultural Resources and a former mayor of Salisbury, and Tony Tata, Secretary of Transportation, joined the Governor and spoke at the event.

During the meeting, the coalition also elected a new slate of officers. *continues on page 2*

## An Agenda for North Carolina

Not long ago, during our annual meeting, our Coalition received updates on the General Assembly and state policies from Asheville's delegation, Governor McCrory, Secretary Tata, Secretary Kluttz, and others. As mayors, we listened intently, we questioned and we shared concerns about our own communities. We know our legislators and officials in Raleigh don't have an easy job.

They are trying to balance growing needs from across the state with dwindling resources. This challenge requires creativity and a clear vision of the future. It requires investments in policies that will build strong regional economies and create jobs in all parts of the state. It requires flexibility to allow communities to shape their own brand. It requires a commitment to improving transportation and infrastructure to get our citizens to existing job centers and spark the creation of new ones. And it requires a vision for the State's future growth so that all of these efforts are not short-sighted or too late.

Our metro regions are leading the way on this effort. We are major producers of the state's jobs, and we are building communities that attract jobs. Companies like Ipreo and MetLife are drawn to North Carolina's cities because of our vibrant downtowns, our cultural opportunities, our strong education systems, and access to our energized regional workforce. But we need the state to *continues on page 2*



Message from the Chairman

Mayor  
**Jill Swain**

## An Agenda for North Carolina *continued from page 1*

be a partner in our efforts to grow and create jobs, jobs that fuel the entire state. One size doesn't fit all. Even within our own Coalition, our member cities have very different needs. With a population of just under 21,000, Carrboro has different priorities than Charlotte, which has a population of nearly 793,000. Our cities need all the tools in the economic toolbox to keep our economy strong.

That's why this session I am asking that you join me in being a presence in Raleigh, as we advocate in person for key policies that encourage job growth and smart investment. With tight state resources, we must be visible as we focus on policies that partner with private industry to encourage development. These economic development tools include: historic tax credits, which encourage revitalization of historic structures and film tax credits, which brought major productions to our state with spending that reverberated throughout the economy. In addition, we will encourage legislators to expand the state's job incentive programs so that no opportunity is missed. We will be asking legislators to protect city revenues in order to ensure continued funding of city services desired by both industry and residents. The Metro Mayors want to be at the table for any discussion of future tax reforms that could impact city budgets. We need to work together to craft new strategies to raise revenue locally for the services our citizens need and want.

Another top priority for our members is to provide flexibility for local governments and residents to guide their own development. The strength of our cities is in our individuality and our ability to create unique brands. Our local governments need the flexibility to grow and develop in the ways that make sense for their communities and their residents. This flexibility will keep our cities competitive in attracting new jobs and building livable communities. As mayors of the state's largest cities, we want to be partners in fostering economic development that helps the entire state thrive. We look forward to working with all our legislators in the coming session and telling them more about the exciting opportunities in our cities. We know that, to succeed, we will all have to work together.

I am committed to doing that on behalf of my town, and yours. I hope you will sign up soon for your day in Raleigh. Let's walk the halls together and start building those relationships!

## Metro Mayors Meet in Asheville *continued from page 1*

Republican Mayor Jill Swain of Huntersville was selected as the new chair. Asheville Mayor Esther Manheimer was elected vice chair, and Chapel Hill Mayor Mark Kleinschmidt will serve as treasurer. Raleigh Mayor Nancy McFarlane, the past chair, rounds out the officers.

Members of the executive committee elected include Boone Mayor Andy Ball, Concord Mayor Scott Padgett, Greensboro Mayor Nancy Vaughan, Greenville Mayor Allen Thomas, and

Kannapolis Mayor Darrell Hinnant.

"We look forward to working together with the North Carolina General Assembly to continue to strengthen our State's urban and rural economies," said Mayor Swain. "We intend to carry our message to the legislature that we all need to work together to build stronger regional economies which will attract the talent that brings new business investment to our State."

## New Mayor Profiles

In November, a new mayor was elected in High Point. Two other cities – Cornelius and Matthews – have also joined the N.C. Metropolitan Mayors Coalition. Learn more about our new mayors:



**Bill Bencini**  
*Mayor of High Point*

Bill Bencini is the new mayor of High Point, having served most recently as the chair of the Guilford County Board of Commissioners.

Bencini, a native of High Point, attended High Point City schools and graduated from High Point Central High School in 1970. He received his BA degree from Davidson College in 1974, and earned an MBA degree from Wake Forest University in 1981.

He has served High Point and Guilford County in a number of capacities. He was elected as a Guilford County Commissioner in 2010 and served until 2014. Prior to that, he served more than ten years on the High Point City Council, serving as Mayor Pro-Tem in 2009.

Bencini has been active in numerous local organizations and board focused on transportation and economic development. He was a founding member of City Project and Ignite High Point, which are spearheading revitalization of High Point's downtown through public-private collaboration.

Mayor Bencini is married to Cathy Bencini, who works as the Foreign Language Department Director of Salem Academy. They have two grown children, Michael Bencini who is a Lieutenant Commander in the United States Navy, residing in Yokosuka, Japan, and a daughter, Sarah Bencini who is an attorney in Winston-Salem. Bill works in the furniture industry as a manufacturer's representative and is a member of Forest Hills Presbyterian Church.



**Chuck Travis**  
*Mayor of Cornelius*

Mayor Travis is an award-winning architect with over 30 years of experience. He is a partner in the architectural firm, Housing Studio, PA with David Furman, FAIA. A graduate from the University of North Carolina at Charlotte with a Bachelor of Arts in Architecture and North Carolina State University with a Bachelor of Architecture, he is currently serving on the Board of Directors for the North Carolina Chapter of the American Institute of Architecture.

Mayor Travis is the recipient of the Order of the Long Leaf Pine, has served on the Town of Cornelius Planning Commission, helped establish the Architectural Review Board for the town, and served two terms as a Commissioner before being elected Mayor in 2013. A native North Carolinian, born in Statesville, Mr. Travis has witnessed the expansive growth of the

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## Metro Mayors In Action



Sen. Fletcher Hartsell (Cabarrus) receives a Metro Mayors' 2014 Legislative Award from Concord Mayor Scott Padgett.



Charlotte Mayor Dan Clodfelter and Sen. Tom Apodaca discuss legislative issues during the Metro Mayors' annual meeting.



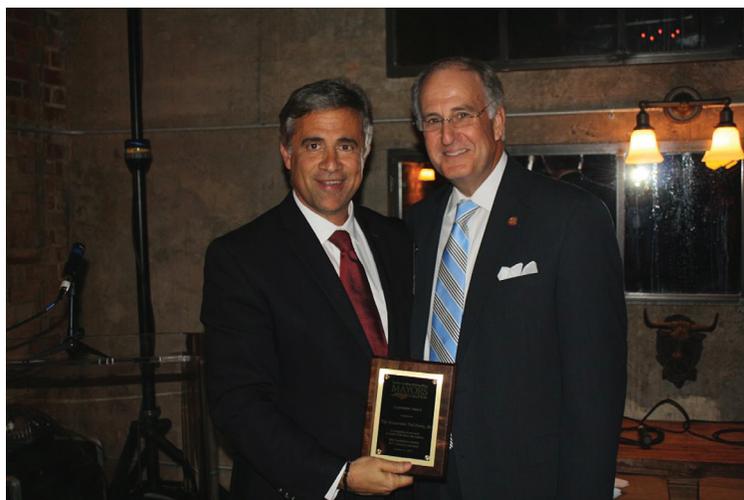
Wilmington Mayor Bill Saffo presents Rep. Susi Hamilton (New Hanover) with a 2014 Legislative Award.



Julie White receives WTS Transportation Award for her work to advance transportation issues in the General Assembly and across the state. She is pictured here at the award ceremony with President of the WTS NC Triangle Chapter Kim Levine, DOT Secretary Tony Tata and Elizabeth Gardner of WRAL.



Rocky Mount Mayor David Combs presents Secretary of Cultural Resources Susan Kluttz with the Friend of the Mayor Award.



Wilmington Mayor Bill Saffo presents Rep. Ted Davis (New Hanover) with a Metro Mayors' 2014 Legislative Award.

## Honoring Legislators Focused on the Future

As part of our annual meeting, the Coalition presented its 2014 legislative awards to five legislators -- Sen. Fletcher Hartsell, Rep. Skip Stam, Rep. Darren Jackson, Rep. Ted Davis, and Rep. Susi Hamilton. These legislators were honored for their leadership on issues critical to the future of state and local economic development and job creation as well as their collaboration with the Coalition during session.

While much of the debate in the General Assembly focused inappropriately on economic development as a competition between urban and rural North Carolina, these legislators understand that creating thriving regional economies benefits the entire State. They understand that today's global competition for jobs requires innovation, creativity and commitment. They demonstrated an understanding that we all have to work together to secure a strong future for all parts of North Carolina.

Sen. Hartsell, Rep. Stam and Rep. Jackson were recognized for their leadership in the defeat of H1224, which would have taken away existing taxing authority from large counties. Maintaining local government revenue sources is critical to creating communities and providing services that attract development, business and, ultimately, jobs.

Rep. Davis and Rep. Hamilton were recognized for their leadership in the fight to keep the State's film industry firmly planted in North Carolina. North Carolina has been the site of more than 800 productions in the past 30 years. As of late July, the State film office reported that North Carolina has seen \$268 million in estimated direct spending by the industry and nearly 19,000 jobs.

We also recognized N.C. Cultural Resources Secretary, and former Metro Mayor, Susan Kluttz for her leadership in the fight to keep the State's important historic tax credit program alive by presenting her with the Friend of the Mayor award. Secretary Kluttz has been a passionate advocate for our State's historic structures and demonstrates how repurposing them can ignite a city's job creation efforts.

The historic tax credits helped people rescue historic businesses and homes in 90 of North Carolina's 100 counties. More than 2,300 projects have used the credit since North Carolina expanded it in 1998, and it has fostered nearly \$1.5 billion in investment. They're estimated to contribute more than \$124 million annually to the State gross domestic product and to create almost 2,200 jobs a year.

As we look toward the start of the 2015 session, the Coalition thanks these legislators for their leadership, and we look forward to working with all of our legislators to advance policies that will serve all of North Carolina well.



## City News

### Winston-Salem and Greensboro Partnering to End Veteran Homelessness

Winston-Salem and Greensboro have made significant progress in their efforts to house homeless veterans and will work together to end veteran homelessness in the Triad by the end of next year, Mayors Allen Joines of Winston-Salem and Nancy Vaughan of Greensboro announced. In recognition of their success thus far, both cities have been invited, along with 67 other U.S. communities, to participate in Zero: 2016, a national campaign organized by Community Solutions to end veteran homelessness by December 2015 and end chronic homelessness by December 2016.

### Greensboro Hosts Poverty Summit September 10

Greensboro Mayor Nancy Vaughan and the City of Greensboro invited mayors from throughout the state to convene on September 10 for a summit to discuss the topic of poverty. The meeting comes after BusinessInsider.com released a Brookings Institution study that named Greensboro, Winston-Salem, Raleigh, and Charlotte in the top ten of its list of the 15 U.S. cities where poverty is growing fastest.

### New Manufacturing Facility in Huntersville to Create 61 Jobs

Burkert Fluid Control Systems, in partnership with Mecklenburg County, the Town of Huntersville and Lake Norman Economic Development, recently announced plans to develop a new advanced manufacturing facility in the Town of Huntersville. Burkert's new facility, a 120,000 square-foot building, will be constructed on Mount Holly Huntersville Road. The company plans to invest approximately \$23,000,000 over the next five years and create 61 new jobs.

### Cary Named Best Place to Live

Money Magazine named the Town of Cary one of the Top 50 Best Places to Live in 2014, coming in #19 on its list of small cities with populations between 50,000 and 300,000. Also on the list was the nearby Town of Chapel Hill, coming in #36.

### Kannapolis Receives Healthy Eating Grant

Kannapolis received a BCBSNC Foundation Grant for Healthy Eating Equipment. The grant was used to purchase glass front coolers for park/stadium concessions so healthy snacks such as veggies, juice and fruit could be sold.

### Mooresville Fights Hunger

Town of Mooresville employees collected over 700 canned goods for the "United Way's Week to Fight Hunger."

### Durham Receives John A. Sasso National Community Development Award

The City of Durham was one of only 19 communities nationwide to receive this year's John A. Sasso National Community Development Week Award from the National Community Development Association. The award recognizes a community's efforts to promote and celebrate the Community Development Block Grant (CDBG) and the HOME Investment Partnerships (HOME) Program during National Community Development Week, which took place April 21-26, 2014.

## City News *continued from page 4*

### **Burlington Center Receives Award**

The N.C. Wildlife Resources Commission presented its 2014 Community Partnership Award to Thataways Youth Center to recognize the Center's dedication to and support of the N.C. Wildlife Resources Commission and the District 5 Division of Law Enforcement.

### **Carrboro Launches New Website**

The Town of Carrboro recently launched a new website that is easier to navigate and minimizes the number of clicks it takes to get to important information. Carrboro's new logo is featured at the top of each page and states "It's Carrboro... Feel Free".

### **Alevo Opens Victory Industrial Park In Concord**

Alevo, an energy service provider, purchased the 3.5 million square foot former Philip Morris cigarette manufacturing facility in Concord. The manufacturing facility, renamed Victory Industrial Park (VIP), joins established operations in Europe. The Alevo VIP manufacturing plant will create 500 jobs in the first 12 months, rising to 2,500 skilled jobs within three years as manufacturing lines are added and ultimately rising to 6,000 jobs if and when additional manufacturing elements are located at the plant.

### **Rocky Mount BBQ Competition Featured on TV**

Rocky Mount's Eastern Carolina BBQ Throw Down was featured on "BBQ Pit Wars," a show airing on the Destination America Network. Taking place in Downtown Rocky Mount, the Eastern Carolina BBQ Throw Down is sanctioned by the Kansas City BBQ Society and hosted by the city of Rocky Mount. It features a BBQ competition, BBQ vendors, live entertainment, kids' activities, and more. Last year's event drew 56 teams along the east coast, from New Jersey to Georgia, and one team from Colorado.

### **Salisbury Adopts New Incentives to Spur Residential Development**

Salisbury City Council recently adopted a comprehensive Downtown Revitalization The Incentive program in an effort to spur downtown growth. The program will provide incentives for new construction and rehabilitation projects in the City's Municipal Service District with an emphasis on downtown residential expansion. The program consists of four grants that can be awarded individually or layered for a single project: building rehabilitation grants, residential production grants, residential utilities grants, and fire suppression grants.

### **High Point Hosts Local Drug Abuse Summit**

The Police Department noticed a high level of heroin-related overdoses within the City. In an effort to address the underlying problem, the Police Department has requested assistance from local service providers in developing a plan to deal with the addiction and treatment needs to resolve this epidemic. A local heroin summit was held in October in an effort to get all of the major community resources at the table.

### **Apex Tops Magazine List for Families**

Family Circle magazine selected the Town of Apex as one of the "Top 10 Best Towns for Families." This annual list reveals the country's top towns that provide affordable housing options, strong

sense of community and exemplary school systems. Family Circle gave credit to Apex's historic buildings, diverse population and bevy of community events combining to form the "pinnacle of quaintness."

### **Open House Held for Jacksonville Center for Public Safety**

A replacement for the City of Jacksonville fire and police headquarters and Fire Station #1 was featured in an open house for City residents. The event helped to tell the story of how the Center for Public Safety was built as a part of the downtown revitalization for downtown Jacksonville. The site for the new building is adjacent to the old headquarters and includes land acquired by the City that was contaminated from dry cleaning fluids. With help from the State, the contamination was cleaned up, and a hazardous site was returned to use after previous rejections by others for redevelopment activities.

## New Mayor Profiles *continued from page 2*

region firsthand.

As an architect, his work has focused on mixed-use development with an expertise in multi-family housing from high-rise development in Tampa to urban infill mid-rise buildings in downtown Indianapolis. A local example of his work is in Birkdale Village, a nationally recognized award winning community.



**Jim Taylor**  
*Mayor of Matthews*

Jim Taylor has lived in Matthews more than 25 years and is serving his third term as the Town's mayor. Prior to his election in 2009, Taylor served five terms on the Matthews Town Board. Taylor's community activities have included serving as a board member of the Matthews HELP Center and the Matthews Volunteer Fire Department. Mayor Taylor is the Vice President of Finance in the Home Equity Segment of Wells Fargo Bank. He attended the University of South Florida and is married to Joselyn and has two children.

## Accolades

- The Town of Huntersville, in conjunction with Huntersville Family Fitness & Aquatics, is pleased to announce it has been awarded the Centralina Council on Government's Excellence Award in "Improving Quality of Life" for its S.O.U.L.S. initiative.
- The Town of Cary was named the 8th best U.S. city to live in by 24/7 Wall Street.
- Kannapolis was recognized as one of the Top Five Traffic Safe Communities in N.C. by the AAA Carolinas Foundation for Traffic Safety.
- Mooresville was named "The Top City on the Rise in North Carolina" by Nerdwallet.
- The City of Durham received five national awards for its use of technology. The Public Technology Institute (PTI) recognized the City's Technology Solutions Department for its use of technology to improve service delivery, reduce costs and generate revenues.
- The Town of Carrboro received an increased geo bond rating from Standard & Poor to AAA, which is the highest rating possible. According to S&P, the AAA bond rating means "extremely strong creditworthiness."
- Mayor Scott Padgett and the Concord City Council held a groundbreaking ceremony for the new Concord City Hall. This facility will consolidate the majority of Concord's administrative services, most of which currently function out of three Downtown buildings.
- The North Carolina Urban Forest Council presented the city of Rocky Mount with the Outstanding Project Award for the Downtown Streetscape Project as part of the 2014 Urban Forestry Awards.
- Fibrant, the City of Salisbury's 100 percent fiber optic network, announced the successful launch of its gigabit internet service in July. Salisbury is one of only a few cities in North Carolina to own a municipal broadband system, and only one of a handful in the United States to offer gigabit capabilities.
- Winston-Salem's Cultural Inclusion Program received second place in the 2014 National League of Cities Cultural Diversity Awards Program for cities with a population of 100,001 to 400,000.
- Apex was recognized as the #5 Happiest Suburb in the U.S. by Movoto and the #4 Safest City in N.C. by SafeWise.
- Citing continued stewardship and more than a decade and a half of work to restore habitat and water quality for the New River, the North Carolina Wildlife Federation presented the Conservationist of the Year award to the City of Jacksonville.

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