



CHARLOTTE
USA.®

Charlotte Regional Partnership

Presented to

Employment and Training Administration
Atlanta Regional Office

November 10, 2011



Life. In Balance.

Presented by

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President & CEO

Charlotte Regional Partnership



Charlotte USA



Charlotte USA



**Non-profit, public-private funded
Economic Development Organization**

170 – Private Partners
20 - Public Partners
16 – Counties
2 – States
1 - Region

Charlotte Regional Partnership

Market & Promote the Charlotte Region



Characteristics of Success

Three principles:

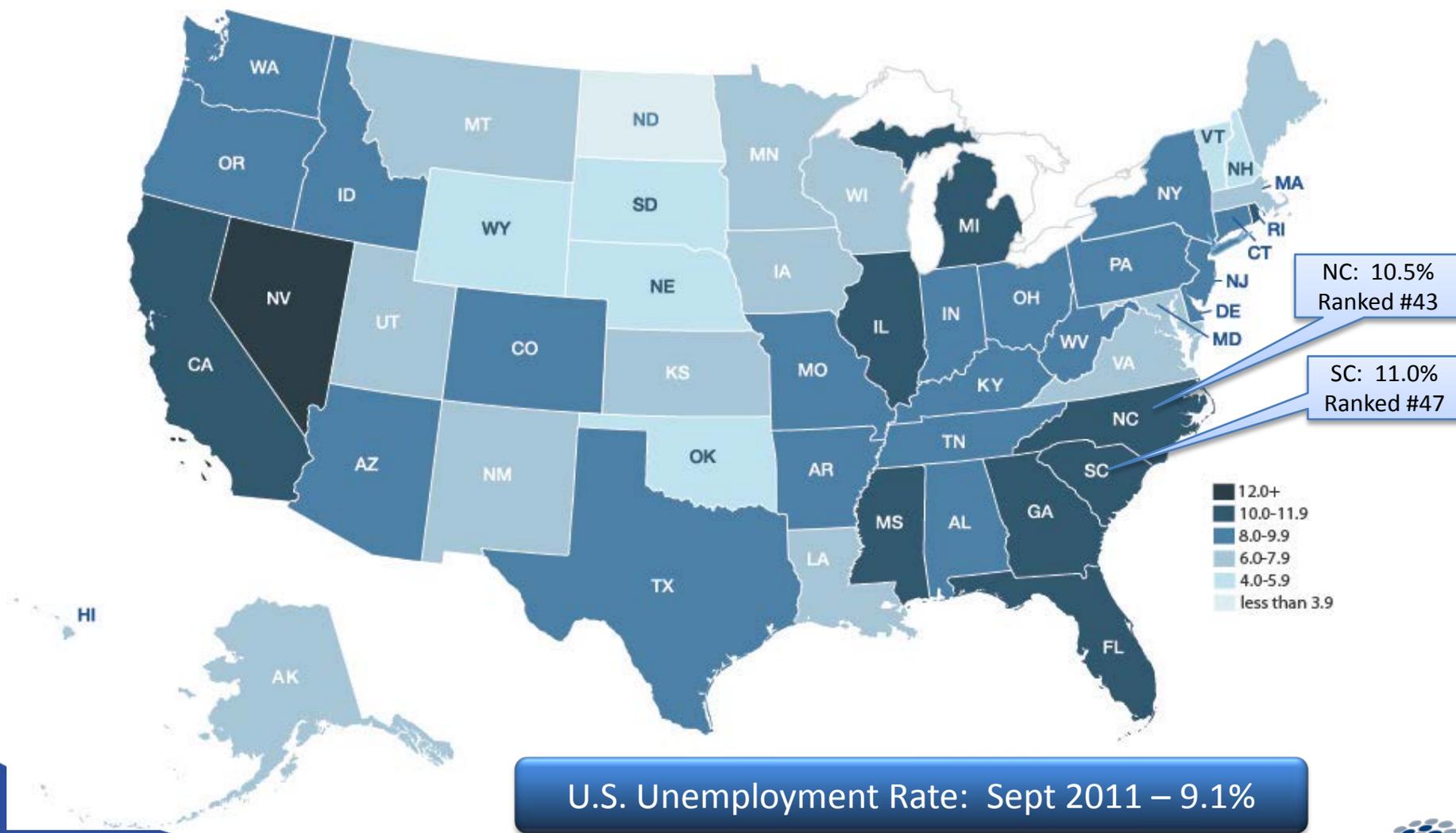
1. **Create** opportunities for job growth and capital
 2. **Connect** people and resources
 3. **Support** allies, investors and organizations within the region's 130 municipalities, 16 counties and two states
- 

Where do we stand?



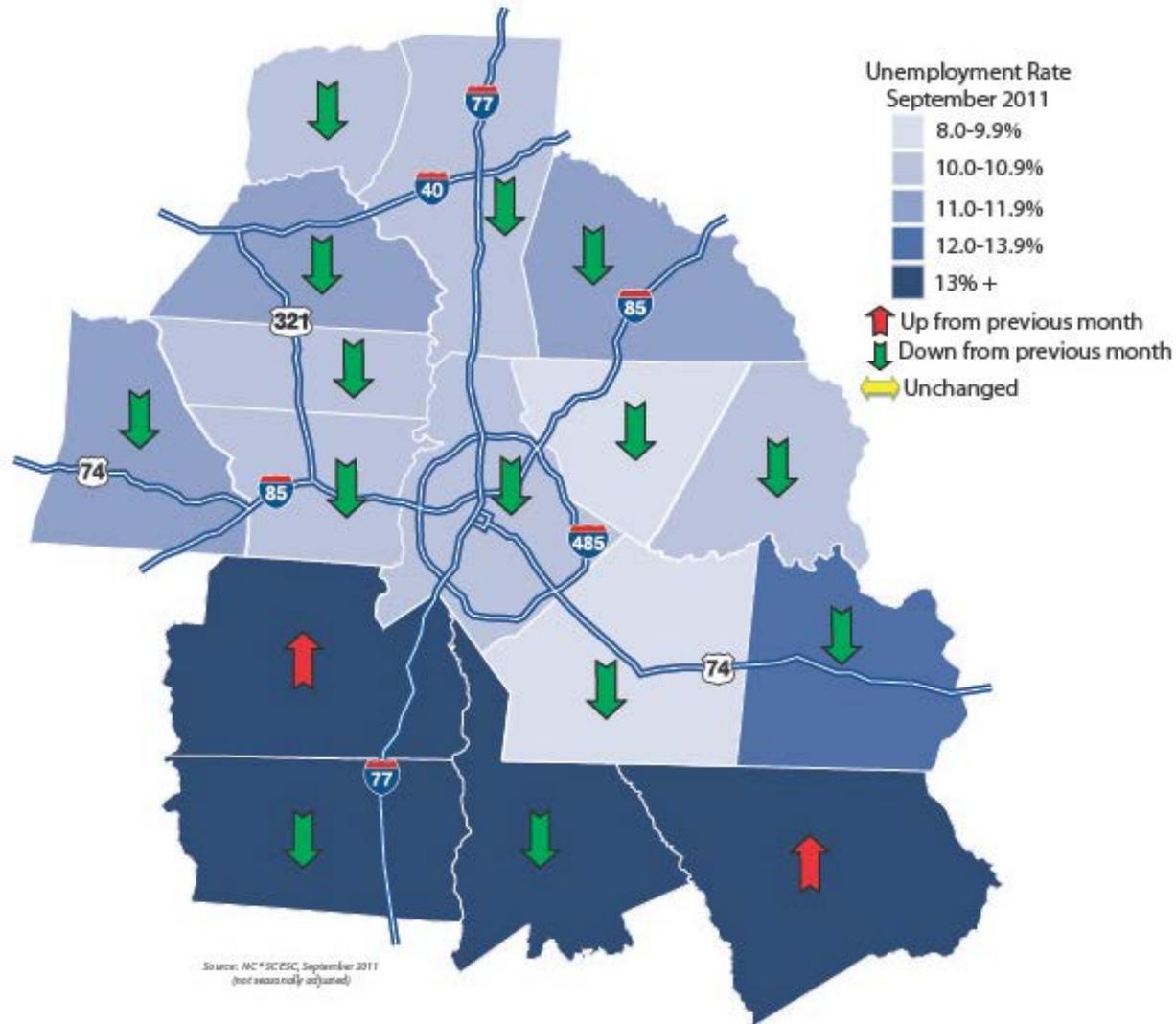
U.S. Unemployment Rate

as of Sept 2011, Bureau of Labor Statistics



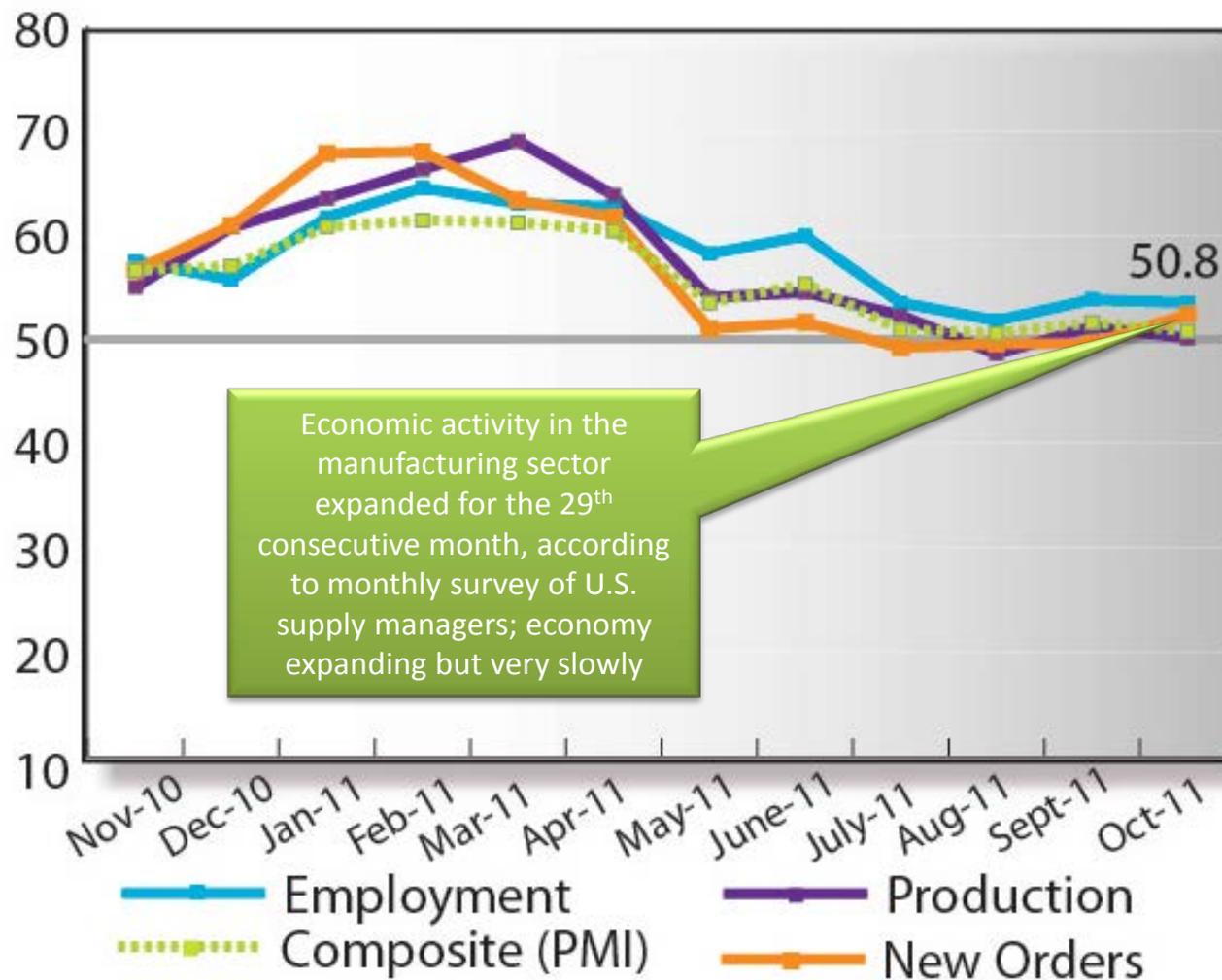
State level data for Oct '11 not released yet

Charlotte USA Unemployment



Institute for Supply Management (ISM)

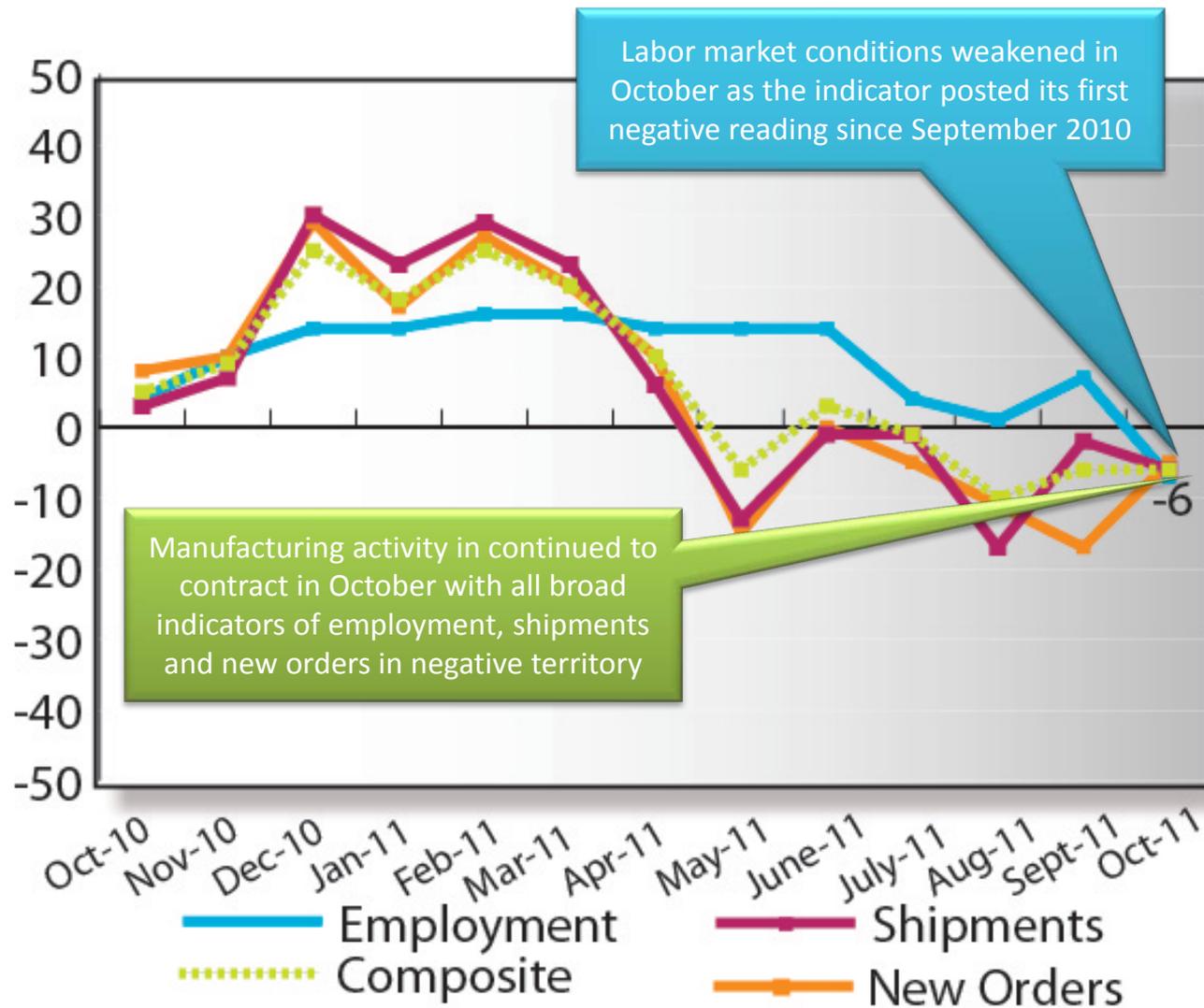
Report on Business: Manufacturing Diffusion Indices, Oct 2011



Fifth District Survey of Manufacturing Activity

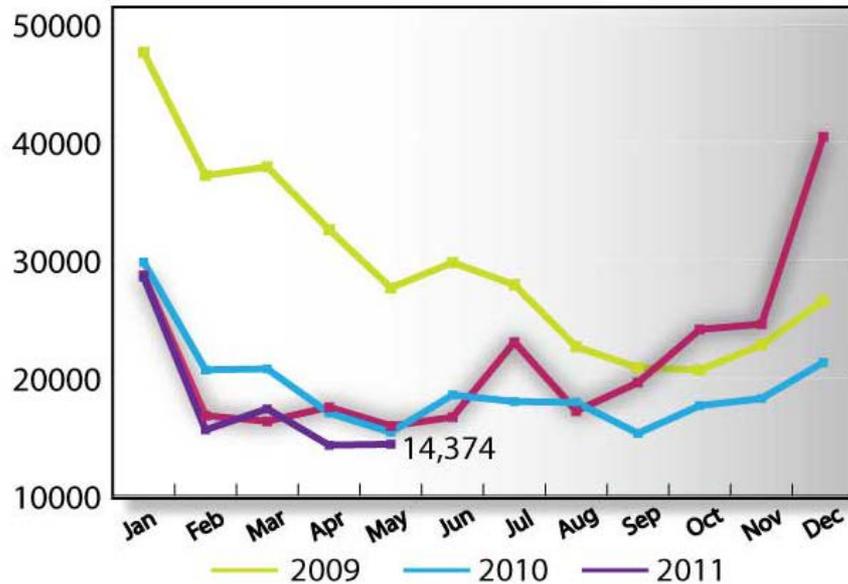
Federal Reserve Bank of Richmond, October 25, 2011

(Fifth District represents DC, Maryland, North Carolina, South Carolina, Virginia, West Virginia)



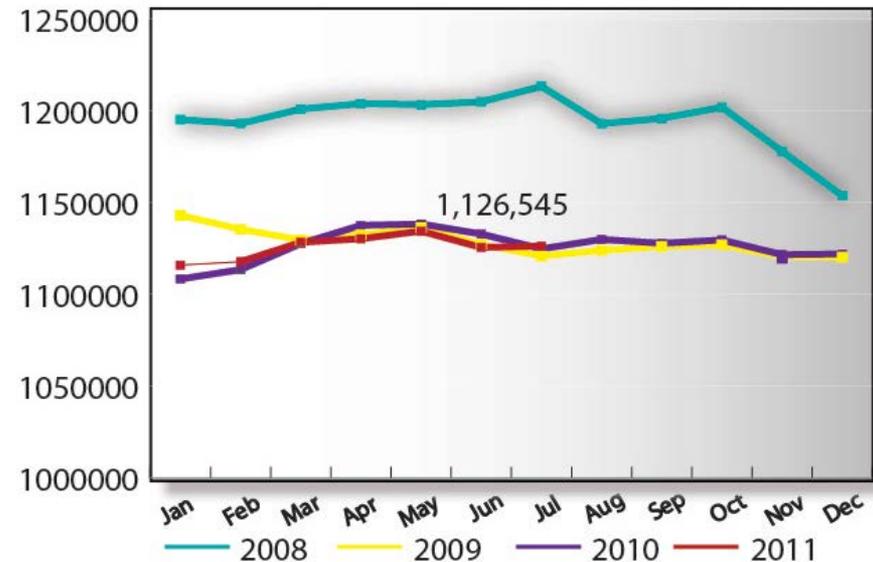
Charlotte USA: Workforce Trends

Initial Unemployment Claims



- Initial Unemployment claims substantially subsiding from Jan '09 high
- Down 20% from one year ago

"Employed" population

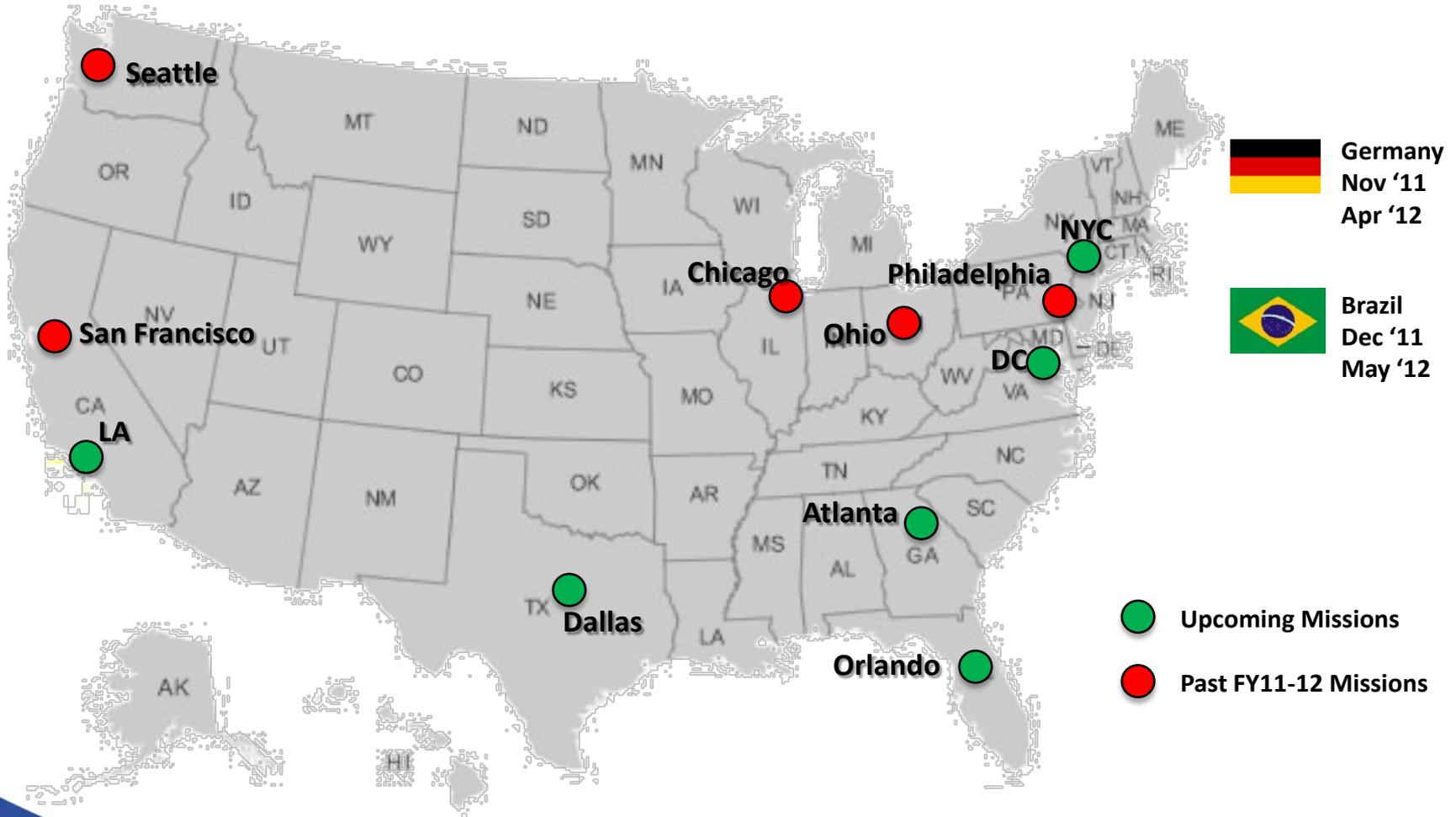


- Gained 17,500 net jobs since January 2011
- Down 80,000 net jobs since July 2008; still long way to go

What are we doing?



National Prospect Development



Global Prospect Development



Product-based Marketing

CHARLOTTE REGIONAL PARTNERSHIP www.charlotteusaprosector.com

Search by Property Type & Size

Property Type:
 All Property Types
 Office Building
 Industrial Building
 Vacant Land

Minimum Size:
Maximum Size:
Units:

Properties for Sale
 Properties for Lease
 ONLY Certified Sites
 With Rail

Minimum Ceiling Height: Feet

Site or Building Name (Optional):

County:
 All
 Alexander
 Anson
 Cabarrus
 Catawba

Hold Control key to select multiple counties

Address/Street Name (Optional):

County Profiles

County:

505 properties were found

Sort by:

Address	Type	Size	Other
<input type="checkbox"/> Hwy 70 & Hoechst Celanese Dr Performance Fibers Building City: Cleveland County: Rowan	Industrial For Sale: No For Lease: Yes	100,000 to 500,000 Sqft Building Sqft: 500,000.00 Total Acres: 70.00 Office Sqft: Mass Industrial	Rail: Yes Dist. to Interstate: 1.00 Min Ceiling: 20.00 Max Ceiling: 20.00

Average 4,000 - 6,000 visitors on a monthly basis

<http://www.charlotteusa.com/>

Global Advantage



Administered by the Charlotte Regional Partnership

The FTZ program is a catalyst for companies involved with international trade to improve their competitiveness and profitability. By utilizing the FTZ program, companies are able to defer, reduce or eliminate Customs duties on products admitted to the zone.

- **Duty Deferral**

- Duties are paid only when the merchandise enters U.S. customs territory (commerce).

- **Duty Elimination**

- Goods may be exported from a zone duty free.
- Goods may be destroyed in a zone duty free.

- **Inverted Tariff (Reduction of Tariffs)**

- Importer may elect to pay duties on raw materials entered into the zone

or

- Importer may elect to pay duties on the finished product as it is entered into U.S. commerce.



Our Industry-driven Focus

Defense



Finance

A screenshot of a financial data table, likely a stock market ticker. The table has several columns with numerical values and percentage changes. The text is small and partially obscured, but the layout is typical of a financial data display.

0.1123	1.1601	-	1.16%	0.186
0.118	1.662	+	0.16%	N/A
1.121	0.1201	+		10.201
20.232	1.0233	+	1.03%	13.203
0.186	1.1611	+	0.07%	N/A
1.1601	0.1862	-	0.11%	20.160
1.662	0.105	-		N/A
0.1201				N/A
1.0233	1.1577	+	1.15%	1.662
1.1611	0.1862	-	0.11%	10.201
0.1862	0.1201	-	0.12%	0.186
0.105	0.110	-	1.00%	N/A
1.1601	1.1611	-	0.09%	1.1601

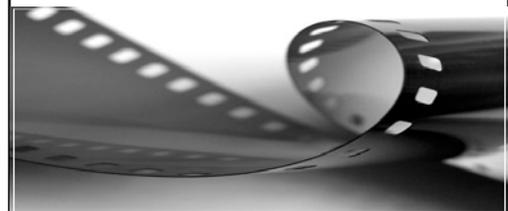
Health



Energy



Film



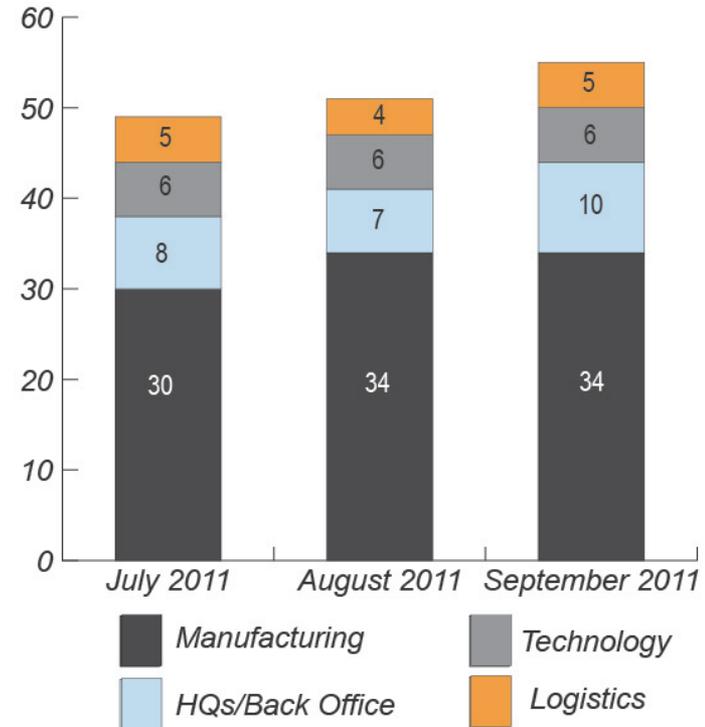
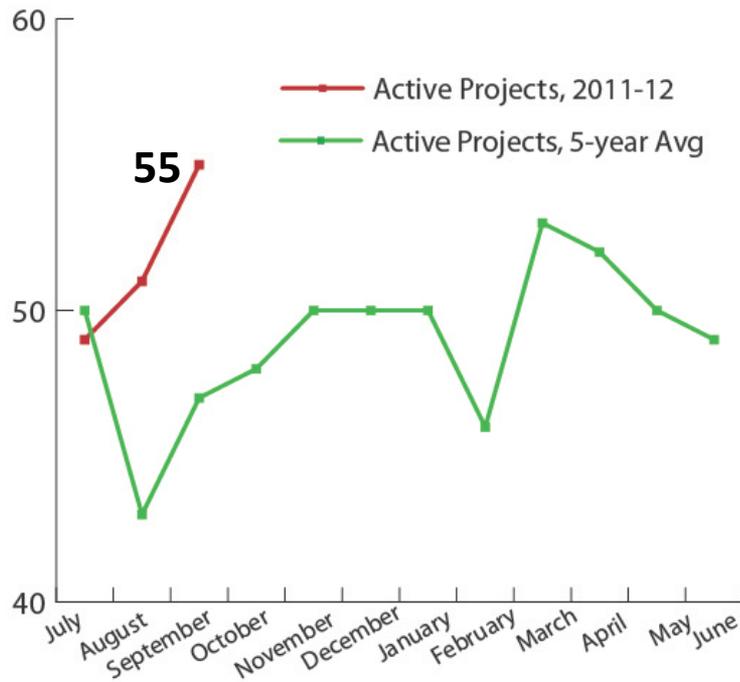
Motorsports



What are we seeing?



Project Pipeline Trends



- Starting to beat 5-yr average
- Investors represent key source of all project leads (18 out of 55 / 31%)

- More than 50% of total projects generated each year are manufacturing
- 25% of international origin on average

Key FY2010-11 CRP Successes

BAE SYSTEMS

Mecklenburg County
176 jobs
\$3 million investment
Shared services center
UK Firm



Mecklenburg County
30 jobs
\$3.6 million investment
Manufacturing facility



Lincoln County
150 jobs
\$53 million investment
Manufacturing facility



Mecklenburg County
22 jobs
\$3.2 million investment
Manufacturing facility



Iredell County
66 jobs
\$45 million investment
Manufacturing facility



CONNEXIONS

Mecklenburg & Cabarrus County
1,200 jobs
Customer Service Center

HYDAC

Lincoln County
54 jobs
\$9.6 million
German Firm
Manufacturing facility



Mecklenburg County
20 jobs
\$1.3 million investment
Manufacturing facility



Mecklenburg County
135 jobs
\$4.1 million
Engineering Center



PRO-PAC
INTERNATIONAL

Mecklenburg County
120 jobs
Food & Beverage Mfg

NORTHBROOK CAPITAL

Mecklenburg County
5 jobs
Financial Services Office
Canadian Firm



Mecklenburg County
Furniture & fixtures company
5 jobs
Austrian company

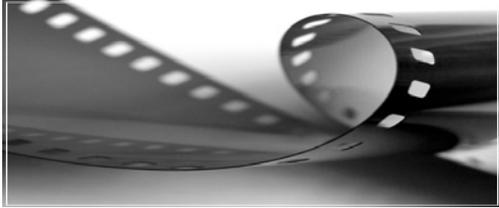


Mecklenburg County
50 jobs
Food Products



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Film Activity: Recent Announcements



Current/Recent Productions



■ Movies

- Homeland shooting now
- “Artemis” shooting now
- 40 Fears shooting now
- Redneck Roots in post-production
- Crossbar Hotel in post-production
- Work that Strut in pre-production
- Pull in pre-production
- Lovestruck Pancho shooting now
- Returns to Grace shooting now
- The Hopeful – documentary
- scouts recently visited region

What Other People Are Saying

DCI's "A View From Corporate America; Winning Strategies in ED Marketing"

#3 Economic Development Organization in the United States

Site Selection Magazine

Top Economic Development Organization in the Nation Award (2009, 2010)

Chief Executive Magazine

#2 North Carolina and #9 South Carolina – best states in which to do business

Next Generation Consulting

Charlotte among "Next Cities" – among best large or "super" cities to live and work for young professionals

Site Selection Magazine

#1 Micropolitan Community: Statesville-Mooresville, NC (fourth time in past five years)

Lincolnton, NC #10, Shelby, NC #26, Albemarle, NC #41 and Chester, SC #65

#5 for Governor's Cup: Governor Beverly Perdue of North Carolina

#10 Metropolitan Communities with population over 1 million: Charlotte-Gastonia-Concord, NC-SC

Hospitals and Health Networks

Most Wired Hospitals and Health Systems 2009: Carolinas HealthCare System

U.S. Census Bureau

#4 Fastest Growing Metro in the U.S.: Charlotte-Gastonia-Concord, NC-SC (2000-2010 U.S. Census)



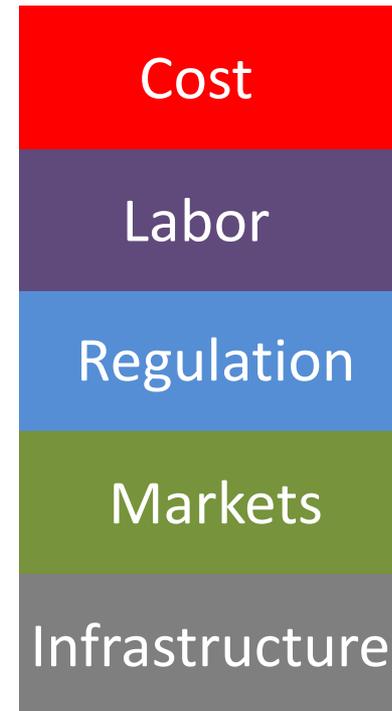
Regional Development Challenges



- Real estate product development (office and industrial)
- Transportation infrastructure
- Air quality
- Water quality & availability
- Incentives
- Talented workforce

Site Selection Factors % of Site Selectors Rating as Very Important

1. Highway Accessibility	97%
2. Labor Cost	91%
3. Tax Exemptions	91%
4. Occupancy Costs	90%
5. State/Local Incentives	89%
6. Corporate Tax Rate	86%
7. Available Skilled Labor	86%
8. Shipping Costs	84%
9. Energy Avail./Cost	82%
10. Availability of Buildings	81%



Workforce Observations



- Asking the right questions
- Flexible training options
- Responsive to the needs of business
- Identify partnerships
- Connect with EDO's

Questions



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“There's a destiny that makes us brothers, none goes his way alone, all that we send into the lives of others, will come back into our own.”

Edwin Markham