

2009 Supporters

Local Government Supporters:

Catawba County
Cities of Claremont, Conover, Hickory and Newton
Towns of Catawba and Maiden

Committee of 100:

FOUNDING MEMBERS

Catawba Valley Medical Center
Frye Regional Medical Center
Duke Energy Corporation
Alex Lee, Inc.
BB&T
Bank of Granite
Beaver Sports Properties, Inc.
Best of Beers, LLC
The Bolick Foundation
CR Laine Furniture Company, Inc.
Capital Bank
Capital Concepts
Cargo Transporters, Inc.
Carolina First Associates, LLC
Century Furniture, LLC
CenturyLink
CommScope, Inc.
CommunityONE Bank
Davidson, Holland, Whitesell & Company, PLLC
Deloitte & Touche, LLC
ElectriCities of NC, Inc.
Hickory Furniture Mart
Hickory Leather Company, Inc.
Hickory Mechanical, Inc.
Hickory Museum of Art
David Isenhower, Attorney and Counsellor at Law, PLLC
Lenoir-Rhyne University
Mike Johnson's Hickory Toyota
Mullinax and Mullinax, PLLC
Neill Grading & Construction Company, Inc.
Nelson Oil Company, Inc.
Patrick, Harper & Dixon, LLP
Peoples Bank
Pierre Foods, Inc.
Plastic Packaging, Inc.
Rudy Wright's A Signco
Shurtape Technologies, LLC
Sigmon, Clark, Mackie, Hutton, Hanvey & Ferrell, PA
Sign Systems, Inc.
Technibilt/Cari-All, Ltd.
United Beverages of NC
Vanguard Furniture
Wachovia Bank, NA
Wesley Hall, Inc.
Whisnant & Company, LLP
Young, Morphis, Bach & Taylor, LLP

SEATHOLDERS

AT&T
ECS Carolinas, LLP
Flowers Baking Company of Newton
L.D. Austin Company
Martin Starnes, CPAs, PA

Some 2008-2009 Catawba County Economic Highlights

- Poppelmann announces plans to proceed with Phase II, \$5-\$8 million, 60,000 sf facility in Claremont.
- Catawba County ranked top Mid-Market in NC by Southern Business and Development Magazine.
- Turbotec, manufacturer of heat exchangers and heat transfer tubing, moves to Hickory, creating 25 jobs.
- Technibilt completes \$3 million, 13,000 sf expansion of its facility off US 321 in Newton.
- Von Drehle Corporation announces expectation to add 31 jobs in 2009 in Maiden facility.
- FedEx begins planning on 109,663 sf expansion that is expected to add 60 jobs in 2009.
- Fiberline, Inc. breaks ground on \$4.5 million expansion, doubling the size of their Hickory facility..
- Convergys begins operations in Hickory employing over 300 and expecting to reach 500 in 2009.
- Catawba County adjusts Building Inspection Fees to add incentives for using green building practices.
- Target Distribution holds job fair for Newton facility and begins interviewing for 450 positions.
- Turbotec holds open house; announces intent to expand and increase workforce over the next two years.
- von Drehle Corporation approved for \$4 million IRB to expand Maiden facility and add 15 jobs.
- BSN Medical announces plans for 50,000 sf, 25 worker expansion in Conover and holds groundbreaking.
- Ethan Allen announces \$2.25 million expansion to hire back 150 and add additional 152 at Maiden facility.

Existing Industry HELPWEB

The Existing Industry HELPWEB, an online problem resolution website, is designed to give companies an immediate mechanism to report existing industry problems on any variety of subjects — from development to closure, from Hickory to Terrell.
www.catawbaedc.org/HELPWEB.htm



Staff:

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*Catawba County Economic
Development Corporation*

2009 Plan of Work Summary



EDC Mission:

The Catawba County Economic Development Corporation Mission is to build a diversified economic base throughout Catawba County by recruiting new business and industry, by retaining existing business and industry and helping them grow, and to foster the creation of jobs.

2009 Catawba EDC Plan of Work Summary

- I. **Maintain intensity and focus from primary 2008 priorities**, particularly the Data Center Initiative and Multi-Jurisdictional Park Development — those priorities being: (timeframe: immediate and on-going)
- Competitive product development
 - Assess marketplace for new opportunity sectors
 - Assist existing industry stay, grow, and compete
 - Build a strong workforce and communicate a positive investment environment
 - Provide an efficient mechanism to support the previous priorities

In addition, for 2009:

- II. **Target and Recruit Renewable Energy Subsectors:** Develop a strategy to target and effectively recruit specific renewable energy subsectors specifically matching our strengths (i.e., manufacturing), and compatible with our existing industry supply chain (timeframe: Q1 2009 for strategy; on-going effort)
- Understand renewable energy processes and requirements (utility, site, logistics, and facility); Map local and regional supplier base; Assess and link sites for passive & manufacturing facilities (and non-manufacturing); Determine primary/secondary renewable targets for passive and manufacturing sector; Develop product coordinated to targets; develop targeted financial and non-financial incentives, marketing approach (USP's), marketing products, consultant/allies contact database, branding; Develop events and contact calendar, budget requirements; Integrate local supply chain into recruitment process/ Train sales team for client visits; Seek out federal/state/utility grant and "New Deal" opportunities

- III. **Strengthen Presence and Awareness of Economic Development News and Events:** Coordinate means to regularly disseminate economic development news to a broad audience using new and established media, strengthening public awareness of the EDC/benefit of economic development and strengthening the understanding of the EDC as the voice for economic development; thereby assuring that economic development news is communicated and furthering the public's awareness of the entire economic development effort (timeframe: Q1 2009 and on-going)
- Develop a targeted means to reach all desired audiences; Coordinate press releases designed to optimize web search returns using key words; Develop a media access page with logos, current articles, etc.; Analyze new media options such as podcasts, blogs, viral marketing, etc.

- IV. **Leverage Existing Industry Services to Focus Targeted Recruitment:** Further integrate existing industry services with targeted industry recruitment to create new business opportunities for small, medium, & large Catawba County companies (timeframe: throughout 2009)

- V. **Encourage Supportive Legislation:** Utilize the EDC Board and other means to develop, modify and encourage compatible State and Federal legislation facilitating target industry sectors & the County's competitiveness as a whole (timeframe: immediate and on-going)
- Modify the State Industrial Development Fund to include all 40 T2 distress level counties; Examine/modify all incentive legislation for Most Favored Industry targets (State/Local); Consider/research means to convert/monetize long-term State/Local incentive grants to shorter-term cash grants; Have EDC Board meet with Lobbyist to discuss appropriate EDC Board involvement; Develop EDC Board Resolution supporting desired changes; Use EDC Board to press for desired outcomes at State and Federal levels

- VI. **Assess Development of Business Parks:** Analyze and assess the need, costs, and benefits of the EDC developing the ability to establish and develop competitive business parks and sites for future needs and determine viability versus the current multi-jurisdictional approach (timeframe: Q3 2009)
- Research Industrial Development Boards/ Authorities in other states (TN, GA)
- VII. **Promote and Support Manufacturing:** Maintain, grow and market a proud/positive manufacturing mindset within the general population, the existing and future workforce and the community leadership (timeframe: continuous)
- VIII. **Expand Current Committee of 100:** Encourage continued support of existing industry to invest in bringing jobs to the County through the use of current and past EDC Board/Committee of 100 members for testimony and contact (timeframe: Silent effort Q2 2009)
- Provide Models of other Committee of 100 programs to EDC Board; Develop rationale for involvement using "Value of one job to the Local Economy" model; Involve EDC Board and Community Leadership team in reactivating a silent recruitment effort

