



EDC Mission and 2010 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.

2010 Plan of Work Summary

Maintain aggressive recruitment mission & programs with ongoing priorities from earlier years:

- **General manufacturing and service recruitment to create jobs and investment;**
- Performing **Analysis** of marketplace for new opportunity sectors;
- **Assisting existing industry** stay, grow, and compete;
- **Building a stronger workforce and communicating** a positive investment environment;
- Providing an efficient mechanism to **support** the previous priorities;

In addition to these ongoing priorities, the following 2010 priorities will be added:

- I. Facilitating the development of **Sites, Parks, and suitable Buildings** for target industry sector needs as well as general business needs
 - a. **Multi-jurisdictional Park(s)**
 - i. Analyze available Park locations using GIS and market factors
 - ii. Determine park's primary suitability for both general needs, data center needs, and possible green/smartgrid needs
 - b. **Shell Building(s)**
 - i. Facilitate additional Customer Service Center Shell facility
 - ii. Explore developing funding mechanism for facilities
- II. Develop a strategy to increase Catawba's opportunities in **Smartgrid**/other green subsectors
 - a. Existing Industry opportunities (CommScope, Corning, Draka, suppliers)
 - b. Data Center Opportunities (Utilities and others)
 - c. Manufacturing facilities involved with Smartgrid and related (such as Plug-in Hybrid vehicles)
 - d. Non-manufacturing facilities (IT uses developing applications for communications within grid)
 - e. Small Business and Entrepreneurial Opportunities (VC funding within the communications sector)
 - f. Branding, assisting legislation, Federal Funding and marketing development



2010 Plan of Work Summary (cont.)

- III. Examine New Ways to assist **Existing Industries remain Globally Competitive**
 - a. Further develop, refine, and propose "Competitive Advantage+" Program to local gov'ts.
 - b. Develop "SupplierNet" and Virtual Showcase of Catawba Products to highlight and promote buyer/supplier networking within Catawba and area producers

- IV. **Data Centers:** exploit and market cluster advantages
 - a. Continue "NC Data Center Corridor" branding and marketing
 - b. Develop wide range of product offerings for Tier 1-Tier 4 building and site needs

- V. **Committee of 100:** revitalize effort, utilize current and past EDC Board/Committee of 100
 - a. Provide Models of other Committee of 100 programs to EDC Board
 - b. Develop rationale for involvement using "Value of one job to the Local Economy" model
 - c. Involve EDC Board and Community Leadership team in reactivating a silent effort

- VI. Develop, modify and encourage compatible State and Federal **Legislation** facilitating target industry sectors & encouraging the County's competitiveness as a whole
 - a. Encourage the NC Rural Center to award to all 80 NC distress Counties (not just 85 rural counties)
 - b. Encourage NC to consider moving toward single sales factor for multi-state corporation income tax apportionment (as do 22 other states)