



EDC Mission and 2011 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.

2011 Plan of Work: Preparedness Packaging, and Presentation

(Approved 1/12/2011)

- I. EDC will cause additional "Ready Sites/Parks" to be developed for quick assumption.**
- II. EDC will aggressively recruit jobs and investment in targeted sectors and for general opportunities in manufacturing and service.**
- III. EDC will vigorously support Existing Industries, innovation and smaller business development.**

2011 Situational Analysis

- Continued high unemployment and community needs
- Local budget challenges will force reallocation of resources
- Aggressive regional/national competition due to chronic unemployment
- Raleigh: Statewide budget challenge and potential anti-incentive stance

2011 Catawba EDC Plan of Work Detail:

- I. Facilitate the development of **assumable Sites/Parks** for targeted sector needs and general business needs:**

 - a. Continue development of Multi-Jurisdictional Business Park(s)**
 - i. Multi-Jurisdictional Park 2: Data Center Park #2, located in Conover
 - ii. Assess viability of additional park development (mid-range timeframe + preservation of long-range needs across the County)
 - b. Develop/Enhance Municipal and Private Sites & Parks**
 - i. Repackage Claremont Rail Park
 - ii. Explore Public and Private opportunities and potential for existing park/site enhancements in Newton, Catawba, Conover, Maiden, Hickory
 - iii. Develop Individual Community Packaging for web/print usage for all Communities



- II. Target to increase Catawba's opportunities in **Data Centers and Telecommunications, Energy and Energy Suppliers, Niche Manufacturing, and Service/Support** sectors
 - a. Market to **Data Center** sector using NC Data Center Corridor advantages and refine tie-in with CommScope/Corning/Draka/Telecom Suppliers regarding supplier linkage and advantages
 - b. Market to **Energy/Emerging Energy** sectors showing growth and local promise (solar, nuclear, etc.) using Eco-Complex and proximity to Charlotte
 - c. **Niche Manufacturing** facilities, particularly involving large rail demand, speed of construction, innovation support, process support mechanisms (such as NC Center for Engineering Technologies, Manufacturing Solutions Center)
 - d. **Non-manufacturing (service and support facilities)**, particularly in IT/Communications

- III. Promote new means to assist **Existing Industries** compete globally
 - a. Manage regional "SupplierNet" project to highlight and promote buyer/supplier networking within Catawba and area manufacturers
 - b. Prioritize high-impact visitation program

- IV. **Other:**
 - a. **Committee of 100:** target and recruit 20 new members
 - b. Develop "**Value of New Investment**" materials to counter anti-incentive discussion
 - c. Argue for re-analysis of **State Tiering** methodology for Distressed Status
 - d. Map **Fiber Routes** throughout County and Region