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Local Government Supporters :

Catawba County

Cities of Claremont, Conover,
Hickory, and Newton

Towns of Brookford, Catawba,
Long View, and Maiden

2004-2005 EDC Board:

Charles D. Dixon, Chairman
Joe D. Teague, Vice-Chairman
W.C. Corky Upchurch, Sec./Treas.
Jeff Cline, Immed. Past Chairman
Anne S. Davis
Ronald H. Lindler
Marty Little, Jr.
D. Joe Long
Sonny Roseman

EDC Staff:

Scott Millar, President
Bebe Leitch, Dir., Existing Industry
Julie Pruett, Dir., Non-Mfg. Recruit
Corie Harris, Marketing/Research
Tim Bolick, Operations/Admin.
Gary Ledford, Mgr., Bus. Dev.

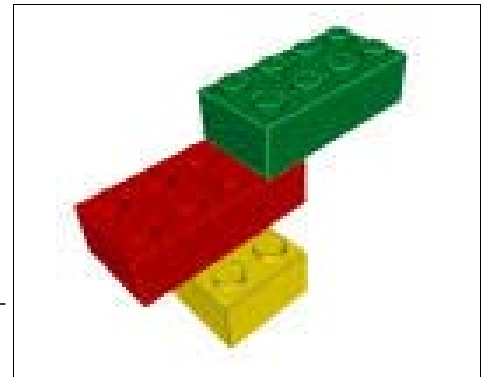
MESSAGE FROM THE CHAIRMEN JEFF CLINE & CHARLIE DIXON

"Just like a company fights to create a marketing advantage by having the best product at the right price, Catawba County's leaders are building block by block in an effort to have an economic future and an environment in which our children and grandchildren will compete", says Jeff Cline, outgoing EDC Board Chair. Charlie Dixon, the Chair-elect of the Board, said "Catawba County's leadership is building and creating new opportunities for the future and positioning itself in a way that should yield long-lasting benefits". "Look, for example, at the Hickory Metro Higher Education Center—a recent start-up initiative that promises to change the way education is done in our State." "If we build on our solid foundation of planning, leadership, philanthropy, entrepreneurship, and creativity, all core beliefs of the Catawba Valley from its earliest history, and we create, over time, new approaches systematically building on each proven success, we will meet successes we haven't even imagined", said Dixon.

Cline went on to say "Business and Government in the Catawba County area are working toward similar goals—keeping and growing our customer relationships and improving opportunities for everyone involved. Unique approaches like co-locating marketing entities at the Hickory Metro Convention Center, or even public/private planning initiatives such as FORESIGHT, are the only way to get competitive and stay competitive."

Charlie Dixon's experience, his strength, and the respect the community has for his abilities will bring lots of positives for the EDC in the coming year, said Cline. "Despite his young age and the fact that he may not understand Roberts Rules of Order", Cline went on to chuckle, "he'll probably season into a decent EDC Chair in a few years." (Dixon graduated from Harvard Law School in 1952).

Cline has served two full terms as Chair of Catawba County's Economic Development Corporation, leading through periods of particularly challenging unemployment. Dixon said of Cline "he helped guide the ship during some rough seas—unemployment from 8-9% for a long while—and ensured community leadership believed in the direction we were headed. The non-manufacturing initiative needed to be supported, and Jeff helped the Board and the Community understand the need for it."



Building for the Future

CHALLENGING TIMES

While announcements are being made by both new industries and expanding industries in Catawba County, we need to realize there are real competitiveness issues at the local, state, and national levels. Globalization will continue to provide some opportunistic companies with the ability to develop niches where they can compete and sell against anyone—but nimble maneuvering will be required of every player. No longer will companies be able to rely on their deserved spot in the marketplace. Every company must take aggressive moves to minimize waste, maximize their unique selling points, and out-think the others within their category. Leadership in Catawba County and the region is planning and working creatively in an effort to try to provide jobs & opportunities, training/retraining initiatives, and other ways to out-manuever some of these challenges. The FORESIGHT and Future Forward efforts are creating new ideas (such as a possible Industrial Academy) and providing new funding streams (such as EDA grants availabilities); The EDC is aggressively courting Non-manufacturing investments with a dedicated recruitment program; also our Existing industry is being assisted with a new Lean Manufacturing Initiative. Call the EDC for further details.

Targeted Sectors:

Manufacturing-

*Automotive &
Motorsports, Machining
& Metalworking,
Medical Equipment
Mfg., Plastics,
Warehousing &
Logistics, Construction
Equipment*

Non-

Manufacturing-

*Hospitals, Labs &
Services, Call & Service
Centers, Offices, HQ,
Research & Office
Parks, Commercial
Centers, Continuing Care
Retirement Communities,
Aviation Services*

2004 EDC PLAN OF WORK-SUMMARY

Goal I. Recruit new jobs and tax base to Catawba County by targeting specific new manufacturing and non-manufacturing prospects and the consultant community advising them and marketing to them directly;

Goal II. Provide support to existing Catawba County employers and give them the means to compete more effectively locally and globally in order to have stability and to maintain/create jobs and tax base;

Goal III. Develop/Maintain Support Mechanisms to achieve Goals 1 & 2:

1. Facilitate project financing programs such as IRBs, CDBGs, prudent use of incentives; publicize/support Amendment One Bonds, monitoring statewide legislative issues
2. Develop/continue marketing to support local program initiatives such as Dog Days/ Rites of Spring consulting events, Greater Hickory Metro marketing and the Greater Hickory Classic, and US321 Corridor marketing
3. Work with and facilitate FORESIGHT & Future Forward processes to include "Most Favored Industry" analysis, regional cluster studies and Brownfields analysis
4. Optimize website and update digital/printed presentation materials and the real estate database; reassess Q-Sites/Certified Sites program
5. Share and optimize resources & info with the Chamber, CVB, Hickory Metro Higher Education Center, WPCOG and other providers; develop location plan for new facility
6. Evaluate Multi-jurisdictional Park; assist cities in site/park planning & development
7. Continue to seek private sector financing as a supplement for marketing efforts

**2003-04 CATAWBA COUNTY INVESTMENTS
(AS REPORTED BY NCD OC)**

<u>Date</u>	<u>Company</u>	<u>Type</u>	<u>Invest.</u>	<u>Jobs</u>	<u>SqFt.</u>	<u>Country</u>
1Q 03	Collezione Europa, Inc.	Exp.	\$4,000,000	10	160,000	
3Q 03	Prestige Pillow Inc	Exp.	\$3,000,000	10	60,000	
4Q 03	G&G Wood Products	New	\$23,000,000	115	110,000	
4Q 03	Gregory Wood Products	Exp.	\$20,000,000	115	50,000	
4Q 03	Piedmont Cardiology	New	\$6,000,000		60,000	
1Q 04	Duke Power (Marshall)	Exp.	\$400,000,000	0	0	
1Q 04	Forest City Tool (New)	New	\$1,500,000	50		
1Q 04	Morrisette Paper	Exp.			200,000	
1Q 04	ZF Lemforder	New	\$36,177,000	200	150,000	Germany
2Q 04	Dalco Nonwovens	New	\$7,000,000	20	60,000	
2Q 04	Designmaster Furn.	Exp.	\$1,750,000		100,000	
2Q 04	ISG/Piedmont Plate	Exp.				
2Q 04	Interstate Foam	Exp.	\$750,000		30,000	
2Q 04	Moretz Hosiery	Exp.	\$1,200,000	40	280,000	
2Q 04	SE Airlines	New		15		
2Q 04	Stealth Laboratories	Exp.	\$1,500,000	15	54,000	
2Q 04	Tate Medical Commons	New	\$8,000,000		60,000	
3Q 04	Hanes/Leggett & Platt	Exp.	\$1,500,000	20	100,000	
3Q 04	Poppelmann Plastics	New	\$15,000,000	50	90,000	Germany
3Q 04	Shurtape Technologies	New	\$6,000,000	10	127,000	

AMENDMENT ONE REFERENDUM SELF-FINANCING BONDS & JOBS

By Mac Williams, 2004-05 Chairman, NC Economic Developers Association (as printed by NCCBI)

The candidates vying for your vote this November may discuss many important issues. But the predominant issue, certainly in North Carolina, will be about jobs. Every region across our state has been affected by permanent job losses. Many of these from closings of what were trophy industrial plants won by North Carolina and its communities – once distinguished as innovative competitors in economic development. In response to these job losses, progress is being made to help North Carolina regain a competitive position in this global economy. The progress may often seem too slow in coming but things are happening because the times demand action.

Examples of recent actions include the Job Development Investment Grant program (JDIG), enacted last year, which is proving an effective incentive. Funding for education and biotech programs are preparing us for attracting future growth industries. The legislature recently approved a \$20 million infusion into the One NC Fund for deal-closing incentive money. The Joint Select Committee on Economic Growth and Development has been working diligently this past year on a menu of recommendations promising to further enhance the economic development toolbox. Local officials are doing what they can to be as responsive as possible when opportunity knocks on their community door.

One opportunity being presented to North Carolina this November is self-financing bonds. A referendum titled Amendment One will be on the ballot and, if passed, would provide local governments this effective economic development tool – now available in 48 other states and in use for more than 40 years. North Carolina is the only state east of the Mississippi River without this tool – hardly a distinction for a state otherwise known for its innovation in economic development. You can change that by voting yes for Amendment One and for jobs.

Amendment One already enjoys broad support starting with the General Assembly, which passed legislation last year creating the tool and authorizing the referendum. General Assembly support was bipartisan and overwhelming. Businesses, government, chambers of commerce and economic development groups across North Carolina, including the N.C. Economic Developers Association, are on board. Under the leadership of NCCBI, a broad-based coalition has been formed – North Carolinians for Jobs and Progress – to advocate for successful passage of Amendment One. Reflecting bipartisan support for the issue, former Governors Hunt, Martin, and Holshouser are serving as Honorary Co-Chairs and are actively campaigning in support of self-financing bonds.

Self-financing bonds allow local units of government to finance public improvements including water, sewer, and storm-water facilities, streets, parking facilities, and other amenities to leverage private sector investment, in targeted areas, for a variety of economic and community development purposes. Downtown revitalization, affordable housing, Brownfield redevelopment, and industrial parks are typical. The local unit issues bonds for public infrastructure that, when combined with an associated private project, results in an incremental increase in the property values of the project area. The revenue from the incremental increase, generated by the project within the development district, is dedicated to retiring the bonds that leveraged it. Thus, the bonds are self-financing.

Importantly, no new or special tax is placed on either the new development or on any other taxpayer inside or outside the designated project area. Additionally, unlike general obligation bonds, self-financing bonds do not require the local unit to pledge its taxing authority to secure the bonds. The risk is on the bondholder – not the taxpayer.

Because self-financing bonds are targeted and project specific, this tool is uniquely adaptable to particular circumstances and opportunities and applicable in both urban and rural settings. It is a tool ideal for responding to your unique local business climate. With these bonds, local governments opting to use this tool can respond, in less time and with more resources, to sound private development opportunities. Self-financing bonds may not be the solution to more jobs, but, used in tandem with other tools already in place and/or proposed, it is certainly one more solution – and, one that is responsible, measured, widely accepted, and well practiced.

From my perspective – as someone working in both local government and economic development – not only is supporting Amendment One the right thing to do, now is the right time to do it. The November 2004 ballot will be a “jobs” ballot. On behalf of your local economic development professional, I urge you to support not only the candidates you think understand these challenges and who can lead us through this period of transition, but also, this particular tool that can help foster more local job creating opportunities.

For more information on Amendment One go to www.amendmentone.org.

PRIVATE SUPPORTERS OF THE EDC

Platinum Sponsors:

Alex Lee Inc.
BB&T
Catawba Valley Medical Center
Catawba Valley Bank
Duke Power Company
Wachovia

Gold Sponsors:

CT Group
Hickory Furniture Mart
Patrick, Harper & Dixon
Sigmon Clark Mackie Hutton
Hanvey & Ferrell, PA
von Drehle Corp.

Silver Sponsors:

Bank of Granite
Davidson Holland & Whitesell
Deloitte & Touche
Mathews Construction
Plastic Packaging Inc.
RBC Centura
Tate Young Morphis Bach &
Taylor LLP
Sprint
Whisnant & Co., LLP

Bronze Sponsors:

Capital Bank
CR Laine Furniture
Hickory Construction Co.

EDC Mission:

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

**Catawba County Economic
Development Corporation**

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NEW LOCATION AT HICKORY METRO CONVENTION CENTER

Due to a unique funding effort between Catawba County, the Cities of Hickory and Conover, and the Tourism Development Authority and with the support of the other municipalities within Catawba County, the EDC will join the Convention and Visitors Bureau at a new and highly visible location convenient to I-40, the primary commercial and hotel providers, and the other recruitment entities within Catawba County in June 2005. Facilitated by the expansion of the Hickory Metro Convention Center, the new offices should be convenient for prospect visitation/recruitment due to its central location and ease of access from the Interstate and its centrality to prospect services. Located close by are the Western Piedmont Council of Governments and its Data Center, the Chamber of Commerce, Lenoir-Rhyne College and Catawba Valley Community College, the Hickory Metro Higher Education Center, and the Hickory/Newton Employment Security Commission, all invaluable recruitment players.

The Center should also provide opportunities for tie-ins to conventions and their visitors and allow for added inter-agency cooperation and collaboration on marketing pieces, advertising, and communications. Here's some additional information on the HMCC expansion:

- Additional 35,000 sq. ft.
- 25,000+ square feet of new exhibit hall space, which is convertible into meeting rooms or ball-rooms
- Separate entrances for current and new space
- Built-in ticket offices
- New area Visitor's Center



GREATER HICKORY METRO MARKETING



One of FORESIGHT's initiatives urges the development and branding of a regional identity. Establishment of this area as the "hub" of activity in Western North Carolina, not only playing off of the strength evident from the Charlotte market, but also off of our geocentricity between Asheville, Boone & the Blue Ridge Parkway, Greensboro & Winston-Salem, and Greenville/Spartanburg. Depending on the prospect, each of those areas has unique attributes which will play strongly in our favor—for example, if we are positioning ourselves for a possible retirement community investor, we play off of the Parkway and the Biltmore House; if we are selling to an auto parts manufacturer, we play off of the Charlotte airport and accessibility to the BMW plant.

Key to this effort is an identity (see logo to the left). The Greater Hickory Metro marketing effort is a multi-partner and regional effort gaining strength and acceptance throughout the Catawba Valley. The Western Piedmont Council of Governments has adapted their logo to closely mirror the GHM logo. Each local government and EDC in the WPCOG area is being offered the opportunity to tie-in to the program—several have added the logo to their letterhead, including the Caldwell EDC. The Greater Hickory Classic, the Champion's Tour PGA event at Rock Barn, is being supported by private sector firms and local governments in an effort to raise this area's relationships with client sources, state and federal grant and funding sources, regional partnerships, and other opportunities for the creation of jobs, tourism, and investment. Entities from five counties, ranging from the Greater Statesville Development Corporation to the Statesville Chamber, from Alexander County to Burke Travel and Tourism, from Caldwell County to Catawba, as well as private sector supporters from Womble Carlyle to ECS (Engineering Consultant Services) and others, are all joining hands to welcome the world to our area at the Greater Hickory Classic the week of August 16-22. This example of unity and cooperation is one of the central building blocks with which we will be **Building the Future**.

GREATER HICKORY CLASSIC AT ROCK BARN, AUGUST 16-22