

2004-2005 Supporters

Catawba County Chamber of Commerce

Platinum Sponsors:

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

Gold Sponsors:

CT Group
Hickory Furniture Mart
Patrick Harper & Dixon
Sigmon Clark Mackie Hutton Harvey & Ferrell
von Drehle Corporation

Silver Sponsors:

Bank of Granite
Davidson, Holland & Whitesell
Deloitte & Touche
Matthews Construction
Plastic Packaging
RBC Centura
Young Morphis Bach & Taylor LLP
Sprint
Whisnant & Company LLP

Bronze Sponsors:

Capital Bank, CR Laine Furniture,
Hickory Construction Company

Local Government Supporters:

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



Planned Recruiting Efforts, 1st Half of 2005:

Medical Devices Show, January
Chemical & Plastics Show, January
NCDOC Fam Tour, February
ICSC, Charlotte, March
Volvo Suppliers Event, March
Phoenix Consultants/IEDC, March
Midwest Consultants (CRP), March
Amendment 1 & Tier 3 Workshop, April
Bridges to Progress, April
German/UK Recruiting (CRP), April
Chicago Consultants (CRP), May
Relocate to Convention Center, May
Rites of Spring Consultant Event, May
US Open (European Consultants), June
Charlotte Regional Brokers Event, June



Staff:

Tim Bolick, Marketing and Administration
Vivian Gilliam, Office Administration
Bebe Leitch, Dir., Existing Industry Services
Julie Pruett, Dir., Non-Mfg. Recruitment
Scott Millar, President

*Catawba County Economic
Development Corporation*

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*Catawba County Economic
Development Corporation*

2005 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.

Summary: 2005 Plan of Work

(approved 2/9/2005)

Please see 2005 Plan of Work for full details

Goal I: Recruit New Jobs and Tax Base to Catawba Co. by targeting new manufacturing & non-mfg. prospects and the consultant community advising them

1. Targets:

- a. **Manufacturing:** Automotive/ Motorsports; Machine Mfg. & Metalworking; Medical Equip. Mfg.; Pharmaceutical Mfg; Plastics; Construction Equipmt.
 - b. **Non-Manufacturing:** Distribution; Healthcare and Medical Services; Call & Service Centers; Offices/HQ's, Research & Office Parks; Large Commercial Centers; Continuing Care Retirement Communities, Aviation Services
2. Market proactively to 120 or more Targeted Prospects, Consultants, Developers, and Contacts
 3. Market to NC Dept. of Commerce & other lead sources
 4. Utilize trade shows and direct contact to build knowledge of target industry needs



Goal II: Provide Support to existing Catawba County employers, assisting them in order to have stability & to maintain/create jobs & tax base

1. Perform direct Visitation Program to 100 or more local industries to provide specific assistance to local business & industry for problem solving and resolution and to broaden understanding of EDC role;
2. Partner with the Catawba County Chamber of Commerce and others to broaden the understanding of and assistance available to Existing Employers



Goal III: Provide Support to achieve Goals 1 & 2

1. Coordinate Project Financing Programs such as Industrial Revenue Bonds, CDBG's, & Incentives; Develop Amendment One Project/ Program; FORESIGHT Most Favored Business Program, Obsolete Buildings Program; and Develop/Initiate Strategies for competitive Plant Sites and Parks Development
2. Develop/continue Marketing to support local program initiatives such as Rites of Spring Consultants Events,



- Greater Hickory Metro Marketing & the Greater Hickory Classic, and US 321 Corridor Marketing
3. Redesign Website and update all presentation materials and reports, update/maintain Real Estate Database
 4. Share and optimize resources/information with Chamber, CVB, Hickory Metro Higher Education Center, WPCOG, and other resource providers; Plan move to Convention Center
 5. Seek Private Sector Funding as a supplement for marketing efforts with a target private sector income of \$50,000-75,000/year

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