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CHARLOTTE BUSINESS JOURNAL

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Atlanta firm plans Hickory call center

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An Atlanta office developer has selected Hickory for a \$10 million speculative call center that could eventually employ as many as 600 workers.

ADEVCO Corp. is in final stages of negotiations to build the 60,000-square-foot center on 10 acres at the intersection of McDonald Parkway and Tate Boulevard, just north of Interstate 40.

"We think Catawba County will be a great market for our client base, and this should be a great boost to the area's economy," says Mike Bell, ADEVCO executive vice president.

Scott Millar, president of the Catawba County Economic Development Corp., says Hickory needs the building.

"We've had a number of opportunities, but we haven't had a facility that works for customer-service guys," he says.

A speculative building is one in which the developer has no commitment from the end users of the finished facility. A speculative builder anticipates that a demand exists or will form for the building when it is put on the market.

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