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### **“NC Data Center Corridor” Multi-County Initiative Announced**

A region anchored by Apple, Google, the State’s Data center, and financial data centers in Charlotte will be promoted by several counties in a focused marketing effort to attract more data centers, communications firms, and high-tech industries.

Today, in a data center shell facility in Maiden, home of Apple’s \$1 billion data center announced in July, economic development officials from Alexander, Burke, Caldwell, Catawba, and Iredell Counties released details of “NC’s Data Center Corridor” to a group of site selection consultants specializing in data center locations. Each of the five counties participating and promoting “NC’s Data Center Corridor” has available sites suitable for data center development.

Site Selection Magazine, a nationally recognized site selection publication, recently acknowledged the corridor as an emerging data center cluster that is attracting attention within the industry. Data Center Knowledge, a website specializing in information for the industry, recently published an article on the clustering of data centers as the “Apple-Google Data Center Corridor”. North Carolina is also the top state in which to build a data center, according to a report by Tishman Technologies Corp. North Carolina was rated highly for low energy cost, favorable labor and fiber optics infrastructure. The five-county corridor builds on these advantages with a lack of extreme weather conditions, easy access to two major airports, and a high quality of life.

“This new clustering, along with the well established communications companies in the corridor (Commscope, Corning Cable Systems, and Draka) provides us with a huge marketing opportunity”, said Scott Millar, President of the Catawba County Economic Development Corporation. “Partnering with Caldwell, Burke, Alexander, and Iredell Counties to market this to the world may give all the counties new business opportunities.”

Harry Whalen, Director of the Caldwell EDC, sees the area having the potential to “be the next Quincy”, referring to Grant County, Washington, and the success they have had recruiting numerous data centers and the tendency for them to cluster. “When you see a McDonald’s, you’ll often see a Burger King”, he said, referring to the fact that many of the attributes that drive data centers are available for new facilities to locate within the newly developed region.

The consultants were gathered at the third Data Center Information Exchange, an event hosted by all five counties October 27-28.

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