

# IREDELL ECONOMIC DEVELOPMENT REPORT

July 1, 2019 - December 31, 2019

## PROJECT ACTIVITY

### Announcements Fiscal Year 19-20



Ashley Furniture  
 Plasgad USA LLC  
 Pactiv  
 Kontane Logistics  
 Symmetrix Composite Tooling Inc.  
 Larkin Development, Speculative Building  
 Statesville Regional Airport Expansion  
 Iredell Health System, Medical Campus

### Activity Breakdown Fiscal Year 19



### Mooresville Business Park East Update

- 4 business park tenants
- 2600' road under construction
- 2 Letters of Intent

### Statesville Regional Airport Expansion

- \$10M Investment
- 3,000' new runway

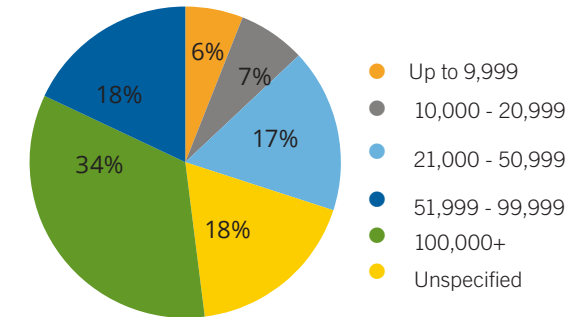
## MARKETING ACTIVITY

- Launch CRM and project management database with over 5,000 contacts
- 84 properties marketed on Iredelledc.com
- Cohesive branding material

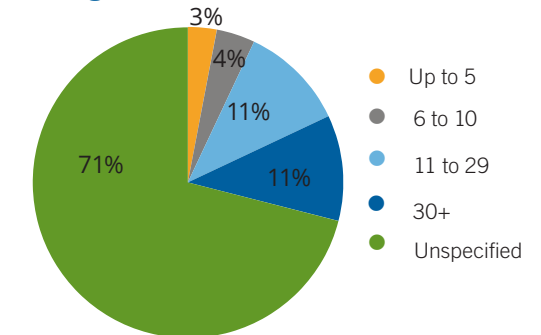


## PROJECT SUBMISSION

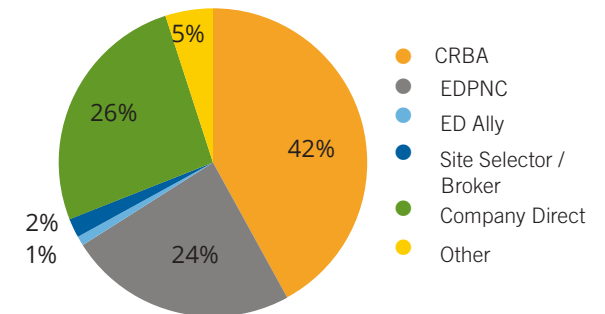
### Building Size SF



### Acreage



### Source



## WORKFORCE DEVELOPMENT

Edge Factor is a talent attraction initiative focused on career exploration in the K-12 system. Edge Factor uses the power of cinematic storytelling to showcase real-life stories of people using their heads, hand, and technology to push back the edge of what's possible. Edge Factor helps STEAM (Science, Technology, Engineering, Arts and Math) become relevant in the real world, instill soft skills, and ultimately take people on a journey to discover how they can launch an exciting career right in Iredell.



23 Schools  
2nd Year



Total Users  
Logins 17,285



Total Students  
Users 15,885

## WORKING IN PARTNERSHIP

Iredell County is a ACT WorkReady Community

- Certified since December 2016
- 156 employers supporting
- 5,044 National Career Readiness Certificates

5 Upskill Centralina Grants were awarded in 2019: Berry Global, Carolina Beverage, Hamer-Fischbein, IOMAX USA, and Pratt Industries USA.



## EXISTING INDUSTRY & RETENTION



42 Interviews



14 attendees at the  
Industry Leaders Council



18 Project Expansions



### Industrial Leaders Council

14 Executives attended the first council meeting in January at JC Steele & Sons.

## SMALL BUSINESS



50 Clients served since  
September 2018



Bell Helmets Grand Opening

ICEDC's Small Business Assistance Program has a dedicated ombudsman that provides assistance to small business owners looking to set up shop, relocate or expand their business in Iredell County.

Provide proactive services to business owners:

- helping navigate planning and inspections
- identifying challenges of site and facilities
- interpreting zoning and inspection
- providing education and outreach on regulatory compliance issues
- liaison between business & government