



Stronger Together

Annual Report
FY 2019-2020

Chairman's Message

As one unified economic development organization, we have realized the benefits of working together with a shared vision for enhancing our economic vitality. Iredell County’s population continues to grow, claiming its place as the 14th largest County in North Carolina, while maintaining its position as having the 13th lowest tax rate in NC, and the lowest county tax rate in the Charlotte Region.

Fiscal Year 2019-2020 brought forth challenges that no one could have ever predicted. We are proud of our community for coming together, demonstrating kindness, innovation, endurance, and resiliency, as we responded to the impacts of this pandemic. Despite the challenges that stood before us this year, it was a year of significant progress, thanks to the public-private partnerships and relationships we have built across our community.

Our FY 19-20 Annual Report, Stronger Together, highlights the economic development achievements we accomplished through public-private relationships, strong leadership, and successful civic engagement. The ICEDC worked closely with our government partners, businesses, and stakeholders on initiatives that will have a lasting positive impact, further advance our shared vision, and enhance the quality of place for residents and local businesses.

Over the last year, the ICEDC has been intentional about our investments in technology, tracking, and communications tools to position us as a strategic marketing partner for our local community. We have worked to put in place programs, processes, and communications to deliver on our strategic priorities.

We know that today's marketplace is competitive. Businesses and talent have choices on where they want to live and work. ICEDC remains focused on supporting our local businesses, growing our pipeline of workers, and promoting our position as a premier community, offering outstanding quality of business, life, and superior location.

Jim Marshall



President & CEO
blueharbor bank
Chairman, ICEDC



Public Leadership

Mayor Miles Atkins
Town of Mooresville

Bryan Gruesbeck
Town Manager
Town of Troutman

Randy Hemann
Town Manager
Town of Mooresville

Mayor Costi Kutteh
City of Statesville

Beth Jones
County Manager
Iredell County

Chairman James Mallory
Board of Commissioners
Iredell County

Ron Smith
City Manager
City of Statesville

Mayor Teross Young
Town of Troutman

Private Sector Leadership

Jim Marshall
ICEDC Chair
President & CEO
blueharbor bank

Bob Palmes
ICEDC Vice Chair
VP, Business Development
G.L. Wilson Building
Company

David Alexander
ICEDC Secretary
President
J.T. Alexander & Sons. Inc.

Paul Cook
ICEDC Co-Treasurer
Vice President
Wells Fargo Bank, N.A

Ron Johnson
ICEDC Co-Treasurer
Chair of the Board
Mooresville Convention &
Visitors Bureau

Jeff Cernuto
President
Princeton Communities

Steve Dailey
President
NGK Ceramics USA, Inc.

Gary Thomas
Partner
Pressly, Thomas & Conley
Attorneys at Law

Ex Officio Leadership

Jenn Bosser
President & CEO
Iredell County Economic
Development Corporation

Dr. Tim Brewer
President
Mitchell Community College

Mark Brady
President
South Iredell Community
Development Corporation

Our Mission

Iredell County Economic Development Corporation is a 501(c)6 private-public partnership dedicated to the growth and success of Iredell County. We work with partners at the local, county, region, and state levels to address business opportunities and challenges to ensure a vibrant business community. Established by the ICEDC, the ICEDC Foundation is a 501(c)3 that supports specific economic development initiatives that create jobs, investment, and resources to minimize the tax burden on the local community.

Our Mission is to promote economic growth and stability by enhancing the quality of life in Iredell County through the cultivation of jobs and investment. We accomplish this by bringing together key leaders in business, government, education, and community organizations through a focused effort of six key pillars:

Our Pillars

- Pillar 1

Existing Industry & Retention
- Pillar 2

Workforce & Talent
- Pillar 3

New Business Development
- Pillar 4

Product Development
- Pillar 5

Marketing & Communications
- Pillar 6

Collaboration & Community



ICEDC Team

- Jenn Bosser

President & CEO

Carrie Holder

Operations Manager

Matthew Pierce

Director, Business Retention & Expansion
- Jessica Stewart

Vice President, Workforce & Strategic Initiatives

Lisa Taylor

Project Manager

Chris Younger

Vice President, Business Development

Demographic Snapshot

Spanning 574 square miles and having a population of 182,424, Iredell is home to six communities: Harmony, Love Valley, Mooresville, Troutman, Statesville, and Union Grove. Iredell is the 14th largest county by population in North Carolina.



| Major Employers | #Employees |
|---------------------------------|------------|
| 1. Lowe's Companies Inc. | 4,000 |
| 2. Iredell-Stateville Schools | 2,900 |
| 3. Iredell Health System | 1,400 |
| 4. Iredell County | 1,400 |
| 5. Lake Norman Regional Medical | 1,400 |

Top Industries by Job

Iredell County has a total of 7,941 businesses. In 2019, the leading industries in Iredell County were Retail, Healthcare, Social Services, Manufacturing, and Accommodation and Food Services.



No. 1
Retail



No. 2
Healthcare &
Social Services



No. 3
Manufacturing

Population

| | |
|---------------------------------|----------|
| 2019 Population | 182,424 |
| 2010 to 2019 Populations Growth | 14% |
| Median Household Income | \$58,198 |
| High School Graduation Rate | 89% |
| Iredell Median Age | 40 |

Labor Force

| | |
|-------------------------------|----------|
| Labor Force | 95,134 |
| Unemployment Rate (June 2020) | 7.9% |
| Total Employees | 56,586 |
| Top Occupation is Sales | 12.32% |
| County Average Wage | \$49,696 |



Average
Commute Time
25 minutes



20.3% of the
Population
have a Bachelor's Degree



#8 Healthiest
County in NC
Niche



#9 Best County
to Buy a House
Niche



| Establishments |
|---------------------------------|
| Total Establishments in Iredell |
| Total Retail Establishments |
| Healthcare & Social Services |
| Manufacturing |

7,941
1,038
1,201
337

Business Owner Demographics

| | |
|---------------------------|-------|
| Women Owned Businesses | 4,597 |
| Minority Owned Businesses | 1,609 |

Income & Housing

| | |
|--|----------|
| Total Households | 77,436 |
| Median Household Income | \$62,426 |
| Median Household Expenditure | \$62,682 |
| Largest Income Distribution (>100,000) | 19% |
| Iredell Home Owners | 73.06% |

Permitting FY 19-20

| | |
|--|---|
| Residential Permits Issued | 2,620 |
| Commercial Permits Issued | 735 |
| Projected Private Sector Capital Investment | \$503,642,260 (Residential and Commercial) |

Existing Industry & Retention

The existing industry retention & expansion program works to understand the collective needs of Iredell County employers, by connecting them to resources, and strengthening the business climate of the county. A key component of our efforts are meetings with executive leaders to identify current needs and ongoing trends. In Fiscal Year 2019-2020 ICEDC had 95 engagements with local executives and over 180 referrals to partner organizations.



95 Company Engagements



180 Referrals



60 Small Business Clients

Industrial Leaders Council

ICEDC launched an Industrial Leaders Council (ILC) in 2020 to bring together manufacturing and technology executives throughout Iredell County. Meeting quarterly, the ILC provides industrial leaders within the county opportunities to develop business-to-business relationships, learn about recent industry trends, and provide feedback to ICEDC staff on the county's business climate.

ICEDC Response to COVID-19

During the first month of the pandemic, ICEDC reached out to business executives throughout the county. That effort resulted in sixty conversations that allowed ICEDC to make timely referrals for assistance with the Paycheck Protection Program and obtaining, manufacturing, or distributing personal protective equipment. These conversations helped inform the development of new resources to help companies respond to changes in the economy. ICEDC was among the first to launch a COVID-19 resource page in response to questions from our local businesses and to share new guidelines and programs as they became available.

Diversifying Industry, NextGen

The rollout of the NextGen car in NASCAR's Cup Series will result not just in a new car, but a reduction in the number of local firms manufacturing for the series. ICEDC has partnered with the North Carolina Motorsports Association, Charlotte Regional Business Alliance, NC State University's Industrial Extension Service, and other area economic development organizations to help motorsports manufacturers respond to those forthcoming challenges. Central to this effort has been the development of "ReVamp", a partnership with NCSU to help impacted firms diversify to serve new markets.



Small Business Ombudsman

The Small Business Ombudsman (SBO) program was established in September 2018 at the recommendation of the Iredell County Board of Commissioners. The SBO program is designed to support small businesses in need of assistance in "setting up shop." The program helps small businesses find a location, navigate planning, assist with permitting and zoning questions, and identify resources that can support their growth. Since its launch, the SBO program has assisted nearly 60 local businesses throughout the county. Types of companies served by the program range from you-pick farms in Olin to a manufacturer of 3-D printing polymer in the southern end of the county. The SBO program clients have invested more than \$2,000,000 in Iredell County.



The Small Business Ombudsman program was a vital resource as we went through the business acquisition process. Specifically, helping navigate the guidelines from health department, building standards division, and city offices. ICEDC has aided us in connecting with the appropriate people in the right departments.

John & Melinda Childress
Owners
Banner Drug, The Rx Grill, The Greenbriar Grill



Celebrating Our Company Accomplishments



Cardinal FG Celebrated 20 years of business in Mooresville on Thursday, September 19, 2019. Cardinal FG is a Float and high volume tempered glass manufacturer that is a wholly-owned subsidiary of Cardinal Glass.



J.C. Steele & Sons celebrated 130 years with the launch of a new 120 AEX extruder on October 8, 2019. J.C. Steele & Sons' parent company of the Steele Group is the global leader in stiff extrusion machinery and solutions for customers in heavy clay, iron and steel, ferro alloys, and gypsum/wallboard.



Pactiv's Mooresville facility celebrated their receipt of both the 2019 Safety Plant of the Year and the 2019 Top Manufacturing Facility. Of Pactiv's 39 facilities, Mooresville is the only facility to win both awards in the same year.

Workforce & Talent

ICEDC continues our comprehensive workforce development efforts to grow the pipeline of skilled workers to meet the needs of local industry. ICEDC's multifaceted approach includes: promoting careers and pathway opportunities that lead to employment in Iredell County, identification of early pipeline initiatives that focus on career awareness, certifications, and job preparedness of the talent pipeline; and assisting companies with hiring needs by connecting them with resource partners.

ICEDC participates on boards such as the NAF Academy of Engineering with Mooresville Graded School District (MGSD) and Iredell Business and Education Alignment Council with Iredell-Statesville schools (ISS). We serve on numerous committees, to help organize initiatives with our workforce development partners such as: ISS, MGSD, Mitchell Community College, NCWorks, Centralina Workforce Development Board, North Carolina Manufacturing Institute, NASCAR Technical Institute, and others that strive to build Iredell's workforce pipeline. It takes a community of people and organizations working together to strengthen and build a pipeline of skilled workers.

Iredell has EDGE FACTOR

ICEDC in partnership with the Iredell County Board of Commissioners, Iredell-Statesville Schools, and Mooresville Graded School District, launched Edge Factor for Education in 23 middle and high schools across the county's public school systems in 2018.

Edge Factor for Education is a digital career awareness platform that equips educators with story-driven media and interactive activities designed to inspire students to pursue pathways to in demand careers, connect with parents, and raise awareness of local career opportunities. Edge Factor reinforces what's being taught in the classroom, teaches soft skills, and connects the dots with math, science, engineering, arts, and technology concepts to real life careers and pathways to those careers.

2019-2020 was the second full year schools had access to Edge Factor, with a total of 23 schools, over 9,000 users, and 20,000 plus views of platform content. This is a long term strategy for Iredell County to combat labor shortages in our community and region by creating awareness of in-demand jobs at local industry through career exploration at various grades in our education systems.

2019-2020 School Stats



23 Schools



Over 9,000 Users



Over 20,000 Views



A Refreshed Look at Manufacturing

In November, ICEDC Staff and Board Members attended an open house focused on advanced manufacturing and CNC machining hosted by NASCAR Technical Institute, Roush Yates Manufacturing Solutions, and Mitsubishi Materials U.S.A. NASCAR Tech is working to raise awareness and ensure an accurate understanding of the CNC machining in today's economy.



Made in Iredell at MCC

ICEDC participated in the "Made in Iredell", a North Carolina Manufacturing Day event, held on October 3, 2019 at Mitchell Community College. Groups of students stopped by the ICEDC table to play "Manufacturing Jeopardy." Over 20 businesses participated and roughly 200 students from Mitchell Community College, Iredell-Statesville Schools and Mooresville Graded School District.



8th Grade Career Pathways

Over the last three years, ICEDC and Greater Statesville Chamber of Commerce have partnered with Iredell-Statesville Schools to organize the 8th Grade Career Pathways days. This past year in November, we engaged over 900 8th grade students by highlighting careers available at local companies. Students also visited Career Academy and Technical School in Troutman.



Training & Upskilling Our Workforce

North Carolina's statewide system of employee development and customized training provides one of the most highly skilled workforces in the nation. Our local partners Centralina Workforce Development Board and Mitchell Community College administer funding and training to support existing industry, retain current workforce, and partner with new companies by training newly hired employees.

- Centralina Workforce Development Board awarded 5 Upskills Grants to Iredell companies to retrain and retain 86 existing employees.
- NC Community College System funded education through Mitchell Community College to 16 industries in fiscal year 19-20. Total funding of \$153,520 was allocated to Iredell industry to train 421 employees.



North Carolina TechForce Council Launch September 22, 2019

North Carolina TechForce Council Launches in Iredell

ICEDC joined as a founding member of the TechForce Workforce Development Council on September 22, 2019. North Carolina TechForce Council brings together industry leaders focused on providing a clear pathway, including experiences, education, training, and support for middle and high school students to consider and pursue a technical career in the transportation industry. Members of the council consist of transportation industry executives, Career and Technical education administrators, instructors, and champions.

ACT Work Ready Community

Iredell County has been a certified ACT Work Ready Community since December 2016 and continues to maintain our status. By participating in ACT Work Ready Communities initiative, Iredell County knows what foundational skills that our labor force has to offer and can create policies to close and assist with the skills gaps on a local level. Our public schools participate in the initiative by having students graduate high school with industry-recognized credentials, National Career Readiness Certificate (NCRC). The NCRC helps individuals achieve certifications recognized by industry. For more information visit www.workreadycommunities.org/NC/097.



**156
Employers**



**8235
NCRC**

New Business Development

As North Carolina continues to garner prestigious accolades (#1 Best State for Business by Forbes, #1 Top Competitive State by Site Selection 2018, and #1 State for Economic Growth by Business Facilities), Iredell County has benefited from our State and Regional success. Iredell County continues to have the 13th lowest tax rate in the state and Charlotte region and state, offering residents and businesses, a low cost of living and low cost of doing business compared to other locations.

We continue to see growth from new capital investments in residential and commercial development. During FY 19-20, Iredell County announced 24 new and expanding companies, 20 infrastructure projects, and 13 product development projects bringing our county projects and activity total to 57 for the fiscal year. These projects represent an estimated total of \$491,010,346 of capital investment, 626 new jobs created, and occupying 2,926,367 sf.



Statesville Regional Airport Ribbon Cutting October 2, 2019



Recruit Your Future Workforce

ICEDC, in partnership with the Greater Statesville Chamber of Commerce's Talent Attraction Committee, launched a new talent attraction initiative in the first week of February 2020, "Recruit Your Future Workforce". There are three objectives for the program; put businesses back into the schools to build partnerships, encourage career exploration, and retain "homegrown talent" by recruiting and educating students about local job opportunities. Three high schools participated in the program resulting in 12 company engagements during the month of February.



No. 1
State for Economic Growth
Business Facilities, July 2019

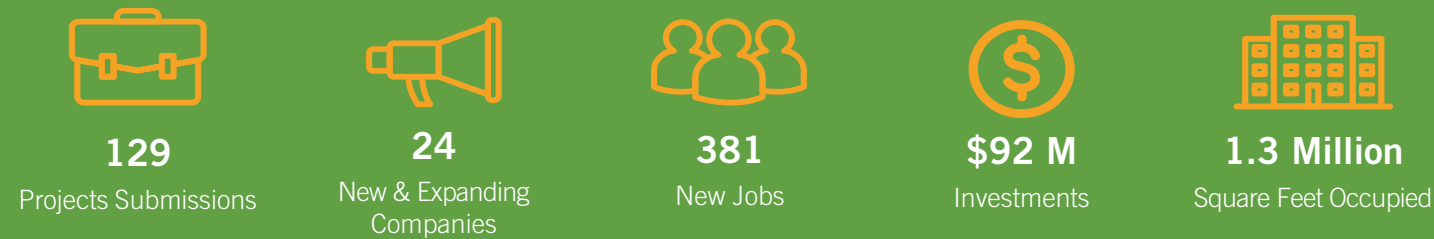


No. 13th
Lowest Property Tax Rate
in the State of North Carolina



No. 14th
Largest County
in the State of North Carolina

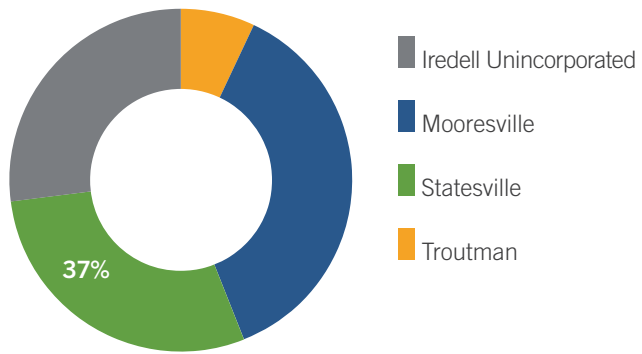
Iredell County New & Expanding Activity



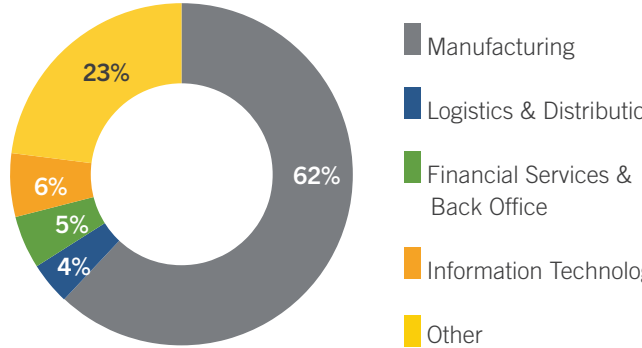
Project Pipeline Activity Breakdown

One strategy of ICEDC has been to track our project activity to make data-driven decisions. Here is an analysis of the projects that we received during the FY 19-20.

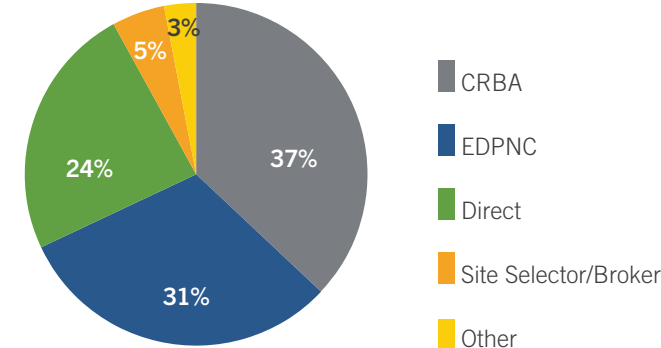
Submissions by Location



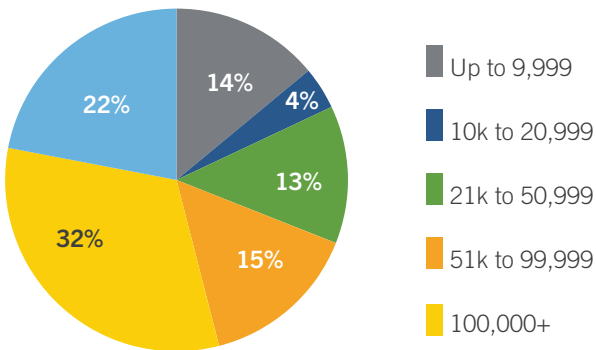
Target Clusters



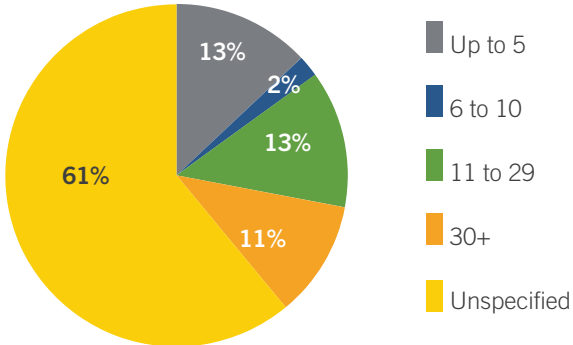
Source



Building Size By SF



Acreage



New & Expanding Announcements

Creating jobs and investment in Iredell by working with new and expanding companies is the core of economic development. Each year ICEDC strives to cultivate projects by providing site selection assistance, incentive negotiations, connecting companies with workforce training, and community support. As a result of our efforts, we had 24 new and expanding company announcements, creating 381 new jobs, \$92 million in investments that occupy over 1.3 million square feet.

Ashley Furniture

95 New jobs | \$3 M Investment

Ashley Furniture Industry acquired Homestar North America LLC's facility in Statesville, NC to launch the company's latest initiative of ready-to-assemble furniture. The 309,620 sf facility, which currently generates more than \$50 million in annual sales, will provide capacity to produce more than 500 SKUs, including bedroom, entertainment, upholstered beds, occasional tables, and home office furniture.

BestCo Inc.

15 New jobs | \$19 M Investment

BestCo Inc. expanded their warehouse capabilities and operation by building a 250,000 sf warehouse facility in Mooreville Business Park East. BestCo is a leading developer and manufacturer of confectionery-based Consumer Healthcare products, including OTC drugs and dietary supplements.

Pactiv

60 New jobs | \$28 M Investment

Pactiv, LLC expanded their existing production capacity by adding additional production equipment and building upgrades that will create 60 new jobs. Pactiv is a manufacturer of food and beverage packaging solutions in North America and beyond.

Plasgad USA LLC

10 New jobs | \$2.6 M Investment

Plasgad USA LLC, an Israeli reusable plastic packaging injection molder, is working with RPM Plastics LLC of Statesville, NC, to create a U.S. operating unit. Plasgad USA will control the product manufacturing aspect of the location while RPM will separately continue its other operations including equipment service, installation, and relocation for other firms.

Symmetric Composite Tooling

37 New jobs | \$2.2 M Investment

Symmetrix Composite Tooling leased an existing facility, 860 Connor Street in Statesville. Symmetrix specializes in prototyping innovative designs that will be built with composites. They fabricate high-performing molds, patterns, and plugs with extreme precision using 5-axis CNC machining.

ZNDUS, Inc.

43 New jobs | \$5.7 M Investment

ZND is a global temporary fence manufacturer and supplier headquartered in the Netherlands. ZNDUS purchased the former Iron World Manufacturing facility in Statesville, representing their first US operation.

Product Development

Iredell County works closely with public and private sector partners to develop and market shovel-ready sites, speculative buildings, and redevelopment opportunities for potential projects. Our product development efforts enable our community to maintain and strengthen its' economic competitiveness.



Mooresville Business Park East

In partnership with the Town of Mooresville, Iredell County, and the South-Iredell Community Development Corporation, Mooresville Business Park East had further development with new infrastructure improvements through the expansion of Manufacturers Blvd. NGK Ceramics and BestCo expanded their operations by adding additional facilities in the park.



Troutman Spec Development

The Town of Troutman announced new private investment in a 1 million square foot speculative building. The project represents the largest speculative distribution building in the southeastern U.S. The development is almost complete and the site is being actively marketed to potential tenants.



Larkin Regional Commerce Park

The City of Statesville agreed to extend infrastructure to south Statesville to serve the Larkin Regional Commerce Park. The development represents over 1,000 acres with an anticipated development of 5 million square feet of industrial space and 750,000 square feet of commercial and retail space.

Infrastructure Investments

Health Sciences Building

Mitchell Community College expanded their labs and classrooms for nursing by an adding 40,000 sf with a capital investment of \$11.7 million. The number of students in the paramedic and health science programs has increased to 100 students annually.

School Bond Referendum

Iredell County voters successfully passed a \$125 million bond referendum to support Iredell-Statesville Schools, Mooresville Graded School District, and Mitchell Community College. These funds will go towards the building of a new high school, middle school, and public safety training facility and driving pad for Mitchell Community College.

Transportation Grants

The Town of Mooresville was awarded two separate federal grants representing close to \$20M. The BUILD Grant will fund a new 1.7-mile roadway from I-77 to NC-115/ Mecklenburg Highway. The second grant, the US DOT Consolidated Rail Infrastructure and Safety Improvements Grant will be used for the Mooresville Mazeppa Road Flyover Rail Crossing at Mazeppa Road/Connector Road and Highway NC-115.

Airport Safety Extension

Statesville Regional Airport built a 3,000' taxiway and runway extension, and a safety zone extension of 1000'. This extension will make it safer for aircrafts to get to and from the runway as well as from the hangars on the southeast side of the airport.

Marketing & Communications

Iredell County EDC remains focused on promoting our position as a competitive location for industry and talent by marketing Iredell County as part of the Charlotte Region, state of North Carolina, and Southeastern United States. We have embraced a digital marketing strategy to tell our story as one community with one voice, highlighting the diversity of our individual communities and the assets that make Iredell Strong.

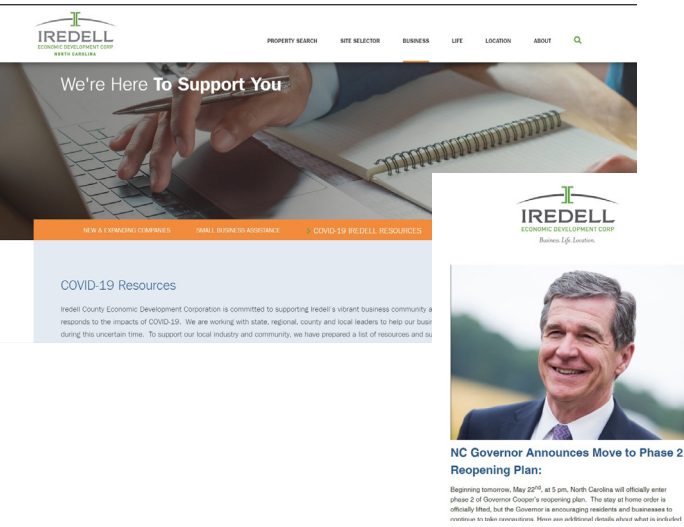
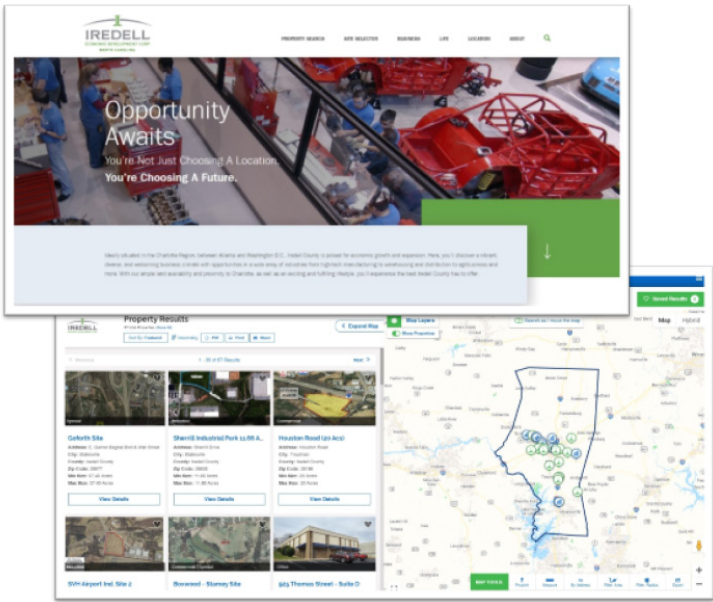
Iredelledc.com

In August 2019 ICEDC launched Iredelledc.com a comprehensive economic development tool dedicated to providing corporate executives, site selection consultants, and local industry resources and data about Iredell County. The site employs an easy-going tone that demonstrates a welcoming and pro-business community.

We integrated Zoom Prospector, through an API, into our site that allows users to search available buildings and sites in Iredell County. The user can draw a radius around an area and generate a report with demographic data, labor force, expenditures, wages, and education attainment.

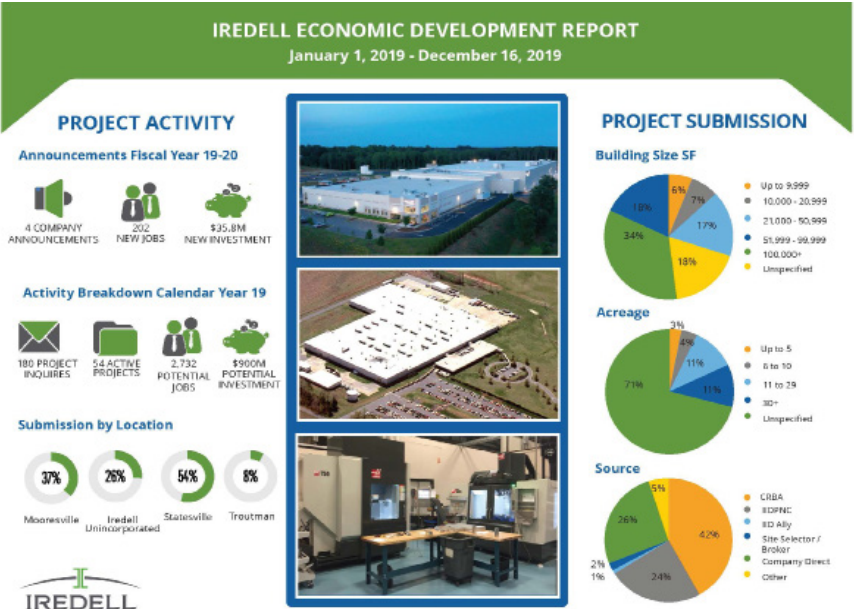
COVID-19 Resource Page

Iredell EDC put together a rapid response and communication strategy in response to COVID-19 to effectively answer questions and needs of our local businesses. In early March, we launched a one-stop local guide to assist impacted employers and employees in the navigation of information, guidance, and resources in response to its corresponding economic implications. Our COVID-19 communications had an open rate over 40%.



Technology Investments

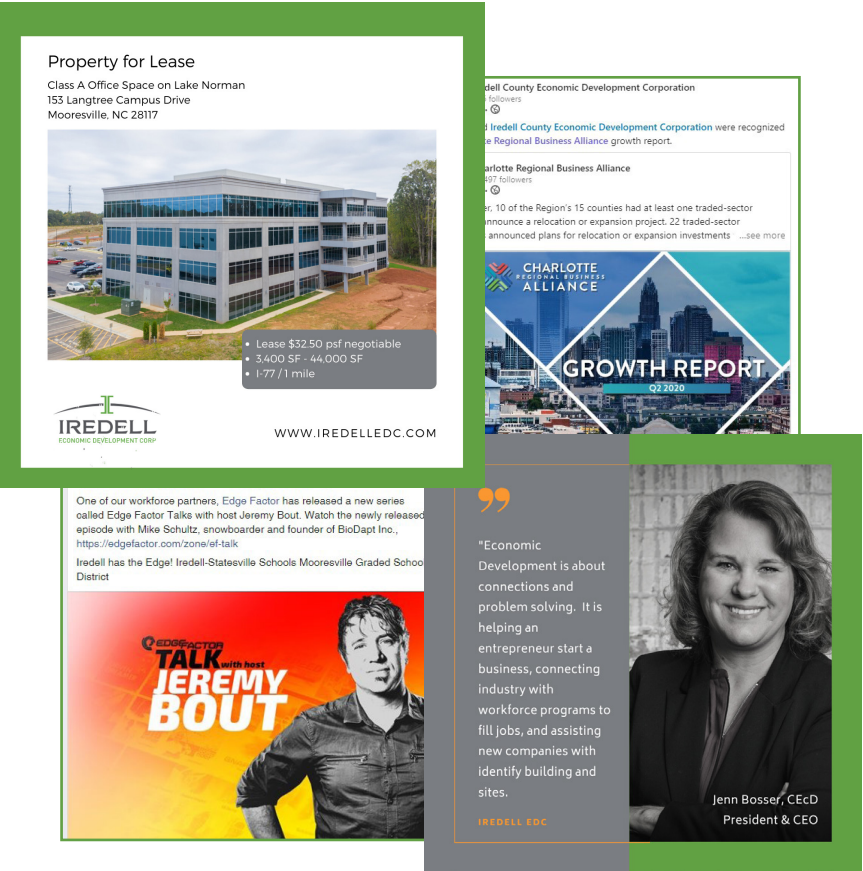
We leveraged technology to create efficiencies by integrating contacts, organizations, projects, and programmatic tracking into one project management system. We also invested in an email marketing software enabling us to target communications to specific audiences. These investments have given us the capability to report and analyze activity and make data driven decisions focused on strategies around our key pillars.



Social Media

We enhanced our communications with the adoption of an email communications platform and social media channels (Facebook, Instagram, and LinkedIn), to share local news and trends starting in January 2020.

With the adoption, we initiated several newsletters and social media campaigns in support of our key pillars to help promote resources, market trends, and good news from the community, local companies, and investors.



659
Subscribers



307
Followers



103
Fans



76
Followers



Community & Collaboration

Over the past year, our team has worked with numerous partners on a number of initiatives to position Iredell County and our Region as a competitive location for business. We would like to recognize our strategic partners and thank them for their collaborations this past year.

Thank you to our Partners

- Centralina Council of Governments
- Centralina Workforce Development Board
- Charlotte Regional Business Alliance
- Downtown Statesville Development Corporation
- Downtown Mooresville Commission
- Greater Statesville Chamber of Commerce
- Economic Partnership of North Carolina
- International Economic Development Council
- Iredell-Statesville Schools
- Mooresville Convention & Visitors Bureau
- Mitchell Community College

- Moresville-South Iredell Chamber of Commerce
- Mooresville Graded School District
- NASCAR Technical Institute
- NC State, Industry Expansion Solutions
- NCWorks
- North Carolina Community College System
- North Carolina Department of Commerce
- North Carolina Economic Development Association
- North Carolina Manufacturing Institute
- North Carolina Motorsports Association
- South-Iredell Community Development Corporation

Everyone Counts, 2020 Census

ICEDC led a region-wide effort to promote the 2020 Census among major employers. Each year the decennial census brings over \$1,600 in federal funding per person to NC. These funds go to key components of maintaining NC's competitive edge, including workforce development and transportation infrastructure. Working with the Charlotte Regional Business Alliance (CRBA), ICEDC created "business-centric" collateral shared by more than a dozen Charlotte-region EDOs with their existing industries. ICEDC staff has continually promoted the census within Iredell County, serving on the steering committees for the county, Mooresville, and Statesville.

Virtual Career Fair

In response to employers hiring needs during the pandemic, Iredell EDC partnered with Centralina Workforce Development Board and Lake Norman Economic Development to host a Virtual Career Fair on June 5 and 6. The fair helped employers fill available jobs as a resulting from the pandemic. With 25 participating employers, promoting 80 different job opportunities, we had a total of 213 job seekers registered for the two-day event.

Opportunity Now Summit

ICEDC attended the White House Opportunity Now Summit on February 7 in Charlotte, NC. The program spearheaded by Senator Tim Scott (R-SC), focused on policy discussions that support economic revitalization and job creation in Opportunity Zones with an eye towards sustainable economic growth across the country. The Opportunity Zone program is a federal program that provides tax incentives for investment in economically distressed areas.

To Our Investors

A Letter From ICEDC's President & CEO

ICEDC Investor,

I want to thank our investors for your support over the past several years as we have unified our economic development efforts. Your engagement and commitment to Iredell County has contributed. Our accomplishments would not have been possible without your involvement and support.

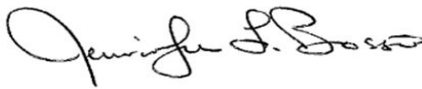
This past year, we developed an economic development strategy that will guide our efforts over the next three years. In the fall of 2020, we will embark on a new ICEDC Investor campaign, Stronger Together. We have set ambitious goals to take our community to new heights.

We have defined measurable goals and objectives focused around our 6 Key Pillars. We remain focused on recruitment and expansion efforts for the creation and retention of quality jobs for our residents and diversification of the tax base. We will continue enhance our marketing efforts to promote the unique attributes and traits of our individual communities while highlighting Iredell County as a welcoming community for business and top location offering individuals an outstanding quality of life.

ICEDC will strengthen our efforts through partnerships and engagements with existing industry, by convening and engaging them through events, round-table discussions, and forums. We will expand our workforce development initiatives to promote career awareness, build and enhance the pipeline of skilled workers, and identify new strategies for talent recruitment.

Finally, we will focus on building and leveraging strong partnerships to access resources and connections that will assist in our strategic goals. By working together on economic development, we will collectively reap the rewards as one unified community. The investments and partnerships we make today will have a significant impact on our community in the future.

We are excited to share our new Case for Investment, which will provide a framework for our shared goals and strategic priorities. We look forward to engaging with you within the initiatives and efforts we have laid out in our plan and identifying ways we can partner together for the benefit of our community.



Jenn Bosser
President & CEO
Iredell County Economic Development Corporation

Our Investors

| <u>VISIONARY</u> (\$10,000 +) | <u>LEADERSHIP</u> (\$5,000 - \$9,999) | <u>PARTNER</u> (\$3,000 - \$4,999) |
|--|--|--|
| City of Statesville Iredell County South Iredell Community Development Corp. Lowe's Companies, Inc. Town of Mooresville Town of Troutman Wells Fargo | BestCo Inc. Duke Energy Holland Realty & Mortgage Corp. Mooresville Convention & Visitors Bureau NGK Ceramics USA, Inc. Truist PIVOT PR | Dominion Energy, NC Gas EnergyUnited G.L. Wilson Building Company Nandina Properties Princeton Communities Raymer Oil Co. Statesville Country Club Structure Medical, Inc. |
| <u>CONTRIBUTOR</u> (\$1000 - \$2,999) | | |
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