



CHARLOTTE  
REGIONAL BUSINESS  
ALLIANCE

# THE CHARLOTTE REGION



**PROJECT  
MANAGEMENT**



**REAL  
ESTATE**



**CONNECTIONS**



**CUSTOMIZED  
RESEARCH**



**REGIONAL  
TOURS**



**TALENT AND  
WORKFORCE  
DEVELOPMENT**



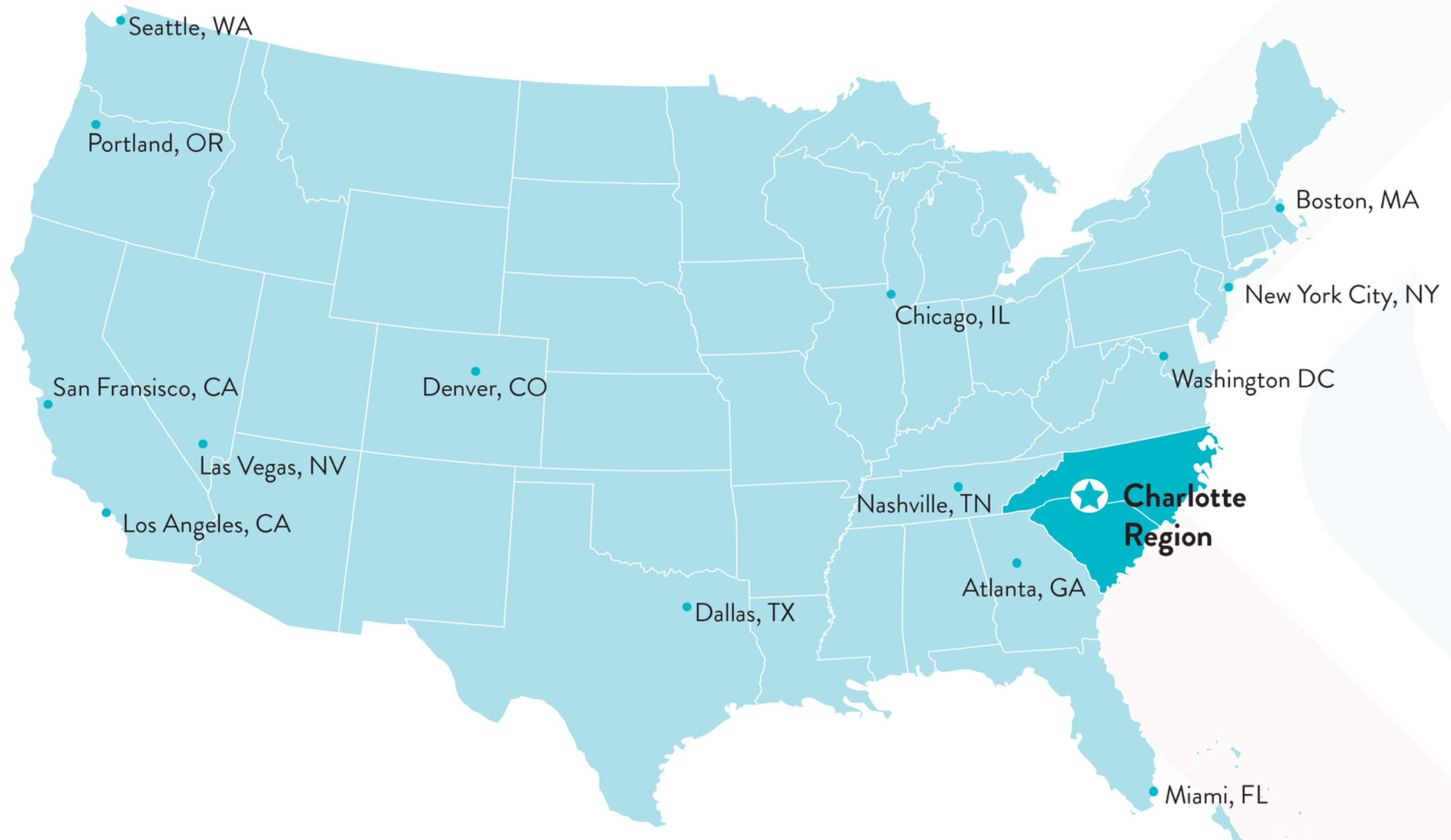


CHARLOTTE  
REGIONAL BUSINESS  
ALLIANCE

# OUR LOCATION

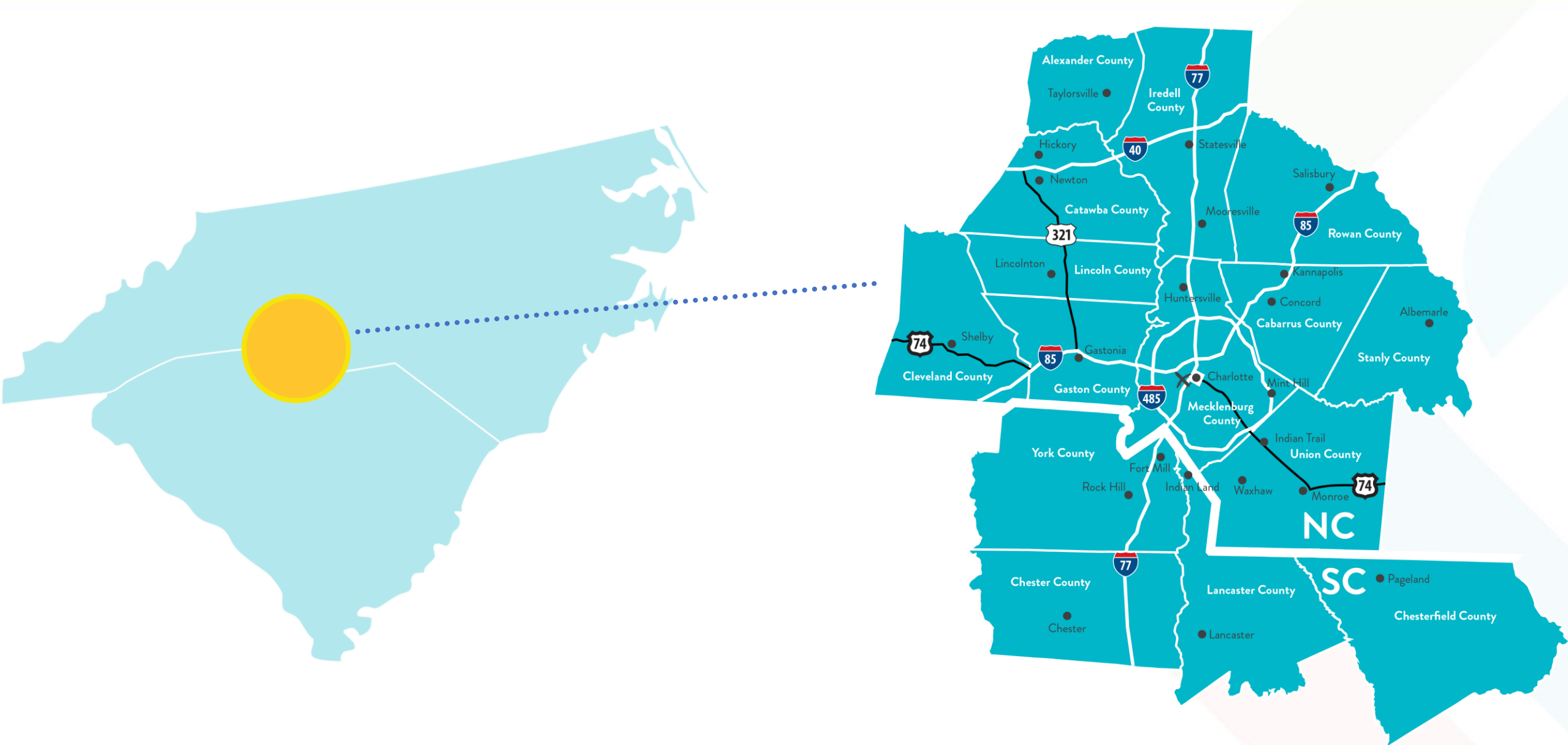
[charlotteregion.com](http://charlotteregion.com)

# OUR LOCATION





# OUR LOCATION



# OUR LOCATION





**2.9**  
MILLION  
PEOPLE



9%  
increase  
since 2013

**97**  
PEOPLE  
MOVE TO THE  
REGION DAILY  
(NET)



5 person  
decrease  
since 2017

**1.5**  
MILLION  
JOBS



15%  
increase  
since 2013

**3.1**  
PERCENT  
UNEMPLOYMENT  
RATE



vs 3.4%  
in Dec. 2018

**\$186**  
BILLION  
GROSS REGIONAL  
PRODUCT



2.6%  
increase

#1

## Best State for Doing Business

North Carolina

*Forbes Magazine 2019*

#2

## Top States for Business

North Carolina

*Site Selection Magazine, 2019*

#4

## Best States for Business

South Carolina

*Chief Executive Magazine, 2018*

#6

## Top 10 Tech Towns

Charlotte, NC

*CompTIA, 2019*

#4

## Where Tech Talent Are Headed

Charlotte, NC

*CBRE, 2019*

#1

## State for Economic Growth Potential

North Carolina

*Business Facilities, 2019*





CHARLOTTE  
REGIONAL BUSINESS  
ALLIANCE

# OUR ECONOMY

# OUR ECONOMY: Target Industry Highlights



## Advanced Manufacturing

- Triple the national average of auto parts manufacturing workers
- Lowest unionization rates in nation



## Health

- Largest employment sector in region
- Growing medical device sector with 100+ companies
- Hospital systems are crucial regional economic drivers



## Financial Services

- 2<sup>nd</sup> largest banking center in U.S.
- 82,000+ employed in sector
- 47 FinTech firms and startups in region



## Logistics & Distribution

- CLT 7<sup>th</sup> busiest airport in world
- E-commerce boom leading to increasing growth



## Information Technology

- Fastest tech talent growth in nation
- Growth rate twice national average



# OUR ECONOMY: Advanced Manufacturing



GROWING  
**3X**  
THE NATIONAL  
RATE



**2**  
LOWEST  
STATES FOR  
UNIONIZATION  
RATE



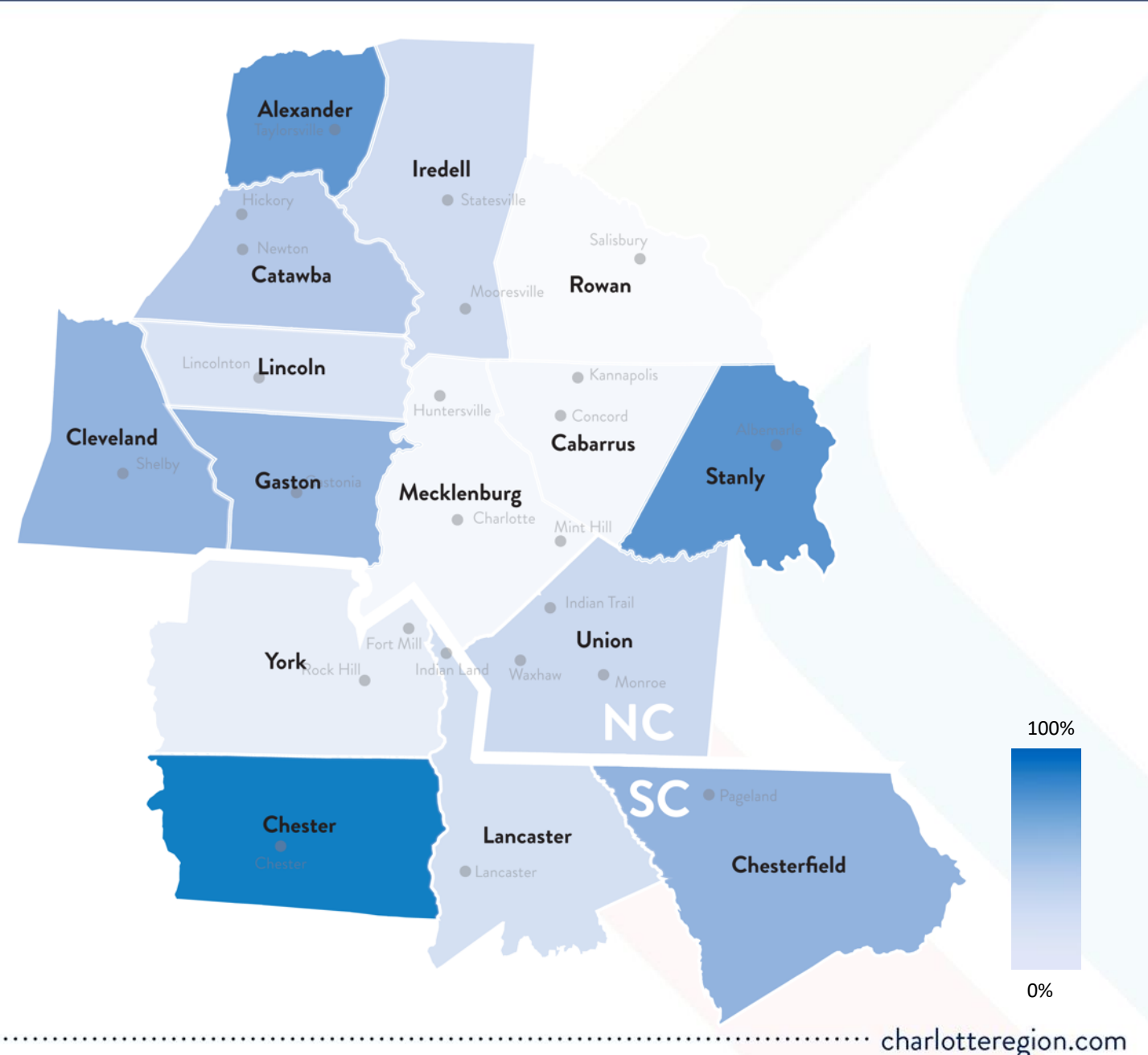
**27%**  
MORE  
CONCENTRATED  
THAN THE  
NATIONAL  
AVERAGE



AVERAGE WAGES  
**15%**  
BELOW  
NATIONAL  
AVERAGE

# Manufacturing Drives Growth in the Region

- Percent of new jobs that were in manufacturing (2010 - 2018)
  - Chester County, SC: 87%
  - Stanly County, NC: 67%
  - Alexander County, NC: 66%
  - Gaston County, NC: 45%
  - Cleveland County, NC: 44%
  - Chesterfield County, SC: 44%





# OUR ECONOMY: Financial Services



**2ND  
LARGEST  
FINANCIAL  
HUB**



**ABOUT  
80,000  
EMPLOYEES  
IN FINANCIAL  
SERVICES**



**38%  
MORE  
CONCENTRATED  
THAN THE  
NATIONAL  
AVERAGE**

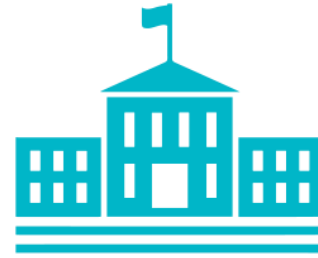


**DYNAMIC  
FINTECH  
COMMUNITY**

# OUR ECONOMY: Information Technology



GROWING  
**2X**  
THE NATIONAL  
RATE



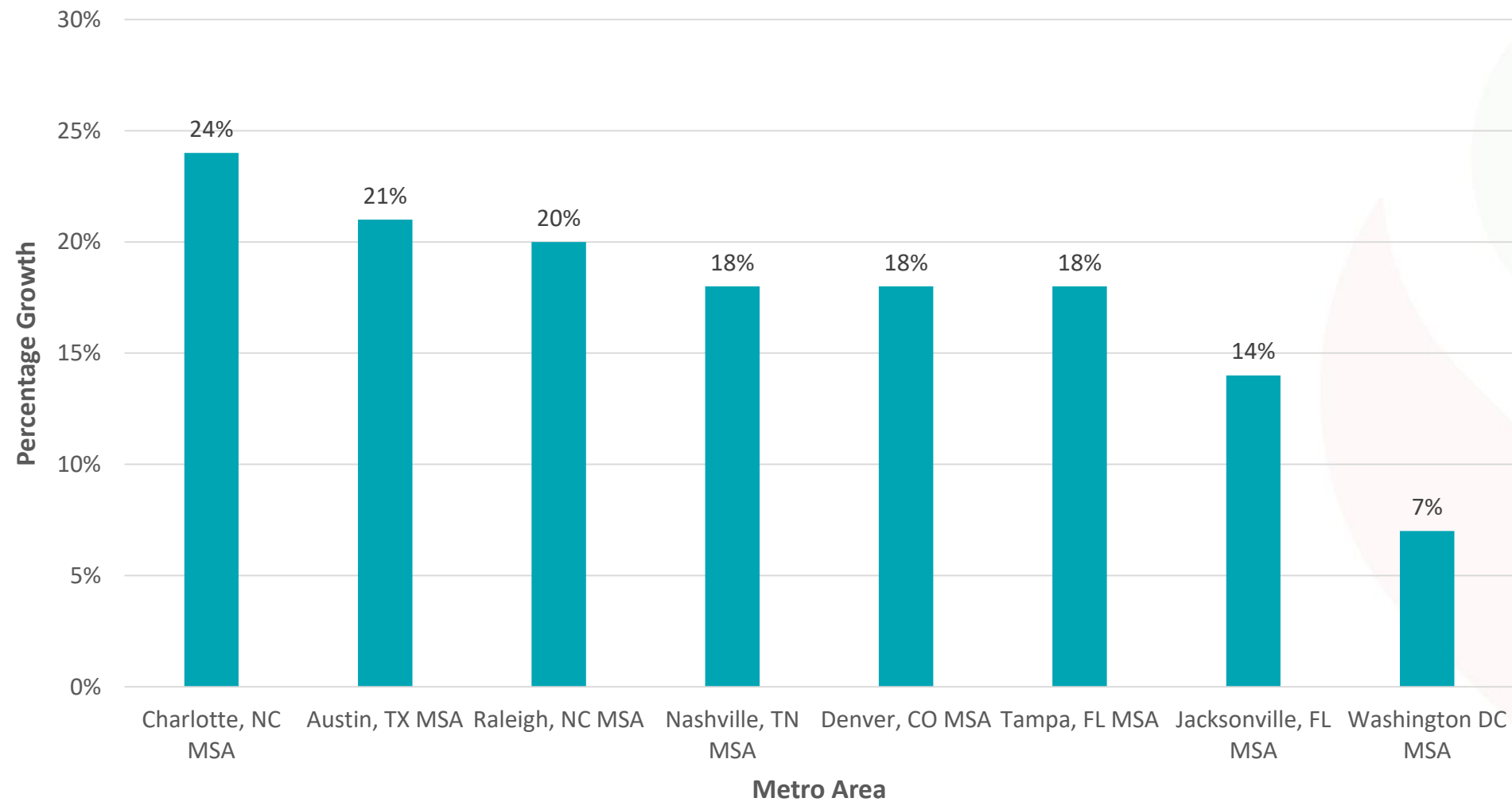
UNC CHARLOTTE IS  
**#2**  
IN COMPUTER SCIENCE  
GRADUATES IN NC



**#1 MARKET**  
FOR TECH  
TALENT  
GROWTH



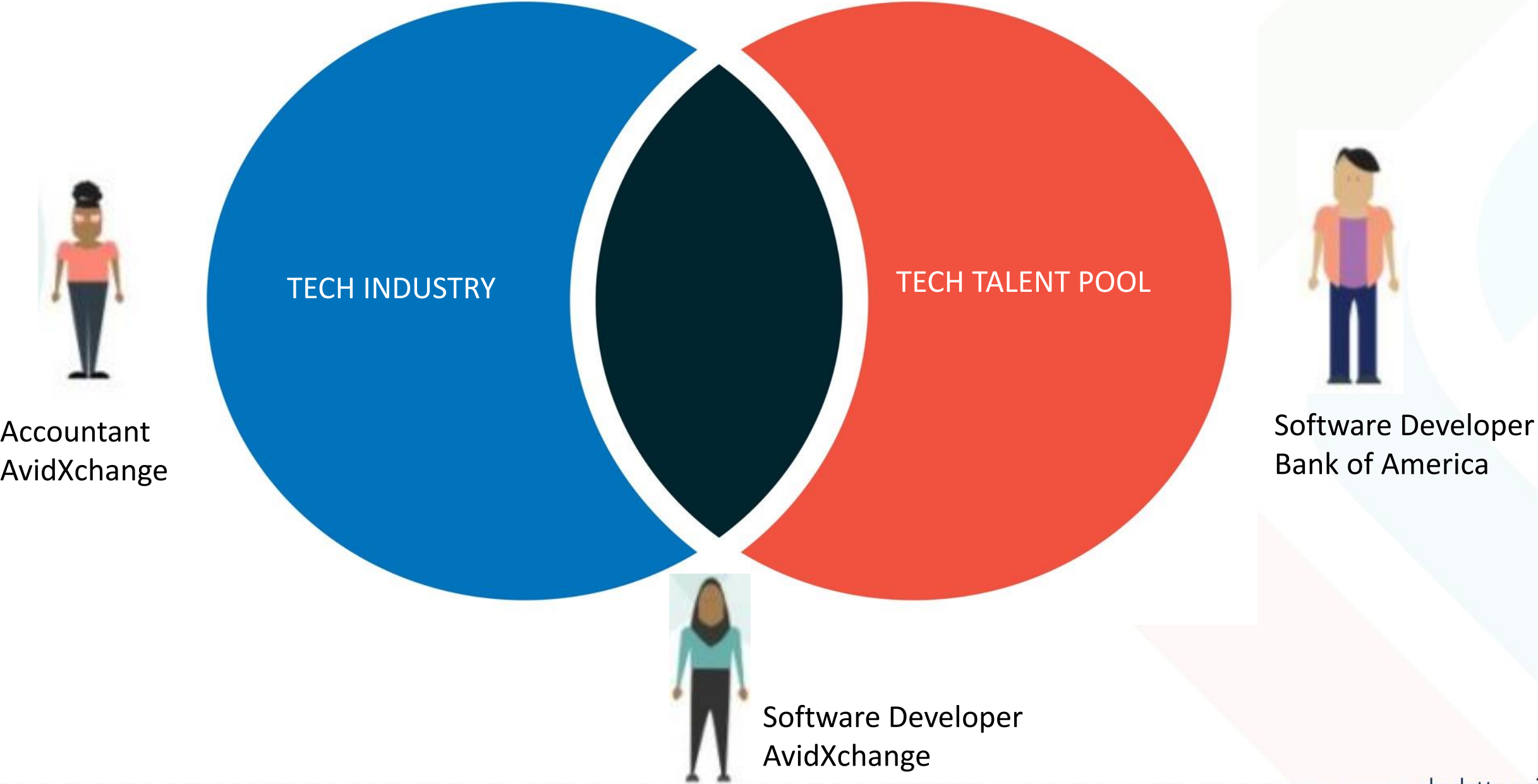
## Tech Talent Job Growth (2014-2018)



Charlotte is growing faster than many peer regions...and continues to do so.

Source: Charlotte Regional Business Alliance Analysis of Emsi, BLS Data, 2018

# OUR ECONOMY: Talent Pool vs. Industry





# Every Company is a Tech Company – Largest Employers of Tech Talent



# OUR ECONOMY: Logistics and Distribution



**200 MILES**  
TO PORT OF  
CHARLESTON



**72%**  
OF THE NATION'S  
POPULATION  
WITHIN 2-DAY  
TRUCKING TIME



**NORFOLK  
SOUTHERN  
AND CSX  
INTERMODAL  
FACILITIES**



**OVER  
25%**  
EMPLOYMENT  
**GROWTH**  
OVER THE PAST  
**5 YEARS**

# OUR ECONOMY: Corporate Headquarters



2X

THE NATIONAL  
AVERAGE OF  
HEADQUARTERS  
EMPLOYEES



4,300

BUSINESS-RELATED  
DEGREES AWARDED  
ANNUALLY BY  
REGIONAL  
INSTITUTIONS

FORTUNE  
1000

14

FORTUNE 1000  
COMPANIES WITH  
3 MORE  
ON THE WAY



PROFESSIONAL  
SERVICES  
SECTOR HAS  
GROWN

80%  
SINCE 2001



# OUR ECONOMY: Corporate Headquarters Hub



## Fortune 500 Companies Headquartered in the Charlotte region



# OUR ECONOMY: INNOVATION: R&D Facilities in the Charlotte Region

70+ R&D (Manufacturing & Biotechnology, etc.) Facilities in the Charlotte Region



# OUR ECONOMY: International Business



MORE THAN  
**1,000**  
INTERNATIONAL  
BUSINESSES



**750+**  
DAILY FLIGHTS  
TO MORE THAN  
**175 DESTINATIONS**  
INCLUDING  
**35+**  
INTERNATIONAL



MORE THAN  
**250,000**  
INTERNATIONALLY  
BORN RESIDENTS



# OUR ECONOMY: Recent Announcements



**Microsoft**

**Jobs: 420**

Cap Ex: \$24 million  
Mecklenburg



**Oceana Gold**

**Jobs: 250**

Cap Ex: \$250 million  
Lancaster



**Livent Corporation**

**Jobs: 30**

Cap Ex: \$16 million  
Gaston



**Cataler**

**Jobs: 151**

Cap Ex: \$42 million  
Catawba



**DIRTT Environmental Solutions**

**Jobs: 100**

Cap Ex: \$18.5 million  
York

**SCHAEFFLER**

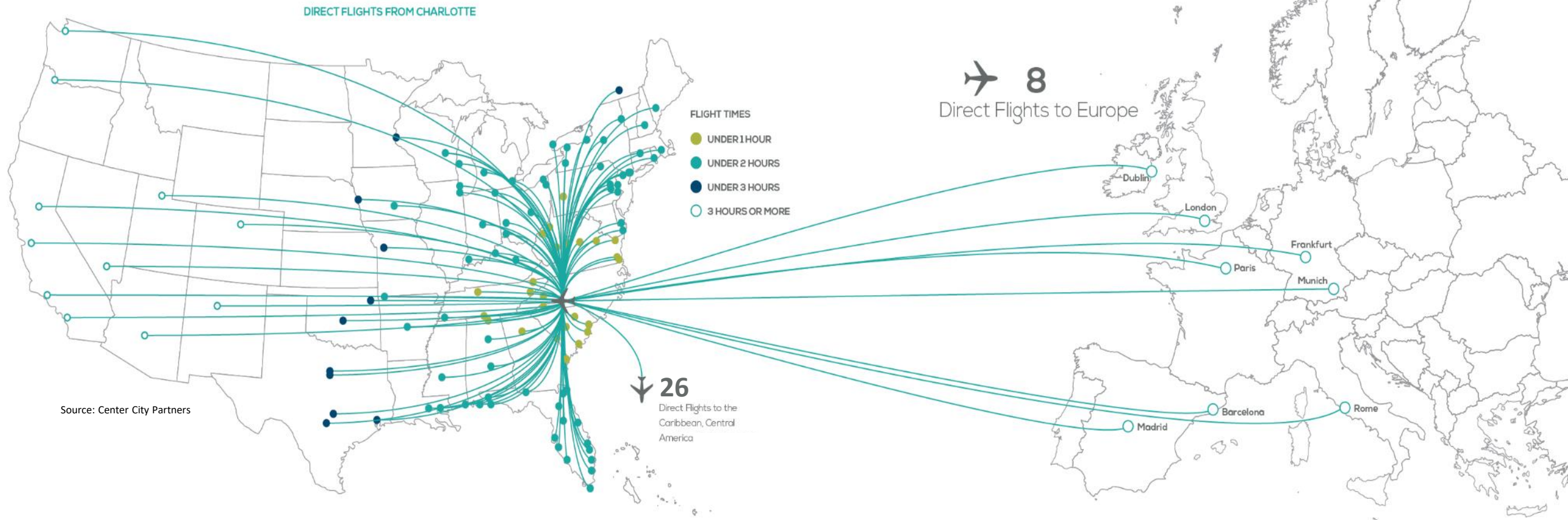
**Schaeffler**

**Jobs: 25**

Cap Ex: \$45 million  
Chesterfield

# OUR ECONOMY: Regional Infrastructure

CLT Douglas Int'l is the 7<sup>th</sup> busiest airport in the world





# OUR ECONOMY: CLT Expansion

**\$2.5 Billion**

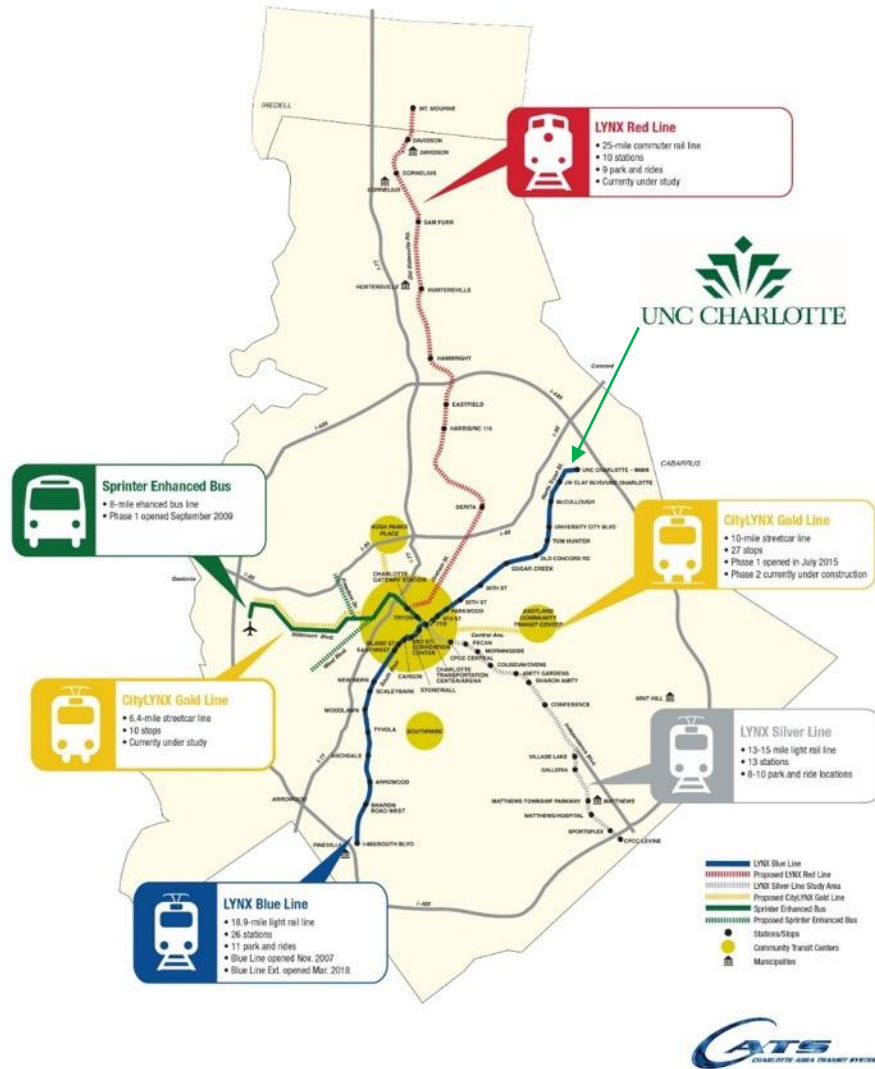
- Roadway
- Terminal Expansion
- Control Tower
- 4<sup>th</sup> Parallel Runway





# OUR ECONOMY: Regional Infrastructure

## Lynx System Map: 2030 Transit Plan



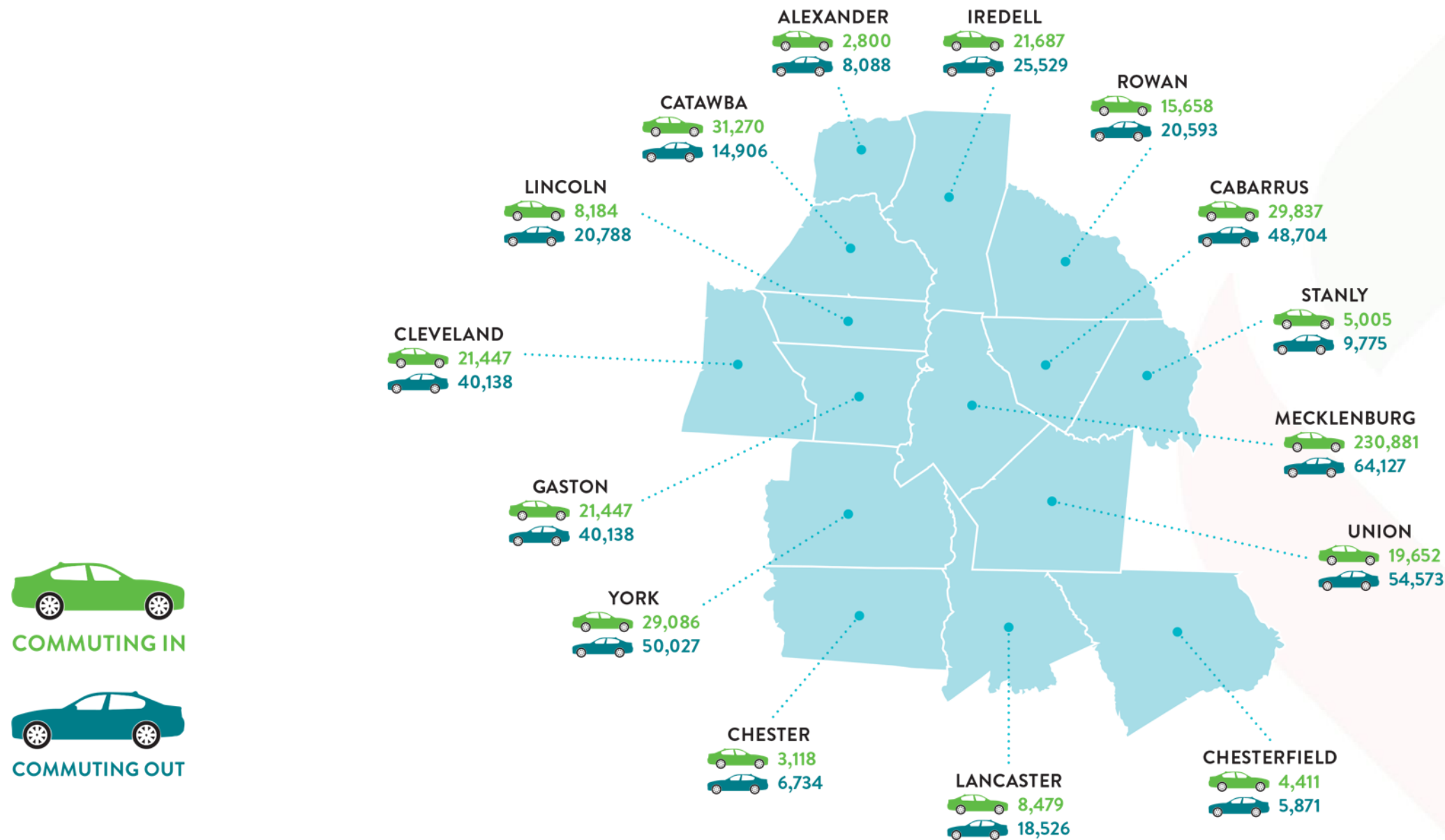


# OUR ECONOMY: Intermodal Facility



- 200-acre facility
- Capable of 200,000 lifts per year
- Connects to intermodal facility in Charleston

# OUR ECONOMY: Commuting Patterns



Source: JobsEQ, 2018

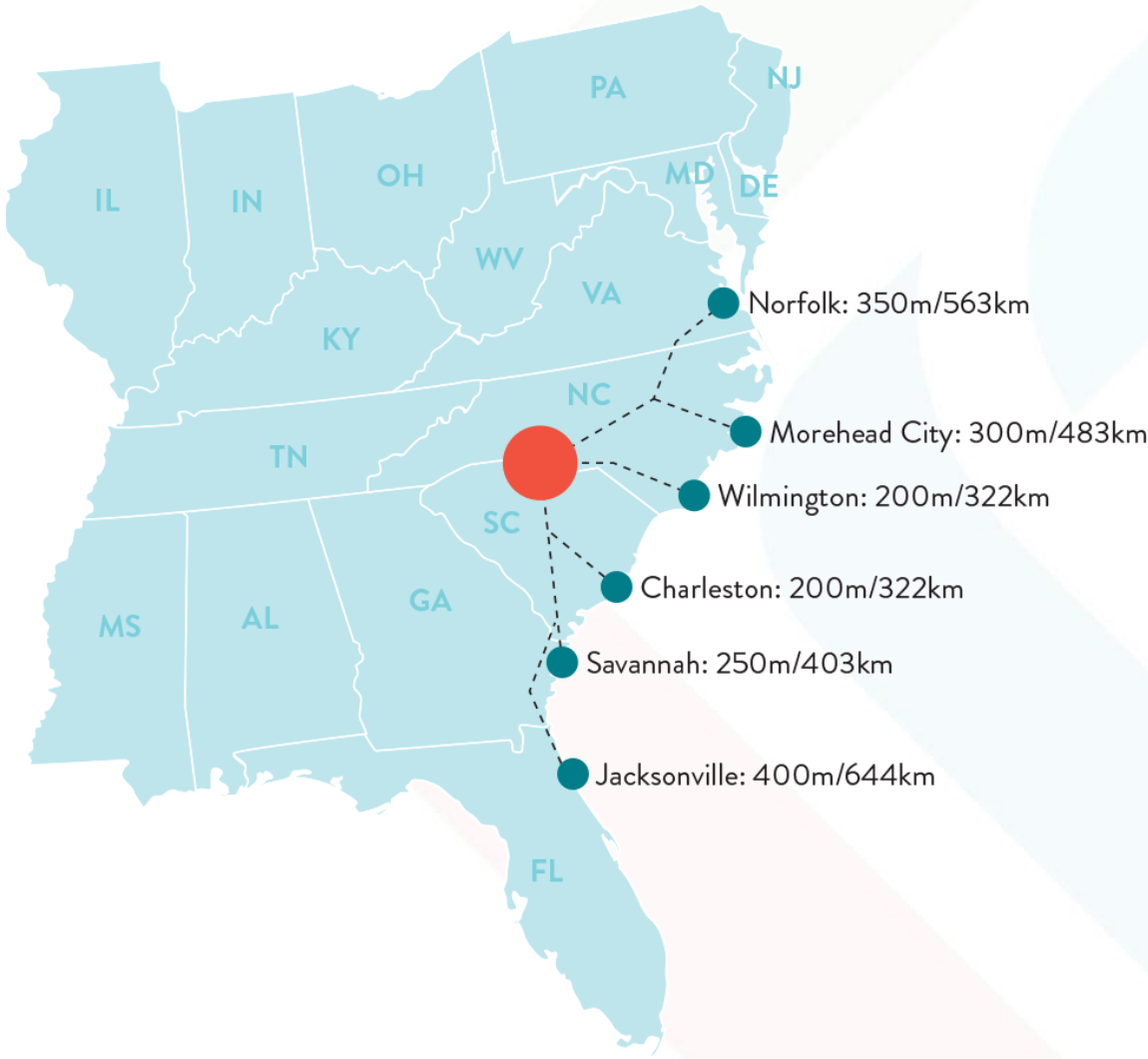


# OUR ECONOMY: Connectivity to Ports

## Ports



## Railroads



# OUR ECONOMY: Business Climate



## North Carolina



## South Carolina

<b>Corporate Income Tax</b>	2.5 %	5.0%
<b>Sales &amp; Use Tax</b>	4.75% (state) + 2%-2.75% (local)	6% (state) + 1%-2% (local)
<b>Inventory Tax</b>	none	none
<b>Personal Income Tax</b>	5.25%	3%-7.0% (6 brackets)
<b>Property Tax</b>	.84% (Mean Effective Property Tax Rate Per \$100)	.55% (Mean Effective Property Tax Rate Per \$100)
<b>Worker's Compensation</b>	\$1.91 per \$100 of covered wages	\$1.94 per \$100 of covered wages
<b>Unemployment Insurance</b>	.06% - 1.0% (new) to 5.76% on \$23,100 per employee	.06% - 1.39% (new) to 5.46% on \$14,000 per employee

## North Carolina Incentives

### Job Development Investment Grant (JDIG)

Discretionary cash grant based on:

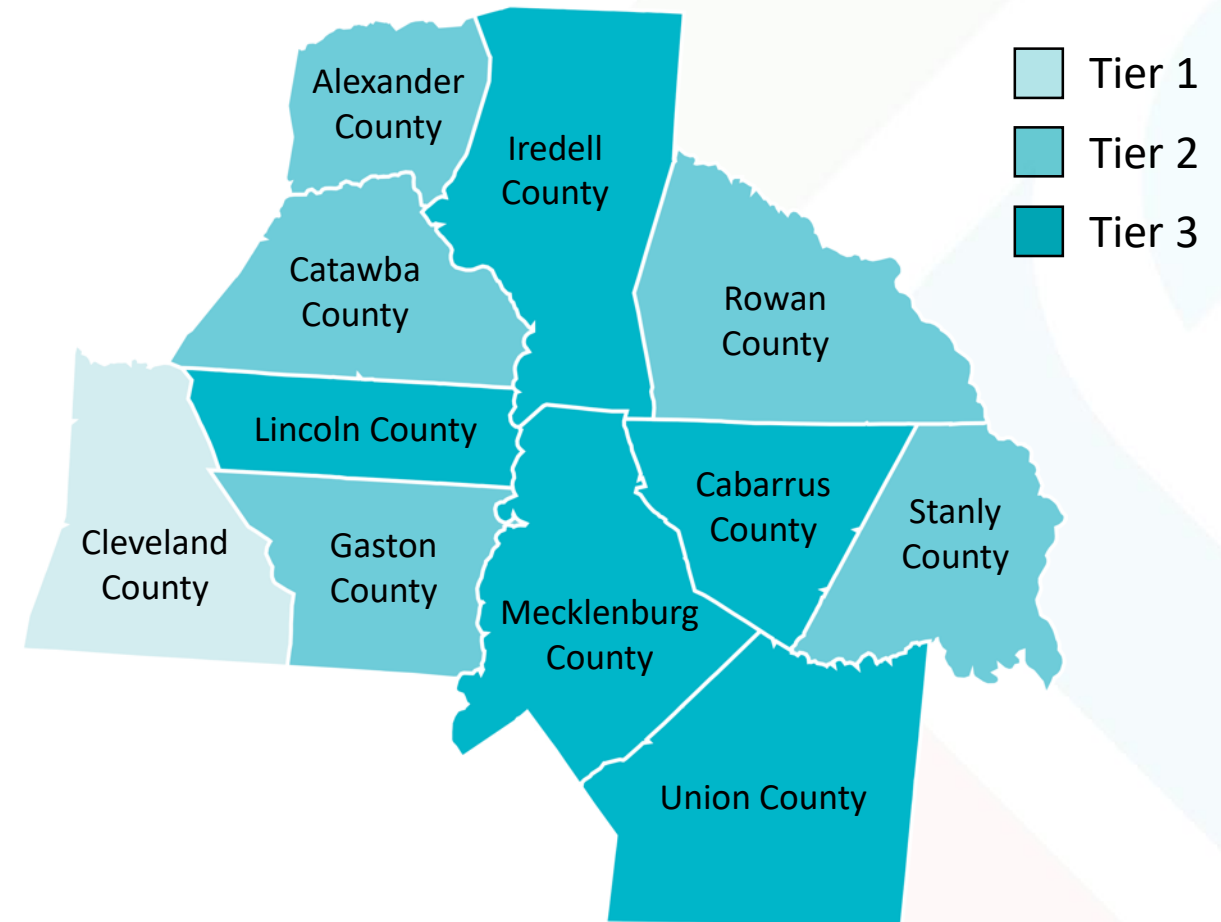
- Location
- # of jobs
- Average wage compared to county average wage

### The One North Carolina Fund (OneNC)

Discretionary cash grant based on:

- # of jobs
- Capital Investment
- Location
- Economic Impact

## NC County Tier Map



## South Carolina Incentives

### Job Development Credit (JDC)

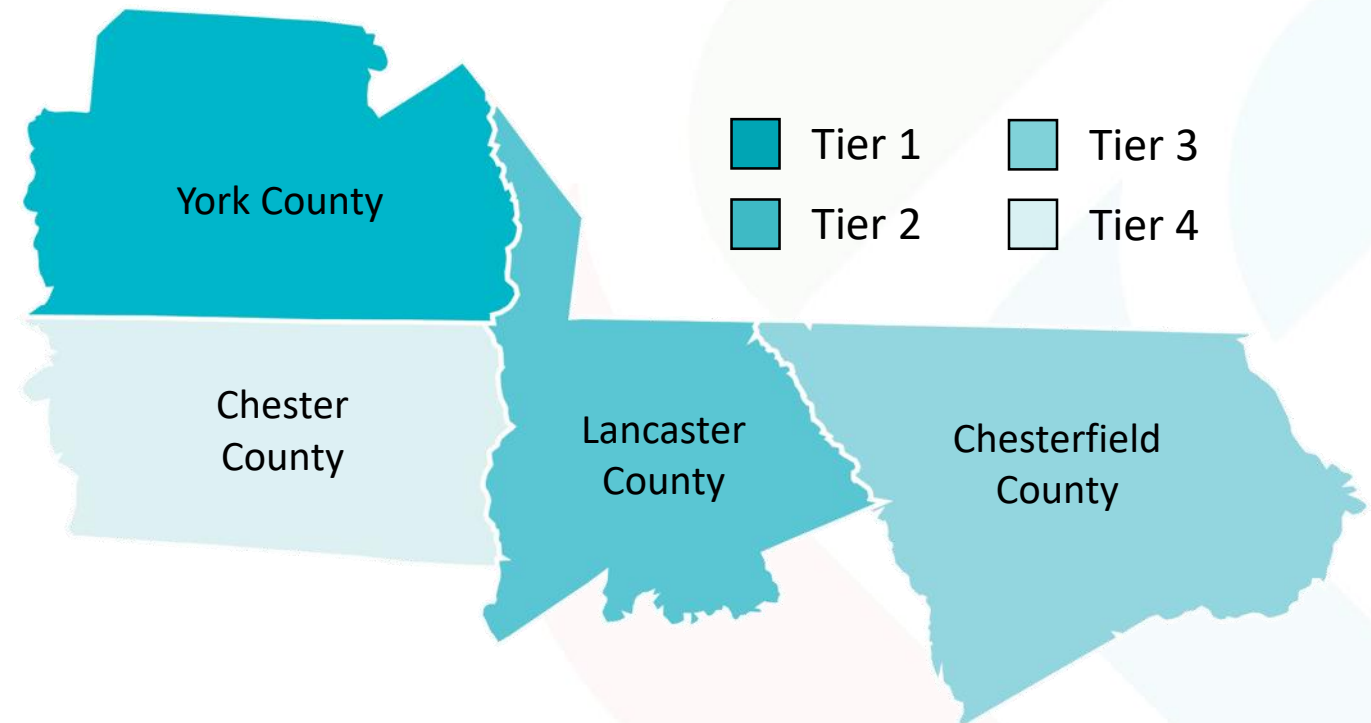
Discretionary incentives based on:

- Cost/Benefit Analysis
- # of jobs
- Capital Investment
- Location

### Fee-In-Lieu-of-Taxes (FILOT)

Companies making an investment of at least \$2.5 million may negotiate for a lower assessment ratio.

## SC County Tier Map



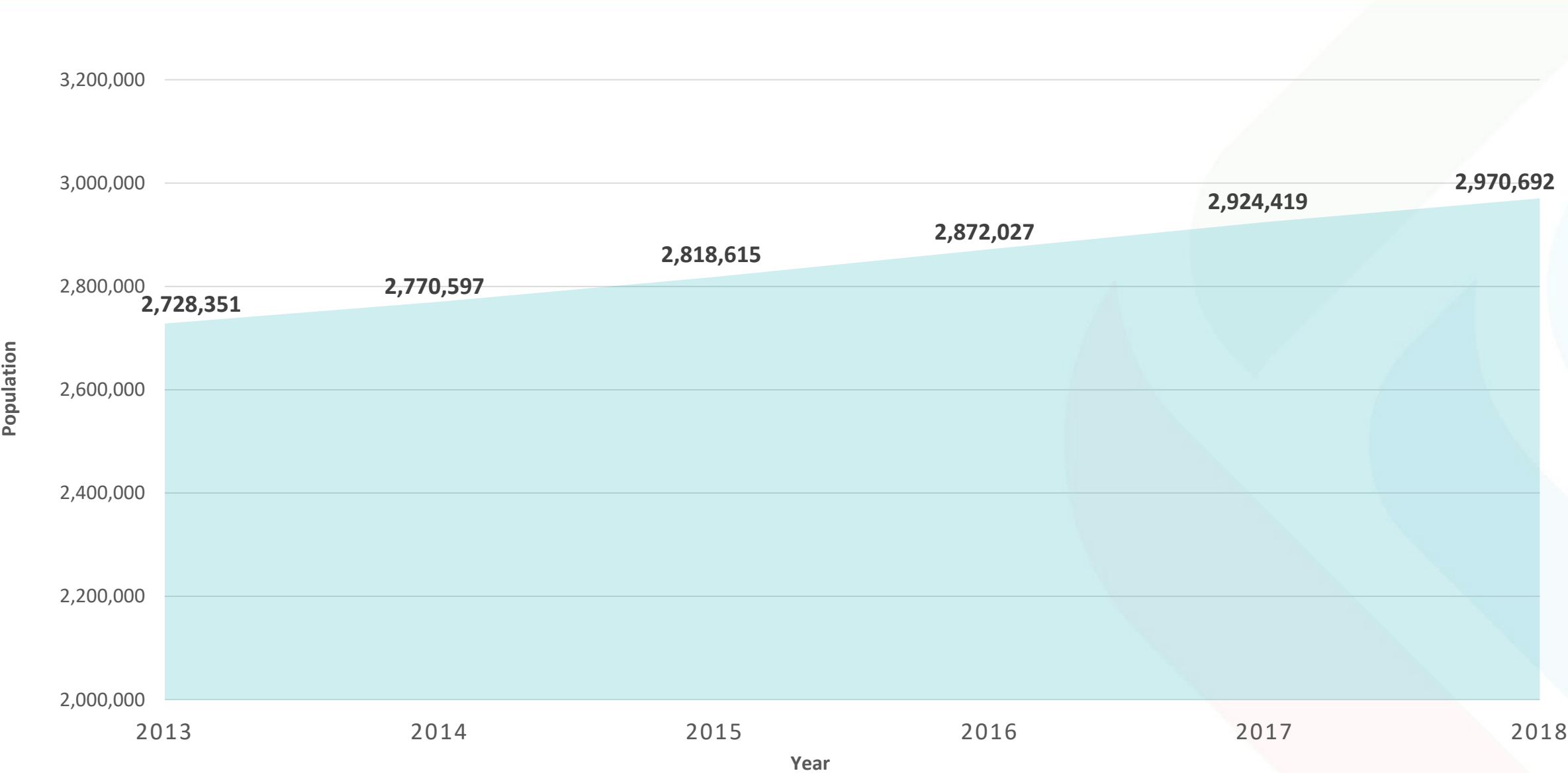




CHARLOTTE  
REGIONAL BUSINESS  
ALLIANCE

# OUR PEOPLE

# OUR PEOPLE : Population Growth in the Charlotte Region

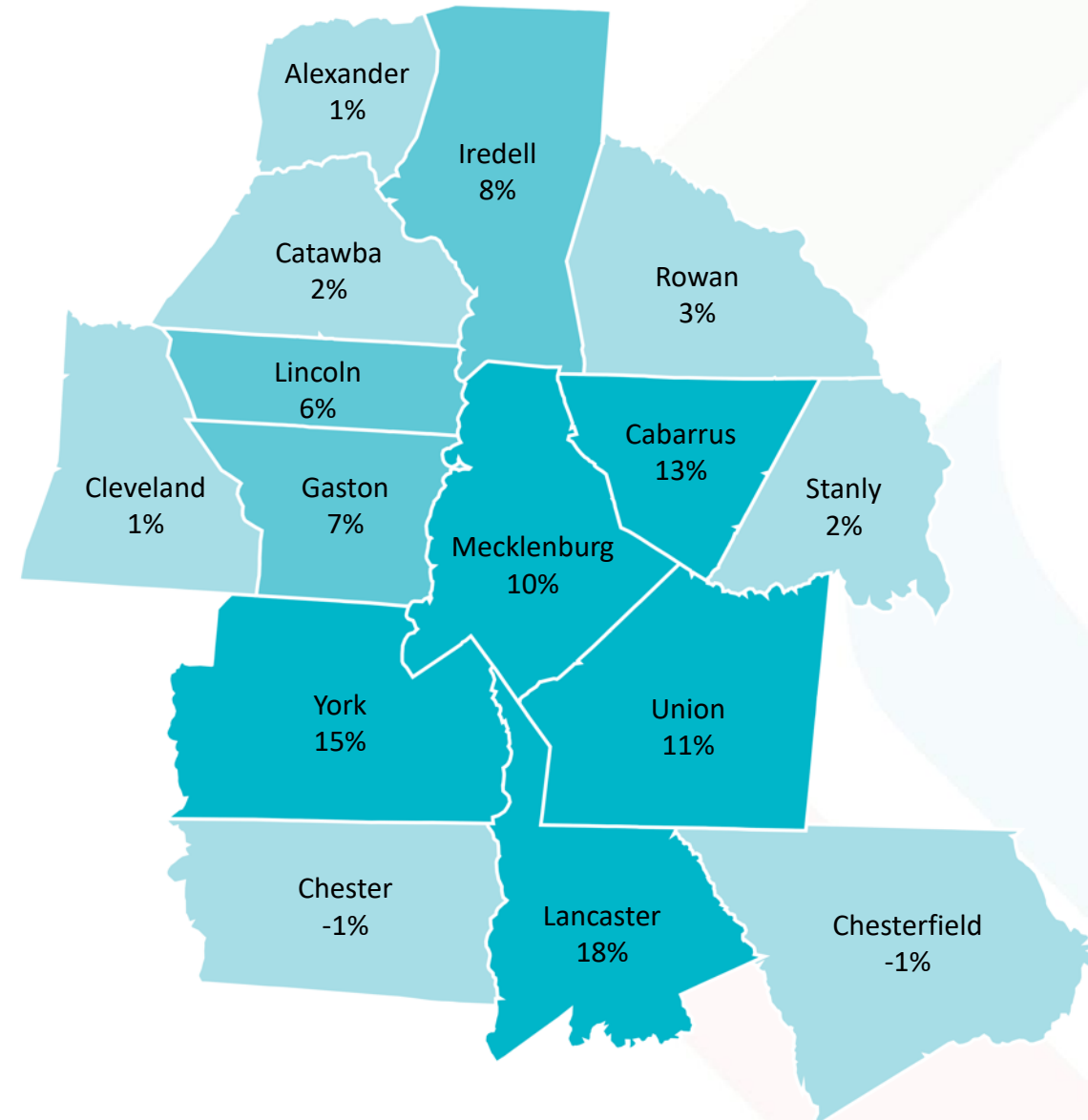


Source: JobsEQ, 2019

## Population Growth by County 2013 - 2018

Charlotte Region Population Growth: 9%

USA Population Growth: 4%



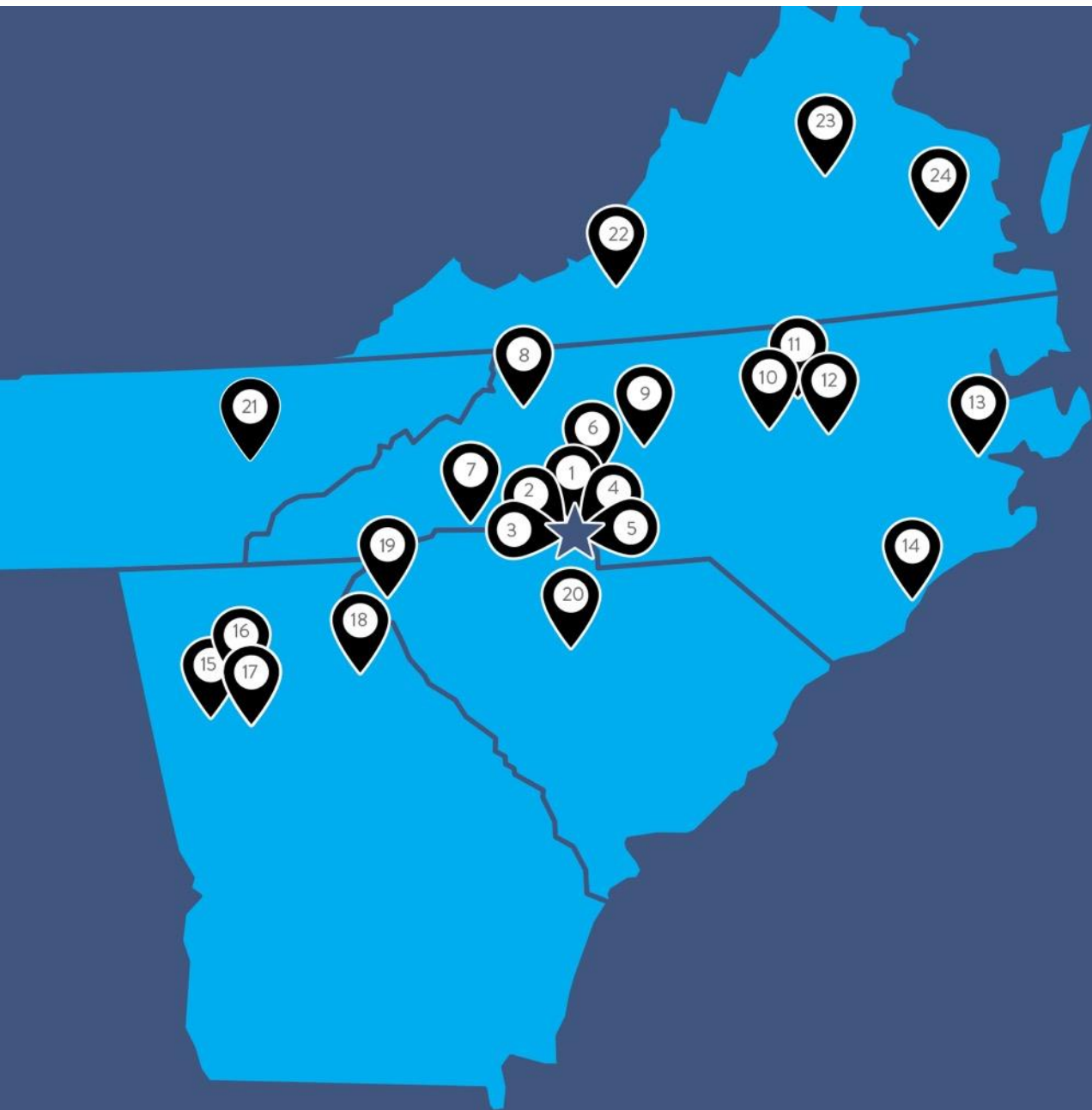
# OUR PEOPLE: Where People are Coming From

**127 New  
Residents Daily**  
97 movers  
30 births



 **Charlotte Region**





# Education

## Leading National Universities

The Charlotte Region is surrounded by leading universities. Our high educated workforce comes not only from the nationally ranked universities in North and South Carolina, but in neighboring states and beyond.

1		University of North Carolina at Charlotte	9		Wake Forest University	17		Georgia Tech
2		Johnson C. Smith University	10		University of North Carolina at Chapel Hill	18		University of Georgia
3		Johnson & Wales University	11		North Carolina State University	19		Clemson
4		Queens University	12		Duke University	20		University of South Carolina
5		Northeastern University	13		East Carolina University	21		The University of Tennessee -Knoxville
6		Davidson College	14		UNC Wilmington	22		Virginia Tech
7		Gardner-Webb University	15		Georgia State University	23		University of Virginia
8		Appalachian State University	16		Emory University	24		Virginia Commonwealth University

# OUR PEOPLE: Regional Colleges & Universities



17

Universities &  
Colleges



58,000+

Students

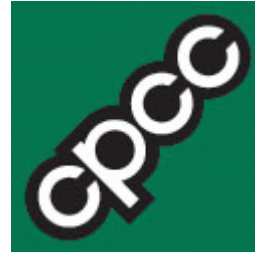


14,000+

Annual  
Graduates

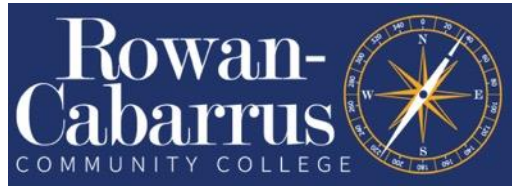


# OUR PEOPLE: Regional Technical Schools



13

Community  
Colleges



60,000+

Students



14,000+

Annual  
Graduates





# OUR PEOPLE: Apprenticeships



Apprenticeship  
Charlotte



- Programs last anywhere from 1-5 years
- Programs are geared towards development of hands-on technical skills applicable to advanced manufacturing professional skillsets
- Being a partner employer within these programs can provide a direct pipeline of strong talent to the company
- Employers can customize and manage their own curriculum to best fit the needs of the company





CHARLOTTE  
REGIONAL BUSINESS  
ALLIANCE

# OUR LIFE





2  
HOURS  
TO THE  
MOUNTAINS

3  
HOURS  
TO THE  
BEACHES



# OUR LIFE

## LAKE LIVING



## SINGLE FAMILY



## RURAL LIVING



## MULTI TENANT



## URBAN LIVING





# OUR LIFE: Sports





# OUR LIFE: Entertainment



Whitewater Center



Mint Museum of Art



Charlotte Marathon



Summer Symphony in the Park



Spectrum Center



Lake Norman State Park



PNC Music Pavilion



Anne Springs Greenway



Stony Mountain Vineyards



Ballantyne Country Club



# OUR LIFE: Cost of Living

MSA	Annual Population Average Growth	Cost of Living Index	Avg. Apt. Rent	Avg. Home Price	Avg. Commute Time (Mins)
<b>Charlotte</b>	<b>1.9%</b>	<b>97.0</b>	<b>\$1,130</b>	<b>\$267,528</b>	<b>27.3</b>
Atlanta	1.6%	101.8	\$1,334	\$348,121	32.3
Chicago	.1%	123.2	\$2,051	\$500,332	31.8
Dallas	2.1%	105.4	\$1,440	\$327,946	28.6
Denver	1.9%	113.2	\$1,439	\$489,272	28.1
Houston	2.3%	96.2	\$1,249	\$315,436	29.9
New York	.5%	248.5	\$4,888	\$1,901,222	37.0
San Francisco	1.3%	196.3	\$3,821	\$1,243,239	34.4







CHARLOTTE  
REGIONAL BUSINESS  
ALLIANCE

# OUR VALUE

[charlotteregion.com](http://charlotteregion.com)



## OUR VALUE



- Proven market for manufacturing, HQ, distribution, IT and finance companies
- Home to one of most connected airports in the world
- Diverse talent is here, and is coming at one of the fastest rates in the country
- On the border of two leading states in business climate





**Kati Hynes**

Vice President, Business Recruitment

704-378-1371

khynes@charlotteregion.com



**Marvin Price**

Vice President, Business Recruitment

205-492-1652

mprice@charlotteregion.com