



IREDELL

ECONOMIC DEVELOPMENT CORP



Iredell EDC Quarterly Report

Q3 2022

January 1, 2022 - April 30, 2022



Thank you to our investors for the continued partnership and financial support for economic development in Iredell County. We would like to recognize the new investors that have joined as partners this quarter, January – April 2022.

Q3 New Investors

GEL | Engineering of NC Inc

Our Organization

We are a public-private partnership that promotes economic growth and stability in our community by supporting the creation of new jobs and encouraging investment. We accomplish this through business development, support of existing industry, building a world-class workforce, and collaboration with the community to create prosperity for all.



Our Pillars

- Pillar 1: Existing Industry
- Pillar 2: Workforce & Talent
- Pillar 3: Business Development
- Pillar 4: Product Development
- Pillar 5: Marketing & Communications
- Pillar 6: Collaboration & Community

Iredell EDC Team

Jenn Bosser, CEcD
President & CEO

Dr. Todd Black
Existing Industry Manager

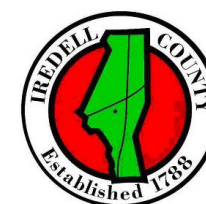
Joan Day Duerr
Marketing & Research Manager

Jessica Stewart
VP, Workforce & Strategic Initiatives

Lisa Taylor
Operations Manager

Chad Thomas
Director, Business Development

Visionary

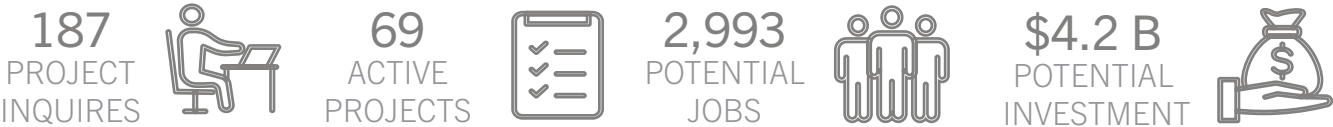


Leadership

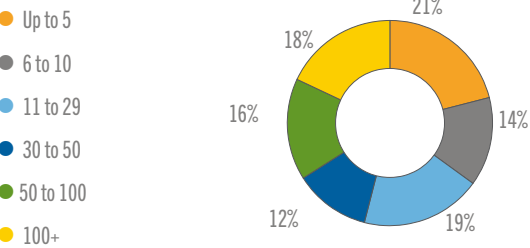


Business Development

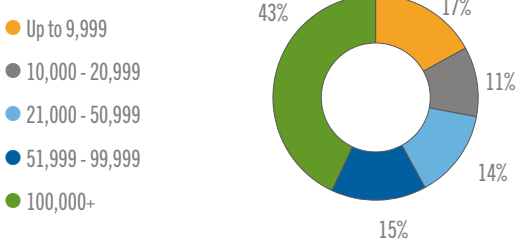
Project Pipeline



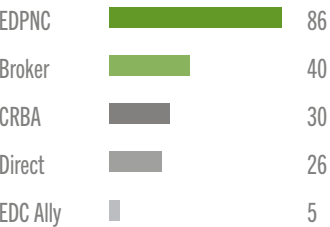
ACREAGE



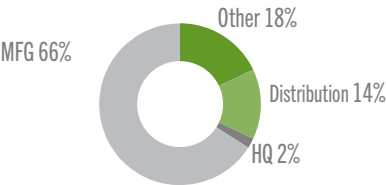
BUILDING SF



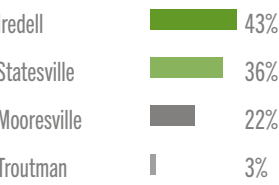
PROJECT BY SOURCE



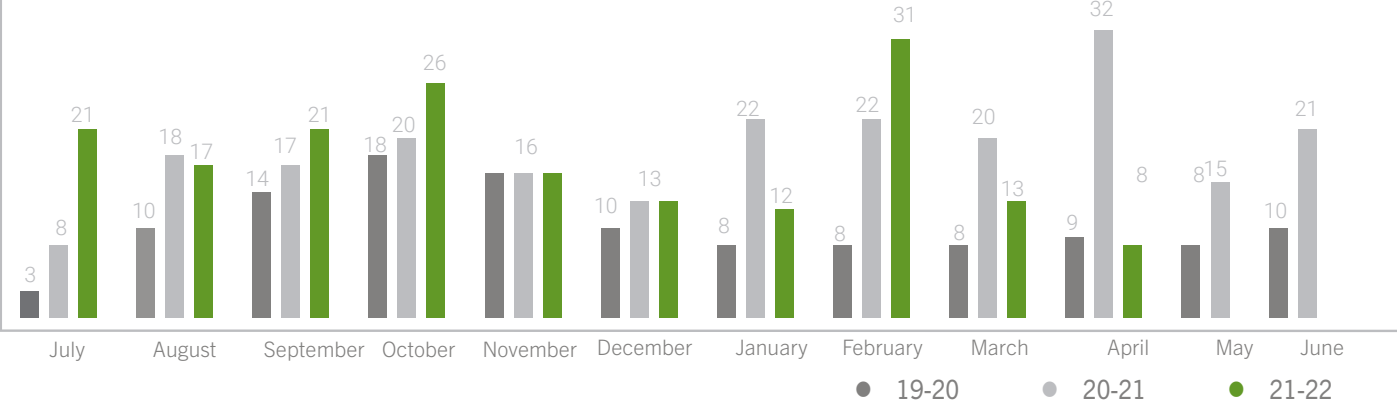
PROJECT BY SITE TYPE



SUBMITTED LOCATION %



PROJECT BY MONTH



New & Expanding Announcements



Battle Copacking

Battle Copacking announced plans to invest \$13.6M and create 20 jobs. The company will occupy a new 128,000 sf building in Deerfield Business Park, Mooresville, NC.

BestCo

Bestco announced an expansion of \$177M and the creation of 399 jobs. The company will expand their manufacturing and distribution facilities at Mooresville Business Park East. The expansion will bring their total footprint in Mooresville to over 1M sf and employment over 1,000 people.

C.R. Onsrud

C.R. Onsrud announced a \$17M expansion and the creation of 25 jobs. The company will expand their existing building and construct an additional building on an adjacent lot in Troutman.

Jeld-Wen, Inc.

Jeld-Wen invested \$7.9M in their new VPI Quality Windows facility located in Statesville, NC. The 112,500 sf facility will employ 235 people.

Keselowski Advanced Manufacturing

Keselowski Advanced Manufacturing (KAM) announced an expansion of \$5M and the creation of 10 jobs. KAM is vertically integrated, through simulation and design engineering, serial production manufacturing, additive manufacturing, and CNC capabilities.

Liburdi

Liburdi announced an expansion of \$1.2M and the creation of 7 new jobs. The investment will shorten lead times and enable them to service a new product line of military engine parts.

Origin Food Group

Origin Food Group announced \$3M expansion with the creation of 40 new jobs. The company will add a production line at the Statesville facility for its growing client base.

Sherwin-Williams

Sherwin-Williams announced a \$324M investment and the creation of 183 jobs. The project includes the 36,000 sf expansion at their current facility and the construction of a new 800,000 sf distribution facility in Statesville.

Product Development



6 PROJECTS



\$675M INVESTED



7.7M SF

Iredell EDC focuses on product development by enabling the community to maintain and strengthen its economic competitiveness through the development of sites and promoting buildings. Iredell EDC has announced 6 product development projects with investments totaling over \$675 M with the creation of 7.7 M sf. Currently in the pipeline there are 20 active projects representing 15+ M sf. If fully actualized the capital investments would total over \$1B.

77 North Logistics Center

The 77 North Logistics Center, 159 acre development, is an industrial park in Troutman located off of Highway 21. The proposed development is for two industrial buildings totaling 1.7 M sf, representing a capital investment of \$150,000,000. The development is represented by TPA Group based in Atlanta, GA.

Mooresville Business Park East Speculative Building

Mooresville Business Park East Specuative Building is being developed by Wilcombs LLC, a partnership between G.L. Wilson Building Co. and McCombs Steel. The partnership has broken ground on approximately 111,488 sf of speculative manufacturing building located in Mooresville, NC. The site includes 20.51 acres with the ability to expand the building up to 83,616 sf.

NC Park 40/77

Northpoint Development, a real estate development firm, is developing approximately 400 acres located at the northeast intersection of Interstates I-77 and I-40, north of Statesville, NC. The finished development will comprise of over 3.2 million square feet of industrial facilities. Approximately \$215 M in capital investment.

North Charlotte Commerce

North Charlotte Commerce is an industrial development at Deerfield Business Park in Mooresville. The project will be 710,640 sf of industrial development and is being represented by Strategic Real Estate Partners based in Atlanta, GA.

Statesville Commerce Center

Statesville Commerce Center is an industrial development site off Highway 70. The proposed development is for two buildings totaling 633,837 sf. The development is represented by Williams Development Group based in Winston-Salem.

Statesville Logistics Park

Statesville Logistics Park, TPA Group’s second project in Iredell County, is comprised of 185 acres. The site is located at the northwest gateway of Highway 77 and Highway 21, exit 54. The first building will consist of a 1 M sf and expandable to 1.4 M sf.



Existing Industry

Iredell Industry Leaders Councils

On March 2, Iredell EDC hosted a virtual Industry Leaders Council. Meredith Teague, President of AIRBOX Air Purifiers spoke about the company’s growth and the clean air system.

Kami Baggett, regional manager for NC State University, Industry Expansion Solutions (IES), shared how IES helps industry across the state with their needs and how the ReVamp program can assist motorsports companies looking to diversify.

On June 1, Iredell EDC will host the 3rd quarter ILC at NGK Cermanics which will be the first in person meeting since the start of the pandemic. The agenda will include a facility tour, industry discussion around innovation, and how NGK utilizes a measurement system, Failure Severity Rate, for machine up/down time.

Assistance & Referrals

Iredell EDC continues the existing industry outreach program and as a result project activity remains strong with 19 projects in various stages of the pipeline. Our efforts have led to 162 referrals for companies such as—85 referrals were workforce, 22 real estate, and 60 business assistance—connecting them with building, expansion information, zoning, business-to-business connections, grant information, and utility services just to mention a few.

ReVamp

The Town of Mooresville and Iredell County have approved \$260,000 (\$100,000 and \$160,000, respectively) for technical assistance grants to companies participating in ReVamp, which launched in May 2021. As of April 30, 2022, Iredell EDC remains at three participating companies in the ReVamp program: HMS Motorsports, JRi Shocks, and Kyle Busch Motorsports(KBM). KBM has progressed by completing the self-assessment and is now reviewing areas of opportunities.

In March, outreach occurred to all NASCAR-related companies to engage them in a conversation about ReVamp. We continue to promote the program through social media, newsletters, and on a separate landing page.

87



ENGAGEMENTS

328



REFERRALS

7



SBO CLIENTS

Workforce & Talent

Iredell Ready

Iredell Industry & Education Alliance

Iredell EDC is leading a new workforce initiative called “Iredell Ready” to identify, align, and enhance strategic priorities across the workforce development pipeline from early childhood education to retirement. The collaborative between industry and workforce partners will strengthen relationships and identify key priorities to meet the current and growing needs of industry by ensuring the workforce is skilled and ready to work.

Iredell Ready was initiated, founded, and funded by key workforce partners including: Iredell-Statesville Schools, Mooresville Graded School District, Greater Statesville Chamber of Commerce, Centralina Workforce Development Board, Mitchell Community College, and Iredell County Economic Development Corporation.

In March, we presented a proposal and formal request for funding to the Iredell County Board of Commissioners. As a result, the initiative was granted \$375,000 in matching funds, over a three year period, providing the initiative with a total of \$750,000 in funding.

Industry engagement and alignment are integral to ensuring the work set forth is relevant and responsive to the needs of industry. In May, we asked 15 key employers representing Iredell’s 6 key industry sectors (information technology, healthcare, logistics and distribution, manufacturing, agriculture, and finance) to participate in a survey to better define the goals, objectives, and metrics. The results of the survey was shared on May 18, 2022 at the first kick-off meeting for Iredell Ready. The meeting included representatives from industry and workforce partners.

Key Next steps:

- We have selected Springer Studios to help us with a comprehensive marketing strategy and have formed a marketing committee to steer the work for this effort.
- Finalizing metrics for the initiative and identifying and building out a CRM system to track and report our collaborative efforts
- Enhanced engagement with industry and workforce partners across Iredell County

Thank you to the following companies for their engagement to date:

- | | |
|--------------------------------|--|
| • Ameritech Die & Mold | • Lowe’s Companies |
| • blueharbor bank | • NGK Ceramics |
| • Cheney Brothers | • Niagara Bottling |
| • Denso | • North Carolina Cooperative Extension |
| • Doosan | • Piedmont HealthCare |
| • First Citizens | • Roush Yates Manufacturing Solutions |
| • Griffin Insurance | • Walmart eCommerce |
| • Kryo Inc. | |
| • Lake Norman Regional Medical | |

Community College Day at Weinig Holz-Her, a producer of solid wood processing and panel processing equipment. The future of the wood working industry is on display in their training and showroom which exemplifies the future of automation in the wood working industry.



Edge Factor

A key workforce development tool

Iredell County has continued the career awareness journey with Edge Factor providing the on-line digital platform for the fourth consecutive year. The key workforce development leader, empowers communities to tackle workforce development, inspire students, reach parents, and build relationships between local companies, schools, and families. Through this unique platform, Iredell is equipping K-12 schools with e-learning tools to showcase industries and careers, teach soft skills, show how STEAM comes alive in the real world, and highlighting local training and career opportunities.

Discover new content on Iredell’s community hub, www.edgefactor/IredellInc, featuring local companies. This quarter new content has been created to include: Princeton Communities on careers in construction, Iredell County Emergency Medical Services, Town of Mooresville Police Department, and Rescue Ranch in the “Pet Factor” series.

Iredell-Statesville Schools and Greater Statesville Chamber of Commerce have been working with companies to create new content to showcase local businesses on the platform in the “Companies in your community” section. Iredell’s community hub has 24 companies now featured on this page including C.R. Onsrud, Cheney Brothers, JMS Southeast, Denso, and Piedmont HealthCare. The Iredell community hub content is available to anyone in our region to watch and learn about companies and careers available in Iredell County.

Local businesses can participate by signing up through the Edge Factor site or contacting Jessica Stewart, jessica@iredelledc.com.



Iredell-Statesville Schools launched virtual events on a quarterly basis to expose students to companies in Iredell’s target industry sectors. Over 10,000 students, over the course of the 21-22 school year, viewed the virtual events. Featured here is Pet Screening discussing careers in the information & technology sector.

Marketing & Communications



40%
Newsletter
Open Rate



20%
Increased
Newsletter
Subscribers



20,000+
Users
Iredelledc.com



"I subscribe to your newsletter. What a great resource this document is for busy people that want to stay current with important information which impacts our community. Your communication is always clear, concise and informative."

- Brady Johnson

Press Releases

Since January, we have attended and supported businesses with the coordination of press releases, announcements, and invitations to special events including: Cheney Brothers Inc., Origin Food Group, Liburdi, Denso, Jeld-Wen, Sherwin-Williams, BestCo, Keselowski Advanced Manufacturing, C.R. Onsrud, and NASCAR Technical Institute.

Social Media

Social media is a key strategy for our organization. We are growing our brand by engaging with local industry, sharing information, and promoting the county. We have seen growth across all social media platforms.

Two major announcements—BestCo and Sherwin-Williams— received over 10,000 organic views which is 1.6x higher than our regular distribution score.

Content Creator

Iredell County was showcased in Forward Together, a print publication and webinar panel discussion, sponsored by the Charlotte Regional Business Alliance. Iredell County appeared in the March publication and a webinar in February by Charlotte Business Journal.

Iredell EDC advertised in Site Selection Magazine in the May issue in a special feature of the Charlotte Region. The feature was produced in partnership with the Charlotte Regional Business Alliance.

Community & Collaboration

Our team works with partners on a number of initiatives to position Iredell and the region as a competitive location. We are actively involved in local, regional, and state conversations presenting and representing Iredell County’s business community.

- Town of Mooresville, *East/West Connector “Signing Day” on April 8, 2022*
- Centralina Regional Council, *Comprehensive Economic Development Strategy (CEDS) taskforce*
- Charlotte Regional Business Alliance, *Economic Development Advisory Council*
- North Carolina Economic Development Association, *Site Selection Event and Winter Conference*
- Economic Development Partnership of North Carolina, *Annual Meeting*

Participation in community board meetings; Mooresville Downtown Commission, Downtown Statesville Development Corp., Greater Statesville Chamber of Commerce, Mooresville South Iredell Chamber of Commerce, and Mooresville Convention & Visitors Bureau.

Harmony Gets a Boost

4G LTE Expansion will help give AT&T customers and FirstNet subscribers better access to mobile internet. The new site will bring improved coverage in the Town of Harmony and areas along U.S. Highway 21 and N.C. Route 901. AT&T ‘s investment will help customers get the most out of their mobile devices.

The boosted network will create reliability, capacity, and expand the network. This helps North Carolina residents get the best possible experience over the AT&T network wherever they live, work and play. And it’s giving first responders on FirstNet – America’s public safety network – access to always-on, 24-hours-a-day priority and preemption across voice and data.

AT&T invested nearly \$1.8 billion in the wireless and wired networks in North Carolina.

10
BOARDS

15
TASKFORCE

10
PRESENTATIONS

“A strong wireless network is particularly important for our rural and farming communities. That’s why Iredell County is continually working to support and encourage private investment in the networks which keep our residents, students, and businesses connected.”

- James B. Mallory, III





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