

ECONOMIC DEVELOPMENT SERVICES

The Charlotte USA Economic Development services team provides a central location for your site selection needs when considering our 16-county region for a business location. We offer custom real estate searches and site tours, custom market research, contacts to regional organizations, and an objective perspective for incentive negotiations. We navigate the way for you or your client to fully understand the dynamics of our region, the market potential for various industries and the site selection process.

We are a nonprofit agency, funded by the public and private sector from around the Charlotte USA region charged with the mission to market collectively Charlotte USA to the world as a premier place to do business. Our services are free of charge to our clients.

“Charlotte and its sister communities are one region, one economy, one environmental area, one society”

- The “simple premise” for the foundation of Charlotte’s regional success. The Pierce Report, 1995.

Our services include:

- Site selection consulting
 - Reliable, objective advisors to guide you through real estate options among 16-counties
 - Arrange visits to the region to tour commercial properties, residential neighborhoods, meet with other employers or staffing agencies, community colleges/universities and other assets around the region
 - Provide descriptions and answer questions regarding tax and incentive programs applicable to properties in North and South Carolina
- Custom research
 - National cost of living comparisons
 - National tax and incentive comparisons
 - Regional labor market statistics
 - Regional demographic reports
 - Regional market profiles by industry
 - Mapping to show proximity to markets, customers, suppliers, other assets in region
- Regional Resource
 - Liaison to contacts around the 16-county region
 - Legal, accounting, logistics advice to introductions to K-12 school administrators, state training program coordinators, university research professors, and residential and commercial real estate agents, to name a few

About Us



ABOUT US: ECONOMIC DEVELOPMENT SERVICES

Collectively, our team has more than 50 years experience in economic development, and has extensive experience advising companies large and small, that are based overseas or in the U.S., with needs for manufacturing facilities, R&D operations, corporate headquarters campuses and beyond.

Ronnie Bryant

CEcD, FM, HLM, President & CEO

As President and CEO of the Charlotte Regional Partnership, Ronnie Bryant promotes the 16-county Charlotte USA region as a premier location for expanding and relocating businesses. With more than 30 years of technical, managerial and economic development expertise, Bryant is nationally known for establishing and implementing successful economic development programs, with a strong emphasis on existing industry expansion and retention, regionalism and marketing.

Vanessa Goeschl, CEcD

Senior Vice President, Economic Development

Vanessa Goeschl manages the economic development division of the Charlotte Regional Partnership. Vanessa supports this mission by directing project management, business development, marketing, and research initiatives to best position the region for capital investment opportunities. She joined the Partnership team in 2003 as director of research and now oversees all economic development activity.

Contact: vgoeschl@charlotteusa.com

Marvin Price

Project Manager, Business Development Services

Marvin oversees client relationships that position Charlotte USA for new jobs and capital investment. Additionally, he manages and facilitates client visits to the region, providing introductions to key allies and partners, and remains a resource for clients once they locate to the region.

Contact: mprice@charlotteusa.com

Steven Pearce

Project Manager, Business Development Services

Steven oversees client relationships that position Charlotte USA for new jobs and capital investment. Additionally, he manages and facilitates client visits to the region, providing introductions to key allies and partners, and remains a resource for clients once they locate to the region.

Contact: spearce@charlotteusa.com

Libby Brown

Director, Research

As director of the research department, Libby is responsible for conducting customized research for the 16-county Charlotte region, as well as responding to research requests by stakeholders.

Contact: lbrown@charlottusa.com

Laura Foor

Senior Director, Marketing & FTZ #57

Laura serves as the Foreign Trade Zone Administrator for Foreign Trade Zone #57. She has previous experience in managing business retention and expansion programs, at the community level, as well as project management experience at the regional level within the CRP.

Contact: lfoor@charlotteusa.com

Kathleen Byrne

Project and Events Manager

Kathleen is responsible for the logistics of all business development travel, as well as planning and logistics for Partnership events.

Contact: kbyrne@charlotteusa.com

Jack Hill

Marketing and Research Associate

Jack creates and updates the marketing collateral for the Charlotte regional partnership, as well as managing e-campaigns that support the region. Additionally, he will be a key contributor to the research team.

Contact: jhill@charlotteusa.com



SUCCESS STORIES

Sealed Air

Sealed Air Corp., a Fortune 500 company known for making Bubble Wrap, is moving its headquarters to Charlotte, bringing 1,262 jobs. The move marks the largest corporate headquarters relocation in Charlotte history, in terms of jobs and investment. Sealed Air will spend at least \$58 million building a new campus in the city. Sealed Air was also considering Greenville, S.C., South Carolina and Atlanta. The relocation will shift the company's headquarters from Elmwood Park, N.J., to the Queen City. The Charlotte campus will also consolidate three divisional headquarters locations and research and development. The company decided on Charlotte because of its quality of life, climate, schools, and also an aggressive recruiting effort from state and local officials.



- Located in Mecklenburg County, NC
- Fortune 500 Headquarters
- Hiring 1,262 employees, with an average salary of almost \$120,000, and investing more than \$68 million

“We manufacture in locations all around the world. We have manufacturing in 120 locations. We need to be able to get in and out. I spend about 200 days on the road. I don’t have a company jet, and I don’t intend to buy one. The fact that American Airlines’ second-largest hub is here is important, We have looked at other states with very big airports also. This is the best combination we could find.”

- Jerome Peribere, President & CEO, Sealed Air

Giti Tire

Giti Tire Group of Singapore will spend \$560 million to bring 1,700 jobs to Chester County for a tire plant that will eventually make 5 million tires a year. The company will produce tires at a 1.8 million-square-foot plant that will be built at the industrial mega-site on Interstate 77, south of S.C. Highway 9, near Richburg. The facility will be the first tire plant in the United States for Giti Tire. The Charlotte Regional Partnership assisted the firm with their relocation to the region in 2014.



- Hiring 1,700 local workers
- Cited quality workforce as deciding factor in location decision

“Chester County is an excellent location for Giti Tire, offering extensive and efficient infrastructure network including interstate highways, rail, close proximity to airports and a major metropolitan area to support the company’s needs and growth for many years to come.”

- SLei Huai Chin, Managing Director, Giti Tire Group

About Us



Gordon Food Service

Grand Rapids, Mich.-based Gordon Food Service is planning to build a new 300,000-square-foot distribution center in Cabarrus County, creating 275 new jobs and investing approximately \$58 million over the next five years in Kannapolis. Construction on the new facility is scheduled to begin this fall and completed in about a year. Gordon Food Service is North America's largest privately held, family-managed broadline food service distributor. The company distributes to foodservice operators within the Midwest, Northeast, Southeast, and Southwest regions of the United States and coast-to-coast in Canada. This will be the company's first presence in North Carolina.



- Announced in late 2014
- Logistics and Food Distribution Industry
- Investing \$58 million in capital investment and hiring 275 local employees

““We are excited to add the Kannapolis location to our distribution network. The addition of this facility increases our capacity to serve national concepts, Group Purchasing Organizations and independent foodservice customers in the Southeast region of the United States.””

- Jim Gordon, CEO, Gordon Food Service

MetLife

MetLife, a global life insurance and employee benefits company, chose Charlotte for its U.S. Retail Business hub. The company chose Charlotte and Raleigh over other sites in St. Louis, Missouri. The Charlotte Regional Partnership assisted the firm in its location decision. The company will invest \$125.5 million and employ more than 1,300 at its new



- Announced in 2013 in Mecklenburg County, NC
- Created 1,500 jobs, more than the 1,300 originally expected
- Investing \$125.5 million

““North Carolina has much to offer our employees and the company. The strong sense of community in Charlotte and Cary, as well as the region's robust infrastructure and sustainable talent pool were all compelling reasons for coming here”.

-Eric Steigerwalt, Executive Vice President, MetLife

Apple

Apple Inc has chosen Catawba County for the location of its only East Coast data center that has been operational since late 2010. The 500,000 sf facility is located along the “technology corridor” that is emerging in the Hickory metro area, and has been touted as the largest capital investment project in the history of the state. A recent change in state tax law affecting corporate income tax calculations, as well as existing infrastructure such as redundant power, water and fiber-optics capabilities factored heavily into the company’s final location decision. The Apple data center sits just 30 miles down the road from a Google data center that opened in 2008.



- Located in 2009 to Maiden, NC
- 500,000 sf data center facility on 183 acres hiring 50 Apple-badged employees, and additional 250-300 local workers to maintain the site
- Investing \$1 billion over ten years
- Largest capital investment project in North Carolina history

“Strong and redundant power, water and fiber optics were the primary characteristics that made this a special site.”

- Scott Millar, president of Catawba County Economic Development Corporation, on landing the new Apple data center that will be constructed in Maiden, NC

Nestle

Nestlé Waters North America will build a \$40 million bottled-water plant near the Chesterfield County community of McBee. The plant, which will produce Deer Park and Nestlé Pure Life brands of water, will have as many as 50 employees. It’s expected that the plant will open in early 2016.

- Announced new facility in November 2014 in Chesterfield County, SC
- Investing \$40 million in capital and creating 50 local jobs over the next few years
- Building a new 200,000-square foot bottling facility to be completed in early 2016



“We’ve been studying water in Chesterfield County for several years and we look forward to continuing to build strong relationships in the community as this new facility becomes operational.”

- Lance Tully, Senior Natural Resource Specialist, Nestle Waters

Red Ventures

Red Ventures recently unveiled its new 180,000-square-foot Fort Mill, S.C., facility, complete with a bowling alley, beer garden, spin and yoga studios and a coffee bar. The Internet marketing firm's new building has 60 themed meeting rooms and long cubicle-like stations, rather than offices. The innovative, Silicon Valley-inspired design and architecture is unique for the East Coast, and intended to attract world-class talent, company officials said. The five-story building can house 1,200 employees. The company intends to hire most of its new employees from within South Carolina, and hopes to reach 1,800 employees in the state by the end of the year – a 50 percent increase from the current 1,200 employees in South Carolina.



- Two campuses in Charlotte USA including in Mecklenburg County, NC and Lancaster County, SC
- Country's largest technology-enabled platform for growing sales and marketing businesses, and expertise in Home Services, Energy, Financial Services, Insurance, and Software industries
- Founded in 2000 in Charlotte USA and headquartered in Fort Mill, SC
- Employs more than 2,100 people

AIG

Insurance company American International Group plans to create 230 jobs in Charlotte through the opening of a technology center in Mecklenburg County. The New York-based company plans to invest more than \$5.5 million in the operation, which was launched in 2014. Plans call for the jobs to be created by the end of 2017. This AIG location will provide application development and management services for the company. The center will create and test software used for underwriting, sales and marketing, risk rating and claims payments. The Charlotte Regional Partnership played a key role in the company's decision to consider Charlotte USA.

- Located in Dec. 2013 to Mecklenburg County, NC
- Insurance Company
- Hiring 230 employees and investing \$5.5 million



“We are looking forward to growing our capabilities in Charlotte. The combination of a highly skilled work force and a focus on economic growth in North Carolina supports our goals of developing world-class IT products and services to support our business and our customers.”

- Robert Dickie, Chief Operations and Systems Officer