

# Asheville & Haywood Chambers of Commerce Economic Development Partnership

Q1 Update 2019



METRO AREA PARTNERSHIP FOR ECONOMIC DEVELOPMENT





- ✓ Community & Sites Marketing
- ✓ Project Recruitment
- ✓ Entrepreneurial Development
- ✓ Research Support
- ✓ Public Policy Advocacy



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## WHY REGIONALISM MATTERS

- ✓ Name Recognition
- ✓ Business Friendly
- ✓ Shared Economy
- ✓ Shared Workforce
- ✓ Shared Outcomes
- ✓ Complementary  
Community Assets
- ✓ Resource Scarcity
- ✓ Relationships Matter



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# The Business View



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**456,000** Metro Population

**13%** Metro Population Growth 2007-2017

**\$37,205** Metro Average Wage

**2.8%** Metro Unemployment (November 2018)



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# #15 Best Places for Business and Careers

**27°**

Jan Daily Min

**84°**

July Daily Max

**10**

Annual Snowfall (Inches)

**21**

Avg Commute (Minutes)

**\$267,000**

Median Home Sale Price  
Asheville MSA

**\$1,111**

Avg Metro Apt (2-BR)  
Monthly Rent

**94%**

Food Cost vs. Nat'l Avg

**96%**

Transportation Cost  
vs. Nat'l Avg

**97%**

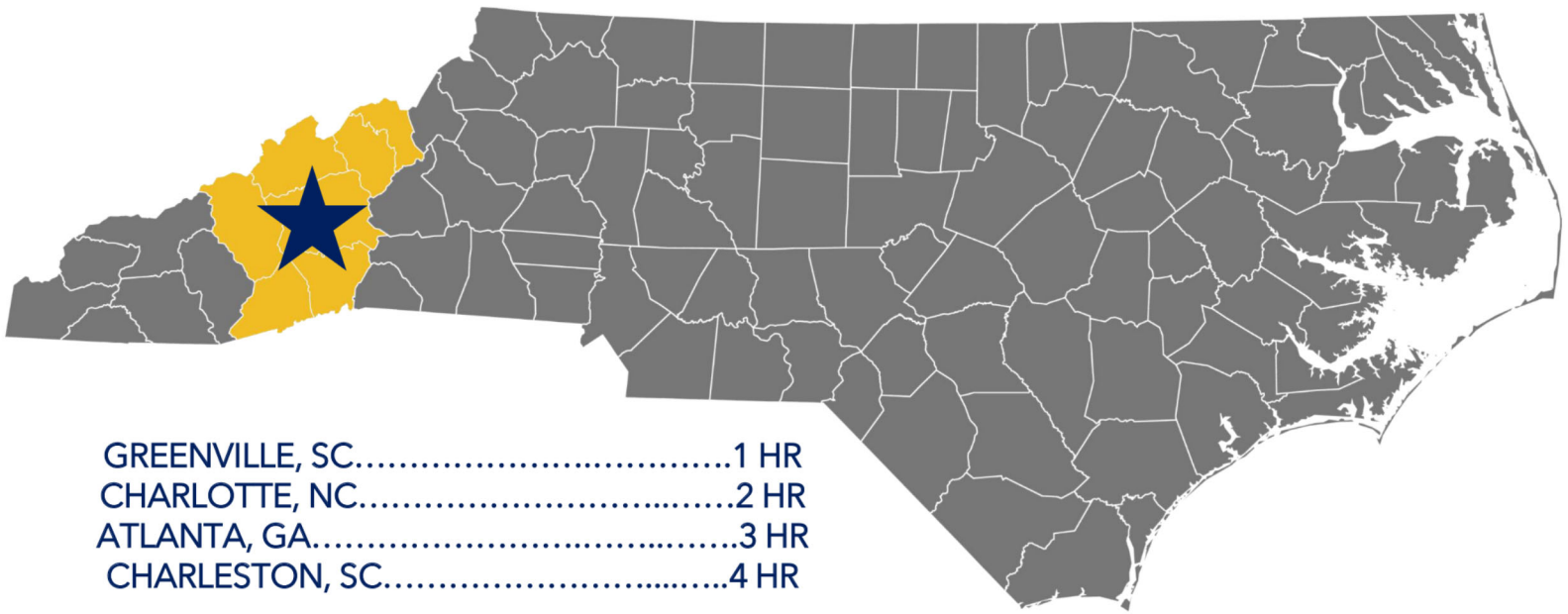
Cost of Living vs. Nat'l Avg



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|                     |      |
|---------------------|------|
| GREENVILLE, SC..... | 1 HR |
| CHARLOTTE, NC.....  | 2 HR |
| ATLANTA, GA.....    | 3 HR |
| CHARLESTON, SC..... | 4 HR |



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# Non Stop Destinations & Flights to Major Hubs

Allegiant | American Airlines | Delta | United | Elite Airways | Spirit

- Baltimore
- Denver
- Atlanta
- Charlotte
- Orlando
- Newark
- Washington, DC
- LaGuardia, NY
- Ft. Lauderdale
- Ft. Myers
- Chicago
- Dallas
- St. Petersburg
- Vero Beach
- Philadelphia: 2019

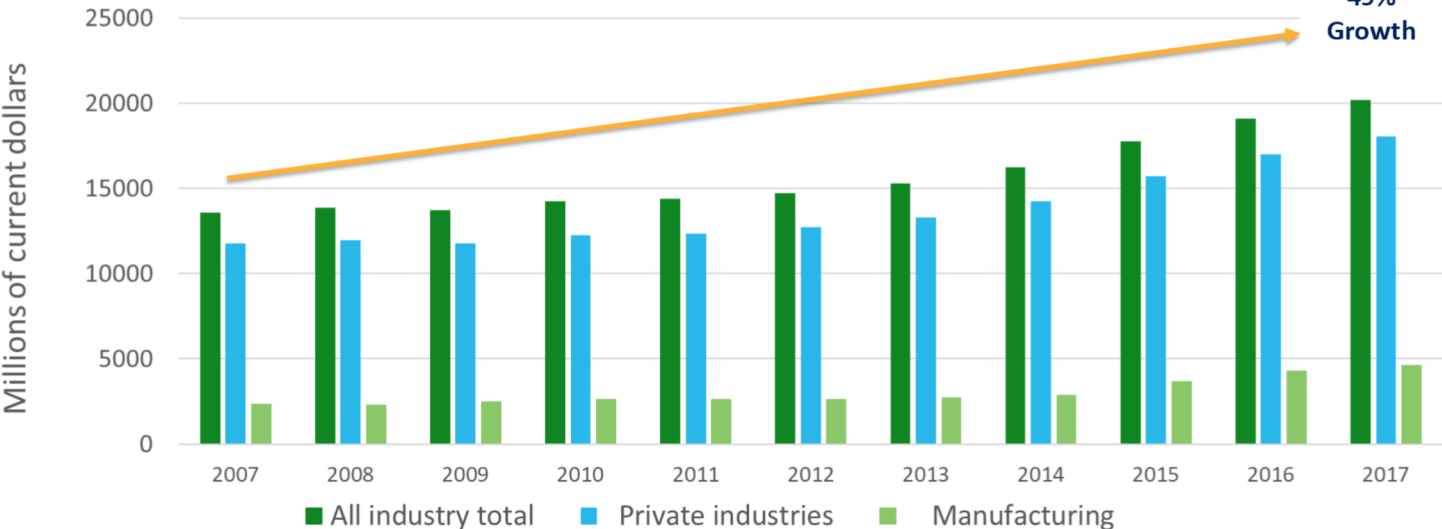


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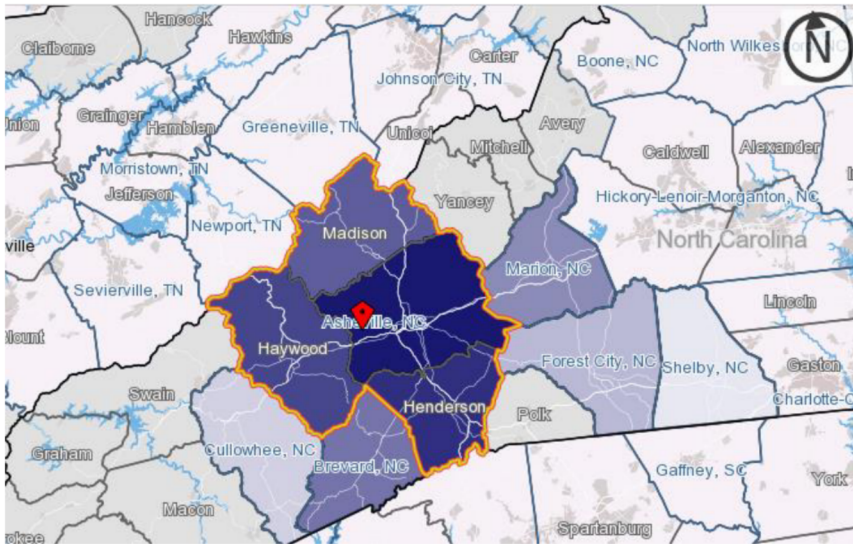
# Expanding Metro GDP (\$20.2B)



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# The Asheville Metro Laborshed Exceeds 12-Counties



- Buncombe (47%)
- Henderson (17%)
- Haywood (10%)
- Madison (3%)
- Transylvania (2%)
- McDowell (2%)
- Mecklenburg (1%)
- Rutherford (1%)
- Jackson (1%)
- Cleveland (1%)
- Macon (1%)
- Polk (1%)

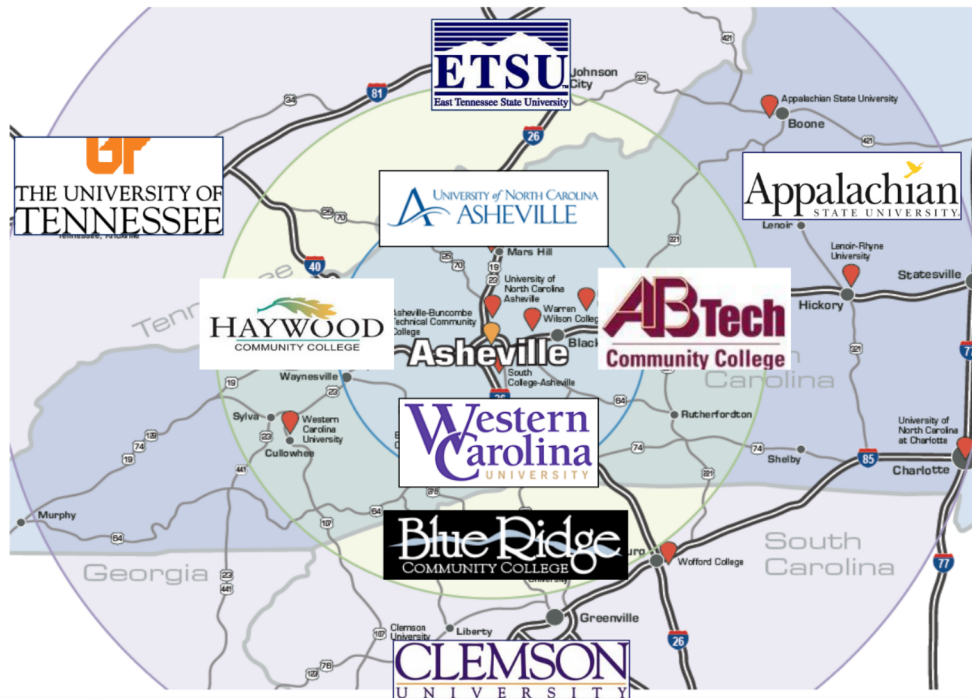


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# Rising Workforce (100 Mile Radius)



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## Institutions Within 100-Mile Radius

80 2 & 4 Year Institutions

285,374 Enrolled (2018)

71,297 Completions - Degree or Certificate (2017)



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# Ally Marketing: Site Selector Outreach Across 12 National Markets



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## Ally Marketing: Site Selector Outreach Across 12 National Markets



# Ally Marketing: Hosting National Site Selectors & Influencers



May 16-18



October 14-16



April 2-3



April 4-5



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# EDPNC Marketing: Cooperative Marketing Partner



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**Direct Prospect Marketing:  
5x5 Clusters Include Shared Target Markets with  
Haywood County Including Advanced Manufacturing,  
Healthcare, Science & Tech, Talent Development &  
High Growth Entrepreneurship**



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## Digital Marketing Strategies Support Traditional Marketing Investment

- Leverage Website Investment of \$85,000 (2018)
- SEO Investment Exceeding \$50,000 / yr
- Use Best-in-Class Web Marketing & Remarketing Tools to Reach Target Audiences with Quarterly Campaigns
- Increase Proactive Corporate Lead Gen
- Better Measure ROI & Cost-per-Lead



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# Performance Metrics Y-T-D

| SITE SELECTION CONSULTANT MEETINGS                        | SITE SELECTION CONSULTANTS HOSTED IN ASHEVILLE          | RFI / RFP RESPONSES | HAYWOOD COUNTY SITE VISITS                                    | ANTICIPATED FUTURE COMPANY VISITS |
|---|---|---------------------|---|-----------------------------------|
| <p><b>10</b><br/>Trips</p> <p><b>140</b><br/>Contacts</p> | <p><b>4</b><br/>Trips</p> <p><b>45</b><br/>Contacts</p> | <p><b>22</b></p>    | <p><b>5</b><br/>Companies</p> <p><b>3</b><br/>Consultants</p> | <p><b>3</b></p>                   |



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# Performance Metrics Y-T-D



|   |  |
|---|--|
| ELEVATE ROAD SHOW EVENTS WITH HAYWOOD CHAMBER | HAYWOOD ENTREPRENEURS PARTICIPATING IN ELEVATE PROGRAM |
| 1   | 2  |



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# Crystal Ball?



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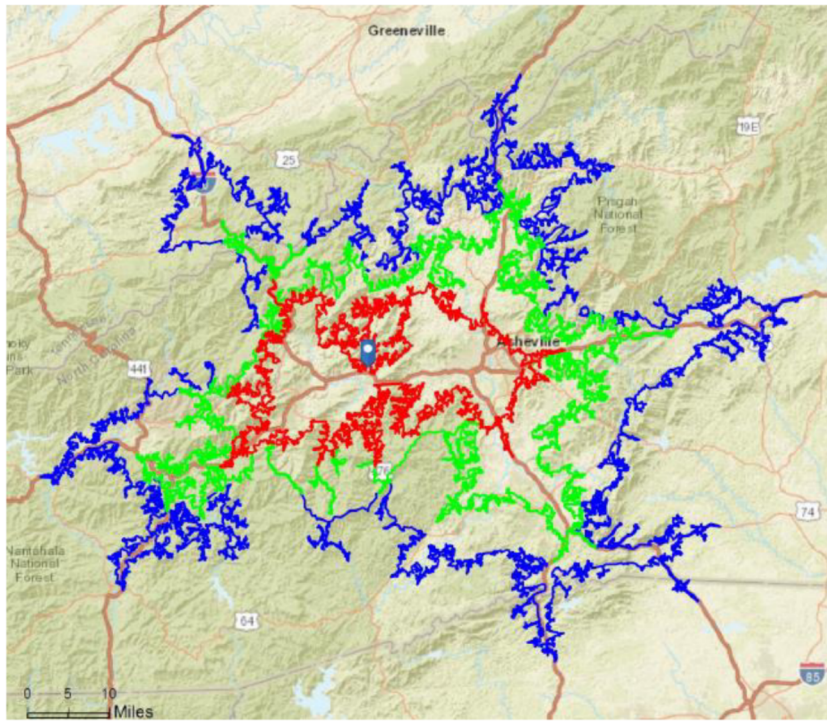


# Trends Impacting Future Success



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## Beaverdam Industrial Park

**30M: 125,307** estimated employees in drive time, drive time touches 5 counties

**45M: 208,539** estimated employees in drive time, drive time touches 9 counties

**60M: 258,041** estimated employees in drive time, drive time touches 16 counties

# Economic Growth Drivers Past 10 years

## Increase in Production Value 2008-2016 (Less General Inflation)

|                          |       |
|--------------------------|-------|
| Breweries                | 1400% |
| Medical Instruments      | 530%  |
| Motors & Generators      | 310%  |
| Aircraft Engines & Parts | 150%  |
| Industrial Controls      | 58%   |
| Communication Equip.     | 47%   |
| Plastics Packaging       | 40%   |



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# Anticipated Economic Growth Next 3 Years

State of our Workforce WNC Survey: 10 Counties of WNC, 720 employers

| Industry Sector  | Stated hiring expectations: next 3 years |                        |                        |
|--|--|------------------------|------------------------|
|  | Percent of companies that expect to grow | New employees: Minimum | New employees: Maximum |
| <b>Construction and skilled trades</b>   | <b>84.7%</b>                             | <b>954</b>             | <b>2,084</b>           |
| Energy, utilities, clean tech, energy efficiency and climate services                      | 57.1%                                    | 37                     | 74                     |
| Health care and social assistance  | 76.5%                                    | 1,420                  | 3,231                  |
| IT, software, and analytics  | 91.7%                                    | 47                     | 121                    |
| Logistics, transportation, and warehousing   | 85.7%                                    | 167                    | 386                    |
| <b>Manufacturing (includes, food, beverage and product manufacturing and distribution)</b> | <b>86.1%</b>                             | <b>3,480</b>           | <b>7,556</b>           |
| Professional and technical services  | 62.5%                                    | 431                    | 1,046                  |
| Public sector, education and nonprofit   | 41.9%                                    | 1,852                  | 4,030                  |
| <b>Restaurant, lodging and hospitality services</b>  | <b>60.6%</b>                             | <b>3,574</b>           | <b>6,618</b>           |
| Retail   | 63.8%                                    | 770                    | 1,616                  |
| <b>Grand Total</b>   | <b>66.9%</b>                             | <b>12,732</b>          | <b>26,762</b>          |



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# Even Further Ahead...

## WHAT ARE THE POSSIBILITIES??

- Multi-County Industrial Park -
  - Shared tax revenues
  - Utilize lower tier to get bigger state and federal incentives
- Precedents in NC
  - Vance-Henderson Industrial Park
  - Legislation required, but possible
- ENTIRE Region would benefit



# Asheville & Haywood Chambers of Commerce Economic Development Partnership Q&A



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