

Asheville & Haywood Chambers of Commerce Economic Development Partnership

Q1 Update 2019





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



WHY REGIONALISM MATTERS

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

The Business View

A person wearing a cap and a backpack is fly fishing in a stream. The stream flows over mossy rocks, and the background is a dense green forest. A semi-transparent white box is overlaid on the center of the image, containing four lines of green text.

456,000 Metro Population

13% Metro Population Growth 2007-2017

\$37,205 Metro Average Wage

2.8% Metro Unemployment (November 2018)

#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%

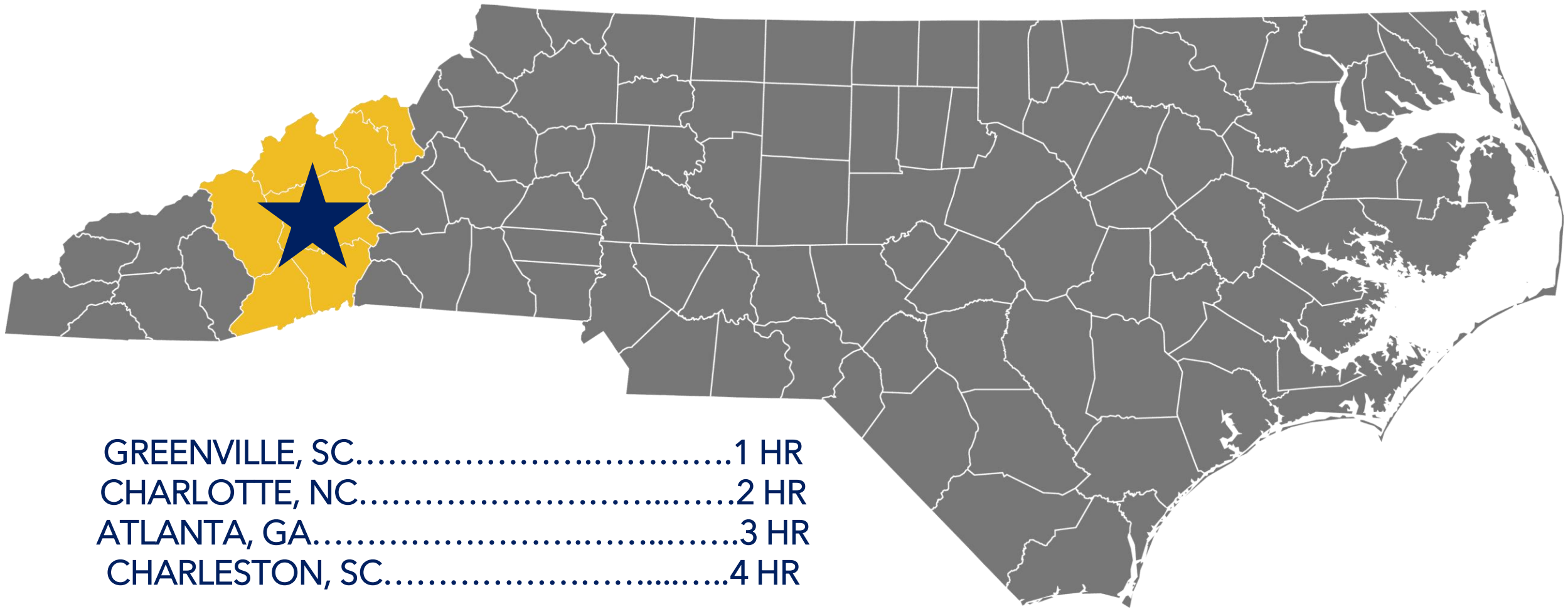
Food Cost vs. Nat'l Avg

96%

Transportation Cost
vs. Nat'l Avg

97%

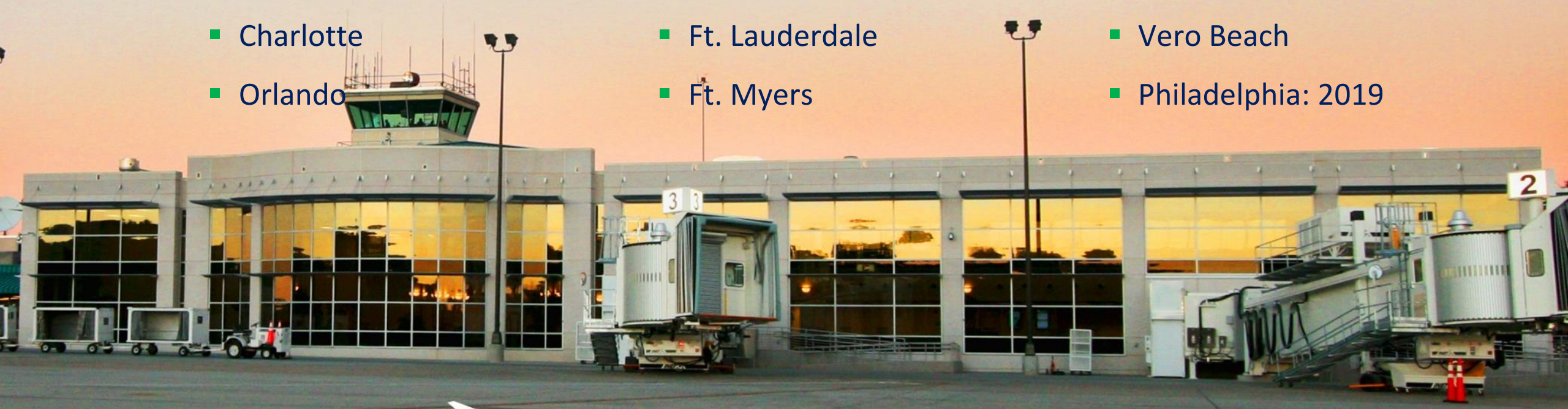
Cost of Living vs. Nat'l Avg



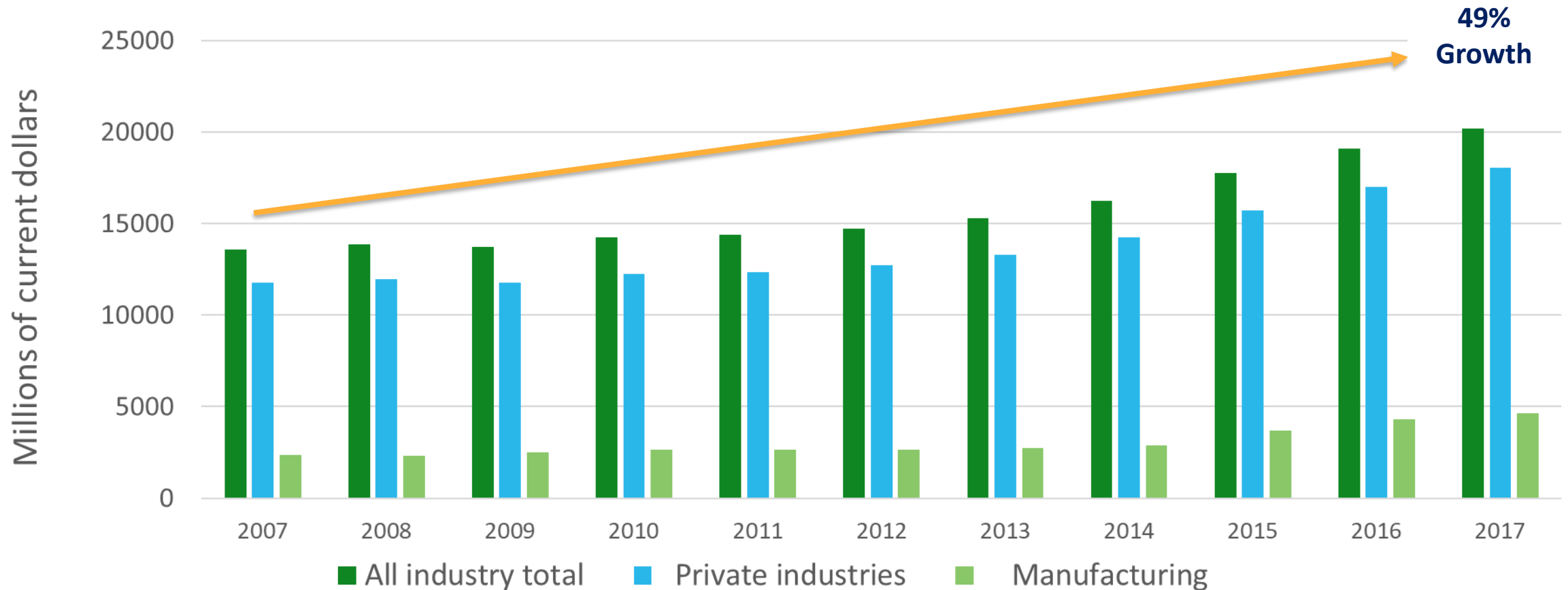
Non Stop Destinations & Flights to Major Hubs

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

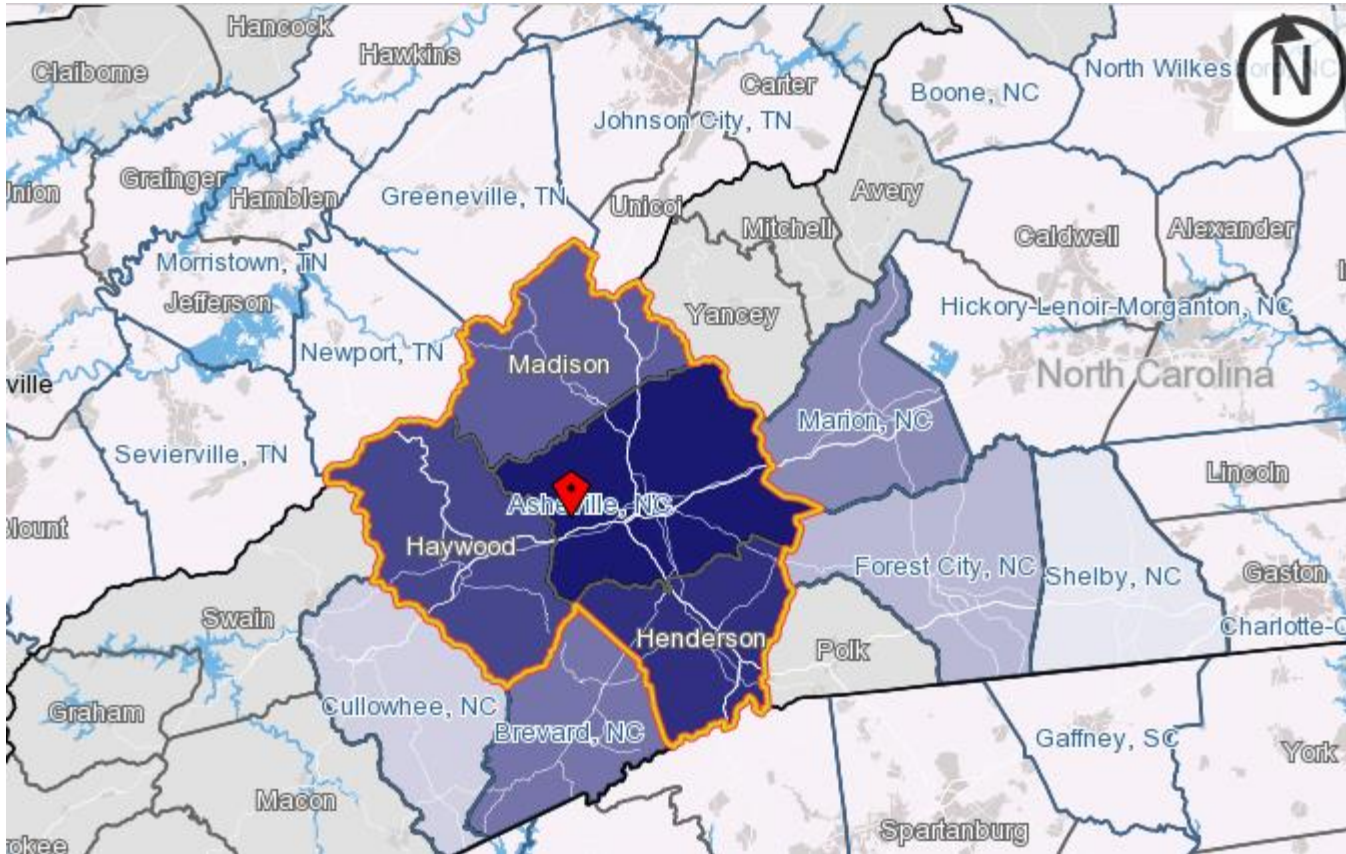
- Baltimore
- Denver
- Atlanta
- Charlotte
- Orlando
- Newark
- Washington, DC
- LaGuardia, NY
- Ft. Lauderdale
- Ft. Myers
- Chicago
- Dallas
- St. Petersburg
- Vero Beach
- Philadelphia: 2019



Expanding Metro GDP (\$20.2B)



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%)

Rising Workforce (100 Mile Radius)



Rising Workforce (100 Mile)

Institutions Within 100-Mile Radius

80 2 & 4 Year Institutions

285,374 Enrolled (2018)

71,297 Completions – Degree or Certificate (2017)

Ally Marketing: Site Selector Outreach Across 12 National Markets



Ally Marketing: Site Selector Outreach Across 12 National Markets

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- ✓ Research and schedule appointments
 - ✓ 10-15 site selection firms
 - ✓ Formal & informal community presentations
 - ✓ Review consultant project pipeline
 - ✓ Review economic development & real estate news
 - ✓ Follow up marketing gifts where appropriate
 - ✓ Quarterly contact & relationship building

Ally Marketing: Hosting National Site Selectors & Influencers



May 16-18



October 14-16



April 2-3



April 4-5

EDPNC Marketing: Cooperative Marketing Partner



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



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

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
10 Trips 140 Contacts	4 Trips 45 Contacts	22	5 Companies 3 Consultants	3

Performance Metrics Y-T-D



ELEVATE ROAD
SHOW EVENTS
WITH HAYWOOD
CHAMBER

HAYWOOD
ENTREPRENEURS
PARTICIPATING
IN ELEVATE
PROGRAM

1

2



Crystal Ball?

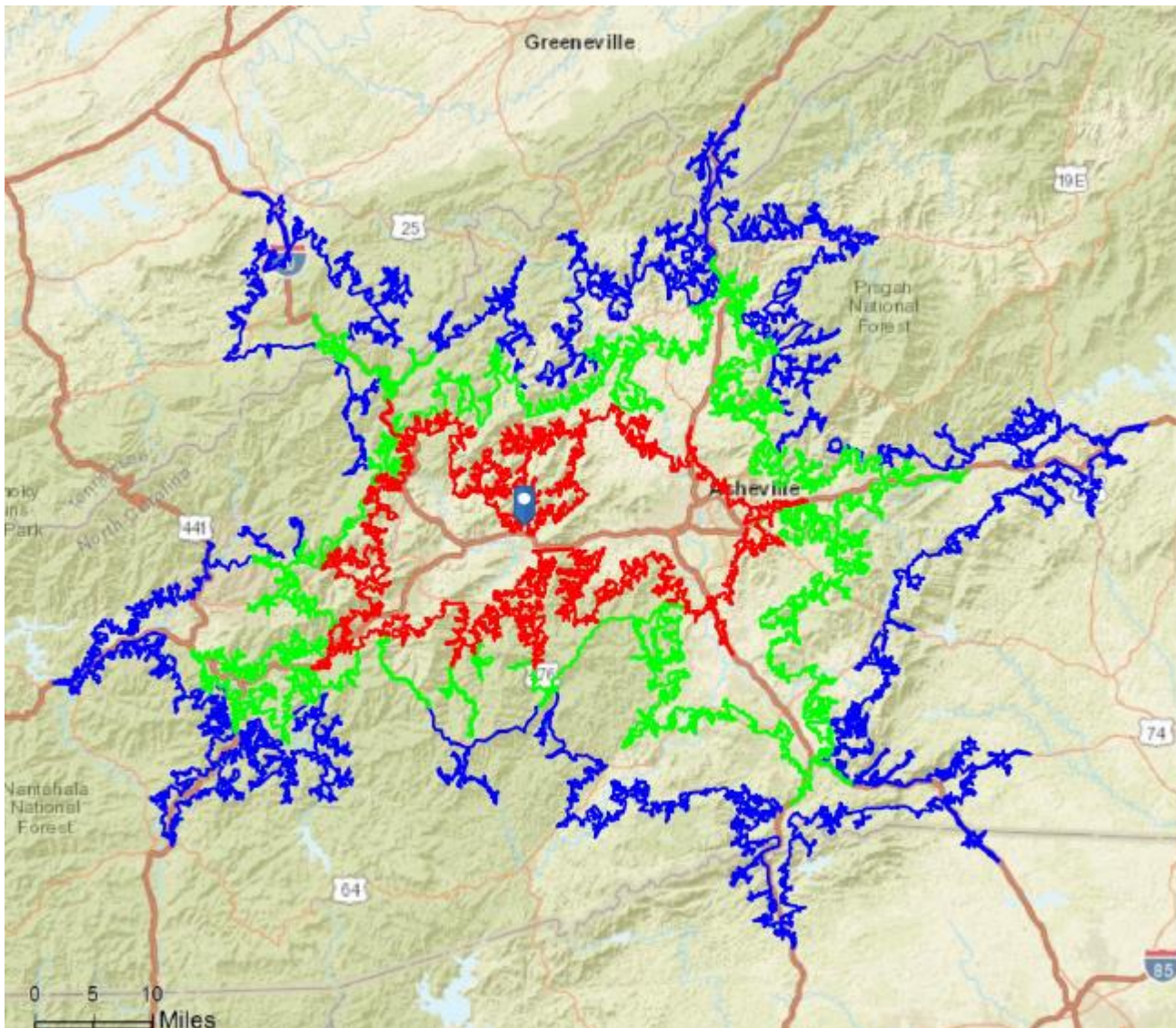


Trends Impacting Future Success

Site Selection

=

Workforce Selection



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%

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
Construction and skilled trades	84.7%	954	2,084
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
Manufacturing (includes, food, beverage and product manufacturing and distribution)	86.1%	3,480	7,556
Professional and technical services	62.5%	431	1,046
Public sector, education and nonprofit	41.9%	1,852	4,030
Restaurant, lodging and hospitality services	60.6%	3,574	6,618
Retail	63.8%	770	1,616
Grand Total	66.9%	12,732	26,762

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