



THE CHARLOTTE REGION



CHARLOTTE
REGIONAL BUSINESS
ALLIANCE



OUR LOCATION

OUR LOCATION



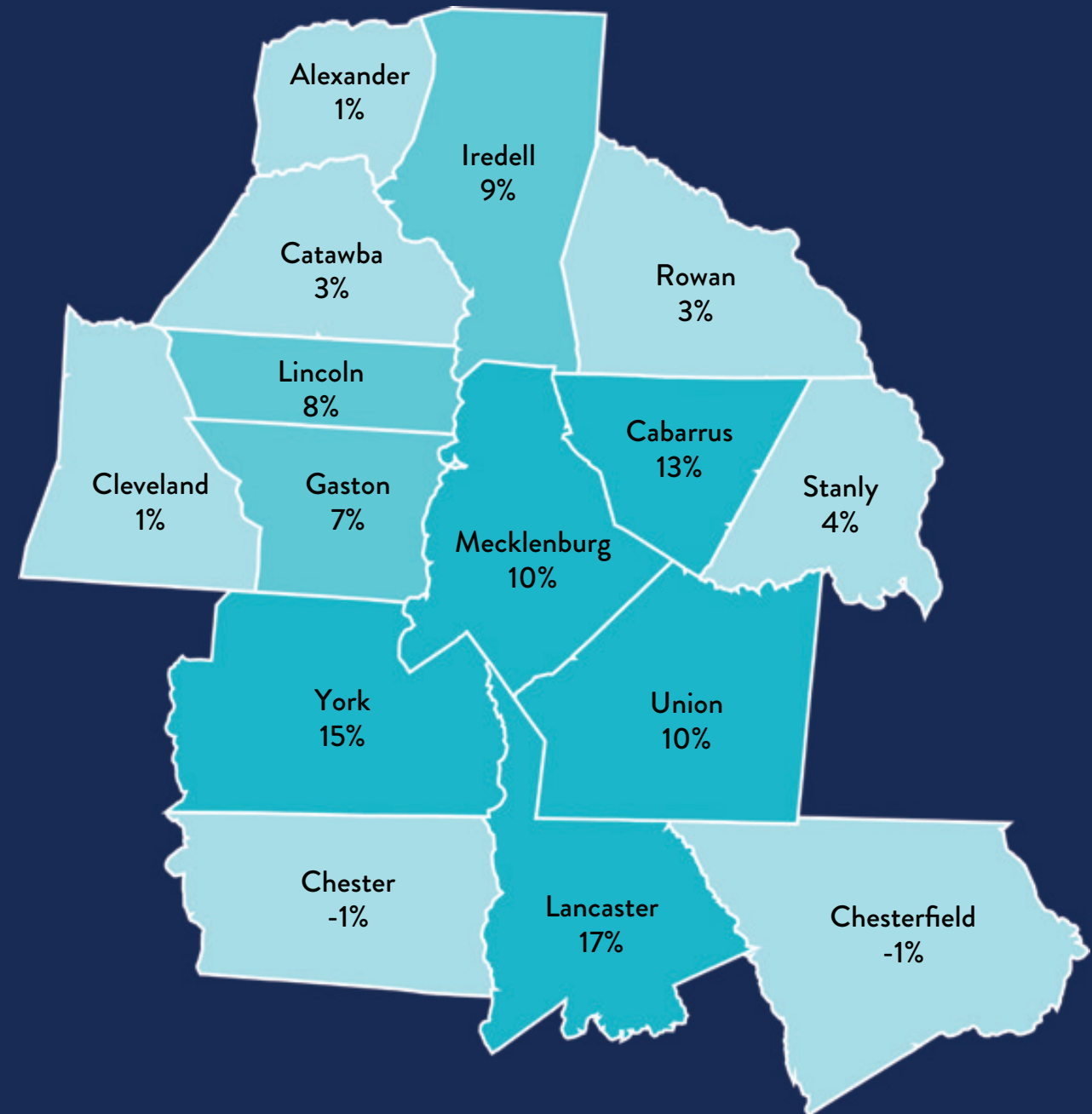
OUR LOCATION



POPULATION GROWTH BY COUNTY 2014 - 2019

Charlotte Region Population Growth: 9%

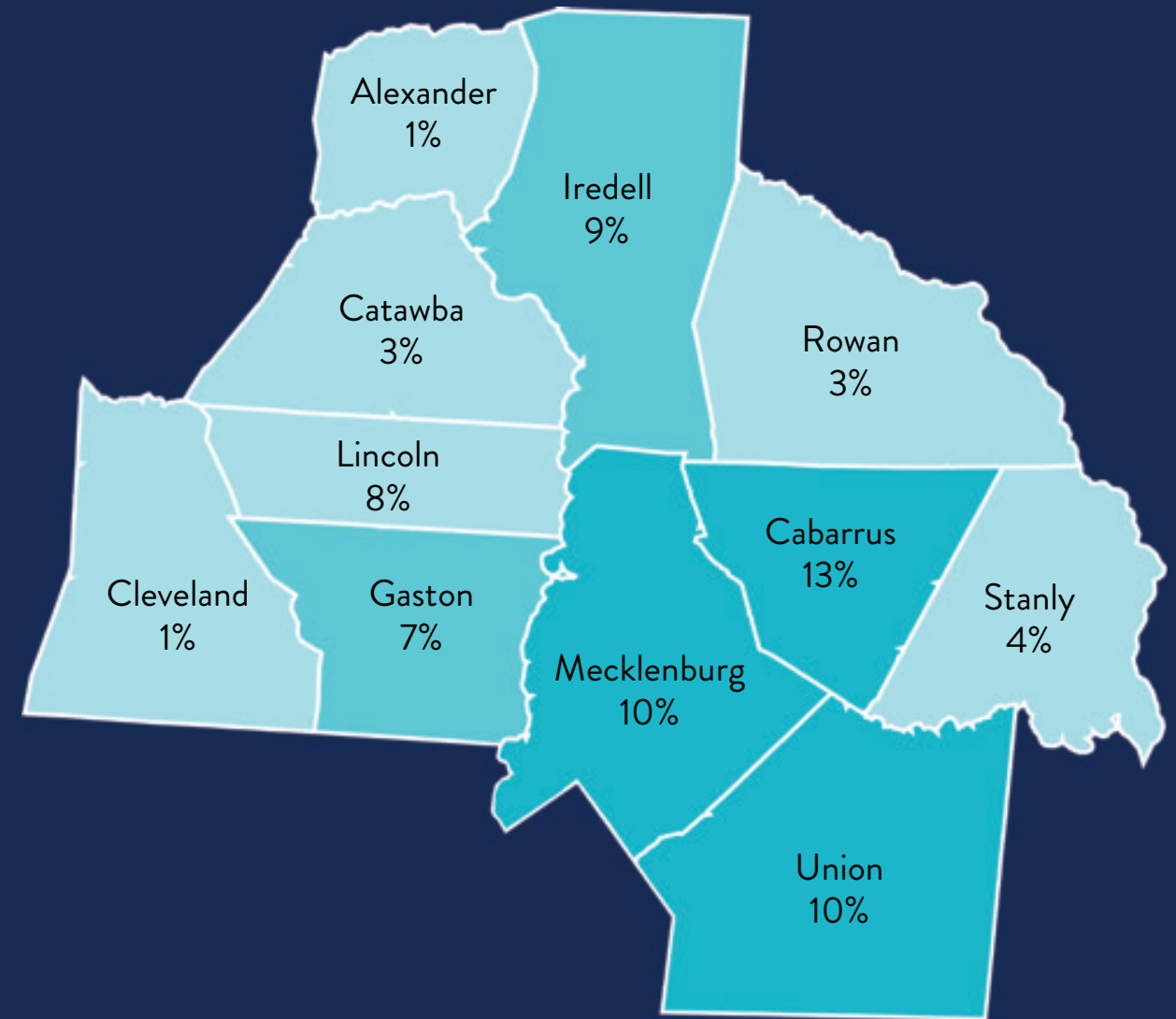
USA Population Growth: 4%



POPULATION GROWTH BY COUNTY - NORTH CAROLINA 2014 - 2019

Charlotte Region Population Growth: 9%

USA Population Growth: 4%



WHERE PEOPLE ARE COMING FROM

125 NEW
RESIDENTS DAILY
97 MOVERS
27 BIRTHS



SOURCE: CHARLOTTE REGIONAL BUSINESS ALLIANCE ANALYSIS OF
US CENSUS BUREAU, AMERICAN COMMUNITY SURVEY (2014-2018), 2019 1-YEAR ESTIMATES

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OUR STORY



OUR ECONOMY: THE PAST



1768

Queen City
is Born



1850's

Manufacturing
Boom



1950's

Banking Hub



2000's

Population
Expansion

1768: QUEEN CITY IS BORN

Charlotte's birth: King George III still ruled the Colonies when European settlers chartered the town back in 1768. They named the new hamlet after the King's wife, Queen Charlotte, and gave the surrounding county the name Mecklenburg in honor of her majesty's birthplace in Germany.

Independence Square at Trade and Tryon Streets in Uptown Charlotte: Tryon Street follows the Nations Path, the great trading route of the Catawba and other Native American tribes, which ran from Georgia up to the Chesapeake Bay. Today's Interstate 85 traces that same route.

The Revolution and the "Hornets' Nest:" Late in the Revolution, British General Cornwallis swept into town—and soon wished he hadn't. Local sharpshooters peppered his men mercilessly in the 1780 Battle of Charlotte and the Battle of Kings Mountain nearby.

As he departed, it is said that Cornwallis wrote in his diary that Charlotte was a "hornet's nest of rebellion." Today, the hornet and hornet's nest are popular civic symbols. You will find them on police officers' uniforms and NBA Charlotte Hornets' uniforms, among other places in town.



1850's: MANUFACTURING BOOM



Railroads impact on the regional economy: In 1852, local investors in Charlotte and upstate South Carolina succeeded at completing the first rail line to enter the heart of the Carolinas. It connected Charlotte with Columbia, South Carolina, where existing tracks transported goods to the port of Charleston, South Carolina. That railroad crossroads made tiny Charlotte a hot spot in the Civil War from 1861 to 1865. The Confederates manufactured cannon and ironwork for their ships here.

Manufacturing and Textile Boom: By the 1880s, from miles around brought cotton to the railroad platform Uptown, where today's EpiCentre (aptly named!) bustles with activity. Local promoters began building textile factories, starting with the 1881 Charlotte Cotton Mill that still stands at Graham and 5th streets.



1950's: BANKING HUB

Banking became Charlotte's next frontier of change. The city already had robust local banks, thanks to a North Carolina law that allowed branches statewide. In 1982, banker Hugh McColl at North Carolina National Bank (NCCNB) figured out how to buy a small out-of-state bank. The innovation sparked a massive rewriting of banking laws across the nation.

A photograph of a large crowd of people at a public event, possibly a parade or festival. An American flag is visible in the background, and the scene is set in an urban environment with buildings and trees. The image is partially obscured by a dark blue graphic element that serves as a background for the text.

2000's: POPULATION EXPANSION

Population Expansion: Between 1990 and 2015, Mecklenburg County's population doubled, surpassing one million residents. Governments in the city, county and outlying towns, still technically separate but all facing the same challenges of rapid urbanization, worked together to construct new hospitals, schools, roads and Charlotte's first modern-day light rail transit lines. Between 2004 and 2014, Charlotte was ranked as the country's fastest-growing metro area, with 888,000 new residents.[6] Based on U.S. Census data from 2005 to 2015, it tops the 50 largest U.S. cities as the millennial hub.



OUR ECONOMY

OUR ECONOMY: TARGET INDUSTRY HIGHLIGHTS



**BROAD-BASED
MANUFACTURING**



TECHNOLOGY



FINANCIAL SERVICES



HEADQUARTERS



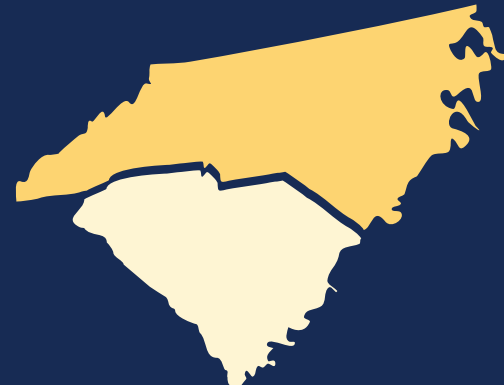
FINTECH

BROAD-BASED MANUFACTURING




GROWING
2X
THE NATIONAL
RATE

2
LOWEST
STATES FOR
UNIONIZATION
RATE




AVERAGE WAGES
15%
BELOW
NATIONAL
AVERAGE

COMPANY SPOTLIGHT:
DAIMLER
SIEMENS

FINANCIAL SERVICES



2nd
LARGEST
BANKING
CENTER
IN THE U.S.



3 OF THE **6**
LARGEST
US BANKS HAVE
HQ OR REGIONAL
HQ IN REGION



NEARLY
90,000
EMPLOYED IN
& FINANCE
INSURANCE
INDUSTRY



HOME TO
FEDERAL
RESERVE
OF RICHMOND
BRANCH OFFICE

HEADQUARTERS



THE NATIONAL
AVERAGE OF
HEADQUARTERS
EMPLOYEES

18

FORTUNE
1000
HEADQUARTERS

FORTUNE
1000



MANY RECENT
HEADQUARTER
RELOCATIONS



NEW HEADQUARTERS:



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FINTEC



2X
FINTECH JOBS
SINCE
2010



12%
CHARLOTTE
REGIONS
TECH TALENT POOL
WORKS IN
FINANCE

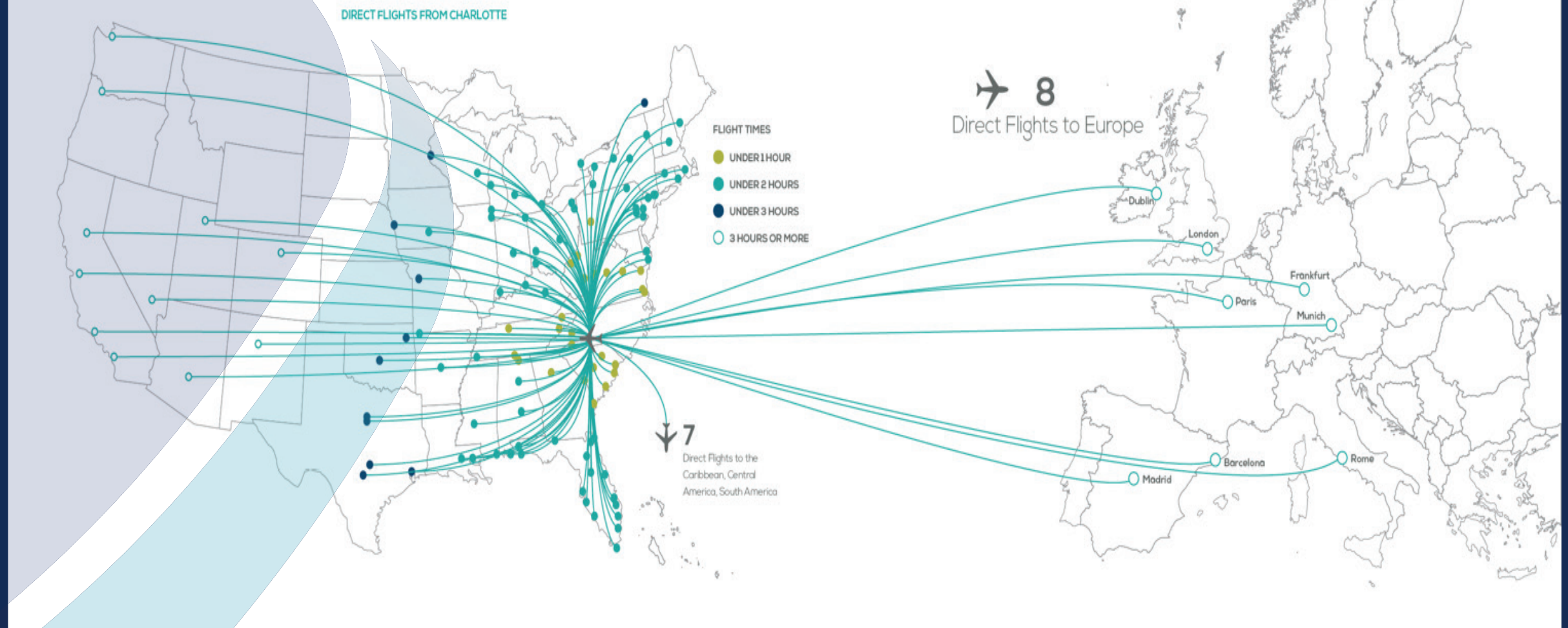


DYNAMIC
FINTECH
COMMUNITY

2 OF THE LARGEST
FINTECH COMPANIES
IN THE US
HAVE A PRESENCE
IN THE REGION

credit karma[®]
x avidxchange[™]

CHARLOTTE DOUGLAS INTERNATIONAL IS THE 7TH BUSIEST AIRPORT IN THE WORLD



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

SOURCE: CHARLOTTE REGIONAL BUSINESS ALLIANCE RESEARCH ;
JOBSEQ, 2019; U.S. CENSUS BUREAU; CHARLOTTE DOUGLAS INTERNATIONAL AIRPORT

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OUR ECONOMY: REGIONAL INFRASTRUCTURE

THE CHARLOTTE REGION IS COMMITTED TO CONTINUED INFRASTRUCTURE INVESTMENT TO KEEP OUR REGION CONNECTED TO MAJOR MARKETS ACROSS THE EAST COAST.

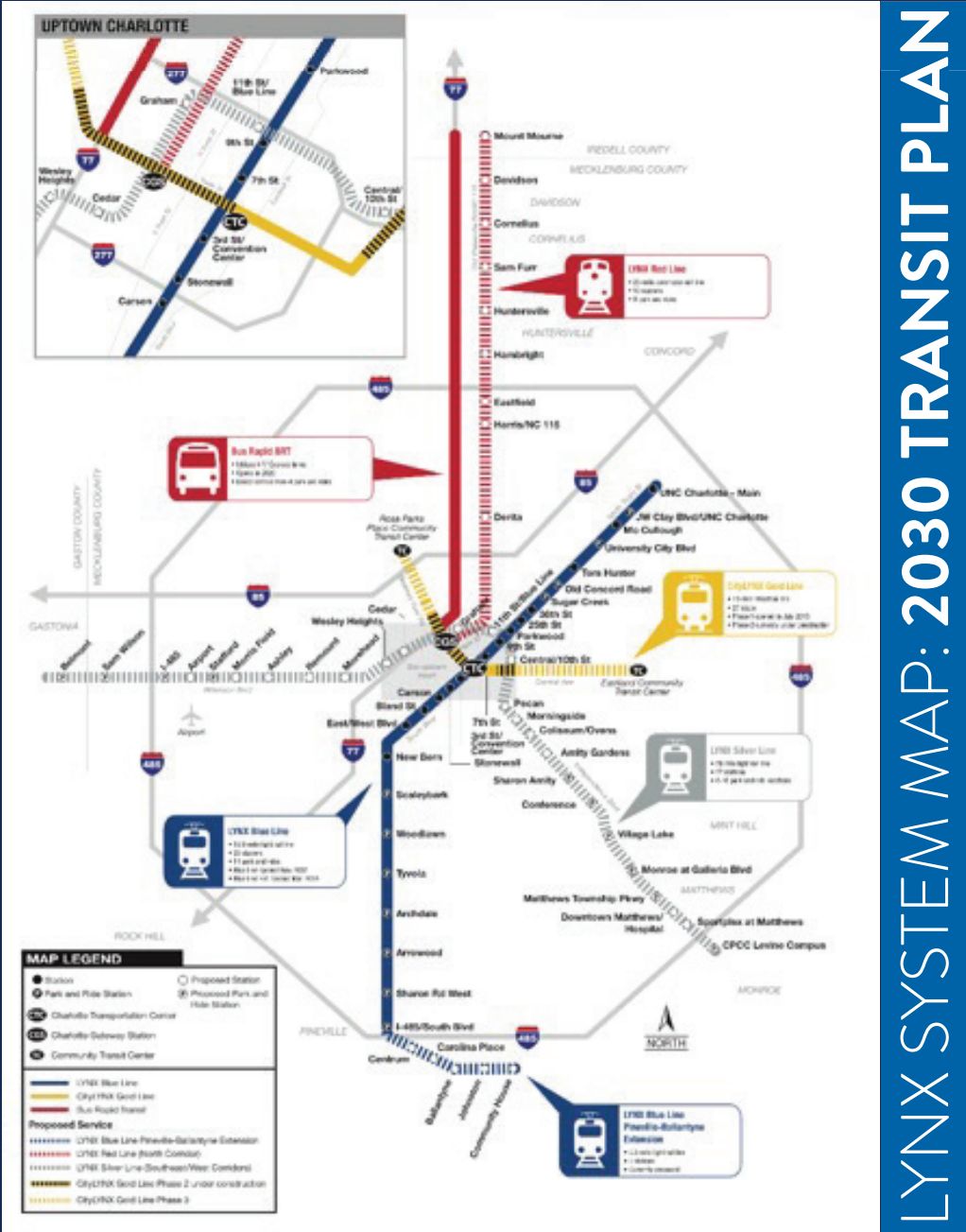


Recently Completed and Future Improvements

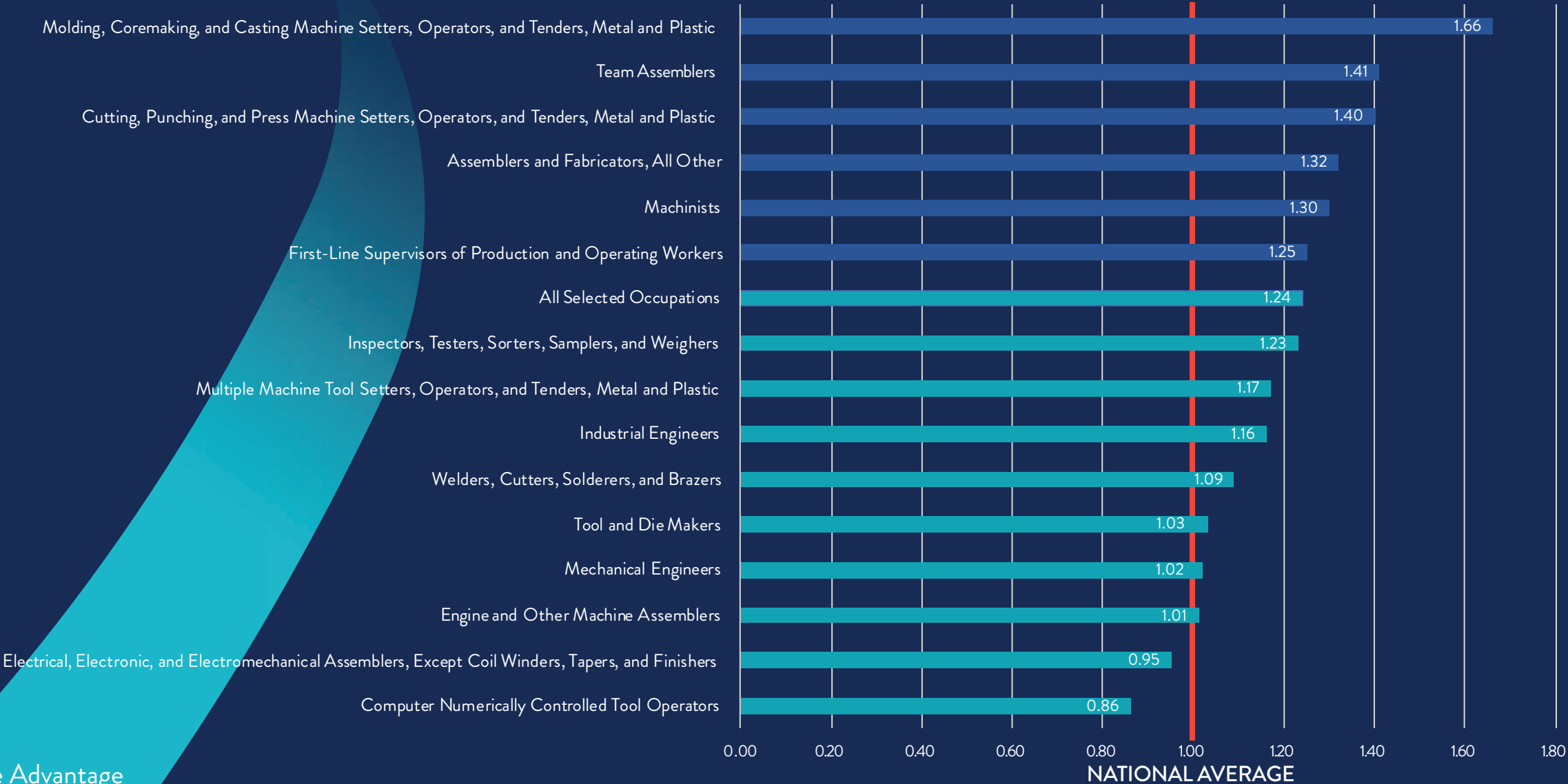
The Charlotte Region continues to invest in its transportation infrastructure in order to support our fast growing region.

- 1 **Shelby Bypass** - Under construction.
- 2 **I-77 Express Lanes** - Completed.
- 3 **I-85 Expansion** - Completed.
- 4 **Monroe Bypass** - Completed.
- 5 **I-40 / I-77 Interchange** - In Progress.

OUR ECONOMY: REGIONAL INFRASTRUCTURE



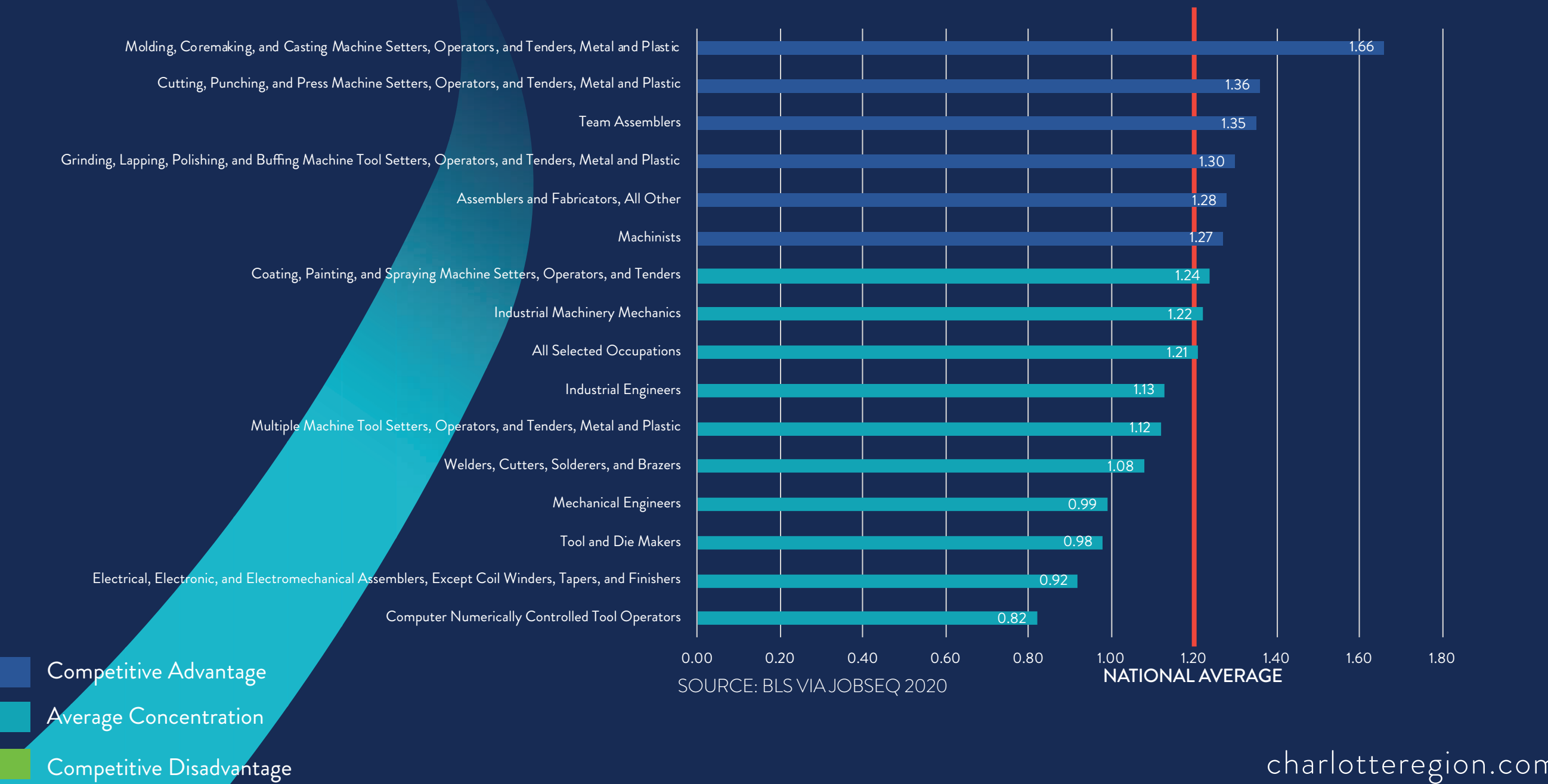
TOP AUTOMOTIVE OCCUPATIONS IN THE CHARLOTTE REGION



- Competitive Advantage
- Average Concentration
- Competitive Disadvantage

SOURCE: BLS VIA JOBSEQ 2020

TOP 15 ADVANCED MATERIALS OCCUPATIONS IN THE CHARLOTTE REGION



TOP 15 ENERGY OCCUPATIONS IN THE CHARLOTTE REGION

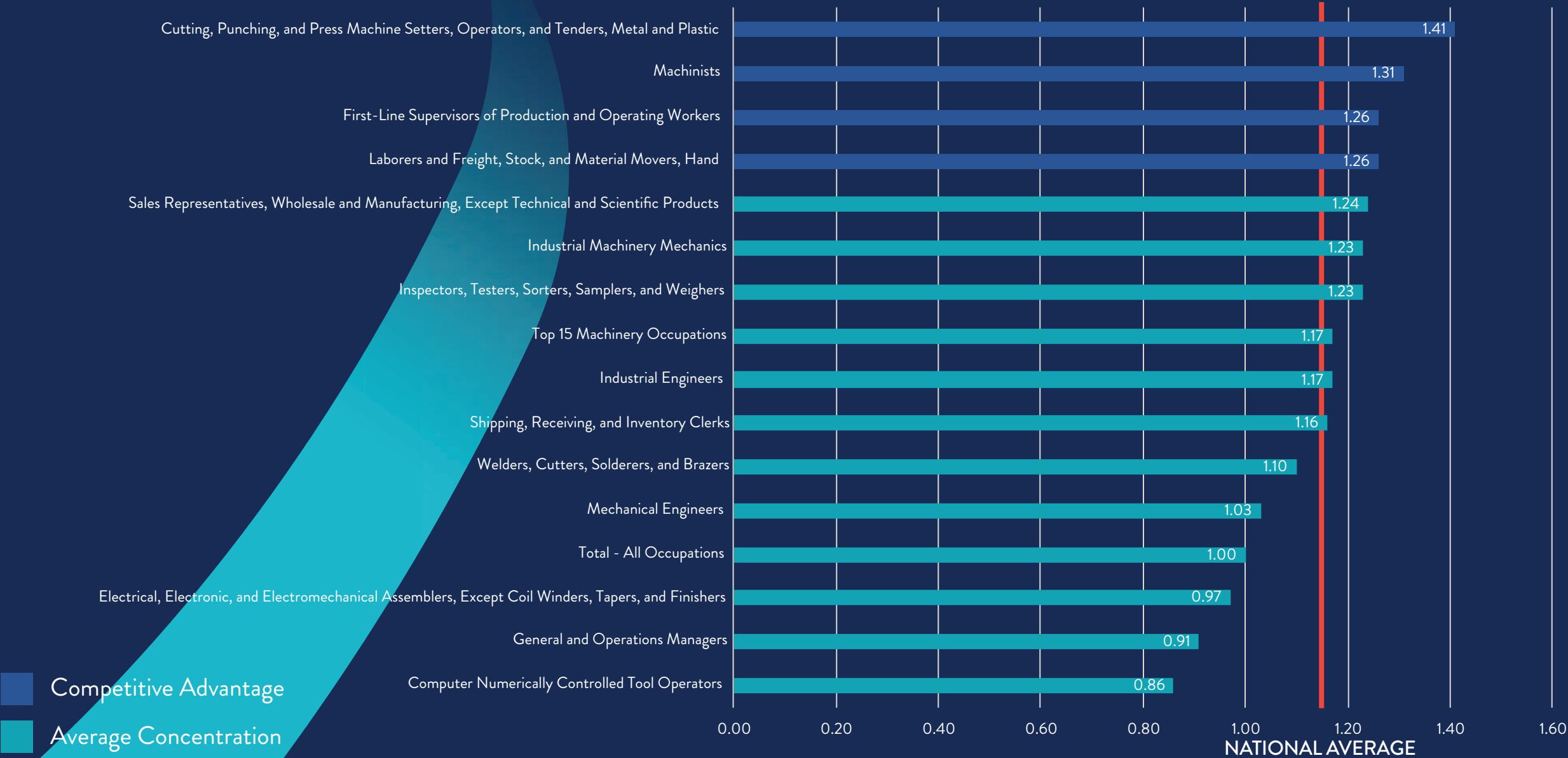


Competitive Advantage
Average Concentration
Competitive Disadvantage

SOURCE: BLS VIA JOBSEQ 2020

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TOP 15 MACHINERY MANUFACTURING OCCUPATIONS IN THE CHARLOTTE REGION



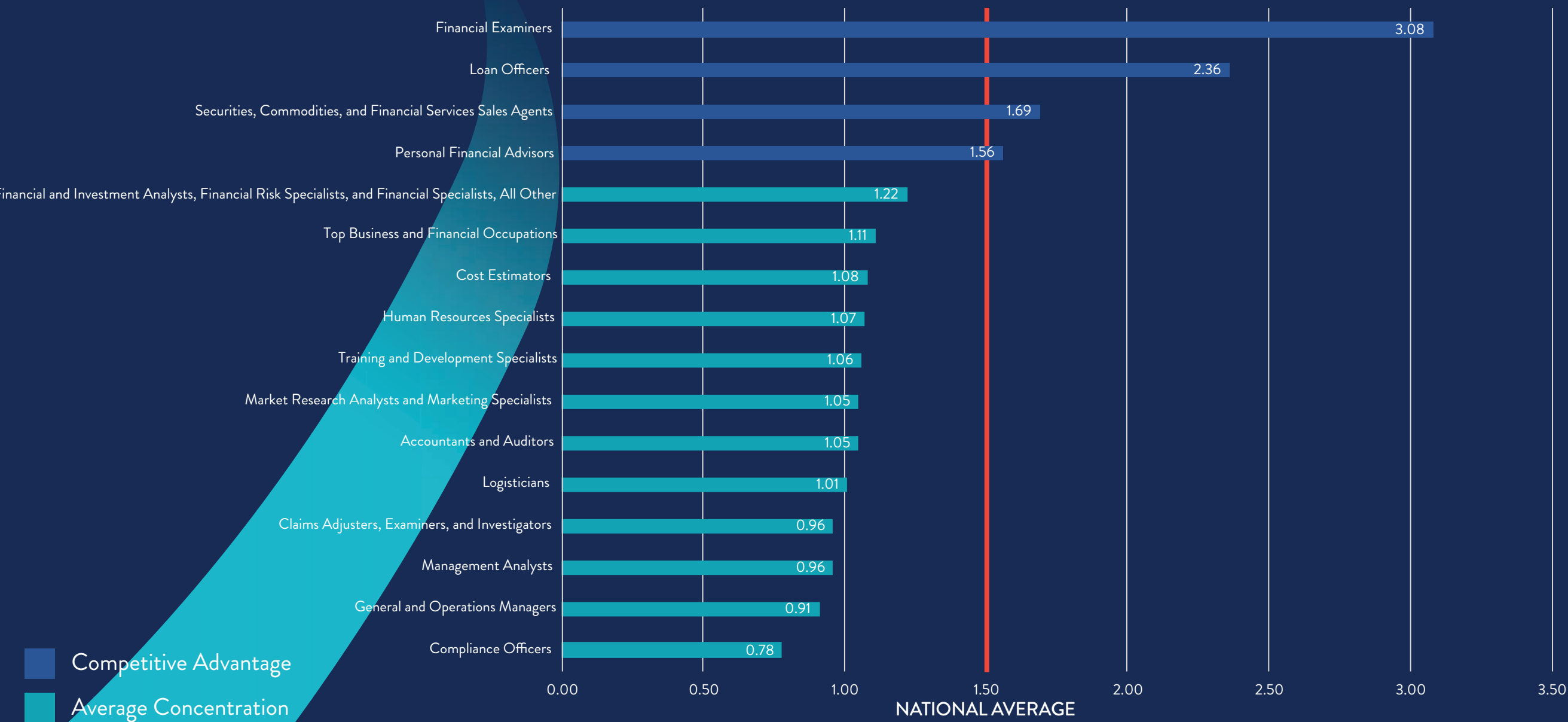
Competitive Advantage

Average Concentration

Competitive Disadvantage

SOURCE: BLS VIA JOBSEQ 2020

STRENGTHS AMONG FINANCIAL OCCUPATIONS IN THE CHARLOTTE REGION



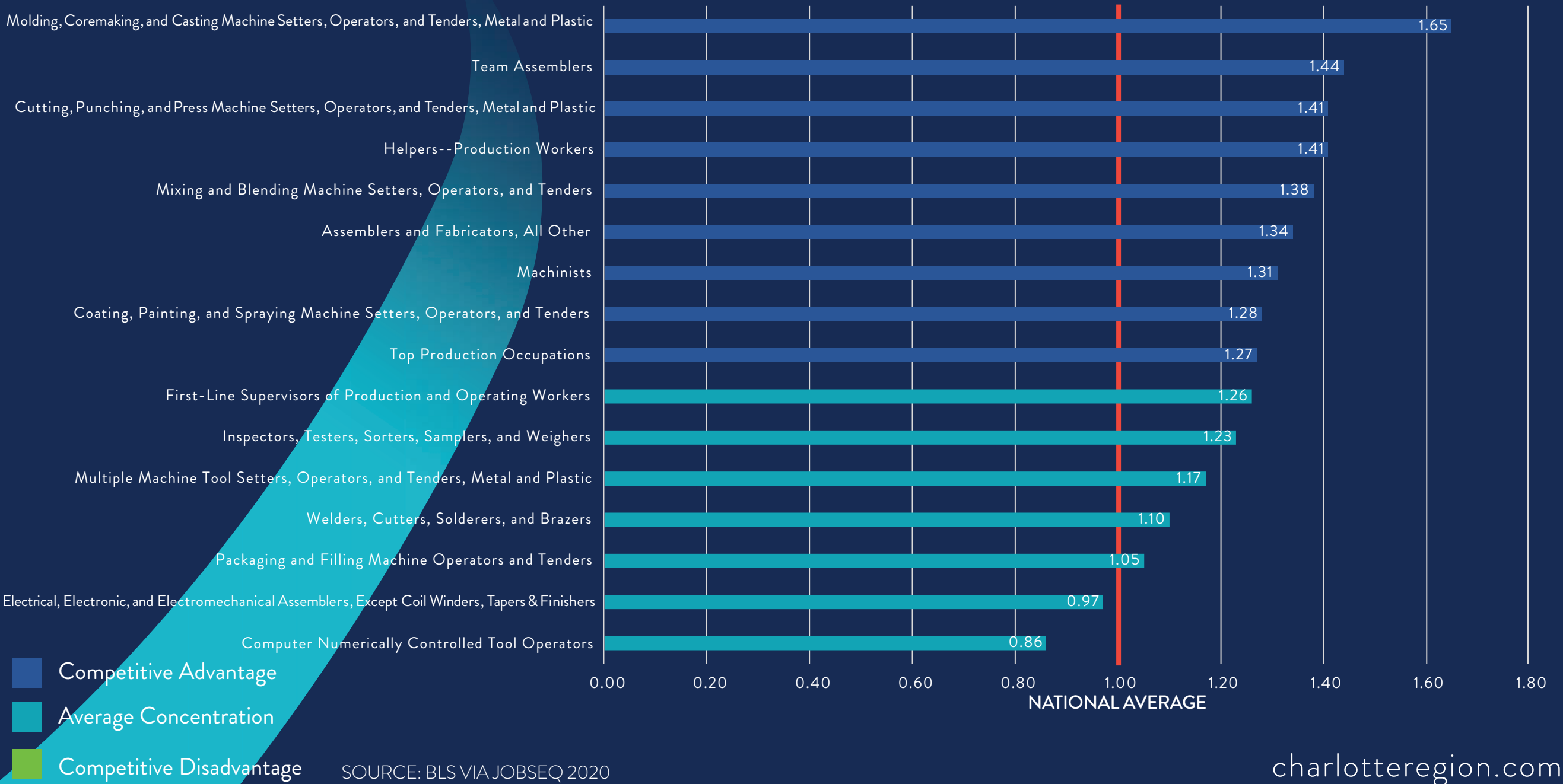
Competitive Advantage

Average Concentration

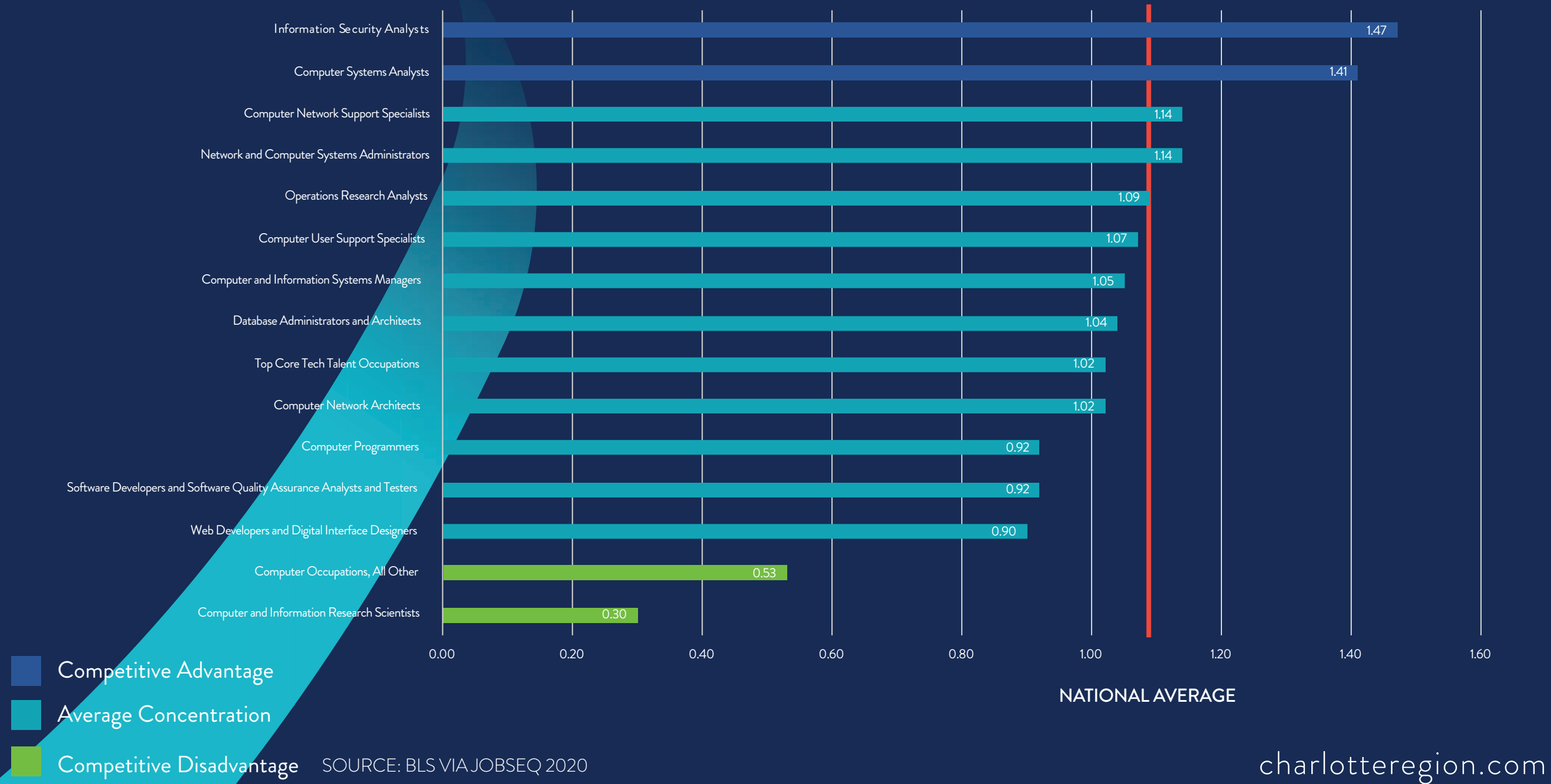
Competitive Disadvantage

SOURCE: BLS VIAJOBSEQ 2020

COMPETITIVE ADVANTAGE IN 2/3 OF KEY PRODUCTION OCCUPATIONS



CORE TECH TALENT IN THE CHARLOTTE REGION



OUR PEOPLE: 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: Clemson



2: Duke University



3: Emory University



4: Georgia Institute of Technology



5: North Carolina State University



6: University of Georgia



7: University of North Carolina at Chapel Hill



8: University of South Carolina



9: University of Virginia

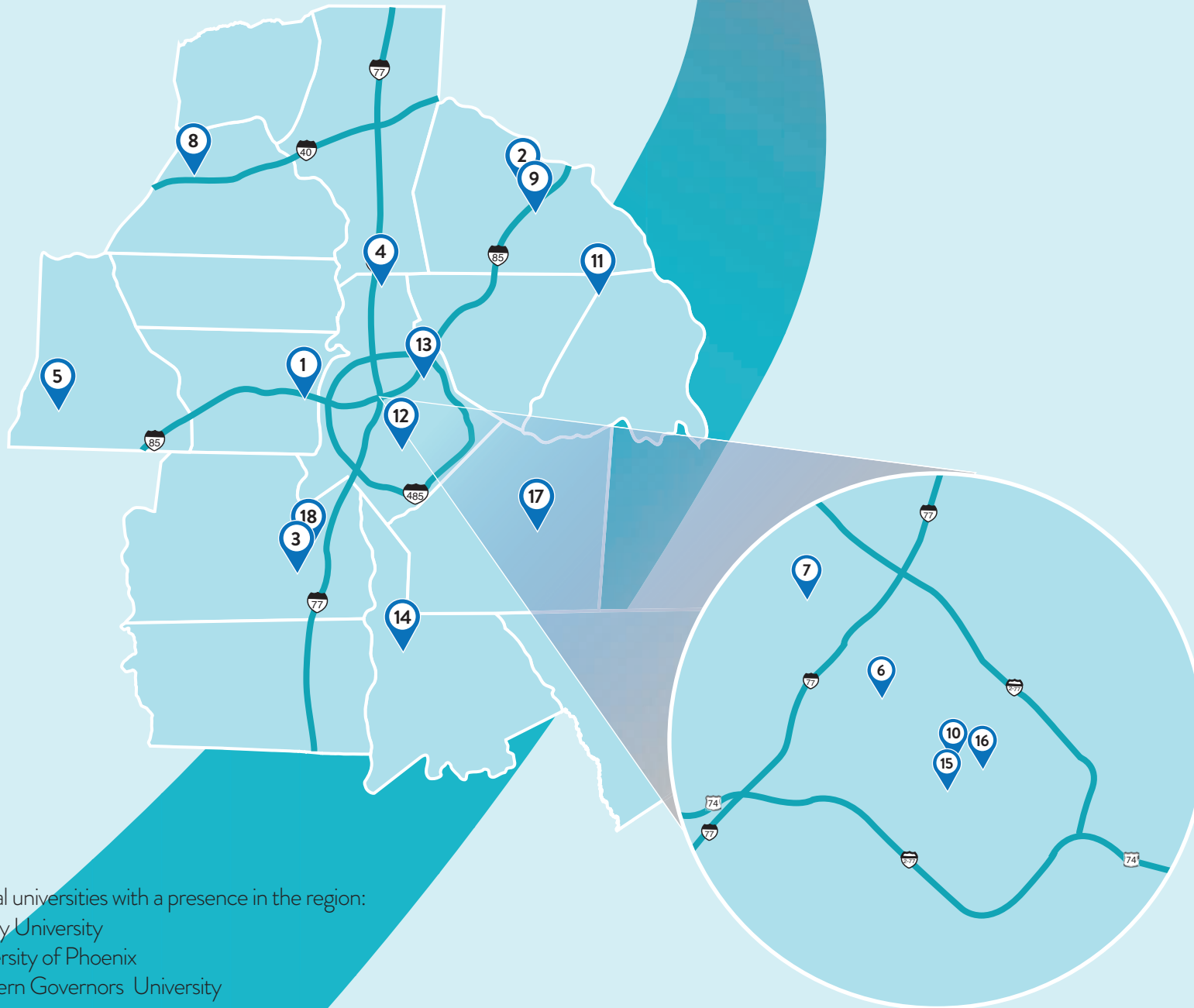


10: Virginia Commonwealth University



11: Virginia Polytechnic Institute and State University

OUR PEOPLE: UNIVERSITIES IN THE CHARLOTTE REGION



- 1: Belmont Abbey College
- 2: Catawba College
- 3: Clinton College
- 4: Davidson College
- 5: Gardner-Webb University
- 6: Johnson & Wales University - Charlotte
- 7: Johnson C. Smith University
- 8: Lenoir-Rhyne University
- 9: Livingstone College
- 10: Northeastern University
- 11: Pfeiffer University
- 12: Queens University of Charlotte
- 13: University of North Carolinas at Charlotte
- 14: University of South Carolinas - Lancaster
- 15: University of South Carolina MBA Program
- 16: Wake Forrest University MBA Program
- 17: Wingate University
- 18: Winthrop University

Additional universities with a presence in the region:

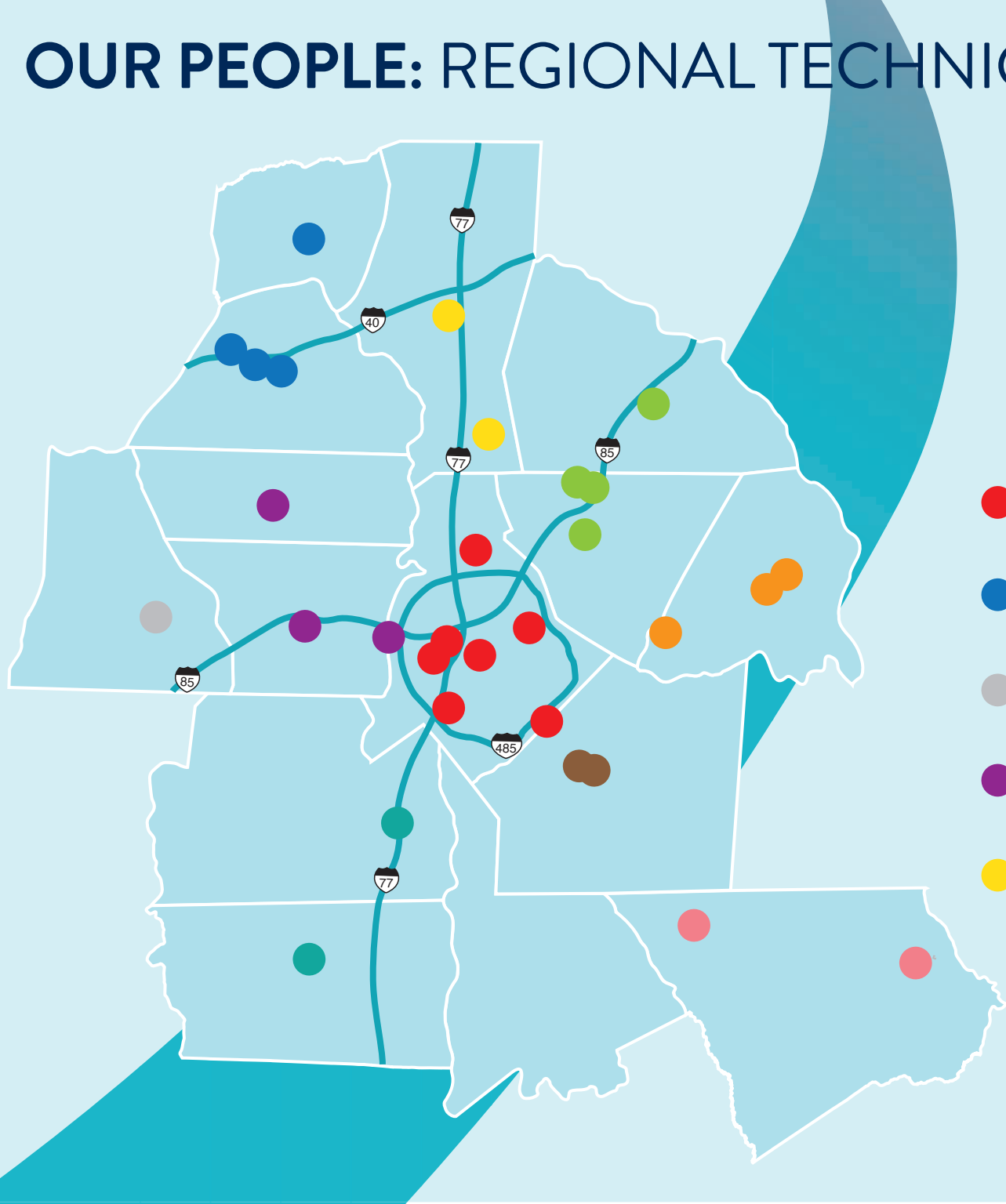
- DeVry University
- University of Phoenix
- Western Governors University

OUR PEOPLE: REGIONAL TECHNICAL SCHOOLS

60,000+
STUDENTS

13
COMMUNITY
COLLEGES

14,000+
ANNUAL
GRADUATES



- Central Piedmont Community College
- Catawba Valley Community College
- Cleveland Community College
- Gaston College
- Mitchell Community College
- Northeastern Technical College
- Rowan-Cabarrus Community College
- South Piedmont Community College
- Stanly Community College
- York Technical College

OUR PEOPLE: APPRENTICESHIPS



- 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

OUR ECONOMY



OUR ECONOMY: BUSINESS CLIMATE

NORTH CAROLINA

SOUTH CAROLINA

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

Source: NC Department of Revenue; SC Department of Revenue; Charlotte Regional Business Alliance

OUR LIFE



OUR LIFE: COST OF LIVING

MSA	Annual Population Average Growth	Cost of Living Index	Average Apartment Rent	Average Home Price	Average Commute Times (Mins)
Charlotte	1.9%	98.5	\$1,130	\$267,528	27.3
Atlanta	1.6%	102.3	\$1,334	\$348,121	32.3
Chicago	.1%	123.2	\$2,051	\$500,332	31.8
Dallas	2.1%	108.3	\$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%	241.4	\$4,888	\$1,901,222	37.0
San Francisco	1.3%	197.6	\$3,821	\$1,243,239	34.4

Source: Charlotte Regional Business Alliance Research; C2ER 2018 Annual Averages, 2017 American Community Survey, 1-Year Estimates

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OUR LIFE: AREA LIVING

LAKE
LIVING



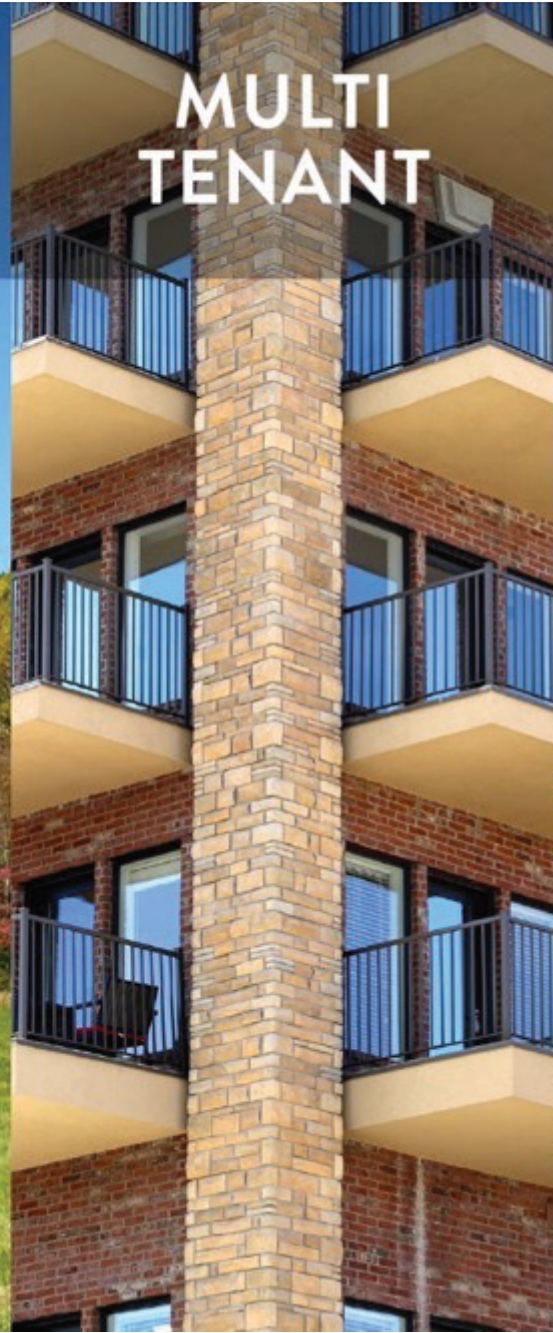
SINGLE
FAMILY



RURAL
LIVING



MULTI
TENANT



URBAN
LIVING



OUR LIFE: SPORTS



OUR LIFE: ENTERTAINMENT



Whitewater Center



Mint Museum of Art



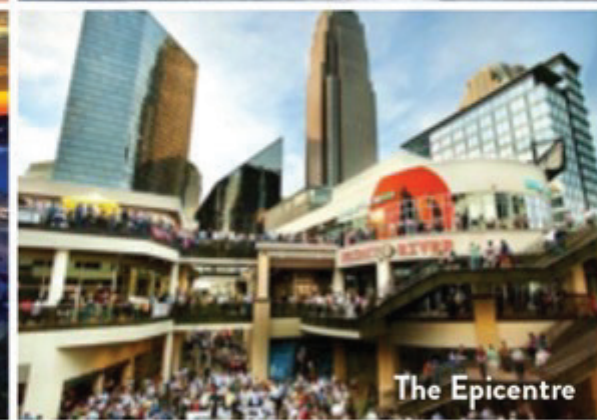
NODA Neighborhood



Summer Symphony in the Park



Spectrum Center



The Epicentre



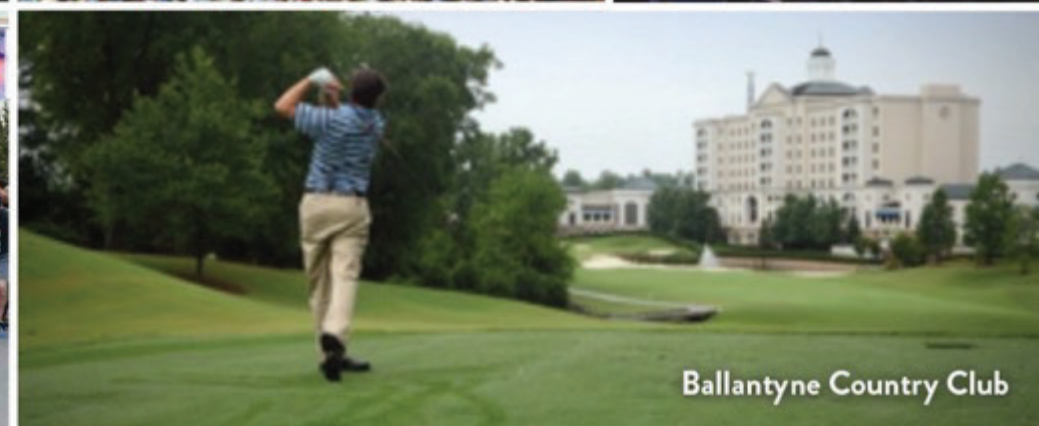
PNC Music Pavilion



Anne Springs Greenway



Charlotte Marathon



Ballantyne Country Club

OUR VALUE



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

THE CHARLOTTE REGION



**PROJECT
MANAGEMENT**



**REAL
ESTATE**



CONNECTIONS



**CUSTOMIZED
RESEARCH**



**REGIONAL
TOURS**



**TALENT AND
WORKFORCE
DEVELOPMENT**

The CLT Alliance have a team of professionals dedicated to all aspects of Economic Development

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REGIONAL BUSINESS
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