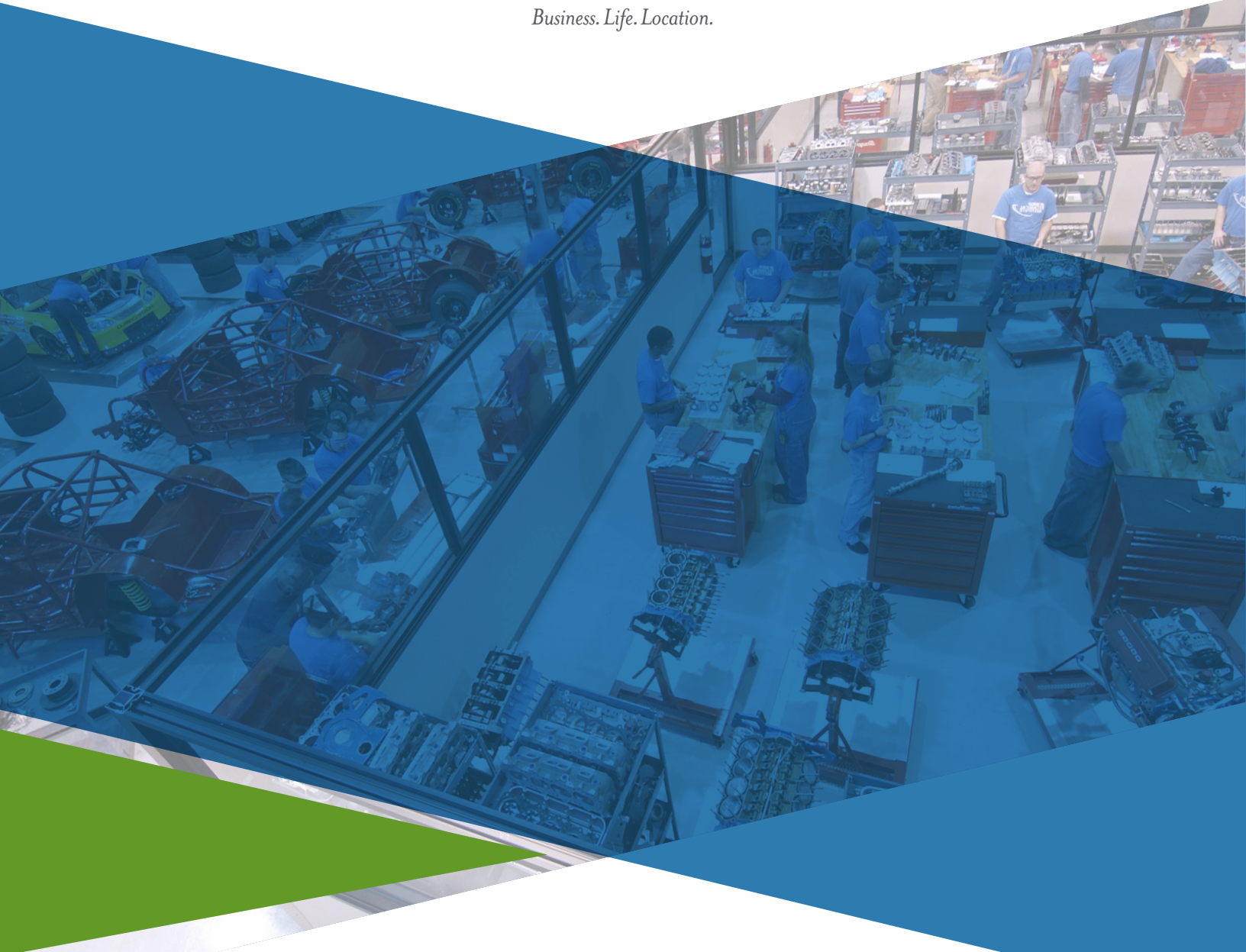




IREDELL

ECONOMIC DEVELOPMENT CORP

Business. Life. Location.



CASE FOR INVESTMENT

STRONGER TOGETHER

BOARD LEADERSHIP

Public Leadership

Mayor Miles Atkins

Town of Mooresville

Ron Wyatt

Town Manager

Town of Troutman

Randy Hemann

Town Manager

Town of Mooresville

Mayor Costi Kutteh

City of Statesville

Beth Mull

County Manager

Iredell County

Chairman Melissa Neader

Board of Commissioners

Iredell County

Ron Smith

City Manager

City of Statesville

Mayor Teross Young

Town of Troutman

Private Sector Leadership

Bob Palmes**Iredell EDC Chair**

VP, Business Development

G.L. Wilson Building Company

Jeff Cernuto**Iredell EDC Secretary**

President

Princeton Communities

James Mallory

Attorney at Law

Law Office of James B. Mallory, III

Jim Marshall**Iredell EDC Past Chair**

President & CEO

blueharbor bank

Paul Cook**Iredell EDC Treasurer**

Business Banker, VP

First Citizens Banks

Bill McCombs

Vice President & Project Manager

McCombs Steel

David Alexander**Iredell EDC Vice Chair**

President

J.T. Alexander & Sons. Inc.

Steve Dailey

President

NGK Ceramics USA, Inc.

Chad Sanders

Merchandise Vice President-Lumber

Lowe's Companies, Inc.

Ex Officio Leadership

Jenn Bosser

President & CEO

Iredell County Economic

Development Corporation

Dr. Tim Brewer

President

Mitchell Community College

Mark Brady

President

South Iredell Community

Development Corporation

MESSAGE FROM THE CHAIRS

We are excited to announce the beginning of a three-year campaign, "Stronger Together", to fund and implement an economic development strategy. Iredell County Economic Development Corporation (ICEDC), in partnership with Iredell County, City of Statesville, Town of Mooresville, Town of Troutman, and our private sector investors, have seen the benefits of collaborating together to bring about tangible economic results for our community. In 2017, Mooresville-South Iredell Economic Development and Statesville Regional Development unified to form ICEDC in an effort to maximize public and private sector dollars, expand marketing efforts, create efficiencies, and increase capabilities to attract and nurture growth. The results have generated significant returns and impact for our community.

Over the past three years, ICEDC played a critical role in the creation of more than 2,200 jobs and the addition of \$463 million in new investments, lead a workforce effort to nurture our talent pipeline, strengthened relationships with our existing industry and partners, and developed over 2 million square feet in speculative and industrial development. We supported community initiatives by leveraging and securing federal grants for transportation and infrastructure projects and promoted countywide initiatives including the passing of the \$125 million school bond.

ICEDC, in partnership with our public-private partners, is a catalyst for economic development, talent development and recruitment, and enhancing our quality of place. Through this effective public-private partnership, we are building a solid foundation to competitively position our community by bringing together key leaders in business, government, and education.

To achieve our goals, we have embarked on an aggressive, three-year program to invest \$2.5 million in public and private investments centered around six key pillars:

Pillar 1 Existing Industry & Retention

Pillar 2 Workforce & Talent

Pillar 3 New Business Development

Pillar 4 Product Development

Pillar 5 Marketing & Communication

Pillar 6 Collaboration & Community

In the following pages we will highlight the key elements of our pillars. We hope you will join and partner with us to ensure success for Iredell County!

Jim Marshall

President & CEO
blueharbor bank
Chairman, ICEDC

Bob Palmes

VP, Business Development
G.L. Wilson Building Company
Vice Chairman, ICEDC

OUR HISTORY & SUCCESS

Mission

Our Mission is to promote economic growth and stability by enhancing the quality of life in Iredell County through the cultivation of jobs and investment. We accomplish this through new business attraction, support of existing industry, building a world-class workforce, and collaboration with our community to build economic prosperity for all.

ICEDC is a 501(c)6 private-public partnership dedicated to the growth and success of Iredell County. We work with local, county, regional, and state partners to address business opportunities and challenges to ensure a vibrant business community. Established by the ICEDC, the ICEDC Foundation is a 501(c)3 that supports specific economic development initiatives that create jobs, investment, and resources to minimize the tax burden to the local community.

Our History

In 2017, a strategic decision was made by community leaders to combine Mooresville-South Iredell Economic Development and Statesville Regional Development into one organization to serve all of Iredell County and its municipalities. As a result, our communities have benefited from shared resources and collaboration through enhanced marketing, workforce development, and expanded program offering to small businesses.

NEW & EXPANDING ANNOUNCEMENTS



OUR IMPACT

Over the last three years your investment has contributed in making the following impact in our community:



The attraction and expansion of industry resulting in **2,200 new jobs, \$463 million in capital investment, and 3.5 million square feet**



Supported community infrastructure initiatives to secure **\$20.6 million in transportation grants and \$125 million for school bonds**



Launched a comprehensive workforce development effort resulting in engagement of **23 schools and over 10,000 students with Edge Factor**, and became a **certified ACT Work Ready Community** with **156 supporting employers** and **8,232 National Career Readiness Certificates**



Expanded our programing in existing industry and the creation of a small business ombudsman resulting in **215 unique visits, referrals, and connections**




Creation of over **2 million square feet of new speculative industrial development** in Iredell County



Re-branded **Iredell as a competitive location in the Region** and as one of the state's most attractive communities **offering outstanding quality of business, life and superior location.**





“G.L. Wilson has been a supporter of economic development in Iredell County for many years. The formation of one county-wide economic development organization has led to strong collaboration across the county.”

Bob Palmes
Vice President, Business Development
G.L. Wilson Building Company

CALL TO ACTION

Our 3-year economic development strategy is created to elevate Iredell County, and our municipalities, as a competitive location in the Charlotte Region, resulting in a significant impact to the local economy. Our plan requires broad community support and engagement from both public and private sector stakeholders. With your partnership and investment we will achieve our funding goal and invest \$2.5 million in six key pillars:

Pillar 1 Existing Industry & Retention

Pillar 2 Workforce & Talent

Pillar 3 New Business Development

Pillar 4 Product Development

Pillar 5 Marketing & Communication

Pillar 6 Collaboration & Community

MEASURING OUR IMPACT

- **Promote and participate annually with workforce partners on career awareness, pathways, and certifications opportunities** that include trades and nontraditional degrees to students, teachers, and parents to support the needs of local industry
- Develop a strategic marketing campaign to **"tell the story" of Iredell County**, highlighting our strengths, assets, and target industry clusters
- **Track market trends, research, and data** to provide insights and analysis of the County's economic performance, challenges, and opportunities
- **Engage with our investors, existing industry, and partners** by hosting councils, forums, networking, and round table discussions
- Engage with local, regional, state, and national partners to **market Iredell County, Charlotte Region, and State of North Carolina** for the benefit of our local community and industry
- Support the **creation of 2,250 new jobs** at or above the County's Living Wage
- **Generate \$450 Million in new announced investment**
- **Lead 300 economic development projects and 100 site visits**
- Support existing industry by **conducting 250 visits** by surveying and gathering information to identify key concerns and needs that enable or enhance the success of industry
- **Identify and market privately- and publicly-owned commercial and industrial sites**
- **Build strong relationships** with site selection consultants, real estate investors, and partners through a comprehensive outreach strategy, **resulting in new sources of leads**



EXISTING INDUSTRY & RETENTION



Strategic Goal

Cultivate the expansion and retention of existing industry and small business by understanding their collective needs, providing resources, and connecting them to networks.



Strategies

- Develop and deploy an existing industry strategy focused on employer engagement, data collection, and resource referrals to partners and allies
- Serve as an ombudsman for existing industry and small business by facilitating support from local, regional, and state partners
- Identify and inform policymakers on key issues facing existing industry that impede their growth and impact the local business climate
- Meet with new companies to accelerate their on-boarding with resources and partners in the local community
- Convene industry leaders for networking, shared learning, and industry collaboration
- Host an annual event highlighting and celebrating existing industry milestones
- Develop a business resource guide and regulatory guide for start-up businesses to help owners navigate our local community
- Work with local partners to support goals and community initiatives

"Partnering and engaging with local economic development has enabled NGK Ceramics to be more competitive within the NGK family of companies. This has helped us win investments which grow jobs in the community."

Steve Dailey
President
NGK Ceramics, USA Inc.

WORKFORCE & TALENT



Strategic Goal

Deploy a strategy to develop, retain, and attract talent by enhancing the workforce pipeline for our existing industry and target industry clusters.



Strategies

- Develop a talent attraction and recruitment strategy to promote local job opportunities and market key attributes of living and working in Iredell County
- Identify data and research to share and to make informed decisions for talent attraction and pipeline development
- Promote early identification initiatives that focus on career awareness and job preparedness of the talent pipeline
- Partner with industry and education partners to encourage participation and investment in EDGE Factor
- Assist companies with hiring needs by connecting them with resource partners
- Launch a workforce council to convene industry leaders and workforce partners to address local labor needs
- Leverage engagement opportunities with workforce partners at the local, regional, and state levels

NEW BUSINESS DEVELOPMENT



Strategic Goal

Serve as the primary marketing and prospect handling partner for Iredell County by promoting key assets and actively recruiting businesses in targeted industry clusters.



Strategies

- Construct and implement a recruitment strategy that focuses efforts on target industry clusters to complement and enhance our strengths
- Coordinate requests for proposals, information, and site visits for companies considering Iredell County
- Continuously build relationships with site selectors, brokers, and allies to identify and respond to business development opportunities
- Identify and assess key indicators, metrics, and assets to illustrate our competitive advantages
- Identify, maintain, and market buildings and sites inventory for prospective projects
- Track new and expanding investments, job creation, and square footage additions
- Promote the Statesville Regional Airport as an asset and key economic driver to our community



PRODUCT DEVELOPMENT



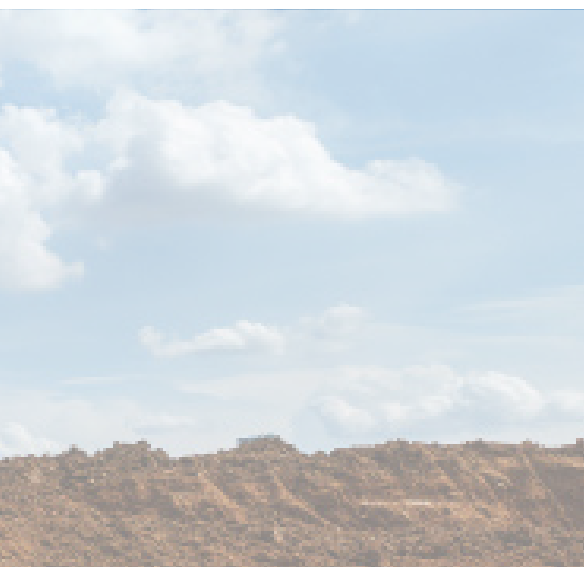
Strategic Goal

Enable Iredell County to maintain and strengthen its economic competitiveness by developing and promoting buildings and sites.



Strategies

- Work with public and private sector partners to develop and market shovel-ready sites, speculative buildings, and redevelopment opportunities for potential projects
- Leverage state and utility readiness programs and public and private sector funding to provide infrastructure necessary for targeted industrial properties
- Market industrial corridors and business parks to showcase the concentration and success of industry
- Manage the operations of the South Iredell Community Development Corporation including the marketing and development of Mooresville Business Park East
- Share market information and project trends with the real estate community, investors, economic development allies, and government partners to encourage development





MARKETING & COMMUNICATIONS



Strategic Goal

Build brand awareness as a competitive location by amplifying the strengths, unique attributes, quality of life, and advantages for target industry sectors.



Strategies

- Enhance and grow our communication through digital media platforms and website
- Develop a comprehensive community brochure and presentation slide deck for projects and potential investors which highlight key facts and assets of interest to community leaders, site selectors, and potential companies
- Support new and expanding company announcements and projects by marketing Iredell County as a superior place for business, life, and location
- Share best practices by capturing testimonials and case studies to promote industry
- Track and share economic development activity, trend data, and news with investors, community partners and existing industry
- Create awareness of existing companies and their core business sectors by connecting them to the community through marketing, promoting and engaging them our investors, elected officials, and community partners

COLLABORATION & COMMUNITY



Strategic Goal

Support initiatives in collaboration with our public-private sector partners to strengthen our economy, build local assets, and enhance our quality of life.



Strategies

- Engage stakeholders in the development of a strategic plan for economic development to ensure ICEDC has clear goals and objectives
- Broaden support and investment in our efforts by building relationships with the community
- Support strategic investments in vital infrastructure including public education, transportation, water, sewer, broadband, and energy
- Engage investors through communications, quality programming, and special initiatives to deliver a return on investment
- Invest in new technologies and leverage partner research capabilities to make data driven decisions and measure our community's competitiveness
- Participate in initiatives with our local, regional and state partners to bring forth new opportunities that support the promotion and growth of jobs, industry and product
- Identify opportunities to create and improve efficiencies in processes and operations to ensure the organization is fiscally responsible



WHY INVEST?

Invest with ICEDC and play a role in elevating our community's economic position. Impact economic growth by working collaboratively with local businesses and government leaders to support and ensure our community's economic sustainability.

Investor Levels



Visionary Level: (\$10,000+)

- Visual and Verbal recognition as a sponsor at all ICEDC Investor Meetings
- Complimentary table of 8 at ICEDC Annual Meeting
- Logo spotlighted on home page of www.lredelledc.com with hyperlink
- Includes all benefits of Contributor, Partner, and Leadership Levels



Leadership Level: (\$5,000 to \$9,999)

- Company logo featured in ICEDC marketing materials
- Complimentary tickets for four at ICEDC Annual Meeting
- Participate in Annual Board of Directors' Retreat
- Includes all benefits of Contributor and Partner Levels



Partner Level: (\$3,000 to \$4,999)

- Edge Factor Business License, www.edgefactor.com
- Invitations to VIP events, groundbreakings, and grand openings
- Opportunity to serve on Advisory Committees for Pillars
- Opportunity to use our conference rooms
- Includes all benefits of Contributor Level



Contributor Level: (\$1,000 to \$2,999)

- Access to economic development data, research, & studies
- E-news alerts on the latest projects & economic development updates
- Invitations to quarterly investor meetings and annual meeting
- Listed as a "preferred provider" in our business referral directory
- Listed on the investor page on www.lredelledc.com
- Opportunity to sponsor industry events
- ICEDC investor plaque

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Interested in sponsorship opportunities? ICEDC hosts a variety of events, meetings, and forums, please contact Carrie@IredellEDC.com for more details.



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