

Business. Life. Location.

FY 2024-2025

ANNUAL REPORT



Business. Life. Location.

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CHAIRMAN'S MESSAGE



Dear Iredell EDC Stakeholder,

I am thrilled to present to you the FY 2024-25 Annual Report.

This is the culmination of my two years as your chairman, and it has been my honor to serve this organization and Iredell County in this capacity. I am so proud that I have had a role to play in helping Iredell EDC along with our community's public and private sector leaders firmly establish Iredell County as the best location in North Carolina to establish and grow businesses and enjoy a prosperous life.

Since the inception of the Iredell EDC, Existing Industry has been the first of our key pillars, and this year we have continued to focus on nurturing the businesses and industries of Iredell County to the very best of our ability. We have increased our interactions to 128 and provided support to 25 Small Business Ombudsman clients. Our efforts facilitated 289 referrals, more than double the referrals from the previous year, and we convened 147 industry leaders across four Industry Leaders Councils.

While FY 2024-25 began with the uncertainties of a presidential election and many policy changes, project activity remained steady. We responded to 183 Project Inquiries, culminating in 11 new announcements, representing \$136.25 million in investment, the creation of 360 new jobs, and occupying 1,290,000 square feet. Iredell County now boasts 17 Class

Sincerely,

A handwritten signature in blue ink, appearing to read "David W. Alexander". The signature is fluid and cursive.

David Alexander
President, J.T. Alexander & Son, Inc.
FY23-25 Chairman

A Industrial Parks, with more than 15 million square feet in planning, under construction, or recently completed. I would say Iredell County is well-positioned for future project opportunities.

Iredell Ready, now in its fourth year, continues to attract attention throughout North Carolina as an example of best practices in workforce development. As a result of the collaborative efforts of educational institutions, local government, and business entities in forging pathways for the betterment of our students, residents, and businesses, Iredell County has been recognized by myFutureNC as one of nine counties in North Carolina to achieve the designation "Attainment Ready."

If you recall, last year we launched a 4-year comprehensive economic development strategy and investor campaign to better position Iredell County for continued opportunities. While some considered our goals somewhat lofty, we have made great strides, but it has only been because of the unwavering support of each of our investors. I just want to say thank you. Without you, I would not be able to present this report, a true testament to the success of our mission to irrevocably establish Iredell County as the prime location for business, lifestyle, and opportunity within the Charlotte Region and North Carolina.

OUR ORGANIZATION

It's our **BUSINESS** to ensure the residents of Iredell County enjoy the **LIFE** they love in what we consider to be the best **LOCATION** in the world.



IREDELL EDC TEAM
(FROM LEFT TO RIGHT)

EVAN DAY
Research Analyst

LISA TAYLOR
Operations Manager

JENN BOSSER, CEcD
President & CEO

TODD BLACK, EdD
Existing Industry Manager

CRAIG GOODSON
Director, Economic Development

SHARON BARLOW
Communications Manager

We are the spark that ignites economic development and workforce development, as well as site development and readiness, for the purpose of enhancing our quality of place. As a public-private partnership, we continually strive to leverage the critical partnership of business, government, and education to bring success and prosperity to our communities for today and the future.

OUR PILLARS

Existing Industry

Workforce & Talent

Business Development

Product Development

Marketing & Research

Community & Collaboration

OUR BOARD OF DIRECTORS 2025-2026

PUBLIC SECTOR LEADERSHIP

Melissa Neader

Board of Commissioners
Iredell County

Lisa Qualls

Board of Commissioners
Town of Mooresville

Mayor Costi Kutteh

City of Statesville

Mayor Teross Young

Town of Troutman

Beth Milton

County Manager
Iredell County

Tracey Jerome

Town Manager
Town of Mooresville

Ron Smith

City Manager
City of Statesville

Ron “Duck” Wyatt

Town Manager
Town of Troutman

EXECUTIVE BOARD/ PRIVATE SECTOR LEADERSHIP

Jeff Cernuto

Chairman
President
Princeton Communities

Bill McCombs

Vice Chair
Vice President &
Project Manager
McCombs Steel

Chad Sanders

Secretary
VP of Merchandising
Lowe’s Companies

Tiffany Webber

Treasurer
Partner
Thomas & Webber, PLLC

David Alexander

Past Chair
President
J.T. Alexander & Son, Inc.

Bob Palmes

Vice President
G.L. Wilson Building Co.

Zach Gordon

Vice President
L. Gordon Iron &
Metal Co.

Mary Katherine Law

Area Manager
Maymead, Inc.

Mark Hartsliet

Executive Vice President
RJK Construction

Grant Miller

Executive Vice President
Colliers International

LaQuisha Parks

Vice President
EnergyUnited

Jim Marshall

President & CEO
blueharbor bank

EX-OFFICIO LEADERSHIP

Dr. Tim Brewer

President
Mitchell Community
College

Jenn Bosser, CEcD

President & CEO
Iredell County EDC

Steve McGlothlin

President
South-Iredell Community
Development Corporation

OUR LOCATION





ACCOLADES

#1 BEST State for Manufacturing

(Site Selection Group, November 2024)

#1 MOST MOVED-TO STATE in the US

(PODS Moving & Storage, May 2025)

#2 BEST STATE for Business Climate

(Site Selection, January 2025)

#6 HIGHEST AVERAGE WAGE in North Carolina

(NC Commerce, 2024)

#6 FASTEST GROWING ECONOMIC GROWTH COUNTY in NC with the Greatest GDP Growth

(Charlotte Business Journal, 2024)

Iredell County is ideally located on the East Coast just 30 miles north of Charlotte. Spanning 574 square miles from the idyllic shorelines of Lake Norman to the south up to the rolling foothills of the Appalachian Mountains in the north, Iredell is home to six communities: Harmony, Love Valley, Mooresville, Troutman, Statesville, and Union Grove and a growing population of 206,361 making us the 14th largest county by population in North Carolina.



IREDELL COUNTY GROWTH BY THE NUMBERS

2020-2025

POPULATION GROWTH

2020 **186,693**
2025 **206,361**

*(Source: US Census Population
Estimates Program (PEP))*

+10.5%

WAGE GROWTH

2020 **\$49,696**
2025 **\$62,669**

*Sources: US Bureau of Labor
Statistics, QCEW & NCDOL
Average Wage*

+26.1%

PROPERTY TAX REVENUE

2020 **\$24 B**
2025 **\$39.8 B**

(Source: Iredell County)

+66%

AVERAGE SALES TAX REVENUE

2020 **\$10,931,887**
2025 **\$18,097,373**

(Source: NC Dept of Revenue)

+66%

WHERE
IT ALL
COMES
TOGETHER





INCREASE IN TAX BASE

	2019-2020	2024-2025	% CHANGE
Mooresville	\$7,065,823,507	\$12,340,066,736	74.6%
Statesville	\$3,061,887,470	\$4,809,242,675	57.1%
Troutman	\$497,049,285	\$1,488,323,616	199.4%
County	\$24,003,512,025	\$39,840,110,461	66%

Source: Iredell County

GROWTH BY INDUSTRY SECTOR IN IREDELL COUNTY

SECTOR	2020 # of Firms	2024 # of Firms	2020 Total Employment	2024 Total Employment
Retail	678	751	9,554	12,152
Manufacturing	310	362	11,333	11,735
Health Care	521	654	8,546	9,973
Accommodation and Food	380	459	6,242	8,140
Construction	643	764	4,978	5,189
Education	94	114	4,811	5,146

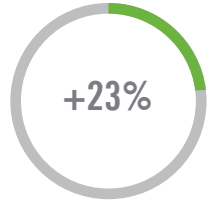
Source: US Bureau of Labor Statistics, QCEW



LABOR FORCE

2020 **84,460**
2025 **104,122**

Sources: Applied Geographic
Solutions and GIS Planning 2023,
TaxFoundation.org 2021 and GIS
Planning Research



EMPLOYMENT

2020 Total Employment	74,527
Total Establishments	5,811
Average Weekly Wage	\$1,057
2024 Total Employment	81,180
Total Establishments	7,123
Average Weekly Wage	\$1,218

Source: US Bureau of Labor Statistics, QCEW



INCOME & HOUSING

2020 Total Households Occupied	69,013
Median Household Income	\$68,308
2025 Total Households Occupied	80,092
Median Household Income	\$84,335

Sources: NC DOC Area Profile and Applied
Geographic Solutions and GIS Planning



PERMITTING FY24-25

Total Permit Applications YoY	12,804
Residential Permits Issued	3,944
Value of Residential Permits	\$531.7M
Commercial Permits Issued	1,178
Value of Commercial Permits	\$537.9M

Source: Iredell County, Town of Mooresville

EXISTING INDUSTRY

An aerial photograph of an industrial complex. The facility includes several large, light-colored metal buildings with gabled roofs. There are extensive parking lots filled with cars and trucks. The area is landscaped with numerous trees and green spaces. A road with a roundabout is visible in the foreground. The background shows a dense forest. The image is overlaid with a green diagonal graphic element on the left side.



“

The recent support we received from the Iredell County Economic Development Team goes beyond the expansion of our company, C.R. Onsrud Inc. Their support, along with the considerable support from Iredell County and the Town of Troutman, has created a ripple effect, helping manufacturers across a wide range of industries who use the machines we build. We thank the EDC for investing their time, knowledge, and experience in us and the future of American manufacturing. Their help has better positioned us to continue to grow and positively impact Iredell County and the landscape of manufacturing for years to come.”

Tom Onsrud
Chief Executive Officer
C.R. Onsrud, Inc.

The retention and success of Iredell County's existing businesses and their employees create the nucleus for Iredell County's evolving strategy for growth. Iredell EDC fuels this nucleus through its Existing Industry Program and a commitment to forging and fortifying relationships with our local industries. These relationships create the conduit by which we connect companies with the resources and solutions necessary for their success in Iredell County and beyond.

Over the past year, our existing industry experienced the apprehension of a national

election cycle followed by the anxieties of potential tariffs and a lengthy series of policy changes. Fortunately, most businesses in Iredell County remain resilient and are now moving forward with growth and expansion plans.

With growth and expansion, businesses are also experiencing an ever-increasing need for highly qualified employees. Fortunately, **Iredell Ready**, the workforce initiative introduced in 2021, is gaining increasing attention and traction with employers. Business and industries are recognizing the immense value in partnering

with our local educational institutions, Mitchell Community College, Iredell-Statesville Schools, and Mooresville Graded School District, to customize training programs, enhance skill development, and create the skilled workforce they need to achieve their growth goals.

The success of our existing industry plays a key role in attracting a variety of new industries to Iredell County. This diverse industrial landscape serves to fortify our communities as they navigate economic fluctuations and ensure a resilient and prosperous economy in Iredell County.





128

Existing
Industry
Interactions



25

SBO Clients



289

Referrals



4

Industry Leaders
Councils (147
participants)

INDUSTRY LEADERS COUNCIL

Since its inception in 2021, Iredell EDC's quarterly Industry Leaders Council meetings have provided a platform for business leaders to discuss topics and trends impacting their businesses and encourage the adoption of innovative practices aimed at boosting competitiveness and productivity. As the popularity of these meetings continues to increase, we challenge ourselves to create relevant programming to assist business and industry with the issues that impact their growth and goals as well as an environment conducive to candid discussion and the sharing of best practices.

This past year 147 industry leaders gathered in locations like Roush Yates Manufacturing Solutions, Bobcat Company, NASCAR Technical Institute, and Goodwill Industries Career Center to discuss critical topics like the future of manufacturing labor, disaster preparation, an economic forecast, and an update on the state of Iredell County.

As we move into the next fiscal year, Industry Leaders Council will continue to be a core component of our mission to support the growth and success of businesses in Iredell County.



- 30% Networking
- 27% Workforce
- 15% Investor Referrals
- 12% Real Estate Development
- 10% Infrastructure
- 6% Incentives



ADDMAN's Acquisition of KAM Said to Create Largest Metal AM Service Provider in North America

Carolina Beverage Group Inks Big Lease in Mooresville

Mooresville's **Corvid Technologies** Awarded \$268 Million Contract from US Navy

C.R. Onsrud's Annual Factory Demo Day Expands into New 80,000 SF Manufacturing Facility

DEHN Inc. Celebrates the Grand Opening of Manufacturing Facility In Mooresville, NC

Duke Health Completes Acquisition of Lake Norman Regional Medical Center

EnergyUnited Wins Top Workplace 2024 Award

Iredell Health System Officially Purchases Davis Regional Psychiatric Hospital, Davis Regional Medical Center

Business North Carolina Names **Iredell Memorial Hospital** Among Best in North Carolina

Kewaunee Scientific Acquires NuAire For \$55 Million

Magnera emerges as a New Global Leader in the Specialty Materials and Nonwovens Industry, Following the Merger of Berry's Health, Hygiene and Specialties Global Nonwovens and Films Business with Glatfelter.

Vandor Corporation Celebrates One-Year Anniversary in Statesville, North Carolina

Water Tech, Inc. Celebrates Ribbon Cutting at New Statesville, NC Facility

Weinig Holz-Her Expands Footprint in Iredell County with New Facility in Statesville



“

I appreciate the opportunity to be part of the Industry Leaders Council. Iredell EDC provides fantastic speakers with significant insights that generate valuable discussions with the business leaders in Iredell County. I am proud to be part of the team.”

*John Johannesen
Director of Marketing/Recruiting
deBotech*

WORKFORCE & TALENT

A group of workers in a factory setting, wearing green safety vests and headsets, walking past a large piece of industrial machinery. The scene is overlaid with a green diagonal graphic element.

Research continues to indicate that companies are basing their location choices on the availability of a quality workforce. Therefore, the potent combination of workforce and talent fuels our commitment to growing and developing Iredell's workforce and talent pipeline. The workforce initiative, **Iredell Ready**, is evolving into a powerful tool to help meet the demand for a highly skilled, ready-to-work labor force for our local industry sectors.



“

Iredell Ready is poised to help our businesses find the right employees and build a quality skilled workforce! From recruiting and hiring to building a strong pipeline, the resources are readily available and easily accessible on the **Iredell Ready** website.

On the flipside of the hiring scenario, students and jobseekers often do not know where to begin exploring job opportunities. **Iredell Ready** is ready for that aspect too!

*Melissa Neader,
Board of Commissioners
Iredell County*

OUR EFFORTS OVER THE PAST YEAR

- Hosted Workforce Forum – The Future of AI – **150 Attendees**
- **4** Annual Career Events, **1,700** Students, **160** Companies
- Editorial/Advertising Placement Partnership with *Iredell Free News / Business NC*
- Participated in **8** Career Events
- Hosted County-wide Career Exploration Event, **2,000** 6th graders, **60** Companies
- **3,784** Students CTE Credentials
- **2** HS Digital Ambassadors
- **1,435** Followers on Social Media (24 months)
- **8,425** Visitors Website (20 months) Captured
- Captured **4** Videos for our Partners
- Launched Corporate Partner Program
- Recognized by MyFutureNC as one of nine counties (out of 100) to achieve the designation “Attainment Ready”
- Recognized by International Economic Development Council for Excellence Award
- Attended the Apprenticeship NC Conference February 2025

OUR IMPACT



4x

Increase in
CTE Credentials
Students Achieved
by High School



15%

Increase in Mitchell
Community College
Enrollment



91%

1% Increase
High School
Graduation Rate



55%

3% Increase in
Residents with a
Degree or Credential



35%

Average
Wage Growth
(2018-2024)



**Iredell
Ready**

Building Pathways to
Better Futures

*for students, residents, and businesses in
Iredell County.*

Entering its fourth year, **Iredell Ready** focuses on supporting our partners in amplifying their programs, increasing engagement and participation, encouraging alignment and partnership on initiatives, and sharing successes. With goals that align with MyFutureNC, ensuring that 2 million North Carolina residents have a high-quality credential or postsecondary degree by 2030, **Iredell Ready** is making significant strides to propel Iredell County across the finish line.



BUSINESS DEVELOPMENT

An aerial photograph of a large, modern industrial building with a light-colored facade and a flat roof. The building has several large windows and a prominent corner entrance. A parking lot with several cars is visible in front of the building. The image is overlaid with a green geometric design consisting of diagonal lines and shapes.

As Iredell County continues to attract attention for international manufacturing projects and data center development as well as the expansion or relocation of companies from the northern and western regions of the United States, our project activity is trending upward. The Economic Development Partnership of North Carolina is ramping up their outreach both nationally and internationally to advanced manufacturing companies from the automotive, energy, and food & beverage sectors, all of which are targeted areas of opportunity for Iredell County, resulting in many of our project leads. Additionally, existing industries are entering or continuing discussions of expansion projects, several of which have already materialized.



“

North Carolina is an attractive place to do business, and we have seen a significant influx of industrial, commercial, and residential customers to the region in recent years. We expect those strong growth trends to continue and are working hard to plan and build the infrastructure needed to reliably meet growing energy needs while keeping costs as low as possible for customers.”

Bill Roberts, P.E.
Senior Manager,
Economic Development
Duke Energy

NEW & EXPANDING ACTIVITY

NanoXPLore



sheets[™]
LAUNDRY CLUB

SCP[™]
SCP Distributors LLC



2025 ACREAGE

Up to 5	3%
6 to 10	10%
11 to 29	20%
30 to 50	16%
51 to 100	25%
100+	26%

2025 BUILDING SF

<9,999	4%
10,000–20,999	5%
21,000–50,999	19%
51,000–99,999	18%
100,000–249,999	24%
250,000–499,999	21%
500,000+	9%

PROJECT SOURCE

EDPNC	153
CLT Alliance	12
Direct	6
Iredell EDC Ally	5
Broker	4



183

Project
Inquiries



17

Site Visits



11

Announcements



\$136.3M

Invested



360

New Jobs



1.3M

SQ FT
New Space
Occupied

PRODUCT DEVELOPMENT

Product development is Iredell EDC's fourth pillar and a key component in our growth strategy. Creating quality, flexible, industrial-zoned parks and speculative buildings competitively positions Iredell County for consideration by new companies to locate and existing companies to grow their presence in the County. Iredell County currently has 17 Class A Industrial Parks boasting a pipeline of over 15 million square feet in planning, under construction or recently completed. Multiple industrial parks are extending additional internal roads and utilities to accommodate development of over 700 acres in the county. We are working with new developers to add to our already impressive industrial park inventory. Vacancy rates in Iredell County have decreased in the past fiscal year, remaining below 7%, as several large speculative buildings are now leasing. We are expecting four new Class A speculative buildings, representing approximately 400,000 square feet, to become

available in Q1 of 2026. Additionally, we now have five Class A existing industrial facilities representing approximately 1,000,000 square feet of product inventory to add to the more than 600,000 SF speculative space already available.

Requirements for energy generation, distribution, and consumption continue to reshape industrial product development and company location decisions. AI, Solar, EVs, Batteries, Semiconductor Chips, as well as Tools & Equipment manufacturing require an increasing share of the energy generated in the United States. The need for companies to find sites and buildings where energy is currently abundant or will soon become so is accelerating at a blistering pace that gives no indication of slowing.



“

Our experience working in Iredell County has been extremely positive. Iredell EDC's support and collaboration have played a key role in our success at NC Park 40/77, and the foundation we've built will spearhead the continued development of this project. Capital goes where capital is wanted, and Iredell County has been a true partner where we're honored to invest.”

Caleb Moore
Executive Vice President
NorthPoint Development

DEVELOPMENT COUNCIL

In Spring 2025, we launched our first Development Council as a forum to convene local developers, contractors, and industry partners to share insights, exchange ideas, and strengthen relationships that form the foundation of Iredell County. More than 30 participants were given an up-close look at current economic trends, commonly requested building specifications and sizes and insights as to how to navigate the development landscape in Iredell County.

NEW INDUSTRIAL PARK DRONE VIDEOS

Demand for suitable buildings and sites is at an all-time high. To support our development community in marketing our available properties to partners and potential projects, we developed videos featuring drone footage and aerial photos for industrial sites. We recently completed videos for four of our industrial parks including Mooresville Business Park East, North Charlotte Commerce Center, Park 4077, and 77/40 Commerce Center. We have used the videos as part of our marketing efforts to site selection consultants and as part of our project submissions. We plan to complete more videos of our other featured industrial sites this coming year. You can view the videos by visiting Featured Properties on the Iredell EDC Website.



INDUSTRIAL SQUARE FOOTAGE

TOTAL INVENTORY:
Q1 2020 **29,486,057 SF**
Q1 2025 **38,129,534 SF**

+29.31%

ABSORPTION
2020 SF: **10,000**
2025 SF: **-78,206**

VACANCY RATE
2020: **2.8%**
2025: **6.27%**

RENT
2020: **\$5.49**
2025: **\$7.40**

Source: 2025 Colliers
Industrial Market Report

IREDELL EDC INDUSTRIAL DEVELOPMENT PIPELINE

11.8M
SQ. FT.

IN PLANNING

508K
SQ. FT.

AVAILABLE

2.9M
SQ. FT.

COMPLETED



TOTAL 15.2M SQ. FT.
AVAILABLE 641K SQ. FT.



DEVELOPMENT PIPELINE

GODLEY PROPERTY @ ODESSA DRIVE

250,000 SF, Speculative Building Under Construction
(Total Park 1M SF)

WILCOMBS II @ MOORESVILLE BUSINESS PARK EAST

112,000 SF, \$12 M Speculative Building Under Construction

CROSSROADS COMMERCE CENTER

200,000 SF Speculative Building Under Construction

OVERHILL INDUSTRIAL PARK

60,000 SF Under Construction (Total Park 160,000 SF)

PARK 4077

585,000 SF Completed, 394,327 SF Leased,
Road Improvements Under Construction

STATESVILLE COMMERCE CENTER

264,000 SF Completed, 150,000 SF Leased

NORTH CHARLOTTE COMMERCE CENTER

710,640 SF Completed, 374,284 SF Leased

INNOVATION PARK

48,000 SF Completed, 24,000 SF Leased



COMMUNITY PROJECT HIGHLIGHTS

STATESVILLE REGIONAL AIRPORT – CITY OF STATESVILLE

Construction of Statesville Regional Airport's new terminal building continued with completion of the project planned for Q4 2025. The airport's first floor will include a VIP office, customer service area, galley for seating and food, a "pit stop" vending area, small conference room, and several rental offices. The second floor will feature a pilot lounge, boardroom, coffee bar, and an overlook. Third-floor amenities will include an overlook with an outdoor patio that glows at night as well as space that could accommodate a restaurant. The entire building will include two-story atrium bubble lighting to mimic the airport's hot air balloon festival.

MOORESVILLE BALLPARK – TOWN OF MOORESVILLE

The Town of Mooresville approved renovations to Moor Park, a beloved Downtown Mooresville ballpark with roots dating back to 1939. Home to the minor league team, Mooresville Moors, until 1953 and a youth baseball staple since the 1990s, Moor Park will soon get a multi-phase facelift. The first phase will focus on overhauling the ballfield itself, while the second phase will bring pedestrian-friendly streetscaping, new sidewalks, and improved roads.

NC HIGHWAY 150 – TOWN OF MOORESVILLE/IREDELL COUNTY

Planning and development are underway for a project that would improve traffic flow and reduce traffic congestion on 15 miles of N.C. 150 from the N.C. 16 Bypass in Catawba County to just west of the U.S. 21/N.C. 150 interchange in Mooresville. This proposed work involves widening the mostly two-lane highway to multiple lanes as well as improvements to the I-77/N.C. 150 interchange in Mooresville. Improvements to N.C. 150 would accommodate current and future traffic volumes and reduce traffic congestion.

WEATHERS CREEK HIGH SCHOOL – TOWN OF TROUTMAN

Iredell-Statesville Schools officially broke ground on the highly anticipated Weathers Creek High School on April 4, 2025. Expected to open its doors for the 2027-2028 school year, Weathers Creek will be located on 114 acres at 246 Overcash Road in Troutman and will have the capacity to hold 1,600 students.

STATESVILLE POLICE DEPARTMENT AND DOWNTOWN PARKING GARAGE – CITY OF STATESVILLE

The City of Statesville broke ground on the Statesville Police Department Expansion and Parking Deck Project at 330 S. Tradd Street. The event marked the beginning of a major downtown initiative focused on enhancing public safety services and supporting future growth. The expansion will bring all divisions of the Statesville Police Department under one roof, providing updated facilities and modern resources to improve service and operational efficiency. The six-level parking deck will support police operations, downtown visitors, and future apartment residents.

JENNINGS PARK – IREDELL COUNTY

Iredell County recently completed a \$35 million makeover of Jennings Park, located on 74 acres at 141 Deitz Road in Statesville, NC. The park now features four baseball fields, four turf soccer fields, an 18-hole disc golf course, four pickleball courts, concession stands, a press box, a playground, an events lawn, 2.3 miles of walking trails, and an adventure course. The architect for this project was Stewart Engineering, while the construction was EDIFICE General Contractors.

JACOB'S CROSSING SHOPPING CENTER – TOWN OF TROUTMAN

Town of Troutman welcomed Food Lion as the anchor tenant of Jacob's Crossing Center at 155 Crosstie Lane, Troutman, the first stop on what is becoming a retail corridor, on January 29, 2025. The 36,000 square foot store was designed with convenience and accessibility in mind with an extensive product assortment with a specific focus on a variety of affordable and simple meals and time-saving solutions that are ready-to-eat, ready-to-cook or ready-to-heat.



**Statesville Regional Airport
New Terminal,**
Expected Completion Q4 2025

MARKETING & RESEARCH



IREDELL EDC IN THE NEWS

Iredell EDC continues to take every opportunity to highlight the many compelling attributes of Iredell County's attractive location that set it apart for success in life and business. Our team continually attends and supports local businesses with the coordination of press coverage for announcements, tours, and visits. We regularly communicate with our investors via our newsletter, *Iredell Insights*, social media, and events. We also support projects with press releases and media outreach resulting in landing Iredell County in the limelight. Additionally, in conjunction with Economic Development Partnership of NC, we appeared in national business publications such as the *Charlotte Business Journal*, *Site Selection Magazine*, and *Business North Carolina*.

NEWSLETTER



2,294

Subscribers

(Up 10% from last year)
46% Average Open Rate

+10%

WEBSITE



35K

Total Visitors

(30% Increase)

+30%

SOCIAL MEDIA



145K

Total Impressions

4,218

Total Followers

MAJOR HEADLINES

- **Iredell County Once Again Lands a Project on North Carolina's Most Job-Rich Economic Development Projects** *Business North Carolina, July 2024*
- **North Carolina Remains Near the Top of CNBC's Top States for Business 2024**, *CNBC, July 2024*
- **Iredell County, A NC County Where Wealth Has Ballooned**, *Triangle Business Journal, October 2024*
- **Charlotte Region Sees Significant Growth in Foreign Direct Investment**, *Charlotte Business Journal, December 2024*
- **North Carolina, Best State For Manufacturing In 2024**, *Site Selection, December 2024*
- **Iredell Ready Recognizes Founding Partners for Workforce Certification Achievement**, *Iredell Free News, January 2025*
- **Iredell County's Population Estimated To Be Third Fastest Growing In The Charlotte Region 2025-2050**, *Charlotte Business Journal, January 2025*
- **Charlotte Region's Workforce: A Talent Powerhouse Poised To Lead The Future**, *Charlotte Business Journal, February 2025*
- **Iredell County Receives Golden LEAF Funding for Expansion of Mooresville Business Park East**, *Iredell Free News, February 2025*
- **North Carolina To Become 7th Most Populated State In 2030s**, *North Carolina State, March 2025*
- **Governor Josh Stein Speaks At NC Main Street Conference In Mooresville**, *WCNC, March 2025*
- **Iredell County Takes The Lead Of Charlotte Metro's Population Growth**, *Charlotte Business Journal, March 2025*

We partnered with our economic development allies in the Charlotte Region and State of North Carolina to market our region and state.

NC 100 VISIT

Economic Partnership of NC

SITE SELECTION MEETING

Greenville, SC

Charlotte Regional Business Alliance

SITE SELECTION FAM TOUR

Charlotte Motor Speedway

Charlotte Regional Business Alliance

ECONOMIC DEVELOPMENT LEGISLATIVE DAY

Raleigh, NC

North Carolina Economic

Development Association

Select USA 2025

Washington, DC

Southern Economic Development

Association

NORTH CAROLINA ECONOMIC DEVELOPERS ASSOCIATION

Site Selection Meeting March 2025

NORTH CAROLINA ECONOMIC DEVELOPERS ASSOCIATION MEETINGS

October 2024, March 2025 and
June 2025

NAIOP

March 2025

ECONOMIC DEVELOPMENT ADVISORY COUNCIL MEETINGS

Economic Partnership of NC
& Charlotte Regional Business
Alliance

NORTH CAROLINA MANUFACTURING CONFERENCE

May 2025

SEUS JAPAN (CHARLOTTE)

October 2024

THANK YOU INVESTORS

OUR INVESTOR COMMITMENT AND VISION:

Iredell EDC in partnership with our public and private partners has developed a strategy to elevate Iredell County and our municipalities as a competitive location in the Charlotte Region and North Carolina. We set a goal to raise \$77,500 by the end of 2025 and are on track, having raised \$51,000 from new and existing investors since the launch of the campaign.

OUR FOCUS FOR THE COMING YEAR INCLUDES:

- Lead **100** economic development projects and **25** client site visits, resulting in quality jobs and **\$100M** in new investment
- Conduct **80** existing industry visits to support expansion, investment, and new job creation
- Identify **250** acres of new commercial/industrial sites and support **750,000** SF in new development
- Support **25** small businesses through facilitated support from local, regional, and state partners
- Participate in **4** site selection and industry marketing trips to generate leads for Iredell County
- **Leverage Iredell Ready** to strengthen our workforce pipeline to meet the needs of local industry
- Host **12** councils, forums, networking events, and investor meetings to share business intelligence and market data while strengthening connectivity across networks
- **“Tell our Story”** highlighting our strengths, assets, and target industry clusters
- **Collaborate** with local, regional, and state partners to support strategic initiatives in vital infrastructure



PARTNERSHIP 2024-25

VISIONARY (\$10,000+)



LEADERSHIP (\$5,000 - \$9,999)

blueharbor bank
Corvid Technologies
Duke Energy Carolinas
Enbridge Gas North Carolina

G.L. Wilson Building Company
Holland Realty & Mortgage Corp.
L. Gordon Iron & Metal/Gordon Family
Mooresville Convention & Visitors Bureau

NGK Ceramics USA, Inc.
PIVOT PR
SCN BestCo, Inc.

PARTNER (\$3,500 - \$4,999)

Bobcat Company
Concrete Matters, Inc.
Dane Construction
Dane Group Services
DENSO
DMJPS CPAs + Advisors

EnergyUnited
Gilbane, Inc.
Iredell Health System
Jones, Childers, Donaldson & Webb, PLLC
Lingo Staffing
Maymead, Inc.

McCombs Steel Company
NorthPoint Development
Princeton Communities
Raymer Oil Company
Structure Medial
Wilkie Construction Company SE

CONTRIBUTOR (\$1,500 - \$3,499)

Alexander Railroad Company
Allen Tate Relocation & Corporate Services
Bell Construction Co.
Bonanza Development Company Inc.
Central Carolina Insurance Agency
Choate Construction Company
Country Boy Landscaping
DeBotech, Inc.
Dewberry Engineers
Duke Health Lake Norman Hospital
ECS Southeast, LLP
Edifice Construction
ElectriCities of North Carolina, Inc.
Express Employment Professionals-Mooresville
First Citizens Bank
Gateway Recovery
Grant Miller - Colliers International
Greater Statesville Chamber of Commerce
Gregory Glazing Company, Inc.
Hardy Brothers Trucking
Hendrick Construction, Inc.

Huntington National Bank
Interior Elements
Interstate Development Co
J.C. Steele & Sons, Inc.
J.T. Alexander & Son, Inc.
JEAT Enterprises, LLC
Johnson Parts & Supply
Keary Builders
Kooks Headers & Exhaust
Lake Norman Realty
Landmark Builders
Mikaw Corporation
Mooresville Realty
Myers & Chapman, Inc.
New Atlantic Contracting
NFP
Omega Construction
Peoples Bank
PeopleShare
Piedmont HealthCare
Piedmont Realty

Poettker Construction
Pope, McMillian, P.A.
Pressly Residential Group, LCC
Progressive Companies
RJK Construction, Inc.
S & J Carolina Scale Co.
SeamonWhiteside
Sir Speedy Printing & Marketing Services
Southern Distilling Company
Stamey Land Company
Statesville Convention & Visitors Bureau
Statesville Country Club
Stewart Inc.
SunCap Property Group
TDS Telecom
The Keith Corporation
The Langtree Group / Alcove Holdings
Thomas & Webber, PLLC
United Bank
URBANPORT LLC
Wayne Brothers



ECONOMIC DEVELOPMENT CORP

Business. Life. Location.

500 S. Main St., Suite 449
Mooresville, NC 28115

116 N. Center St.
Statesville, NC 28677

704-663-1898
www.iredelledc.com

