

City of Concord Economic Development



**Jeff Young, Director
Economic Development & Sustainability**

**Steve Osborne, Deputy Director
Planning & Neighborhood Development**

City of Concord Economic Development



◆ We've come a long way, baby.



ECONOMIC DEVELOPMENT

WHO, HOW, WHERE

**It's all about partnerships
and relationships.**

City of Concord Economic Development



BUSINESS DEVELOPMENT TEAM

NC Department
Of Commerce

Charlotte Regional
Partnership

City Manager's
Office - Ec. Dev.

Cabarrus Economic
Development

City Departments

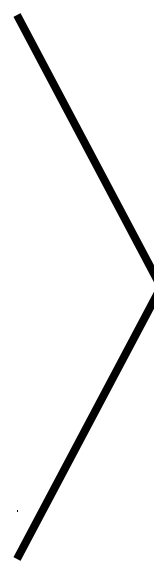
BUSINESS DEVELOPMENT INFRASTRUCTURE

Sites, Utilities,
Capital, Training
Transportation,
Quality of Life

WORKFORCE DEVELOPMENT
Availability & Training

EXISTING BUSINESSES
Retention & Expansion

NEW BUSINESSES
Marketing & Recruiting



BUSINESS DEVELOPMENT

Business Contact (new or existing)



Establish relationship (single point of contact)



Identify needs, if any

- Utilities
- Incentives (local, state)
- Plan approval
- Permitting



Guide through process
as long as needed

City of Concord Economic Development



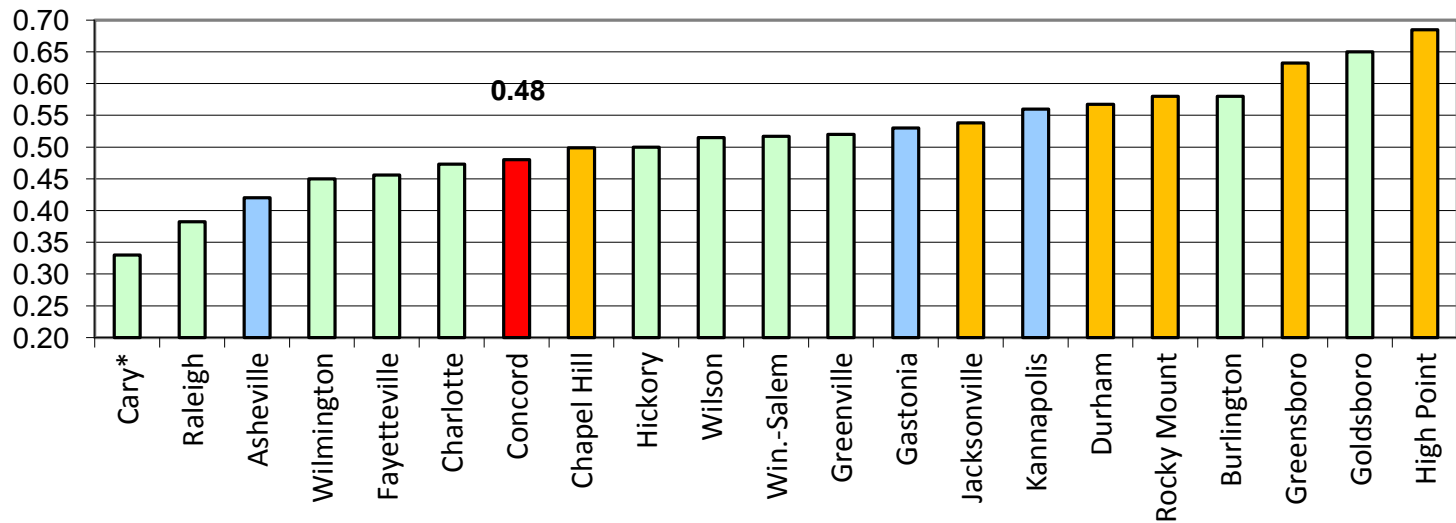
Top 15 NC Municipalities By Population Estimate

1. Charlotte	734,873
2. Raleigh Durham	406,688
3. Greensboro	270,063
4. Winston-Salem	230,345
5. Durham	229,466
6. Fayetteville	208,291
7. Cary	136,203
8. Wilmington	106,882
9. High Point	104,788
10. Greenville	85,152
11. Asheville	83,746
12. Concord	79,519
13. Jacksonville	77,343
14. Gastonia	71,848
15. Rocky Mount	57,682

City of Concord Economic Development



FY 2012-13 Proposed Property Tax Rates for NC Full-Service Cities Over 35,000 Pop. (Cents per \$100 Valuation)



Note:

*Cary - extensive use of impact fees.

Cities in green apply a fee for solid waste (for some or all services) in addition to property tax.

Cities in blue (Asheville, Kannapolis and Gastonia) charge a nominal recycling fee, but not for garbage or yard waste.

Charlotte and Jacksonville residents are assessed a solid waste fee for disposal through property tax or utility bills.

City of Concord Economic Development



CITY OF CONCORD INVESTMENTS

- Full municipal urban services
 - Water
 - Sewer
 - Fire
 - Police
 - Public Transit
 - Electric Power
 - Airport
 - Code Enforcement
 - Land Use Planning
 - Financial Management
 - Streets and Traffic Control
 - Solid Waste Disposal / Recycling
 - Parks, Recreation, and Greenways
 - Stormwater Runoff Management
 - Zoning, Permitting, Subdivisions
 - Economic Development
 - Neighborhood Recognition
 - Community Development

City of Concord Economic Development



CITY OF CONCORD INVESTMENTS

- Provide primary infrastructure
 - Water
 - Sewer
 - Electric Power
 - Transportation



City of Concord Economic Development



CITY OF CONCORD INVESTMENTS

- Develop airport
 - Major asset to attract new businesses
 - 4th busiest airport in NC
 - 63,000 take-offs / landings per year
 - 182 based aircraft
 - \$159 million tax value
 - 7,400 foot runway / accommodate 737's



City of Concord Economic Development



CITY OF CONCORD INVESTMENTS

Local Transit

- Concord-Kannapolis RIDER
 - 452,000 riders in past 12 months



Regional Transit

- Charlotte Area Transit System (CATS)
Concord Express
 - Up to 7,400 riders per month
- Long-range efforts on regional light rail transit extension



City of Concord Economic Development



QUALITY OF LIFE

- Attract a talented, young workforce
 - “Young & Restless” (mobile, adaptable, entrepreneurial)
 - Women (25 to 34-year-old women better educated than males)
- Emphasize quality of life
 - Attractive, close-in neighborhoods
 - Vibrant city center
 - Walkable destinations
 - Lively commercial districts
 - Good public services, including transit and parks

City of Concord Economic Development



QUALITY OF LIFE - Great Neighborhoods

- Housing choices
- Good locations
- High quality standards
- Neighborhood Program
 - 52 Recognized Neighborhoods
 - Old and new



City of Concord Economic Development



QUALITY OF LIFE - Parks & Greenways



City of Concord Economic Development



QUALITY OF LIFE - Parks & Greenways

- Greenways
 - McEachern Greenway
 - “Downtown Connector” and Greenway Loop
 - Village Greenway
 - Carolina Thread Trail
- Parks
 - Dorton Park
 - Les Myers Park
 - Caldwell Park
 - W. W. Flowe Park
 - McGee Park



City of Concord Economic Development



QUALITY OF LIFE - Special Events



City of Concord Economic Development



QUALITY OF LIFE - Cultural

- Davis Theater
- The Galleries
- Outdoor Concerts
- Old Courthouse Theater

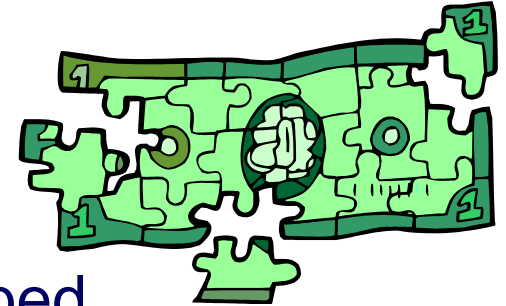


City of Concord Economic Development



CONCORD INCENTIVES

- Net gain from the very beginning
 - Expansion, or new building is developed
 - Company adds jobs
 - New, or expanded company pays wages and taxes
 - Grant is awarded for a *limited* time
 - Economic base is *permanently* increased
 - Typically 85% three-year tax-based grant
 - Option for utility extension in lieu of tax-based grant
 - In many cases, related businesses are attracted



City of Concord Economic Development



LARGEST EMPLOYERS – CABARRUS 2010

- CMC Northeast - 4,500
- Concord Mills Mall* - 4,000
- Cabarrus County Schools - 3,800
- Cabarrus County Government - 975
- City of Concord - 936
- Connexions - 900
- North Carolina Government - 771
- Kannapolis City Schools - 750
- Shoe Show - 700
- Hendrick Motorsports - 500
- ACN - 500
- Great Wolf Lodge & Resort - 500
- Roush Fenway Racing - 475
- Perdue Products - 460
- S&D Coffee Inc. - 425

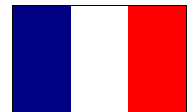
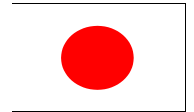
*Several businesses make up this entity.

City of Concord Economic Development



FOREIGN-OWNED BUSINESSES

- Brown & Miller Racing Solutions, LLC – United Kingdom
- CPS Color Equipment, Inc. – Finland
- Dai Nippon, IMS (America) – Japan
- Hydro Conduit (Cemex) – Mexico
- Oiles America – Japan
- Pass & Seymour LeGrand – France
- PreGel USA – Italy
- Schubert & Salzer, Inc. USA – Germany
- Standard Aero – Canada
- Sunbelt Rentals, Inc. – France
- TAC/Systems Integration – United Kingdom
- Werner Mathis USA – Switzerland
- Yasakawa Electric America – Japan
- Zeiss Ophthalmic Products – Germany



City of Concord Economic Development



MOTORSPORTS COMPANIES

- NASCAR Teams
 - Hendrick Motorsports (four teams)
 - Roush Fenway Racing (six teams)
 - Earnhardt Ganassi Racing (two teams)
 - Wood Brothers Racing (one team)
 - Stewart-Haas Racing (two teams)

City of Concord Economic Development



I-85 EXIT 49 PRIVATE INVESTMENT

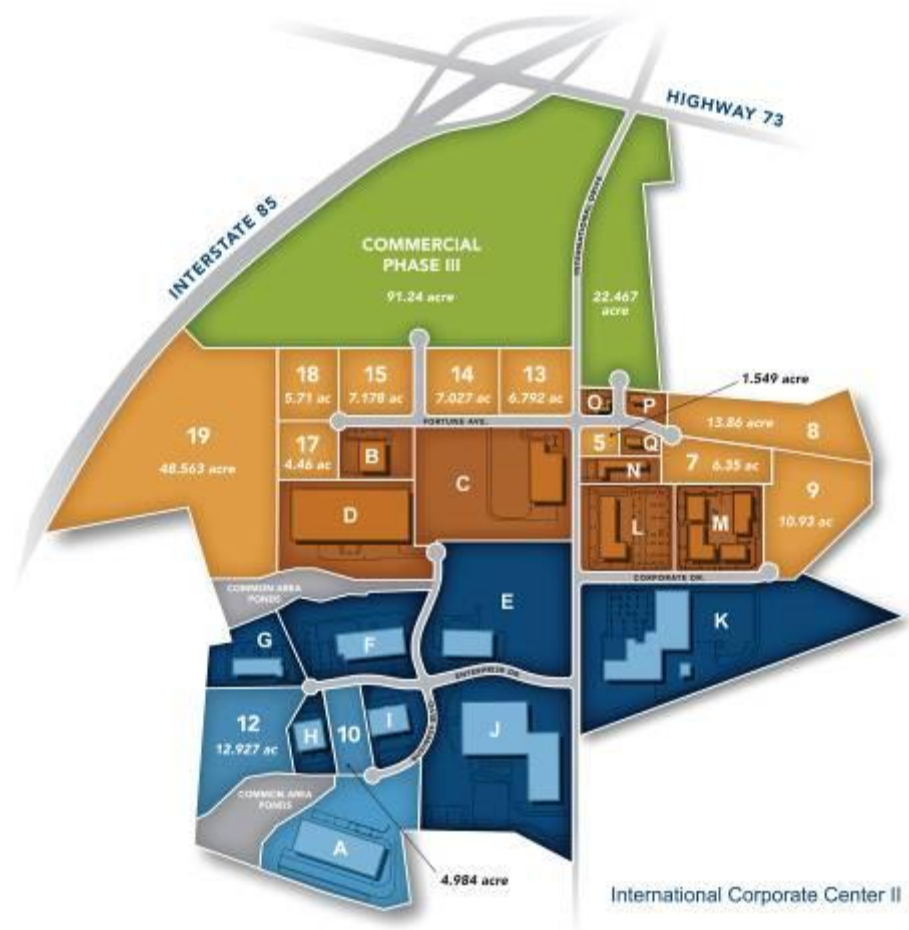
- Developer / City of Concord / NCDOT partnered
- 17 million visitors annually
- 10,000 jobs
- 3.5 million square feet retail, incl. Concord Mills
- 50+ restaurants
- 12 hotels
- Charlotte Motor Speedway
- Full service hotel / convention center
- Rocky River Golf Club

City of Concord Economic Development



PRIVATE INVESTMENTS - Greenfield

International
Business
Park
I-85 Exit 55



City of Concord Economic Development



PRIVATE INVESTMENTS - Greenfield

International
Business
Park

I-85 Exit 55

Sysco Foods



City of Concord Economic Development



PRIVATE INVESTMENTS - Greenfield

International

Business

Park

I-85 Exit 55

PreGel America



City of Concord Economic Development



PRIVATE INVESTMENTS - Greenfield

International
Business
Park

I-85 Exit 55

Connexions



City of Concord Economic Development

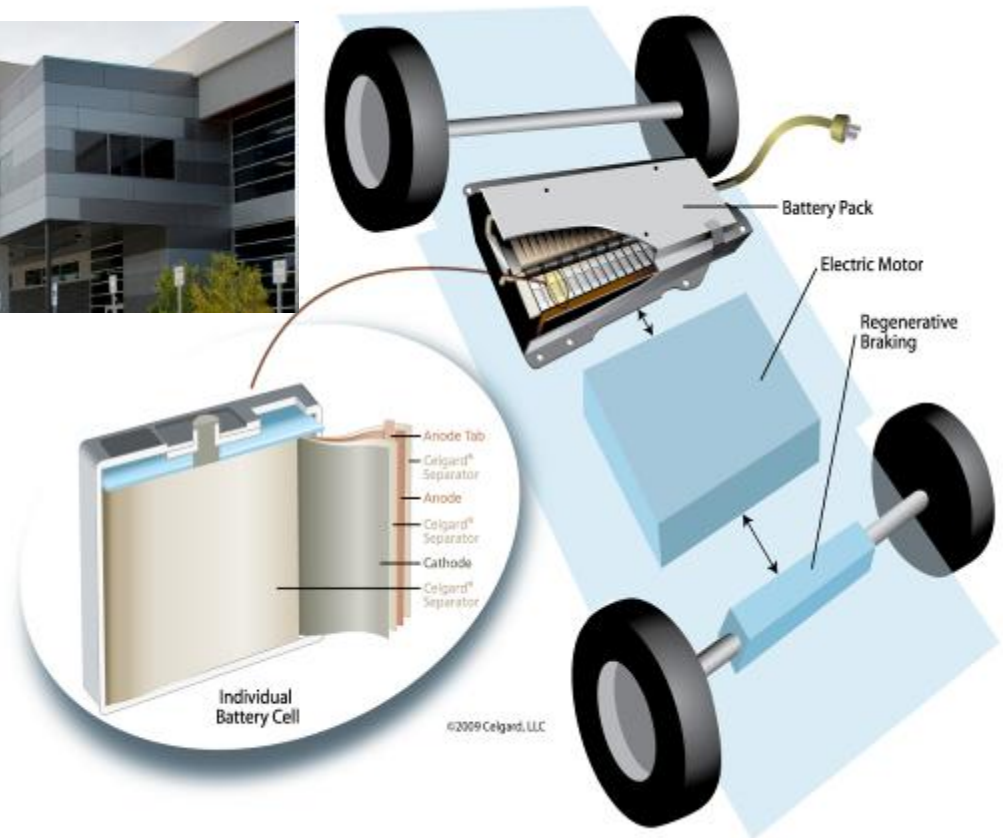


PRIVATE INVESTMENTS - Greenfield

International
Business Park
I-85 Exit 55

Green Energy

Celgard



City of Concord Economic Development



PRIVATE INVESTMENTS

Center
City



Green Energy
SBM Solar



Cabarrus Bank & Trust, Concord, NC

City of Concord Economic Development



PRIVATE INVESTMENTS - Greenfield

I-85 Exit 49

Embassy
Suites &
Convention
Center



City of Concord Economic Development



PRIVATE INVESTMENTS - Greenfield

I-85 Exit 49

Concord
Mills



City of Concord Economic Development



PRIVATE INVESTMENTS - Greenfield

I-85 Exit 60

Copperfield

ACN Corp.
Headquarters



City of Concord Economic Development



PRIVATE INVESTMENTS - Greenfield

Concord
Parkway



S&D Coffee

City of Concord Economic Development



PRIVATE INVESTMENTS - Greenfield

Concord
Regional
Airport

NASCAR
R&D



City of Concord Economic Development



PRIVATE INVESTMENTS - Greenfield

Concord
Regional
Airport
Roush
Fenway
Racing



City of Concord Economic Development



PRIVATE INVESTMENTS - Greenfield

Concord
Regional
Airport

Windshear
Wind Tunnel



City of Concord Economic Development

CAROLINA COURTS – DOWNTOWN

- 20,000 Hotel room nights per year
- 200,000 Yearly visitors



City of Concord Economic Development



Concord Hotel Redevelopment



view northwest along Union Street



Cabarrus Avenue elevation of the Concord Hotel and the adjacent Bank Building



Union Street elevation of the Concord Hotel



Proposed restaurant in lobby of Concord Hotel



Ballroom space

Context Images

City of Concord Economic Development



Concord Hotel Redevelopment



City of Concord Economic Development



Concord Hotel Redevelopment



Massing Studies

City of Concord Economic Development



Concord Hotel Redevelopment



City of Concord Economic Development



**Jeff Young, Director
Economic Development & Sustainability**

**Steve Osborne, Deputy Director
Planning & Neighborhood Development**