



**SERIOUS BUSINESS.
SERIOUS FUN.**

www.lakenormanregion.com

Economic Development Report

April/May/June 2008

CHARLOTTE HOSTS IEDC CONFERENCE

The spring conference for the International Economic Development Council was held in Charlotte on June 8-10, 2008 at the Westin Hotel. Approximately 220 economic developers, consultants and developers heard presentations on topics related to building cutting-edge public private partnerships. Speakers covered specific subjects including developing spec buildings, industrial parks and urban mixed-use developments as well as the broader topic on everyone's mind, the national economy.

SENATOR DOLE VISITS HUNTERSVILLE



U.S. Senator Elizabeth Dole talks with Huntersville Mayor Jill Swain, town board members, staff and LNREDC officials on May 5, 2008 about possible federal grants for the North Mecklenburg Industrial Park (seen on the drawing in the background).

Lake Norman Regional Economic Development Corporation (LNREDC) Board of Directors

Craig Norfolk, Chairman
ElectriCities

John Woods, Vice-Chairman
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Jim Bensman	Town of Cornelius
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Tim Holder	EnergyUnited
Todd Lanham	AT&T
Sarah McAulay	Town of Huntersville
Michael Phillips	PSI Control Solutions
Bill Powell	Windstream
Anthony Roberts	Town of Cornelius

Ex-Officio Members

Sally Ashworth	Visit Lake Norman
Bill Russell	Lake Norman Chamber of Commerce

LNREDC Staff

Jerry Broadway	Executive Director
Charity Pitman	Asst. to the Director

Upcoming LNREDC Board Meeting Dates

July 17
August 21
September 18

NEW PROSPECTS

- Project **“Boss”** is a pharmaceutical manufacturing company seeking a site for a major new operation. Lake Norman Region sites were proposed for this project.
- Project **“Office”** is interested in office sites in the Lake Norman Region for a new 75,000 sq. ft. corporate facility. Sites proposed for this project include Harbour Place, the Village at Lake Norman, The Park, Huntersville and Bryton. No existing buildings with adequate space for this project were available.
- Project **“Jayhawk”** is a new lead from the NC Department of Commerce in search of a 250,000 sq. ft. industrial building. The company manufactures textile products.
- Project **“Salsa”** is considering available buildings in the The Park, Huntersville for its manufacturing and distribution facilities expansion.
- Project **“Racer”** is looking at facilities in the Lake Norman Region to establish a new Nationwide race team.
- LNREDC proposed two buildings in Huntersville that met the requirements for a **call center project**. The project required an existing building with 15,000 – 20,000 sq. ft. and offered 150 new jobs.
- **Hotel** sites were proposed in Cornelius and Huntersville.
- LNREDC proposed North Mecklenburg Industrial Park to a **rail user** looking for sites to house a 150,000 sq. ft. manufacturing operation, but the project required an existing building and no spec buildings are available in the region.

MARKETING

- **Regional Marketing** – Concepts for a direct marketing program focused on Lake Norman are being discussed in collaboration with Catawba, Iredell and Lincoln counties with support from ElectricCities.
- **Advertising** – A LNREDC advertisement was placed in four area publications recently to market the Lake Norman region.
- **New fliers** – LNREDC is developing fliers for available sites and buildings in the Lake Norman Region. These fliers will be posted on a new Web site as well as maintained on file for use with prospects.
- **Marketing Plan** – Several new marketing activities for the LNREDC are included in the FY 2009 marketing plan recently adopted by the board of directors.



SERIOUS BUSINESS. SERIOUS FUN.

Minutes from uptown Charlotte. Light-years away in attitude. That's North Carolina's Lake Norman Region, a 32,500-acre water wonderland surrounded by beautiful lakelfront neighborhoods, spectacular golf, great shopping and the charming communities of Cornelius, Davidson and Huntersville. Think of it as "Charlotte casual" – a place where you can enjoy the benefits of doing business in one of America's most dynamic metropolitan areas, yet still find countless reasons to kick off those wingtips and ease into your flip-flops.

It's a rare blend of business and pleasure that has attracted the likes of Ingersoll-Rand, Daimler Chrysler Vans, GE, Joe Gibbs Racing, and Rubbermaid. North Carolina's Lake Norman Region. A location worthy of serious consideration.

Lake Norman Regional Economic Development Corporation, 13801 Rease Blvd. W.
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LAKE NORMAN REGION
NORTH CAROLINA

NORTH MECKLENBURG INDUSTRIAL PARK (NMIP)

- **Verhoeff Drive** – Final information for an Economic Development Administration grant is being supplied. An announcement on this grant is expected within the next two months.
- **New Sewer Line** – A CDBG grant application is being modified to focus on the expansion of the existing Prairie Packaging manufacturing operations. Engineering for sewer line right-of-way into NMIP is ready to begin.
- **Sketch Plan** – The formal NMIP sketch plan is being prepared for town review and adoption.



OTHER ACTIVITIES

- **Website** – The implementation phase of a new LNREDC Web site is underway and a test site is anticipated by mid-July.
- **Investors** – Informational meetings with potential investors are scheduled for June 26 and July 11.
- **New LNREDC Staff** – Charity Pitman joined the LNREDC staff as assistant to the director. Charity has a degree in journalism and mass communications from UNC Chapel Hill and almost 15 years of experience in the public and private sectors, including economic development field work.

LNREDC Investors

AT&T
BB&T
Boatsman, Gilmore & Associates
Duke Energy
ElectriCities
EnergyUnited
First Charter Bank
Siegling America, Inc.
Gary T. Knox, Realtor
Griffin Brothers
Huntersville-Herald
Ingersoll-Rand Company
Lake Norman Chamber of Commerce

Market Force, Inc.
McLeod Corporation
Mooreville Bank
Newell Rubbermaid
Peoples Bank
Piedmont Natural Gas
Prairie Packaging
PSI Control Solutions
The Knox Group
Time Warner Cable
Tinsley & Terry, CPAs, PA
Windstream Communications