

# looking forward

2009-2010 annual report



henderson county partnership for economic development

# letter from the chairman

Throughout the past two years the value of a job created or retained increased significantly in both political and household importance. Never has the need for a proactive economic development strategy, focused first on our existing industries, been so important.

Terms like 'shovel ready' and 'jobs created or saved' circulated in new platforms and surged to prominence in our post-stimulus economic holding pattern. These terminologies encapsulate our mission, our program of work, and the expectations of those invested in our organization and efforts. Suddenly these items were thrust to the forefront of a global stage focused on stabilizing the economy and encouraging growth through public investment.



Included in this report is an economic outlook developed by soliciting direct feedback and response from the businesses we protect, support and encourage. The optimism for growth in our regional economy and in business revenue and employment by private entities is encouraging. When asked *what is the most valuable asset in doing business in Henderson County and western North Carolina*, local companies overwhelmingly responded "the quality of the employees and workforce." Also receiving strong responses were "location/ logistics advantages," "strong local and

government support," "quality of life" and "the low cost of doing business." These are the things that set our community apart from our competitors and these assets have considerable value in any economy.

I appreciate the opportunity to serve as Chair of the Partnership Board and want to thank the Board of Directors and members who invest time and resources in furthering Henderson County's economic development opportunities.

A handwritten signature in red ink that reads "Mark Stone". The signature is fluid and cursive.

Mark Stone  
First Citizens Bank  
FY 09-10 Chairman of the Board

## FY 09-10

### Officers

Mark Stone, Chairman  
First Citizens Bank

Adam Shealy, Past Chair  
The Van Winkle Law Firm

Tom Cooper, Chair Elect  
Cooper Construction Company

Nathan Kennedy, Treasurer  
BB&T

Chip Gould,  
Product Development Chair  
Cason Companies, Inc.

Kelly Leonard, Marketing Chair  
Forest Commercial Bank

Greg Burnette, Chamber Chair 2009  
First Citizens Bank

Sandy Tallant, Chamber Chair 2010  
Duke Energy

Andrew Tate, President & CEO  
Henderson County Partnership  
for Economic Development

### Directors

Chairman Ervin Bazzle  
Henderson County  
Board of Public Education

Gus Campano  
Glade Holdings, Inc.

Councilman Hugh Clark  
Town of Fletcher

Rob Cranford  
Morrow Insurance

Carsten Erkel  
Elkamet

Jim Hall  
Investors Realty Group

Don Hallingse  
PSNC Energy

Mayor Henry Johnson  
Town of Laurel Park

Lynn Johnson  
Dixon-Hughes, PLLC

Dave Modaff  
Friday Staffing Services

Chairman Bill Moyer  
Henderson County  
Board of Commissioners

Dr. Molly Parkhill  
Blue Ridge Community College

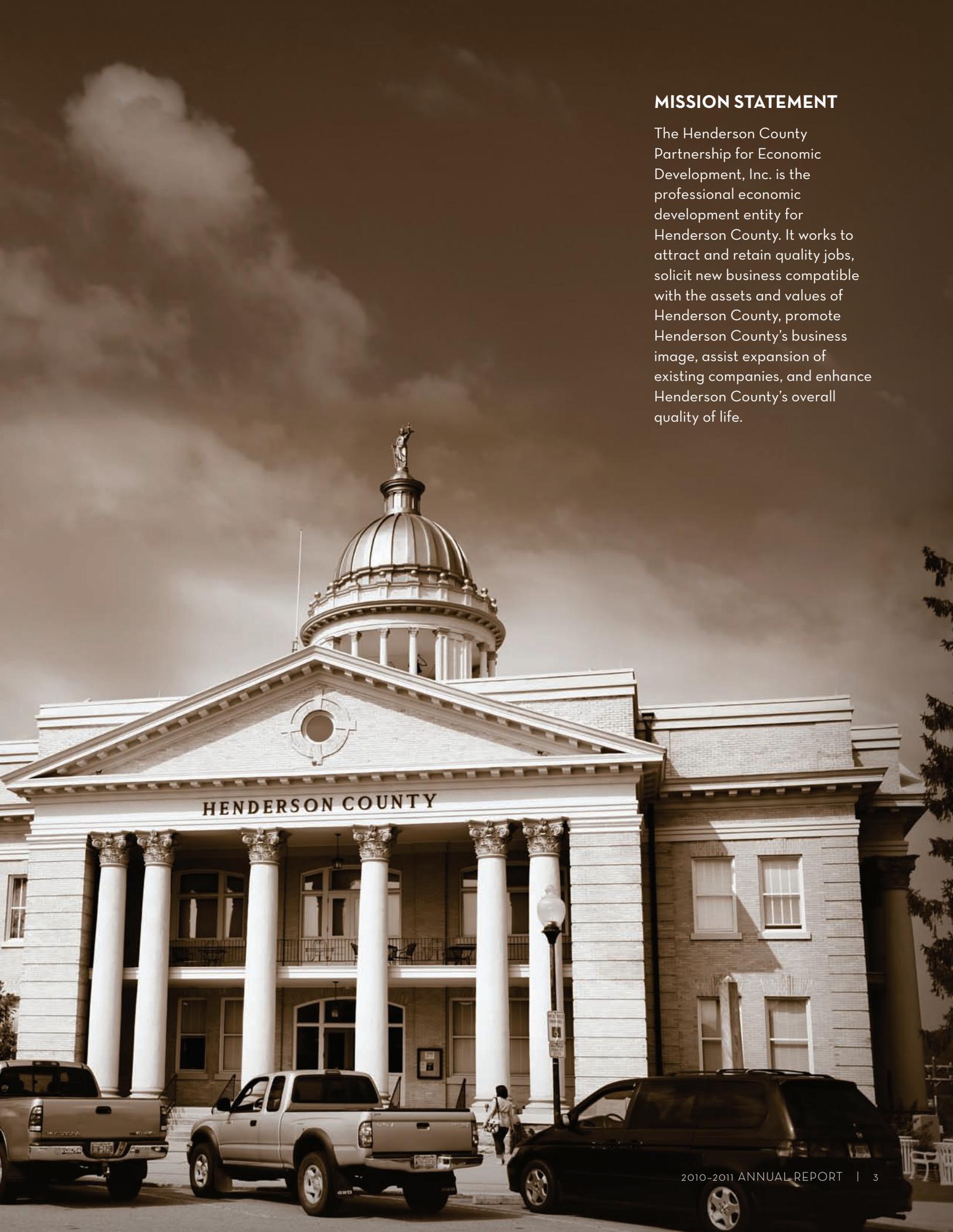
Mayor Bob Staton  
Village of Flat Rock

Mayor Roger Snyder  
Town of Mills River

LaVoy Spooner  
AT&T

Mayor Barbara Volk  
City of Hendersonville

Commissioner Mark Williams  
Flavor 1st Growers & Packers



## MISSION STATEMENT

The Henderson County Partnership for Economic Development, Inc. is the professional economic development entity for Henderson County. It works to attract and retain quality jobs, solicit new business compatible with the assets and values of Henderson County, promote Henderson County's business image, assist expansion of existing companies, and enhance Henderson County's overall quality of life.



Population by age [Median age: 45]

0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44
5,839	5,912	6,128	5,732	4,738	5,137	5,347	6,600	7,006



# focused on our foundation

For the past 16 years, the Henderson County Partnership for Economic Development (HCPED) has focused first on supporting industries already located here, and that program remains our organizational priority. The Industrial Retention & Expansion (IR&E) Program is a direct reflection of the services the manufacturing community requested. The effort to support local industries is not only the right thing to do, it also proves to be a logical focus to encourage new jobs and investment. Ninety-one percent of all new industrial investment in Henderson County and 85 percent of all new manufacturing jobs came from a business that already had a presence here.

During the course of the past fiscal year Partnership staff conducted 41 Industrial Retention and Expansion visitations (IR&E). IR&E visitations have allowed staff to interview, survey and tour local manufacturing operations with the objective of:

- Helping Henderson County industry become more competitive
- Removing obstacles that prevent existing industry from remaining in operation and/or growing in Henderson County
- Demonstrating that the community appreciates industrial investment in Henderson County

To effectively serve the 134 manufactures located in Henderson County, the HCPED staff utilizes a collaborative approach, partnering with economic development allies such as the Blue Ridge Community College’s Workforce and Economic Development team consisting of Julie Thompson and Shanda Bedoian as well as the North Carolina Department of Commerce’s western region office representative Bill Payne. This approach allows a service-delivery model that exhibits a sense of urgency while providing the utmost care.

## Henderson County Manufacturing Clusters

- Plastics Manufacturing & Distribution
- Automotive Parts Manufacturing & Distribution
- Machinery Manufacturing & Distribution
- Medical Products Manufacturing & Distribution
- Recreational and Sporting Goods & Manufacturing
- Electronic Components & Switch Gear Manufacturing

## METRICS

**IR&E VISITS: 41**

**EXISTING INDUSTRY CONSULTING  
& TROUBLESHOOTING VISITS: 90**

## TOTAL POPULATION: 105,512

45-49	50-54	55-59	60-64	65-69	70-74	75-79	80-84	85+
7,656	7,659	7,798	7,480	6,295	4,886	4,235	3,623	3,441

# building our foundation

## Water Supply & Distribution Task Force

On October 18, 2008, the Henderson County Board of Commissioners initiated the Water Supply & Distribution Task Force. The committee's purpose was designed to gather and analyze pertinent information concerning water resources which could impact future usage patterns and economic development possibilities for Henderson County. In an effort to garner large scale participation, a 15-member panel comprised of two appointed positions by each municipality, one professional engineer with experience in the development and

creation of water systems in western North Carolina, and two representatives charged with representing the agricultural and business communities. President Andrew Tate of the HCPED was asked to represent the business and industrial water users in the region.

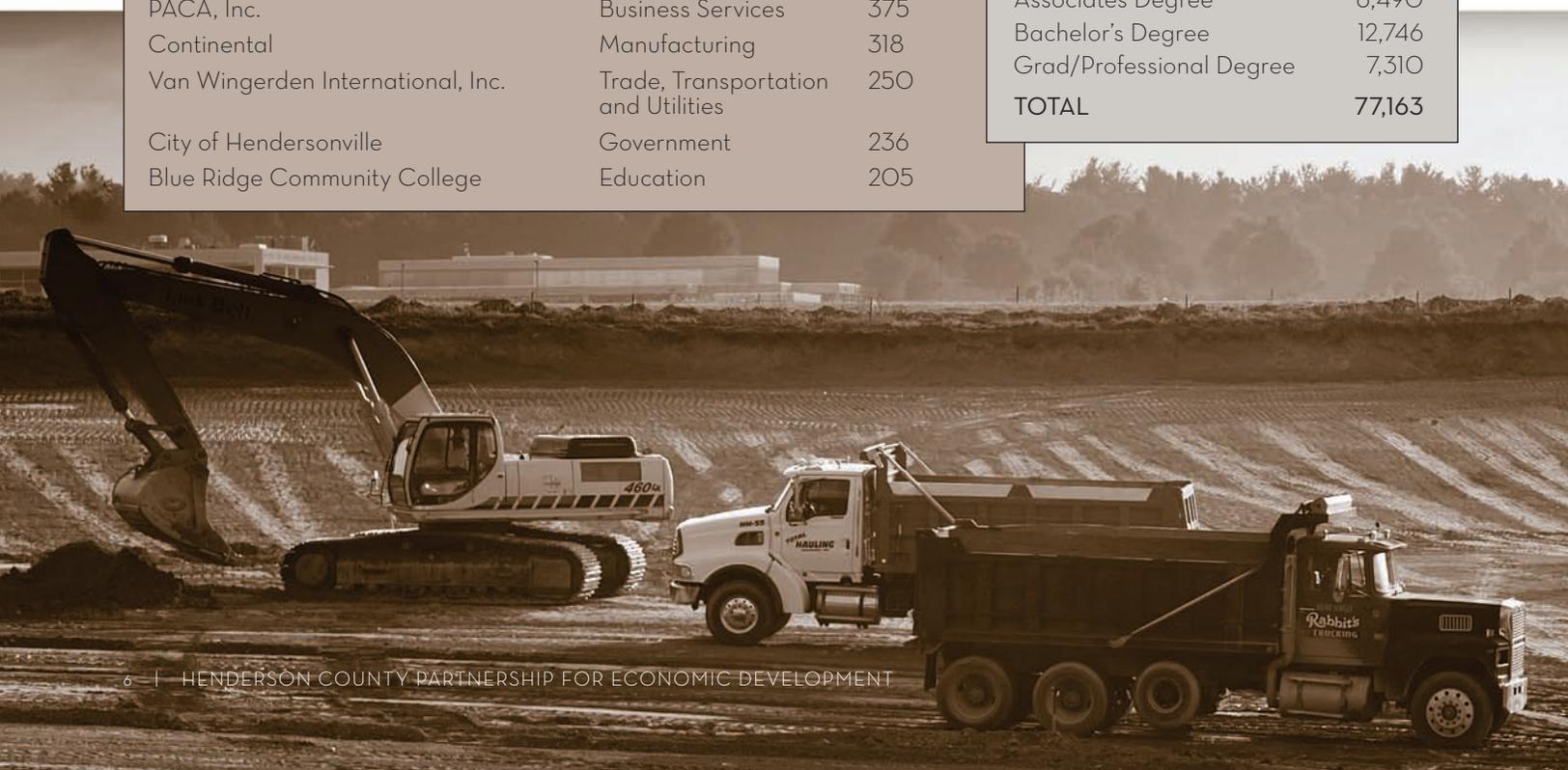
Since the creation, the task force has developed long-term strategies geared towards the preservation of water resources critical to the economic future of Henderson County. Access to water resources plays a significant role in a community's ability to serve both existing and new businesses. Even if water is not necessary for production processes, substantial manufacturing facilities require access to water in order to comply with minimal flow rates and accommodate generally accepted safety regulations. While the task force's objectives are broad in

## TOP 15 EMPLOYERS

Name	Industry Description	Employment
Henderson County Schools	Education	1,850
Margaret R. Pardee Memorial Hospital	Health Services	1,200
Park Ridge Hospital	Health Services	1,100
Ingles Markets	Trade, Transportation and Utilities	750
Henderson County Government	Government	720
Wilsonart International	Manufacturing	680
Meritor Heavy Vehicle Systems, Inc.	Manufacturing	550
Walmart Associates, Inc.	Trade, Transportation and Utilities	450
UPM Rafatac, Inc.	Manufacturing	447
GE Lighting Systems	Manufacturing	395
PACA, Inc.	Business Services	375
Continental	Manufacturing	318
Van Wingerden International, Inc.	Trade, Transportation and Utilities	250
City of Hendersonville	Government	236
Blue Ridge Community College	Education	205

## 2009 Educational Attainment by Population 25 years of age or more

< 9th Grade	4,216
9-12th Grade/No Diploma	6,567
High School Graduate	23,423
Some College	16,411
Associates Degree	6,490
Bachelor's Degree	12,746
Grad/Professional Degree	7,310
<b>TOTAL</b>	<b>77,163</b>



scope, the work of the task force will likely impact the economic landscape of the community for many years to come.

### **Henderson County Comprehensive Plan Economic Development Element Revision**

During late summer of 2009, the Partnership worked with Henderson County Planning Staff on an Administrative Amendment and revision to the Henderson County 2020 Comprehensive Plan (CCP). The CCP reflects county policy, guides growth and development within Henderson County, and outlines specific recommendations, goals and objectives through the year 2020. On August 20, 2009 the Planning Board initiated the Administrative Amendment to the Economic Development Element of the Comprehensive Plan. This amendment focused on better defining regional collaborations, identifying opportunities and partners for joint projects and outlining a strategy to develop the transportation and industrial corridor in northern Henderson County.

### **Industrial Executives Forum**

Based on feedback from Henderson County's manufacturing community during ongoing IR&E visitation, a trend began to develop in regards to

inquiries concerning infrastructure availability and extension. In response to this need, the Henderson County Partnership for Economic Development worked to tailor the 3rd Annual Industrial Executives Forum around this topic inviting key allies to speak to plant managers, elected officials and members concerning current capacity limits, investment plans, projections and trends within the realm of infrastructure in Henderson County.

Panelists included:

- The Asheville Regional Airport
- AT&T
- City of Asheville: Water Resources Department
- City of Hendersonville: Water and Sewer
- Duke Energy
- Progress Energy
- Henderson County Engineering Department
- North Carolina Department of Transportation
- Norfolk Southern Corporation

In addition to receiving updates on future projects in Henderson County and the level of activity in each provider witnessed throughout the past several years, the forum also allowed manufacturing stakeholders to connect one-on-one with service providers, opening critical dialog between business and infrastructure leaders.



### Recovery Zone Bonds Lunch & Learn

In response to financial and lending constraints experienced during the recent recession, the U.S. Congress issued nearly \$1 billion in Recovery Zone Bonds and Facility Bonds to North Carolina. State leadership distributed allocations of the bonds to each of North Carolina's 100 counties and encouraged county leadership to identify companies that might take advantage of the federally subsidized bond program. The Henderson County Commission moved quickly to announce the entire county was eligible for the application process. On November 18, 2009, the HCPED hosted a luncheon



for area manufacturers and financial institutions with interest in supplying a letter of credit to support the bond process. The Partnership invited attendees to the historic county courthouse to learn about the availability of the bonds to their

### 2009 Industrial Appreciation Banquet

On September 1, 2009, the HCPED hosted the 2009 Industrial Appreciation Banquet to recognize and give thanks to Henderson County's manufacturing community. To help celebrate the event, NC Secretary of Commerce J. Keith Crisco, made a half-day visit to Henderson County, touring Ferncliff Industrial Park and serving as keynote speaker at the banquet. During his remarks, Secretary Crisco spoke to elected officials, manufacturing executives and community stakeholders sharing his vision for the manufacturing community in western North Carolina. As the former president and chairman of Asheboro Elastic Corporation, Crisco provided insights to how his textile-based company successfully navigated the pressures of globalization and invested in new, advanced materials to keep pace with competitors.

Following Secretary Crisco's speech, Sandy Tallant, the 2007-08 Partner of the Year, recognized the Town of Fletcher and the Town of Mills River as co-recipients for the Partner-of-the-Year Award. Tallant referenced the great strides made throughout the year by each of the local governments to assist the economic well-being of the community. She also commented on the Town of Fletcher's commitment to providing a business-friendly environment and adopting policies supporting both retention and growth of existing manufacturers. Tallant continued to commend the work of the Mills River Town Council for their ongoing dedication to the Ferncliff Industrial Park, a 262-acre industrial park located within the town's boundaries.





particular businesses. Bond counsel representative Donald Ubell of Parker Poe and borrowers counsel representative Anna Mills of the Van Winkle Law Firm made presentations and shared their professional expertise in the usage of Recovery Bonds for private sector investment opportunities.

**Government & Military Contracting Forum and Appointments**

On September 15, 2009, the HCPED, in collaboration with the North Carolina Military Business Center (NCMBC) and AdvantageWest, hosted a Military & Government Contracting Forum (NCMBF) at Blue Ridge Community College’s Technology Education and Development Center. The event was part of a regional effort to improve connections with manufacturing operations and federal contracting opportunities. The selection of Henderson County as a host site for the forum was the direct result of feedback provided by local business owners at the 2009 Industrial Executives Forum, in which manufacturing executives expressed a strong interest in developing strategies to increase access to government- and defense-related business opportunities.

After a formal presentation by Teresa Bouchonnet, the western region representative for the NCMBF, participants used computer labs at the college to search for up-to-date contract opportunities and sign up to receive future bid opportunities using [www.matchforce.org](http://www.matchforce.org), a state-wide resource designed to match North Carolina businesses to government contracts and purchasers. Following the initial event in September, the HCPED invited Bouchonnet back to Henderson County to conduct one-on-one tutorial sessions with five businesses desiring additional training and hands-on information specific to their individual needs.

Taxation [Per \$100 Assessed Value]	
Henderson County	0.462
City of Hendersonville	0.38
Downtown Hendersonville Main Street	0.25
Downtown Hendersonville 7th Avenue	0.08
Town of Laurel Park	0.27
Town of Fletcher	0.32
Town of Mills River	0.075
Town of Flat Rock	0.075
Sales Tax	
State of North Carolina	7.75
Corporate	6.9

### HENDERSON COUNTY UNEMPLOYMENT RATE

Henderson County, Unemployment Rate: FY 09-10

JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG
9.4	9.0	8.8	9.0	9.0	9.0	10.1	10.3	9.3	8.5	8.1	8.2	7.8	7.7

Henderson County, Unemployment Rate: FY 00-09

2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
3.0	4.4	5.2	4.9	4.2	4.2	3.6	3.5	4.8	9.1

**LABOR FORCE**  
MAY 2010  
48,696



### Industrial Products Display in Office

On December 17, 2009, the HCPED staff and Board of Directors held an open house at 330 North King Street to celebrate their transition to a more permanent home at the new location. In addition to aesthetic improvements to the building, the facility houses a display area of products manufactured in Henderson County. The display is part of a continued commitment to facilitate partnerships and increase awareness of the breadth and strength of Henderson County as a manufacturing hub in western North Carolina. The products donated to this showcase serve as a visual representation of the scope and variety of skills utilized in the industrial sector in Henderson County.

Featured companies include:

- American Quality Foods
- ArvinMeritor
- Asheville Thermoform Plastics
- BorgWarner
- Cane Creek Cycling Components
- Carolina Paper Tubes
- Coats North America
- Comax Industries
- Damp-Chaser Corporation
- Dayco International
- Diamond Brand Manufacturing
- Elkamet
- Haynes Wire
- High Gear
- Kimberly Clark
- Printpack
- H. Putsch & Company
- Shorewood Packaging
- Standard Tytape Company
- UPM Raflatac
- Van Wingerden Greenhouse
- Welding Unlimited
- Whole Log Lumber

### NC Green Business Fund Proposal Assistance

In 2007, the State of North Carolina announced the creation of the NC Green Business Fund. The grant program allowed private businesses to apply for a share of the \$1-million fund, which could be utilized to offset the costs of the development and commercialization of the biofuels industry, green building industry and other clean technologies vital to the creation of renewable energy products. Since the inaugural



program began, the grant program has grown to be extremely competitive. During FY 09-10 the NC Department of Commerce announced the Green Business Fund was being expanded to offer \$8 million in total grant monies. Recognizing the unique opportunity these funds could generate for the local manufacturing sector, the HCPED worked to promote and assist businesses in the pre-application phase of the grant process. A total of five existing industries successfully completed the pre-applications process and submitted proposals for a share of the Green Business Fund.

# reaching our target

The HCPED staff works in partnership with the North Carolina Department of Commerce Friends of North Carolina, AdvantageWest and Carolina West to market the assets of Henderson County. The Partnership actively looks for opportunities to cooperate in marketing efforts, leverage limited resources and communicate the broader value of our region and state.

When a collaborative marketing activity cannot be met through partnering with another entity, the HCPED works independently on call missions, product showcases and appointment setting with businesses indicating plans to relocate, consolidate and/or expand in the near future. The HCPED efforts for the FY 09-10 year include:

- National Business Aviation Association: 10 appointments with pre-qualified clients
- Design-2-Part Show Greenville, SC: meetings with 6 companies
- Heli Expo: 12 appointments with pre-qualified clients
- Call Mission to Detroit, MI: 8 appointments with pre-qualified clients
- Product tour showcases with 2 new NC Commerce Business & Industry Developers

## Friends of North Carolina

FONC is a private membership organization focused on supporting the NC Department of Commerce's marketing efforts. The organization focuses on key geographic regions and targeted employment sectors and also hosts site-location consultants.

- Hosted luncheon in Atlanta, GA: 43 site-location consultants attending
- Hosted three-day Experience NC event in Charlotte: 40 site-location consultants attending

## AdvantageWest

AdvantageWest is a 23-county regional partnership specifically focused on marketing the western North Carolina region and often looks for partners to support these efforts.

- Call Mission to Chicago, IL: 9 appointments with consultants
- Call Mission to Atlanta, GA: 15 appointments with consultants
- Hosted familiarization tour with 8 site-location consultants

## Carolina West

Carolina West is an organization comprised of economic developers and key allies in the seven-county Asheville metro region. The group continues to maintain a consistent focus on economic development marketing since its incorporation in 1992. The all-volunteer organization has focused on the Charlotte, Upstate SC, Toronto, Dallas and New York/New Jersey markets for many years.

- Hosted luncheon in Charlotte to 30 location consultants and allies
- Hosted breakfast in Toronto with U.S. Consul General: 12 meetings with businesses at the Canadian Manufacturing Technology Show
- Hosted luncheon in Greenville, SC, to 12 location consultants

## METRICS

LEADS GENERATED	97
MARKETING ACTIVITIES	16
PROJECTS	18
TOTAL WEB VISITORS	17,870
UNIQUE WEB VISITORS	10,972



# reporting results

## Continental's Project Safety

On July 20, 2009, Continental announced the culmination of Project Safety, the largest manufacturing-job-creation project in western North Carolina in more than a decade. Continental employees gathered with Governor Bev Perdue and business and government leaders to celebrate the \$30-million investment that will create 338 new jobs through the course of five years. The global competition with Slovakia and Mexico for the project reminded the HCPED to never underestimate the value of the community's quality-driven, productive workforce. The following four vital elements led to the expansion:

**1. Local Support.** Both the Henderson County Board of Commissioners and Fletcher Town Council made it clear they wanted to win Project Safety. Elected officials, managers and County Attorney Russ Burrell aligned efforts to streamline the local support initiative. Closed sessions were held twice

**2. State Support.** Bill Payne, Existing Industry Specialist with the NC Department of Commerce for WNC, quickly jumped into the project. Payne assisted Continental in applying for the Job Development Investment Grant (JDIG) and responded to requests for information relating to the grant. The JDIG was scheduled to sunset in January 2010, but was renewed thanks to legislation efforts in the NC General Assembly. The support of Senator Tom Apodaca, Representatives Carolyn Justus and David Guice and the NC Commerce's engagement were essential elements in the project's completion.

**3. Productive Workforce.** On July 20, 2009, after Governor Perdue announced the expansion in Henderson County, Continental's Heinz Zengel identified the facility's employees as a key factor in the decision-making process for the project's location. Plant manager Bobby Nelon stated, "The employees in the Henderson facility today make a strong foundation for growing this plant.

I strongly believe the outstanding employees of this plant will continue to compete with any automotive plant in the world, in terms of cost, quality and productivity." And compete they did – specifically with locations in Slovakia and Mexico, both known globally for low-wage rates and currency advantages. Yet quality, productivity and stability in the workforce show a return, and one that can be measured as an asset to the company.



### 2009 Henderson County Income

Number of Families by Income Base Number	30,829
Average Family Income	\$69,740

with each governing body, in addition to public hearings, to update on the project's status and fine tune the proposal. The HCPED traveled to the Continental North American headquarters in Auburn Hills, MI, in early April to communicate with decision makers and encourage expanding the Fletcher facility. The meetings resulted in a timely, flexible and serious local response focused on winning Project Safety.

**4. Bobby Nelon.** Plant Manager Bobby Nelon was an internal advocate who focused his efforts on winning the project for the benefit of current and future employees and the Town of Fletcher in Henderson County. He competed to win this project by developing the business case to justify the investment and expansion. It became apparent early on Continental-site management placed an enormous amount of confidence in Nelon. All other factors aside, they wanted the growth to happen in a place where it would be successful, and their trust and history with Nelon clearly influenced the outcome.



**The HCPED Earns Top Five Award of Excellence in Automotive Sector**

Expansion Solutions Magazine recently announced its Third Annual “Top Five” Awards of Excellence. The awards recognize economic development organizations with exceptional progress and potential in developing key industry sectors. Expansion Solutions considered factors including strategic locations, pro-business climate, investments made in infrastructure improvements and the availability of buildings and sites in choosing these locations.

The Henderson County Partnership for Economic Development joined organizations in Baldwin County, AL; Chattanooga, TN; Columbus-Lowndes, MS; and the North Louisiana Partnership as the “Top Five” organizations demonstrating exceptional progress and potential in the development of the automotive sector. Bobby Nelon, plant manager of Continental Automotive Systems said, “Expansion Solutions Magazine confirmed officially what Continental has known for years – Henderson County, NC, is one of the best places in the world to produce automotive components.”

“I strongly believe the outstanding employees of this plant will continue to compete with any automotive plant in the world, in terms of cost, quality and productivity.” Bobby Nelon, Plant Manager

**Coastal AgroBusiness Locates**

The HCPED worked with Coastal in August 2009 throughout March 2010. Coastal operated in a temporary space while considering location options for new construction. The process required land acquisition, rezoning and infrastructure extensions before the new facility on McMurray Road could begin construction. The full project was a \$4.38-million investment and created 22 new jobs with an expected move-in date of September 2010.

**The HCPED Office Relocation & Industrial Products Display**

December 2009 marked the Partnership’s transition to a more permanent office location at 330 North King Street. The home of the former Carnegie Library in downtown Hendersonville proved to be a great location and another

prime example of the HCPED’s partnership with Henderson County.

One of the most exciting features of the new facility is a display area of products manufactured in Henderson County. The display is part of a continued commitment to facilitate partnerships and increase awareness of the breadth and strength of Henderson County as a manufacturing hub in western North Carolina. The Partnership is extremely grateful for the number of products donated to this showcase and is proud to display them to community stakeholders and potential businesses considering the area for future investment.



# preserving our economic development capacity

Product development has been one of the three core programs of the Partnership since the beginning. Product development efforts include identifying, preserving, preparing and advancing the property to increase its marketability.

The HCPED hosted an on-site briefing of Ferncliff Industrial Park for NC Secretary of Commerce J. Keith Crisco, Deputy Secretary Dale Carroll and Assistant Secretary of Energy John Morrison on September 1, 2009. Secretary Crisco enjoyed a Henderson County apple while talking with the HCPED Board Members and leadership from Mills River and Henderson County. The visit briefing included a review of all due diligence completed to date, targeted employment sectors for the property's development and outlined the intent to seek certification of the park through NC Commerce.



On October 28, 2009, the HCPED received communication that the NC Commerce Steering Committee for the NC Certified Sites Program approved Ferncliff Industrial Park as certified. This achievement marked the first industrial park

certification in western North Carolina, and only one of three certified locations statewide.

The Certified Sites Program underwent a major overhaul throughout FY 08-09. NC Commerce wanted to ensure the certification carried value to guarantee the state could continue to deliver shovel-ready sites with confidence to their clients. The Partnership's efforts to certify Ferncliff focused on mitigating risk for prospective clients, in addition to reducing the time it would take to develop and build on site. To apply for the Certified Sites designation, communities must undergo a rigorous pre-qualification process to demonstrate they addressed 31 prerequisites including:

- Business/industrial use designation
- Phase I environment audits
- Geo-technical studies
- Topographical analysis and maps
- Aerial photography
- Availability of public utilities
- Industrial power quality
- Engineered site development plans
- Detailed analysis of development cost
- Complete information on pricing

Distance [Miles from Henderson County]	
Asheville Regional Airport (AVL)	< 1
Greenville-Spartanburg Intl. Airport (GSP)	40
Charlotte-Douglas Intl. Airport (CLT)	108
Hartsfield-Jackson Atlanta Intl. Airport (ATL)	200
Interstate 26	0
Interstate 40	10.5
Interstate 85	50
Interstate 81	85
Port of Charleston	246
Port of Savannah	276
Port of Wilmington	311
Norfolk Southern Corporation	0

Airport Data	
FY 09-10	
Enplaned	282,785
Deplaned	279,197
FY 08-09	
Enplaned	260,429
Deplaned	257,737
7.9% increase in enplanement	
7.6% increase in deplanement	

The certification of Ferncliff Industrial Park was made possible due to the active assistance of many people and entities. The HCPED owes a special thanks to Duke Energy, William G. Lapsley & Associates and the Town of Mills River as well as S&ME, AT&T, PSNC Energy, Cane Creek Sewer District, City of Asheville Water and Henderson County.

Ferncliff is centrally positioned on the eastern seaboard and lies strategically at the air and ground transportation hub for western North Carolina. The property is immediately adjacent to the Asheville Regional Airport (AVL), boasting an 8,001-foot runway and growing commercial

This achievement marked the first industrial park certification in western North Carolina, and only one of three certified locations statewide.

connections. Targeted sectors identified as having natural advantages that align with Ferncliff's assets include: aviation and aerospace, automotive, plastics, fabricated metals, advanced materials and data centers.



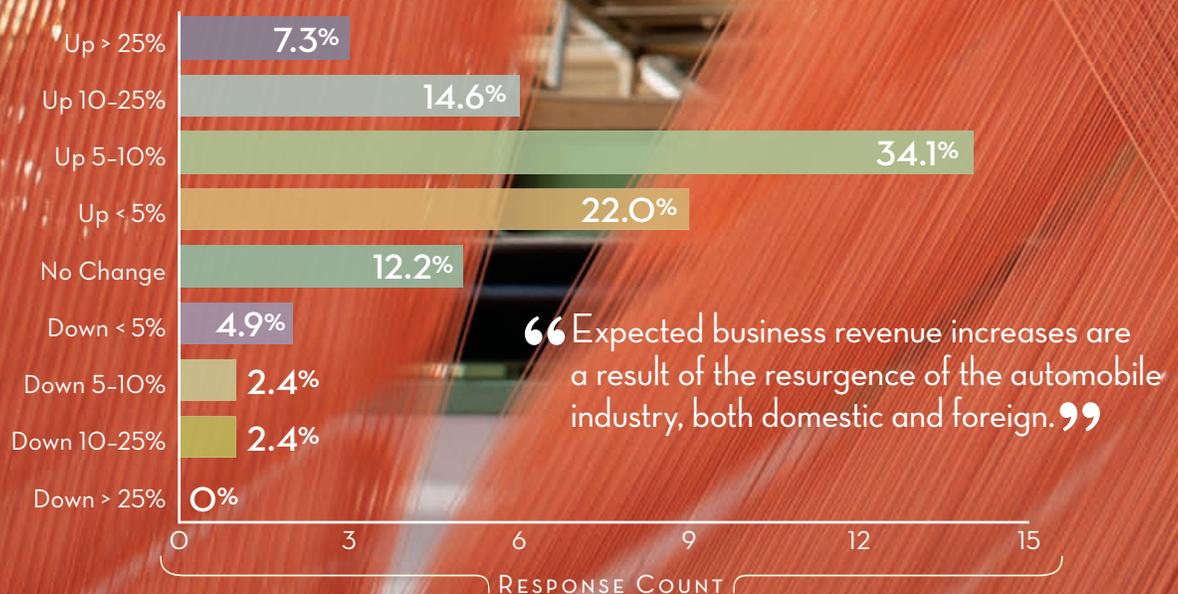
# looking forward

In September 2010, the HCPED asked 134 manufacturers five questions focused on developing a local perspective on what 2011 and 2012 might bring for our economy. Forty-one complete responses contributed to the data below. Three questions are charted, and the other two include a sampling of the open-ended responses we received.

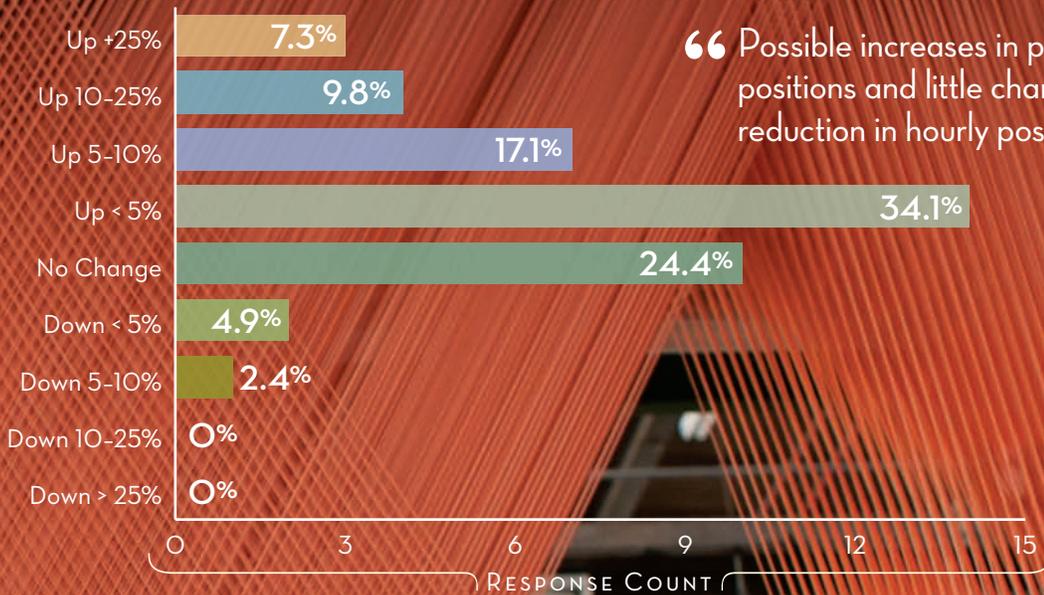
## During 2011 & 2012, do you expect economic growth in Henderson County and western North Carolina?



## During 2011 & 2012, do you expect an increase in business revenue?



During 2011 & 2012, do you expect **employment growth**?



“Possible increases in professional positions and little change or reduction in hourly positions.”

What is the single largest factor **preventing business revenue** growth and/or employment growth for your business?

“Uncertain economic conditions making our customers slow to increase or expand use of our material.”

“Raw material pricing and intense competition.”

“Nothing happens until somebody sells something.”

“The prospect of new taxes and higher health insurance costs.”

What is the **most valuable asset** to your business in doing business in Henderson County and western North Carolina?

“The quality of life in WNC and the its proximity to shipping ports and major interstate highways.”

“Having a dependable non-union workforce.”

“Excellent logistics and access to ports, good workforce, excellent support by community.”

# members + investors

## Presidential

Cason Companies, Inc.  
City of Hendersonville  
Continental  
Cooper Construction Company, Inc.  
Dixon Hughes, PLLC  
Duke Energy  
First Citizens Bank  
Henderson County  
HomeTrust Bank  
Hunter Automotive Group  
Kimberly-Clark Corporation, Berkeley Mills  
Moore & Son Site Contractors  
Morrow Insurance Agency, Inc.  
PSNC Energy  
SELEE Corporation  
SunTrust  
Town of Fletcher  
Town of Mills River  
UPM Raflatac, Inc.  
Wal-Mart Stores, Inc. #1242  
Western Carolina University

## Executive

AT&T  
BB&T  
BorgWarner Thermal  
ECS Carolinas  
Egolf Motors  
Elkamet  
Flavor 1st Growers & Packers  
Fletcher Business Park  
Friday Staffing Services, Inc.  
Henderson Oil Company  
IMOCO, Inc.  
Investors Realty Group  
Progress Energy  
RBC Bank  
Reaben Oil Company  
Southern Alarm & Security  
The Van Winkle Law Firm  
Thos. Shepherd & Son, Inc.  
Town of Laurel Park  
William G. Lapsley & Associates

## MANUFACTURING IMPACT TO HENDERSON COUNTY

### Jobs

- 15% of the Total Workforce (5,114 persons)

### Wages

- Average All Sectors Wage: \$32,916
- Average Manufacturing Wage: \$45,354
- Manufacturing Payroll: \$231,886,954 (21% of total)

### Taxes & Services

- Manufacturing Real Property Tax Impact: \$209,807,412
- Manufacturing Business Personal Property Tax Impact: \$433,652,145
- Manufacturers contribute \$2.52 in taxes for each \$1 of county services consumed

## General

APAC Carolinas, Inc.  
Advanced Business Equipment  
Advanced Technical Welding, Inc.  
Ameriprise Financial Services, Inc.  
ArvinMeritor Automotive, Inc.  
Atlas Bolt & Screw, Inc.  
Bazzle, Carr & Parce, P.A.  
Beverly-Hanks & Associates  
Blue Ridge Community College  
Blue Ridge Metals Corporation  
Blue Star Camps, Inc.  
Brown & Bigelow  
Carl E. Shaw, CPA, PLLC  
Carolina First  
Carolina Specialties Construction, Inc.  
Chadwick Square, Inc.  
CoveStar Investment Realty Advisors  
Excel Consulting Group, LLC  
Flat Rock Playhouse  
Forest Commercial Bank  
GE Lighting Systems, Inc.  
Henderson County Public Schools  
Henderson County Travel & Tourism  
Hendersonville Board of Realtors, Inc.  
Hendersonville Country Club, Inc.  
Hendersonville Home Builders Association  
Hendersonville Printing Company  
Highland Lake Inn  
Holiday Inn Express  
IPM Corporation  
Keen Impressions, Inc.  
Kelso Advertising  
Kenmure Properties, Ltd.  
Kenneth R. Youngblood  
Lewis Real Estate  
Macon Bank  
McDonald's - Edwards Group  
Miller Brothers  
Miller's Laundry & Cleaners, Inc.  
Morosani & Associates  
National Technical Honor Society  
Norm's Minit Marts  
Northwestern Mutual  
Pardee Memorial Hospital  
Park Ridge Health  
Pepsi-Cola Bottling Co  
S&ME  
Southeastern Sureties Group, Inc.  
Southern Concrete Materials  
Sperry Van Ness  
Standard Tytape Company  
Summit Marketing Group  
The Manual Woodworkers & Weavers, Inc.  
The Times-News  
Turf Mountain Sod  
United Community Bank  
United Way of Henderson County  
Village of Flat Rock  
Vocational Solutions of Henderson County  
Wachovia Bank  
Wells Fargo Advisors





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