

Alexander County Target Profile

Alexander County Economic Development

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Project Overview

Sanford Holshouser Economic Development Consulting (Sanford Holshouser) and Applied Marketing Sciences were engaged by Alexander County Economic Development Corporation to assist with its targeted marketing program. The community is keenly interested in developing new business, diversifying the economic base, and boosting external marketing and recruitment.

This project is a first step to an enhanced recruitment program. Sanford Holshouser and Applied Marketing were specifically asked to carry out the following scope:

- ⦿ Review the target industry sectors of the Charlotte Regional Partnership, NC Department of Commerce, and Advantage West. Even though Alexander County is in the Charlotte Region, some of the targets in Advantage West may align because of the County's similarities with counties in the western region.
- ⦿ Conduct research on Alexander County's economy, workforce, infrastructure, transportation network, and available or under-developed industrial property.
- ⦿ Narrow the regional and state target industries to those that most closely align with the EDC's assets and economic opportunities.
- ⦿ Deliver a Focused Objectives Profile for Alexander County's target industries. The Profile determines parameters for target industries and predictive measures to identify companies likely to expand or relocate. The Profile is used as a map to identify companies likely to be in an expansion mode as well as companies that match the economic development goals of Alexander County.

The next step after this Phase 1 report is implementation. Later in this report, we list steps AEDC can take to strength and develop the target clusters recommended here. Phase 2 of the target marketing project includes reviewing the marketing calendar of the Charlotte Regional Partnership and advising ACED on trade shows, sales trips, and missions that would be most advantageous given its targets for recruitment. In addition, Applied Marketing will set appointments with decision-makers in conjunction with two trips associated with the Charlotte Regional Partnership,

Alexander County Overview

Alexander County is located in northwest North Carolina in the foothills of the Blue Ridge Mountains. The County's population of about 37,000 works predominantly in manufacturing. In fact, about 40% of the workforce works in manufacturing. Alexander County's economic development strategy includes diversification of the manufacturing base, which is now concentrated in furniture, particularly furniture upholstery.

Taylorsville, the largest city within the County, has a population of about 2,000. It is accessed via NC 16 and US 64/NC 90 from Interstate 40 between Statesville and Hickory. Interstate 77, a major north-south transportation route, is located just a few miles from the I-40/US 64/NC 90 interchange.

Alexander County is part of the Charlotte Regional Partnership economic development region. However, being a foothills community, Alexander County has much in common with bordering communities that are in the Advantage West and Piedmont Triad economic development regions. For this reason, research for this project included all three regional economic development partnership areas.

The community has several economic development assets and opportunities that support recruitment.

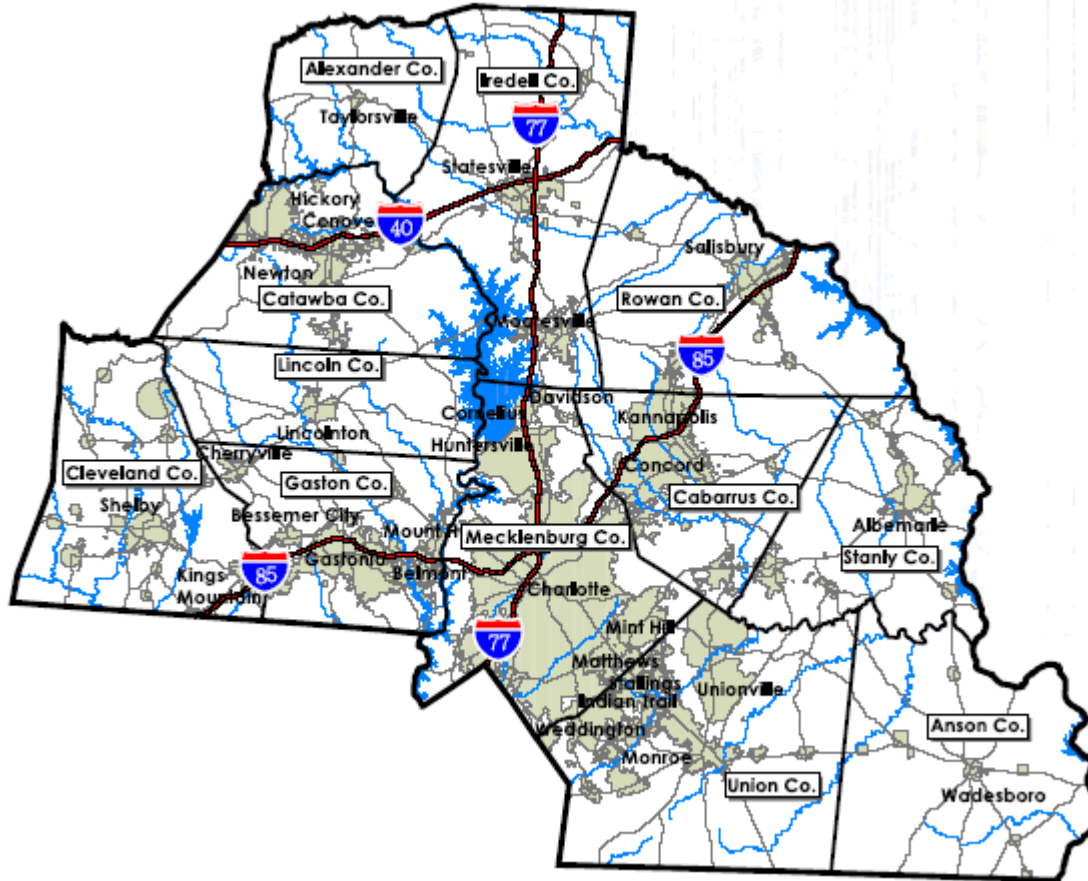
- ⊙ Alexander County Industrial Park, which has rail-served sites
- ⊙ Available workforce
- ⊙ Branch of Catawba Valley Community College
- ⊙ Pro-business climate among local governments
- ⊙ History of furniture manufacturing
- ⊙ Nonunionized workforce and North Carolina's right-to-work laws

ACCESS

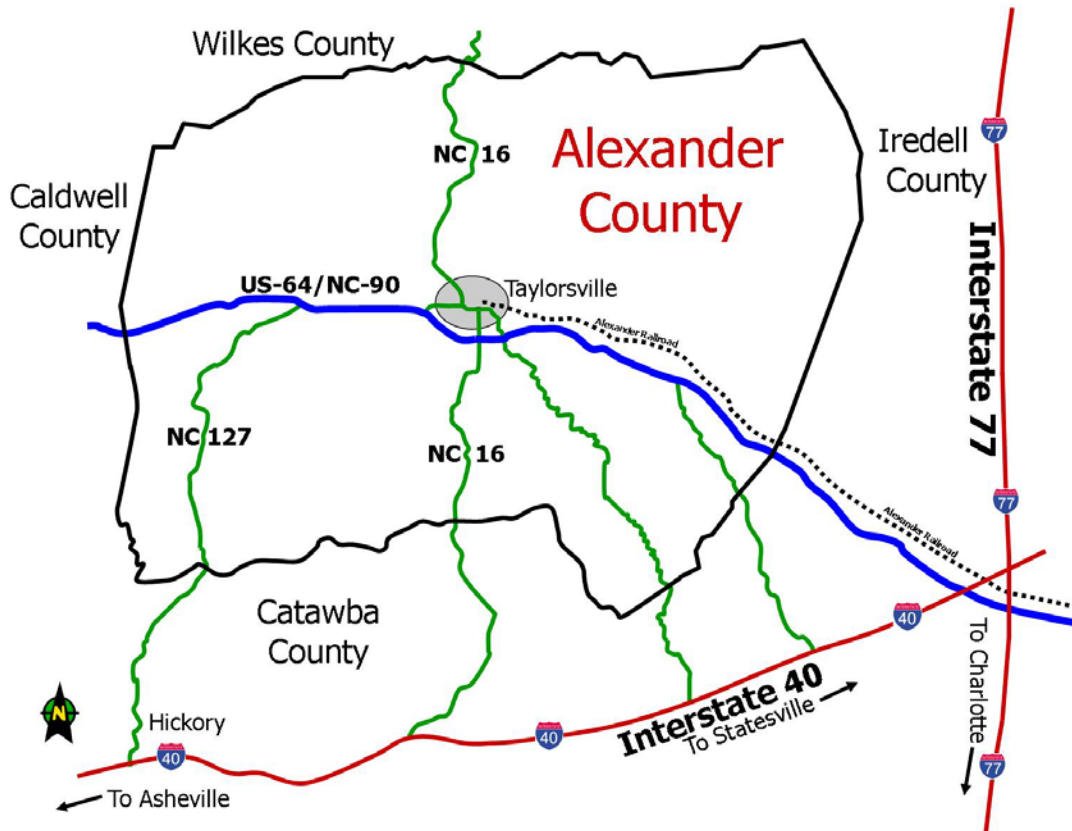
Mid-Atlantic Map



Charlotte Region Map



Alexander County Map



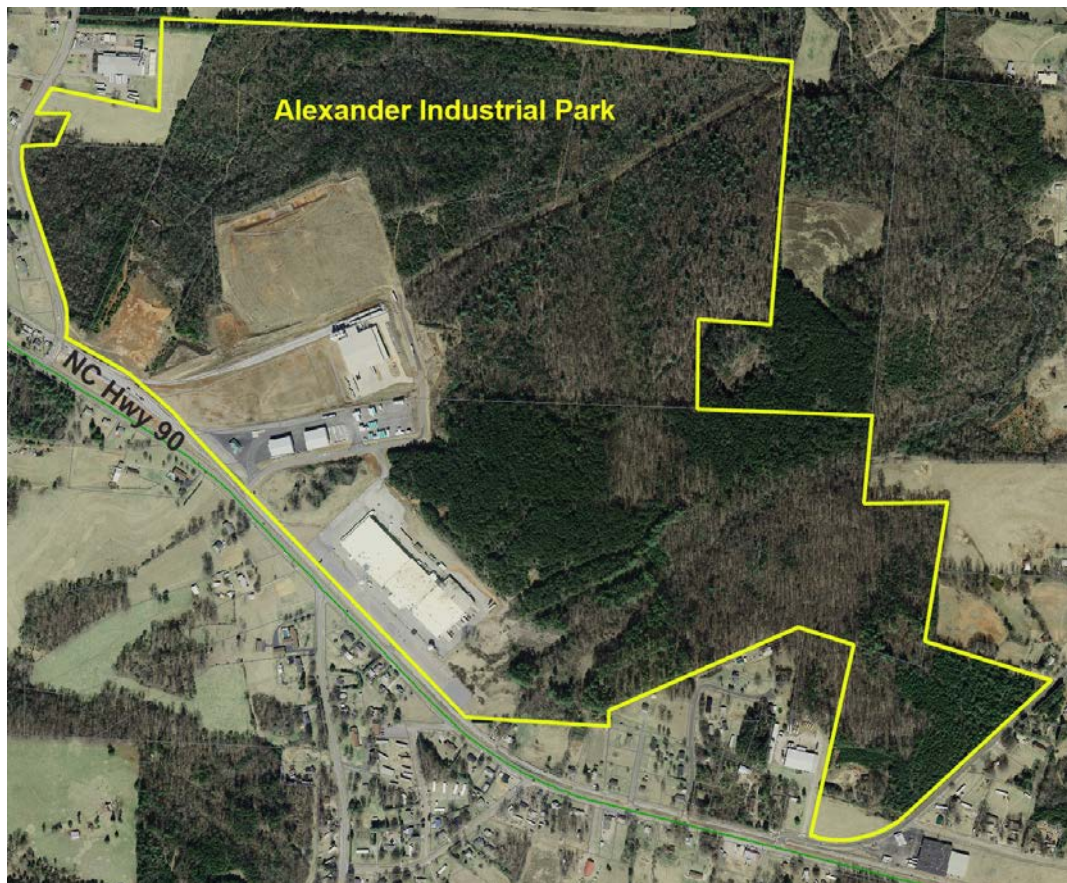
Industrial Site and Business Park Information

The Alexander County Industrial Park is located on Hwy 90 off US 64. The park is about 300 acres, and a portion of the acreage was certified by NC Department of Commerce under the previous certification program. Tenants include Paragon Films and Liberty Reload. The park is rail served by Alexander Railroad connecting to Norfolk Southern. Rail infrastructure is an advantage for the Park. It was declared one of the best rail-served sites in North Carolina by the North Carolina Railroad Company.

The park is serviced with all utilities:

- ⊙ 12" water line (8" within park)
- ⊙ Energy United is water and electric provider
- ⊙ Town of Taylorsville provides sewer and has 400,000 gpd excess capacity
- ⊙ Natural gas is provided by PSNC
- ⊙ AT&T provides telecommunications services

The Alexander County Industrial Park is approximately 14 miles to I-40 in Iredell County using US 64 to Statesville.



Alexander County Target Profile

OVERVIEW

This Profile outlines a plan that will ultimately lead Alexander County Economic Development to target ideal companies within its target industries.

The profile process includes the following steps:

- ⊙ Review of Alexander County's strengths and assets
- ⊙ Review of Charlotte, Advantage West, and the Piedmont Triad's target industries
- ⊙ Discussions between Sanford Holshouser Economic Development Consulting and Applied Marketing
- ⊙ Performing preliminary counts of companies to determine the "target universe" of companies

This document outlines a plan for Alexander County to attract new businesses and capital investment into the County and includes the following three sections:

- ⊙ Ideal Company Prospect
- ⊙ Target Estimates
- ⊙ Industry Targets In-Depth

IDEAL COMPANY PROSPECT

The past and current target industries along with the characteristics of the ideal prospect for Alexander County were analyzed. Understanding of past activity, existing industry base, and area desires helped guide the research to the best industries and companies.

Alexander County is able to attract a diverse set of manufacturing industries. The ideal target is a growing and innovative company that can take advantage of the region's assets and create high-value added products and services. We recommend that Alexander County focus on the following industries.

Industries:

- ⊙ Composites Mfg
- ⊙ Fabricated Metals Mfg
- ⊙ Alternative Energy Mfg
- ⊙ Aviation and Aerospace Mfg
- ⊙ Wood Products Mfg

Geographic Scope:

- ⊙ National

TARGET ESTIMATES

More in-depth details for each industry target, including the industry definition and specific, recommended research filters, are included in the following sections. Below is a snapshot of the target universe (number of target companies) for each industry; it is then broken down into geographic regions of the country. The following sections will provide an understanding of how these estimates were generated.

As can be seen in the maps and tables below, the majority of Alexander County's prospects can be found in four regions: 1) the Upper Midwest; 2) the West Coast (Southern California); 3) the Northeast; and 4) Texas.

GENERAL INDUSTRY	TARGET UNIVERSE	TARGET PROSPECTS WITH GROWTH/EVENTS
Composites Mfg	3,144	443
Fabricated Metals Mfg	4,512	906
Alternative Energy	2,442	638
Aviation and Aerospace Mfg	541	145
Wood Products Mfg	2,363	298
Total	13,002	2,430

Based on these numbers, we would recommend that Alexander County consider the Upper Midwest and Northeast as areas for marketing emphasis. These regions are heavily unionized and are within close proximity to North Carolina. Business costs are also quite a bit higher, especially in the Northeast. Based on this and our experience, Alexander County and North Carolina have significant advantages to offer companies within these regions. If Alexander County were to consider marketing trips, we would also recommend focusing on these two regions because of the higher number of prospects. Alexander County officials would be able to cost effectively meet with several prospects at one time versus traveling to other areas of the country.

INDUSTRY TARGET DEFINITION: COMPOSITES MANUFACTURING

This category covers companies engaged in manufacturing composite materials. Composites are a growing sector in North Carolina and are part of many existing and emerging clusters. Composites are important to aviation, automotive, and a wide range of manufacturing sectors. The following North American Industrial Classification System (NAICS) Codes will be used to identify advanced technology companies in this target along with key word searching of business descriptions.

NAICS CODE	DESCRIPTION
325188	All Other Basic Inorganic Chemical Manufacturing
325199	All Other Basic Organic Chemical Manufacturing
325211	Plastics Material and Resin Manufacturing
325212	Synthetic Rubber Manufacturing
325222	Noncellulosic Organic Fiber Manufacturing
325520	Adhesive Manufacturing
326110	Plastics Packaging Materials Manufacturing
326130	Laminated Plastics Plate Manufacturing
326140	Polystyrene Foam Product Manufacturing
326150	Urethane and Other Foam Product Manufacturing
326160	Plastics Bottle Manufacturing
326199	All Other Plastics Products
326220	Rubber and Plastic Hoses and Belting Manufacturing
326291	Rubber Product Manufacturing for Mechanical Use
327212	Other Pressed and Blown Glass and Glassware Manufacturing
327999	All Other Miscellaneous Nonmetallic Mineral Product Manufacturing
331491	Nonferrous Metal (except Copper & Aluminum) Rolling, Drawing, & Extruding
335991	Carbon and Graphite Product Manufacturing

Research Filters:

This industry will be narrowed further to the best targets using event filters listed below.

- 🕒 Sales \$10M minimum
- 👥 Employment: 100 minimum
- 📅 Events: Predictive events such as growth, executive change, merger/ acquisition, new market development, new products/services, new contracts, initial public offerings, and raising of funds.

COMPOSITES MANUFACTURING	
Target Universe (\$10M+ sales or 100+ employees)	3,144
With Growth and/or Events	443

REGIONAL DISTRIBUTION OF TARGETS WITH GROWTH AND/OR EVENTS	
North Central (IL, IN, MI, OH, WI)	130
Middle Atlantic (NJ, NY, PA)	72
South Atlantic (DC, DE, FL, GA, MD, NC, SC, VA, WV)	66
Southwest (AR, LA, OK, TX)	44
Midwest (IA, KS, MN, MO, ND, NE, SD)	38
Pacific (CA, OR, WA)	37
South Central (AL, KY, MS, TN)	25
New England (CT, MA, ME, NH, RI, VT)	24
Mountain (AZ, CO, ID, MT, NM, NV, UT, WY)	7

INDUSTRY TARGET DEFINITION: FABRICATED METALS

The category covers companies engaged in manufacturing fabricated metals products. The Charlotte Region has a strong and growing metal working cluster as does the Piedmont Triad Region. The workforce in Alexander County can easily transition to fabricated metals, and fabricated metals operations such as machine shops are small businesses that would find Alexander County attractive. The following North American Industrial Classification System (NAICS) Codes will be used to identify advanced technology companies in this target along with key word searching of business descriptions.

NAICS CODE	DESCRIPTION
3321	Forging and Stamping
3322	Cutlery and Handtool Manufacturing
3323	Architectural and Structural Metals Manufacturing
3324	Boiler, Tank, and Shipping Container Manufacturing
3325	Hardware Manufacturing
3326	Spring and Wire Product Manufacturing
3327	Machine Shops; Turned Product; and Screw, Nut, and Bolt Manufacturing
3328	Coating, Engraving, Heat Treating, and Allied Activities
3329	Other Fabricated Metal Product Manufacturing

Research Filters:

This industry will be narrowed further to the best targets using event filters listed below.

- ☉ Sales \$10M minimum
- ☉ Employment: 100 minimum
- ☉ Events: Predictive events such as growth, executive change, merger/ acquisition, new market development, new products/services, new contracts, initial public offerings, and raising of funds.

FABRICATED METALS MANUFACTURING	
Target Universe (\$10M+ sales or 100+ employees)	4,512
With Growth and/or Events	906

REGIONAL DISTRIBUTION OF TARGETS WITH GROWTH AND/OR EVENTS	
North Central (IL, IN, MI, OH, WI)	236
Pacific (CA, OR, WA)	122
Southwest (AR, LA, OK, TX)	121
Middle Atlantic (NJ, NY, PA)	111
South Atlantic (DC, DE, FL, GA, MD, NC, SC, VA, WV)	91
Midwest (IA, KS, MN, MO, ND, NE, SD)	79
New England (CT, MA, ME, NH, RI, VT)	53
Mountain (AZ, CO, ID, MT, NM, NV, UT, WY)	48
South Central (AL, KY, MS, TN)	45

INDUSTRY TARGET DEFINITION: ALTERNATIVE ENERGY

The category covers companies engaged in alternative energy, specifically solar power and biofuels. The Charlotte Region is a growing hotspot for alternative energy. Alexander County has had alternative energy projects consider the County as a location. This sector shows promise for not only urban areas in North Carolina but also rural communities such as Alexander County. The following North American Industrial Classification System (NAICS) Codes will be used to identify alternative energy companies in this target along with key word searching of business descriptions.

NAICS CODE	DESCRIPTION
111998	All Other Miscellaneous Crop Farming (Algae Farming)
325998	All Other Miscellaneous Chemical Product and Preparation Manufacturing
333414	Heating Equipment (except Hot Air Furnaces) Manufacturing (Solar Heaters)
334413	Semiconductor and Related Device Manufacturing
335911	Storage Battery Manufacturing
335912	Primary Battery Manufacturing
335999	All Other Miscellaneous Electrical Equipment Manufacturing
541710	Research and Development in the Physical, Engineering and Life Sciences
541620	Environmental Consulting Services

Key Words:

Solar Power

- ⊙ Solar photovoltaic (PV)
- ⊙ Solar heat collectors
- ⊙ Solar lighting systems
- ⊙ Solar thermal
- ⊙ Grid connected
- ⊙ Rooftop solar
- ⊙ Thin-film solar

Biofuels

- ⊙ Biodiesel
- ⊙ Ethanol
- ⊙ Agro-fuels
- ⊙ Gasohol (E25)
- ⊙ Algae
- ⊙ Biogas digester
- ⊙ Biomass gasifier
- ⊙ Biomass gasification
- ⊙ Anaerobic digester
- ⊙ Acid hydrolysis

Research Filters:

This industry will be narrowed further to the best targets using event filters listed below.

- ⊙ Sales \$5M minimum
- ⊙ Employment: 50 minimum
- ⊙ Events: Predictive events such as growth, executive change, merger/ acquisition, new market development, new products/services, new contracts, initial public offerings, and raising of funds.

ALTERNATIVE ENERGY COMPANIES	
Target Universe (\$5M+ sales or 50+ employees)	2,442
With Growth and/or Events	638

REGIONAL DISTRIBUTION OF TARGETS WITH GROWTH AND/OR EVENTS	
Pacific (CA, OR, WA)	194
Middle Atlantic (NJ, NY, PA)	86
South Atlantic (DC, DE, FL, GA, MD, NC, SC, VA, WV)	78
North Central (IL, IN, MI, OH, WI)	67
Southwest (AR, LA, OK, TX)	63
Mountain (AZ, CO, ID, MT, NM, NV, UT, WY)	52
New England (CT, MA, ME, NH, RI, VT)	43
Midwest (IA, KS, MN, MO, ND, NE, SD)	36
South Central (AL, KY, MS, TN)	19

INDUSTRY TARGET DEFINITION: AVIATION AND AEROSPACE

The category covers companies engaged in manufacturing aviation and aerospace equipment. Aviation and Aerospace is growing across the Carolinas. International companies, such as Boeing and Spirit AeroSystems, have made recent announcements, and there are small aviation companies scattered across North Carolina. There are sectors within the industry that prefer small, rural airports in order to conduct flight tests outside restricted air space. Western North Carolina has had much success in recruiting the aviation and aerospace sectors. The following North American Industrial Classification System (NAICS) Codes will be used to identify companies in this target along with key word searching of business descriptions.

NAICS CODE	DESCRIPTION
336411	Aircraft Manufacturing
336412	Aircraft Engine and Engine Parts Manufacturing
336413	Other Aircraft Parts and Auxiliary Equipment Manufacturing

Research Filters:

This industry will be narrowed further to the best targets using event filters listed below.

- ☉ Sales \$10M minimum
- ☉ Employment: 100 minimum
- ☉ Events: Predictive events such as growth, executive change, merger/ acquisition, new market development, new products/services, new contracts, initial public offerings, and raising of funds.

AVIATION AND AEROSPACE UNIVERSE	
Target Universe (\$10M+ sales and 100+ employees)	541
With Growth and/or Events	145

REGIONAL DISTRIBUTION OF TARGETS WITH GROWTH AND/OR EVENTS	
Pacific (CA, OR, WA)	48
Southwest (AR, LA, OK, TX)	18
Midwest (IA, KS, MN, MO, ND, NE, SD)	17
Middle Atlantic (NJ, NY, PA)	16
South Atlantic (DC, DE, FL, GA, MD, NC, SC, VA, WV)	16
North Central (IL, IN, MI, OH, WI)	14
New England (CT, MA, ME, NH, RI, VT)	8
South Central (AL, KY, MS, TN)	5
Mountain (AZ, CO, ID, MT, NM, NV, UT, WY)	3

INDUSTRY TARGET DEFINITION: WOOD PRODUCTS MANUFACTURING

The category covers high-tech companies manufacturing various wood products. The Alexander County manufacturing workforce is heavily concentrated in furniture. Workforce skills can be transferred from furniture to other wood products manufacturing. In this cluster, we recommend focusing on higher technology companies that are involved in wood products manufacturing. The following North American Industrial Classification System (NAICS) Codes will be used to identify companies in this target along with key word searching of business descriptions.

NAICS CODE	DESCRIPTION
32111	Sawmills and Wood Preservation
32121	Veneer, Plywood and Engineered Wood Product Manufacturing
32191	Millwork
32192	Wood Container and Pallet Manufacturing
32199	All Other Wood Product Manufacturing
33711	Wood Kitchen Cabinet and Countertop Manufacturing
33712	Household and Institutional Furniture Manufacturing
33721	Office Furniture (Including Fixtures) Manufacturing

Research Filters:

This industry will be narrowed further to the best targets using event filters listed below.

- ☉ Sales \$10M minimum
- ☉ Employment: 100 minimum
- ☉ Events: Predictive events such as growth executive change, merger/ acquisition, new market development, new products/services, new contracts, initial public offerings, and raising of funds.

WOOD PRODUCTS MANUFACTURING UNIVERSE	
Target Universe (\$10M+ sales or 100+ employees)	2,363
With Growth and/or Events	298

REGIONAL DISTRIBUTION OF TARGETS WITH GROWTH AND/OR EVENTS	
North Central (IL, IN, MI, OH, WI)	59
South Atlantic (DC, DE, FL, GA, MD, NC, SC, VA, WV)	57
Pacific (CA, OR, WA)	50
Middle Atlantic (NJ, NY, PA)	32
South Central (AL, KY, MS, TN)	28
Southwest (AR, LA, OK, TX)	28
Mountain (AZ, CO, ID, MT, NM, NV, UT, WY)	19
Midwest (IA, KS, MN, MO, ND, NE, SD)	15
New England (CT, MA, ME, NH, RI, VT)	10

NUMBER OF PROSPECTS BY STATE



NUMBER OF PROSPECTS BY STATE (25 OR MORE)

STATE	NUMBER OF PROSPECTS
California	360
Texas	196
Pennsylvania	135
Michigan	127
Ohio	117
Illinois	109
New York	108
Wisconsin	87
North Carolina	80
New Jersey	74
Florida	72
Indiana	66
Minnesota	65
Massachusetts	62
Washington	52
Georgia	51
Arizona	46
Missouri	40
Connecticut	39
Alabama	38
Virginia	38
Tennessee	36
Kansas	35
Oklahoma	34
Oregon	30
Kentucky	29
Colorado	26
Louisiana	26

NUMBER OF PROSPECTS BY METROPOLITAN AREA



NUMBER OF PROSPECTS BY METRO (GREATER THAN 25)

METROPOLITAN AREA	NUMBER OF PROSPECTS
Los Angeles-Long Beach, CA	91
Chicago, IL	88
Houston, TX	82
San Jose, CA	68
Detroit, MI	64
Philadelphia, PA-NJ	50
Minneapolis-St Paul, MN-WI	49
Orange County, CA	44
Oakland, CA	35
Phoenix-Mesa, AZ	35
Seattle-Bellevue-Everett, WA	34
Pittsburgh, PA	32
San Diego, CA	32
Dallas, TX	31
Cleveland-Lorain-Elyria, OH	29
Riverside-San Bernardino, CA	28
Boston, MA-NH	27
Atlanta, GA	25

Implementation

The research presented in this report is Phase 1 of a two-phase targeted marketing project. This report provides Alexander County EDC information to maximize its marketing and external outreach efforts. It also guides the allocation of limited marketing funds.

From research conducted in the Phase 1 report, it can be seen that the areas of the country most likely to have business targets for Alexander County are Los Angeles, Chicago, Houston, San Jose, Detroit, Philadelphia, and others. In Phase 2, we will identify sales trips, conferences, trade shows, and other marketing events that would take the EDC to those areas and set sales appointments with industry prospects. We will also leverage Alexander County's budget by piggy-backing on regional economic development outreach such as consultant calls organized by Charlotte Regional Partnership.

While the EDC prepares for Phase 2, there are foundational building activities that could be undertaken:

- ⊙ Industry Research
 - ⊙ Research target sectors to become familiar with industry trends and marketplace events
 - ⊙ Network with existing businesses in targeted sectors to learn more about the industry - for example, find out which existing businesses are involved with composites
 - ⊙ Network with economic development allies that share these targets
- ⊙ Workforce Development
 - ⊙ Investigate existing workforce programs that support targets
 - ⊙ Identify new workforce training programs that could be developed at Catawba Valley Community College to support targets (i.e. machining). Best practices in other parts of the state could be researched.
 - ⊙ Develop workforce certification programs that certify a particular skill set needed for a target cluster (i.e. certified aviation mechanic). Other community colleges may have existing certification programs that could be transferred to Catawba Valley.
- ⊙ Product Development
 - ⊙ Consider future development sites that could support target sectors
- ⊙ Marketing
 - ⊙ Develop targeted marketing materials for each sector that can be used in meetings, mailings, and prospect follow up
 - ⊙ Expand the website to include information on target sectors

Sanford Holshouser and Applied Marketing are available to assist Alexander County with any of the above items as we prepare to move forward with Phase 2 - Implementation. The scope of work for Phase 2 of the targeted marketing project includes:

- ⊙ Review the marketing calendar of the Charlotte Regional Partnership and advise ACED about trade shows, sales trips, and missions that would be most advantageous given its target industries.

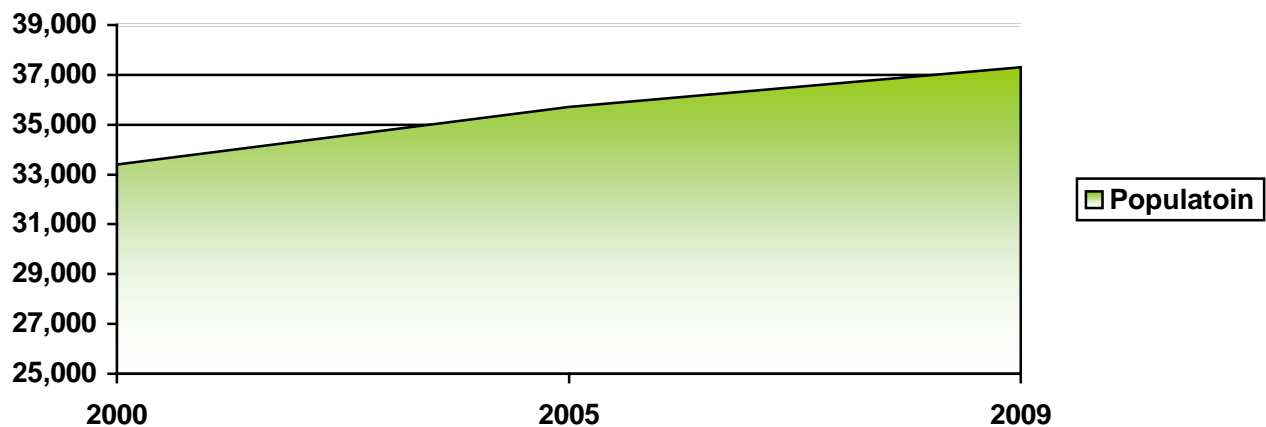
- ⦿ In conjunction with two trips associated with the Charlotte Regional Partnership, Applied Marketing would set appointments with decision makers at key trade shows.

We encourage the EDC to move forward with implementation and the tasks above in order to realize the greatest return and benefit from the research in Phase 1. Targeted marketing produces results only when carried out consistently over a period of time. This Phase 1 project should only be the first step in a comprehensive targeted marketing program.

Alexander County Economic Research

Population

Year	Population	Annual Growth
2009	37,316	1.1%
2005	35,700	1.4%
2000	33,405	



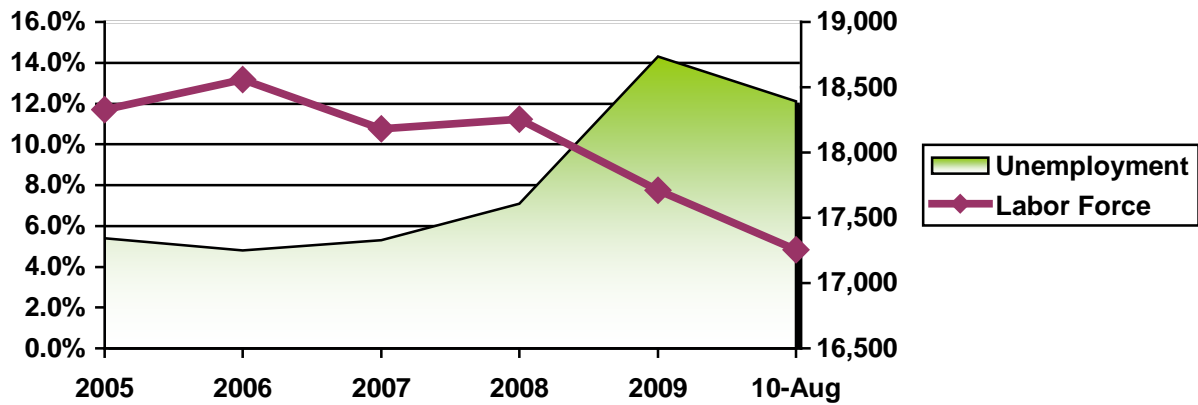
Source: NC Office of State Budget and Management

Labor Force and Unemployment

Alexander County's unemployment rate has dropped from a high of 15.2% in May/June of 2009. It is still among the State's highest.

Year	Labor Force	Unemployment
2010 (Oct)	17,064	11.6%
2009	17,713	14.3%
2008	18,256	7.1%
2007	18,179	5.3%
2006	18,560	4.8%
2005	18,328	5.4%

Source: NC Employment Security Commission



Source: NC Employment Security Commission

Layoffs and Closings

Year	Company	City	Product	Employees Affected	Reason for Layoff or Closure
2010	Caye Upholstery, LLC	Taylorsville	Furniture mfg.	70	Production shutdown
2009	Broyhill Furniture Industries, Inc.	Taylorsville	Furniture mfg.	321	Consolidation
2007	Taylor Togs, Inc.	Taylorsville	Blue jeans	35	Competition
2007	La-Z-Boy, Inc.	Taylorsville	Upholstery	20	Consolidation
2007	Frye Regional Medical Center	Taylorsville	Hospital ER	Not Reported	Unprofitable

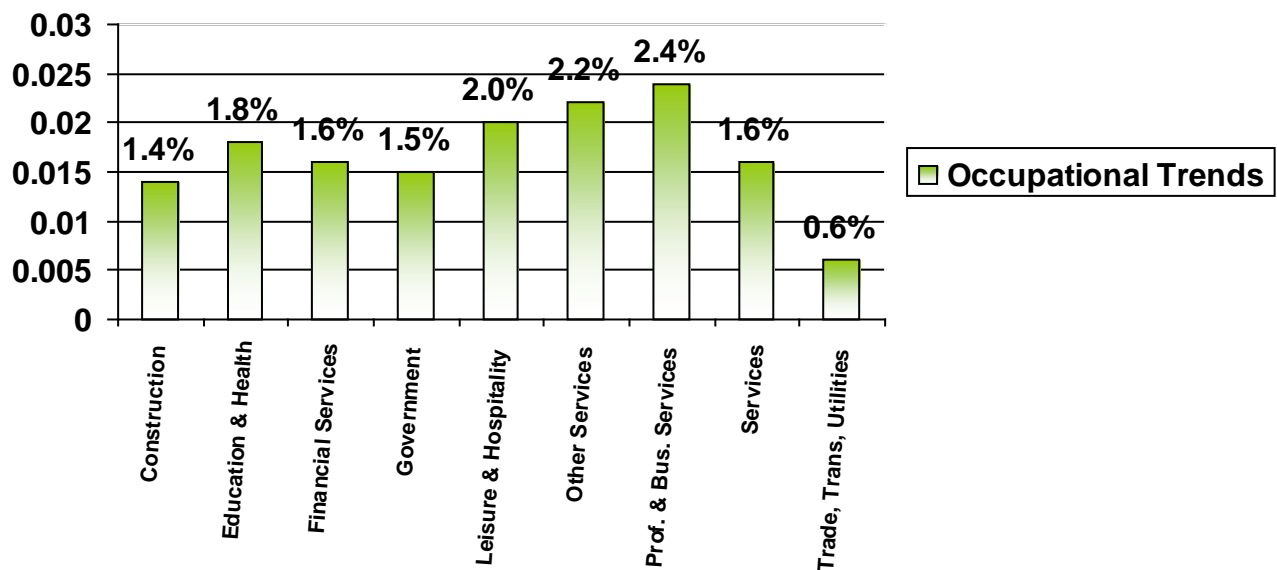
Source: NC Employment Security Commission

NC Occupational Trends

Western Piedmont Workforce Development Board Region

Alexander, Burke, Caldwell, and Catawba Counties

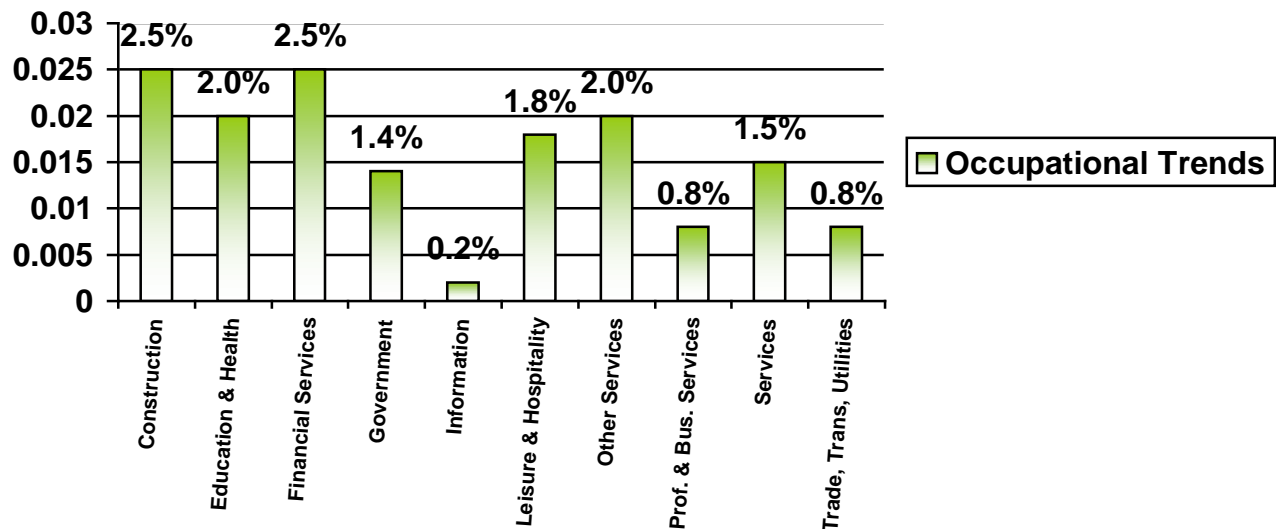
Major Industry Group	Total Employment 2006	Total Employment 2016	Annualized Growth Rate
Construction	5,130	5,910	1.40
Education and Health Services	31,750	38,060	1.80
Financial Activities	3,670	4,310	1.60
Goods-Producing	58,080	40,890	-3.40
Government	8,170	9,460	1.50
Information	1,010	950	-0.60
Leisure and Hospitality	12,370	15,080	2.00
Manufacturing	52,230	34,280	-4.10
Natural Resources and Mining	720	700	-0.30
Other Services (Except Government)	5,570	6,940	2.20
Professional and Business Services	12,780	16,200	2.40
Services-Providing	104,820	122,260	1.60
Trade, Transportation, and Utilities	29,500	31,260	0.60



Source: NC Employment Security Commission

NC Occupational Trends
High Country Workforce Development Board Region
Alleghany, Ashe, Avery, Mitchell, Watauga, Wilkes, Yancey Counties

Major Industry Group	Total Employment 2006	Total Employment 2016	Annualized Growth Rate
Construction	5,080	6,510	2.50
Education and Health Services	18,850	22,870	2.00
Financial Activities	2,830	3,610	2.50
Goods-Producing	17,120	16,340	-0.50
Government	5,440	6,270	1.40
Information	830	850	0.20
Leisure and Hospitality	9,110	10,900	1.80
Manufacturing	10,010	8,060	-2.10
Natural Resources and Mining	2,030	1,770	-1.40
Other Services (Except Government)	3,170	3,870	2.00
Professional and Business Services	5,250	5,670	0.80
Services-Providing	59,780	69,450	1.50
Trade, Transportation, and Utilities	14,300	15,410	0.80



Source: NC Employment Security Commission

Commuting

VIII. Commuting Patterns-2006 (LED)* (updated 11/2008)

Residents Commuting out of and into Alexander County

Total Workers Commuting Out of Alexander County: 11,840

Total Workers Commuting Into Alexander County: 4,050

5,134 Alexander County Residents live and work in Alexander County

Out of Alexander County		Into Alexander County	
<u>Destination County</u>	<u>Number of Workers</u>	<u>Origin County</u>	<u>Number of Workers</u>
Catawba , NC	5,519	Catawba , NC	1,182
Iredell , NC	2,041	Caldwell , NC	713
Caldwell , NC	818	Iredell , NC	460
Mecklenburg , NC	519	Wilkes , NC	375
Wilkes , NC	415	Burke , NC	220
Other Areas	2,528	Other Areas	1,100

*Source: U.S. Census Bureau; *Local Employment Dynamics (LED) - Data extracted November 2008 Note: Data are only available for partnering states. Ohio and Puerto Rico are pending production; Connecticut, Massachusetts and New Hampshire are not yet partners. Data are produced on two-year cycles at this time.*

Largest Employers

- Craftmaster - upholstered furniture, 500-600 employees
- Mitchell Gold/Bob Williams - upholstered furniture, 500-600 employees, high end furniture, daycare on site
- Schneider Mills - woven cloth for airbags, military parachutes, 300 employees
- Paragon Films - plastic wrap, 30 employees, 60,000sf expansion adding 15 jobs
- Shurtape - duct tape, logoed tape, 100 employees
- Hancock & Moore - upholstered furniture, 100 employees
- Huntington House - upholstered furniture, 100 employees

Source: Alexander County EDC

XI. Twenty-Five Largest Employers (updated 9/2010)

Custom Region Summary

Quarter Ending March 31, 2010

<u>Company Name</u>	<u>Industry Description</u>	<u>Employment</u>	<u>County</u>
1. ALEXANDER COUNTY SCHOOLS	Education & Health Services	500-999	Alexander
2. THE MITCHELL GOLD CO (A CORP)	Manufacturing	500-999	Alexander
3. STATE OF NC DEPT OF CORRECTION	Public Administration	250-499	Alexander
4. CRAFTMASTER FURNITURE	Manufacturing	250-499	Alexander
5. HANCOCK & MOORE INC	Manufacturing	250-499	Alexander
6. ALEXANDER COUNTY	Public Administration	250-499	Alexander
7. SCHNEIDER MILLS INC	Manufacturing	250-499	Alexander
8. WESTMINSTER NURSING CENTER	Education & Health Services	100-249	Alexander
9. WAL-MART ASSOCIATES INC	Trade, Transportation & Utilities	100-249	Alexander
10. HUNTINGTON HOUSE INC	Manufacturing	100-249	Alexander
11. TAYLOR KING FURNITURE INC	Manufacturing	100-249	Alexander
12. SHURTAPE TECHNOLOGIES INC	Manufacturing	100-249	Alexander
13. BRIGETTE'S STAFFING INC	Professional & Business Services	100-249	Alexander
14. INDUSTRIAL TIMBER INC	Manufacturing	100-249	Alexander
15. WILKES CONTRACTING LLC TIMOTHY A GL	Manufacturing	100-249	Alexander
16. ALEXVALE FURNITURE INC	Manufacturing	50-99	Alexander
17. AMERICAN ROLLER BEARING &	Manufacturing	50-99	Alexander
18. PAUL ROBERT CHAIR INC	Manufacturing	50-99	Alexander
19. E R CARPENTER CO INC	Manufacturing	50-99	Alexander
20. CHECK MATE	Professional & Business Services	50-99	Alexander
21. MARKET BASKET FOOD STORES INC	Trade, Transportation & Utilities	50-99	Alexander
22. HOSPICE AND HOME CARE OF	Education & Health Services	50-99	Alexander
23. MCDONALDS	Leisure & Hospitality	50-99	Alexander
24. MASTERFIELD FURNITURE CO INC	Manufacturing	50-99	Alexander
25. ONIN STAFFING LLC	Professional & Business Services	50-99	Alexander

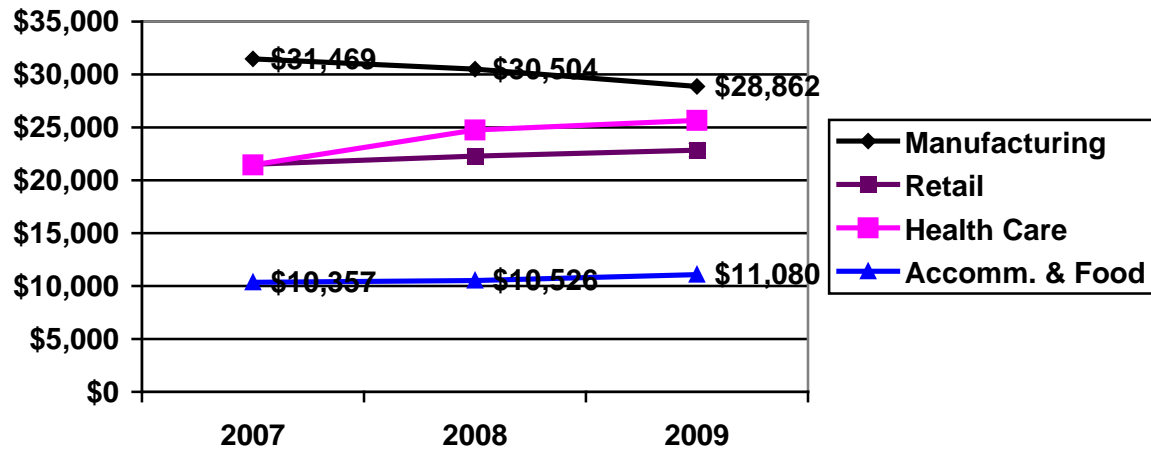
Source: NC Employment Security Commission

Employment by Industry

	2007		2008		2009	
Industry	Annual Avg Empl	Avg Annual Wage Per Employee	Annual Avg Empl	Avg Annual Wage Per Employee	Annual Avg Empl	Avg Annual Wage Per Employee
Agriculture, Forestry, Fishing & Hunting	98	\$23,054.20	109	\$20,140.16	104	\$20,894.22
Mining	*	*	*	*	*	*
Utilities	26	\$39,156.81	26	\$40,908.62	27	\$41,886.89
Construction	292	\$26,752.23	269	\$26,575.11	226	\$26,425.59
Manufacturing	4,493	\$31,469.20	4,268	\$30,504.22	3,469	\$28,862.24
Wholesale Trade	133	\$33,925.34	125	\$35,600.59	128	\$31,058.80
Retail Trade	781	\$21,508.12	741	\$22,289.47	710	\$22,840.25
Transportation and Warehousing	193	\$32,911.94	186	\$33,632.32	173	\$31,946.73
Information	30	\$21,291.90	32	\$24,818.91	32	\$22,686.34
Finance and Insurance	165	\$29,792.90	157	\$31,981.66	171	\$34,193.41
Real Estate and Rental and Leasing	26	\$18,276.35	22	\$19,721.50	23	\$31,165.65
Professional and Technical Services	*	*	286	\$29,700.45	245	\$33,712.99
Management of Companies and Enterprises	42	\$37,450.40	43	\$40,954.81	42	\$33,867.60
Administrative and Waste Services	300	\$21,784.22	293	\$20,536.07	185	\$19,895.81
Educational Services	942	\$31,344.46	941	\$32,377.09	935	\$32,226.98
Health Care and Social Assistance	662	\$21,447.84	594	\$24,750.96	596	\$25,658.47
Arts, Entertainment, and Recreation	62	\$16,697.52	79	\$12,774.24	68	\$12,932.31
Accommodation and Food Services	626	\$10,357.54	601	\$10,526.41	516	\$11,080.79
Other Services, Ex. Public Admin	132	\$20,324.82	142	\$20,641.13	139	\$21,440.93
Public Administration	869	\$31,600.96	926	\$33,170.16	962	\$32,523.22
Unclassified	41	\$18,888.56	24	\$26,245.08	16	\$46,876.50
Total Private Industry	8,370	\$26,884.00	7,928	\$26,884.00	6,800	\$26,312.00
Total Federal Government	53	\$41,392.00	53	\$41,288.00	53	\$42,224.00
Total State Government	521	\$33,592.00	544	\$36,140.00	558	\$36,348.00
Total Local Government	1,311	\$30,680.00	1,345	\$31,512.00	1,362	\$30,732.00
Total All Industries	10,255	\$27,820.00	9,868	\$28,132.00	8,773	\$27,716.00

Source: NC Employment Security Commission

Top 4 Employment Sectors and Wage Trends



Source: NC Employment Security Commission

2009 Establishments

Industry	# of Units
Agriculture, Forestry, Fishing & Hunting	11
Mining	*
Utilities	3
Construction	82
Manufacturing	77
Wholesale Trade	33
Retail Trade	75
Transportation and Warehousing	23
Information	5
Finance and Insurance	31
Real Estate and Rental and Leasing	13
Professional and Technical Services	36
Management of Companies and Enterprises	4
Administrative and Waste Services	26
Educational Services	14
Health Care and Social Assistance	39
Arts, Entertainment, and Recreation	14
Accommodation and Food Services	33
Other Services, Ex. Public Admin	52
Public Administration	16
Unclassified	28
Total Private Industry	580
Total Federal Government	6
Total State Government	11
Total Local Government	17
Total All Industries	614

Source: NC Employment Security Commission

Sanford Holshouser Economic Development

Consulting is an innovative and growing economic development consulting firm that provides site selection services, action planning, and unique, sustainable strategies to communities, organizations, and companies. Sanford Holshouser continues the visionary economic development ideas of the firm's founders, former US Senator and North Carolina Governor Terry Sanford (deceased) and former Governor James Holshouser, Jr. who is still active in the firm. The consulting firm is affiliated with Nexsen Pruet law firm, a leader in economic development law and public policy in the Carolinas. Ernie Pearson, a partner in Sanford Holshouser and an attorney with Nexsen Pruet, has been recognized by *Southern Business Magazine* as one of the top economic development attorneys in the 17 Southern states.



**Your Partner for Sustainable
Economic Prosperity.**

SITE SELECTION DIVISION

Sanford Holshouser's Site Selection Division works with corporate clients to site new facilities and expansions, analyze workforce characteristics, negotiate incentives, and work through the many tasks involved in locating a new or expanded facility. We have also represented communities in the site selection process assisting with incentive negotiations and return on investment analysis. Our partners have site selection experience as consultants and as local, regional, and state level economic developers. Having both sets of experience gives us a unique perspective in site selection.

ECONOMIC DEVELOPMENT PLANNING DIVISION

Since its founding in 1999, Sanford Holshouser has provided consulting services to more than 80 communities in South Carolina, North Carolina, Virginia, Florida, and Minnesota. Projects have included strategic planning and action planning for economic development, product development, competitive analysis, site certification, board development, organizational development, and coalition building for EDOs. We have worked for small towns, rural counties, high-tech large cities, and urban regions.

PUBLIC POLICY DIVISION

The firm's Public Policy Division has completed projects such as the NC Motorsports Study which quantified the economic impact of the industry on the state's economy and formed state-level policy recommendations to retain and grow the industry. Sanford Holshouser partnered with UNC-Charlotte Urban Institute on the motorsports project. A similar study was recently completed for North Carolina's equine industry. Commissioned by the NC General Assembly, the equine study was done in partnership with NC State, East Carolina, and Western Carolina Universities.