



The Charlotte Chamber and Economic Development

April 5, 2018

Bob Morgan

President/CEO

Charlotte Chamber



Who is the Charlotte Chamber?



- Lead business recruitment agency for Mecklenburg County
 - 3 full-time economic developers market and recruit nationally and internationally
 - 2 full-time researchers provide market intelligence on target and emerging industries; demographic, economic trends
 - Landed 614 projects and more than 56,000 jobs since 2008
- Public Policy advocacy
 - 2 registered lobbyists on staff
 - Lead agency for local, regional and state pro-business policy agenda
- 100% Privately Funded



Target Industries

- Economic Development Strategic Plan developed with Charlotte Regional Partnership in 2016
- Intensive research identified five target clusters:



Additional areas of focus:

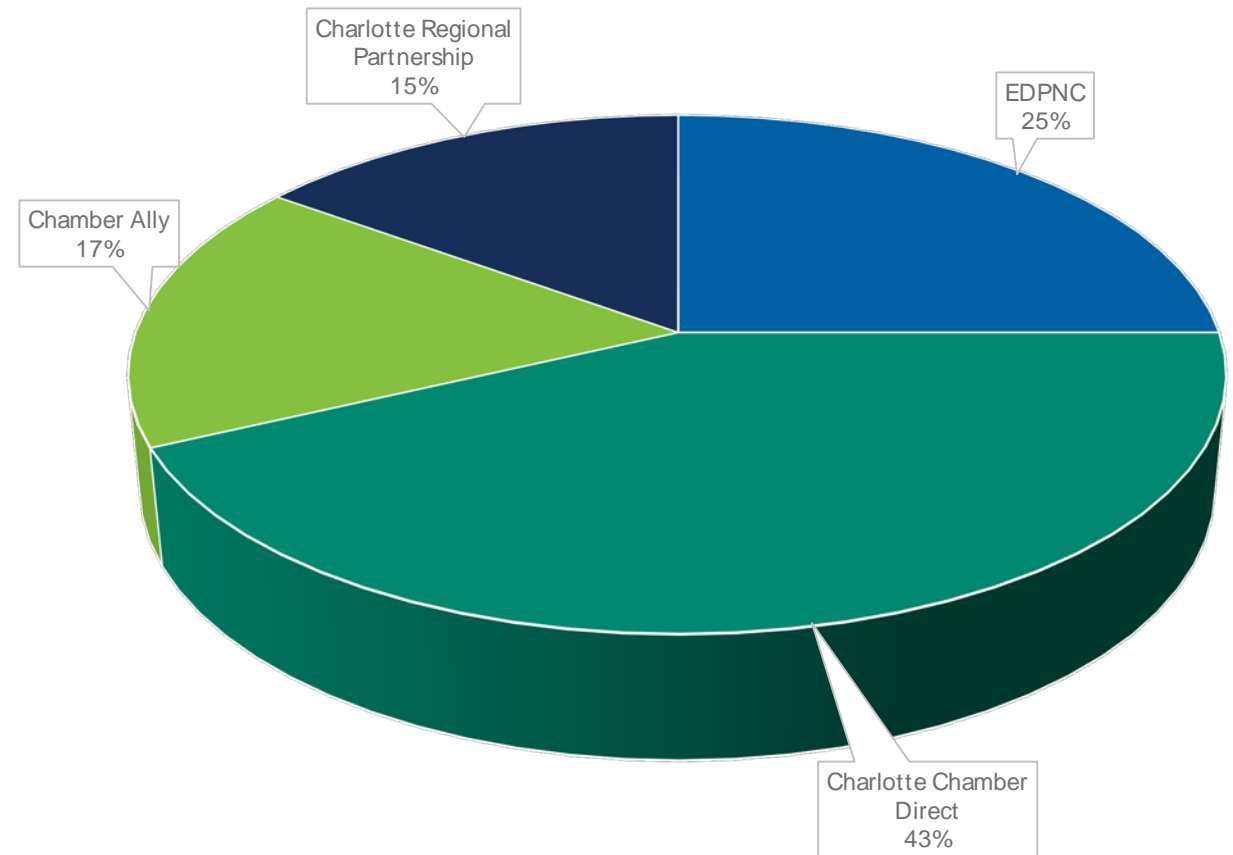
- International Businesses
- Corporate Headquarters



Partner with State

- Work closely with NCDOC and EDPNC
- NCDOC work on incentives essential
- 25% of Chamber's landed projects were leads from EDPNC

Lead Source of Landed Projects, Jan. 2017-Feb. 2018



Competitive Advantages

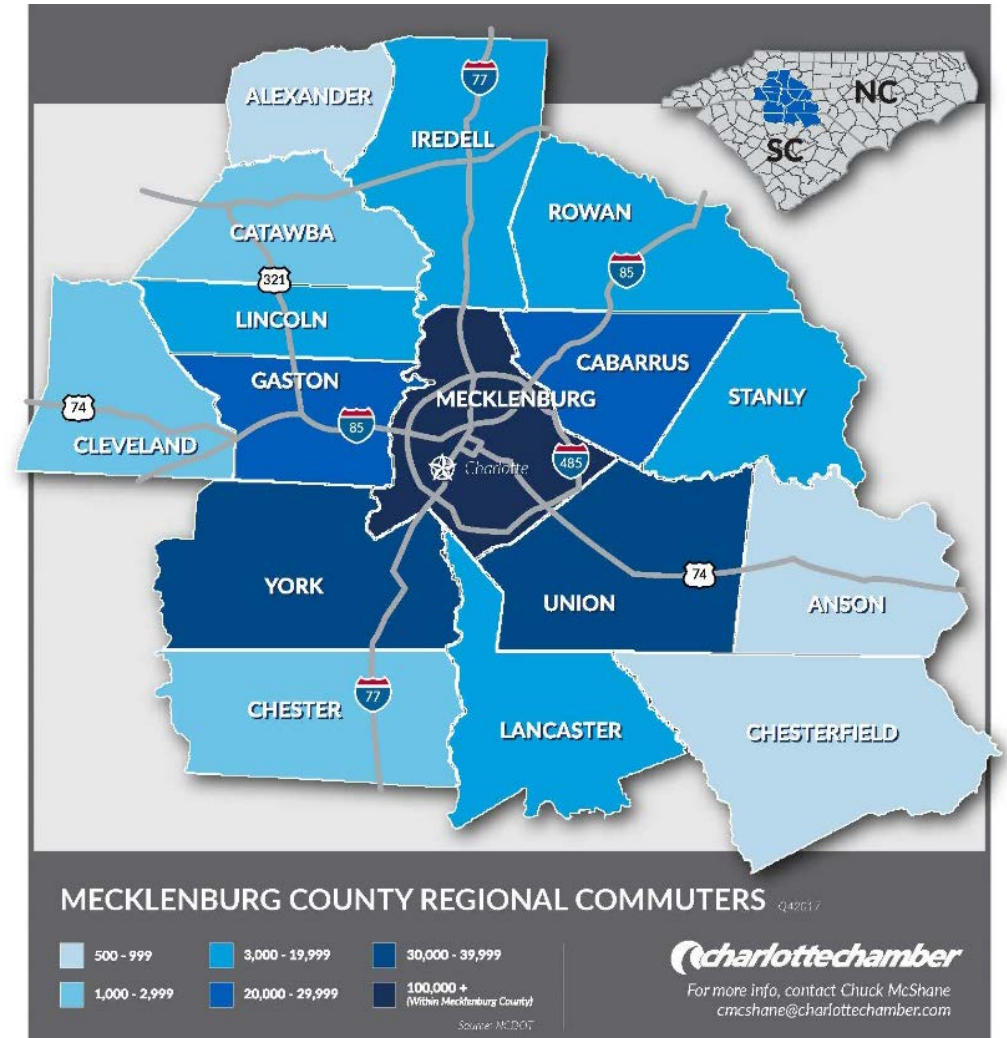
- Why Charlotte?
 - Cost of Living 96% of the national average
 - Growing workforce and population
 - 7th busiest airport in the world by takeoffs and landings
 - High-quality higher education institutions – UNCC, CPCC
 - World-class cultural amenities
- Mecklenburg County generally does not compete with other in-state markets. Our primary competitors include: Atlanta, Nashville, Austin, Tampa, New York/ New Jersey (financial projects), **Upstate South Carolina**.
- *Incentives do not make the deal, they make a good deal better*



Regional Jobs Hub



- 700,000+ jobs in Mecklenburg County
- More than 1 in 4 workers live somewhere else
- \$17.5 billion (31%) of wages earned in Mecklenburg County earned by residents of other counties



Thank you,

Bob Morgan



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