

# 2010



## Annual Report





## LETTER FROM THE CHAIRMAN

January 2011

Dear Friends:

As the incoming Chairman of the Greater Statesville Development Corporation, I am pleased to present you with the 2010 Annual Report.

In a year that saw tremendous change for the organization—from the successful Opportunity 2015 funding campaign to the development of a new brand identity—we are pleased that many of the positive trends of the past several years were maintained and enhanced. Statesville-Mooresville was once again recognized as the #1 Micropolitan by *Site Selection* magazine for new and expanding industry and our West Industrial Park site was named Best Small Industrial Site Among Great Freight Rail Sites in North Carolina by the North Carolina Railroad Company.

In addition to our success stories, this year's annual report highlights a variety of key community indicators. It is our hope that this document will assist you in making your own economic evaluation of the Greater Statesville Area economy. I hope you will agree that the indicators highlighted within the report show, that even in difficult economic times, our community continues to display many positive trends that indicate a very bright future.

I would also like to take this opportunity to thank the many volunteers and individuals who have dedicated their time and resources in making our organization successful. We understand that a strong volunteer network is the backbone of our association, and we are blessed with a group of supporters that is unmatched within the region. The Greater Statesville Development Corporation is continually recognized as an exemplary organization among its economic development peers, and this in large part is due to the continuous hard work of our volunteers and community leaders.

Finally, we solicit your input and suggestions regarding how we can improve our organizational activities. If you have any comments or ideas on how we can better serve the citizens of our community please contact us at 704-871-0062.

We look forward to a bright and prosperous 2011 and wish you the same.

Sincerely,

A handwritten signature in black ink that reads "Dr. Steven S. Binder". The signature is written in a cursive, flowing style.

Dr. Steven S. Binder  
Chairman

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Statesville, NC 28677  
704-871-0062(o) 704-871-0223(f)  
[info@greaterstatesville.org](mailto:info@greaterstatesville.org) [www.greaterstatesville.org](http://www.greaterstatesville.org)



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(704) 871-0062 phone (704) 871-0223 fax  
info@greaterstatesville.org  
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## MISSION STATEMENTS:

### **GREATER STATESVILLE DEVELOPMENT CORPORATION**

To stimulate and promote the industrial and commercial development of the City of Statesville and the Town of Troutman, North Carolina, and the surrounding area by providing services and assistance of a nature and kind calculated to encourage and facilitate the locating, establishing, building, operating, maintaining and expanding of new and existing businesses and industries in the Statesville-Troutman community and area.

### **GREATER STATESVILLE AREA COMMITTEE OF 100**

The Committee of 100 is a non-profit corporation, made up of individual and corporate citizens who, through private donations, help to fund the marketing efforts of the greater Statesville area. Its purpose is to raise the necessary funds that will enhance the research and marketing materials on the greater Statesville area that are needed for presentations, reports, prospect needs, videos, etc. for industrial development recruitment for the Greater Statesville Development Corporation.

**Greater Statesville Development Corporation**  
**2011 Board of Directors**

**At-Large**

Dr. Steve Binder, Chairman  
John Koppelmeyer, Vice Chairman  
Maria Haughton, Secretary  
Bill Leach, Treasurer  
Stamey Holland, III  
Harry M. Tsumas  
Rick Dagenhart  
Richard Gordon  
Wayne Wilkins  
David Steele  
Jerry Alford

**Standing**

Steve Johnson, (Chairman-Iredell County Board of Commissioners)  
Jeff Ruffner, (V.P. Business Development, Chamber of Commerce)  
Dr. Douglas Eason, (President, Mitchell Community College)  
Brady Johnson, (Superintendent, Iredell/Statesville Schools)  
Doug Hendrix, (Chairman, Chamber of Commerce)  
Ben Bundy, (Iredell County Homebuilders Association)  
Vacant, (Manager, Employment Security Commission)  
Elbert Richardson, (Mayor, Town of Troutman)  
David Saleeby, (Manager, Town of Troutman)  
Joel Mashburn, (Manager, Iredell County)  
Costi Kutteh, (Mayor, City of Statesville)  
Rob Hites, (Manager, City of Statesville)

Ex officio / non-voting

David Bradley, (President-Chamber of Commerce)

**Greater Statesville Area Committee of 100**  
**2011 Board of Directors**

Dr. Steve Binder, Chairman  
John Koppelmeyer, Vice Chairman  
Maria Haughton, Secretary  
Bill Leach, Treasurer  
Harry M. Tsumas  
Jeff Ruffner  
David Saleeby  
Joel Mashburn  
Rob Hites

# 2010 INDUSTRIAL RECAP

## NEW LOCATIONS

Company	Jobs	Investment	Square Footage (New vs. Existing)
OHL (Elmer's Dist.) (1-2010)	50	Not disclosed	471,000 (existing)
Bebida Beverage (5-2010)	10	\$1,000,000	23,000 (existing)
Origin Holdings, Inc. (11-2010)	12	\$100,000	None
Optiglass PC (12-2010)	5	\$50,000	21,000 (existing)
	77	\$1,150,000	

## EXPANSIONS

Company	Jobs	Investment	Square Footage
Kewaunee Scientific (2-2010)	100	\$13,000,000	32,000 (new)
Petco Sackner (8-2010)	0	\$100,000	New Equipment
Statesville Barn Company (12-2010)	5	\$300,000	50,000 (existing)
	105	\$13,400,000	

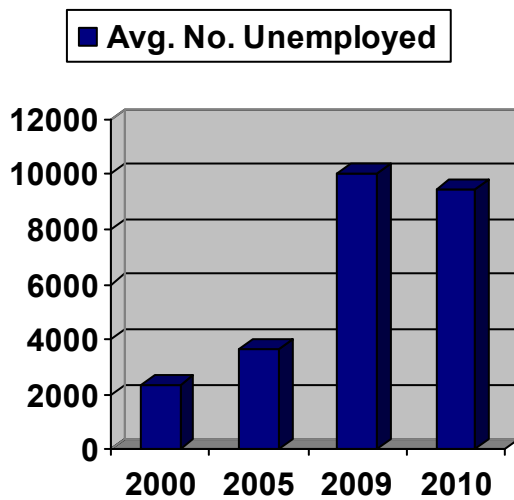
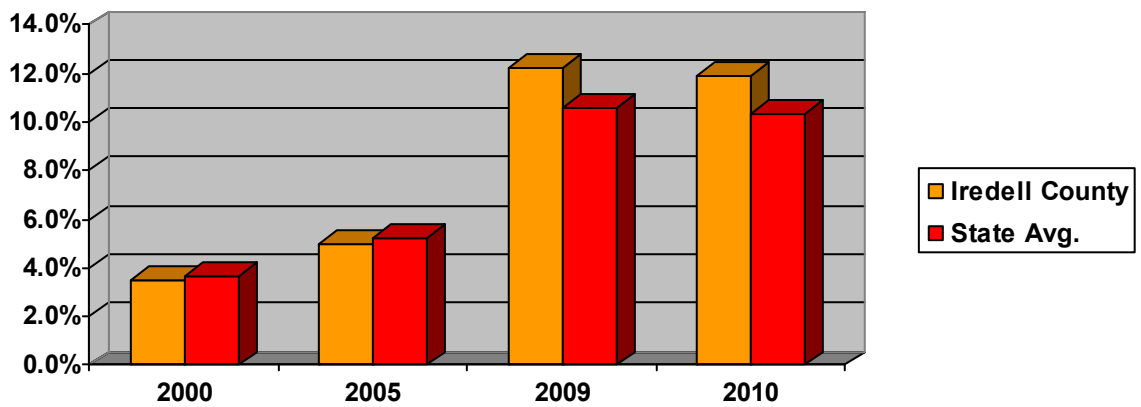
## CLOSINGS

Company	Jobs	Reason
Haldex (1-2010)	90	Consolidation
Robinson Steel (4-2010)	30	Economy
Glen Raven (9-2010)	50	Economy
	170	

# EMPLOYMENT TRENDS

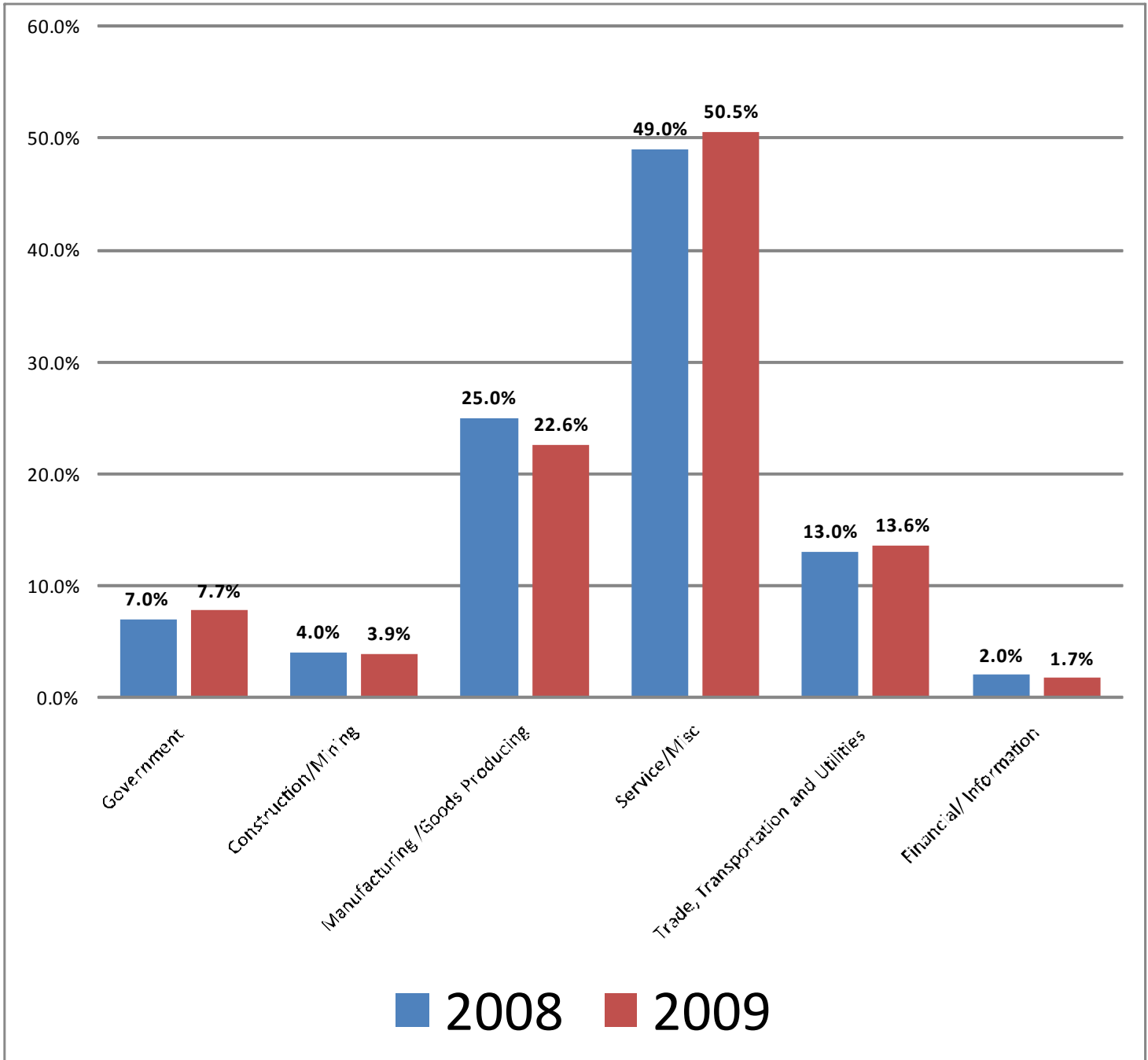
Year	Avg. Annual Unemployment Rate	Avg. Number of People Unemployed	State Avg. Annual Unemployment Rate
2000	3.5%	2,318	3.7%
2005	5.0%	3,652	5.2%
2009	12.2%	10,037	10.6%
*2010	11.9%	9,431	10.3%

\*2010 rate is average for 11 months. Monthly totals for December have not yet been released.



# IREDELL COUNTY

## Percent of Jobs by Type 2008-2009



Source: NC Employment Security Commission, July 2010  
Prepared by Centralina COG, Community & Economic Development

# Iredell County Insured Employment and Wages In 2009

for Aggregate of all types by Subsector (3 digit)  
(\*information taken from Sector (2 digit) report)

Industry	No of Units	Annual Avg. Employed	Annual Wages Paid	Avg. Annual Wage Per Employee
<b>*MANUFACTURING</b>	<b>296</b>	<b>9,198</b>	<b>\$387,935,555</b>	<b>\$42,176</b>
Food Manufacturing	15	613	\$27,270,913	\$44,487
Textile Product Mills	7	177	\$5,159,030	\$29,147
Apparel Manufacturing	5	217	\$12,598,863	\$58,059
Wood Product Manufacturing	21	355	\$13,474,475	\$37,956
Paper Manufacturing	7	686	\$30,681,153	\$44,724
Printing and Related Support Activities	12	75	\$2,220,636	\$29,608
Plastics & Rubber Products Manufacturing	16	698	\$26,712,904	\$38,270
Nonmetallic Mineral Product Mfg	23	590	\$22,140,270	\$37,525
Primary Metal Manufacturing	8	490	\$20,462,147	\$41,759
Fabricated Metal Product Manufacturing	41	821	\$31,235,449	\$38,045
Machinery Manufacturing	31	1,308	\$58,731,185	\$44,901
Computer and Electronic Product Mfg	8	192	\$9,024,860	\$47,004
Transportation Equipment Manufacturing	21	733	\$39,384,363	\$53,730
Furniture and Related Product Mfg	19	237	\$5,765,430	\$24,326
<b>*WHOLESALE TRADE</b>	<b>415</b>	<b>3,218</b>	<b>\$129,652,598</b>	<b>\$40,289</b>
<b>*RETAIL TRADE</b>	<b>598</b>	<b>7,877</b>	<b>\$189,002,613</b>	<b>\$23,994</b>

Source: NC Employment Security Commission [www.ncesc.com](http://www.ncesc.com)  
For a direct link: <http://eslmi23.esc.state.nc.us/ew/EWYear.asp?>

## IREDELL COUNTY MONTHLY LABOR FORCE REVIEW \*

Month	Labor Force Data	1990	1995	2000	2005	2007	2008	2009	2010
<b>JAN.</b>	Labor Force	51,634	56,603	64,497	71,538	80,445	81,687	81,546	80,740
	Employment	49,267	55,122	62,556	67,538	76,940	77,504	72,255	69,718
	Unemployment	2,367	1,481	1,941	4,000	3,505	4,183	9,291	11,022
	Unemployment Rate	4.6	2.6	3.0	5.6	4.4	5.1	11.4	13.7
<b>FEB.</b>	Labor Force	51,800	56,541	64,770	71,631	80,719	81,414	82,925	80,870
	Employment	49,927	54,873	62,643	67,413	77,292	77,325	72,237	69,675
	Unemployment	1,873	1,668	2,127	4,218	3,427	4,089	10,688	11,195
	Unemployment Rate	3.6	3.0	3.3	5.9	4.2	5.0	12.9	13.8
<b>MAR.</b>	Labor Force	51,993	56,874	65,236	71,957	80,911	81,857	82,870	81,078
	Employment	50,524	55,194	63,272	68,225	77,814	77,869	72,353	70,636
	Unemployment	1,469	1,680	1,964	3,732	3,097	3,988	10,517	10,442
	Unemployment Rate	2.8	3.0	3.0	5.2	3.8	4.9	12.7	12.9
<b>APR.</b>	Labor Force	51,654	57,244	65,444	72,295	81,358	81,767	83,153	79,273
	Employment	50,248	55,518	63,480	68,788	77,661	77,783	72,685	69,711
	Unemployment	1,406	1,726	1,964	3,507	3,697	3,984	10,468	9,562
	Unemployment Rate	2.7	3	3.0	4.9	4.5	4.9	12.6	12.1
<b>MAY</b>	Labor Force	53,211	57,517	65,402	72,445	81,892	82,147	82,481	78,994
	Employment	51,343	55,667	63,419	68,823	78,012	77,718	72,086	69,671
	Unemployment	1,868	1,850	1,983	3,622	3,880	4,429	10,395	9,323
	Unemployment Rate	3.5	3.2	3	5	4.7	5.4	12.6	11.8
<b>JUNE</b>	Labor Force	53,396	58,408	66,536	72,894	81,734	82,755	83,116	78,884
	Employment	51,796	55,987	64,410	69,008	78,133	77,932	72,648	69,639
	Unemployment	1,600	2,421	2,126	3,886	3,601	4,823	10,468	9,245
	Unemployment Rate	3.0	4.1	3.2	5.3	4.4	5.8	12.6	11.7
<b>JULY</b>	Labor Force	53,105	59,733	66,645	73,593	82,243	84,518	83,316	78,886
	Employment	51,413	57,132	64,503	69,787	78,189	78,851	72,717	69,821
	Unemployment	1,692	2,601	2,142	3,806	4,054	5,667	10,599	9,045
	Unemployment Rate	3.2	4.4	3.2	5.2	4.9	6.7	12.7	11.5
<b>AUG.</b>	Labor Force	52,886	58,380	67,503	73,127	81,006	83,323	81,523	77,629
	Employment	51,061	56,200	64,223	69,535	77,344	77,657	71,401	68,877
	Unemployment	1,825	2,180	3,280	3,592	3,662	5,666	10,122	8,752
	Unemployment Rate	3.5	3.7	4.9	4.9	4.5	6.8	12.4	11.3
<b>SEPT.</b>	Labor Force	52,875	57,951	65,636	72,908	81,159	82,921	81,178	77,254
	Employment	50,580	55,934	63,626	69,544	77,655	77,538	71,533	68,991
	Unemployment	2,295	2,017	2,010	3,364	3,504	5,383	9,645	8,263
	Unemployment Rate	4.3	3.5	3.1	4.6	4.3	6.5	11.9	10.7
<b>OCT.</b>	Labor Force	53,110	57,760	66,802	73,764	82,360	83,182	82,912	78,670
	Employment	50,522	55,810	63,616	70,336	78,799	77,326	72,953	70,465
	Unemployment	2,588	1,950	3,186	3,428	3,561	5,856	9,959	8,205
	Unemployment Rate	4.9	3.4	4.8	4.6	4.3	7.0	12.0	10.4
<b>NOV.</b>	Labor Force	53,572	57,656	66,282	73,675	82,564	82,847	82,602	78,608
	Employment	50,618	55,703	63,658	70,192	78,887	76,138	72,715	69,916
	Unemployment	2,954	1,953	2,624	3,483	3,677	6,709	9,887	8,692
	Unemployment Rate	5.5	3.4	4	4.7	4.5	8.1	12.0	11.1
<b>DEC.</b>	Labor Force	53,374	57,506	66,178	73,377	82,150	82,975	82,124	
	Employment	50,411	55,427	63,705	70,194	78,376	75,366	71,955	
	Unemployment	2,963	2,079	2,473	3,183	3,774	7,609	10,169	
	Unemployment Rate	5.6	3.6	3.7	4.3	4.6	9.2	12.4	

Source: North Carolina Employment Security Commission.

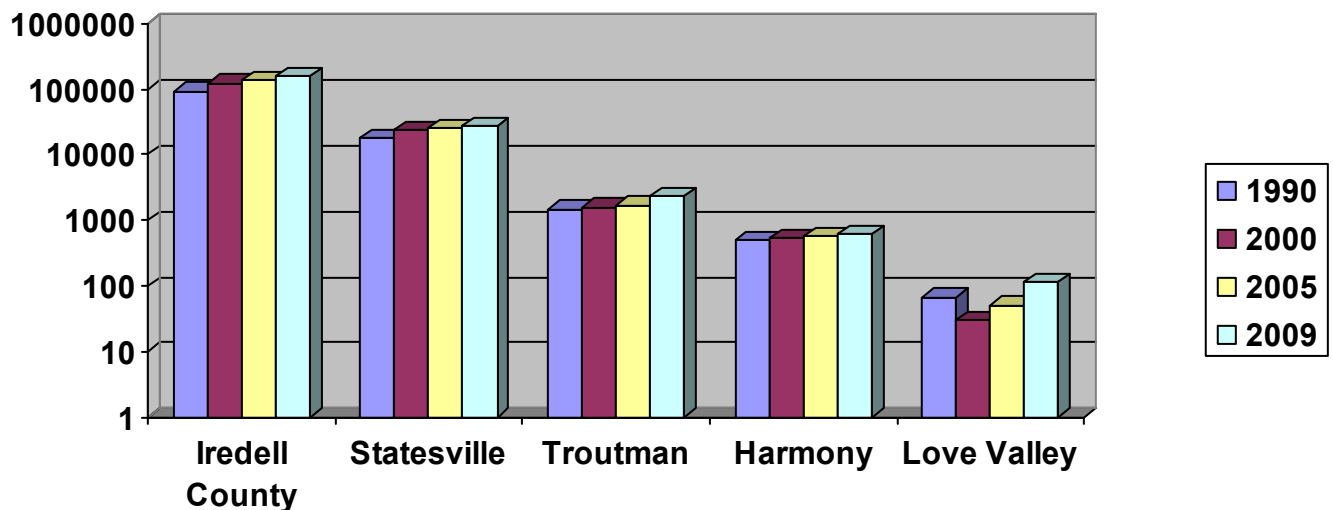
Chart by: Centralina Council of Governments, July 2010.

\* 1990-99 figures were benchmarked in 2005, 2000-01 figures in 2006, 2002-05 figures in 2007, and 2006-08.

# Population Growth Iredell County / Greater Statesville Area

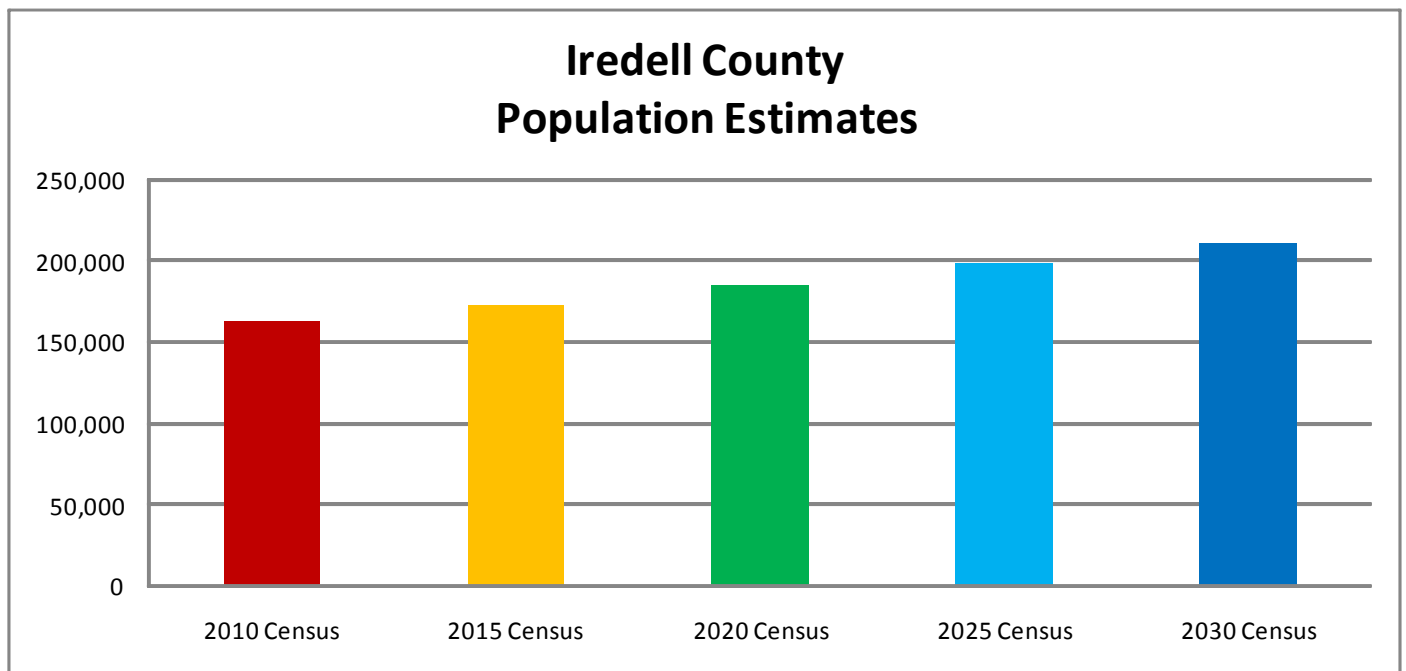
\*Statesville ranks as the state's 32nd most populated city.

	April 1990	April 2000	July 2005	July 2009	Percent Change 1990-2000	Percent Change 2000-2009
<b>Iredell County</b>	93,205	122,664	139,727	157,013	31.6%	28.01%
<b>Statesville*</b>	17,567	23,320	25,344	27,322	32.7%	17.16%
<b>Troutman</b>	1,493	1,592	1,700	2,289	6.6%	43.78%
<b>Harmony</b>	502	526	573	618	4.8%	14.49%
<b>Love Valley</b>	67	30	50	113	-55.2%	276.67



# Population: Age Breakdowns for Iredell County

Age	2010 Census	2015 Census	2020 Census	2025 Census	2030 Census
0- 2	6,744	6,702	7,337	7,761	7,999
3- 4	4,636	4,421	4,774	5,124	5,337
5	2,245	2,096	2,371	2,555	2,688
6- 9	9,459	8,615	9,496	10,235	10,929
10-13	9,289	8,867	9,248	10,279	11,094
14	2,241	2,397	2,415	2,570	2,763
15	2,181	2,285	2,336	2,454	2,750
16-17	4,717	4,674	4,639	4,850	5,439
18-19	4,336	4,544	4,728	4,813	5,174
20-24	9,820	11,479	11,310	11,520	11,956
25-34	19,397	20,589	24,328	25,968	26,134
35-44	24,499	23,274	22,565	24,846	28,780
45-54	24,936	27,026	26,928	25,908	25,397
55-59	10,096	12,106	13,722	13,729	13,703
60-64	8,574	9,896	11,782	13,332	13,373
65-74	11,411	14,100	16,716	19,461	22,486
75-84	6,428	6,752	7,938	9,850	11,607
85-94	2,163	2,350	2,447	2,672	3,159
95+	195	231	289	315	349
<b>Total</b>	<b>163,367</b>	<b>172,492</b>	<b>185,369</b>	<b>198,242</b>	<b>211,177</b>
<b>Med-Age</b>	<b>37.89</b>	<b>39.48</b>	<b>39.44</b>	<b>39.23</b>	<b>39.51</b>

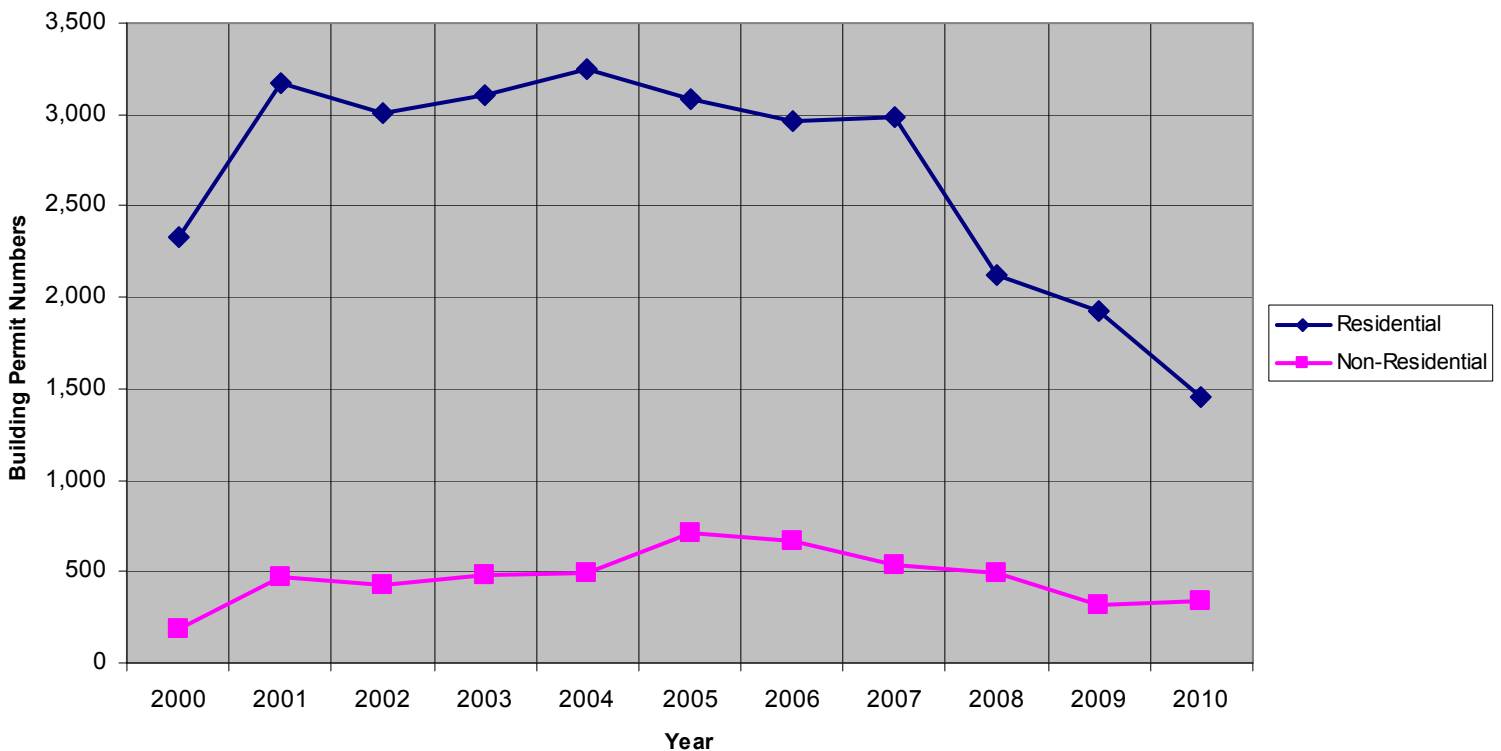


# Building Permits Issued in Iredell County

2000-2010

IREDELL COUNTY PERMITS												
Permit Type	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	Totals
SF Residential	1,454	2,502	2,494	2,696	2,833	2,893	2,787	2,819	1,919	1,386	1,119	24,902
Duplex	10	12	13	32	13	7	2	5	10	0	0	104
Mobile Home	810	299	339	322	318	135	150	134	152	108	71	2,838
Residential	58	359	158	53	79	47	29	24	36	436	265	1,544
Assembly	14	43	36	50	73	37	53	53	45	69	74	547
Business	64	210	165	152	157	164	177	198	184	137	148	1,756
Educational	52	23	21	18	39	35	45	47	37	23	14	354
Mercantile	42	68	61	48	67	47	52	75	65	36	35	595
Industrial	14	37	28	0	39	33	28	30	23	22	12	266
Storage	0	86	113	191	98	336	288	104	97	20	35	1,369
Utility	0	0	4	19	21	59	24	32	36	14	19	228
<b>Totals</b>	<b>2,518</b>	<b>3,640</b>	<b>3,433</b>	<b>3,581</b>	<b>3,737</b>	<b>3,793</b>	<b>3,635</b>	<b>3,521</b>	<b>2,604</b>	<b>2,251</b>	<b>1,792</b>	<b>34,504</b>

**Residential Vs. Non-Residential  
Building Permit Numbers for 2000-2010**



Source: Iredell County Department of Planning & Enforcement

# TOP 20 RETAIL SALES

FY 2008-2009

(By Cities with Populations In Excess Of 5,000)<sup>1</sup>

Ranking	City	Gross Collections*	Taxable Sales**
1	Charlotte	\$438,389,807	\$9,943,308,205
2	Raleigh	268,045,349	6,060,697,191
3	Greensboro	178,407,971	4,038,269,902
4	Durham	145,168,159	3,283,971,908
5	Winston-Salem	130,465,735	2,973,199,813
6	Fayetteville	103,580,043	2,348,317,596
7	Asheville	101,442,884	2,294,237,001
8	Wilmington	94,405,614	2,138,026,865
9	Cary	59,919,663	1,354,632,738
10	Concord	57,260,016	1,297,564,552
11	Hickory	52,414,145	1,187,023,518
12	Greenville	47,795,321	1,080,645,460
13	Burlington	44,570,075	1,007,888,362
14	Jacksonville	42,879,796	969,154,376
15	Gastonia	40,720,220	920,543,435
16	High Point	40,035,999	903,182,641
17	Goldsboro	33,878,016	771,172,178
18	Mooresville	31,394,448	711,221,230
19	Rocky Mount	28,019,774	634,917,474
20	Monroe	27,212,332	616,463,469
21	Chapel Hill	26,666,931	602,357,468
<b>22</b>	<b>Statesville</b>	<b>\$26,592,776</b>	<b>\$601,377,293</b>

<sup>1</sup> Estimated population as of July 1, 2006 prepared by the U.S. Department of Congress, Bureau of the Census.

\* Gross collections reported during the period July 1 through June 30 including collections of penalties, interest, and sales and use tax.

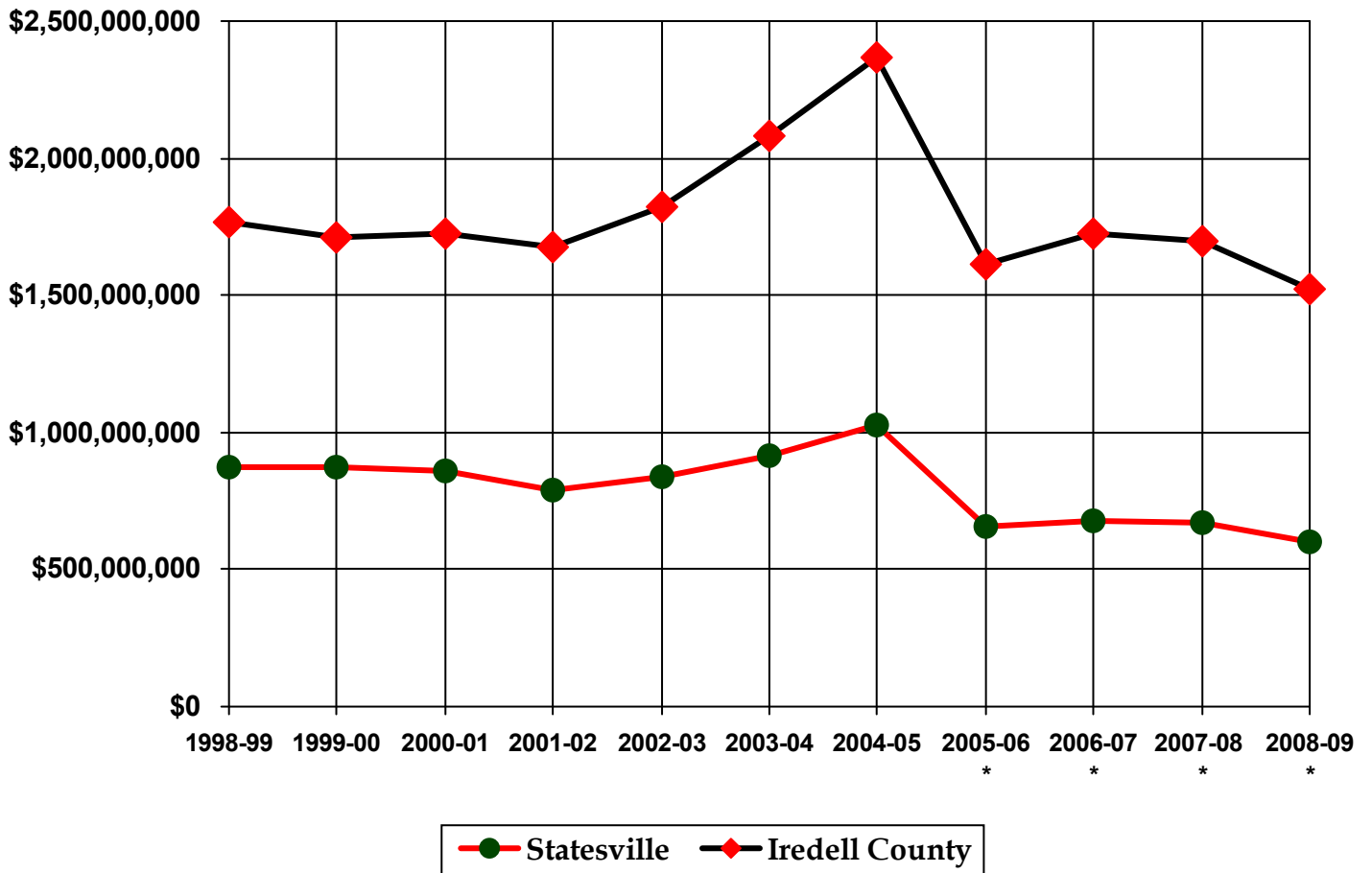
\*\* Amounts shown are total taxable sales reported on sales and use tax returns filed during the period July 1 through June 30. The returns reflect sales for the period June 1 through May 31.

NOTE: Detail may not add to totals due to rounding

Source: NC Dept of Revenue <http://www.dor.state.nc.us/publications/fiscalyearsales.html>

# Gross Retail Sales Comparison

FY 1998 - 99  
Through  
FY 2008 - 09



Note: Beginning in Fiscal Year 2005-06 only Gross Collections and Taxable Sales are reported and therefore the figures are not comparable to previous years.

## Top 11 N.C. Counties in Retail Sales (2008-09)

Ranking	County	Taxable Sales <sup>♣</sup>
1	Mecklenburg	12,476,582,833
2	Wake	10,378,048,804
3	Guilford	5,590,367,752
4	Forsyth	3,848,268,051
5	Durham	3,630,249,377
6	Buncombe	2,995,665,910
7	Cumberland	2,844,376,173
8	New Hanover	2,572,742,760
9	Cabarrus	1,823,993,530
10	Catawba	1,654,738,905
<b>11</b>	<b>Iredell</b>	<b>\$1,524,286,492</b>

♣Amounts shown are total taxable sales reported on sales and use tax returns filed during the period July 1 through June 30. The returns reflect sales for the period June 1 through May 31.

NOTE: Detail may not add to totals due to rounding

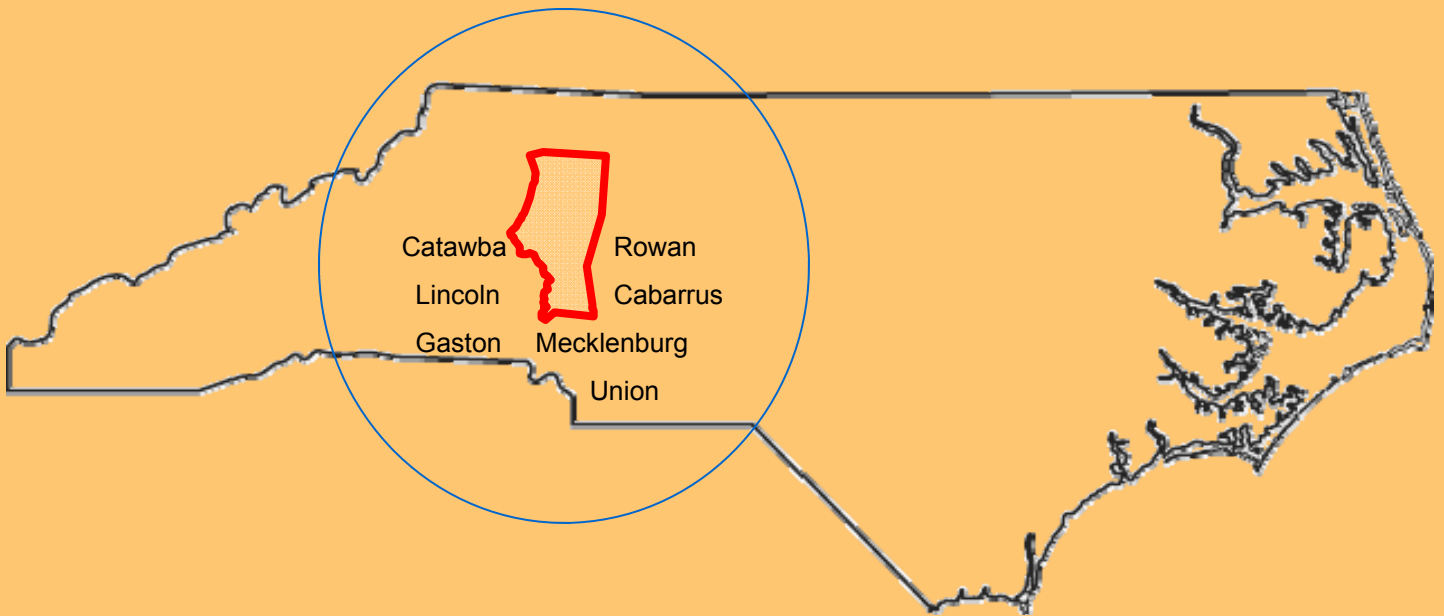
## Iredell County Retail Sales Use Tax (\$Millions)

	2000-01	2006-07	2007-08	2008-09
*1%, 2% and 3% tax	69.7	26.6	14.4	8.4
Apparel	28.4	40.0	41.6	34.0
Automotive	297.5	109.0	113.5	103.8
Food	350.7	334.8	334.4	329.1
Furniture	38.2	51.4	51.7	46.4
General merchandise	504.0	538.4	532.3	524.9
Lumber & Building materials	254.5	369.9	361.2	258.2
Unclassified Group	215.9	254.8	248.6	219.2
<b>TOTALS</b>	<b>1,759.1</b>	<b>1,724.9</b>	<b>1,698</b>	<b>1,524</b>

\*1%, 2%, 2.5%, and 3% tax group: Manufactured homes, airplanes, boats, farm, mill, laundry machinery; fuel to farmers, manufacturers, laundries; other

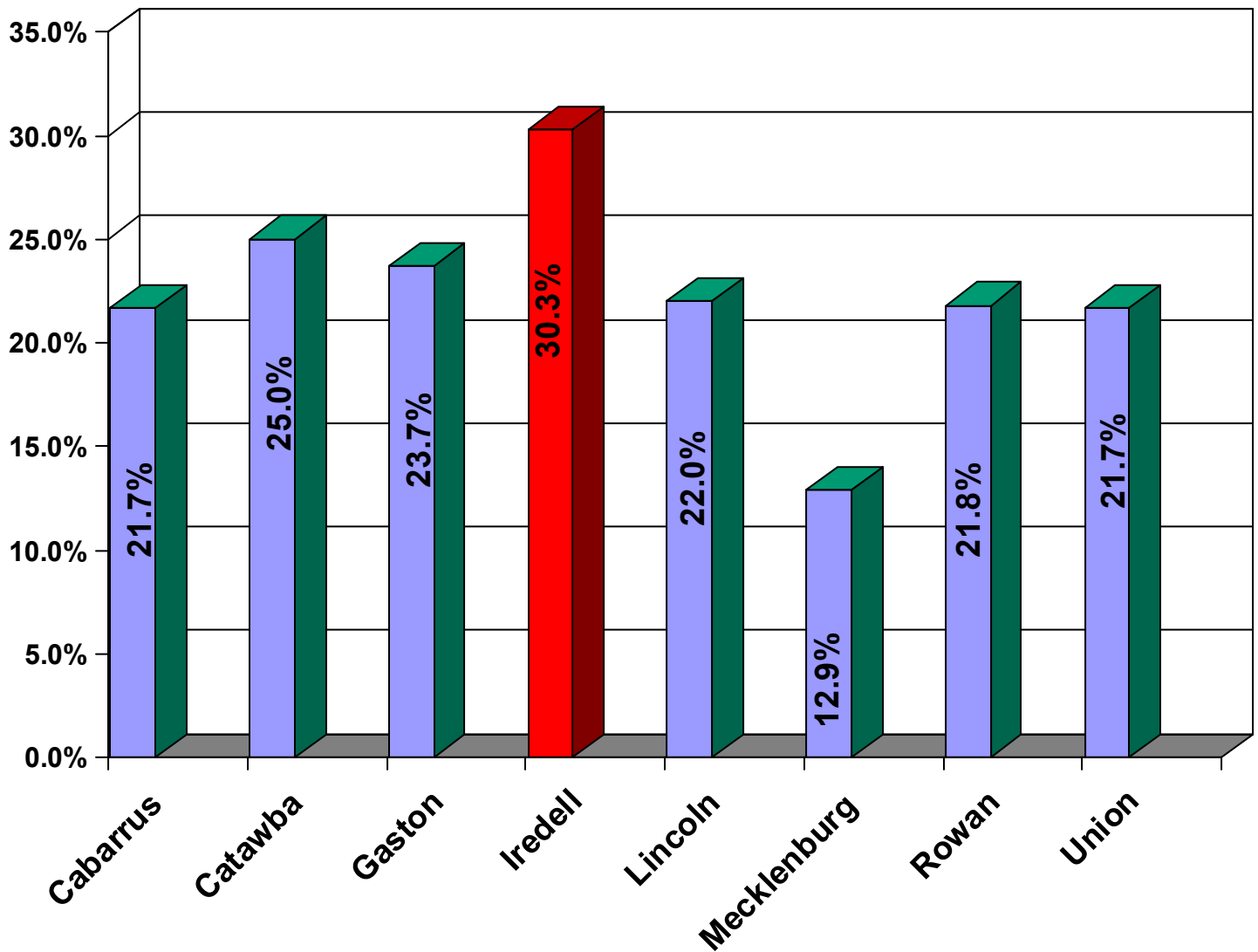
# OTHER COUNTY

## *COMPARISONS*



# Percent Change in Annual Wage Per Worker

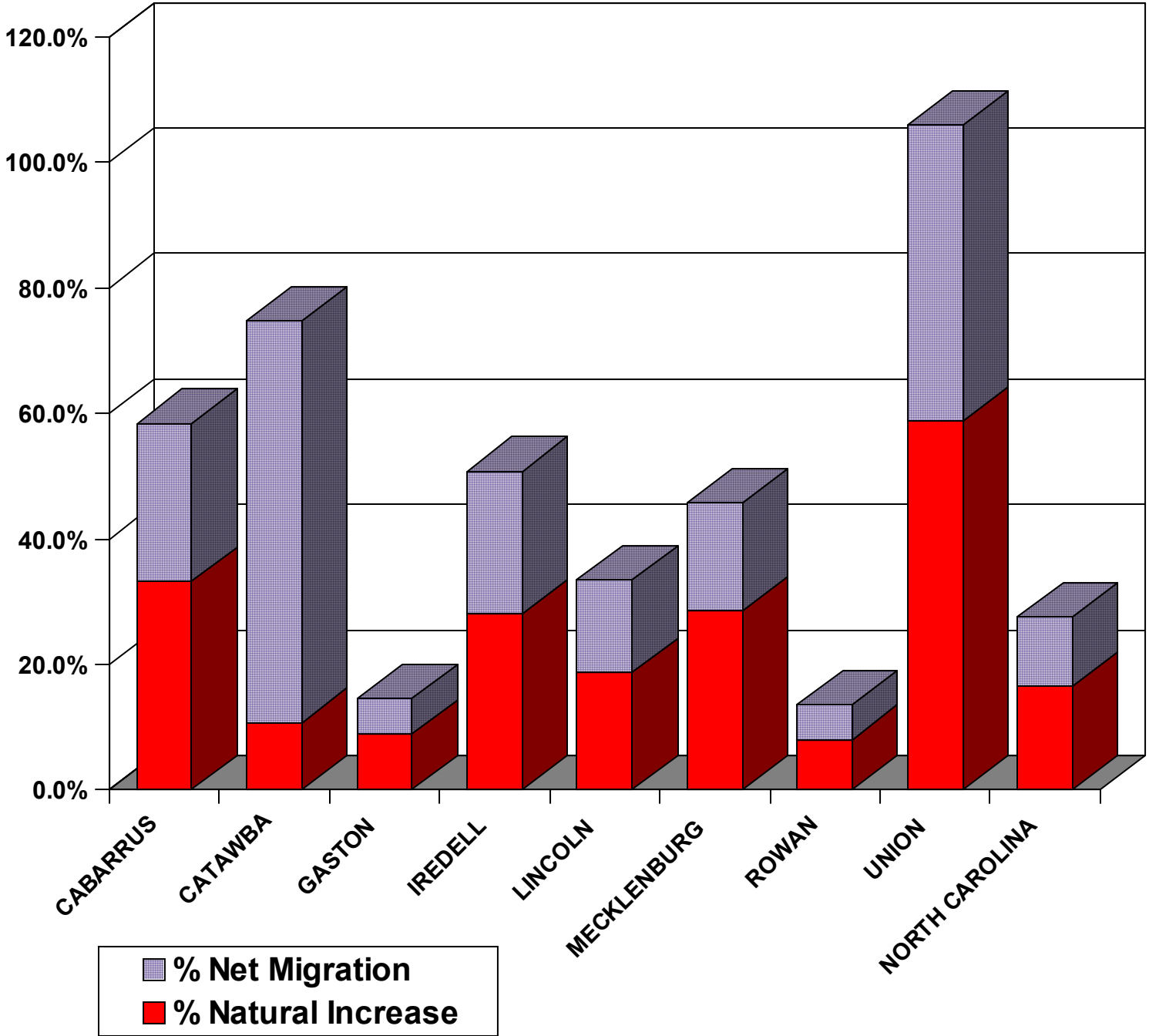
2000—2009



Source: Employment Security Commission of North Carolina, July 2010  
Prepared by Centralina COG, Community & Economic Development

# Population Growth By County

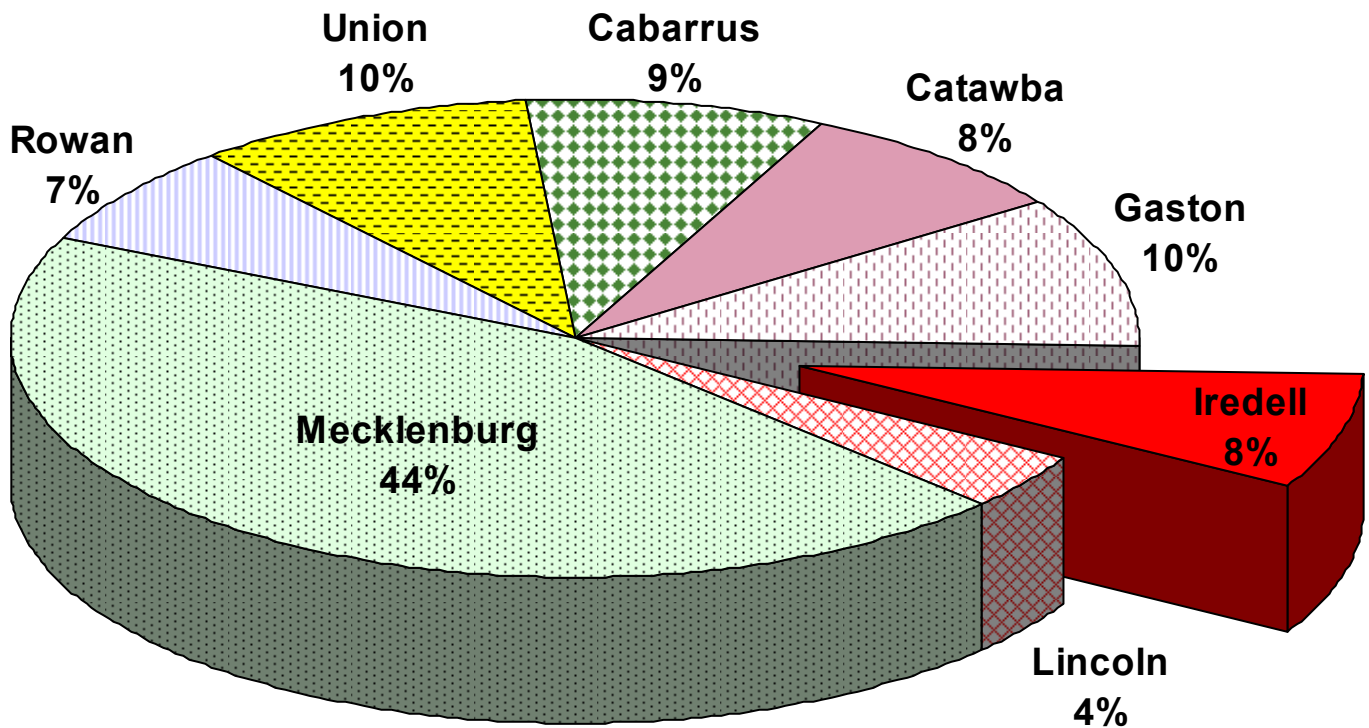
2000—2009



Source: NC State Data Center, 2009 Provisional County Population Estimates  
 Prepared by Centralina COG, Community & Economic Development July 2010

# Regional Population Distribution

2008



Source: NC State Data Center, Certified County Population Estimates July 2010  
Prepared by Centralina COG, Community & Economic Development