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THE GROWING EDGE

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Dear John,

On October 28-29, GSDC Executive Director Mike Smith joined economic development leaders from Alexander, Burke, Caldwell and Catawba counties in greeting data center site selection consultants as part of the third annual Data Center Information Exchange, an event hosted by the five counties. In conjunction with the event, the group announced the formation of the "NC Data Center Corridor," a focused marketing effort to attract more data centers, communications firms, and high-tech industries to the region.



Data centers, sometimes called server farms, are facilities used to house computer systems and associated components, such as telecommunications and storage systems. They generally include redundant or backup power supplies, redundant data communications connections, environmental controls (e.g., air conditioning, fire suppression) and security devices. The capital investment in these facilities is very significant; generally in excess of \$100 million and as large \$1 billion in some cases. Further, data centers create high-wage jobs directly, and spur the creation of many more support jobs in the areas where they locate.

On the heels of the recent announcement of a \$1 billion data center project in Maiden and the Google data center near Lenoir, Site Selection Magazine recently acknowledged the corridor as an emerging data center cluster that is attracting attention within the industry. Data Center Knowledge, a website specializing in information for the industry, recently published an article on the clustering of data centers in the region, which it referred to as the "Apple-Google Data Center Corridor." North Carolina also ranked 2nd on the list of top ten places in the world for locating a data center by Ronald H. Bowman, Jr., a leader in the data center construction industry and was the top state in which to build a data center, according to a report by Tishman Technologies Corp. North Carolina rated highly for low energy cost, favorable labor and fiber optics infrastructure.

Greater Statesville is currently promoting four data center sites; Barium Springs Technology Park, the Boxwood site, the Newton site and the

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Condolences

The staff of the Greater Statesville Development Corporation wishes to express its deepest sympathies

Troutman-Lake Norman Industrial Park. Each of these meet the industry criteria for security, size (100+ acres), redundant power supply and utilities infrastructure -- including dual water source, a critical factor for data center development. Partnering with the other four counties increases the reach of the GSDC's marketing efforts and aligns us with the proven success stories of Apple and Google. While the competition for data center projects is heated, we believe Greater Statesville offers a number of distinct advantages which should create tremendous interest over the next year.

Best regards,

John

As always, feel free to email me with news about your company's events, awards, new products, honors, etc. and I will include them in an upcoming issue of *The Growing Edge*.

jmarek@greaterstatesville.org

to the family of Abigail Tsumas. Please know our thoughts and prayers are with you through this difficult time.



Minor League Baseball Returns to Statesville

SCBL team to begin play at Statesville High School in June 2010

After an absence of more than 45 years, minor league baseball will be returning to Statesville next summer. The Statesville Owls have been granted a franchise to play in the Southern Collegiate Baseball League. The SCBL is a wooden bat league currently made up of nine teams located in the Carolinas and Eastern Tennessee. The majority of teams in the league play on home fields in both former and current minor league stadiums, municipal stadiums, and college fields. The Owls will play at Statesville High School. The other teams are located in Johnson City (TN), Asheville, Davidson, Morganton, Lenoir, Monroe, Rock Hill, Spartanburg, and Clemson. Statesville is a great geographic fit and should develop a strong natural rivalry with the Davidson team, according to team president Jeff May.



The SCBL draws top collegiate players from around the country, and serves as a showcase for major league scouts. While it is not a "professional" league, the talent level and quality of play is similar to that of professional Single-A and Rookie League teams.

The league plays a 42 game schedule beginning in June and running through late July. The top 6 teams then meet in a playoff to determine a champion.

The name "Owls" was chosen in a nod to the history of baseball in the area. A team by that name played in the Western Carolina League in the 60's, and there was a Statesville Owls franchise in the Tar Heel League (1939-1940); the North Carolina State League (1942, 1947-1952); and the Western Carolinas League (1963).

In conversations with the GSDC, club President Jeff May reiterated that the Owls are a non-profit organization whose primary purpose is to promote baseball in the region. Details on sponsorship and advertising

opportunities will be rolled out to the business community in the near future. May also pointed to the success that the Forest City Owls (the name is just a coincidence) had in revitalizing that community and the positive effect that team had on economic development efforts. In fact, the Forest City Owls were featured in a recent [article](#) in American City & County Magazine.

Committee of 100 Luncheon Draws Big Crowd at Statesville Business Park

More than 80 business and community leaders hear Ernie Pearson discuss business retention and recruitment strategies

The Greater Statesville Committee of 100 threw its membership a bit of a "change-up" on October 21st, moving the venue of its quarterly luncheon meeting to the TKC shell building at the Statesville Business Park.



"It's something we've been talking about doing since the building was finished in late 2008," said Mike Smith, Executive Director of the Greater Statesville Development Corporate, "but we wanted to wait for the right time, and in particular the right speaker."

The keynote address for the meeting was delivered by Ernie Pearson of Nexsen Pruet, a law firm which specializes in economic development. Pearson's comments centered around the competitive nature of economic development and rated Greater Statesville's competitive position as very good, but noted the need to continuously review, update and improve things such as marketing materials, advertising and incentive policies; and to offer a wide spectrum of ready-to-go sites and buildings. A few years ago, he indicated, you could sell a soy bean field as an industrial site. Today, companies expect the geo-engineering and environmental work to be done before even considering a site, and infrastructure to be in place -- or at least planned -- before making a decision.

The meeting was sponsored by The Keith Corporation, who built the shell building and are developing the Statesville Business Park in partnership with the GSDC and the City of Statesville.

GSDC Participates in Downtown Statesville Halloween Trick or Treat

200+ youngsters visit Front Street location

On Friday, October 30th the GSDC participated in the Halloween Trick or Treat event sponsored by the Downtown Statesville Development Corporation. More than 200 children and their parents visited with John Marek and Lisa Taylor, who set up shop in front of the Chamber building along Front Street. In addition to candy, the GSDC also offered Halloween decorated cupcakes and apple cider, which turned out to be a big hit with the parents.



"We wanted to do something a little different," said GSDC Director of BRE & Marketing John Marek, "and we thought, everyone's giving out candy, let's do something for the parents as well."

Statesville Rubber Company Gets Military Contract

Piedmont Rubber Recycling earns \$93,000 rubber mulch bid

Statesville-based Piedmont Rubber Recycling announced that it has earned a contract to supply rubber mulch to the Army's Fort Jackson facility. The contract is in the amount of \$93,738.40.



Piedmont Rubber Recycling is an affiliate company of Permalife LLC, a fully integrated tire recycler based in New Jersey. Permalife recycles millions of tires every year converting them into recycled rubber products you use everyday. Piedmont Rubber Recycling currently colors and bags the recycled rubber for sale.

Just for Fun

Crossroads Pumpkin Festival this Saturday

Hoping to see everyone at the Pumpkin Festival this Saturday. Festivities get under way at 10:00 AM and will continue through 5:00 PM in downtown Statesville. Activities this year will include:



- Festival Kid Zone
- Games, Rides and Activities such as Pumpkin Bowling, Pumpkin Painting and even Pumpkin Smashing
- Over 50 Art and Craft Exhibitors
- A Variety of Tantalizing Food Booths
- Three Entertainment Stages
- Cornhole Tournament
- Pumpkin Pie Eating Contest
- YMCA Pumpkin Fest 5K Race & Fun Run/Walk
- WSIC Biggest Pumpkin Contest
- Skateboard Races on Court Street

The Crossroads Pumpkin Festival is sponsored by Davis Regional Medical Center, Piedmont Health Care, City of Statesville, WSIC, Statesville Record & Landmark, BB&T, L. Gordon Iron & Metal, Binder Chiropractic, McDonald's, Greater Statesville Chamber of Commerce, AmeriClean Supply Inc., Jenkins Cleaners, Lake Norman Pool & Spa, AKRS Design Group, Inc., and Benfield Sanitation.

The Greater Statesville Development Corporation (GSDC) is a public-private partnership of



local governments and business leaders. Our purpose is to promote the industrial and commercial development of the City of Statesville, the Town of Troutman and the surrounding area of upper Iredell County, North Carolina. We provide a variety of services and assistance to help locate, maintain and expand new and existing businesses and industries in our area.

View available [sites and buildings](#).

View [resources](#) for existing industry.

Learn more about the [Committee of 100](#).

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