

the
partnership

Henderson County, NC
Economic Development

ANNUAL
REPORT
MOUNTAIN
MADE
2017 | 2018



WE ARE A PLACE WHERE WE CAN HAVE
ONE FOOT ON A HIKING TRAIL AND
THE OTHER ON A STATE-OF-THE-ART
MANUFACTURING FLOOR.

View from Lighthouse Gear's new
facility (parent company: Excelsior
Sewing) located outside of the Town
of Fletcher, NC, where they will bring
7 new jobs to Henderson County.

MOUNTAIN
MADE

It can be heard time and time again that the natural resources, the arts and culture, and the food scene create the perfect destination here in Henderson County. We certainly don't disagree. For those of us lucky enough to call Western North Carolina home, we know this is the perfect place to strike work-life balance. We are a place where we can have one foot on a hiking trail and the other on a state-of-the-art manufacturing floor. Because of this, we have an exclusive opportunity to show companies that we are so much more than a retreat. We can show them that we are also a premiere employment destination.

While we do have the perfect backdrop to attract new companies, and for current citizens to enjoy, challenges still exist. This past year, the Board and Staff of the Partnership navigated a leadership personnel change for the first time in a decade, were faced with a staggeringly low unemployment rate, and repeatedly felt the weight of continued product challenges.

Despite these hurdles, the community continues to come together to make Henderson County a great place to call home. Local manufacturers and members of the Partnership continue to support economic development, extensive partnerships were formed as we rolled up our sleeves to help tackle workforce development, and we continued to assist companies in growth and expansion.

Every industry meeting, school tour, and marketing initiative continues to shape Henderson County into a place that is welcoming to new businesses and has room for current companies to grow. It is exciting to see us growing in our foundation as we build a community that is truly Mountain Made.

Pat Wagner | HCPED BOARD CHAIR 2017-2018 | CONTINENTAL AUTOMOTIVE SYSTEMS

17-18 BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

Pat Wagner
Chair
Continental Automotive Systems

Will Buie
Past Chair
WGLA Engineering

Jim Rasmussen
Chair-Elect
Morrow Insurance Agency

Steve Gwaltney
Treasurer
First Citizens Bank

Chip Gould
Economic Investment Fund
Cason Companies

Pete Szelwach
Existing Industry
Lassonde Pappas & Co.

Andrew Tate (July- October)
Brittany Brady (October- present)
President & CEO
HCPED

ELECTED & APPOINTED DIRECTORS

Stan Cooper
Sierra Nevada Brewing Company

Tom Cooper
Cooper Construction Company

Craig DeBrew
Duke Energy

Brynn Francis
IMOCO Inc.

Jim Hall
Investors Realty Group

Don Hallingse
PSNC Energy

Chris Hykin
Smartrac

Nathan Kennedy
BB&T

Dave Modaff
Friday Staffing Services

Brigid Rich
Blue Ridge Southern Railroad

Lindsay Thompson
The Van Winkle Law Firm

Beau Waddell
Reaben Oil Company

EX-OFFICIO DIRECTORS

Councilman Hugh Clark
Town of Fletcher

Chairman Michael Edney
Henderson County Board of Commissioners

Mayor Chae Davis
Town of Mills River

Dr. Laura Leatherwood
Blue Ridge Community College

Mayor Carey O'Cain
Town of Laurel Park

Mayor Bob Staton
Village of Flat Rock

Mayor Barbara Volk
City of Hendersonville

Superintendent Bo Caldwell
Henderson County Public Schools

7/1/2017

MARKETING	MARKETING	EXISTING INDUSTRY	PERSONNEL	PERSONNEL	EXISTING INDUSTRY	MARKETING	MARKETING	EXISTING INDUSTRY	MARKETING	EXISTING INDUSTRY
Global Carolina Connections Conference on International Investment <i>Charleston, SC</i> 8/9/17	EDPNC visits Henderson County 9/12/17	HCPED hosts first-ever Neighborhood Meeting for Mountain Home area industry 10/1/17	HCPED Board votes to promote Brittany Brady into the role of President 10/25/17	Burton Hodges is promoted to Industry Relations Director 11/1/17	Fletcher Neighborhood Meeting 11/30/17	Collaborative Marketing lunch with Carolina West <i>Greenville, SC</i> 2/23/18	NC Food Processing Initiative meeting <i>Fletcher, NC</i> 4/17/18	Greater Hendersonville Neighborhood Meeting 4/20/18	NextGen Site Consultant Conference <i>Asheville, NC</i> 5/18/18	Broadpointe Neighborhood Meeting 5/23/18
MARKETING	MARKETING	MARKETING	PERSONNEL	PERSONNEL	EXISTING INDUSTRY	MARKETING	MARKETING	MARKETING	PERSONNEL	MARKETING
EDPNC Consultant Event <i>Charlotte, NC</i> 8/13/17	Collaborative Marketing trip with Carolina West <i>Charlotte, NC</i> 9/22/17	Ferncliff Marketing Campaign Started 10/3/17	Andrew Tate departs HCPED after 10 years of service 10/27/17	Chelsea Ward joins staff as Marketing & Communications Coordinator 11/5/17	Broadpointe Neighborhood Meeting 2/8/18	Collaborative Marketing trip with Carolina West <i>Atlanta, GA</i> 4/13/18	Mountain Ventures Summit to recruit Outdoor Industry <i>Denver, CO</i> 4/19/18	Collaborative Marketing trip with EDPNC <i>Princeton, NJ</i> 5/17/18	Suzanne English joins staff as Administrative Assistant 5/22/18	Collaborative Marketing trip with Carolina West - <i>Chicago, IL</i> 6/5/18

6/31/2018



ANNUAL DINNER 2017

OCTOBER 2017: The 2017 Annual Dinner was full of toasts focused on positive in-migration, product development, evolving economy, and Duke Energy as Partner of the Year. The final toast encouraged attendees to be community ambassadors of Henderson County and reiterated the Partnership's commitment to a strong, sustainable local economy.

INVESTORS UPDATE FORUM

MARCH 2018: Participants in economic development-themed Jeopardy were challenged with questions relating to a variety of topics, including: due diligence and permitting, incentives, workforce, local knowledge, and the advantages of doing business in Henderson County. The event provided top level investors with a broader understanding of economic development and the process of recruitment and expansions.

INDUSTRIAL EXECUTIVES FORUM

MAY 2018: Chris Arline from the Dale Carnegie Institute challenged Forum attendees with best practices to attract and engage millennials during the hands-on seminar. Through table brainstorming sessions, participants discussed strategies to implement in their places of business that would lead to improved workplace culture and employee retention.

RALEIGH TRIP

MAY 2018: A delegation of Partnership staff, Board Members, and local officials traveled to Raleigh in May. The goal was to promote Henderson County and strengthen relationships with Raleigh-based partners, including the NC General Assembly, the NC Community College System, and the business recruitment team at the Economic Development Partnership of NC.



MAHINDRA VEHICLE SALES AND SERVICE

JULY 2017: Mahindra, known for their brand of agricultural equipment, SUVs, and passenger vehicles, announced their North American Vehicle Sales and Service, Inc. headquarters would locate to Henderson County. The company will employ 22 people at the headquarters with average annual wages exceeding \$100,000.



MICROTECH KNIVES

OCTOBER 2017: Microtech Knives took strides towards growing their brand of high-quality products in Henderson County. The company shared plans to expand their operations by acquiring a new building, investing in new machinery and equipment, and by creating 25 new positions over the next three years.



KIMBERLY-CLARK, BERKELEY MILLS

MAY 2018: Making products such as Depend, Poise, and U by Kotex, Kimberly-Clark, one of Henderson County's longest standing manufacturers, announced a \$30 million expansion and improvement plan. The plan will add 14 new jobs to their nonwovens manufacturing facility in Hendersonville. The two-year project will focus on expanding the plant's production capacity and efficiency.



KYOCERA INTERNATIONAL FINE CERAMICS GROUP

NOVEMBER 2017: Kyocera International announced plans to expand their Fine Ceramics facility in Mountain Home Industrial Park. The company plans to invest \$3.3 million in expanding their facility's footprint and \$4 million in new machinery and equipment. The company will create 15 new jobs with average annual wages exceeding \$41,000 over the course of three years.



HEARTLAND HARPS & MUSIC (Asheville Composites Technology)

FEBRUARY 2018: Heartland Harps & Music relocated their production capabilities to Henderson County. The company committed to spending up to \$600,000 on new carbon fiber machining equipment and will create 6-10 new jobs. In addition to producing their innovative carbon fiber harps on a larger scale, they will also offer contract manufacturing services for carbon fiber materials and machining.



MOUNTAIN SHOWCASE GROUP

SEPTEMBER 2017: Mountain Showcase Group, manufacturers of handcrafted cabinetry, rezoned an 18-acre site in East Flat Rock. The company plans to build an expanded production facility, with plenty of room for growth that will position them as an industry leader in custom cabinetry.

JUNE 2018: Two German companies, that announced in 2016, officially opened their doors. The combined projects will create 100 new jobs and invest over \$22 million in the local economy. Norafin Americas opened their North American technical nonwovens facility in Mills River in June. Later that same month, Demmel Inc. celebrated a grand opening of their new facility on the former WNC Fairgrounds site in East Flat Rock, where they will make emblems and sill plates for BMW and Tesla.



Demmel: now open in East Flat Rock, NC



Norafin: now open in Mills River, NC



WORKFORCE DEVELOPMENT WAS A KEY FOCUS FOR BOTH HENDERSON COUNTY AND THE STATE OF NORTH CAROLINA. THE WORKFORCE INITIATIVES DEPLOYED IN HENDERSON COUNTY GAINED RECOGNITION FROM NC STATE SUPERINTENDENT MARK JOHNSON WHEN HE VISITED HCPS IN APRIL OF 2018, AND GOVERNOR ROY COOPER, WHEN HE VISITED BRCC IN JUNE.

CAREER READINESS WORKSHOP

Made In Henderson County (MIHC) introduced a new program in March of 2018: The Career Readiness Workshop. The event was designed to better equip juniors and seniors from Henderson County Public Schools (HCPS) with job-seeking skills as they begin to enter the workforce.

INDUSTRY TOURS

Keeping with the tradition established in 2012, 230 middle & high school students toured eight manufacturers on National Manufacturing Day in October of 2017. This brings the total number of students who have participated in MIHC industry tours to over 6,000.

WORKFORCE TOOLBOX

To make a more immediate impact for Henderson County industries, the Partnership streamlined industry retention efforts and compiled research into a "Workforce Toolbox." By placing all commonly asked questions surrounding workforce into one single document, industries can easily deploy the toolbox when hiring and training their employees.

ADVANCED MANUFACTURING JOB FAIR

Building on the Job Fair from last year, the Partnership teamed up with Blue Ridge Community College (BRCC) to host an Advanced Manufacturing Job Fair on their campus in April of 2018. Graduating high school seniors from HCPS, BRCC students, and the general public were all invited to explore career opportunities. Close to 40 employers participated in the fair, advertising 285 open positions. In the month following, survey respondents reported that interviews for nearly 10 percent of open positions had been conducted with an over 5 percent placement rate achieved to date.



Left: Microtech Knives participated in several MIHC initiatives this year.

Above: Gov. Roy Cooper and the panel he met with at BRCC.

Below: Henderson County Public School students who attended the Career Readiness Workshop.



PUBLIC

City of Hendersonville • Henderson County • Town of Fletcher • Town of Mills River • Town of Laurel Park • Village of Flat Rock

PATRON

Blue Ridge Community College • Carolina Specialties Construction, Inc. • Continental Automotive Systems • Cooper Construction Company, Inc. • Current, Powered by GE (GE Lighting Solutions) • Duke Energy • Ferncliff Park • First Bank • First Citizens Bank • Friday Staffing Services Inc. • Lassonde Pappas and Company, Inc. • Morris Broadband • Morrow Insurance Agency, Inc. • Pardee Memorial Hospital • PSNC Energy • SMARTRAC Technology Group Fletcher • The Van Winkle Law Firm

PRESIDENTIAL

Asheville Regional Airport • AT&T • BB&T • BGW CPA, PLLC • Brumit Restaurant Group (Arbys) • Cason Companies, Inc. • Congruent Concepts & Solutions, LLC • DHG, LLP • Elkamet Inc. • Entegra Bank • Hedrick Industries • HomeTrust Bank • IMOCO, Inc. • Johnson Price Sprinkle PA • KDS-Windsor • Kimberly-Clark, Berkeley Mills • Lenoir-Rhyne University Asheville • McMillan Pazdan Smith Architecture • SELEE Corp. • SunTrust • TD Bank • Tennoca Construction Company • THS Constructors, Inc. • UPM Raflatac Inc. • Wells Fargo • Western Carolina University

EXECUTIVE

Aggrcel, Inc. • Allegra Hendersonville • Allison Development Group • Bank of America / Merrill Lynch • Blue Ridge Southern Railroad • BorgWarner Thermal Systems • Boyd Automotive • Bunnell-Lammons Engineering, Inc. • ClearWater Environmental, Inc. • Diamond Brand Gear Company • ECS Carolinas • Evans General Contractors* • Fletcher Business Park • Harper Corporation General Contractors • Haynes Wire Company • Henderson Oil Company • Hendersonville Lightning • Horizon Heating & Air Conditioning • Hoyle Office Solutions • Investors Realty Group • M.B. Kahn Construction • Marlboro Development Team, Inc.* • Mountain Showcase Group, Inc.* • PNC Bank • Reaben Oil Company • Sierra Nevada Brewing Company • Southern Alarm & Security • Summey Plumbing and Heating • The Alternative Board • The Bazzle Law Firm, P.A. • United Community Bank • Vannoy Construction* • WeaverCooke-Kirkland • WGLA Engineering, PLLC

GENERAL

Accurate Technology, Inc. • Advanced Business Equipment • Advanced Data & Network Solutions • Atlas Bolt & Screw Co. • Ben Carland • Beverly-Hanks & Associates • Blue Ridge Metals Corp. • Brown & Bigelow • Byers Precision Fabricators • Carl E. Shaw, CPA, PLLC • Carolina Alliance Bank • Clark Communications* • Coldwell Banker King • Coldwell Banker King - Commercial • Community Foundation of Henderson County • CoveStar Investment Realty Advisors • Dave Steel Co., Inc. • Dunlap Construction • Edward Jones • Egolf Motors • ERC Broadband* • Excel Consulting Group, LLC • Exit Realty Vistas • Fletcher Warehousing Company • Hajoca Corporation • Henderson County Public Schools • Henderson County Tourism Development Authority • Hendersonville Country Club, Inc. • Highland Lake Inn • Holiday Inn Express • Immedion • Industrial Chemical Company • IPM Corporation • Kenmure Enterprises, Inc. • Kenneth R. Youngblood • Manual Woodworkers & Weavers, Inc. • Mars Hill University • Mast General Store • Mattern & Craig, Inc. • Max Tec, Inc. • McDonald's - Edwards Group • Meritor, Inc. • Miller Brothers • Miller's Fine Dry Cleaning • Morosani & Associates • Mountain Credit Union • Multi Packaging Solutions International, Ltd. • NAI Beverly-Hanks • National Technical Honor Society • Norm's Minit Marts • Park Ridge Health • Pepsi-Cola Bottling Co. • Pete Richards, DDS • Platt Architecture, P.A. • Prince Manufacturing • Riddle Development, LLC* • S&ME • Southeastern Sureties Group, Inc. • Southern Concrete Materials • Standard Tytape Company, Inc. • Stuller Power Solutions • The Building Group • The Tamara Peacock Co. • The Waverly Inn • Tri-Hishtil* • Turf Mountain Sod, Inc. • United Way of Henderson County • Vocational Solutions of Henderson Co. • Ward and Smith, P.A. • Warm Company, Inc. • Whitney Commercial Real Estate • Wilsonart International • Woodforest National Bank • Young Office

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.





EXISTING INDUSTRY ACTIVITY



the
partnership

Henderson County, NC
Economic Development