

BUILDING A *Legacy*



annual report
2021-2022

the
partnership
Henderson County, NC
Economic Development

Mission Statement



The Henderson County Partnership for Economic Development is the professional economic development entity for Henderson County, North Carolina. 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.

Building a Legacy in Everything We Do



The Partnership has been established as a resource in the community to create and retain quality jobs, primarily in the manufacturing sector. We have humbly accepted the challenge since 2006 and quietly brought in new industry while sustaining our vital industry base. Fiscal Year 2022 prompted The Partnership to step up, stand out, and let the community know exactly what economic development is all about. After all, legacies are not built in silence.

We built a new team. At the start of the new year, we focused on developing committees for board members to engage in. The Leadership and Governance Committee advocated for the importance of industrial development with elected leaders while the Community Outreach committee redefined the membership structure of The Partnership. Midway through the year, the team evolved with the addition of two new employees, restructuring the staff dynamic to respond to the needs in the community.

We built a strategy. With more people questioning economic development, marketing efforts grew to not only attract new industry, but also internally. The team spent the year focusing on developing the foundation and tools to tell the story of manufacturing in Henderson County.

We built a solid foundation. Through existing industry meetings and recruitment activities, we saw existing industries expand and regional companies relocate. We continued hosting investor update events, forums, and industry meetings. Through it all, we established ourselves as a trusted resource.

We built workforce solutions. With workforce at the top of everyone's mind, we stepped in by hosting summits, launching open position campaigns, and promoting the benefits of working in manufacturing.

We are building a legacy. Each phone call, each meeting, each new strategy deployed is building a legacy. The five-person facility and the 500-persons plant all employ people in our community. They each make a product that matters and contribute to the greater good, to a legacy we can be proud of for years to come.

Nathan Kennedy

Nathan Kennedy
Truist
2021 - 2022 Chair of the Board

2021-22 Board of Directors

EXECUTIVE COMMITTEE

Nathan Kennedy
Chair
Truist

Beau Waddell
Past Chair
Reaben Oil Company

Steve Gwaltney
Chair-Elect
First Citizens Bank

Zach Cooper
Treasurer
Cooper Construction Company

Will Buie
Economic Investment Fund
WGLA Engineering

Chip Gould
Leadership & Governance Committee
Cason Companies

Mark Russell
Community Outreach Committee
Southern Alarm & Security

Brittany Brady
President & CEO
HCPED

ELECTED & APPOINTED DIRECTORS

Dave Modaff
Friday Services

Dan Poeta
Horizon Heat & Air

Dale Salvaggio Bradshaw
B&E Enterprises

Craig DeBrew
Duke Energy

Anderson Ellis
The Van Winkle Law Firm

Carsten Erkel
Elkamet

Brynn Francis
IMOCO Inc.

Maddison Lake
Lake Holdings

Lee McElrath
Dominion Energy

Jim Rasmussen
Morrow Insurance Agency

Clement Riddle
ClearWater Environmental

EX-OFFICIO DIRECTORS

Carl Taylor
Henderson County Public Schools

Councilwoman Sheila Franklin
Town of Fletcher

Mayor Shanon Gonce
Town of Mills River

**Chairman Bill Lapsley/
Vice-Chair Rebecca McCall**
Henderson County Board of Commissioners

Dr. Laura Leatherwood
Blue Ridge Community College

Mayor Carey O'Cain
Town of Laurel Park

Mayor Nick Weedman
Village of Flat Rock

Mayor Barbara Volk
City of Hendersonville

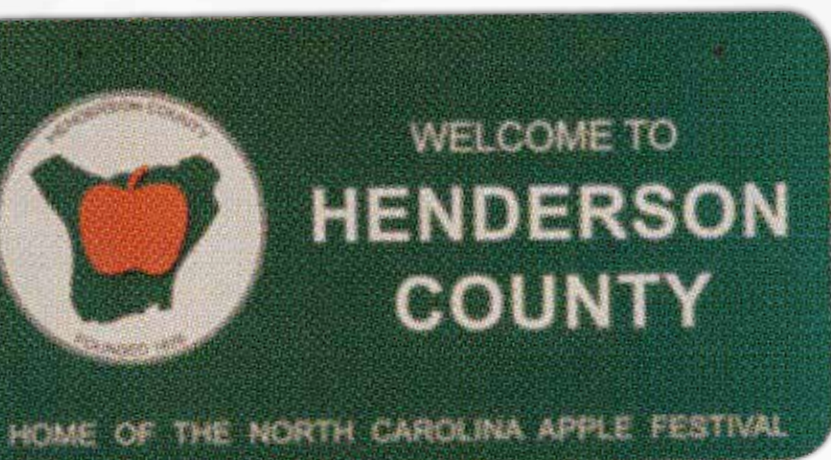
STAFF

Brittany Brady
President & CEO

Victoria Todd
Director of Marketing

Emily Martin
Director of Business Development

Blake Moyer
Director of Industry Relations



Emily, Blake, Brittany, Victoria

Notice Board

Board Committees

To help The Partnership's voice and message be heard in the community, two committees were established in Fiscal Year 2022: **Leadership & Governance** and **Community Outreach Committee**.

Leadership & Governance focused on elected officials outreach. The committee met with public partners in each municipality and the County on a regular basis to discuss Partnership goals and funding needs. In addition, the committee reviewed governance documents to assure The Partnership complied.

Community Outreach focused on outreach to current and potential new members in the community. The committee also reviewed and evaluated the membership structure to update membership levels and investment amounts.



STAFF

The unprecedented activity in every department and staff turnover prompted The Partnership to develop a new team and new strategy. In April, **Blake Moyer** and **Emily Martin** joined the staff bringing expertise and energy to serve the county. As Director of Industry Relations, Blake was brought on to focus on retention calls and existing industry outreach as well as product development efforts. Emily became the Director of Business Development, attracting new businesses to Henderson County and focusing on workforce development resources.

With four full time professionals at the helm, The Partnership team met each of its performance goals for the year and exceeded expectations and continued its commitment of serving as an existing industry resource.

CASE STUDY

How The Partnership Helped the Garrison Family Build a Legacy in Henderson County

In 2020, the community celebrated the historic three-party agreement with the Economic Investment Fund of Henderson County, City of Hendersonville, and Henderson County to buy industrial land. After decades of marketing the Garrison site, there was an unclouded vision to work with a willing landowner and build a legacy for the community. The stars aligned when Jabil announced an expansion in Henderson County late 2020. The nearly \$40 million investment and creation of 150 jobs was a real boon for the County and the City.

To the public eye, it was an overnight economic development success. But legacies do not happen overnight. The fiscal year of 2021-2022 was ridden with creative solutions to assure development timelines were met. Market volatility, supply chain issues, and surprises in the site itself often stalled progress.

Legacies take collaboration, and that is exactly what happened. The Partnership facilitated numerous meetings between utility partners and the NCDOT to coordinate timing, materials, and meeting the end goal. Through creative solutions, all utilities and much of the road work were completed in Fiscal Year 2022, right on schedule.

This level of time and persistence turned a homestead into an industrial park. The tax value in the park grew significantly with the quality of infrastructure improvements, road development, and the construction of a multi-million-dollar state of the art manufacturing facility. This foundational work paves the way for additional investment opportunities and job creation in the park. All because of a willing landowner.



Lighting Reports

Barbara Foretta Hill Garrison, a family nurse practitioner who founded Henderson County's first health clinic to serve migrant farmworkers and worked for more than three decades in public health for needy families, died Sunday, Aug. 7, at age 90.

A Henderson County native, Garrison created and led Blue Ridge Community Health in Hendersonville, from 1972 to 1997. In 1997, she began work for the Department of Health and Human Services, serving as a consultant for other community health centers.

Her awards include the North Carolina Primary Care Association Award for Dedicated and Outstanding Service, National Association Community Health Centers, Migrant Health Public Service Award;



Garrison

James H. McDuffie Memorial for Outstanding Community Service; Great 100 Award for Excellence in North Carolina; American Dental Society to Increase Access for Dental Care for Vulnerable Populations; NC Department of Health and Human Services, Bureau of Primary Care, for Caring Communities to Farmworkers; and Henderson County VFW Woman of the Year. She was also an elder at Trinity Presbyterian Church.

She was a family nurse practitioner graduate from MAHEC — Mountain Area Health Education Center — UNC-Chapel Hill with certification from the American Nurses Association. She was a graduate of the Greensboro School of Nursing and also a graduate of the Pediatric Nurse Practitioner Program at UNC-C



BIL

E. MADE BETTER.

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lotte and was certified as a Public Health Nurse II by the N.C. State Board of Health. She and her late husband, William Lloyd Garrison, were married for 64 years. The Garrison family's legacy lives on not only for her pio-
neering career in public health but for the transition of the Garrison family orchard on Upward Road at I-26 into Garrison Industrial Park, which the city of Hendersonville, Henderson County and the Partnership for Economic Development jointly developed for manufacturing plants.
A native of Henderson County, Barbara Joretta Hill was born Oct. 31, 1931, to Sadie Clark Hill and Boney H. Hill. Survivors include two sons, William Lloyd Garrison Jr. and wife, Mary Kathleen, of Chapel Hill, Tennessee; and Scott Earl Garrison of Hendersonville; a daughter, Car-

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2021-2022 Year in Review

145

TOTAL MEMBERS



130

MANUFACTURERS

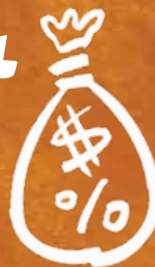
146



NEW JOBS
by 2025

\$11.5+

MILLION



TAXABLE INVESTMENT

14

MARKETING ACTIVITIES
exceeding yearly goal by 16%

73



PROJECT LEADS

28% increase from FY 20-21

221



Existing Industry
Activities & Calls

BUILDING A *New Home*

RINEHART R A C I N G

In 2020, BorgWarner Thermal Systems announced plans to consolidate its Fletcher operations into its Arden campus. With that declaration, The Partnership moved to quickly find a high-quality manufacturer to fill the now empty industrial building in Fletcher Business Park. Coincidentally, another local company was looking for a new facility to combine its operations. After months of an extremely competitive process to purchase and occupy the plant, The Partnership announced that one of Henderson County's original manufacturing facilities was now the new home of Rinehart Racing. The company inherited a landmark industrial building that has brought positive impact to our community for decades.

Founded in 1995, Rinehart Racing has grown from origins in NASCAR, INDYCar and NHRA to become the worldwide leader in performance exhaust products for American V-Twin motorcycles. With its world champion experience through famed names like Earnhardt, Childress, and Roush, riders around the world have trusted Rinehart both on and off the track. Since its origin over 26 years ago, Rinehart Racing has been based in WNC, and the investment in relocating to Henderson County firmly places the company in a key position for positive community impact and engagement.

Led by owner and CEO Judd Hollifield, Rinehart Racing brought over 50 new jobs and millions of dollars in investment to Henderson County with the 60-acre acquisition, providing a larger footprint for current operations while also positioning the company for expansive future growth.



40
NEW JOBS

1976
YEAR FACILITY WAS BUILT



canvasprints.com

\$11.5M

INVESTMENT

96

NEW JOBS

1972

YEAR FACILITY WAS BUILT

Rapid growth is what brought CanvasPrints.com to Fletcher Business Park. The company reached out to The Partnership in 2021, looking for a facility where it could consolidate and grow its current locations. The Partnership guided CanvasPrints.com to an established industrial building located in the Town of Fletcher. In December 2021, the company announced expansion plans of \$11.5M in taxable investment and 96 new jobs in Henderson County.

CanvasPrints.com consolidated into a singular location, where it continues to print and assemble art and canvas products to be shipped around the country. High-quality craftsmanship is nothing new to Henderson County, and the locally founded company continued that legacy, while bringing cutting-edge technology and modernization into the art realm. The company's investment signified its deep roots in Henderson County, finding no better place to invest in than the community it came from.

CanvasPrints.com employed over 50 individuals across its Henderson County operations prior to the 2021 announcement, which included adding 96 new positions by 2025. The announcement also reported investment plans of \$550,000 in real property and \$11,000,000 in business personal property at its Fletcher facility by late 2023.

BUILDING TOMORROW'S *Workforce*

Program
offers
salary, job
offer for
students



Henderson County. The
program is a partner-
ship between Henderson
County Public Schools,
Blue Ridge Commu-
nity College, Henderson

Made in Henderson County

The Partnership continued to address workforce needs in 2022 when the fourth class of Made in Henderson County Apprentices began their new adventure in Henderson County industries. Top local companies Elkamet, Jabil, Kimberly-Clark, Linamar Light Metals, Meritor, Norafin, and WestRock made up the consortium of employers. Participants took part in round-robin style interviews with each company and participated in live pit crew exercises where each person's soft skills were observed. Then, both parties completed a draft-like process for placement. Chosen apprentices were placed on June 22, 2022, at the Made in Henderson County Draft Day after accepting job offers from participating employers and will join the workforce in August of 2022.

Career Crossroads Campaign

The Partnership completed a strategic marketing campaign in early 2022, titled Career Crossroads. Utilizing postcard mailers and paid ads on Google, Facebook, and Instagram, the campaign had one simple goal: to connect unemployed and underemployed individuals to high-quality employment in Henderson County. This goal was achieved by having a strong call-to-action that directed these individuals to HendersonCountyJobs, The Partnership's manufacturing-specific job board. From there, individuals browsed company profiles and visited internal hiring websites to apply for open positions. The two-month campaign brought some relief to local employers in the confusion of the labor market.

981

Website Visitors on
HendersonCountyJobs

2,500+

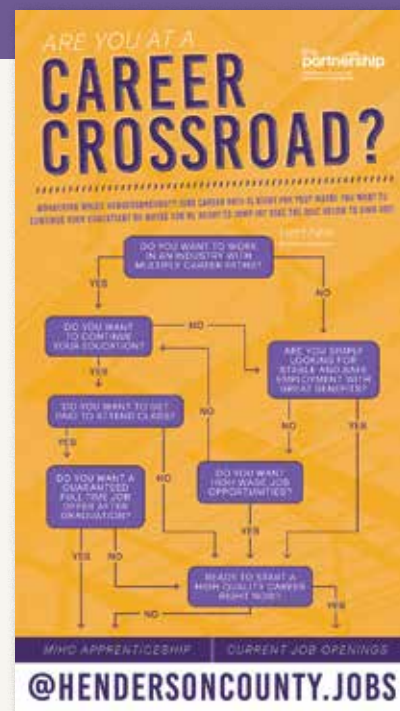
Total Postcards Sent
during Campaign

7,584

Total Ad Views
on Google

22

Manufacturing
Companies listed on
HendersonCountyJobs



BUILDING A STRONG *Foundation*

21-22 Industry Forum:

Good News You Can Use

The Partnership hosted its annual Industrial Executives Forum on May 5th, at Blue Ridge Community College. With industry in mind, the agenda focused on locally sourced solutions to current industry issues. Workforce, housing, and post-pandemic marketing were all complex topics covered at the event. A panel discussion between Carsten Erkel (Elkamet), Gabe and Holly English (Western Carolina Tool & Mold), and Everett Lynch (UPM Raflatac) brought fresh ideas to industry workforce concerns. Ashlyn McCoy, Executive Director of Housing Assistance, was interviewed for a unique outlook on housing in Henderson County. Lastly, Victoria Todd (The Partnership), Chelsea Lassen (HiViz LED Lighting), and Mary Shanahan (CanvasPrints.com) discussed organic social media, defining a target audience, and emotional marketing during the post-pandemic marketing panel. The Partnership crafted this content to be specific and applicable to all industry partners and it was well received.



Photo: Blue Ridge Community College Marketing & Communications Dept.

Talent Summit: Hiring Reimagined

As workforce stayed a top concern, The Partnership and Blue Ridge Community College gathered approximately 60 advanced manufacturing companies along with community partners in childcare, workforce development, and regional planning to “crowd source” solutions to the ongoing labor shortage in the region. The group exchanged thoughts, ideas, and individual company strategies. Areas of discussion included childcare, veteran employment, former offender employment, diversifying the workforce, college friendly policies, housing, and transportation. After meaningful conversation, the group voted on the top two objectives to work on in new task forces: diversity and inclusion and employer-driven housing solutions.

Website Updates & Marketing Video

The Partnership strengthened its brand by updating its website and creating an innovative marketing video. In collaboration with Partnership members Applied Solutions and 828:Design, The Partnership refreshed its current website with added content and photography and further developed the majority of pages to be more user-friendly and visibly brighter. Specific changes included creating a secondary homepage navigation with contact and social media links and reorganizing the main navigation menu to be more user intuitive.

The Partnership brought the “shop floor” directly to the public, with a new workforce-based marketing video. Working with a local media company, The Partnership captured the processes, products, and people inside Linamar Light Metals, Gaia Herbs, and BIG Adventures. With the tagline “Henderson County: On the Right Path,” the video content focused on the variety of career paths available, as well as the benefits of working in manufacturing including higher pay, meaningful employment, and taking part in a stable industry with lasting global impact.

Over 10 months of work were devoted to these projects, making them a significant focus in the 2021-2022 marketing strategy.



online!



So, stoke that inner fire
and forge your dream
career by taking part
in a vibrant innovative
field that boosts your
community, nation,
and world located right
here in Henderson
County.

Because here, you're on
the right path.

Get Closer Campaign

With continued supply chain disruptions, The Partnership took a proactive approach to support new and existing businesses in Henderson County. Working with a business development and research company, Applied Marketing Sciences, The Partnership created a list of over 200 US-based companies compatible with its target markets and existing industry. This long-term strategy began in early 2021 and will create more investment and jobs in Henderson County, but also support local businesses by bringing their supply chains physically closer. And so, the Get Closer Campaign was born.

The campaign tagline, "Get closer in Henderson County, NC" goes deeper than the physical relocation of compatible companies. It captures the story that continues to be told over and over: Henderson County is where companies and people succeed, whether they come here or are born here.

This targeted emotional messaging combined with crucial local and state information, makes the Get Closer Campaign a powerful strategy for future economic development in Henderson County and has laid the foundation for future outreach.

THE WAY AHEAD



Completed Outreach:

- Branded emails developed by The Partnership and deployed to 204 prospects
- Phone calls to prospects by Applied Marketing
- Virtual meetings between The Partnership and prospective companies

Future Outreach:

- Mail campaign packages with miniature s'mores kit
- Continue follow up with each company

2021-2022 Members

PUBLIC



Henderson County



City of Hendersonville



Town of Fletcher



Town of Laurel Park



Town of Mills River



Village of Flat Rock

PATRON



PRESIDENTIAL

Asheville Regional Airport
AT&T

BGW CPA, PLLC

CanvasPrints.com*

Cason Companies, Inc.

Champion Credit Union

DHG, LLP

Elkamet Inc.

Hedrick Industries

HomeTrust Bank

IMOCO, Inc.

Industrial Chemical
Company

Johnson Price Sprinkle PA

KDS-Windsor

MAU Workforce Solutions

McMillan Pazdan Smith
Architecture

Reaben Oil Company

Rinehart Racing*

TD Bank

Tennoca Construction
Company

THS Constructors, Inc.

Truist

Vannoy Construction

Western Carolina
University

Support Your
Local Heroe

EXECUTIVE

828:Design
Allegra
Bank of America / Merrill Lynch
Beverly-Hanks & Associates
BIG Adventures, LLC
Boyd Automotive
Bunnell-Lammons Engineering, Inc.
ClearWater Environmental, Inc.
Constangy, Brooks, Smith & Prophete
Diamond Brand Gear Company
ECS Carolinas
Epsilon*
First Restoration Services of Asheville, LLC
Fletcher Business Park
Formation PR + Brand
Harper Corporation General Contractors
Haynes Wire Company
Henderson Oil Company
Hendersonville Lightning
Horizon Heating & Air Conditioning
IMS Solutions Group*
J. Davis Construction
Marlboro Development Team, Inc.
McCrory Construction Company
Mountain Showcase Group, Inc.
RealtyOneGroup
Rock Creek Containers
Sierra Nevada Brewing Company
Skyline Plastic Systems, Inc.*
Southern Alarm & Security
Summey Plumbing and Heating
The Bazzle Law Firm, P.A.
The Waverly Inn
United Community Bank
WeaverCooke-Kirkland
Well Adjusted, Inc
WGLA Engineering, PLLC
Wirtz Wire EDM, Inc.

GENERAL

Advanced Business Equipment
Applied Solutions Group, Inc.
Atlas Bolt & Screw Co.
B&G Enterprises, LLC (Eagle Self Storage)
Blue Ridge Metals Corp.
Byers Precision Fabricators
Carl E. Shaw, CPA, PLLC
Community Foundation of Henderson County
CoveStar Investment Realty Advisors
Dampp-Chaser Corp.
Dave Steel Co., Inc.
Demmel Inc.
Dunlap Construction
Edward Jones
Egolf Motors
Excel Consulting Group, LLC
Fletcher Warehousing Company
Gilreath Shealy Law
Henderson County Public Schools
Henderson County Tourism Development Authority
Kenmure Enterprises, Inc.
Kenneth R. Youngblood
Manual Woodworkers & Weavers, Inc.
McDonald's - Edwards Group
McGill Associates
Meritor, Inc.
Miller Brothers
Miller's Fine Dry Cleaning
Morosani & Associates
Mountain Credit Union
Movement Bank*
National Technical Honor Society
Norafin (Americas) Inc.*
Norm's Minit Marts
Park National Bank
Premier Sotheby's International Realty
Providence Construction Group, Inc.
Pryor Insurance
Riddle Development, LLC

S&ME

Southern Concrete Materials
Standard Tytape Company, Inc.
The Building Group
The Tamara Peacock Company Architects
Tri-Hishtil
Turf Mountain Sod, Inc
United Way of Henderson County
Vista Strategies
Vocational Solutions of Henderson Co.
Warm Company, Inc.
WestRock
Whitney Commercial Real Estate
Wilsonart International
WithersRavenel
Young Office

* NEW MEMBER



The Partnership celebrated its 2021 Annual Event with members and local industry at Jeter Mountain Farm. The event reflected on the "New Frontier" of economic development and recapped the successes from the past year in Henderson County.

“The goal isn’t to live forever; the goal is to create something that will.”
– Chuck Palanink, Diary



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hcped.org