



**CREATING ECONOMIC
DEVELOPMENT OPPORTUNITIES
IN CRAVEN COUNTY, NC**



**A Presentation to the
Craven County Board of Commissioners**

December 20, 2010

CRAVEN COUNTY BOARD OF COMMISSIONERS



- ✦ Chairman Steve Tyson
- ✦ Vice Chairman Lee K. Allen
- ✦ Scott Dacey
- ✦ Thomas Mark
- ✦ Theron McCabe
- ✦ Johnnie Sampson, Jr.
- ✦ Jefferey Taylor

PRESENTATION

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- OVERVIEW
 - CRAVEN COUNTY - A REGIONAL CENTER
 - DEMOGRAPHICS
 - FROM THE BEGINNING
 - CRAVEN COUNTY EDC BOARD MEMBERS
 - TOP EMPLOYERS
 - PUBLICATIONS
 - MEDIA RECOGNITION
 - NETWORKING
 - DEVELOP COMPREHENSIVE PLAN
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 - CAPABILITIES
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 - WHERE ARE WE GOING INITIATIVES
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 - EDUCATION
 - CHARACTER OF COMMISSION CLIENTS
 - COMMUNITY INITIATES
 - BUSINESS EXPANSION AND RETENTION (BEAR) DAY
 - KEY ECONOMIC DEVELOPMENT STRATEGIES
 - THE FUTURE

OVERVIEW

✦ Here's a formula for falling in love with a small town: Plan to arrive in the early evening. Come in over the high-rise bridge across the wide curve of water where two rivers meet the sound, where you can watch sailboats head back to the marina at day's end. Look as the setting sun frames the waterfront and the twinkling lights of a bustling downtown.



CRAVEN COUNTY – A REGIONAL CENTER

- ✦ Small, Moderate-Growth Metro Area (98,529) with Diverse Economy
- ✦ Education Center – Craven Community College
- ✦ CarolinaEast Health System
- ✦ Cultural/Entertainment Centers
- ✦ Business Presence of Europe



DEMOGRAPHICS

People & Income Overview (By Place of Residence)	Value	Rank in State	Industry Overview (2009) (By Place of Work)	Value	Rank in State
Population (2009)	98,529	<u>28</u>	Per Capita Personal Income (2008)	\$36,121	<u>16</u>
Growth (%) since 1990	20.4%	<u>57</u>	Median Household Income (2008)	\$45,747	<u>26</u>
Households (2000)	34,582	<u>27</u>	Some College, No Degree	14,286	<u>6</u>
Labor Force (persons) (2009)	44,443	<u>29</u>	Total Workers Living in County	41,810	<u>26</u>

Source: Stats Indiana

FROM THE BEGINNING



- ✦ The Craven County Economic Development Commission was created in 1975, to provide a county presence in economic development efforts. The Commission is composed of nine members with one county commissioner sitting as a voting member. Funding for the Economic Development Commission provides operational expenses for the economic development program.

CRAVEN COUNTY EDC BOARD MEMBERS



Chairman: Joe Thomas

Vice-Chairman: Alex Badger

Dr. Catherine Chew

Al Coley

Mickey Corcoran

Mike Epperson

Marvin Raines

Major General Mike Sullivan

Commissioner (to be announced)

Ex-officio: Harold Blizzard

TOP EMPLOYERS

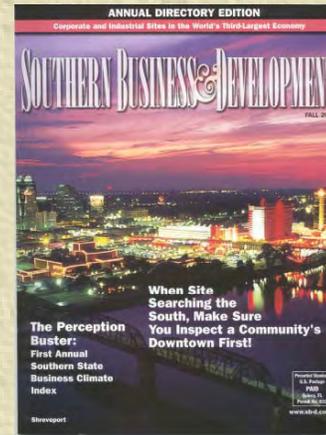


2d Marine Aircraft Wing	8,103
Fleet Readiness Center East	3,470
Marine Corps Air Station	2,292
Craven County Schools	1,917
CarolinaEast Health System	1,900
BSH Home Appliances Corp.	925
Craven County	727
Moen	650
Craven Community College	596
City of New Bern	504
Wal-Mart	500
Hatteras Yachts	384
Naval Health Clinic	327
Weyerhaeuser	282

PUBLICATIONS

✦ Southern Business Development

✦ Site Selection Magazine



The South's Best Downtowns

MEDIA RECOGNITION

✦ The natural beauty and picturesque charm of New Bern make it truly a treasure on the coast of North Carolina.

-Living Southern Style

✦ ...a bright future lies ahead.

-German Life

✦ It's historic, picturesque, safe, and the people are terrific.

-Time

MEDIA RECOGNITION

North Carolina is consistently recognized for its outstanding business climate and quality of life.

- ✦ No. 1 Best Business Climate, *9 of the last 10 years, Site Selection Magazine, November 2010*
- ✦ No. 1 Lowest State & Local Tax Burden on Business, *Council on State Taxation and Ernst & Young, April*
- ✦ No. 2 Best State for Business, *Forbes, October 2010*
- ✦ No. 3 Best State for Business, *by CEOs, Chief Executive Magazine, May/June 2010*
- ✦ No. 4 America's Top State's for Business, *CNBC Survey, July 2010*

NETWORKING

- ✦ Networking between EDC—C100—County Commissioners—Havelock and New Bern Chambers
- ✦ Cooperation—Military
- ✦ Small Incubator Space (to start and grow)
- ✦ Industrial Parks: Craven, Havelock



DEVELOP COMPREHENSIVE PLAN

-
- ✦ Recruitment strategies, including incentives
 - ✦ Prioritization and coordination of economic development investments
 - ✦ Workforce development
 - ✦ Collaboration with education and research institutions
 - ✦ Coordination of agencies, foundations and boards involved in economic development
 - ✦ Development of future technologies
 - ✦ Forward-thinking incentives, training programs and customized resources propel the momentum of Craven County's renowned business climate.
 - ✦ Ongoing workforce training opportunities include a proactive retraining of employees to help them learn the new skills required in a changing competitive environment.

Craven County Industrial Park New Bern, NC USA



Flown 9-10-2010
Aerial Dimensions



NC Hwy 101



Tandemloc

Havelock Public Works

Fontana Boulevard

Osprey Construction

Shop Branch

Havelock Recreational Area

Lot #1
3.22 Acres +/-

Lot #12
6.85 Acres +/-

Lot #2
2.72 Acres +/-

Lot #3
2.93 Acres +/-

Bank Manufacturing

Lot #4
2.96 Acres +/-

Outer Banks Drive

Apex Carbide

Shackleford Dr.

Lot #8
3.07 Acres +/-

Lot #9
5.46 Acres +/-

Lot #6
6.75 Acres +/-

Lot #7
4.19 Acres +/-

McCotter Canal

STRENGTHS

- ✦ New Bern Riverfront Convention Center
- ✦ Havelock Tourist and Event Center
- ✦ Tourism
- ✦ Craven Community College



STRENGTHS



- ✦ Keeping our most talented young people in our community, or in the county where they attend community college, is very important to economic development success, as well as creative richness.
- ✦ Creating, monitoring and documenting new programs will assist local, state, regional and nation private enterprises to create jobs and wealth.

CAPABILITIES

- ✦ Utilities Cooperation on Team
- ✦ Coastal Carolina Regional Airport
- ✦ Medical Community
- ✦ Tryon Palace
- ✦ MCAS Cherry Point
- ✦ Fleet Readiness Center East



CAPABILITIES



- ✦ Our great labor environment and skilled productive workers, along with a comprehensive workforce development network and exceptional educational opportunities ensure that people and businesses have what they need to thrive.

INFRASTRUCTURE

- ✦ Proximity to major markets – A central East Coast location and extensive transportation infrastructure within a 700-mile radius of more than 170 million U.S. consumers with global connections via deep water ports and international flights.
- ✦ Competitive operating cost structure – Construction costs, electric rates, overall taxes and cost-of-living indices all below the national average.

**Top 5 Contractors Utilized by
MCAS Cherry Point & Tenants during FY09**

<u>Company</u>	<u>City</u>	<u>Amount</u>
L3 Communications Vertex Aerospace LLC	Cherry Point	\$ 14,765,000
Blue Rock Construction	Pollocksville	\$ 14,584,095
Northrop Grumman	Cherry Point	\$ 11,055,000
Alderman Building Company	Jacksonville	\$ 7,280,666
Mechworks Mechanical Contractors, Inc.	Beaufort	\$ 3,011,635

Military Partnering with the Community

Boy/Girl Scouts of America
 Carteret County Veterans Services
 Carteret/Craven/Pamlico County Board of Education
 Civilian Military Community Council
 Coastal Carolina Regional Airport Authority
 Conservation Development Advisory Committee
 Craven Community College
 Craven Community College Aviation Advisory Council
 Craven Community Foundation
 Craven County Partners in Education
 Craven/Pamlico/Jones Transportation Committee
 District Advisory Committee for Education Excellence
 Down East RPO
 Habitat for Humanity
 Havelock & Morehead City Military Affairs Committee
 Havelock & New Bern Police & Fire Departments
 Havelock Civitans
 Havelock Recreation Department
 Havelock Rotary Club
 Havelock ROTC
 Havelock/Morehead City/New Bern/Pamlico County
 Chambers of Commerce
 JLUS Technical Advisory & Policy Committees
 Leadership Carteret & Craven County
 Marine Corps Scholarship Foundation
 Military Child Education Coalition
 Military Order of the Purple Heart
 New Bern Military Alliance
 North Carolina Aquarium at Pine Knoll Shores
 Onslow Carteret Behavioral Healthcare Services
 Pamlico Community College
 Pamlico County Visitors Center
 United Way of Coastal Carolina
 US Highway 17 Association
 Youth Leadership Havelock

The following colleges have resident centers aboard MCAS Cherry Point and offer a variety of educational degrees/programs:

Craven Community College
 Park University
 Southern Illinois University
 Boston University

FY09 ECONOMIC IMPACT SUMMARY

SALARIES

MILITARY

ACTIVE \$678,221,741

RETIRED \$149,490,156

CIVILIAN

APPROPRIATED \$394,966,817

NON-APPROPRIATED \$14,610,298

RETIRED \$193,612,032

PROCUREMENT

\$516,974,546

**CONSTRUCTION,
MAINTENANCE &
SERVICE CONTRACTS**

\$159,845,201

UTILITIES

\$23,404,203

**EDUCATION, TRAINING &
TRAVEL**

\$16,948,587

HEALTH & MEDICAL

\$30,416,533

CONTRIBUTIONS

\$862,935

\$2,179,353,050



This brochure was developed and produced 02 Jan 2010 by:

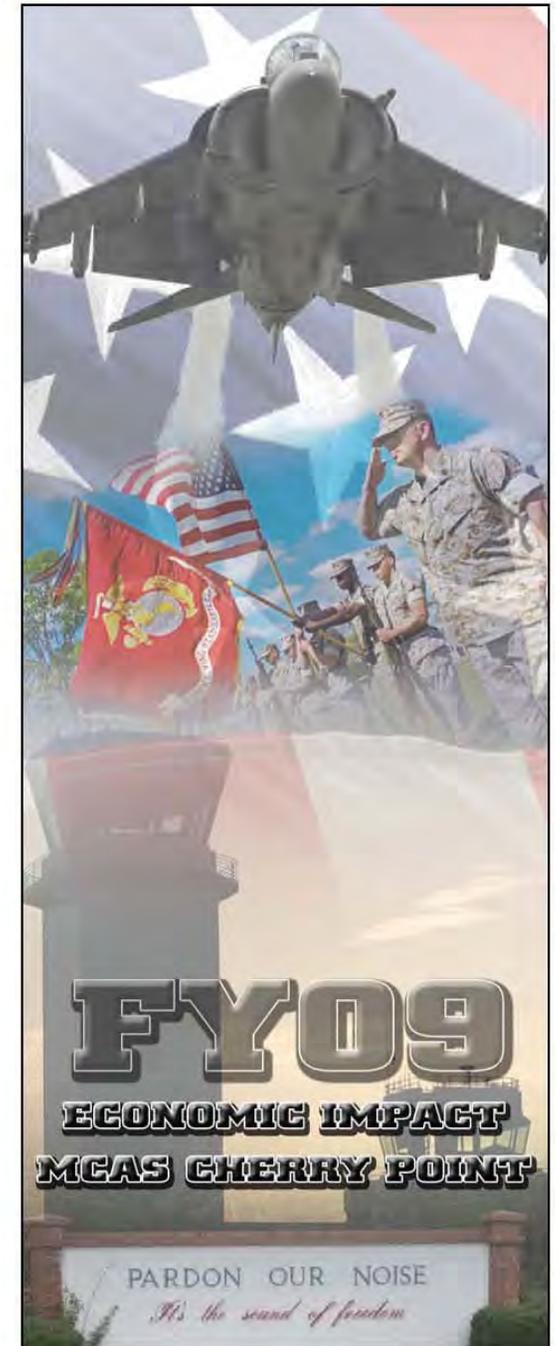
Command Analysis and Review Office
 PSC 8004

MCAS Cherry Point, NC 28533-0004

Phone: 252-466-4630 E-Mail: chpt.car.ofc.omb@usmc.mil

www.cherrypoint.usmc.mil

Cover photo designed by Combat Camera



Message from the Commanding Officer



In 1942, MCAS Cherry Point was commissioned as Cunningham Field and later renamed after a local post office situated among cherry trees. Today, MCAS Cherry Point is one of the largest employers in Eastern North Carolina and is the home of Second Marine Aircraft Wing; Marine Transport Squadron 1, which includes the search and rescue unit "PEDRO"; and numerous tenant commands such as Fleet Readiness Center (FRC) East and the Naval Health Clinic.

MCAS Cherry Point and its tenant commands continue to play a vital role in the economic stability of Eastern North Carolina, significantly contributing to the economic health of the entire state. During Fiscal Year 2009, salaries were \$1.43 billion, companies were awarded \$160 million in contracts, and the overall economic impact was \$2.18 billion. This brochure is produced each year to assist government officials, business leaders, civic organizations and local citizens in meeting planning and development requirements.

As the Commanding Officer of MCAS Cherry Point, I have had the opportunity to participate in the outstanding working relationship between the Air Station, its tenant commands, the local communities and the state of North Carolina. These relationships play a critical role in Cherry Point's ability to successfully meet its mission. As a guiding principle, the Air Station will continue to foster positive relationships with our local communities to further our mutual interests and commitments. Together we can make certain that MCAS Cherry Point maintains military readiness in support of the national defense while providing the highest level of support and quality of life for our military and civilian families. We are proud to be part of the Eastern North Carolina family and look forward to strengthening our community partnerships.

D.A. DENN
COLONEL, U.S. MARINE CORPS
COMMANDING OFFICER

County Demographics



CRAVEN COUNTY

Military	Active	7,976
	Retired	2,890
Civilian	Active	2,859
	Retired	3,078
Family Members		<u>18,354</u>
Total		36,157

CARTERET COUNTY

Military	Active	438
	Retired	1,262
Civilian	Active	1,715
	Retired	2,279
Family Members		<u>4,434</u>
Total		10,128

PAMLICO COUNTY

Military	Active	17
	Retired	165
Civilian	Active	146
	Retired	392
Family Members		<u>449</u>
Total		1,169

JONES COUNTY

Military	Active	26
	Retired	226
Civilian	Active	89
	Retired	319
Family Members		<u>512</u>
Total		1,172

OTHER COUNTIES

Military	Active	1,388
	Retired	1,171
Civilian	Active	556
	Retired	1,226
Family Members		<u>4,267</u>
Total		8,608

GRAND TOTALS

Military	Active	9,845
	Retired	5,714
Civilian	Active	5,365
	Retired	7,294
Family Members		<u>28,016</u>
Total		56,234

Total Work Force for FY09

	MCAS Cherry Point	2dMAW Cherry Point	Fleet Readiness Center	Naval Health Clinic	Other Tenant Activities	Totals
Officer	74	783	15	59	37	968
Enlisted	736	7,320	24	153	644	8,877
Civilian	902	0	3,431	115	332	4,780
NAF	580	0	0	0	5	585
Totals	2,292	8,103	3,470	327	1,018	15,210

FY09 Salaries

Military:

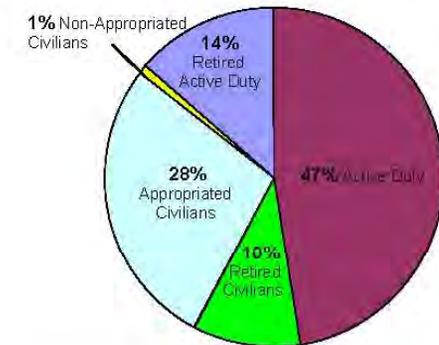
Active	\$ 678,221,741
Retired	\$ 149,490,156

Civilian:

Appropriated	\$ 394,966,817
Non-Appropriated	\$ 14,610,298
Retired	\$ 193,612,032

\$1,430,901,045

FY09 Salaries



Contributions

Memorial Chapel's Religious Offering Fund

Presented donations of **\$66,277** to the local community.

Navy/Marine Corps Relief Society

Collections totaled **\$52,203** in FY09, while over **\$572,090** were distributed to those in need in North Carolina.

Combined Federal Campaign

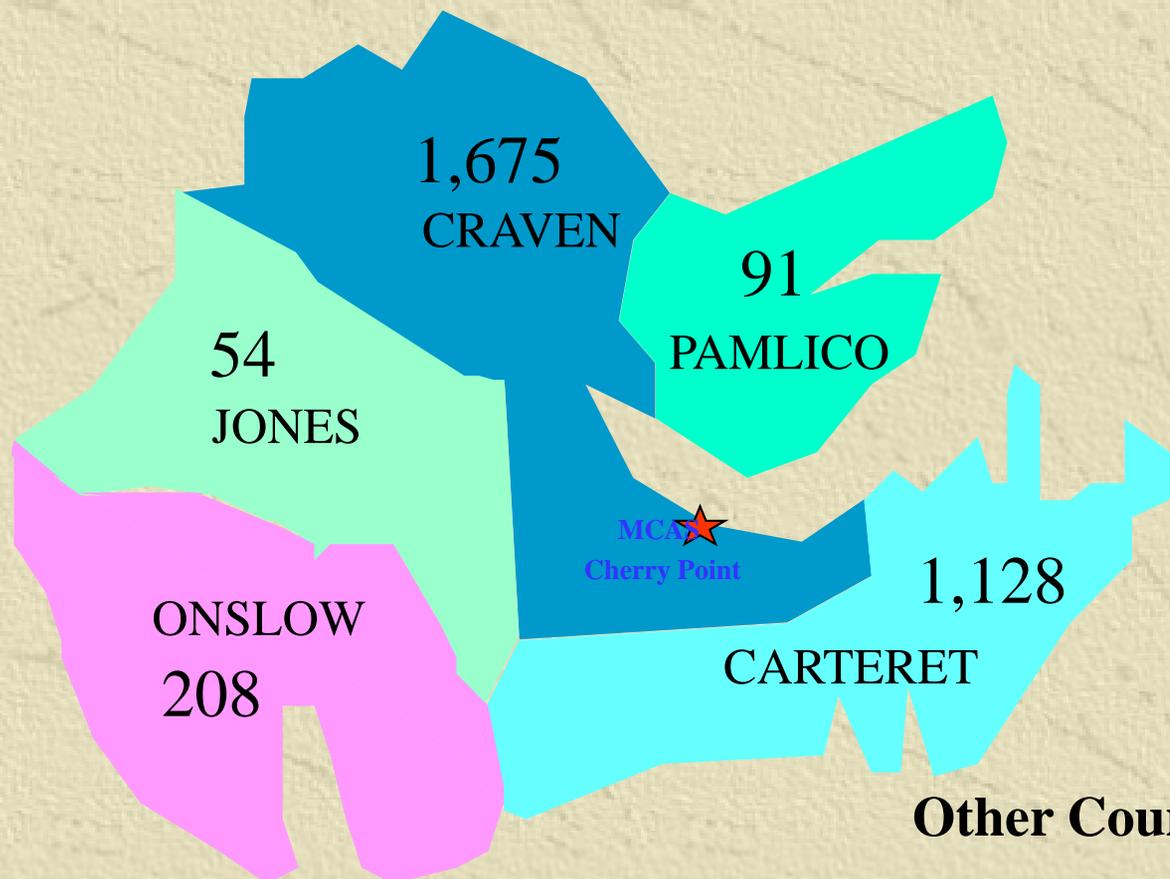
The actual dollars pledged during the FY09 campaign were **\$225,568**. There were **\$32,345** donated to organizations in North Carolina.

Federal School Funds

North Carolina school districts received over **\$1,413,444** from the Department of Education for Impact Aid related to Cherry Point.

FLEET READINESS CENTER EAST

WHERE WE LIVE - Total Civilian Employees = 3,287



Average Salary: \$62K

WHERE ARE WE GOING INITIATIVES

- ✦ **Military—Aviation related**
- ✦ **BSH Home Appliance Center—Suppliers**
- ✦ **Consistent Network (with NC Commerce)**
- ✦ **Existing Industry**
- ✦ **North Carolina History Education Center**



BUSINESS CLUSTERS

- ✦ Appliances
- ✦ Boating (Pleasure craft)
- ✦ Military Aviation
- ✦ Tourism



EDUCATION

✦ Institute of Aeronautical Technology

✦ Community College

-Leader in Information Technology Programs

-Cisco Regional Academy

-Industrial Technology Program

✦ Public Schools/Quality in Classroom



CHARACTER OF COMMISSION CLIENTS

- ✦ Foreign-based firms, especially European
- ✦ Manufacturing companies driven by high capital investment per worker, requiring better educated workforce
- ✦ Manufacturers of broadcast equipment, household appliances, plumbing fixtures, machine accessories/components and yachts
- ✦ Small business companies
- ✦ White collar operations such as customer service centers, distribution and engineering centers related to Fleet Readiness Center East

COMMUNITY INITIATIVES

✦ Education

- High School Programs
 - ◆ Tech Prep Curricula w/ Focus on Business Technology
 - ◆ Health Careers
- Community College Curricula
 - ◆ Plant Construction/Maintenance (Process Operations)
 - ◆ Manufacturing Technology
 - ◆ Information/Industrial Technology
 - ◆ Institute for Aviation Technology
 - ◆ Composite Training

COMMUNITY INITIATIVES

Economic Development Actions

- ◆ **Institute of Aeronautical Technology (Havelock)**
- ◆ **Tryon Palace Education Complex (New Bern)**
- ◆ **Fleet Readiness Center East - Cherry Point**
- ◆ **F-35Bs**
- ◆ **NC Highway 43 Connector**
- ◆ **US 17 Bypass**

COMMUNITY INITIATIVES

✦ Economic Development Actions (continued)

✦ **Technology Networking**

- To promote collaboration, networking and an understanding of the industry and its needs in the region
- Financial institutions legal/accounting
- Educators
- Service providers
- Institutions (Chambers, C100, Tryon Palace, Fleet Readiness Center East)

BUSINESS EXPANSION AND RETENTION (BEAR) DAY

-
- ✦ Contributes significantly to the growth of the local economy through job creation, increased property assessment, etc.;
 - ✦ Facilitates the gathering of strategic business intelligence, which can lead to the development of an effective strategic planning for economic development;
 - ✦ Often represents a more cost effective approach to economic development than the attraction of new businesses;
 - ✦ Facilitates the development and implementation of actions to address urgent business issues i.e. early warning system;
 - ✦ Acts as a business attractions strategy;
 - ✦ Facilitates the development of an improved local business climate;
 - ✦ Firm visits are a proven survey tailored to local businesses used for interviews; and
 - ✦ Immediate follow-up: a local leadership team reviews the survey and responds to the pressing needs and concerns expressed.

KEY ECONOMIC DEVELOPMENT STRATEGIES

- ✦ Encourage Dispersion of Employment Opportunity
- ✦ Continue Diversification of Local Economy
- ✦ Maintain Strong Manufacturing Base
- ✦ Promote Craven County as Regional Business Center
- ✦ Support Craven County/Havelock Industrial Parks
- ✦ Support Convention & Tourist Center Developments
- ✦ Capitalize on training assets of Craven Community College
- ✦ Continue to Promote the Quality of Life in Craven County
- ✦ Continue Support of Fleet Readiness Center East Cherry Point
- ✦ Assist Suppliers to Fleet Readiness Center East Cherry Point

THE FUTURE

- ✦ The Craven County Economic Development Commission strives to promote Craven County and to create more and better jobs for the citizens of Craven County. In partnership with other allies and organizations, Craven County needs to remain strong in workforce possibilities and will continue to be an economic engine for eastern North Carolina. We will be, what if referred to as, an “Inbound Community” for employment.



FOR MORE INFORMATION



GO TO: www.yescraven.com

or call

252-633-5300

James T. Davis, III



Craven County Economic Development Commission



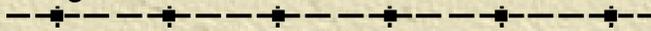
✦ If you have any questions,
I would be happy to answer them.

THANK YOU!



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