

CCOG Board Meeting

Centralina Community & Economic Development Department Spotlight

August 10, 2016



Community Development Services

- **Community Development Block Grant (NC Commerce CDBG)**
 - DNER\DEQ Infrastructure (Water/Sewer) Improvements
 - CONNECT Bonds - Asset Inventory Grants
 - Housing Rehab Inspection
 - Downtown Redevelopment Grants
- **US HUD CDBG**
 - Admin Services for Entitlements
- **Technical Assistance Services**
 - Drug and Alcohol Testing
 - Code Enforcement
- **USDA \ EPA Brownfields**
 - Evaluations Assistance\Grant prep



Economic Development Support



Centralina Economic Development Commission



- Separate 501c3- 50% private/ 50% public
- US Commerce EDA-designated Economic Development District (EDD) for the 9-county Centralina region.
- **Comprehensive Economic Development Strategy** (develops & guides regional “CEDS”)
- Innovative, award winning reports:
 - “Prosperity for Greater Charlotte“
 - “Jobs, Workforce, Education Alignment Strategy”
- Technical assistance to local governments



**FY16-18 EDA Partnership Planning
Grant: \$ 189K EDA; \$ 81K CEDC match**



Technical Assistance/Grant Administration

- ❖ On behalf of the client develop and submit applications for EDA funding assistance
- ❖ Once awarded management of compliance with federal grant requirements
 - ❖ The David Belk Cannon Health Education Institute at Gaston College
 - ❖ North Mecklenburg Industrial Park Verhoeff Drive Overpass Project
 - ❖ UNCC Center for Optoelectronics and Optical Communications



What is our Regional Comprehensive Economic Development Strategy?

- ❖ The Centralina Region **Comprehensive Economic Development Strategy** (CEDS) defines priorities, goals, and objectives that enhance the 9-county region's business environment and maximize target cluster development by:
 - building on the region's strengths and assets;
 - Identifying key regional industry clusters;
 - focusing the economic strategic priorities.
- ❖ The CEDS matched the region's target industries and competencies with workforce supply and demand in the existing regional education and training pipeline to ensure each target cluster a steady supply of qualified workers



Goals of the Centralina Strategic Plan

Workforce & Education

Prepare the region's workforce and students with skills, competencies, and knowledge that align with target industry needs.

Entrepreneurship & Innovation

Enable a highly innovative entrepreneurial climate that drives the creation of high-growth firms.

Infrastructure

Ensure the region has a highly connected, efficient multimodal transportation system and an abundant supply of shovel-ready sites.

Business Climate

Create a globally competitive region around the target industries and a strong business brand worldwide.

Quality of Life

Continue investing in the region's lifestyle amenities and making the region attractive to a young professional workforce.

Each County Has Been Provided Their Own Sub-Report

Employment Growth Trend

GASTON COUNTY, NC

Key Industry Composition

GASTON COUNTY, NC

Workforce Conditions

GASTON COUNTY, NC

Top 3 industries (jobs),
Employment Payroll
Job Creation
Payroll per person
Total Unemployment
Average

Net New hires with a creation 1,200

Net New base but tu year Last year grew

Occupation Clusters

Unemployment Rate
12%
6%
0%
21

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Unemployed Workers
11.2%
5.6%

Gaston Co employees and Medic

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Small, em but forecas Communic

Declining Production an LQ of 2 (3,000 jobs Logistics/T and lost 14 2,500, LQ=

Private Sector Industry Clusters

Gaston County's three **largest clusters** by employment size are Healthcare (11,000 employees), Retail (10,000), and Culture & Entertainment (6,400).

The county's three **fastest growing clusters of the past five years** (2007 to 2012) were Back Office (19% growth, 700 new jobs), Research (54% growth, 170 new jobs), and Biomedical Supplies & Labs (69% growth, 100 new jobs).

The three **fastest forecasted growth clusters** (2012 to 2017) for the county are: Research (51% forecast growth), Biomedical Supplies & Labs (41%), and Healthcare (19%). [Note: Forecasts from *EconomicModeling.com*]

The county's **clusters with the highest concentration** (highest Location Quotient) are Apparel & Textiles (LQ=9.42), Automotive (4.82), and Metalworking (2.45). These clusters represent the areas of greatest specialization and competitiveness for the county.

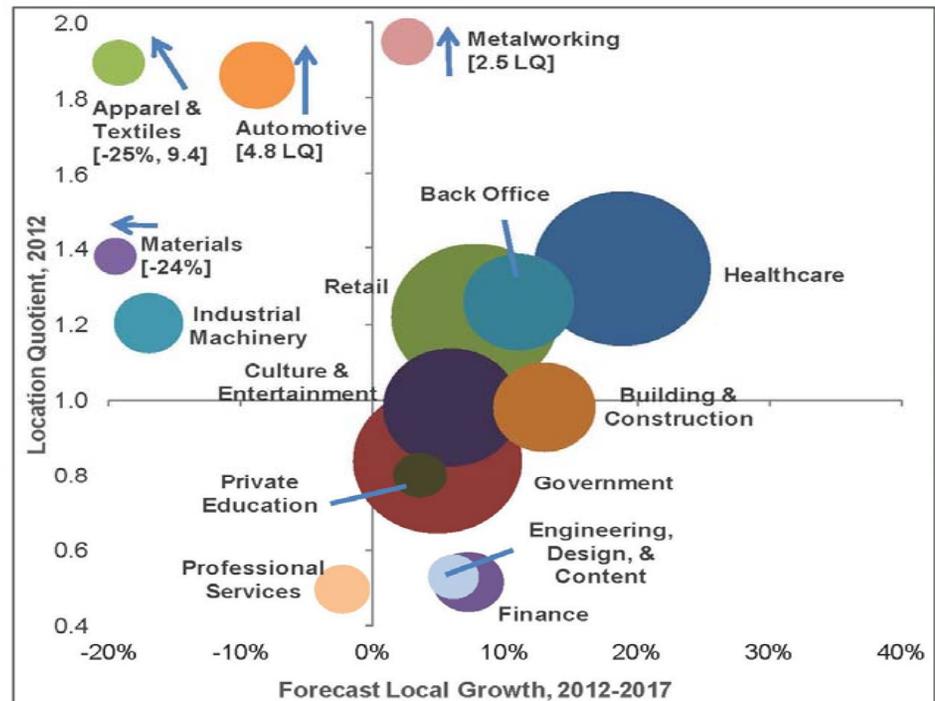
Small, **emerging clusters** – those with a low LQ but high growth rates – include Research, Biomedical Supplies & Labs, and Telecom Services.

Declining clusters include Automotive, which employs 2,350 workers, has an LQ of 1.19, and lost 45% of its employment base (1,950 jobs) in the last five years. Apparel & Textiles employs 2,310, LQ=9.42, and lost 45% (1,910 jobs). Building & Construction employs 3,680, LQ=0.98, and lost 24% (1,160 jobs).

Gaston County, NC

GASTON COUNTY, NC

Industry Clusters: Gaston County, NC



Source: Avalanche Consulting using data from EMSI



PROSPERITY FOR GREATER CHARLOTTE

Jobs, Workforce & Education Alignment Strategy for the Greater Charlotte Region



2014 NADO Innovation
Award Winner

Login



Centralina **CareerHeadlight**

Match My Interests

Explore

Compare

Top 20

Find Education

Search Job Postings: NCWorks.gov SCWorks.gov



Your one-stop resource for
finding a career in the
greater Charlotte region.



Search Careers

GO

Browse Careers

Match My Interests

Career Headlight answers questions that will help you be a success.

- What occupations are in high demand in my county? In the region?
- What careers match my skills and interests while also paying good salaries?
- What training and education providers in our region can help me achieve my career goals?

Economic Development Support



Centralina Manufacturing Ecosystem Development Strategy



- Engaged 37 partners/stakeholder organizations
- Blueprinted a regional advanced industries coalition
- Assessed & mapped the region's Advanced Industries Supply/Value chains
- Linked Workforce, R&D, Export & Logistics Assets

CCOG and CEDC received one of only 26 IMCP grants awarded by the EDA in 2013.

**Investing in Manufacturing Communities Partnership Grant:
EDA \$ 200K ; CEDC Partners \$ 200K In-Kind Match**



Centralina Partnership for Attainment and Career Pathways



- *Promoting post-secondary education & training*
 - *Advancement opportunities for existing employees*
 - *Creating efficiencies, removing barriers in existing systems*
 - *In partnership with regional Workforce Development Boards*
- *Two-year grant from Lumina Foundation*

Data & Research Assistance

- Economic impact analysis for new or expanding businesses
- Industry assessments: employment, wages, growth and projections, replacement and growth demand
- Cluster analysis: LQ or Employment
- Workforce characteristics: industry demographics, turnover, hires, wages, degree attainment
- Labor and wage trends, historical trends in employment, cost of living comparison

Economic Development Support



Regional Freight Mobility Plan



- *A comprehensive freight systems plan:*
 - *Meeting the demands of economic growth for safe, reliable, & efficient movement of goods*
 - *Assessing needs & defining feasible solutions*
- *A collaborative decision-making process and network of partners*



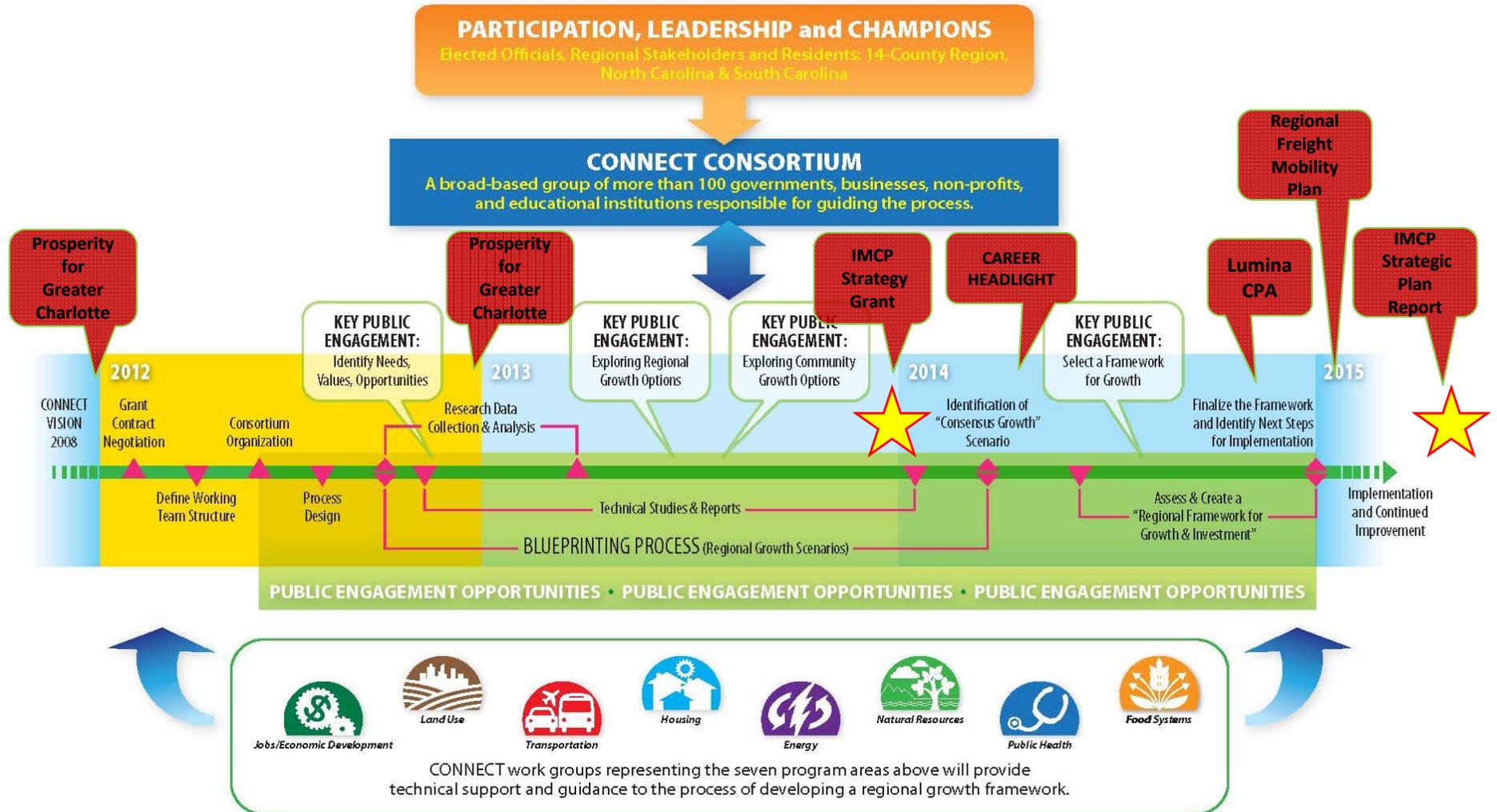
**FY15-16 EDA Freight Mobility Grant:
\$ 89K EDA; \$ 89K CCOG match**





"CONNECT OUR FUTURE" PROCESS MAP

This process will create a regional growth framework developed through extensive community engagement, built on what communities identify as existing conditions, future plans and community values. This process builds capacity for problem solving and focuses on being inclusive and transparent.



Vibrant Communities – Robust Region

Contacts \ Questions?

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