

# Charlotte Regional Overview

Entrepreneurs' Association  
Rostock-Middle-Mecklenburg Germany

August 2023

# Select CLT

## Economic Development & Data

Lead entity to identify investment opportunities for the region, domestically & globally.  
Lead entity to provide data & macroeconomic trends. Dual-state partner.

Build Awareness & Expand Influence

Create Regional Resources

Execute Go To Market Strategy

Two States.  
**One**  
Focused  
**Region.**





SELECT CLT

**CLT Alliance Est. 2019**  
**Select CLT Est. 2022**

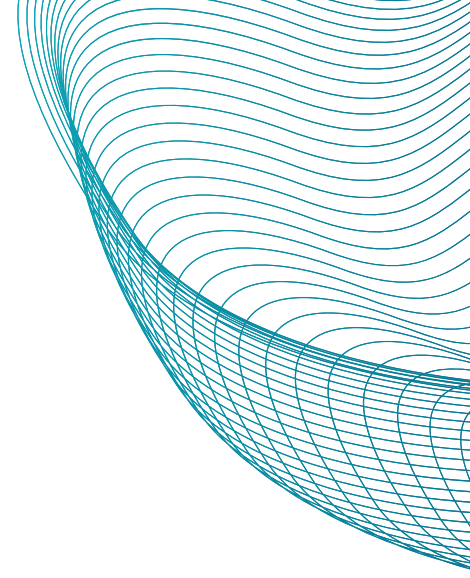
## Unique Value Proposition

Voice of business and only regional economic development organization serving the City of Charlotte and 14 counties across the Carolinas.

**Grow the Economy**

**Advocate for Business**

**Convene Diverse Stakeholders**



# 2023 Select CLT Team



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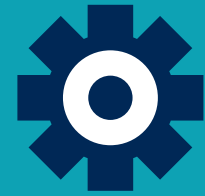
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# Our Services



Business  
Intelligence Tools



Site Selection  
& Real Estate  
Assistance



Regional  
Market Data



Incentives  
Analysis



Connectivity to  
Key Resources



Market Entry &  
RFP Response



FDI Company  
Support



Project  
Management

# Why the Charlotte Region?



1

## Business

Dual state market with leading business climates & a proven relocation hub for manufacturing, innovation & finance sector companies



2

## Connectivity

Home to one of most connected airports in the world & logistically superior to most US markets



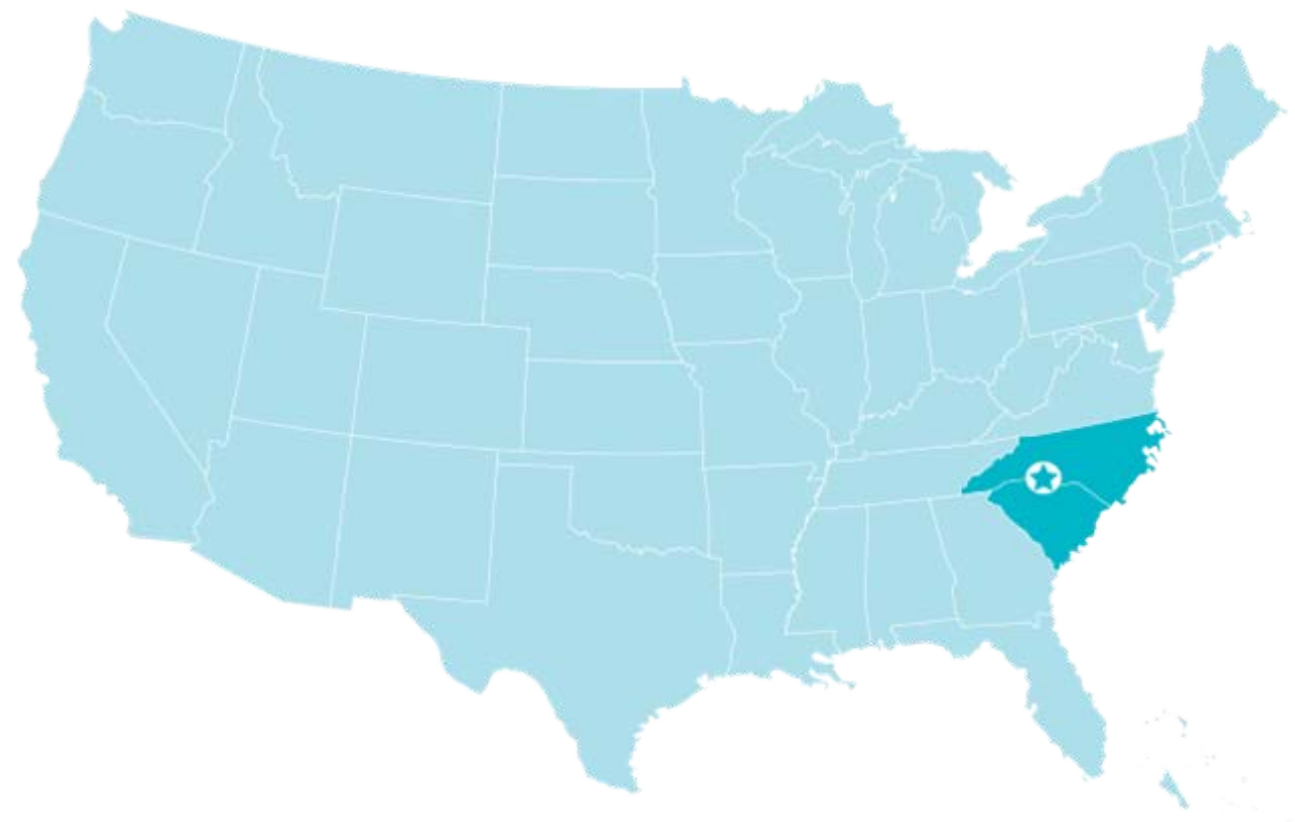
3

## Quality of Life

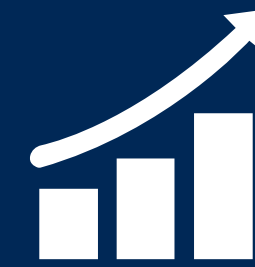
Diverse talent is here, and is moving here at one of the fastest rates in the country



# Regional Fast Facts



## Population



Top 10 Fastest Growing Large Metro

2.9M (2021)

4.7M (2050)

## CLT Douglas International Airport



Top 10 Busiest Airport in the World

180+ Destinations

35+ International Destinations

750+ Daily Flights

## Education



13 Top Tier Research Universities  
within 250 Miles

90K+ Alumni

16K+ Recent Graduate Alumni

## Business Climate



Home to 18 Fortune 1000s & 10  
Fortune 500s HQs

3.2% MSA Unemployment Rate

# Domestic Migration

Median Age: 31

113 Move to the CLT Region Daily

3 Interstates  
I-77, I-85, I-40

# Where People Are Moving From

Annual Net Migration into Charlotte Metro (500+)





# Top-Tier University Talent Attraction

76

% of UNC-Charlotte Graduates Stay in NC

60

% of UNC-Charlotte Graduates Stay in CLT

160K

Alumni from Regional Universities & Colleges

16K

Alumni from Additional Top Tier Research Universities

117K

Bachelor's Degree Alumni from 7 Major Carolinas Universities



**Not Shown**

1. Belmont Abbey College
2. Catawba College
3. Clinton College
4. Davidson College
5. Gardner-Webb University
6. Johnson & Wales University - Charlotte
7. Johnson C. Smith University
8. Lenoir-Rhyne University
9. Livingstone College
10. Northeastern University
11. Pfeiffer University
12. Queens University of Charlotte
13. University of South Carolina - Lancaster
14. Wingate University

# Major Employers by Target Sector



## ADVANCED MANUFACTURING

DAIMLER

COMMSCOPE®

CORNING



## INNOVATION ECONOMY



credit karma™



## FINANCIAL SERVICES



BANK OF AMERICA

TRUIST 

ally

WELLS FARGO

## LOGISTICS & DISTRIBUTION

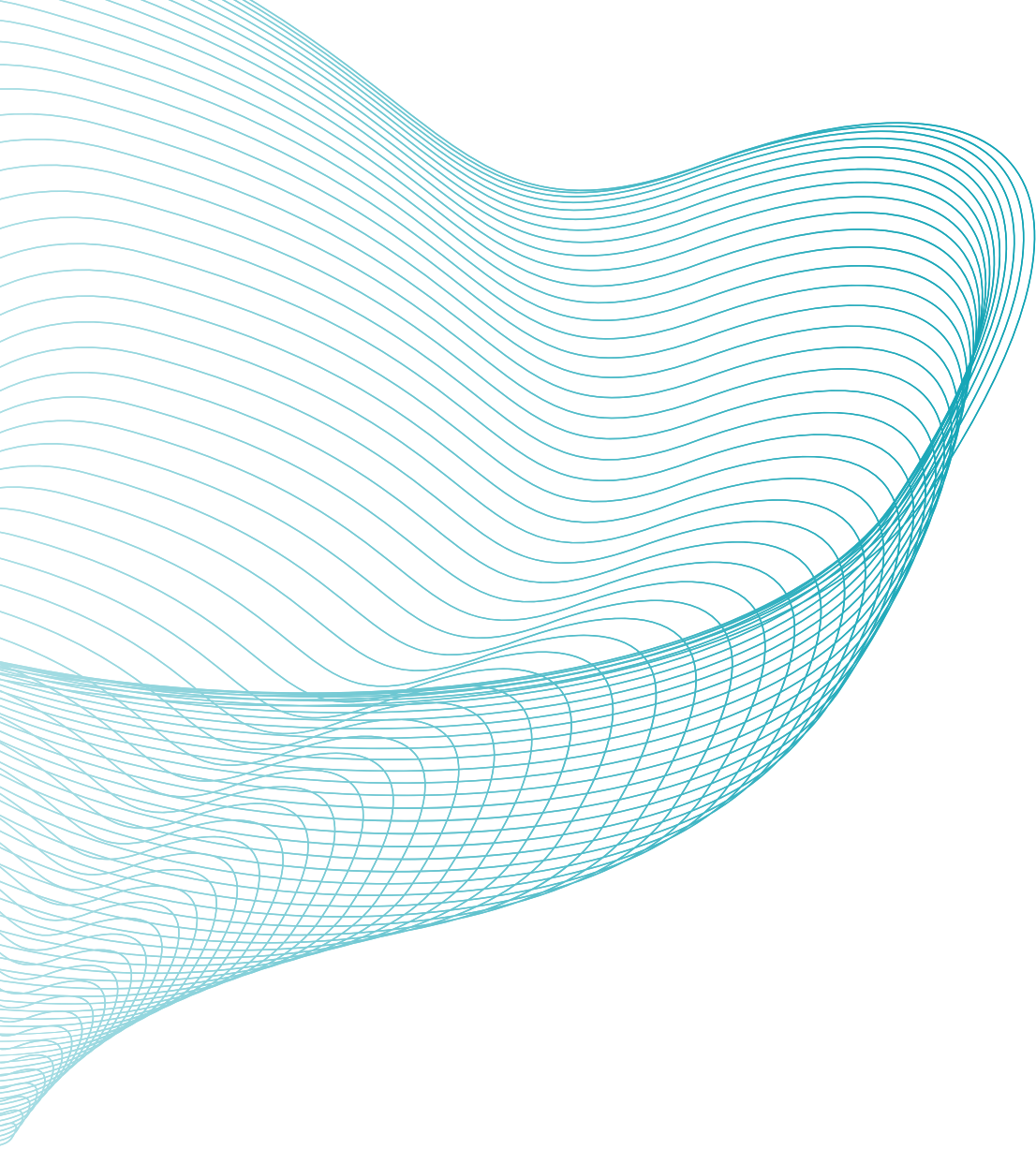


chewy



## LIFE SCIENCES





# Advanced Manufacturing

## Talent



145K+ Employed



15 Advanced Mfg Training Programs



Customized Training Programs

## Business Climate



Top 2 States for Manufacturing Competitiveness



Top 2 Lowest Unionization Rate States in US



2 Lowest Corporate Tax Burden States in Southeast

## Connectivity



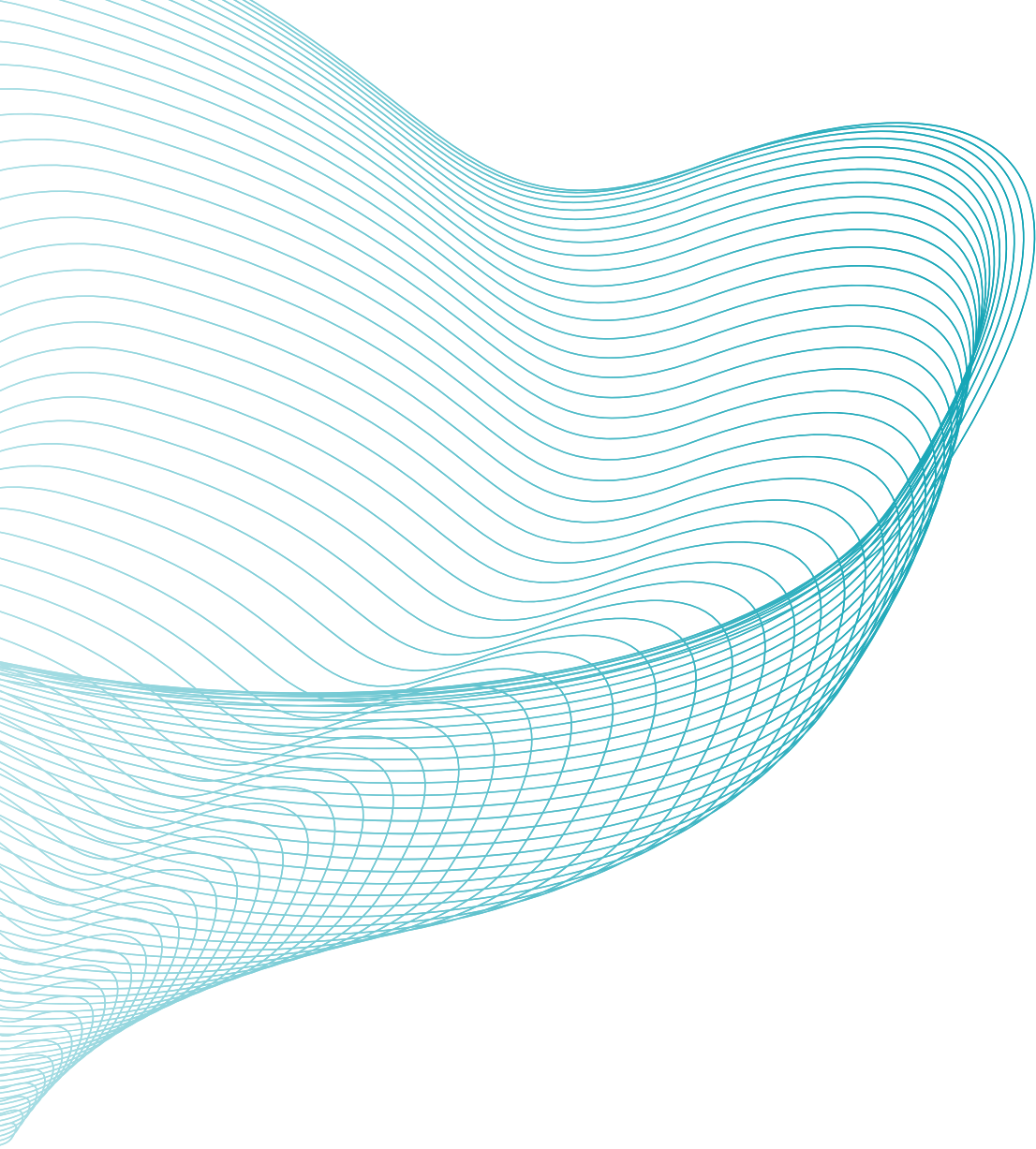
Infrastructure  
*Rail, Air, Road & Sea*



100M People  
within 1-Trucking Day



60% of US within 2.5 Hour  
Flight

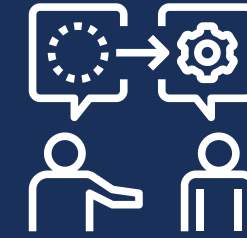


# Innovation Economy

## Talent



39K+  
Employed



18% Talent Pool Growth  
(compared to Feb  
2022)



350+ Active Firms  
&  
7 unicorns

## Funding



16B+ of Capital  
Investment Since 2000



100+ Investors  
(Angels, VC,  
Incubators)



Discretionary &  
Remote  
Workforce Grants

## Assets



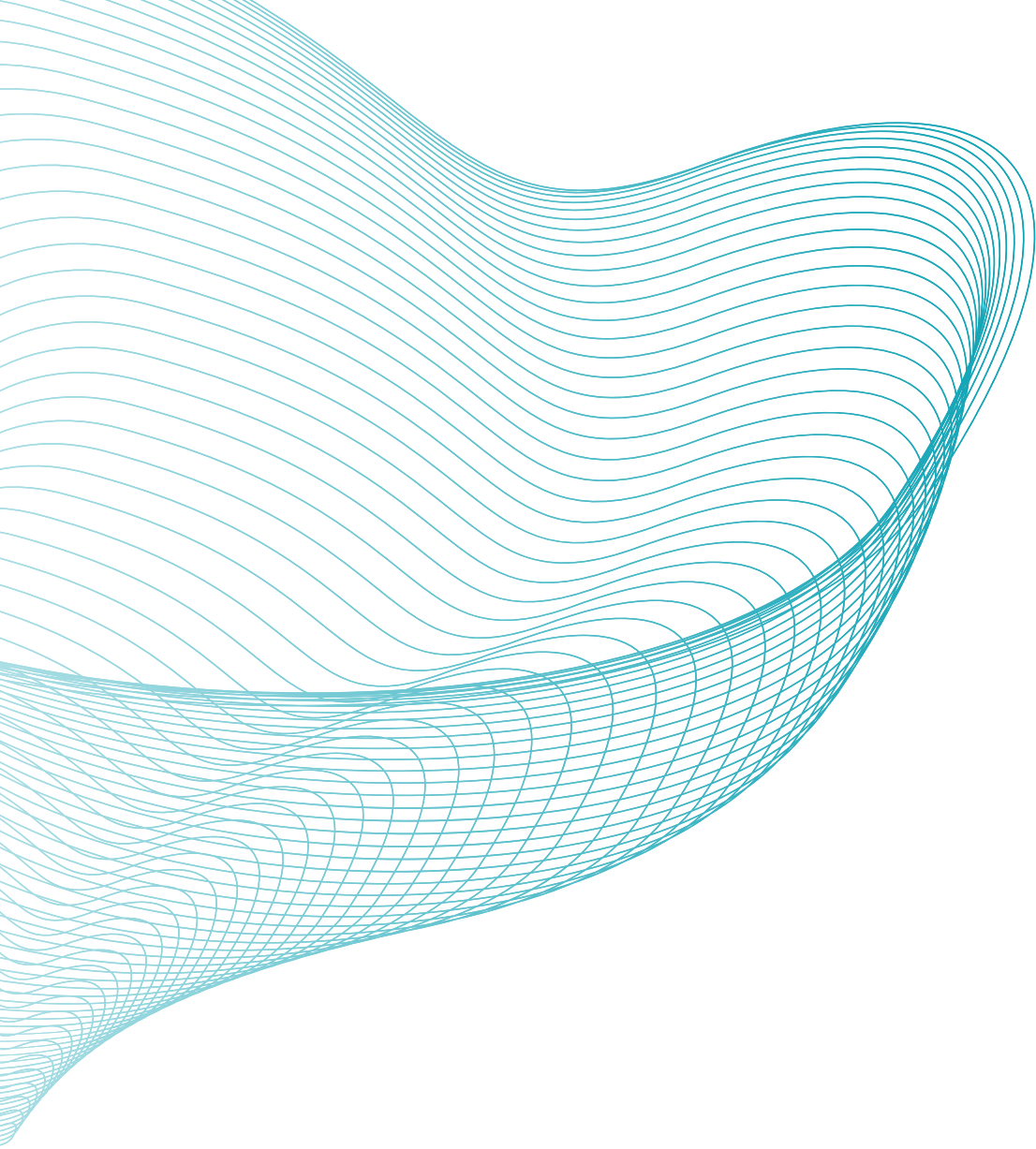
15 Accelerator  
&  
Incubators



15 higher education  
institutions with  
programs



Key niches: fintech, SaaS,  
manufacturing, TMT, and  
healthtech



# Financial Services

## Talent



105K+ Employed



13K Employed in Fintech & Insurtech

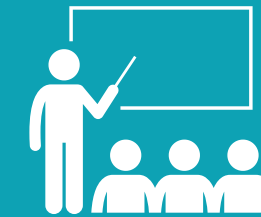


Fastest Employment Growth in the US

## Assets



HQ for 2 of the Top 10 Largest Banks



UNC Charlotte  
9 Majors, 6 Master's & 2 Doctoral Programs



25 Research Universities within 250 miles

## Fintech Industry Support



Carolina Fintech Hub



Queen City Fintech



RevTech Labs

# Startup Assets in the Region



## RevTech Labs

- Fintech & Insurtech Accelerator Program
- Health Innovation Summit
- \$2B in raised capital
- 1000+ jobs created



Click link to go to website



## Carolina Fintech Hub

- Collaborative Fintech Community for Startups & Financial Firms
- Provides Resources & Support
- Attract & Retain Fintech Talent



Click link to go to website

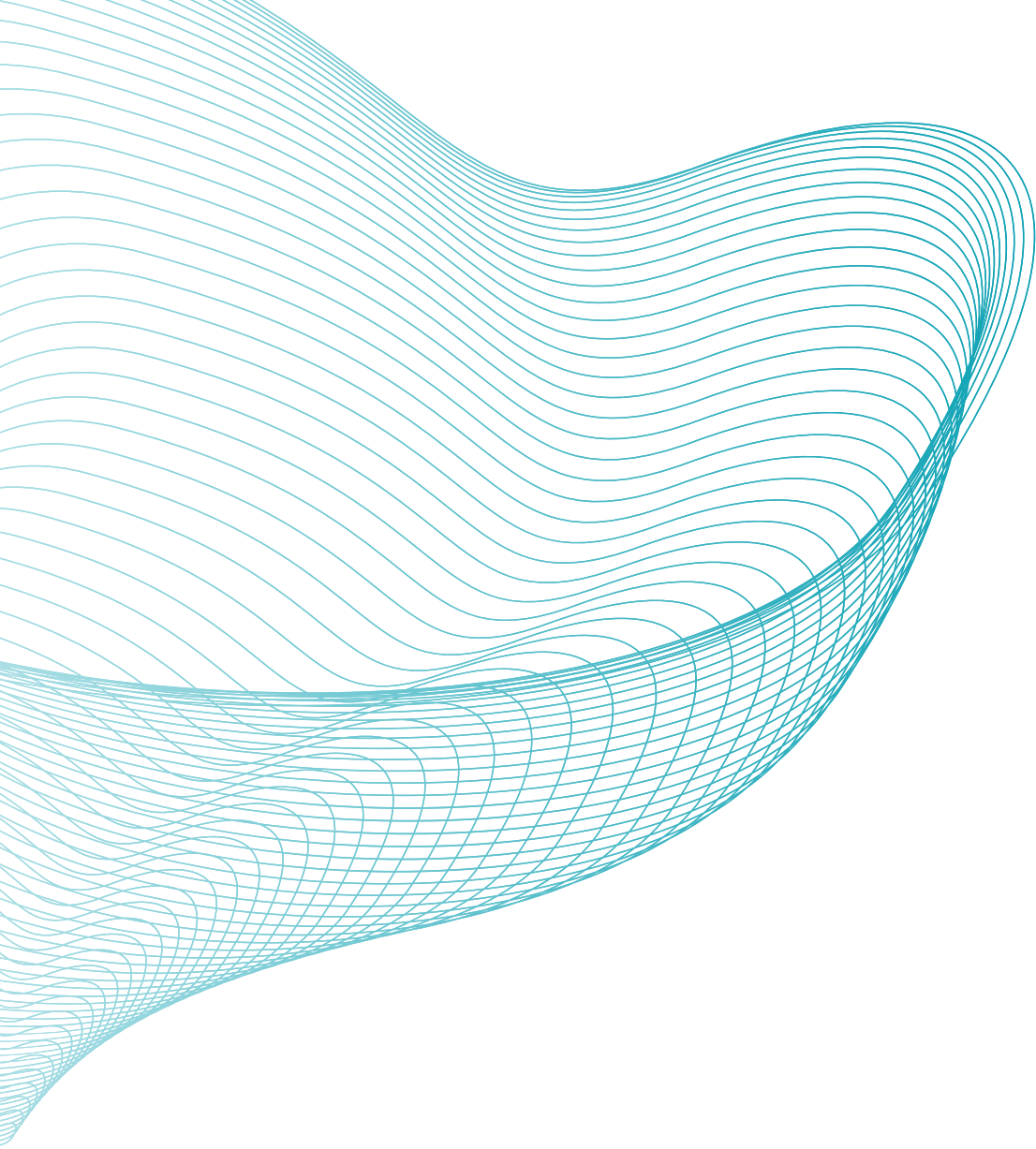


## Innovate Charlotte

- Non-profit accelerating Entrepreneurship
- Venture Mentoring Services
- Ecosystem Events to connect & build relationships



Click link to go to website



# Logistics & Distribution

## Talent



97K+ Employed



40% Past Growth (2017-2022)



40K Hires in 2022

## Industry Cluster Employment



Warehousing  
30K+



Trucking  
27K+



Air  
13K+

## Connectivity



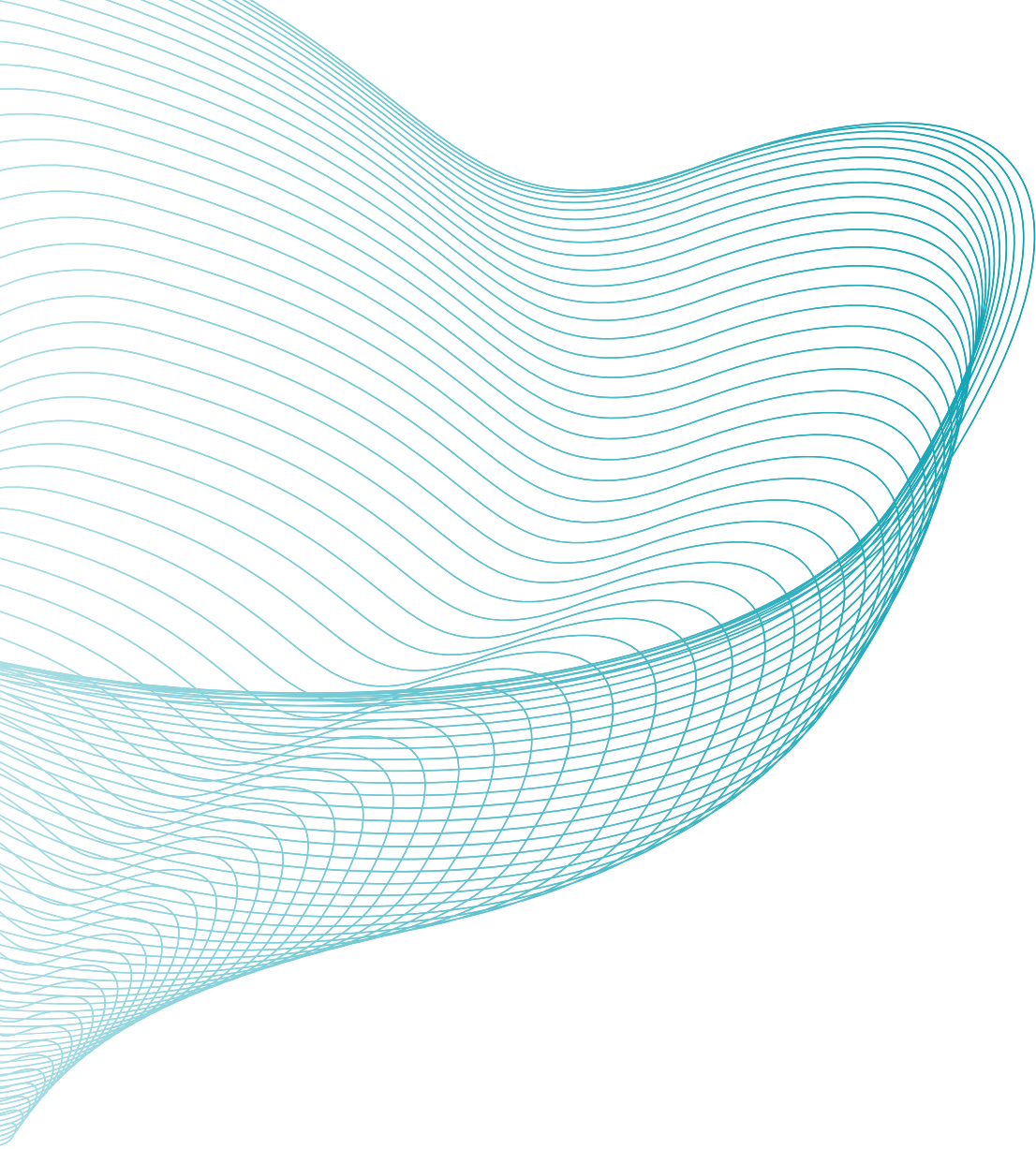
Infrastructure  
*Rail, Air, Road & Sea*



100M People  
within 1-Trucking Day



60% of US within 2.5 Hour  
Flight



# Life Sciences

## Talent



22K+ Employed

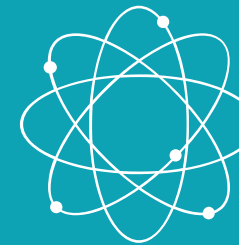


48% Growth in Lifesciences  
Since 2012



20+ Institutions Offering  
Training Programs

## Industry



Top 5 Markets Among 50  
Largest US Metros for  
Biological Product Mfg.



60% Growth in R&D  
Since 2012



50+ Innovation &  
Research Centers

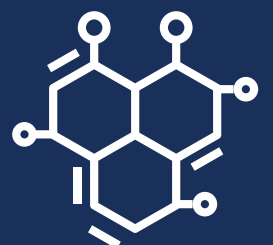
## Assets



The Pearl: New  
Innovation District



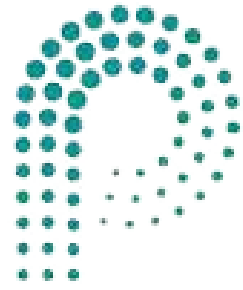
Wake Forest School of  
Medicine (2024)



350 Acre NC Research  
Campus



# Life Science Assets in the Region



## The Pearl Innovation District

- 20-Acre Site in Midtown CLT
- The IRCAD Institute North American HQ Announced
- Multi-phased & Mixed-use



Click link to go to website



Click link to go to video



WAKE FOREST  
UNIVERSITY

## Wake Forst University School of Medicine – Charlotte

- 1st phase of Peal District, completion 2024
- 1st four-year Medical School in CLT
- Will be Largest Educator of Medical Professionals in NC
- \$3.4B Capex, 600K SF



Click link to go to website



## North Carolina Research Campus

- 350-acre Research Campus in Kannapolis, North CLT
- Focus on Nutrition & Clinical Research
- Collaboration with 8 Universities
- 1000+ jobs created



Click link to go to website

# International Business

Flights **35+**  
Businesses **1000+**  
Employees **80K**

**274K**  
Foreign-Born Residents



GERMANY  
213  
Companies



CANADA  
96  
Companies



UNITED KINGDOM  
119  
Companies



JAPAN  
86  
Companies



ITALY  
60  
Companies



## German Companies in the Region

DAIMLER TRUCK  
North America

SIEMENS  
ENERGY

Continental

SCHAEFFLER

GETRAG

BOSCH

# German Community Assets in the Charlotte Region

Links Provided Below



## DEUTSCHE SCHULE CHARLOTTE

Only German Language School in NC

## GERMAN LANGUAGE & CULTURE FOUNDATION

Provides Scholarships & Support to Students in the Carolinas

## GERMAN AMERICAN CHAMBER OF COMMERCE - SOUTH

Convenes the German American Business Community &  
Support the Economic Relationship

## ALEMANNIA GERMAN SOCIETY OF CHARLOTTE

Non-Profit that Promotes the German Language & Culture  
in the Charlotte Area

# PROJECT EXPANSION

**Bosch**



JOBS  
**400**

CAPEX  
**\$130M**

COUNTY  
**Lincolnton, NC**

HEADQUARTERS

Gerlingen, Germany

OPERATION

Manufacturing Plant

INDUSTRY

Manufacturing

Two States.  
**One**  
Focused  
Region.



# PROJECT EXPANSION

Bosch



Bosch is planning to invest \$130 million to expand its power tools accessories manufacturing capabilities in Lincoln County. That announcement was preceded by the state's economic investment committee approving incentives for the project at a meeting this morning. The expansion is expected to create 404 jobs, committee members said when outlining the project. The new positions include minimum average annual wages of \$53,204, which is above the county average of \$49,332.

"We aim to provide local-for-local solutions to support our businesses and the expansion for Power Tools in Lincolnton is further evidence of our commitment to develop local manufacturing here in the region," said **Mike Mansuetti**, president of Bosch in North America.

Source: WSOC-TV

Two States.  
One  
Focused  
Region.



SELECT CLT

FEB 2023

# PROJECT ANNOUNCEMENT

Captron

*CAPTRON*

JOBS

**2**

CAPEX

**\$1M**

COUNTY

**Lancaster, SC**

ORIGIN LOCATION

Mammendorf, Germany

OPERATION

U.S. Headquarters

INDUSTRY

Electronics Mfg.

Two States.  
**One**  
Focused  
Region.



# PROJECT ANNOUNCEMENT

## Captron



Captron, a German electronics manufacturer, has relocated its U.S. headquarters, sales, and service operations to Lancaster County.

Captron is a world market leader for innovative sensor technology. The company manufactures high-quality sensors that support food and beverage, pharma, building engineering, automotive manufacturing, traffic and transportation, aviation, robotics, and logistics.

The company recently relocated its sales and service operations from White Plains, New York, to a site in Fort Mill, with the potential to expand into production in the next few years.

“Selecting the Charlotte Region was a strategic decision, based on the favorable advantages of operating costs, infrastructure and talent found here,” Sean Walters, Captron North America general manager said.

Two States.  
One  
Focused  
Region.



# PROJECT EXPANSION

## Siemens



JOBS

**226**

CAPEX

**\$50M**

COUNTY

**Mecklenburg, NC**

HEADQUARTERS

Munich, Germany

OPERATION

Manufacturing Plant

INDUSTRY

Manufacturing

Two States.  
**One**  
Focused  
Region.





# PROJECT EXPANSION

# Siemens

# SIEMENS ENERGY

"The U.S. is and will continue to be one of the most important markets for Siemens, and we are proud to expand our operations in Charlotte, N.C.," stated Randy Zwirn, president and CEO of Siemens Energy Inc. "We've had a large presence in the Charlotte area and in other areas in North Carolina for 40 years now, and it was our first-hand knowledge of the excellent business environment here that convinced us to expand our investment further. Charlotte is definitely an emerging energy center of excellence and we owe many thanks to the State of North Carolina and the City of Charlotte for their ongoing dedication to our business success. We look forward to our next 40 years in Charlotte."

"Our Charlotte operation is a critical part of Siemens Energy global manufacturing network, serving not only the U.S. but other regions in the Americas as well," said Dr. Michael Suess, CEO of the Siemens Energy Fossil Power Division. "We have manufacturing locations strategically positioned all over the world in order to best serve our customers with solutions that are delivered more quickly and cost efficiently."

Siemens Energy supplies the power systems that provide one-third of the nation's electricity, and through this expansion in Charlotte, Siemens will be able to continue bringing efficient and competitive power generation solutions to U.S. and Americas-based customers. Siemens employs nearly 10,000 people in the energy sector and 69,000 people overall in the U.S. covering the energy, healthcare and industry sectors. Siemens Energy currently employs 780 workers at its 550,000-square-foot Charlotte manufacturing facility, an operation that has been in place for 40 years.

Source: Reliable Plant News Wires

Two States.  
One  
Focused  
Region.



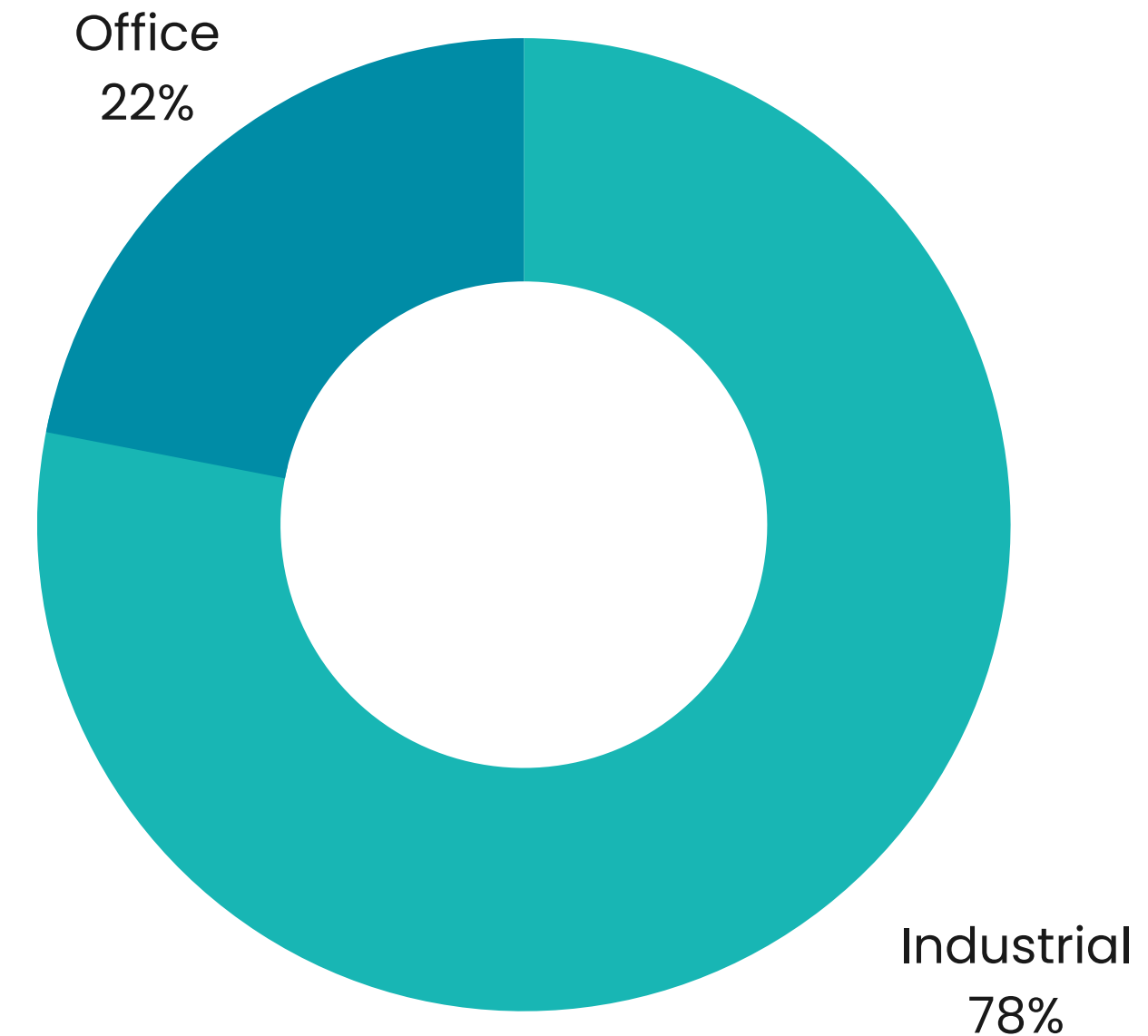
CHARLOTTE  
REGIONAL BUSINESS  
ALLIANCE

SELECT CLT

# Select CLT Project Pipeline

Industrial vs. Office projects in pipeline

We are seeing more industrial projects than office projects in our pipeline for 2023



# Quality of Life

Urban, Rural, Suburban & Lake Living

[2023 Charlotte Official City Guide  
Virtual Magazine Link](#)



# Our Life: Entertainment



Bank of America Stadium



Spectrum Arena



Camp North End



Carowinds Amusement Park



Lake Norman



White Water Rafting Center



Greenways & Trails

# Our Life: Food & Drink

75+

Breweries in the Charlotte Area

400

Vineyards in the State of North Carolina

7

Ranked Among "Up & Coming Cities for Food Lovers"

## Restaurants

---

Seoul Food Meat Company

Midwood Smokehouse

Haymaker

Optimist Hall

The Capital Grill

Yunta

The Fig Tree

Cajun Queen

Haberdish

The King's Kitchen

La Belle Helene

Aliño Pizzeria

## Breweries

---

Sycamore Brewery

Birdsong Brewing Co

Legion Brewing

Suffolk Punch

Gilde

Olde Mecklenburg Brewery

Monday Night Brewing

Heist Brewery

Trolley Barn Brewery & Food Hall

## Wine & Vineyards

---

Raffaldini Vineyards

Barcelona Wine Bar

Dilworth Tasting Room

Shelton Vineyards

Childress Vineyards

Dobbins Creek Vineyards

Treehouse Vineyards

Davidson Wine Co

Hanover Park Vineyard

# Our Life: Sports

#3

Ranked City for  
Sports Business in the  
Nation

5

Professional  
Sports Teams



Home to the Atlantic Coast Conference &  
Big South Conference Headquarters



WELLS FARGO  
CHAMPIONSHIP



# Our Life: Arts

\$5M

In Public Art  
Commissions to Artists  
of Color by the ASC

\$359M

In Economic Activity  
Generated from the Arts &  
Culture Industry

(2017)

1K

Cultural Assets in  
Charlotte

## Art

ArtPop  
STREET GALLERY



Charlotte  
Art League

## Music

PNC  
MUSIC PAVILION  
CHARLOTTE

Spectrum  
CENTER

avidxchange  
music factory

## Theater



## Museums

LEVINE  
CENTER  
FOR THE ARTS



Charlotte International Arts Festival



Bechtler Museum of Modern Art

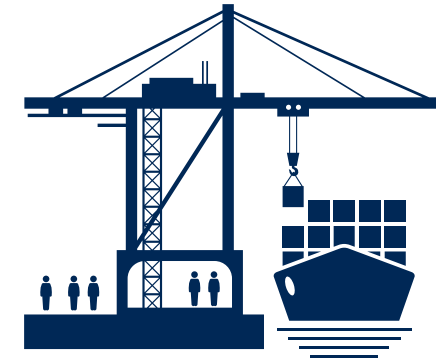


NoDa Neighborhood

# Transportation Assets in the Charlotte Region



**AIRPORT**  
**#7**



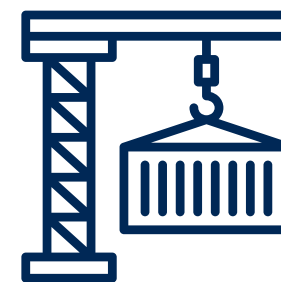
**DEEP SEA PORTS**  
**3**



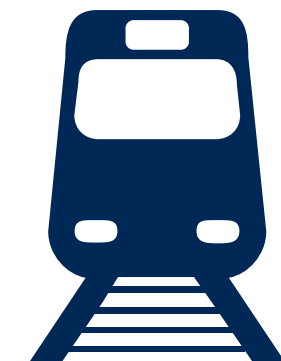
**RAILWAYS**  
**2**



**INTERSTATES**  
**3**



**INLAND PORTS**  
**1**



**LIGHT RAIL**  
**18.9 Miles**



# Charlotte-Douglas International Airport



**10th** In Total Passengers

**36** International Destinations

**118K** Daily Passengers

**7th** In Arrivals & Departures (2022)

**178** Non-Stop Destinations

**1400+** Daily Aircraft Movement



Questions?