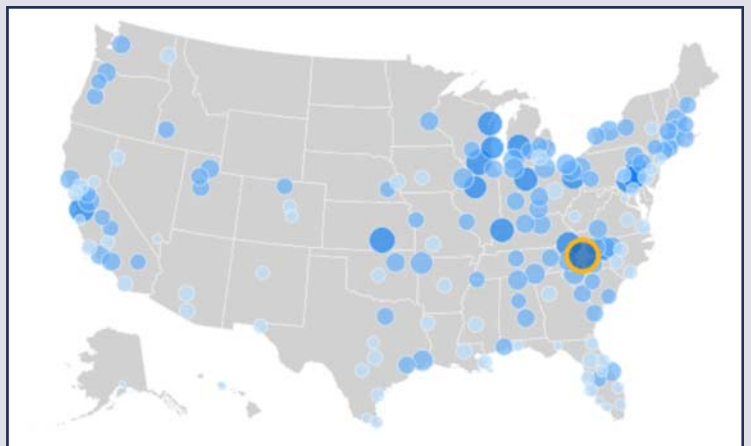




Hickory MSA has the highest percentage of employees in the manufacturing sector in NC and SC; 3 times as specialized in manufacturing as the national average.

- Hickory Metro ranks 8th in the nation for concentration of manufacturing—420 manufacturers in Catawba County alone
- 27% of workforce is in manufacturing compared to the NC average of 11% and the national average of 9% (2016)
- Average manufacturing wage in the Hickory Metro is below the US average wage for all jobs and below the national manufacturing wage

Manufacturing share of all jobs in 2010
MSAs with population of 200,000 and above



Hickory-Morganton-Lenoir, NC

Number of manufacturing jobs	37,167
Manufacturing share of all jobs	25.3%
Share of manufacturing jobs, high-tech	16.6%

Source: Manufacturing Share of jobs from Brookings, **Locating American Manufacturing**, April 2012

Other Competitive Advantages

- Low Cost, Reliable and Redundant Electricity
- Low Cost/Abundant Water (up to 12mgd available capacity)
- Low Cost and Reliable Fiber and Network Infrastructure by multiple providers (AT&T/CenturyLink/Charter Business/Duke Net/others)
- Low property tax rates
- Lowest Unionization Rate in NC—Less than 1% unionization rate with only 1 of over 425 manufacturers unionized
- Insulated from Natural or Manmade Disasters
- Fast Track Local Permitting
- Extensive Training Assistance from the NC Community College System
- Manufacturing Assistance through the Manufacturing Solutions Center
- Manufacturing Assistance and Training by NC Center for Engineering Technologies
- Laborforce totals over 390,000 within a 45-minute drive time
- Within 45 minutes of the Charlotte Douglas International Airport

Forbes

**Hickory, NC ranked
#1 in the US for
Cost of Doing Business in 2016**

Ranked in the top 6 since 2006



Demographics

	Catawba County	Greater Hickory MSA
Population (2015):	155,828	363,074
Population Growth (2000-2010):	9.2%	7.8%
Households (2015):	60,498	140,497
Median Household Income (2015):	\$40,450	\$40,380
Per Capita Income (2015):	\$24,100	\$22,281
Unemployment Rate (Feb 2017):	4.7%	4.7%
Labor Force (Feb 2017):	77,834	173,166
Unemployed (Feb 2017):	3,653	8,116
Retail Sales: (*12th Highest in NC)	\$2.12B*	\$3.51B
Bank Deposits: (*9th Highest in NC)	\$2.74B*	\$4.13B

Catawba County Ethnicity (ACS 2015)	
White, Non-Hispanic	77.0%
Hispanic	8.8%
African American	8.4%
Asian*	3.7%
Other	2.0%
*-8th largest Asian population in NC, 2015	
Catawba County Educational Attainment (ACS 2015)	
High School Diploma or Higher	83.8%
High School Graduate	29.6%
Some College	21.2%
Associate Degree	9.5%
Bachelor's Degree	15.2%
Master's Degree & above	8.3%

Manufacturing Solutions Center

Bringing manufacturing into the NEW ERA of changing technologies, global marketing and production innovations.: The mission of the Manufacturing Solutions Center (MSC) is to help US manufacturers increase sales, improve quality and improve efficiency to create or retain jobs.

This is accomplished by:

- Enhancing and improving products through research and development
- Assisting in creating prototypes for new, innovative offerings
- Analyzing new materials to enhance structure and programs
- Testing products for reliable content and quality
- Training personnel for lean manufacturing processes and supply chain efficiencies
- Providing a forum for rollout of new 21st century technologies
- Providing hands-on guidance for international marketing, sales and military procurement
- Providing photo-realistic renderings and visualizations
- Creating 3D rapid prototypes in a variety of materials
- Industry advocacy

Our services include::

- Testing Services
- Training
- Product Development
- Marketing
- Engineering
- Inventors & Entrepreneurs



NC Center for Engineering Technologies



The North Carolina Center for Engineering Technologies provides facilities for applied research in engineering related fields and serves as a conduit to baccalaureate education delivered by the University of North Carolina system schools. Conceived as a community supported higher education effort in technical and engineering disciplines, this Center was established through a collaboration of business, government and higher education organized as the Future Forward Economic Alliance. The Center may collaborate with other schools in bringing the best programs to the region to meet the employment needs.

Labs include:

- Rapid Product Realization Laboratory
- Engineering Design Laboratory
- Metrology & Reverse Engineering Laboratory
- Distance Education Lab
- Polymers Lab
- Patternmaking Laboratory

Degree programs include:

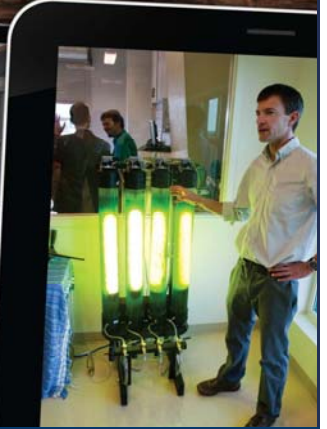
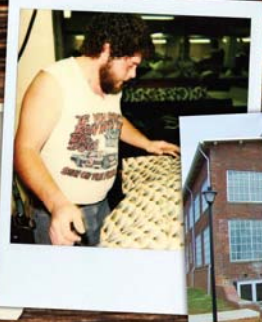
- Building Sciences (Appalachian State University)
- Engineering Technology (Western Carolina University)
- Industrial Technology (East Carolina University)
- Electrical Engineering Technology (UNC-Charlotte)
- Fire Safety Engineering Technology (UNC-Charlotte)
- Engineering Management (UNC-Charlotte)

420 manufacturers · < 1% unionization rate · Only 1 unionized manufacturer

...transforming through innovation.



Here's a picture of the Hickory Chair Engine Room in 1917. Superintendent D. R. Hall is on the right.



A community of craftsmen...

CATAWBAEDC
CATAWBA COUNTY ECONOMIC DEVELOPMENT CORPORATION

1960-B 13TH AVENUE DRIVE SE
HICKORY, NORTH CAROLINA 28602

EDC@CATAWBACOUNTYNC.GOV • 828.267.1564
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Some Catawba County Manufacturers



CENTURY FURNITURE



Catawba County EDC

Julie Pruett, Director of Recruitment

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