

ROOTED

ANNUAL REPORT 2022-2023



the
partnership

Henderson County, NC
Economic Development

ROOTED:

adjective

1. having roots.
2. to establish deeply and firmly

The 2022-2023 Fiscal Year was one of the most successful economic development years we have had in Henderson County since The Partnership's inception in 2006. We saw **\$147.05M in new capital investment** and over **198 new jobs created**. While this was a banner year, we saw more local companies grow and expand within their own footprint, with their own people. Rooted can be defined as "to grow roots", or "to establish deeply and firmly". We have done just that. We are rooted in the over 130 industries we want to see, thrive, and grow.

While this may feel like a sizeable shift in economic development, it has always been the foundation for our economic development programming in Henderson County.

We focus first and foremost on the existing industries in our community. This type of growth shows sustainability and strength. This type of growth allows our workforce strategies to be developed around the people in our community, and the generations to come. This type of growth allows us to focus on a product development strategy that is doing a lot with little.

And while we are rooted, we are ready to rise. We have spent the year re-imagining strategies around business development, existing industry programs, workforce strategies, and securing and maturing industrial sites. We are ready for what is next in our community to assure that the citizens of Henderson County have the resources and quality of life that makes this place somewhere we all know and love. We are committed to smart growth and have spent the last year continuing to adapt to the needs of our community.

No matter what the economic future looks like, we remain rooted in this place, its corporate citizens, and the people who are the fabric of Henderson County. We are rooted. And we are ready.



Steve Gwaltney
Vice President, Park National Bank
2022 – 2023 Chair of the Board



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Everett Lynch

UPM Raflatac

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Dominion Energy

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Blue Ridge Community College

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Town of Fletcher

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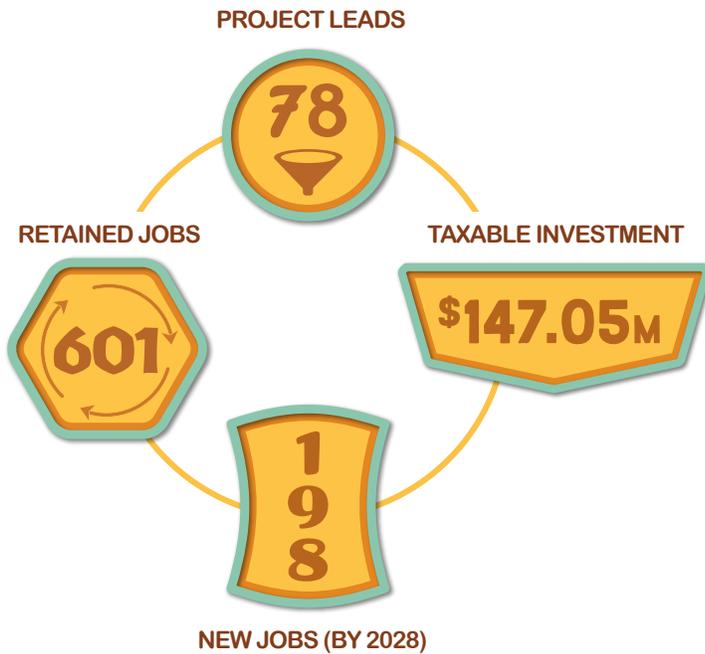
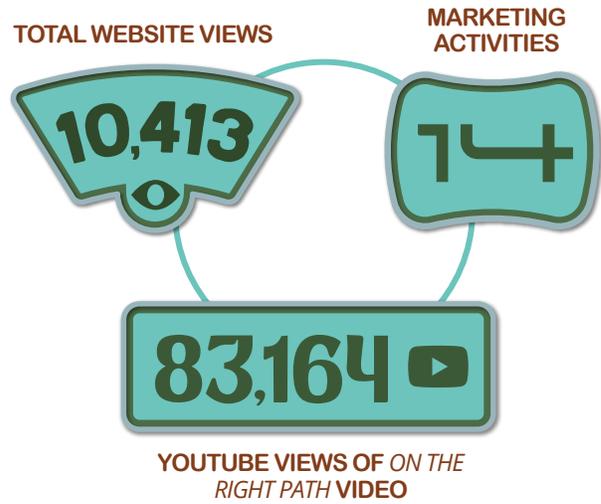
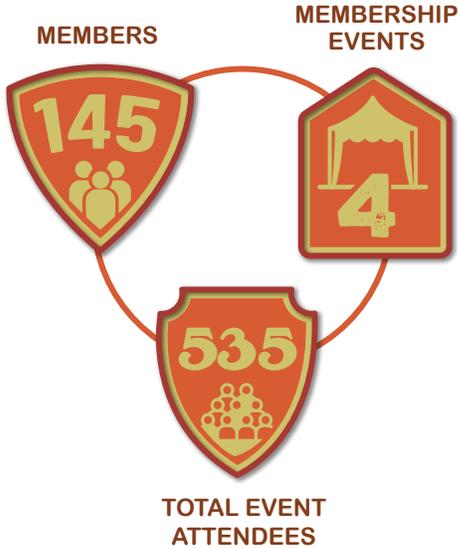
Victoria Todd

Director of Marketing

2022 2023

YEAR IN REVIEW

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



TILLING THE SOIL

Product Development: Ferncliff Park, Blue Ridge Commerce Center, & Garrison Park Sign

When the Economic Investment Fund of Henderson County (EIF) was established in 2016, there was no way to know what the future would hold. By 2020, EIF owned the 40+ acre Garrison Industrial Park. In 2021, it sold 18+ acres to Jabil and in 2023 had installed a new sign, continuing to market the two remaining parcels in the park, and investing in due diligence to further prepare the park.

Concurrently, in July of 2022, Henderson County was in discussion with EIF and the Asheville Regional Airport for one of the largest product development endeavors in county

history, bringing the number of marketable industrial acreage in the park to 100. The County purchased the remaining 33+ acres of Ferncliff Industrial Park with plans to swap a portion of the land with the Airport and then have a first right of offer on an additional 60+ acres – for a total of 101 acres that would be marketed by The Partnership for industrial use. The Partnership soon deployed funds received from Duke Energy for product development and worked on updating the due diligence, brushing off some marketing materials, and revitalizing site plans. This new cobbled acreage led the way for new

business development and marketing opportunities for the county.

While the County and EIF were active in the vision to secure industrial sites, private developer Oppidan, closed and broke ground on the 60+ acre Hudgens industrial site that went through the Duke Energy Site Readiness program in 2021. In October, The Partnership joined community leaders to break ground on the site that will house up to 630,000 square feet of speculative industrial buildings, another tool in the arsenal for the county, including the prestigious Paris Air Show.



“It seemed as if overnight, The Partnership through EIF had over 180 acres of industrial land to market, when in actuality it was decades of work and dedication focused on product development. While it took EIF a while to get settled, it feels as if we have landed and are heading in a good direction.”

– KELLY LEONARD,
2022-2023 Chair of Economic Investment Fund of Henderson County



CULTIVATED GROWTH

Cummins- Meritor grows again

Since opening its doors in 1982 as Rockwell, Cummins- Meritor established itself as an integral part of the local economy by providing high-quality, high-paying careers to Henderson County citizens. In October 2022, the company celebrated 40 years in Henderson County with the addition of **40 new jobs** and a **\$41M investment** in machinery and equipment.

Based in Troy, Michigan, Cummins-Meritor serves commercial truck, trailer, off-highway, defense, specialty, and aftermarket customers around the world. The company represents 70% of Class 8 commercial vehicle axles on the road in North America. The Henderson County facility uses advanced manufacturing processes in its assembly, gearing, and axle housing operations, and has close

to 500 employees. The investment focused on new technologies that enhanced production capabilities and accelerated the Smart Factory model that many companies are adopting in order to remain competitive in today's market.



“Existing industry is the heartbeat of Henderson County. The Henderson County Partnership for Economic Development is focused on companies having the tools and resources to be successful. We look forward to a bright future.”

- STEVE GWALTNEY,
2022- 2023 Chair of Henderson County Partnership for Economic Development





DIGGING DEEPER

Lassonde Expands

In 2022, The Partnership continued to stay rooted in Henderson County's existing industry by ensuring that each of the 130+ manufacturers had the tools to succeed. The hard work paid off with the announcement of a **\$55M investment** from Lassonde Industries, Inc. in December 2022. The project included the construction of a new facility as well as the addition of a new production line and **30 new permanent employees** with wages exceeding the county's average wage.

Lassonde, a leading producer of fruit juices and drinks, has been in Henderson County since 2002, providing quality jobs for Henderson County citizens in a growing industry. Residing in a 400,000 square foot campus, it currently has four production lines and extensive warehousing within the county. With production of over 200,000 gallons of juices and beverages per day, the company's local production represents over 200 flavors including grape juice, apple juice, mixers, lemonades, teas, and more.



"Lassonde Pappas and its leadership exemplify the trust our existing industry puts into our community to be a contributing partner to their success. We look forward to many more years of shared success with the announcement of this project."

- REBECCA MCCALL,
Chair of Henderson County Board of Commissioners

PLANTING SUCCESS

Elkamet Announces Addition

Located in East Flat Rock at the previous site of the Henderson County Fairgrounds, Elkamet announced plans for its fourth expansion since arriving in 2006. The project focused on the investment of \$3.6M into real property, \$1M in business personal property, and the creation of at least 5 new positions with an average wage exceeding \$53,000 annually.

Beginning in Germany's industrial heartland in 1955, Elkamet is a family-operated manufacturing company with products used across the vehicle and lighting industries. It produces extruded profiles from industrial polymer materials for automobiles as well as PA/PE/X-PE tanks for fuel and hydraulic systems for building construction machinery

and fork trucks. Since opening its Henderson County location 16 years ago, the company has announced four expansions, investing in over **20 million dollars of taxable investment** and **160 employees** in the community.



"Elkamet is proud to continue to invest in Henderson County. Our employees and this community have been instrumental in our success in the United States, and we're excited to keep this momentum going with additional employees and equipment to support our company's rapid growth."

- CARSTEN ERKEL,

Vice President and General Manager at Elkamet



BRANCHING OUT

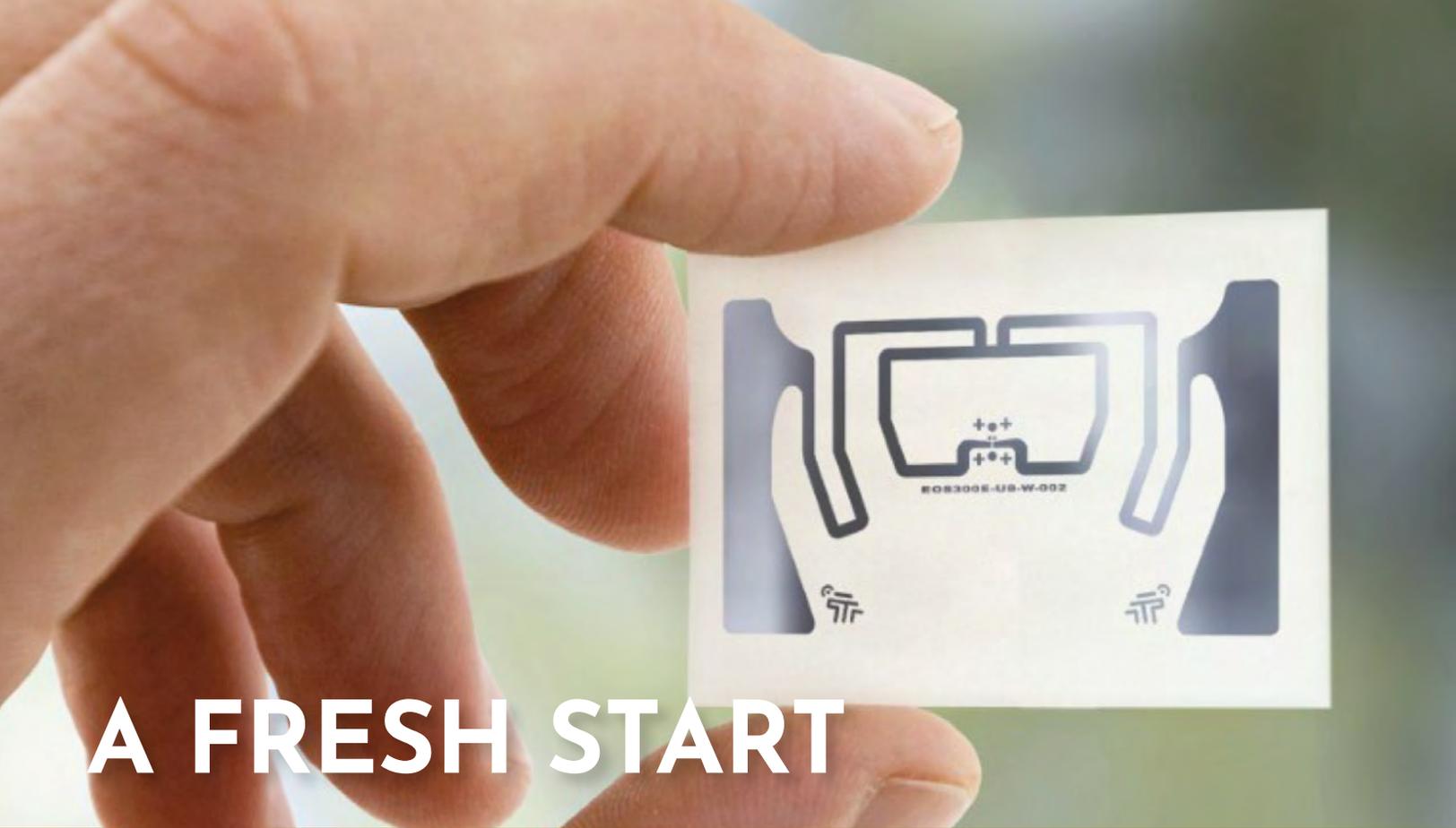
Emetelle Sets Up US location

Record demand from North American customers brought Scottish company, Emetelle, to Henderson County. In operation since 1980, Emetelle is a global manufacturer of pre-connectorized, blown fiber cable and employs more than 700 people across its seven worldwide manufacturing facilities. The company announced an expansion of its operations and co-located to a building in the Town of Fletcher owned by sister organization, Mainetti Retail Solutions.

With locations in Scotland, the United Kingdom, Germany, and Denmark, the new facility is the international company's first location in the United States and has allowed it to better serve North American customers. And through existing regional partnerships, Emetelle is set to provide its first fully "Made in the USA" range of micproducts, conduits, and eventually its full complement of product solutions for Fiber to the Home (FTTH) applications.

"Our U.S. expansion marks a landmark moment for Emetelle. With an estimated multi-billion dollars to be invested in Fiber Rollouts across the US in the next five years, the new manufacturing facility in Henderson County ensures our customers across North America have access to our high-quality product range."

- TONY RODGERS,
CEO of Emetelle



A FRESH START

Tageos Locates to Quality Point

In September of 2019, the largest employer in the county, Continental, announced it would be closing its Henderson County operation at the end of 2022. Right on time, as the 2022 calendar came to a close, so did the facility. However, the silver lining was just right around the corner. Shortly after the closure, Clark Capital, a familiar face in Henderson County, acquired the building and worked to breathe new life into the space. The real estate investment

firm took the Class A building and divided it into a multi-tenant opportunity that welcomed a variety of businesses, known as Quality Point. Pretty soon, clients began knocking.

Project Expo locked sights on North Carolina and Alabama based on each state's respective RFID workforce. Soon the company zoomed in on Western North Carolina and the vacant building rebranded as Quality Point. Quality Point offered an ease

of entry into a growing market, with access to strong labor, skilled talent, and training programs offered locally. Tageos, a French RFID manufacturer, announced its first United States location in February 2023, creating **92 new jobs** with annual average wages exceeding \$67,000 and more than **\$33.7M in capital investment** over three years.

\$33.7M

"Henderson County is the optimal location to efficiently serve our North and South American customer base. This new facility will also help us to further accelerate our sustainability mission of producing products in the same region where they are used. With that, customers can truly benefit from the fact that our RFID inlays and tags will be available quickly and sustainably. Hence, we believe this expansion will be an incredibly positive and monumental driver in the market,"

- MATTHIEU PICON,
CEO of Tageos



SEEDS OF SUCCESS



The Made in Henderson County (MIHC) program expanded its reach in 2022 through a strong relationship with Henderson County Public Schools and Blue Ridge Community College. Over the course of the year, The Partnership hosted 6 different days of industry tours for middle school students, high school students, high school guidance counselors, and high school Career & Technical Education faculty. Altogether, over 150 students and influential adults toured 8 various manufacturers in Henderson County. Attendees discovered manufacturing as a viable career option after high school, strengthening Henderson County's workforce development pipeline.

MIHC's flagship initiative, the Made in Henderson County Apprenticeship, had another successful year in partnership with Blue Ridge Community College (BRCC). In the year 2022-2023, 20 students applied to be a part of the apprenticeship program. For the first time in program history, BRCC offered two draft days in the 2022-2023 year. By introducing a draft day in February, the program is now able to capture adult learners and early graduates who are interested in the program, while maintaining the Spring draft day for those able to join the program in August.



Workforce Task Force

In addition to offering direct programming to students, The Partnership expanded its workforce development efforts through the creation of the Workforce Development Task Force in fiscal year 2022-2023, as an extension of the Made in Henderson County brand. This task force was made up of 9 manufacturers in Henderson County tasked with facing top workforce development issues head on by working through creative solutions. Throughout the year, the new group met to discuss in-depth comprehensive hiring practices and workforce housing initiatives.

Made for This Campaign

In an effort to assure tomorrow's workforce can picture themselves in a manufacturing career, the Made for this Campaign was launched. The campaign worked with six employers and numerous employees to feature posters in local high schools and community locations that show the many job opportunities for all citizens that exist in Henderson County. The posters were directed back to HendersonCounty.jobs to showcase the available careers. The Task Force also worked to revamp the Employer Toolkit. The toolkit exists to be a comprehensive list of local and regional resources to support industry in their hiring needs.



CABLELING CONNECTIVITY

2023 Talent Summit

Adding to the year of workforce development, The Partnership hosted the second Talent Summit in collaboration with Blue Ridge Community College in early 2023. Representatives from twenty manufacturers met to reassess workforce needs in the community. The event tasked the Workforce Task Force with new challenges for the coming year: leadership development of existing employees as a retention effort and workforce housing.



Neighborhood Meetings

In 2023, The Partnership staff worked with Henderson County Public Schools to pilot a manufacturing career exposure program in which three manufacturers visited Etowah Elementary to show 5th grade students what cool things are made in Henderson County. Over 30 students enjoyed presentations from Elkamet, Kimberly-Clark Berkeley Mills, and Cane Creek Cycling Components. Staff also attended two career expos, marketed MIHC at Rhythm & Brews, celebrated National Apprenticeship Week, and attended the Pardee Employer Town Hall on mental health in the workplace. The Partnership hosted two neighborhood and two industry cluster meetings to allow like-minded companies to meet and connect.



BUILDING A *Legacy*

The Partnership celebrated its 2022 Annual Event on September 15th, 2022 at Rinehart Racing. The theme Building a Legacy focused on the legacy of manufacturing in Henderson County and what it means to create long-lasting impact in a community.

Upon arrival, the 250+ attendees toured Rinehart Racing, then were ushered to a networking reception and dinner on the facility's lawn. After dinner, the event featured a Henderson County Trivia competition between tables. Trivia topics ranged from Partnership history to general community knowledge. The evening ended with The Partnership's Partner of the Year Award being presented to WGLA Engineering for its continued support and guidance with local site development.

The evening centered around the ripple effect created by manufacturing in Henderson County. Landowners who work with The Partnership, take pride in knowing that family land will live on to raise the quality of life for friends and family. Investment and job creation means lower taxes while also providing revenue for vital community services and meaningful employment for local residents. As companies continue to thrive and grow in Henderson County, ensuring their commitment to the local community. Sustainable economic development ensures the success of future generations, and that's what building a legacy is all about.



22-23 INVESTOR EVENTS

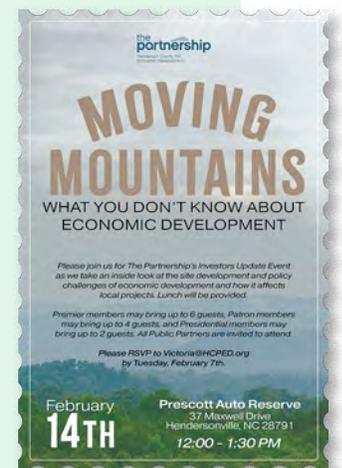


Fall

The Partnership held its Fall Investors Update Event on August 11th, 2022 at Blue Ridge Community College in the newly renovated Patton Building. Titled *New Year, Same Mission*, the event kicked off The Partnership's 2022-2023 fiscal year and the event's agenda covered all the digital tools The Partnership is using in the new year, including the long-awaited reveal of its recently updated website and new workforce marketing video. After the program, attendees celebrated the organization's first event of the year with networking and a champagne toast led by Board Chair of The Partnership, Steve Gwaltney.

Spring

On February 14th, 2023, The Partnership hosted its Spring Investors Update Event titled *Moving Mountains: What You Don't Know About Economic Development*. The exclusive event gave attendees an inside look at the site development and policy challenges of local economic development. Moderated by Board Member John Bryant, former public servants, Chuck McGrady (retired NC Legislator) and Steve Wyatt (retired Henderson County Manager) shared some of their economic development stories and how elected leaders work in tandem for economic development. Industry experts, Clement Riddle (Clearwater Environmental), and Jared DeRidder (WGLA Engineering) exchanged funny and unique war stories while assisting in development. With over 90 community leaders in attendance, the affair took place over lunch at Prescott Auto Club in Fletcher.



The Forum

The Partnership hosted its annual Forum, *Where Are We Going, Henderson County?* on May 11th with a full crowd of over 100 business leaders, public officials, partners, and members in attendance at Prescott Auto Reserve. Michelle Owens (Henderson County Tourism Development Authority (TDA), gave a detailed and relevant update on the organization, after hearing a beautiful poem from TDA Chair Richard Rhodes. Then, the audience heard from John Michell and Mike Morgan (Henderson County) about the County's comprehensive plan, tax reappraisal processes, and tax rates. Finally, a panel of industry experts discussed the future of economic development with Amy Holloway (EY) as the moderator. The panel featured Janel Rowbotham (Linamar Light Metals), Craig DeBrew (Duke Energy), and Kyle Edney (Marlboro Development) as they each gave insights on the recent trends in economic development, Henderson County's growth, and important things to focus on in the future.

2022

2023

CURRENT MEMBERS

The Partnership's members play a vital role in Henderson County's prosperity and the well-being of its residents. They empower our mission to foster business expansion and development across our community and region. With a diverse membership of 100+ companies, organizations, and partners, spanning various industries, we unite in our unwavering commitment to make Henderson County the ultimate destination for living and conducting business.

PUBLIC



Henderson County



City of Hendersonville



Town of Fletcher



Town of Laurel Park



Town of Mills River



Village of Flat Rock

PREMIER



PATRON



PRESIDENTIAL

Asheville Regional Airport
AT&T
BGW CPA, PLLC
Cason Companies, Inc.
DMJPS
Elkamet Inc.
Forvis
Hedrick Industries
HomeTrust Bank
Horizon Heating & Air
Conditioning

IMOCO, Inc.
Industrial Chemical Company
KDS-Windsor
MAU Workforce Solutions
McMillan Pazdan Smith
Architecture
Mountain Credit Union
Omega Construction
Reaben Oil Company
Rinehart Racing
TD Bank

Tennoca Construction
Company
THS Constructors, Inc.
Truist
Vannoy Construction
Warren Restoration
Western Carolina University

PARTNER

828:design
Advanced Business Equipment
Allegra
Applied Solutions Group, Inc.
Atlas Bolt & Screw Co.
B&G Enterprises, LLC (Eagle Self Storage)
Bank of America / Merrill Lynch
Bazzle & Carr, PA
Beverly-Hanks & Associates
BIG Adventures, LLC
Blue Ridge Metals Corp.
Boyd Automotive
Bunnell-Lammons Engineering, Inc.
Byers Precision Fabricators
Carl E. Shaw, CPA, PLLC
ClearWater Environmental, Inc.
Community Foundation of Henderson County
Constangy, Brooks, Smith & Prophete
Cummins-Meritor, Inc.
Dampp-Chaser Corp.
Dave Steel Co., Inc.
Demmel Inc.
Diamond Brand Gear Company
Echo Mountain Inn
ECS Carolinas
Edward Jones
Egolf Motors
Epsilon
Excel Consulting Group, LLC
First Restoration Services of Asheville, LLC

Fletcher Business Park
Fletcher Warehousing Company
Formation PR + Brand
Gilreath Shealy Law
Harper Corporation General Contractors
Haynes Wire Company
Henderson County Public Schools
Henderson County Tourism Development
Authority
Henderson Oil Company
Hendersonville Lightning
HiViz LED Lighting Inc.
IMS Solutions Group
Kenmure Enterprises, Inc.
Kenneth R. Youngblood
Manual Woodworkers & Weavers, Inc.
Marlboro Development Team, Inc.
McCrorry Construction Company
McDonald's - Edwards Group
McGill Associates
Miller Brothers
More Space Place
Morosani & Associates
Mountain Showcase Group, Inc.
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
RealtyOneGroup
Riddle Development, LLC
Rock Creek Containers
S&ME
Sierra Nevada Brewing Company
Skyline Plastic Systems, Inc.
Southern Alarm & Security
Southern Concrete Materials
Standard Tytape Company, Inc.
Summey Plumbing and Heating
The Building Group
The Tamara Peacock Company Architects
The Waverly Inn
Turf Mountain Sod, Inc
United Community Bank
Vista Strategies
Vocational Solutions of Henderson Co.
Warm Company, Inc.
WeaverCooke-Kirkland
Well Adjusted, Inc
WestRock
WGLA Engineering, PLLC
Whitney Commercial Real Estate
Wilsonart International
Wirtz Wire EDM, Inc.
WithersRavenel
Young Office



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