

**Mayor Patrick L. McCrory**

Michael D. Barnes  
Nancy Carter  
Warren Cooksey  
Andy Dulin  
Anthony Foxx

**Mayor Pro Tem Susan Burgess**

Patsy Kinsey  
John W. Lassiter  
James Mitchell, Jr.  
Edwin B. Peacock III  
Warren F. Turner

## **CITY COUNCIL WORKSHOP**

**Monday, January 5, 2009**

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**Room 267**

- |                  |  |
|------------------|--|
| <b>5:00 p.m.</b> | <b>Dinner</b>  |
| <b>5:15 p.m.</b> | <b>Economic Development: Cultural Facilities Update</b>  |
| <b>5:45 p.m.</b> | <b>Transportation: Transportation Committee of 21</b>  |
| <b>6:00 p.m.</b> | <b>Transportation/Community Safety: Proposed 'Fare Zones' for the Charlotte Area Transit System (CATS)</b> |
| <b>6:45 p.m.</b> | <b>Economic Development: Charlotte Regional Partnership Update</b>   |
| <b>7:30 p.m.</b> | <b>Citizens' Forum<br/>Room 267</b>  |

**Request for Council Action: US National Whitewater Center (USNWC)**

Adopt a Resolution supporting funding for I-85 and I-485 signage to direct customers to the USNWC.

# ***COUNCIL WORKSHOP AGENDA ITEM SUMMARY***

**TOPIC:** Cultural Facilities Update

**COUNCIL FOCUS AREA:** Economic Development

**RESOURCES:** Ron Kimble, Deputy City Manager  
Bob Bertges, Wachovia/Wells Fargo  
Lee Keesler, Arts & Science Council

**KEY POINTS:**

- In September 2006, City Council approved agreements to move forward on construction of five cultural facilities: The Harvey B. Gantt Art and Cultural Center; Bechtler Art Museum, Knight Theater, Mint Museum, and Discovery Place.
- This briefing will provide information on the following:
  - Cultural Projects - Schedules and Budgets
  - Wachovia/Wells Fargo Update
  - ASC Campaign for Cultural Facilities Update

**COUNCIL DECISION OR DIRECTION REQUESTED:**

None is required at this time.

**ATTACHMENTS:**

None.

# ***COUNCIL WORKSHOP AGENDA ITEM SUMMARY***

**TOPIC:** Transportation Committee of 21

**COUNCIL FOCUS AREA:** Transportation

**RESOURCES:** Danny Pleasant, Interim CDOT Director  
Natalie English, Charlotte Chamber

**KEY POINTS:**

- The Charlotte Chamber, City of Charlotte and Mecklenburg County appointed the Transportation Committee of 21 in May to concentrate on Charlotte-Mecklenburg's road needs, identify long-term funding options, and advocate for proposed funding.
- Transportation is a vital economic driver and a constant factor in our quality of life. The condition of roads and traffic across the county impacts our air quality, the movement of goods and services and the mobility of residents — whether as drivers, passengers, cyclists or pedestrians.
- A \$12 billion funding gap over 25 years stands to impede any significant improvement to mobility in Charlotte-Mecklenburg.
- In preparation for the City Council receiving the recommendations of the Committee, staff will provide a brief overview of the information reviewed by the Committee summarizing the community's roadway needs, and Chamber staff will review the process the Committee has followed and the plans for issuing their recommendations.

**COUNCIL DECISION OR DIRECTION REQUESTED:**

No action at this time. The Committee's final meeting is scheduled for January 8, and the Committee expects to issue their findings following that meeting.

**ATTACHMENTS:**

None

# ***COUNCIL WORKSHOP AGENDA ITEM SUMMARY***

**TOPIC:** Proposed 'Fare Zones' for the Charlotte Area Transit System (CATS)

**COUNCIL FOCUS AREA:** Transportation / Community Safety

**RESOURCES:** Keith Parker, Charlotte Area Transit System  
Jim Dougherty, Charlotte Area Transit System  
John Joye, City Attorney's Office

**KEY POINTS:**

- Fare zones are clearly delineated areas of a light rail platform that are reserved for patrons that possess a valid ticket and are there to obtain public transportation.
- The LYNX Blue Line has enjoyed great success and ridership over the course of its first year of operation. Based on the experiences of this past year, CATS Safety and Security staff in conjunction with the CMPD Transit Unit, has advised that fare zones would be a useful tool in assisting with the safe and orderly management of crowds, fare evasion, and the use of rail platforms for efficient loading and unloading of the light rail vehicles. Fare zones would be particularly useful during special events such as Panthers games and concerts.
- CATS staff has fully presented and reviewed proposed fare zones with the Metropolitan Transit Commission (MTC) and the Transit Services Advisory Committee (TSAC). Council may recall that a member of TSAC contacted Council in October with concerns regarding implementing a fare zone ordinance. Those concerns included whether CATS had sufficient personnel to enforce such an ordinance, the public's perception of such an ordinance and whether the addition of new light rail vehicles and design guidelines for the extension of the Blue Line would alleviate any need for fare zones. Those concerns were addressed in the attached November 5 memo to Council and with a further presentation to TSAC. Both TSAC and the MTC have now voted unanimously to support the use of fare zones.
- In order to authorize fare zones, an amendment to City Code is required. The amendment will allow CATS staff the discretion to designate fare zones when and where needed, and will require persons present in a designated fare zone both to have and to show proof of fare payment when requested to do so. Additionally, persons present within a designated fare zone must be

there for the purpose of obtaining public transportation. People who fail to show proof of fare in a designated fare zone, as with other violations of the Public Transportation System article of the City Code, could be fined a \$50.00 civil penalty or charged with a Class 3 misdemeanor.

**COUNCIL DECISION OR DIRECTION REQUESTED:**

None. This presentation is for informational purposes. Council will be requested to take action at its January 12, 2009 business meeting.

**ATTACHMENTS:**

Proposed Fare Zone Ordinance Memo  
Proposed Ordinance Amendment  
Information PowerPoint Presentation

## **Proposed Fare Zone Ordinance – 11/5/08**

*Staff Resource: Jim Dougherty, 704-432-2585, [jdougherty@ci.charlotte.nc.us](mailto:jdougherty@ci.charlotte.nc.us)*

Based upon the experiences of the first year of operating the LYNX Blue Line, CATS staff is considering the use of “Fare Zones” on Lynx light rail platforms. Fare zones would simply be a clearly delineated area of a platform which is reserved for LYNX patrons that possess a valid ticket, or are in the process of purchasing a valid ticket. Fare zones would be generally off limits to anyone that is a mere bystander not using the LYNX system. Fare zones would be focused to the stations and areas that need them, and potentially could only apply during high volume times or events. Anyone **willfully** violating the fare zone would be subject to a \$50.00 civil citation or criminal prosecution.

Fare zones would likely be a useful tool to address potential safety and security operational issues that the popularity of the LYNX system has brought to light, such as:

- The large number of patrons using LYNX, especially during uptown events, makes it difficult at times to check tickets only after passengers board the trains.
- The tremendous demand for LYNX services during uptown events creates a potential safety issue with patrons crowding onto the platforms at certain stations.
- The open design of the system promotes connectivity and pedestrians sometimes use the platforms to pass through. Fare zones may help avoid passersby impeding or clogging the platform areas needed for boarding during high volume times or events.
- Fare zones curtail platforms from becoming ‘hang-outs’.

Fare zones may not be necessary at every station, but rather as a tool to address the above issues at the high traffic/high volume light rail stations where they are occurring. The ordinance under consideration includes the flexibility to establish fare zones only where needed and would cover any future light rail corridors as well. The use of sound discretion will be the key to utilizing fare zones and security staff will receive training in the use of that discretion. CATS staff believes that fare zones are a practical means by which the City can maintain the integrity of the “proof of payment” fare system on the light rail and better provide for public safety. Fare zones are currently used in other light rail systems and the CMPD Transit Unit is in full support of the proposed fare zone ordinance. CATS does not feel that the use of fare zones would require additional security personnel, rather the fare zones are expected to make it easier for current personnel to maintain the safety of the system. The purchase of four additional light rail vehicles will certainly enhance the LYNX system’s capacity, but will not address the issues that fare zones are focused upon.

CATS is in the process of fully analyzing fare zones and presenting the concept to the Transit Services Advisory Committee (TSAC) and will likely present it to the Metropolitan Transit Commission (MTC) in the future. In order to establish fare zones, City Council would need to approve an amendment to City Ordinance Section 15-271. No Request for Council Action for fare zones has been produced as fare zones have not yet fully moved through the TSAC and MTC process.

**AN ORDINANCE AMENDING CHAPTER 15 “OFFENSES AND MISCELLANEOUS PROVISIONS” OF THE CHARLOTTE CITY CODE.**

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**WHEREAS**, the City of Charlotte is authorized to establish and operate a public transportation system and has a significant governmental interest in, and full authority to, protect and regulate the public transportation system; and

**WHEREAS**, the City of Charlotte has a significant governmental interest in protecting the health, safety, and welfare of the general public and preserving the public order; and

**WHEREAS**, the City of Charlotte has a significant governmental interest in maintaining the free flow of traffic on public streets and sidewalks, preserving access to the public transportation system, public places and buildings, and protecting such property; and

**WHEREAS**, the City of Charlotte may impose reasonable and constitutional regulations for the use of the public transportation system.

**NOW, THEREFORE BE IT ORDAINED** by the City Council of the City of Charlotte, North Carolina, that:

Section 1. Section 15-271 of Chapter 15 of the Charlotte City Code is amended to read as follows:

**“Sec. 15-271. Proper fare and proof of fare payment.**

(a) *Proper Fare.*

- (1) It shall be unlawful for any person to enter any public transportation vehicle for the purpose of riding therein and fail or refuse to pay the usual and proper fare.
- (2) It shall be unlawful for any person to willfully enter or remain within any designated fare zone of the public transportation system either for purposes other than obtaining public transportation or without having paid the usual and proper fare.

(b) *Proof of Fare Payment.*

(1) It shall be unlawful for any person to fail to provide proof of fare payment while upon a public transportation vehicle when proof is requested by an authorized employee of the city, an authorized agent of the city, or a peace officer.

(2) It shall be unlawful for any person to fail to provide proof of fare payment while within a designated fare zone of the public transportation system, when proof is requested by an authorized employee of the city, an authorized agent of the city, or a peace officer.”

Section 2. Section 15-276 of Chapter 15 of the Charlotte City Code is amended to read as follows:

**“Sec. 15-276. Administration.**

The Charlotte Area Transit System (CATS) key business unit shall be responsible for the administration and enforcement of the provisions of this Article and may duly authorize city employees and agents to request proof of fare payment and to designate fare zones.”

Section 3. This ordinance shall become effective upon adoption.

Approved as to Form:

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City Attorney

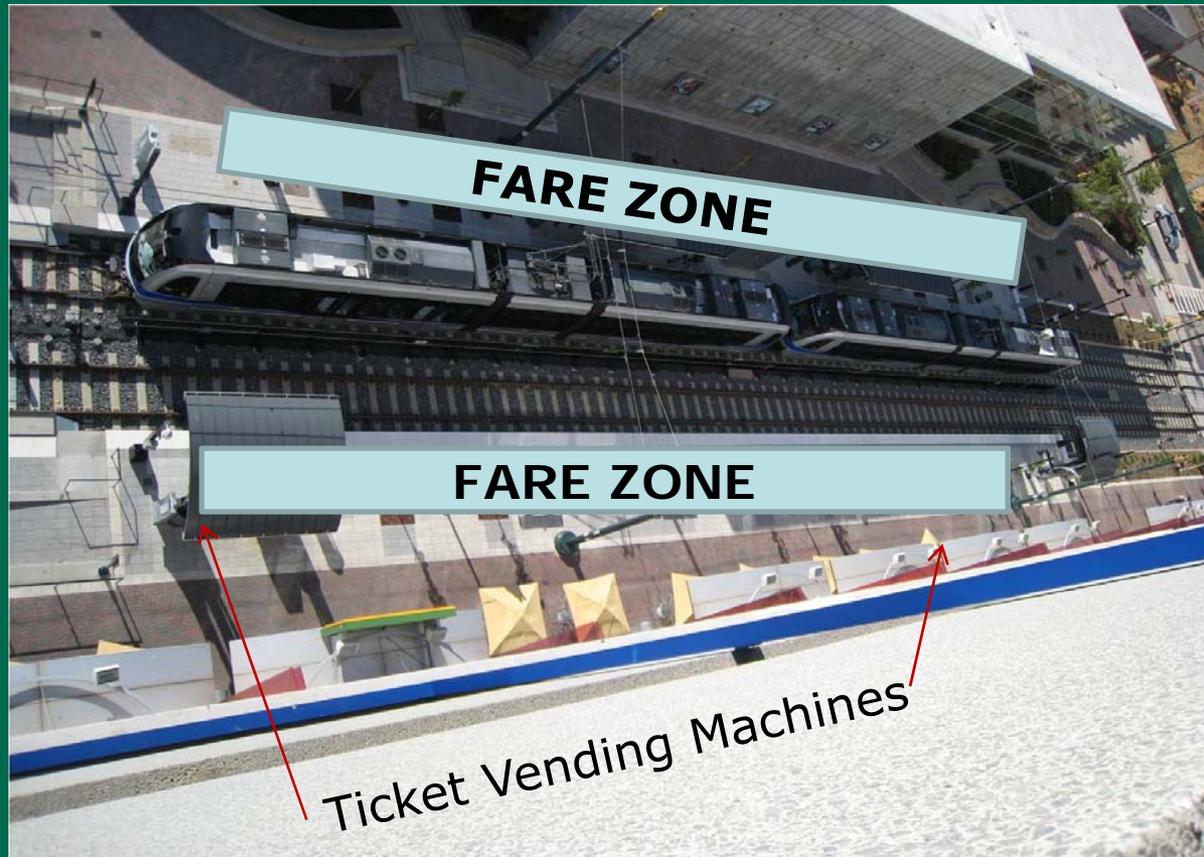


# PROPOSED RAIL PLATFORM FARE ZONES

Charlotte City Council Workshop

January 5<sup>th</sup>, 2009

**Fare Zone:** A designated area of a rail platform that is reserved for LYNX passengers that possess a ticket and intend to ride the LYNX.





CITY OF CHARLOTTE

# Year 1





CITY OF CHARLOTTE

# Year 1





CITY OF CHARLOTTE

# Year 1





CITY OF CHARLOTTE

# Year 1

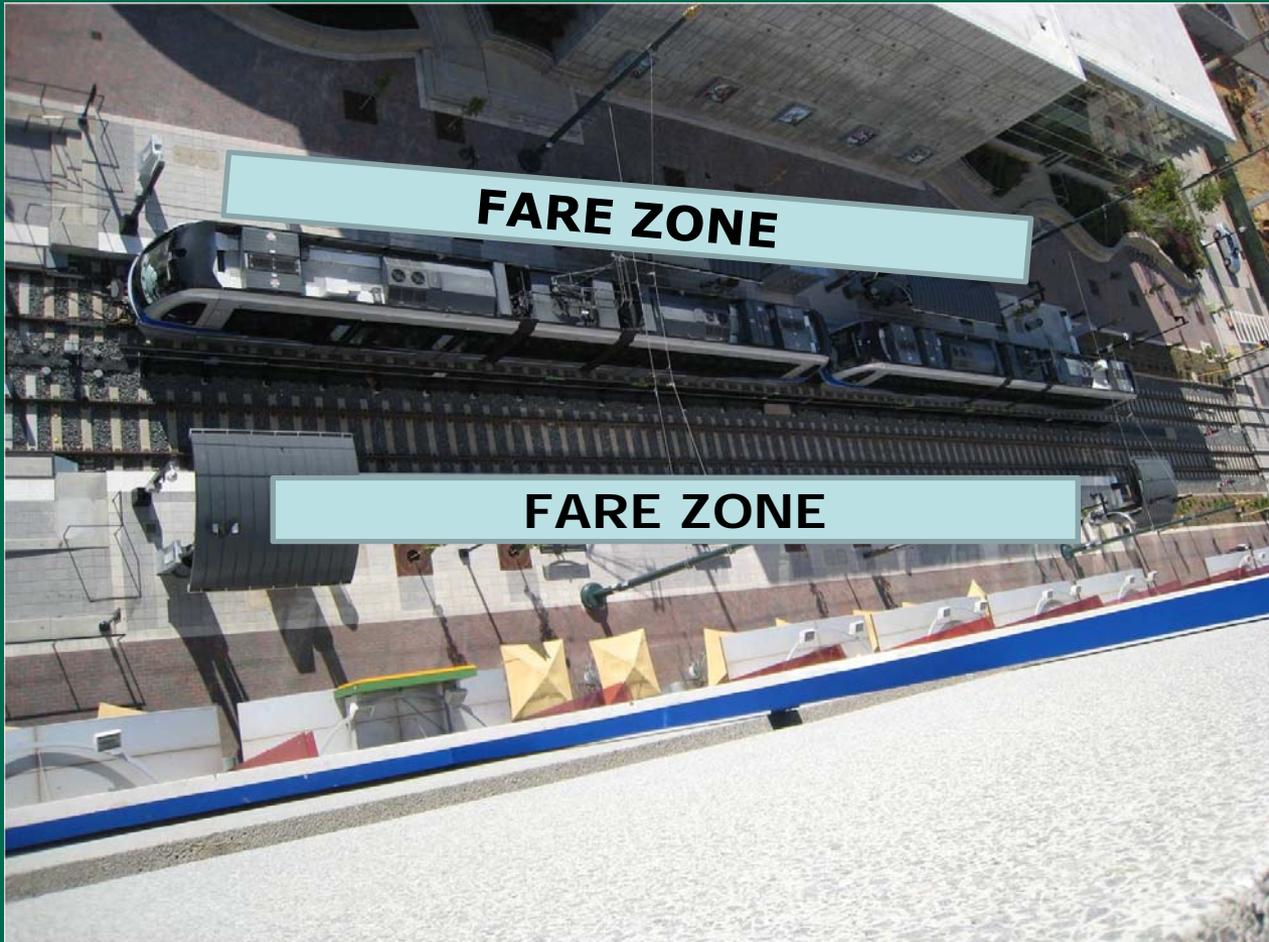




- Crowds can create potential safety issues.
- Difficult to check tickets after passengers have boarded the trains.
- Pedestrian passersby can impede or clog the platform areas.
- Some platforms can come to be used as “hang-outs”.



# Fare Zones



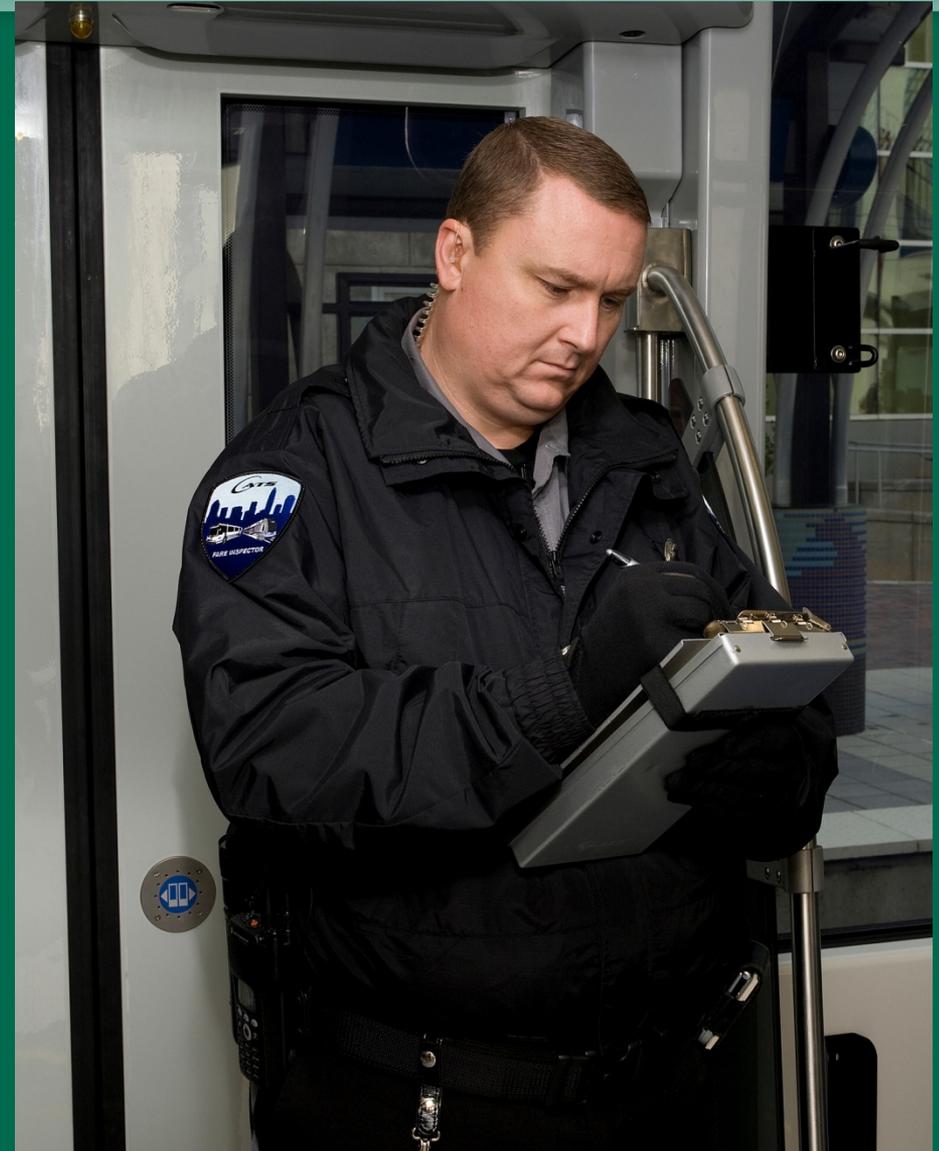
Fare zones = another tool in the safety toolbox to:

- Enhance public/passenger safety
- Limit fare evasion
- Promote efficiency
- Manage event-related crowds
- Protect infrastructure
- Enforce the law



# Ordinance

- Clearly delineated
- Ticket & purpose to ride LYNX
- Must show ticket when asked
- \$50 fine / crime
- Discretion to focus
  - Time / location





# Training

- Fare Inspection staff will receive training
- Use of good discretion
- Not a “gotcha” tactic
- Public awareness





# ***COUNCIL WORKSHOP AGENDA ITEM SUMMARY***

**TOPIC:** Charlotte Regional Partnership Update

**COUNCIL FOCUS AREA:** Economic Development

**RESOURCES:** Ronnie Bryant

**KEY POINTS:**

- Update City Council on work of CRP during first half of FY 2008.
- Address CRP activities in light of changing economy, including target industries and sectors.
- Status report on activities of Charlotte Regional Film Commission.

**COUNCIL DECISION OR DIRECTION REQUESTED:**

None. This presentation is for information only.

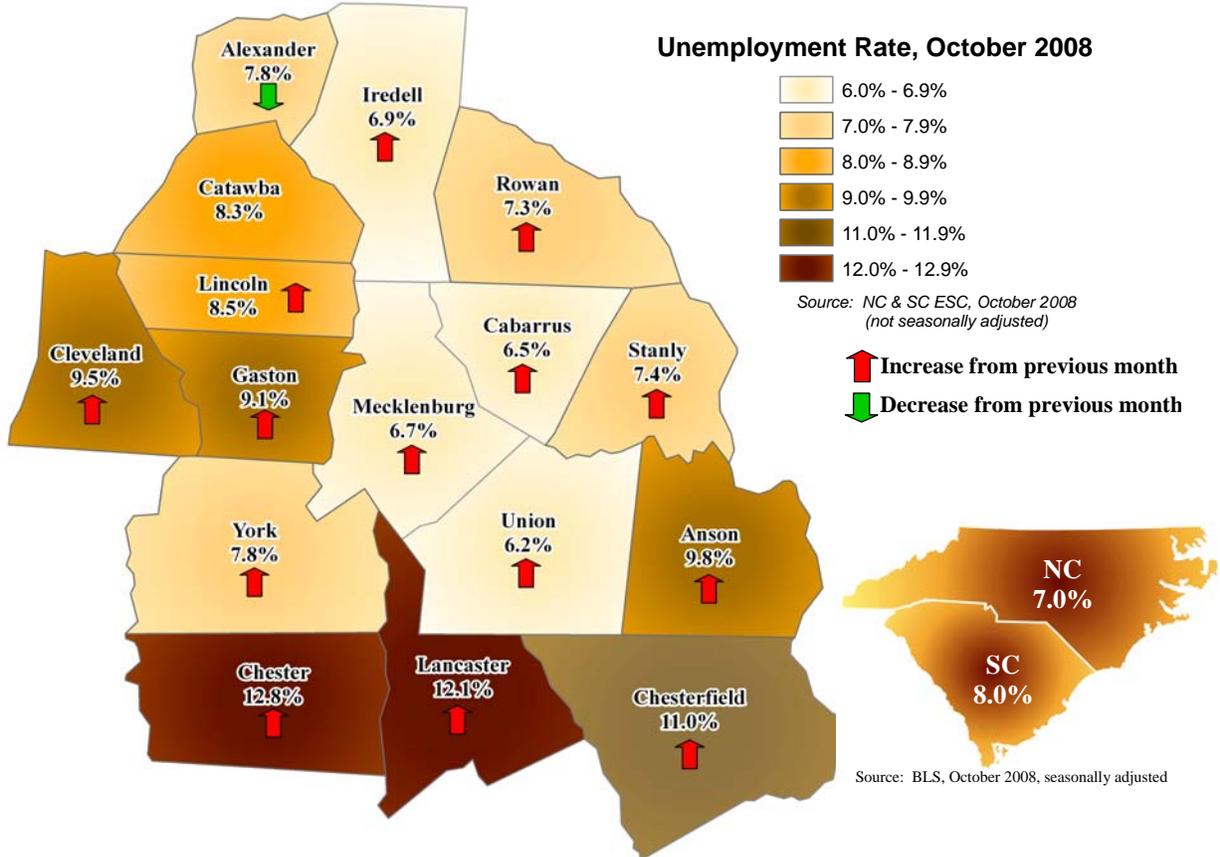
**ATTACHMENTS:**

Regional Update: November 2008  
CRP 2008-2009 Balanced Scorecard  
*EDNow*  
Hollywood Report Film Ad  
Site Selection Consultant Update  
International Business Update  
Manufacturing Business Update  
Charlotte Regional Film Commission Update

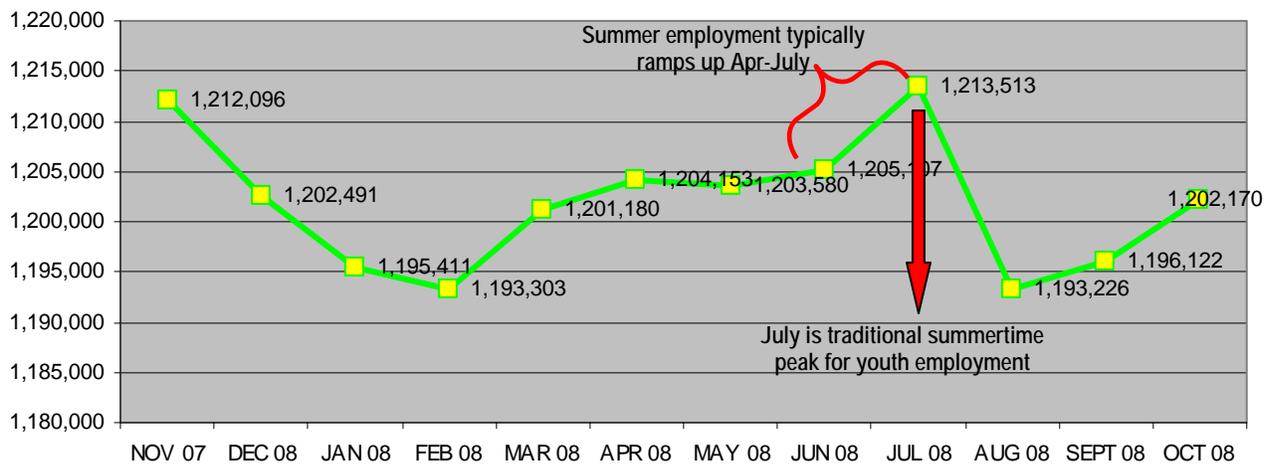


**CHARLOTTE USA JOBS ACTIVITY:**

**CHARLOTTE USA UNEMPLOYMENT RATES**

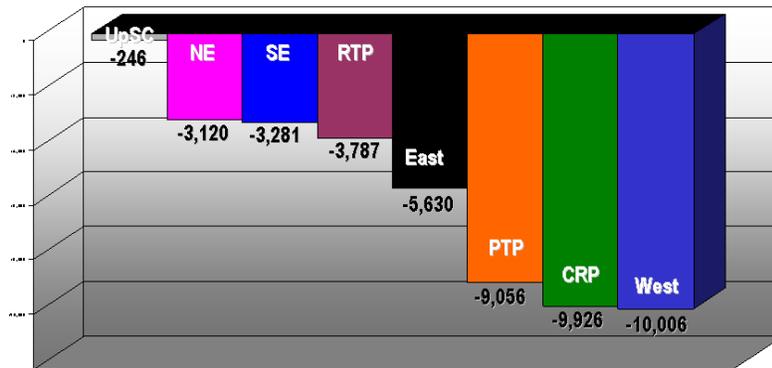


**CHARLOTTE REGIONAL PARTNERSHIP: "EMPLOYED" - Rolling 12 months**



Source: North Carolina Employment Security Commission, South Carolina Employment Security Commission

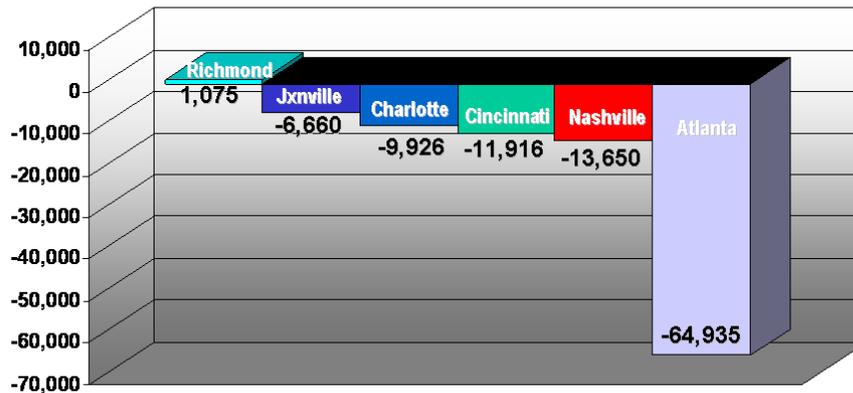
**NET JOBS: "EMPLOYED" - Rolling 12 months  
Compared to other Regions in Carolinas**



Source: North Carolina Employment Security Commission, South Security Commission, Bureau of Labor Statistics, November 2007—October 2008

Advantage West Partnership													
	NOV 07	DEC 07	JAN 08	FEB 08	MAR 08	APR 08	MAY 08	JUN 08	JULY 08	AUG 08	SEPT 08	OCT 08	Last 12 Months (Rolling)
Employed	506,805	500,690	495,683	491,892	494,581	499,174	501,225	504,427	510,704	499,761	499,323	496,799	-10,006
Charlotte Regional Partnership													
	NOV 07	DEC 07	JAN 08	FEB 08	MAR 08	APR 08	MAY 08	JUN 08	JULY 08	AUG 08	SEPT 08	OCT 08	Last 12 Months (Rolling)
Employed	1,212,096	1,202,491	1,195,411	1,193,303	1,201,180	1,204,153	1,203,580	1,205,107	1,213,513	1,193,226	1,196,122	1,202,170	-9,926
North Carolina's Eastern Part.													
	NOV 07	DEC 07	JAN 08	FEB 08	MAR 08	APR 08	MAY 08	JUN 08	JULY 08	AUG 08	SEPT 08	OCT 08	Last 12 Months (Rolling)
Employed	433,873	430,077	428,993	424,475	427,435	430,821	430,866	434,511	434,588	429,550	428,948	428,243	-5,630
North Carolina's NorthEast Part.													
	NOV 07	DEC 07	JAN 08	FEB 08	MAR 08	APR 08	MAY 08	JUN 08	JULY 08	AUG 08	SEPT 08	OCT 08	Last 12 Months (Rolling)
Employed	167,062	164,376	162,067	159,787	162,303	164,596	165,782	169,774	169,989	167,493	165,996	163,942	-3,120
North Carolina's SouthEast Part.													
	NOV 07	DEC 07	JAN 08	FEB 08	MAR 08	APR 08	MAY 08	JUN 08	JULY 08	AUG 08	SEPT 08	OCT 08	Last 12 Months (Rolling)
Employed	465,911	462,442	461,168	457,983	461,526	466,286	466,668	469,897	470,183	463,703	463,359	462,630	-3,281
Piedmont Triad Partnership													
	NOV 07	DEC 07	JAN 08	FEB 08	MAR 08	APR 08	MAY 08	JUN 08	JULY 08	AUG 08	SEPT 08	OCT 08	Last 12 Months (Rolling)
Employed	769,878	764,957	762,632	760,866	764,964	765,975	762,642	763,132	767,354	757,403	755,305	760,822	-9,056
Research Tri. Regional Part.													
	NOV 07	DEC 07	JAN 08	FEB 08	MAR 08	APR 08	MAY 08	JUN 08	JULY 08	AUG 08	SEPT 08	OCT 08	Last 12 Months (Rolling)
Employed	931,570	926,923	921,536	921,634	924,219	927,826	924,240	928,395	940,280	924,521	920,871	927,783	-3,787
SC Upstate Alliance													
	NOV 07	DEC 07	JAN 08	FEB 08	MAR 08	APR 08	MAY 08	JUN 08	JULY 08	AUG 08	SEPT 08	OCT 08	Last 12 Months (Rolling)
Employed	604,957	601,103	602,199	598,831	606,229	609,137	609,491	611,136	611,381	605,053	603,901	604,711	-246

**NET JOBS: "EMPLOYED" - Rolling 12 months  
Compared to other Regions in Southeastern U.S.**



Source: NC, SC, OH, FL, GA, TN, IN, KY, VA Employment Security Commission LMI November 2007 - October 2008

**NEW & EXPANDING ANNOUNCEMENTS: FY2008-2009 (JULY 2008 - OCT 2008)**

**July 2008**

Röchling Engineered Plastics	Gaston	Buying second building, adding 22+ jobs
Doosan Infracore Int'l	Mecklenburg	Establishing global headquarters in Charlotte, adding 100 jobs
All Tech Engineering	Mecklenburg	Opening Bunker Automation in Charlotte, adding 35+ jobs
FlowCon	Mecklenburg	Danish manufacturer of flow control valves, opening 4,800sf office and warehouse
Sencera International	Mecklenburg	Building 38 megawatt solar module factory, adding 65 jobs in Charlotte
Motorsports Construction	Iredell	General contractor specializing in facilities for the motorsports industry opening office
Sensory Spectrum Inc	Cabarrus	Planning to open a 35-employee office in Kannapolis, adjacent to the Core Lab building
Saddle Creek Corp	Cabarrus	Expanding distr ctr to 611,000sf; \$11 mill investment will double existing center, 31+ jobs
American Prefabricated Drain	Chesterfield	Announcing \$2 million investment and 25 jobs at new Chesterfield location
ECN Industries	Lancaster	Investing \$1.5 million in move to Kershaw building
Sennebogen	Lincoln	German crane manufacturer, announcing \$5.1 million investment and 25 jobs
EBARA	York	Planning \$3.2 million expansion in Rock Hill, doubling size of current plant

**August 2008**

Celfa	Mecklenburg	Italian manufacturer, NA HQ's in Huntersville; \$16 million investment, creating 90 jobs
Gneuss	Mecklenburg	Announcing 6,000sf expansion of existing warehouse/mfg operations
Fluor Coporation	Mecklenburg	Announcing addition of 100 engineering jobs to Charlotte office
Virtual Image Technology	Mecklenburg	Relocating back to Charlotte from Lancaster County
Lovelace Respiratory Research Group	Cabarrus	Announcing plans to join the N.C. Research Campus
Harmony Labs	Rowan	Investing \$3.5 million, 50 jobs
Daimler Trucks	Rowan	Reinstating 650 jobs after reporting an increase in customer orders
Daimler Trucks	York	Purchasing 396 acres for future HQ's campus
Asphalt Paving Company	Iredell	Expanding to upfit existing building, adding 5 new jobs
Poppelmann Plastics USA	Catawba	German manufacturer, announcing \$5-8million investment to add 60,000sf

**September 2008**

Bank of America	Mecklenburg	Buying Merrill Lynch for \$50 billion
Nelson Company	Catawba	36,000sf facility with 6 employees
Companhia Providencia	Iredell	Brazilian non-woven fabrics mfger, announcing 90 jobs, \$133 million investment
QuintEvents	Mecklenburg	Moving HQ's from ATL, 29 jobs
Hof Textiles	Lincoln	Nonwovens mfger, announcing \$3 million expansion in capacity & production
Turbotec Products	Catawba	Expanding to 20,000sf facility, hiring 25 people initially
SEM Products	York	Consolidating Charlotte & Rockingham operations into one 70,000sf facility in Rock Hill
PCL Construction Services Inc.	Mecklenburg	Opening Charlotte office, hiring 50 employees over 3 years
KECO Coatings	Iredell	Finishing 1st expansion, adding 6,000sf and 10 jobs
Turbomeca Manufacturing	Union	Beginning production at new facility in Monroe
Toyota Manufacturing	Rowan	Chassis engineering center officially opening
FMC Lithium	Gaston	Cutting ribbon on new Center for Lithium Energy & Advanced Research
Tasca Racing	Cabarrus	Breaking ground on new 10,000sf HQ's
T-Mobile	York	Filming TV commercial in Rock Hill

**NEW & EXPANDING ANNOUNCEMENTS: FY2008-2009 (JULY 2008 - OCT 2008)**
**October 2008**

Worms Way	Mecklenburg	5 jobs in new facility, adding jobs and square footage to accommodate expected growth
Pfaff Molds	Mecklenburg	37,000 sq. ft., \$5 million facility will more than triple the company's local footprint and is scheduled for completion in the spring of 2009.
MIAS Inc.	Mecklenburg	German materials handling systems manufacturer, purchasing land with plans by the end of 2009 to build its first North American manufacturing facility.
Baird	Mecklenburg	Milwaukee-based investment firm opening new Charlotte office
Westinghouse Electric Co.	Mecklenburg	Expanding existing office presence to serve growing nuclear industry
Para Ordnance	Mecklenburg	Firearms mfg moving HQ's from Toronto to Charlotte, creating 35-40 jobs
Technibilt	Catawba	Shopping cart mfg expanding existing Newton facility with \$3 million investment
Action Stainless & Alloys	York	Investing \$2.5 million in mfg, distribution and office space in new Rock Hill facility
Institute for Business & Home Safety	Chester	Testing organization investing \$27 million, creating 20 jobs on 90-acre site
East Coast Ethanol	Chester	Announcing plans to build \$230 million plant, creating at least 40 jobs directly
PepsiCo	Cabarrus	Announcing plans for 4,000sf lab at NCRC
IMACC Corporation	Gaston	Recycler investing \$1 million, creating 4-10 new jobs at new Gastonia location
Jig-A-Loo	Iredell	Canadian-based lubricant company opening Statesville office, adding 5 jobs
Magna-Tech Manufacturing Corp.	Lincoln	Opening 25-employee facility and investing \$2.5 million; company will heat -treat and seal automotive castings that are used in engines & transmissions
Westgate Home Furnishings	Alexander	China-based company adding 30 new jobs
NC Municipal Power Agency	Union	Installing two 12 megawatt gas turbine electric power generators on a seven-acre site in Monroe, investing \$20 million
Greenheck Fans	Cleveland	Kitchen Ventilation Systems adding 102 jobs to Kings Mountain facility

**November 2008**

Connexions Inc.	Cabarrus	Expanding operations in Concord, adding 250 customer service jobs
Carolina Beer	Iredell	Announcing plans to expand warehouse and distribution operations, investing \$11 million
PPG Industries Fiberglass	Cleveland	Announcing plans for \$20.5 million investment, adding 120 new jobs in next 3 years
Patient Care Technology Systems	Mecklenburg	Doubling the size of local operation to 12,500sf office
PBI Performance Products	York	Planning \$15 million expansion to meet growing demand
Areva NP	Mecklenburg	French firm doubling local 545-employee workforce over next three years
Precision Framing Systems	Mecklenburg	Michigan company opening distribution facility at Winn Dixie former complex

<b>CLOSINGS &amp; LAYOFFS: FY2008-2009 (JULY 2008 - OCT 2008)</b>		
<b>July 2008</b>		
Wachovia	Mecklenburg	Announcing 10,750 company-wide job cuts
Baumann Springs USA	Mecklenburg	Precision springs manufacturer closing plant, cutting 95 jobs
Commscope	Catawba	Hickory-based company cutting 85 jobs due to overseas consolidation
<b>August 2008</b>		
Wachovia	Mecklenburg	Announcing 600 layoffs locally
Lending Tree	Mecklenburg	Announcing 25 layoffs; last of several job reductions being announced
Chris Craft	Cleveland	Announcing 40 layoffs at N.C. site; additional 40 layoffs at FL location
Daimler Trucks	Gaston	Layoffs of 675 workers at Mt. Holly plant on the heels of Gaffney layoff announcement
<b>September 2008</b>		
Norandal USA	Rowan	Lays off 22 employees; citing lagging shipments as reason for layoffs
Pulte Mortgage Co	Mecklenburg	Closing mortgage processing unit, 90 jobs; operations consolidated with HQ's in CO. Cites continued downturn in housing market as reason for closing
Charlotte Observer	Mecklenburg	Cutting 10% of local workforce
GMAC	Mecklenburg	Cutting local workforce by 60%, 90 NC jobs affected
Wellman	Lancaster	Shuttering Lancaster HQ's; centralizing operations in MS; 86 workers affected locally
Canac	Iredell	Kitchen cabinet manufacturing facility closing, 552 workers laid off
Spectrum Dyed Yarns	Gaston	Facility closing, 145 workers laid off
Hanes	Gaston	Facility closing, 140 workers laid off; one of nine closures among U.S. production facilities
<b>October 2008</b>		
Cochrane Furniture	Lincoln	Facility closing; 185 employees laid off
Superior Essex	Chester	20 employees laid off; downturn in orders cited as reason
Performance Fibers	Rowan	Cutting ties with industrial services contractor, 44 jobs cut locally
Daimler Trucks	Gaston	Additional 39 employees to be laid off
Belk	Mecklenburg	27 positions at corporate office to be outsourced
Ultra Machine & Fabrication	Cleveland	38 employees laid off; downturn in business activity cited as reason
Entertainment District Co	Cleveland	400 employees laid off; plant expected to close in phases
Portrait Homes	Mecklenburg	85 employees laid off; housing crisis cited as reason
Allison Erwin Co.	Mecklenburg	14 employees laid off; company closed
Wells Fargo	York	Small number of employees at call center to be affected
Philip Morris	Cabarrus	Company announcing 180 hourly employees to be laid off Jan 2009
<b>November 2008</b>		
Entertainment Distribution Co.	Cleveland	Company closing; 419 employees to be laid off by April 30, 2009
Superior Essex	Chester	Plant closing, 200 workers to be laid off
Wells Fargo	Lancaster	Unspecified "small number" of workers to be laid off at mortgage center in Fort Mill
Whitewater Center	Mecklenburg	In addition to seasonal job cuts, additional 5-6 employees to be laid off
Federal Reserve	Mecklenburg	Consolidating check processing operations will result in 53 jobs being cut locally
Horizon Lines	Mecklenburg	Reducing its nonunion workforce by 10%, or 70 jobs
Eaton Corp	Gaston	Citing reduced demand, 51 employees laid off
Bradington-Young	Gston/Catbwa	Furniture manufacturer laying off 15% of its workforce, 54 employees in Cherryville & Hickory
Corning Cable Systems	Catawba	Laying off unspecified number of workers at Hickory location, cutting 300 workers companywide

**CLOSINGS & LAYOFFS: FY2008-2009 (JULY 2008 - OCT 2008)**

**November 2008**

AGI	Cleveland	Closing local facility, laying off 123 salaried and hourly employees
Hanesbrands Inc	Gaston	Company announcing closing China Grove facility, laying off 185 people next month
Harland Clarke	Mecklenburg	Check manufacturing plant to close, laying off 100 workers
Dale Earnhardt Inc	Iredell	Announcing more than 100 jobs cuts
3D Systems	York	Eliminating 25 jobs, including five at Rock Hill headquarters

### CHARLOTTE USA IN THE NEWS: OCTOBER 2008

- ***100 Best Places to live and launch a business...*** Charlotte ranks #8 among the top U.S. cities that combine a favorable business environment with great quality-of-life attributes. Ranked by *Fortune Small Business* magazine.
- ***Direct flight to Paris.....*** Charlotte-Douglas International Airport adds to growing list of direct international destinations by adding nonstop daily flight to Charles de Gaulle Airport in Paris, France.
- ***Best Sports Town....*** Charlotte ranked #35 among the nation's Best Sports Towns; Raleigh ranked 24th
- ***Best Cities for Singles....*** Charlotte ranked #18; more than a quarter of the population is not married
- ***America's Best and Worst Bang for the Buck Cities...*** Charlotte ranked 5th overall among Best Bang for the Buck Cities, ranking high in categories for cost of living index, median housing prices and job growth projections. Which city ranked the best? Austin, TX. Which ranked the worst? Los Angeles.

### REGIONAL ACCOLADES: OCTOBER 2008

- ***Cabarrus Economic Development...*** Honored for its role in establishing the North Carolina Research Campus at the former Pillowtex site, the organization received an *Award of Excellence* in the biotechnology category by *Expansion Solutions* magazine
- ***Lincoln County Economic Development....*** Honored for its *Existing Business Program* at IEDC's annual conference in Atlanta, GA. LEDA was recognized in the category of Business Retention and Expansion for organizations covering an area with a population of 50,000—200,000.
- ***Charlotte Regional Partnership.....*** Receives Award of Excellence in Finance & Business Services by *Expansion Solutions* magazine among “organizations who have demonstrated exceptional progress and potential in the development of their areas—by successfully recruiting, retaining and growing businesses”

# CRP 2008-2009 Balanced Scorecard

Mission/Measure										
<b>I. To market and promote the Charlotte region as a superior business location for economic development within North America and throughout the world</b>		<b>Weight: 70%</b>								
	Sub-Weight	06-07	07-08	Target	Quarter I	Quarter II	Quarter III	Quarter IV	Total/Avg	Result
1. Qualified Projects Generated (1)	33%	106	126	125	22				22	6%
2. Initial Site Visits by Qualified Projects (2)	33%	52	50	60	4				4	2%
3. Customer Service Survey (Site Location Consultants)	17%	82%	88%	90%					n/a	0%
4. Qualified Inquiries responded to by Film Office	17%	NA	255	250	54				54	4%
									Score	8.2%
<b>II. To provide for and maintain an appropriate and balanced (public/private) level of funding and other resources required to execute the strategic plan and program of work</b>		<b>Weight 20%</b>								
	Sub-Weight	06-07	07-08	Target	Quarter I	Quarter II	Quarter III	Quarter IV	Total	Result
7. Private Sector Funding Received (includes cash and in-kind investment)	40%	\$1,123,096	\$1,433,407	\$1,321,050	\$344,068				\$344,068	10%
8. Public Sector Funding Received (State & Regional)	40%	\$1,400,186	\$1,545,192	\$1,501,500	\$503,555				\$503,555	13%
9. To end the fiscal year in the black (preferably with a 2% reserve)	20%	100%	100%	100%	100%				100%	20%
									Score	8.8%
<b>III. To initiate and participate in strategic organizational and regional economic development planning to identify, assess, and develop assets required to provide sustainable economic growth for the Charlotte region</b>		<b>Weight 10%</b>								
	Sub-Weight	06-07	07-08	Target	Quarter I	Quarter II	Quarter III	Quarter IV	Average	Result
5. Private Sector Customer Perception Survey (50% participation req.)	50%	82%	83%	85%						0%
6. Public Sector Customer Perception Survey (100% participation req.)	50%	82%	75%	85%						0%
									Score	0.0%
									<b>Total Score</b>	<b>16.9%</b>
<b>Balanced Scorecard Notes / Terminology</b>										

1. Qualified Project: CRP has established contact with company or company advisor and the project has criteria (real estate, workforce, timeline, investment, etc.)
2. Initial Site Visit: Only the initial visit is counted as a site visit (many companies make several sites visits)
3. A Customer Awareness Survey will be given to a broad range of site location professionals around the United States
4. A qualified film inquiry is a project with all or some of the following: budget, script, timeline.
5. A survey of private sector investors and board members will be given to gauge the perception of the CRP within the community (Approx 20% response rate for previous FY)
6. A survey of public sector stakeholders will be given to gauge the perception of the CRP within the public sector regionally (approximately 68% response rate for Q4; 13 out of 19)
7. The amount of private sector funding collected by the CRP; includes cash and in-kind investment
8. The amount of public sector funding collected by the CRP

## You Can't Cut Your Way to Prosperity: Why in Tight Budget Times, Funding for Economic Development Is More Important Than Ever

Everywhere you look, local and state government budgets are on the chopping block. Property tax revenues are hit by the weak housing market, payroll taxes are cut by rising layoffs, and sales tax receipts decline with lowered consumer spending. Add to that higher fuel transportation and health care costs, and governments are buckling under the stress.\*

As budgets go under the knife, many economic development organizations will find themselves vulnerable, if they haven't already. Yet it's now, more than ever, when investment in economic development is critical to maintaining a community's short-term and long-term health.

That's why it's up to you to make the case. There are three things your organization should be doing right now to protect the future of your EDO and your local economy:

**1. Review your strategic plan for opportunities and challenges given current economic circumstances.** What was relevant to your work two to five years ago won't prepare you for immediate challenges or the next growth cycle. Do your homework, make adjustments and double down where your efforts are going to make the biggest difference.

**2. Work to solidify the value proposition for economic development in your community.** This is where a strong catalogue of past successes and outcome measures prove their value. Craft a sharp message that builds on your efforts to date and provides a convincing argument for continuing them (more on this below).

**3. Meet with key supporters to secure your funding base.** This is where you earn your stripes as a marketer. Now is the time to meet with elected officials, city/county managers, key investors and local media to convey the importance of maintaining – if not increasing – investment in economic development. Sending a message of confidence is important as well (more below).

The key message to your community's leadership is: You can't cut your way to prosperity. The following talking points and strategies can help you solidify your value proposition and project confidence:

- **The time to invest is at the bottom of the cycle.** If you don't stay invested, you lock in your losses and miss out on the rebound. Warren Buffett makes this case in a recently published column in the New York Times: "Be fearful when others are greedy, and be greedy when others are fearful....bad news is an investor's best friend." This applies to economic development in multiple ways. Now is the time to help that strong company increase its market share, to help laid-off workers hatch business ideas they've incubated

### What are your peers doing to deal with today's tough financial times?

*Two IEDC members wrote to share how they are helping their communities' small businesses weather tough economic times. Please share your strategies by sending an email to ED Now editor Louise Anderson, [landerson@iedconline.org](mailto:landerson@iedconline.org).*

Gary Skoog, director of economic development for the Village of Hoffman Estates, Ill., wrote that his group is surveying small to medium-sized businesses to prioritize their problems in today's market, which they will then address by creating seminars with the community college and SBDC. They also are considering establishing business support groups along the lines of a Weight Watchers model – improving the accountability of small businesses that know they have to report their progress monthly, removing the sense of isolationism many feel, and using group ideas to help them keep customers coming through the door.

Paul Ellis, director of community and economic development for Columbia, Illinois, writes that his city plans to help small businesses and entrepreneurs by implementing an "economic gardening" program. They are creating a business database that will help decision-makers analyze the local economy, identify strengths and challenges and measure progress. In addition, the city is providing matching funds to encourage Main Street property owners to enhance their buildings' curb appeal, and providing direct assistance to local businesses, as well as a revolving loan fund. Finally, the city and partners are launching a "Think Monroe County First" program to encourage local residents to keep purchasing locally. The town is promoting all its efforts via press releases, the city website, a newsletter and blog.

for years, to ensure you're creating the supply of workers and buildings that will put you in the strongest possible position for recovery. As Buffett notes, "If you wait for the robins, spring will be over."

- **Investing now is an opportunity to differentiate your community**, as others cut back on marketing and promotion.

As budgets inevitably are cut, EDOs that stay in the game have less competition and more opportunities, for business attraction or building international trade relationships, for example. While business won't go on as usual, there still will be companies looking to move and expand – and your EDO is more likely to stand out as one of fewer in marketplace.

- **In tough economic times, your work is more important than ever.** Cutting economic development programs is akin to killing the goose of golden-egg fame. Who else is going to secure jobs and investment in your community? The blows brought by the economic downturn would hit your region even harder if it weren't for existing economic development programs and the work done to date.

Indeed, there are logical arguments for investing in nearly every area of economic development right now:

*Business retention and expansion.* You need to gauge the health of your businesses, give a boost to the weak ones and save those jobs. Conversely, you may have other businesses that have hoarded cash and are ready to expand or buy other companies – you need to know which they are and get in front of them.

*Marketing and business attraction.* As mentioned above, if you can preserve your budget for these programs while others' are slashed, your community and EDO are more likely to stand out in a less-crowded field. Showing up is half the job.

*Workforce development.* During economic downturns, many workers go back to school. In light of current economic times, do you know what the demand industries of the future will be? You should be playing a role to nurture the workforce that will be ready for these jobs – creating internships, career programs in high schools, community college courses/certificates, etc.

*Entrepreneurship programs.* If your community is experiencing major downsizing, this is a good time to get laid-off workers into entrepreneurship programs. That strategy paid off in Kalamazoo, Mich., after Pfizer was bought, and in Newton, Iowa, after Maytag, to name just a couple of communities that were determined not to let their talent languish.

*Small business programs.* You may not be able to do much to help major, multi-national corporations that are subject to global trends – but you can help your small businesses, with revolving loan funds, incubator support, marketing, connections, economic gardening, and more.

(This is not an exhaustive list of economic development programs that are worthy of continued investment – and you are in the best position to determine which of these strategies will bring the best return for your community. The hard work of figuring that out may be the most important thing you do right now.)

- **Deliver the confidence message.** Look at what's good in your community right now. Project confidence internally and externally, face-to-face, with local media and in advertising. Now is not the time to hold, back but to let the world know: "We are still in business." (See the Greater Halifax Partnership's letter to the community as an example of one strategy for doing this.)

- **Help your managers and officials prove their worth.** Investing in economic development provides city managers and elected officials with concrete evidence they can point to when telling constituents that they are doing everything they can to keep and grow jobs and help people maintain their standard of living.

**A few other things to keep in mind.** Are you serious about measuring your EDO's impact? If you've put off this difficult task, now is the time to quit procrastinating. Collect the evidence that you are making a difference – and be specific. Compile figures for the private sector investment leveraged by every economic development dollar in your community; numbers of jobs created; and – if you can put the figure in a good

context – the cost per job (perhaps compared to the costs of other good/services). Use that data to promote your success widely in the media, through your board and other networks, in every way you can.

Finally, don't forget that your membership in IEDC is a key resource. IEDC has [full roster of training courses](#) in areas such as entrepreneurship and small business development strategies, business retention and expansion, workforce development and many more that can strengthen your ability to respond successfully in tough times. IEDC also offers clearinghouse research services, 10 web seminars in 2009 and a roster of conferences, with the [Leadership Summit, "Turning Today's Economic Challenges into Tomorrow's Successes"](#), coming up next, January 25-27, in Tempe, Arizona.

\* For more information, see ["Triple Whammy"](#) in Governing, ["Local Governments Gear Up to Deal with Economic Downturn"](#) from ICMA or ["States Face New Budget Shortfalls"](#) from the LA Times.

*Posted with permission from IEDC*

# What do



*Train Station  
Salisbury, NC*

**“Leatherheads”**



*Lowes  
Motor Speedway  
Concord, NC*

**“Talladega Nights”**



*Skyline  
Charlotte, NC*

**“Shallow Hal”**



*Farm Land  
Chester, SC*

**“The Patriot”**

**and 47 other films all have in common?**

**They all chose the Charlotte region.**

[www.charlotteusa.com](http://www.charlotteusa.com)

**16 counties, 2 states, 1 great opportunity**



Beth Petty  
Charlotte Regional Film Commission  
800-554-4373  
[bpetty@charlotteusa.com](mailto:bpetty@charlotteusa.com)



The Charlotte Regional Partnership is a nonprofit, public / private economic development organization dedicated to the growth and prosperity of Charlotte USA - a region of 2.4 million people located in North and South Carolina.



The Charlotte Regional Partnership team will be attending the following trade shows:

National Manufacturing Week  
Chicago, Sept 23-25

Solar Power Conference 2008  
San Diego, October 13-17

Performance Racing Industry  
(PRI) Show Orlando,  
December 11-13

## Contact Us

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800-554-4373 | 704-347-8942  
[crp@charlotteusa.com](mailto:crp@charlotteusa.com)



The Charlotte Regional Partnership is proactively marketing to three emerging sectors - Defense/Security, Energy/Environment, and Health/Life Sciences - while continuing to work on projects in our traditional industries.

We also want to provide an update on recent tax and incentive changes that occurred in this year's legislative sessions in both North and South Carolina. [Click here](#) for 2008 Tax & Incentive update.

For additional information visit [www.charlotteusa.com](http://www.charlotteusa.com)



## Recent Announcements in Charlotte USA

**URS**  
Washington Division

**sencera**

**FLUOR**

**TIME WARNER  
CABLE**

**IBM**

**Crate&Barrel**

[Please Click Here for more Recent Announcements](#)

## Charlotte USA Focusing on Three Emerging Markets

### Defense & Security



The defense industry accounts for more than 75% of the global aerospace and defense market, which is expected to increase by 13% in the next five years. Local Department of Defense contractors, of which there are nearly 900 since 2000, provide a solid foundation for growth in Charlotte USA. Area firms such as Goodrich Corporation, BAE Systems, General Dynamics, Curtiss-Wright Controls, Inc and Michelin Aircraft Tire Corporation are finding success incorporating their advanced technologies to land government contracts.

For more information, [Click Here](#)

### Energy & Environment

The energy industry is thriving in the Charlotte USA region as a cluster of firms that specialize in nuclear energy builds momentum, and renewable energy firms make headlines with expanding operations. Local engineering talent and expertise are fueling the growth of this industry, as are the strength of local firms with significant operations such as Duke Energy, AREVA, Parsons, Shaw Power Group and URS/Washington Group.



For more information, [Click Here](#)

[Click here](#) to learn more about the U.S. Women in Nuclear conference held in Charlotte recently

### Health & Life Sciences



Local companies are capitalizing on the approaching shift in global demographics. U.S. healthcare share of GDP is expected to reach 20% by 2016. Nutritional research, medical testing services and medical device manufacturing represent growth areas around the Charlotte USA region. The highest concentration of medical equipment/supply manufacturers in the Carolina's can be found in the Charlotte USA region.

For more information, [Click Here](#)

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Development Trip Europe  
(Italy & Germany), November  
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[crp@charlotteusa.com](mailto:crp@charlotteusa.com)



## Charlotte USA - International Business Center

The Charlotte USA region encompasses 750 square kilometers and more than 750 foreign-owned firms, and continues to attract firms from Europe, Asia, North and South America. The Charlotte Regional Partnership is a non-profit, economic development organization dedicated to assisting foreign firms locate within the Charlotte region by providing accurate and comprehensive information.

For additional information visit, [www.charlotteusa.com](http://www.charlotteusa.com)



## Recent International Announcements in Charlotte USA

SENEBOGEN

RÜCHLING  
Engineering Plastics

DAIMLER

cefla  
Textile Group

ROLA  
ROLD ELETTRONICA

PROVIDENCIA

[Please Click Here for more Recent Announcements](#)

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For more information, [Click Here](#)

[Click here](#) to learn more about the U.S. Women in Nuclear conference held in Charlotte recently



## Charlotte Receives Top Rankings



There's been a lot of positive press recently concerning The Queen City and surrounding area's strong economy, pro-business attitude and vibrant demographics. So far this year, Charlotte has been listed as the [Best Place to Live](#), among the [Top 10 Recession-Proof Cities](#) and America's seventh [Most Wired City](#). Both North Carolina and South Carolina were in the top five of Pollina's [Top 10 Pro-Business States](#). Also, nine regional firms made the [Barron's 500](#), the magazine's annual list of America's Best Companies, with SPX Corporation breaking into the top 50.

For a complete list of accolades for Charlotte USA, [Click Here](#)

## Spotlight Italy

There are more than 5,300 residents born in Italy living in the Carolinas. More than [35 Italian companies](#), employing 850+ workers, call the Charlotte USA region home. Recent expansions of Italian-based companies in the area include PreGel's new North American 150,000sf headquarters facility in Cabarrus County, and Charlotte-based Nucor Steel's recent purchase of a 50 percent stake in Duferdofin-Nucor, a joint venture created with Switzerland's Duferco Group.

For additional information regarding the Italian business community in Charlotte USA, [Click Here](#)





# Manufacturing Business Update

The Charlotte Regional Partnership is a non-profit, public / private economic development organization dedicated to the growth and prosperity of Charlotte USA - a region of 2.4 million people located in North and South Carolina.



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## Charlotte USA - Manufacturing Business Center

Charlotte USA is a dynamic region for manufacturing. Our rural areas offer competitive costs and a stable workforce. Our quality rail served properties offer convenient and reliable access to a global transportation network, and our competitive workforce has adapted new technological innovations to transform traditional industries into sought after niche competencies.

For additional information visit, [www.charlotteusa.com](http://www.charlotteusa.com)



## Recent Announcements in Charlotte USA

Crate&Barrel

RÜCHLING  
Engineering Plastics

DAIMLER

ATI Allvac  
Advanced Technologies

POPELMANN

PROVIDENCIA

[Please Click Here for more Recent Announcements](#)

## Rural Locations part of the Charlotte USA Landscape

9 of the 16 counties that collectively encompass Charlotte USA are considered rural, making up nearly 60% of the land area and over 28% of the regional population. Soaring transportation costs and dwindling margins are convincing offshore manufacturers to [reconsider allocating production back to U.S.](#) facilities. And rural locations offer companies seeking consolidation or relocation opportunities a [stable workforce, below average cost of operations](#) and [plenty of room to grow.](#)



## High Performance Materials Cluster on the Rise



The textile industry has a long history in Charlotte USA, and while there have been recent declines in the classic market for textiles, manufacturers are finding [new high tech applications](#) for their craft. BAE Systems and their subsidiary Tensylon High Performance Materials Inc. have found success locating in the region, taking advantage of the available talent left behind and community college training programs such as York Tech's [Institute for Manufacturing Productivity](#). In late 2007, [Tensylon](#) expanded their Union County facility and doubled the plant's workforce.

## Rail Provides Cost Effective Transport Option

The weak dollar and rising fuel costs make rail an attractive option for transporting goods these days, and Charlotte USA has six main and short lines providing access to each of its 16 counties. [184 of the available sites and buildings in the region](#) currently have rail service, and each county has at least one rail accessible site or building within its borders. Of these 184 sites, 144 are served by the main lines (105 by Norfolk Southern and 39 by CSX). The remaining 40 have access to short lines such as [L&C](#), Alexander and Winston-Salem Southbound. A new intermodal facility at Charlotte-Douglas International Airport will replace the current facility on North Tryon Street to link road, rail and air cargo. And, Charlotte is only 208 miles from the Port of Charleston.





# Charlotte Regional Film Commission Update



The Charlotte Regional Film Commission promotes film making within a 16-county region, spanning North and South Carolina. We are the central contact for location and production information for the film and video industry.



Our purpose is to assist with finding the locations, crew and other resources that you may require in your next film shoot.

## Film & Video Directory

For the most up to date information regarding crew and support services, rental services, weather, and general information, [click here](#).



Or to request a printed copy please e-mail your contact info and mailing address to: [bcc@charlotteusa.com](mailto:bcc@charlotteusa.com)

**Charlotte Regional Film Commission**  
1001 Morehead Square Dr.  
Suite 200  
Charlotte, NC 28209  
800-854-4373 | 704-347-6942  
[bcc@charlotteusa.com](mailto:bcc@charlotteusa.com)



## Reasons to film in the Charlotte Region

- Competitive financial incentives - NC & SC
- Strong crew base
- Productions Center 2001, 2006 IATSE Area Standards Agreement
- Home to major equipment houses including: Cinecoast, Illumination Dynamics and Hollywood Rentals
- Great studio and office space within minutes of uptown and international airport
- Unbelievable variety of locations - stage anything anywhere



## World Class Sports Facilities



- [Lowe's Motor Speedway](#) - Hub of NASCAR
- [Bank of America Stadium](#) - Carolina Panther's lair
- [Time Warner Cable Arena](#) - Home of the Charlotte Bobcats and Charlotte Checkers
- [US Whitewater Center](#) - Official Olympic training site (It's so good even the French train here.)
- [Charlotte Knights Baseball](#) - Home of the Charlotte Knights, a Triple-A baseball team (Chicago White Sox affiliate)
- Over 100 golf courses - featuring the [Wachovia Championship](#) at Quail Hollow
- [Championship Tennis Tournament at The Palmettes](#) - featuring world renowned players
- Recent sports films include: *Leatherheads*, *Telldge Nights 3 - The Dale Earnhardt Story*, and *Dale*

## Incentives For Film Industry

North and South Carolina offer numerous assets from which the film industry can benefit. Recent legislation has created a competitive environment to lower the cost of doing business in the Carolinas.

North Carolina - 15% on goods, services and labor. [For more details...](#)

South Carolina - 20% in-state labor, 10% out-of-state labor, 30% for suppliers. [For more details...](#)



## Call to Request Custom Location Package



Go Back To The Wild Wild West

Relive A Day In Small-Town America



Capture The Intensity Of NASCAR



Lim The Rush Of City Life

If it can be written, chances are it can be filmed right here in Charlotte USA. From staging bustling city scenes to the thrill of NASCAR, Charlotte USA offers exceptional locations, easy accessibility and a strong crew base. Everything you want is right here in Charlotte USA.

Contact Beth Petty at the Charlotte Regional Film Commission today. 1-800-854-4373 or [bcc@charlotteusa.com](mailto:bcc@charlotteusa.com)

If you do not wish to receive future film e-blasts, please [unsubscribe here](#), or mail us a written request to the attention of: Charlotte Regional Partnership, Customer Contact Manager, 1001 Morehead Square Drive, Suite 200, Charlotte NC 28209. Please allow up to two weeks for the complete unsubscribe process to take place.

. **US National Whitewater Center (USNWC)**

**Action: Adopt a Resolution supporting funding for I-85 and I-485 signage to direct customers to the USNWC.**

**Staff Resource:** Pat Mumford, USNWC Board  
Jeff Wise, USNWC  
Ron Kimble, Deputy City Manager

**Focus Area:** Economic Development

**Explanation**

- Whitewater Center Parkway will be opening as the new main entrance to the USNWC in early 2009.
- New interstate signage on I-85 and I-485 is needed to direct customers to the Moore's Chapel Exit off of I-485.
- The North Carolina Department of Transportation is seeking funding at the State level for this purpose.
- They have asked that a Council adopted Resolution be executed documenting the need for this funding/signage.

**Future Action**

US National Whitewater Center representatives will be coming to City Council in February, 2009 with an update on the current financial and operational status of its facility.

**Attachment**

December 16, 2008 Letter from Mayor McCrory  
Resolution



December 16, 2008

Senator Charlie Dannelly  
2010 Legislative Building  
Raleigh, NC 27601-2808

Dear Senator Dannelly:

This letter is written to 1) thank you, the General Assembly, and the North Carolina Department of Transportation (NCDOT) for your past generous support of the US National Whitewater Center in Charlotte, as well as 2) urge you to secure the necessary resources to complete the appropriate interstate highway signage which would direct customers to the Center. As you may know, this project represents the ultimate in public/private partnerships with financial assistance provided by the private sector to the tune of \$38M for facility capital construction, \$12M from six units of local governments in Mecklenburg and Gaston counties for operating/capital backstop, and \$1.8M from NCDOT for construction of Whitewater Center Parkway, the new Main Street into the Center.

For two years, we have labored to obtain the final piece of the puzzle – namely, interstate highway signage on interstates I-85 and I-485. The new main entrance road will open to traffic within sixty days, and there is a desperate need to direct motorists from I-85 to the first exit north on I-485 at Moore's Chapel Road, and then to Whitewater Center Parkway. We implore the State of North Carolina to urgently secure the State funding for overhead signage from both directions on I-85, and roadside signage from both directions on I-485 to direct customers to the Moore's Chapel Exit. Failure to complete such signage installation when Whitewater Center Parkway opens to traffic in less than sixty days will surely result in customer confusion in trying to find their way to the Center. Our worst fear is that this confusion will result in fewer customers actually visiting the US National Whitewater Center, which means lost economic opportunity for both local governments and the State of North Carolina.

The signage package for I-85 has already been approved and designed, but delayed in its installation by NCDOT awaiting a funding source for this purpose. We are uncertain of the status of the signage for I-485. We will also ask the Charlotte City Council to adopt a resolution in support of funding for this signage at its next meeting on January 5, 2009. Please help us achieve the necessary signage so that the US National Whitewater Center can be as successful as possible in generating jobs and revenues for our Region and this State. !!!

Sincerely,

Patrick L. McCrory  
Mayor

Alan Dickson, Chair, US National Whitewater Center  
Jeff Wise, Executive Director, US National Whitewater Center  
Barry Moose, Division 10 Engineer

## **A Resolution Encouraging State Funding for Signage for the US National Whitewater Center**

WHEREAS, there has existed a unique, collaborative public/private partnership to construct and operate the US National Whitewater Center (USNWC), and

WHEREAS, that partnership has involved \$38M from the private sector to construct the facility, \$12M from six public sector local governments in Mecklenburg and Gaston Counties to provide operating/capital backstops for the USNWC, and \$1.8M from the North Carolina Department of Transportation for USNWC roadway access improvements known as Whitewater Center Parkway, and

WHEREAS, the remaining piece to be secured is funding for adequate interstate overhead signage on I-85 and interstate roadside signage on I-485, so that visitors can be routed to the USNWC in a direct, easily followed manner, and

WHEREAS, the failure to secure State funding for such signage will result in lost economic opportunity, for both local governments in Mecklenburg and Gaston Counties and for the State of North Carolina,

NOW THEREFORE, BE IT RESOLVED by the City of Charlotte that it supports the securing of State funding (outside of equity formula road funding) for appropriate interstate highway signage that routes visitors to the newly constructed Whitewater Center Parkway, and that this be done as expeditiously as possible so that the signage can be installed commensurate with the opening of the Whitewater Center Parkway within the next sixty days.

**Adopted this \_\_\_\_\_ day of \_\_\_\_\_, 2009.**