



CHARLOTTE.

Statistical Snapshot of Charlotte

February 2, 2012

**More than
half full!**





2011 Success

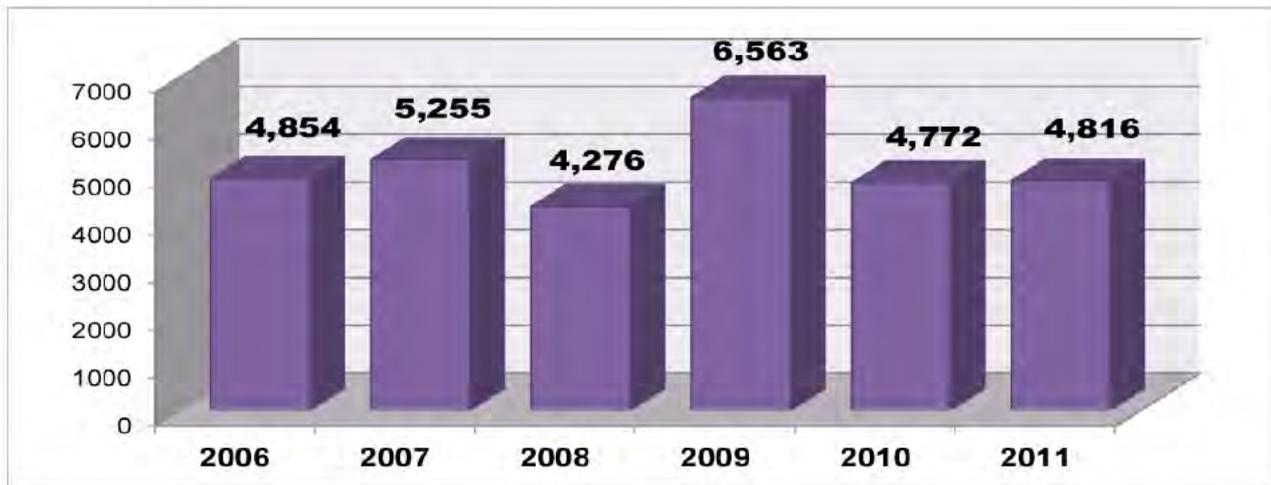
COMPASS GROUP, RICOH, Time Warner Cable, MADRONA SPECIALTY FOODS, NewAmerican MORTGAGE, MNES Mitsubishi Nuclear Energy System, Northeastern, lime energy, ognibene THE STEERING PEOPLE, IMAGE Information Systems, NATIONAL BOARD OF EXAMINERS IN OPTOMETRY, CELGARD, MARBACH, Joerns Healthcare, QT QuikTrip, MasTec, Delta's, DINSE, Swiss Gourmet USA Inc., Infinisource, Greenspring ENERGY, Capgemini, Electrolux, groninger www.groningerusa.com, PACKARD PLACE, BUSINESS SOLUTIONS INTERNATIONAL, ANDRITZ Hydro, Rexroth Bosch Group, Chiquita, GULFEAGLE SUPPLY, CapTech, GEO Plastics, SCOR, Regus, GROHMANN ENGINEERING, 180 MEDICAL, QC DATA, APLIX The Vision for Learning, flex + it, MISSION, Sharif Berries, WESTMED MEDICAL GROUP, VSTH, Messer WeAroBuilding, INTEC, BLUESTAR SILICONES, VISION, STICKLEY, TQLO, JETION SOLAR visionary green energy, BridgehouseLaw® Atlanta • Charlotte • Cologne • Munich, CTL PACKAGING, Connections, ON24, PHYSICIANS CHOICE LABORATORY SERVICES, kellypipe THE ULTIMATE SOURCE, EXTENDEDSTAYHOTELS®, Kai's Kookies & More bake and coffee shop, Booz | Allen | Hamilton delivering results that endure, Aaron's, WILKINS TIPTON ATTORNEYS AT LAW



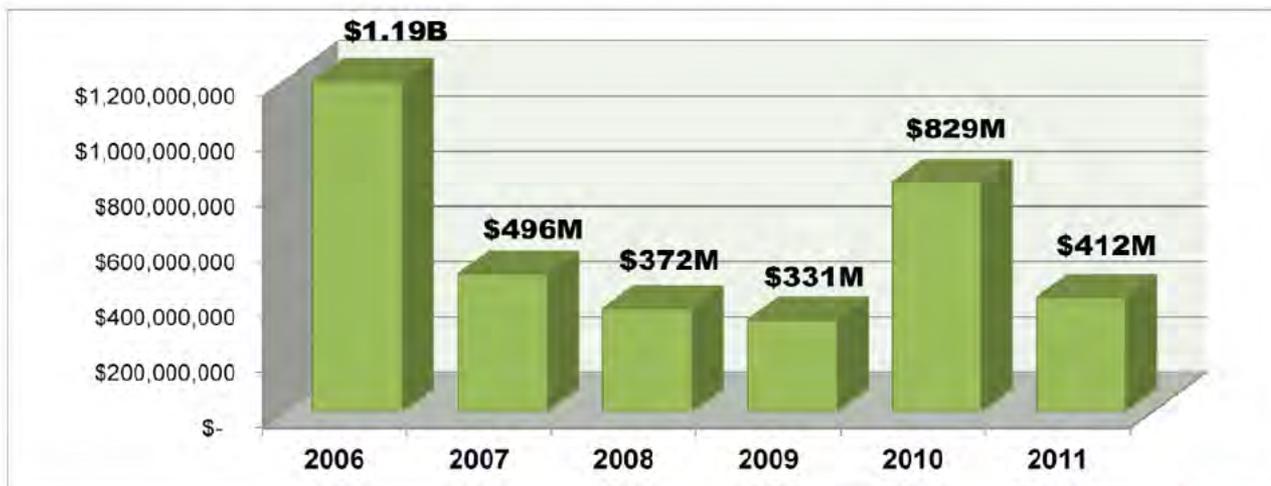


Historical Comparison

JOBS

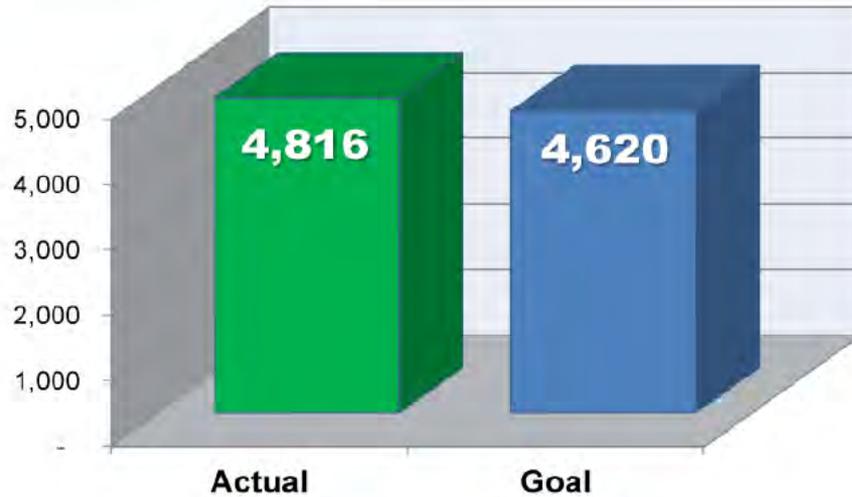


INVESTMENT

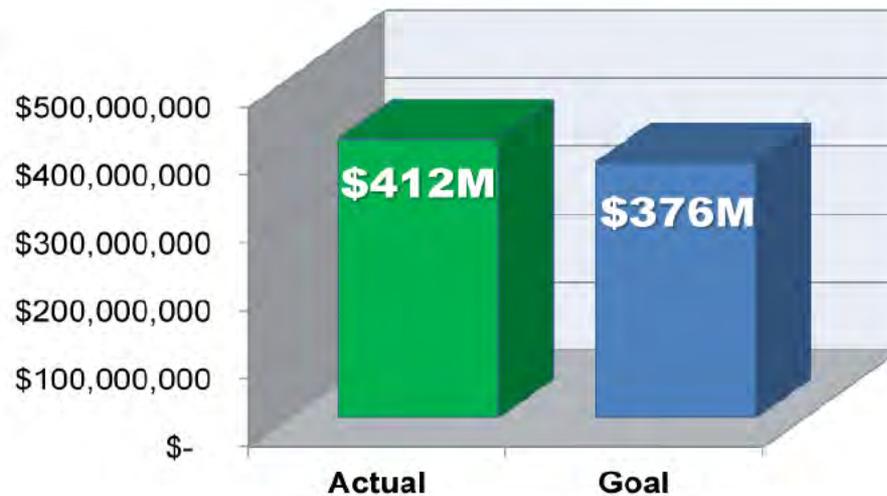


2011 Goals: Jobs & Capital Investment

JOBS

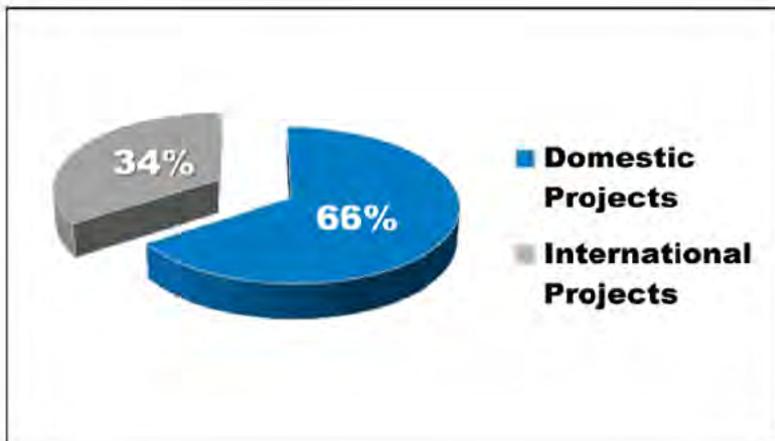


INVESTMENT

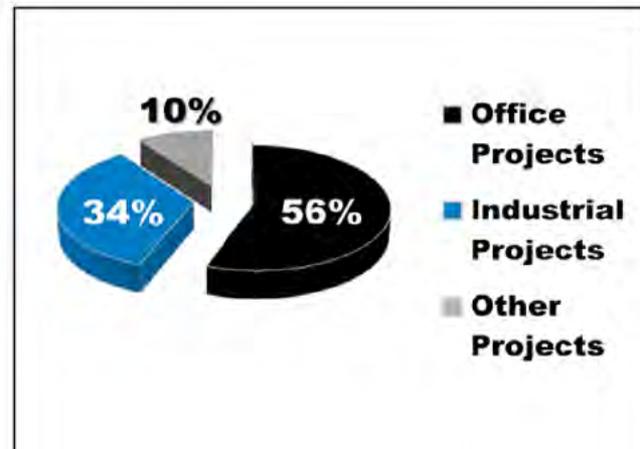




2011 Project Activity



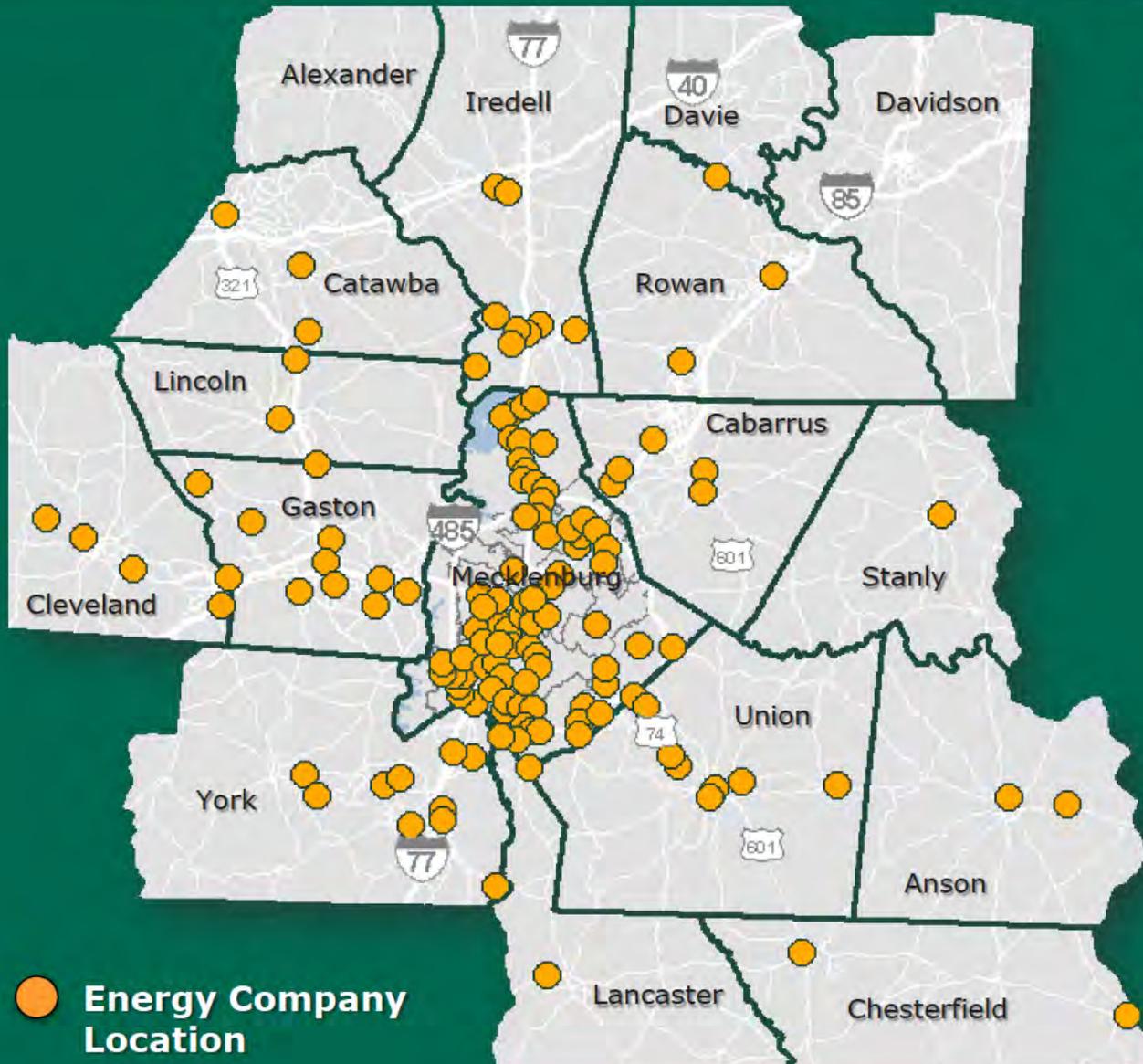
LOCATED COMPANY ORIGIN



LOCATED PROJECTS TYPE



Concentration of Energy Companies in the Region





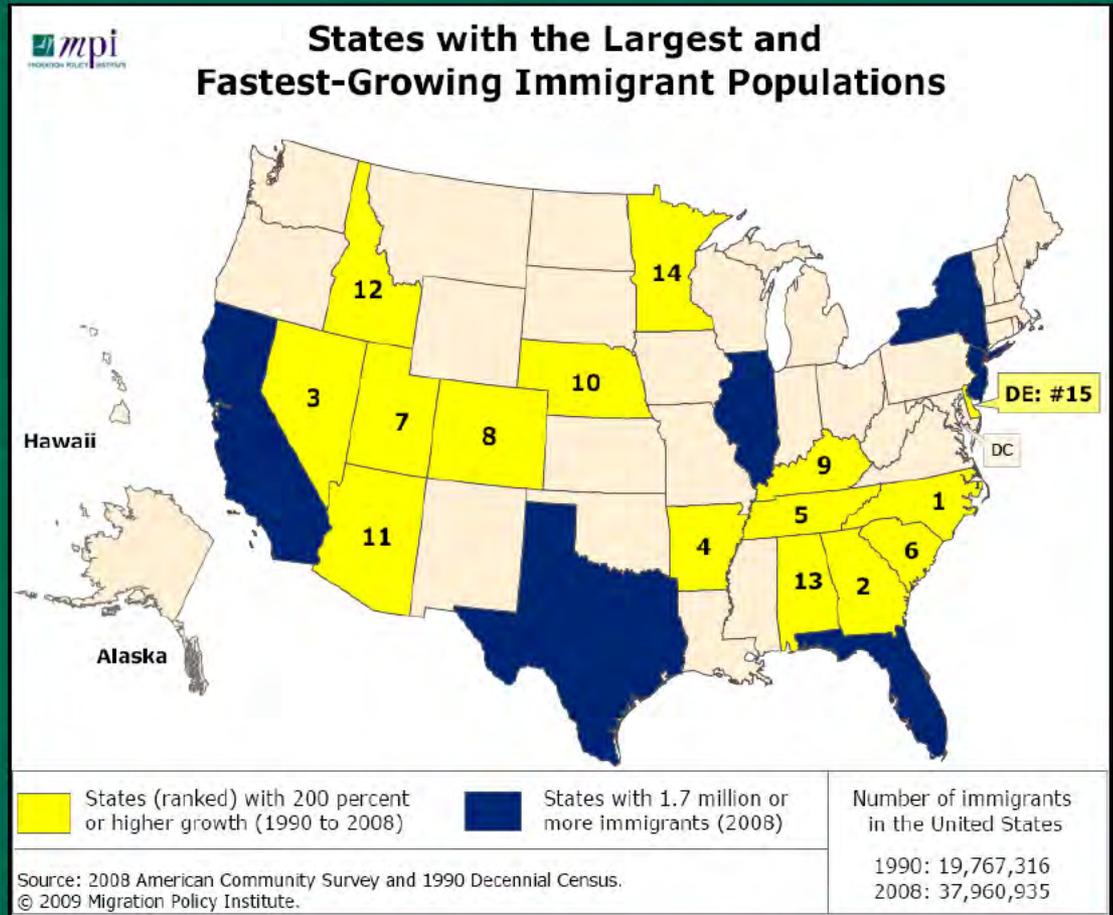
Charlotte Trends

What we looked at:

- ✓ Census Data
- ✓ Quality of Life Study
- ✓ Elementary School EOGs
- ✓ Free & Reduced Lunch
- ✓ Increasing poverty rates
- ✓ Fire & Police Response
- ✓ HHS recipients
- ✓ United Way recipients
- ✓ Property Values

Charlotte as Emerging Immigrant Gateway

- **8,742** Foreign born residents in 1980 (2.7%)
- **15,119** Foreign born residents in 1990 (3.6%)
- **59,849** Foreign born residents in 2000 (11%)
- **106,047** Foreign born residents in 2010 (14.4%)





Geographic Lead Sources

(356 New Leads)



72% Domestic

23 states

NC – 26

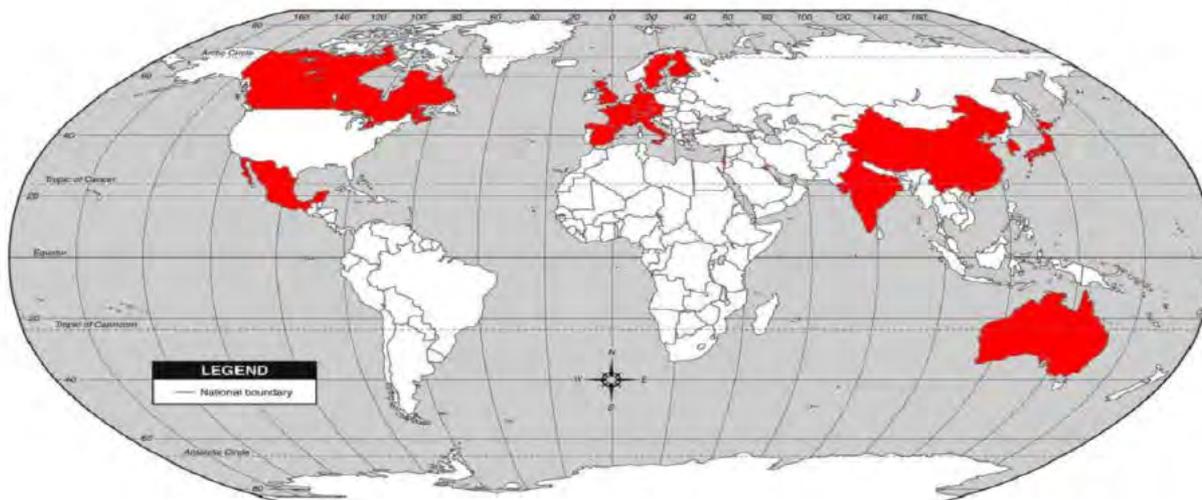
NY – 12

IL – 7

CA – 6

SC – 6

Unknown - 19



28% International

20 Countries

Germany - 31

China - 17

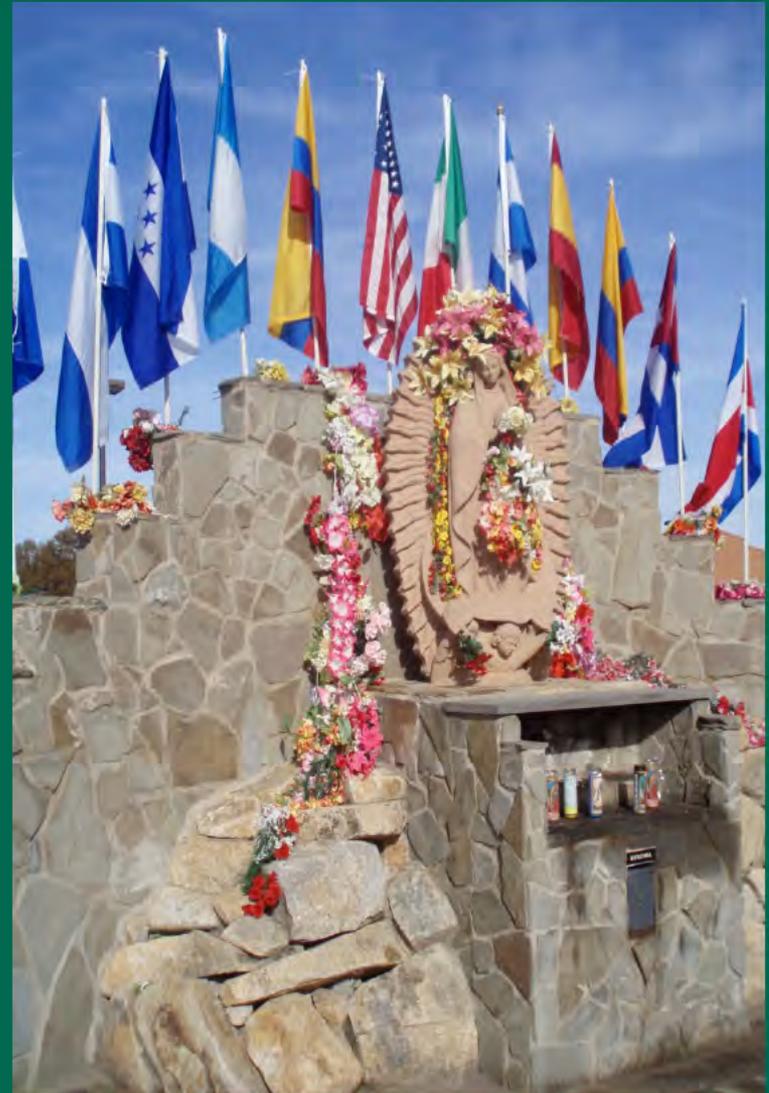
Canada - 6

Italy - 5

UK - 4

Of Charlotte's foreign born in 2010...

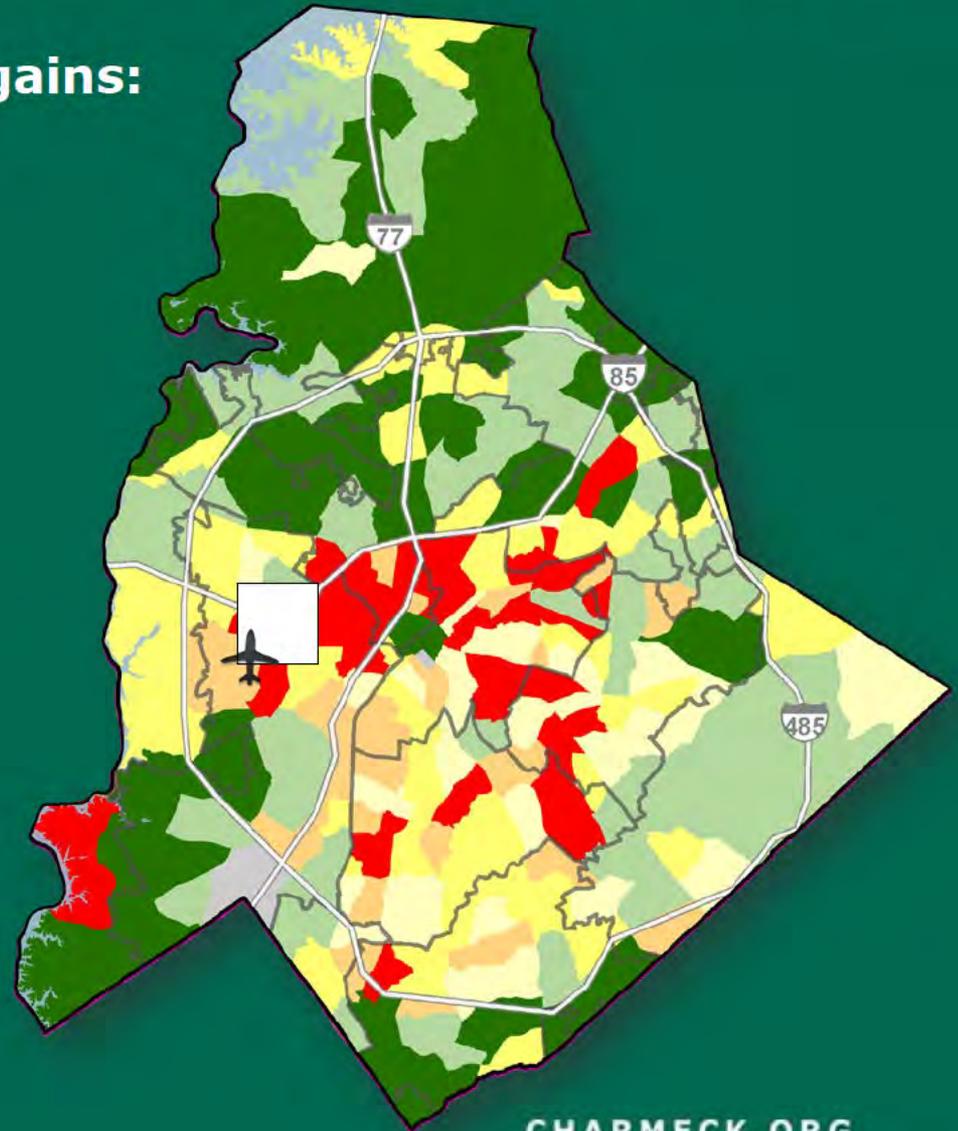
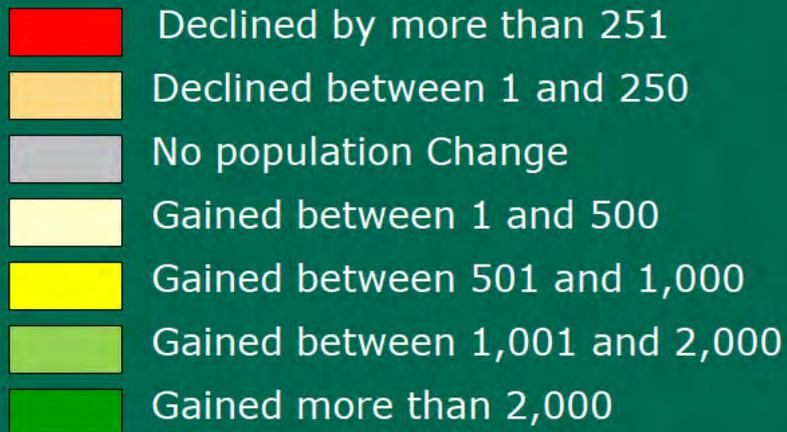
- **54% from Latin America**
Mexico (22%)
El Salvador (8%)
- **29% from Asia**
India (7.8%)
Vietnam (5.5%)
China & Taiwan (3.8%)
- **9% from Europe**
UK (1.4%)
Germany (1.2%)
- **6% from Africa**



Population Change by Census Tract 2000 - 2010

Areas with largest population gains:

- Southwest, South, North and Northeast Charlotte
- Northern Towns

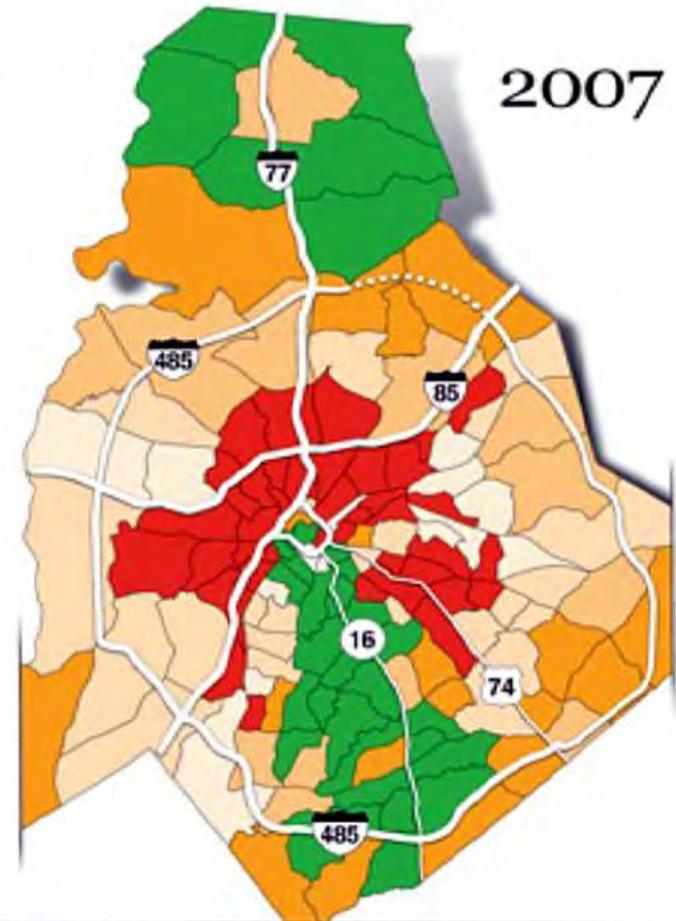
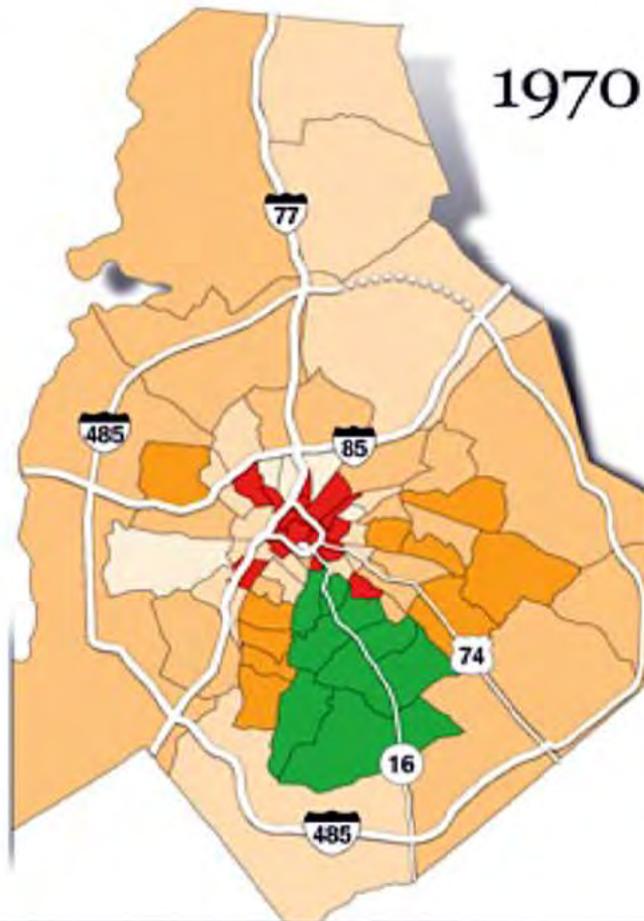




Shrinking Middle Class?

Since 1970, some Mecklenburg County middle-class neighborhoods have transformed into poor or affluent neighborhoods. The proportion of families living in poor neighborhoods in the Charlotte area has increased 140 percent, while the proportion in affluent neighborhoods has increased 83 percent.

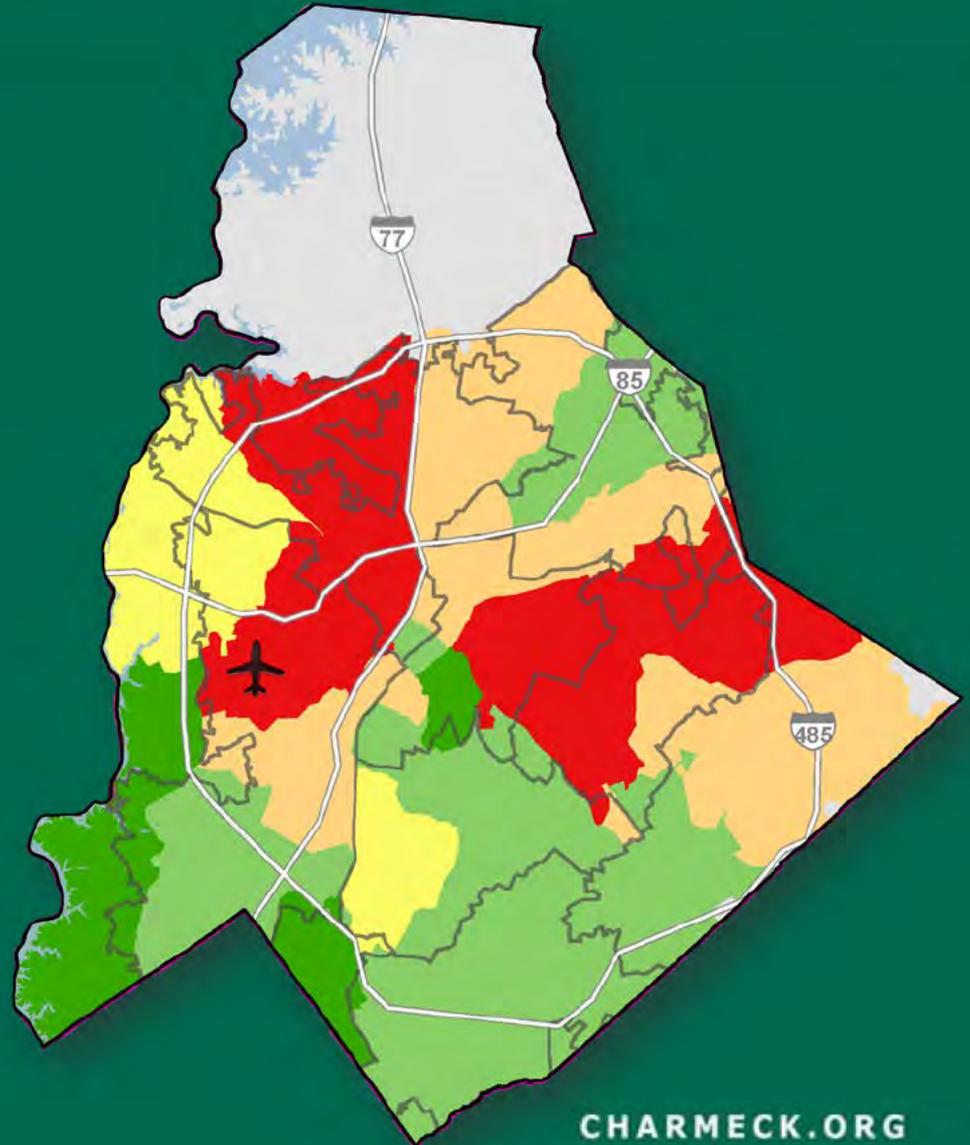
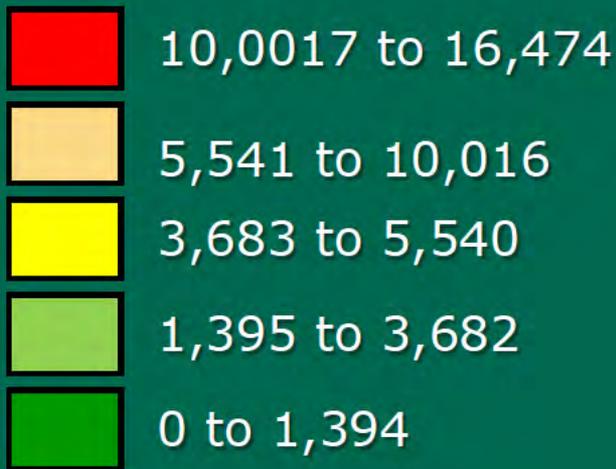
- **Poor**
1970 *Less than \$6,300*
2007 *Less than \$43,000*
- **Low income**
1970 *\$6,300 to \$7,450*
2007 *\$43,000 to \$51,500*
- **Low-middle income**
1970 *\$7,450 to \$9,300*
2007 *\$51,500 to \$64,500*
- **High-middle income**
1970 *\$9,300 to \$11,600*
2007 *\$64,500 to \$80,500*
- **High income**
1970 *\$11,600 to \$14,000*
2007 *\$80,500 to \$97,000*
- **Affluent**
1970 *More than \$14,000*
2007 *More than \$97,000*





United Way Clients

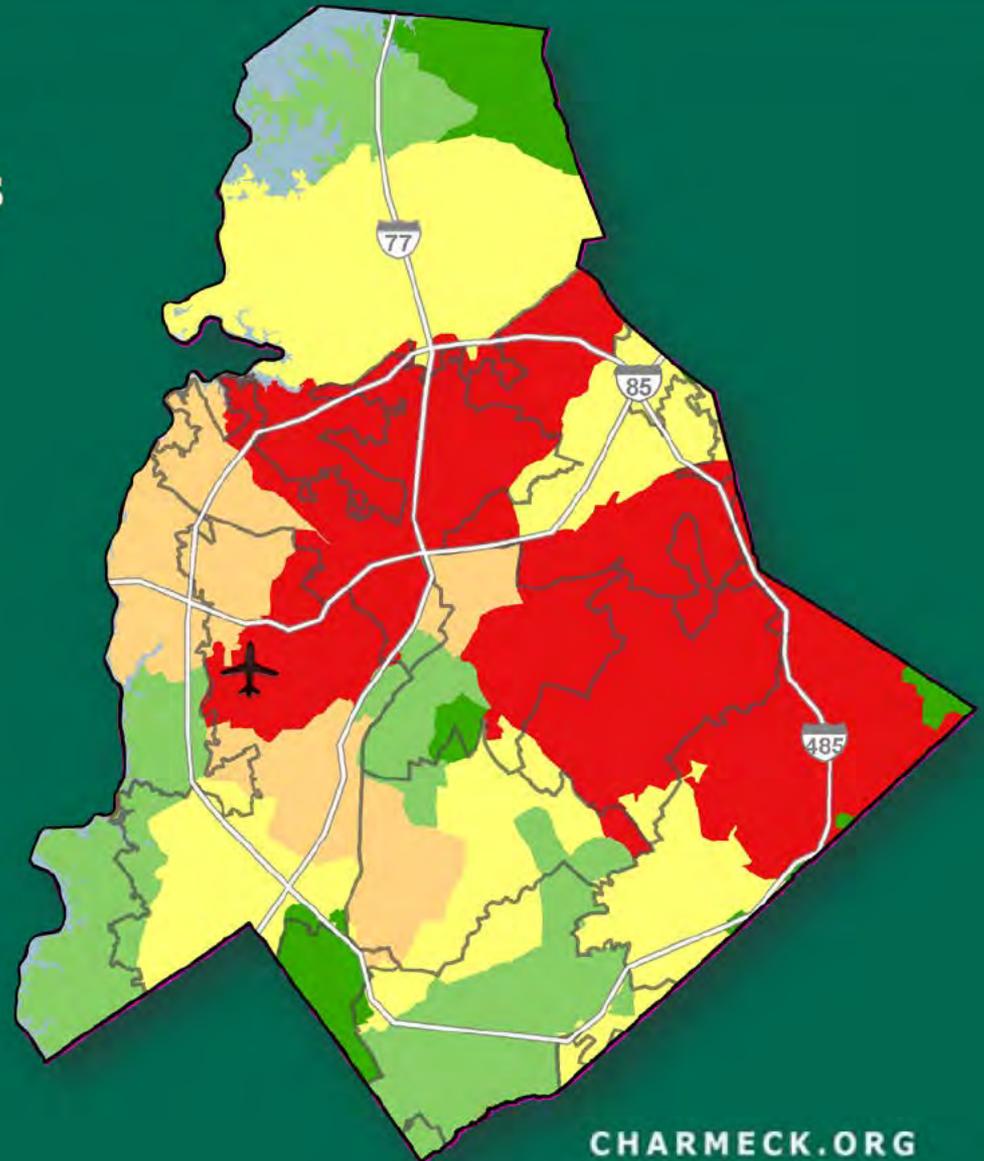
United Way Clients by Zip Code





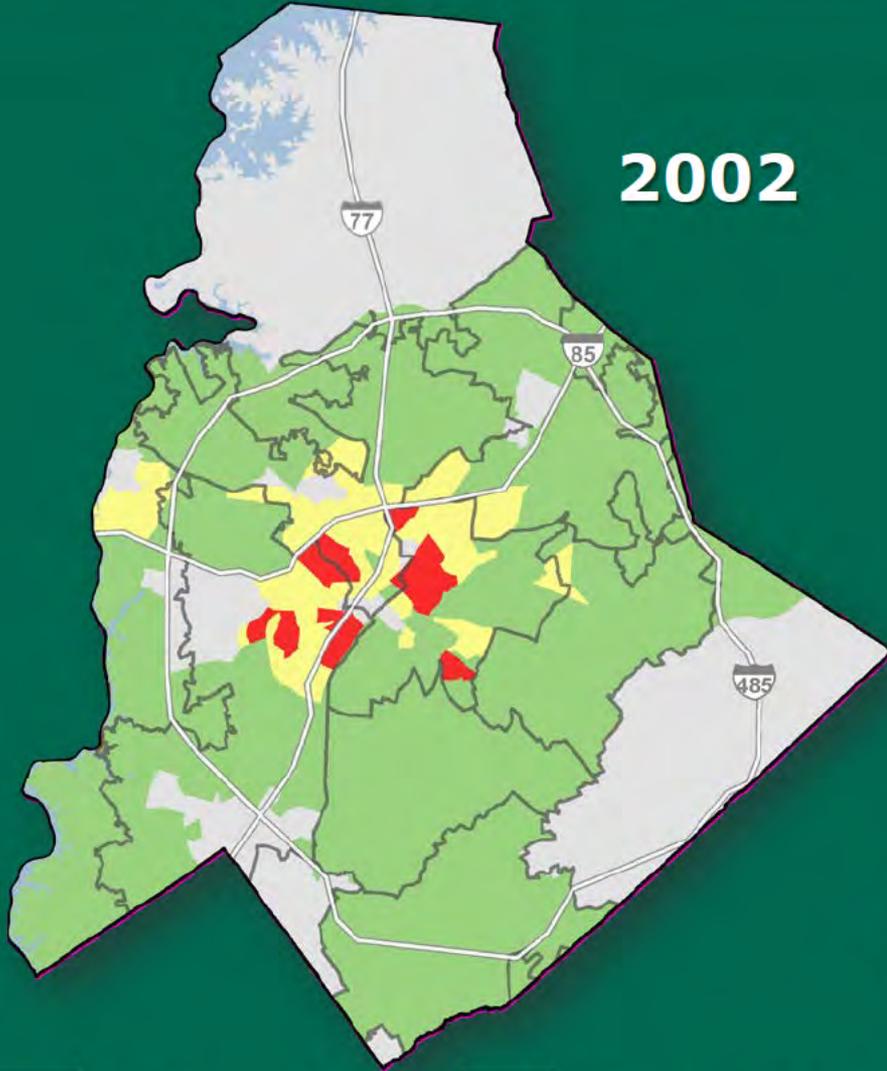
Public Assistance

Number of Public Assistance Recipients by Zip Code

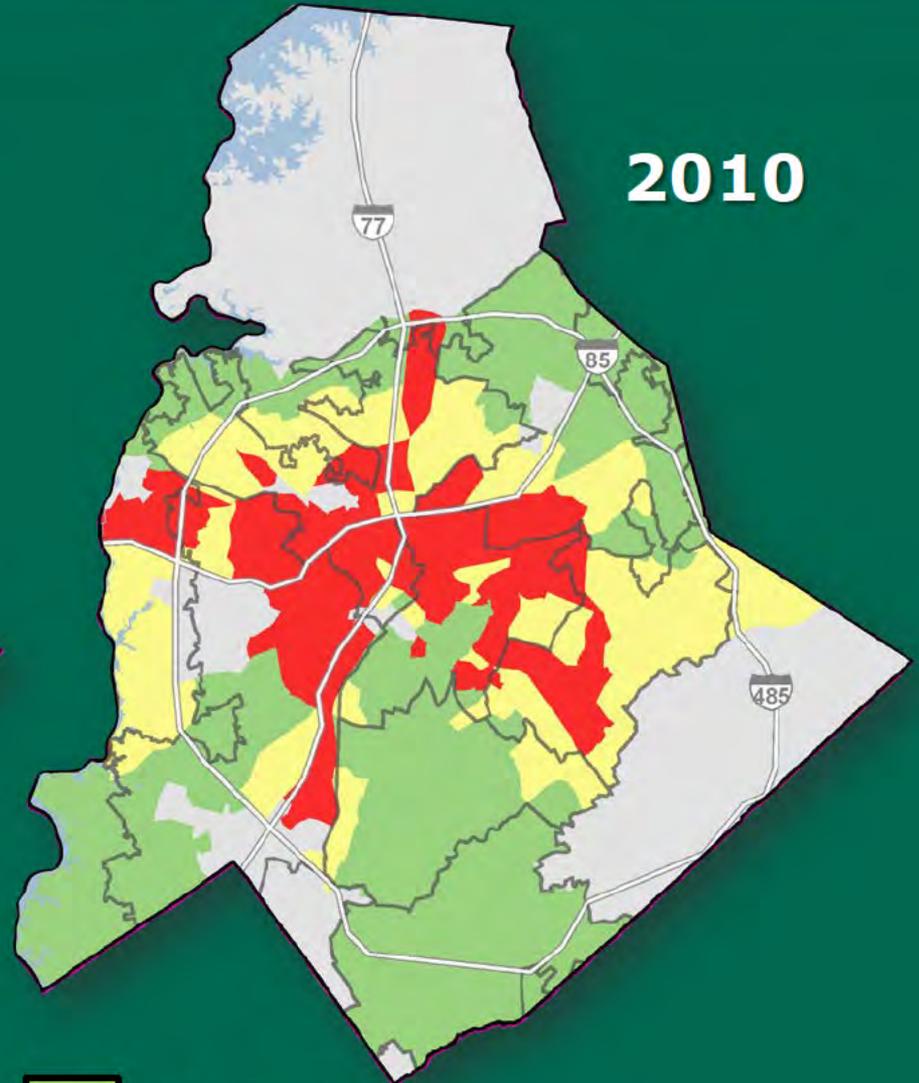


Percent of Persons Receiving Food Stamps

2002



2010



21% to 90%



9% to 20%



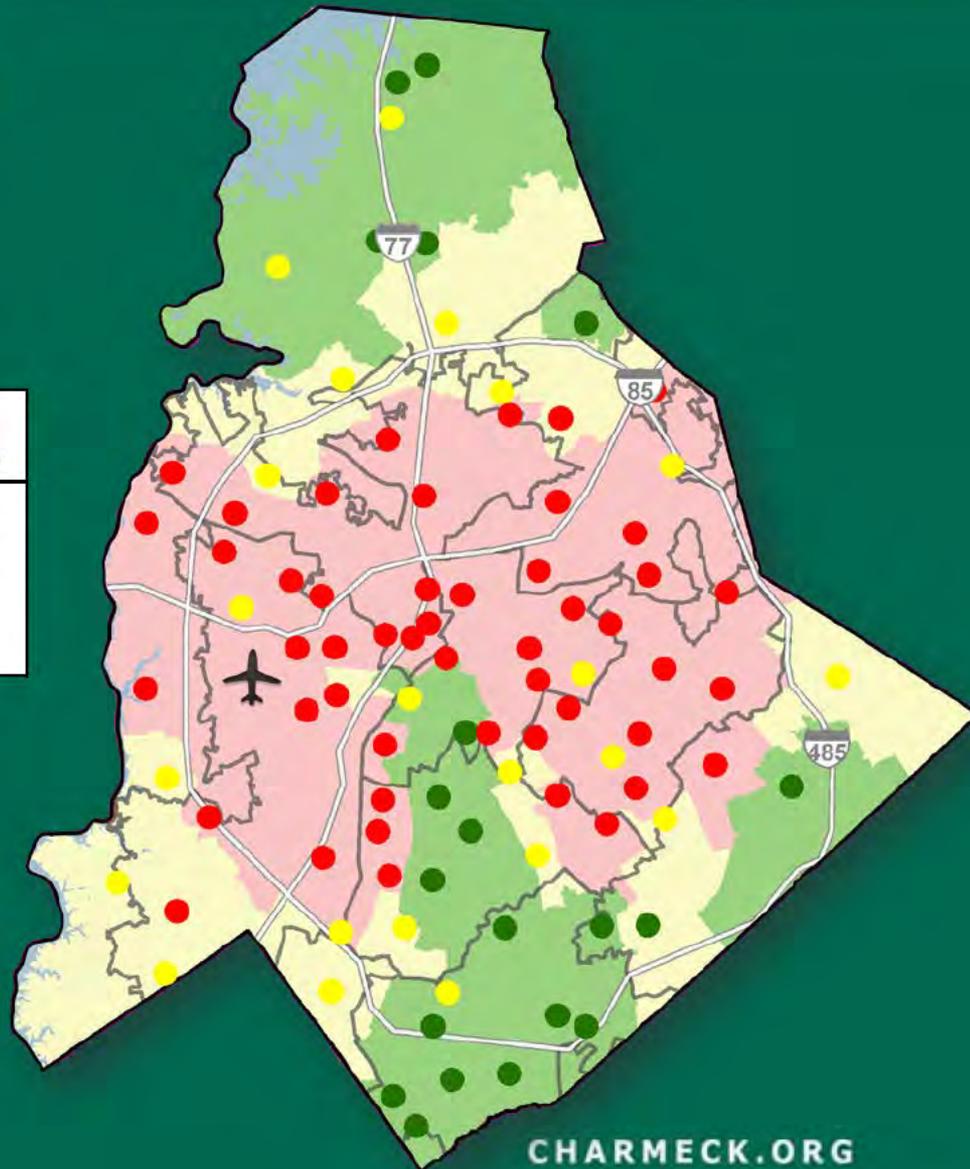
1% to 8%



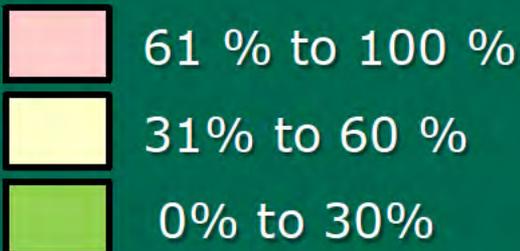
Elementary Schools

2011 Elementary School Free & Reduced Lunch And EOG Proficiency

EOG % Proficiency	# of Schools	% of Schools
● 23.1% to 60%	49	53.8%
● 60% to 80%	22	24.2%
● 80.1% to 96.0%	20	22%



Free/Reduced Lunch



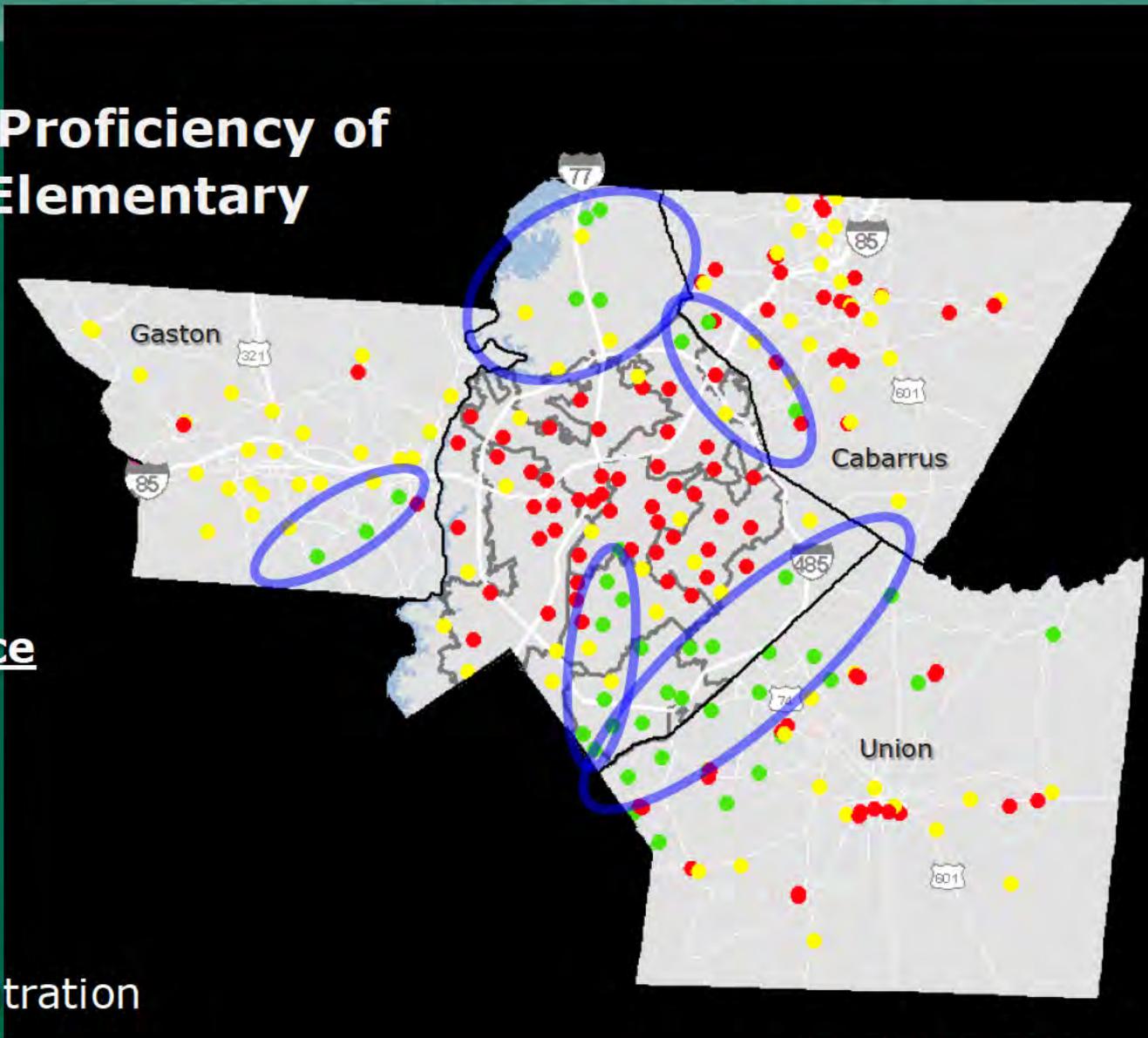


Elementary Schools

2011 EOG % Proficiency of Non-Magnet Elementary Schools

EOG Performance

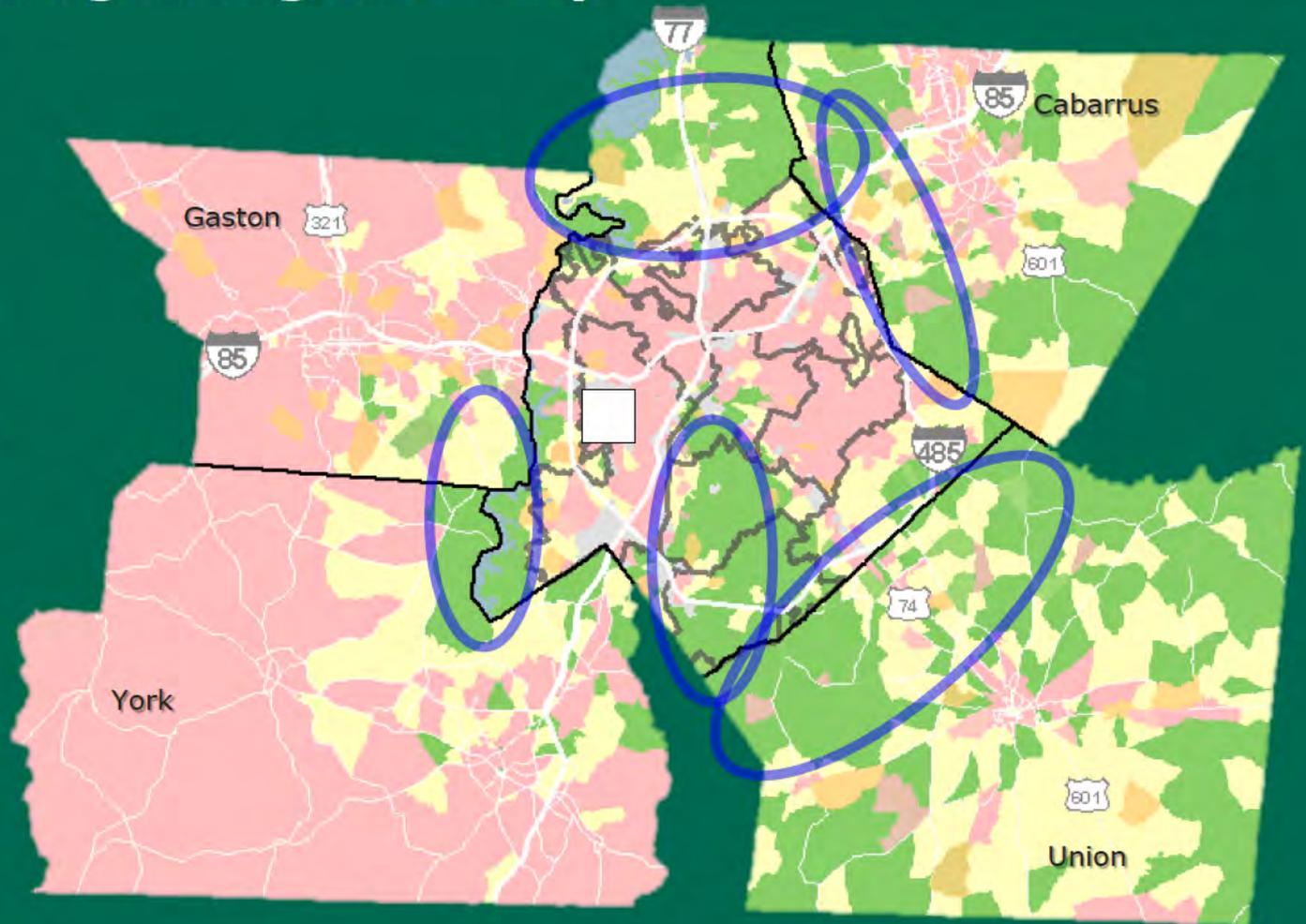
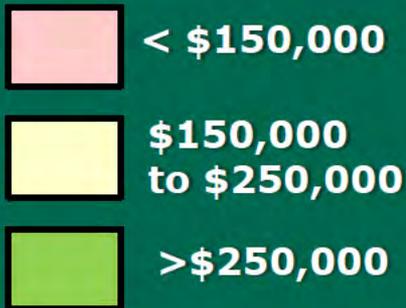
-  Low
-  Moderate
-  High
-  High Concentration



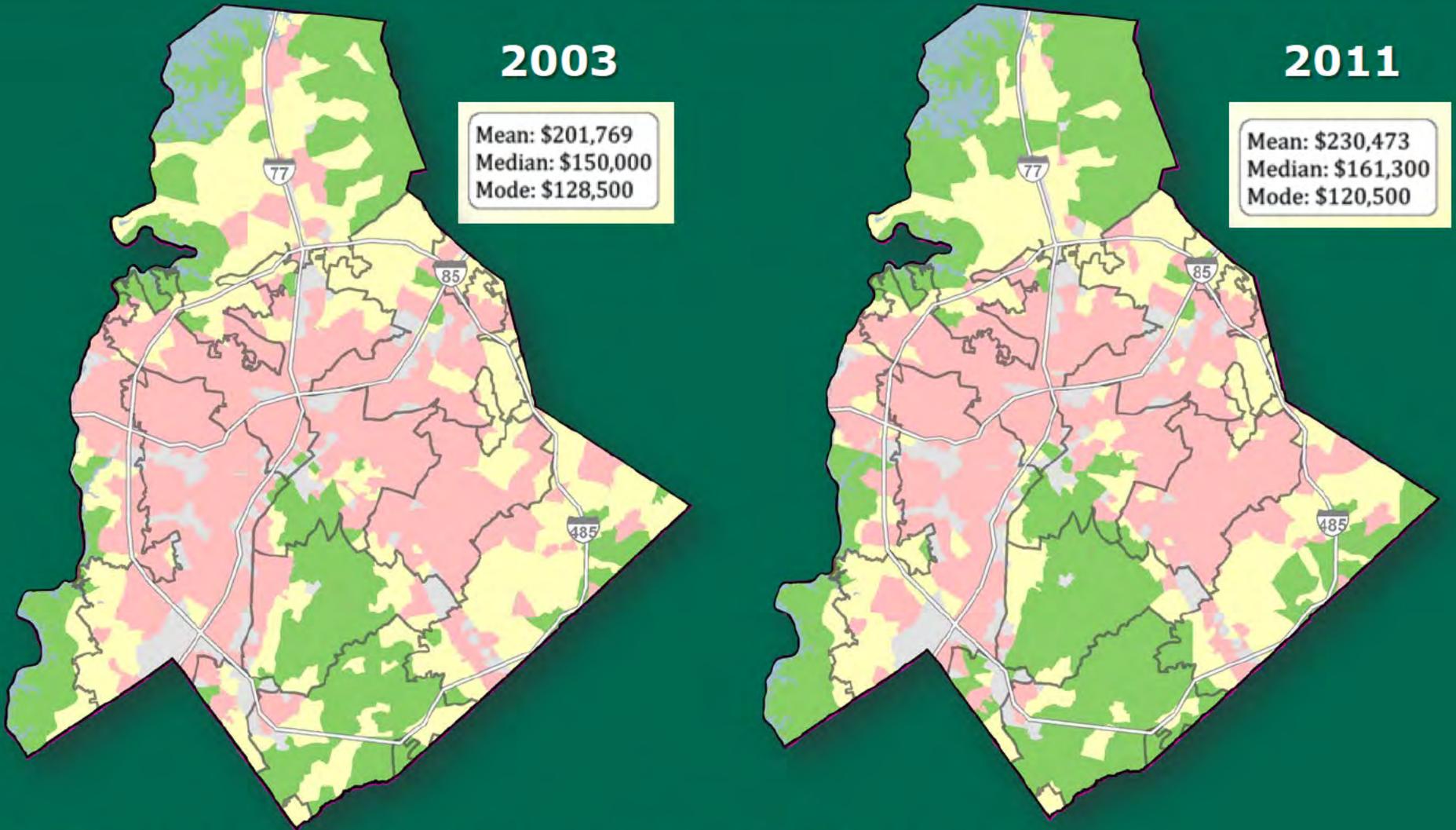
Mecklenburg County Average Single-Family Tax Values

Regional Average Single-Family Tax Values

Tax Value



Mecklenburg County Average Single-Family Tax Values



2003

Mean: \$201,769
Median: \$150,000
Mode: \$128,500

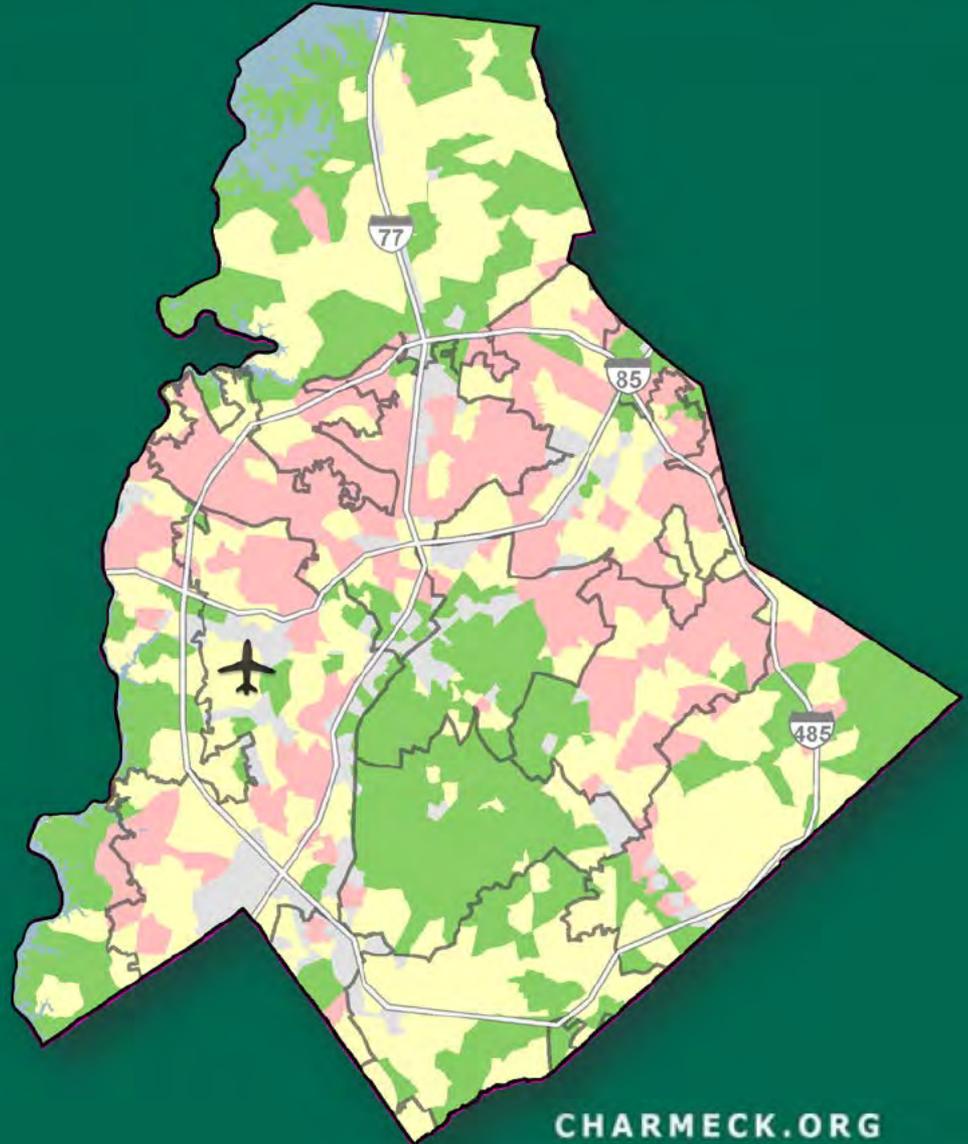
2011

Mean: \$230,473
Median: \$161,300
Mode: \$120,500

 >\$250,000  \$150,000 to \$250,000  < \$150,000

Mecklenburg County Average Single-Family Tax Values

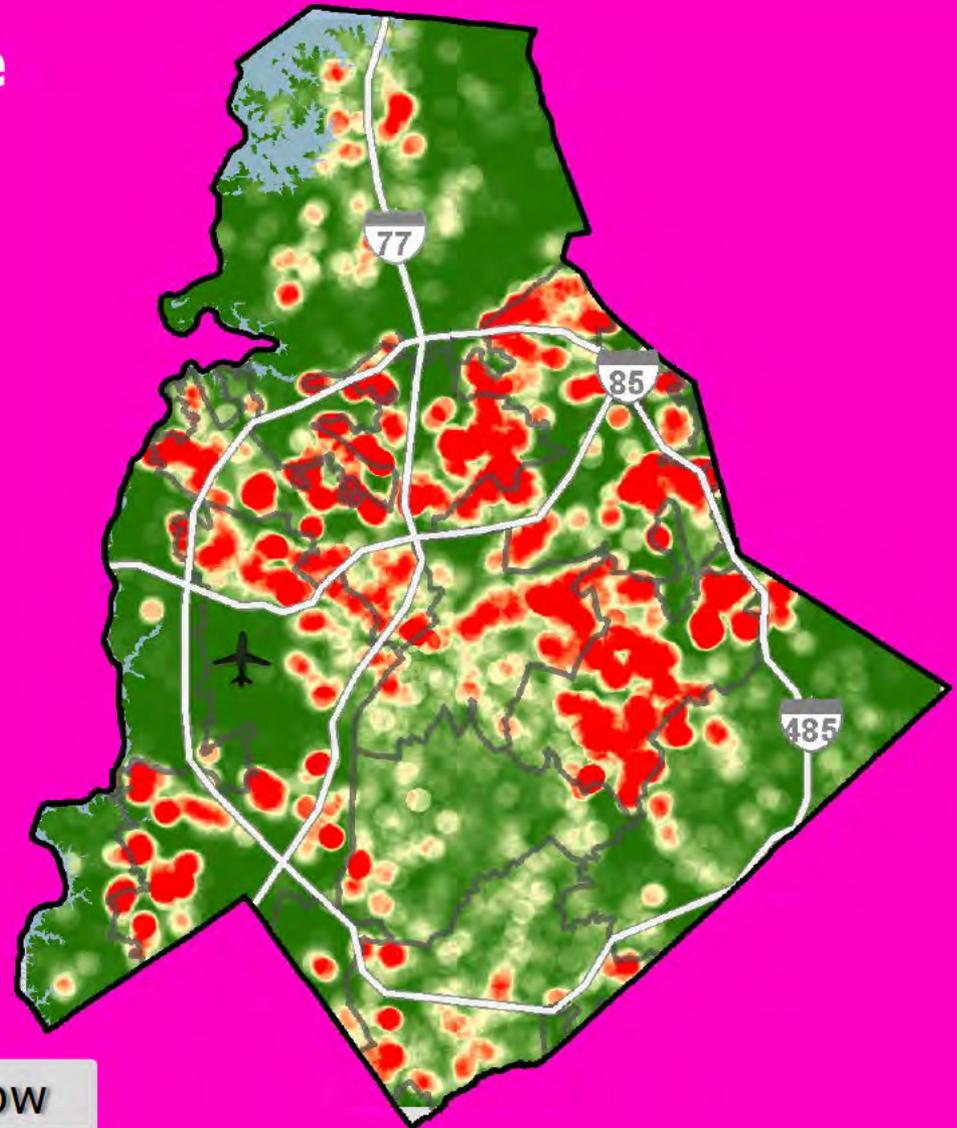
Tax Value Change





Charlotte's Foreclosure Hotspots

	File
2003	6,301
2004	6,306
2005	6,331
2006	6,761
2007	7,777
2008	7,434
2009	9,352
2010	10,108
2011	7,668

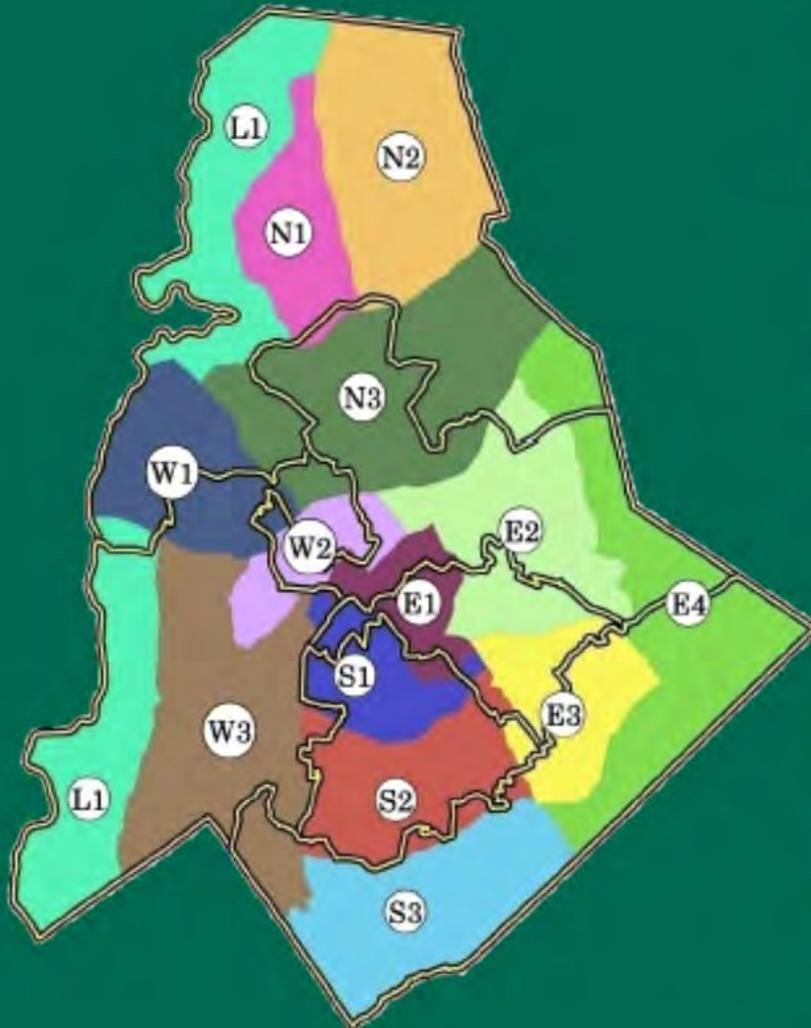


Foreclosure Concentrations

High Moderate Low

Mecklenburg County 2011 Revaluation

Approximately 50% of all residential tax value is generated by E1, S1, S2 and S3 zones.



Market Area % of Total Residential Base		Residential Median Sale Price			
		2003	2008	2009	2010 *
E1	5.05%	\$147,000	\$230,000	\$205,000	\$243,164
E2	5.31%	\$111,000	\$127,250	\$121,000	\$109,332
E3	4.31%	\$118,250	\$139,500	\$128,000	\$146,924
E4	5.41%	\$140,750	\$170,000	\$155,000	\$168,840
L1	8.72%	\$173,750	\$223,750	\$219,250	\$344,704
N1	3.52%	\$164,750	\$218,500	\$203,000	\$222,094
N2	5.47%	\$178,000	\$240,500	\$216,000	\$265,829
N3	9.85%	\$132,000	\$155,000	\$147,500	\$149,623
S1	14.13%	\$240,500	\$412,000	\$340,500	\$504,219
S2	14.25%	\$203,000	\$270,000	\$247,000	\$329,002
S3	15.77%	\$204,000	\$260,000	\$248,000	\$298,256
W1	3.24%	\$113,000	\$134,000	\$125,000	\$112,798
W2	1.38%	\$ 71,750	\$ 79,750	\$ 85,500	\$126,898
W3	3.58%	\$127,000	\$151,000	\$150,000	\$151,441

*Qualified Sales thru 12/15/2010

- **What do these trends mean?**
- **How do we adjust to these trends and ensure sustainability?**
- **What does success in 2020 look like?**