

# charlotte

## Charlotte: Center of the nation's 4th largest manufacturing region

Mecklenburg County has 984 manufacturing firms which employ 38,891 workers and have a payroll of over \$1.5 billion annually.

Though much has been said in recent years about the decline of American manufacturing, the industry is alive and strong — and even growing — in and around Mecklenburg County. The numbers are impressive.

The Carolinas Piedmont Crescent, which arches across North Carolina and into part of South Carolina, is the nation's fourth largest manufacturing region. The 9,609 firms here employ more than 618,000 workers, who produce more than \$68.7 billion in goods. Only three other regions in the United States — the Great Lakes, New England and California — produce more goods than the Carolinas Piedmont Crescent.

Within the Piedmont crescent, the Charlotte region is North Carolina's largest manufacturing region. Firms here produce \$32.1 billion in goods, compared to Greensboro's \$30.7 billion and Raleigh's \$24.8 billion.

The Charlotte MSA has 2,316 manufacturing firms, which employed over 115,000 workers and paid \$4.1 billion in payroll in 2003. These firms shipped \$32 billion in products in 1997, according to the latest census of manufacturers.

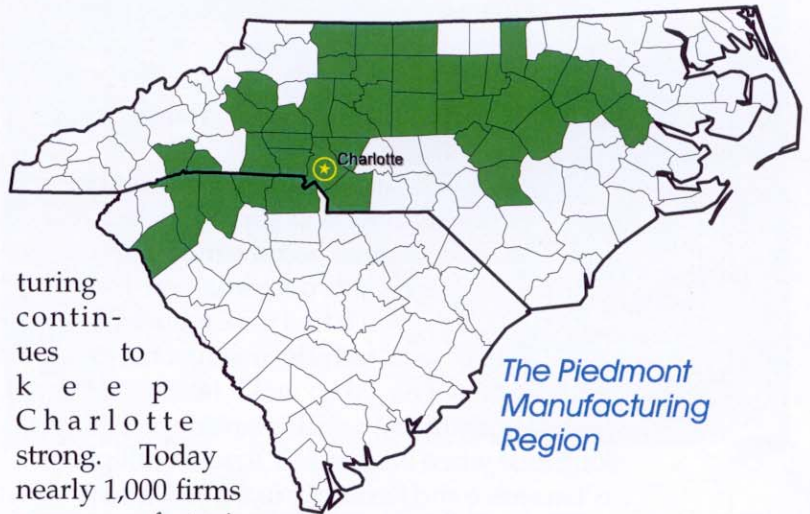
The 2003 Employment Security Commission counted nearly 39,000 manufacturing workers in Mecklenburg County producing \$8.8 billion in manufactured goods. At least half of the value of those goods was value added. This industry is part of the lifeblood that keeps Mecklenburg County — and the Southeast — operating.

### Charlotte captured manufacturing early

North Carolina has long been a strong manufacturing state. As far back as the 1820s and '30s, manufacturing helped this state prosper. In the early 19th century Charlotte was a bustling village rich with successful commercial and manufacturing operations. Through the decades, Charlotteans have worked looms, built Model T cars and Titan missiles, molded metals, bound books, produced snack foods and so much more. Even in recent years, as

much as 11 percent of the North Carolina population worked in a factory, making the state one of the most industrialized states in the nation.

While many of the Mecklenburg County textile mills that once dominated manufacturing here are now jazzy lofts and open-air offices, the new age of Mecklenburg manufac-



turing continues to keep Charlotte strong. Today nearly 1,000 firms are manufacturing in Mecklenburg County. They range from Fortune 500 companies to entrepreneurial start-up operations with considerable potential for long-term success.

### Welcoming a new age of manufacturing

Manufacturing in Mecklenburg County has grown and diversified through the decades. Once considered a leader in textiles, today the Charlotte area has countless firms specializing in sophisticated intelligent manufacturing, with precision metrology, optoelectronic and biomedical technology developing alongside such traditional manufacturing as primary and fabricated metals, machinery, chemicals, plastics, electronics, transportation equipment, food and beverages.

In fact, this county has every major type of manufacturing segment except leather and petroleum product manufacturing.

Charlotte MSA is by far the largest manufacturing MSA within the state producing \$32.1 billion in goods.



The University of North Carolina Charlotte is positioned to be a top-tier research university. The university created the Charlotte Research Institute, which focuses on applied research in intelligent manufacturing and precision metrology, eBusiness technology, optoelectronics and optical communications, biosciences and biotechnology.

Manufacturers come to Charlotte to tap our skilled and productive work force. Charlotte is home to Central Piedmont Community College, the state's largest community college, and UNC Charlotte, the fourth largest University in the 16-campus UNC system. Both offer worker-training programs, including programs, which can be customized to meet employers' needs. CPCC has multiple campus locations around Mecklenburg and also offers companies on-site training programs.

Manufacturing is changing. Technology increases productivity and sophistication. And each year, the Carolinas become more attractive to manufacturers, both domestic and foreign. Look closely and you'll find the Carolinas' landscape dotted with vehicle manufacturers, an industry that has taken hold here in recent years. The industry, which planted roots in the Southeast when Nissan and Toyota built plants in Tennessee and Kentucky in the 1980s, took off in the Carolinas when BMW built its Greer, S.C. assembly plant in the 1990s. Today, the two states are home to hundreds of plants that supply the factories making trucks, cars, buses and all-terrain vehicles. The Carolinas are also home to numerous defense contractors.

## Manufacturing remains strong today

North Carolina is the nation's 7th largest manufacturing state. There's little question why. One recent University of North Carolina study calculated that North Carolina is the second most productive of the nation's top 20 industrialized states. For every dollar of labor cost, North Carolina workers add \$4.25 in value.

Beyond our productivity records and strong work ethic, North Carolina law permits individual workers to choose whether or not they wish to join a labor union. As a result, North Carolina, which has the nation's highest percentage of

### 2003 Average Hourly Earnings of Production Workers

#### MSA

Charlotte	\$14.54
Memphis	14.77
Atlanta	15.14
Philadelphia	16.02
Richmond	16.55
U.S.	16.80
Cleveland	17.36
Norfolk	18.27
Detroit	24.28

Source: *Employment & Earnings*, U.S. Department of Labor, May 2004

### Southeast Leading Manufacturing Centers

Metro Area	# of Firms	Employees	Payroll (billion)	Value Added (billion)	Value Shipment (billion)
Atlanta	4,373	189,343	\$6.3	\$22.7	\$49.6
<b>Charlotte</b>	<b>2,413</b>	<b>133,090</b>	<b>4.0</b>	<b>17.6</b>	<b>32.0</b>
Nashville	1,537	84,185	2.8	8.3	21.4
Tampa	2,577	76,607	2.3	6.4	12.7
Norfolk	1,034	62,869	2.1	7.6	16.5
Memphis	1,149	57,634	1.1	6.2	14.7
Richmond	1,001	54,519	2.1	12.5	19.7
Orlando	1,588	46,511	1.6	4.6	8.3

Source: U.S. Census Bureau — 1997 Census of Manufacturing



manufacturing employment, also has the nation's lowest union membership, currently just 3.1 percent (verses the 13.5 percent national average). Average manufacturing production wages in the Charlotte MSA are \$14.54 per hour, well below the national average of \$16.80.

We are a growing community that attracts quality workers from across the country and around the globe. Individuals and families seek out Charlotte's high quality of life, reasonable cost of living, outstanding arts, major league sports and abundant educational and advancement opportunities. Since 1993, the Charlotte workforce has grown 33 percent. For the same period employment is up 25 percent compared to a national growth average of 14 percent.

## *Charlotte makes doing business easier*

Businesses come for Charlotte's long-standing tradition of public-private cooperation. City leaders work closely with the private sector when planning development and carrying out large projects for the good of Charlotte. They enjoy favorable tax rates, pro-business governments, strong worker training programs and much more.

Manufacturing firms in particular are attracted by the city's huge transportation and distribution facilities. Charlotte/Douglas International Airport, located less than 25 minutes from most Charlotte business parks, is home to US Airways' largest hub and offers direct or non-stop service to over 150 different cities, including Frankfurt, Munich, London and Mexico City. The airport ranks 33rd nationwide in air cargo. Charlotte Air Cargo Center's 400,000 square feet of warehouse space gives manufacturers and other companies quick access to runways, railways and interstate highways.

Our interstate system is a magnet to firms looking to ship goods quickly and easily. Interstate 77 passes through Charlotte connecting Miami to Cleveland and Interstate 85 heads south to Atlanta and north to Washington, DC. Just minutes beyond Mecklenburg's north border, Interstate 40 links the Eastern United States to the West.

Charlotte is a powerhouse in trucking transportation. More than 600 transportation and warehousing companies and 282 trucking com-



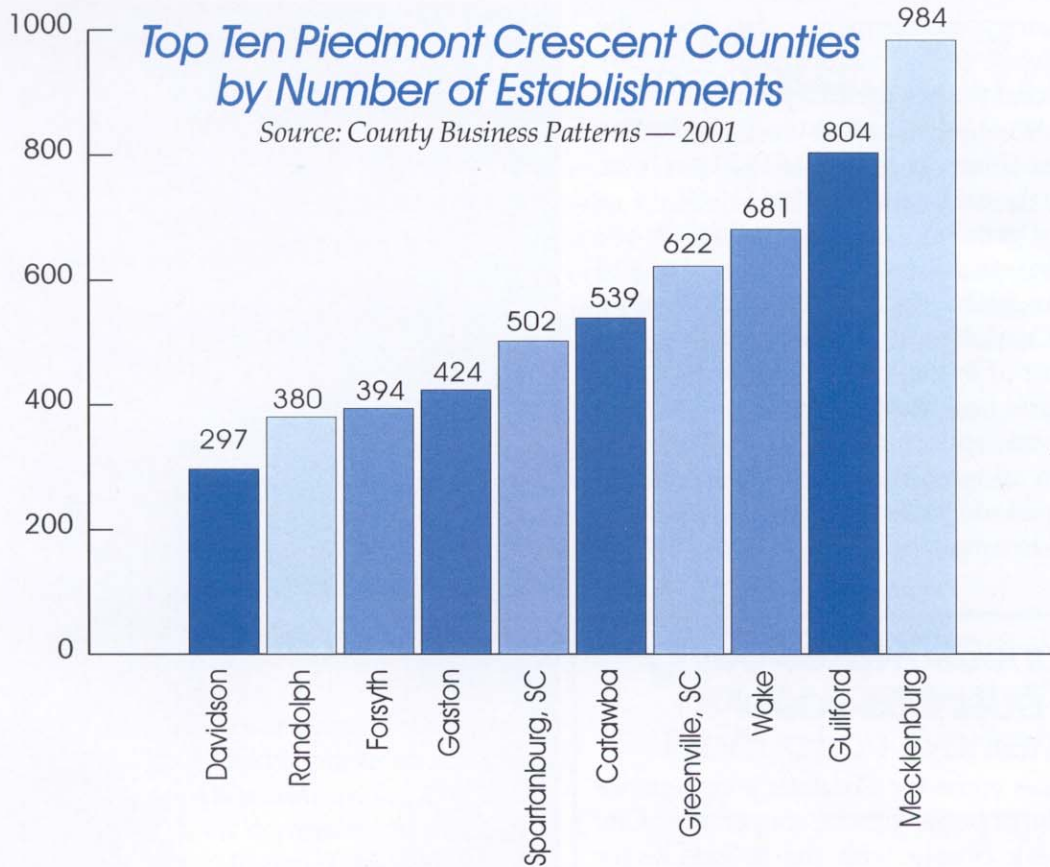
panies call Mecklenburg County home. Manufacturers favor our wide-ranging options for warehouse facilities. Charlotte has more than 125 million square feet of industrial space. Some 12.5 million square feet is available for immediate lease or purchase.

We have resources to help manufacturers excel, including the Chamber's Manufacturing Business Alliance, which keeps manufacturers informed about local, state and federal initiatives that impact manufacturing operations and voices manufacturers' needs and concerns. This powerful network works to improve the business environment and increase manufacturers' competitiveness. It also helps resolve common issues and provides practical guidance on ways manufacturers can improve.

The Charlotte Foreign-Trade Zone, which allows goods to be brought in from overseas duty-free and manufactured into a product, is one of the largest in the state. The Charlotte Chapter of the North Carolina World Trade Association, which promotes international trade, is one of the largest in the nation. The Manufacturing Extension Partnership, a nation-

*The Charlotte MSA has 2,316 manufacturing firms employing 115,122 workers, \$4 billion payroll and shipments valued at \$32 billion.*





### Diverse Manufacturing Charlotte-Gastonia-Rock Hill MSA

NAICS	No. Firms	No. Employees
311 Food	84	7,711
312 Beverage	20	3,615
313 Textile Mill	154	11,458
314 Textile Products	65	1,675
315 Apparel	56	1,975
321 Wood	78	2,848
322 Paper	65	3,705
323 Printing	273	3,966
325 Chemical	129	6,069
326 Plastics & Rubber	122	7,643
327 Nonmetallic Mineral	100	3,294
331 Primary Metal	30	2,683
332 Fabricated Metal	390	9,674
333 Machinery	282	7,760
334 Computer & Electronic	77	5,282
335 Electrical Equipment	45	1,485
336 Transportation	89	9,060
337 Furniture	138	3,540
339 Miscellaneous	148	3,165
<b>Total</b>	<b>2,353</b>	<b>96,890</b>

Source: 2003 Employment Security Commission

wide network that helps smaller manufacturers compete globally, is active in Charlotte and throughout North Carolina. And the US Export Assistance Center helps many local firms navigate world trade issues.

Every day, products designed and manufactured in Charlotte are shipped to markets nationwide and around the world.

With such a strong workforce, operating and distribution infrastructure, pro-business climate and more, it's no wonder that increasingly more manufacturers choose to call Charlotte home.

**charlotte**  
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