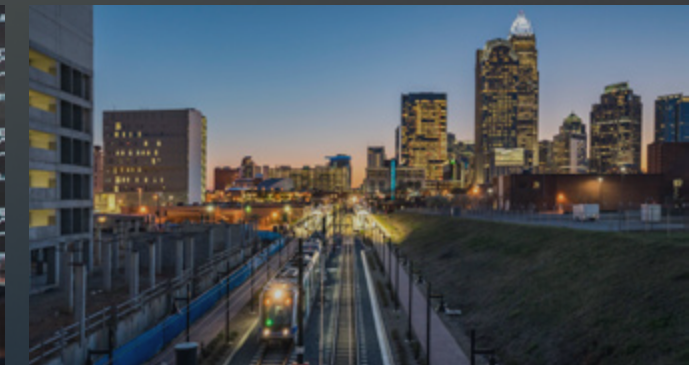


E X P E R I E N C E T H E M O M E N T U M

MEET CHARLOTTE





MOMENTUM.
ENERGY.
POSITIVITY.

**SEE WHY MAJOR COMPANIES TAP INTO
CHARLOTTE'S ENERGY TO ESTABLISH NEW HQS.**

Charlotte teems with activity. This is a city that is luring new residents by the day and major new corporate headquarters practically by the month. Why is Charlotte such a kinetic environment? The pillars of talent to propel healthy businesses, low cost of living to attract young workers, proactive city government to encourage innovative companies, and an environment that appeals to weekend adventurers and new families alike.

It's a city that works hard and plays well, with a booming corporate landscape that welcomes newcomers and makes them feel as if they're being ushered into an inclusive and highly desirable community.



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CHARLOTTE'S HERITAGE FUELS ITS MOMENTUM

Charlotte is a city built on commerce. Growing healthy, groundbreaking businesses is at the core of Charlotte's DNA. The energy that flows through Charlotte's business community starts with its students and young workforce and continues up to C-Suites.

We are a city for leaders—in banking and fintech, pharma and engineering, energy and manufacturing. When a company wants to innovate and set standards, it makes Charlotte its HQ. In fact, Charlotte has double the national average of people working in headquarters operations.

HEADQUARTERS AND HISTORY

BY THE NUMBERS



18

FORTUNE 1000
HEADQUARTERS
in the Charlotte region

425

NATIONAL & GLOBAL
Headquarters

NO. 1

STATE FOR BUSINESS
(Forbes, 2019)

COMMERCE IS IN OUR DNA (FROM 1755 TO TODAY)



1755
Surveyor Thomas Polk builds a house at an Indigenous American trading crossroads that eventually becomes Trade and Tryon in what is now the heart of Uptown



1763
Mecklenburg County is formed, named in honor of the hometown of King George III's wife, Charlotte Sophia of Mecklenburg-Strelitz and Queen of England



1780
A skirmish during the American Revolutionary War, the Battle of Charlotte, takes place on what is now the site of the Bank of America Tower



1852
The Charlotte and South Carolina Railroad opens, establishing the city as a center of commerce

1874
Bank of America's oldest heritage bank in Charlotte, the Commercial National Bank of Charlotte, is founded

1768
Charlotte is chartered, taking its name from the Queen of England

1835
The Carolina Gold Rush of the early 1800s leads to the establishment of the Charlotte Mint, approved by President Andrew Jackson

CHARLOTTE POPULATION GROWTH

1950 // **197,052**

1960 // **615,714**

1970 // **741,118**

1980 // **855,482**



1893
Atherton Cotton Mill opens, helping establish Charlotte's textile industry



1908
Union National Bank opens in Charlotte, growing as the city's railroads and textile industry boom; the bank eventually purchases Wachovia and rebrands under that name, then is acquired by Wells Fargo in 2008

1927
Branch of US Government's Federal Reserve opens, bringing prestige to Charlotte



1936
Charlotte Municipal Airport opens; it becomes Charlotte Douglas International Airport in 1982 and is now the 7th busiest airport in the world by aircraft movement

1958
The first section of I-85 opens in Mecklenburg County, a step in connecting Charlotte to Atlanta, Durham and beyond

1974
At age 39, Hugh McColl becomes President of North Carolina National Bank



1983

Now CEO of NCNB, McColi makes a series of acquisitions of smaller banks from around the United States

1991

NCNB acquires a newly merged bank with ties to Norfolk and Atlanta, and the new entity becomes NationsBank



1999

Charlotte Area Transit System is founded; today, it's the largest public transit system between Washington DC and Atlanta



2000

AvidXchange, a pioneer in what came to be known as fintech, is founded in Charlotte, later becoming the city's first unicorn, valued at \$1 billion and employing 2,400 through an HQ expansion in 2018



2004

The start of Charlotte's most prolific population boom—for the next decade, Charlotte will be the fastest-growing city in the nation

2007

Charlotte's light rail system opens, the first and only light rail line in the state, creating over \$2.5 billion of private investment along the route

1990 // 1,024,643

2000 // 1,330,448

2010 // 2,217,012

2020 // 2,657,910*
*2019 Projection



2008

The global financial crisis takes its toll on Charlotte, as locally headquartered Wachovia becomes a casualty and is absorbed by Wells Fargo

2014

Fortune 500 company, Sealed Air, announces relocation of headquarters to Charlotte



2016

Lending Tree makes several acquisitions, expanding its presence in business, personal, student and other loans, then announces a \$47 million Charlotte expansion and doubling of its local employee base

2018

Fortune 77 company, Honeywell, announces global headquarters relocation to Charlotte



2019

BB&T and Suntrust merge and become Truist, selecting Charlotte as its headquarters

2019

Lowe's announces Charlotte as home for its global technology hub, adding over 2,000 new technology jobs



2020

Centene announces East Coast HQ and 3,000+ jobs, the largest addition of jobs by an incoming company in the state's history

A CITY OF INDUSTRY

The office buildings and warehouses of Charlotte bustle with activity. Buttoned-down bankers collaborate with freewheeling fintech experts changing the future of finance, fueling the momentum of America's fastest up-and-coming tech scene. Start-ups buzz with new ideas about everyday living in these new times.

Companies manufacture goods to fulfill the needs of American and global consumers from their home bases in Charlotte. They have access to superior transportation options, well-located warehouse space and real estate, and an economic development team that puts business first. Today, Charlotte is a diverse network of businesses in an interconnected, growing city, a city that shines brighter every day.

“The one factor that was most important was just livability. A desirable location. A place you’re going to be able to recruit talent. A place people are going to say, Yes, I want to be there.”

—Darius Adamczyk
CEO of Honeywell (in Charlotte Business Journal)

TARGET INDUSTRIES

FINANCE

TECHNOLOGY

TRANSPORTATION & LOGISTICS

ADVANCED MANUFACTURING

TARGET OPERATIONS

HEADQUARTERS

CUSTOMER SERVICE & BACK OFFICE SUPPORT

INTERNATIONAL FIRMS

STARTUPS & ENTREPRENEURS

BANK OF AMERICA

TRUIST

Honeywell

Sealed Air

SIEMENS

amazon

Coca-Cola
BOTTLING CO.
CONSOLIDATED

LOWE'S

Electrolux

avidxchange™

lendingtree

WELLS
FARGO

CENTENE
Corporation

stratifyd

LOKUMA

payzer

ALBEMARLE
CORPORATION

BONDED
LOGISTICS

rexroth
A Bosch Company

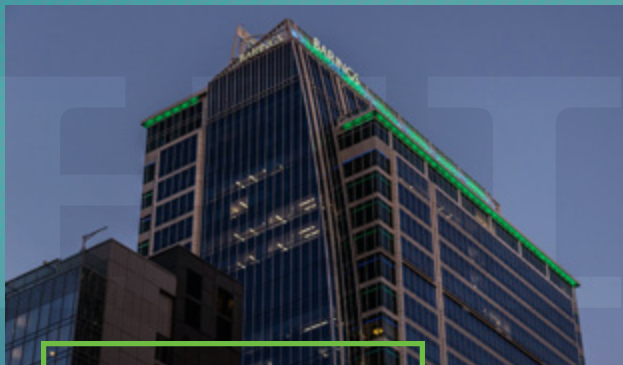


TARGET INDUSTRIES

FINANCIAL SERVICES

Charlotte didn't become a global finance hub overnight. This is a city built on commerce, from the Industrial Revolution to the establishment of interstate banking right here on Queen City soil. Today, we are second only to Manhattan for finance in the United States. The longtime global HQ of Bank of America and East Coast HQ of Wells-Fargo now boasts a diversified finance sector covering commercial banking, brokerages and portfolio management, employing 82,000 people in the Charlotte area.

This is a workforce built on institutional knowledge and innovative spirit. Finance companies look to Charlotte to tap into this talent, fueling the momentum behind new HQs, Truist, and expanding ones, LendingTree. Meanwhile, Charlotte's emergence as a worldwide fintech center adds to the city's growth in the finance sector, generating headlines such as "The battle of US banking giants could be won in Charlotte" (Yahoo! Finance, 2019). We couldn't have said it better ourselves.



BY THE NUMBERS

150%
OUR FINANCE
WORKFORCE
is 150% bigger than
the national average

NO. 2
LARGEST FINANCIAL
CENTER in the
United States

60+
FINTECH
Firms

FINANCE POSITIONS	LABOR AVAILABILITY	MEDIAN ANNUAL SALARY	PROJECTED GROWTH (5 YEARS)
Financial Managers	7,300	\$150,000	16%
Financial and Investment Analysts	6,100	\$88,800	9%
Information Security Analysts	3,400	\$98,100	15%
Credit Analysts	1,700	\$78,300	9%
Financial Examiners	3,400	\$62,400	10%
Loan Officers	5,300	\$71,000	14%
Software Developers	12,800	\$102,500	14%



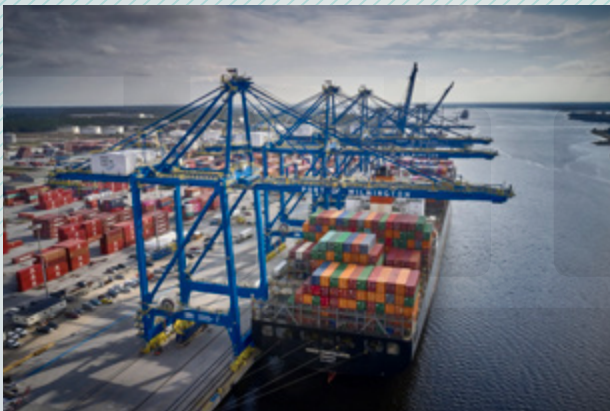
TARGET INDUSTRIES

ADVANCED MANUFACTURING

Charlotte offers unprecedented opportunities for advanced manufacturers, from a variety of warehouse space to a top-tier and highly skilled talent pool backed by the city's commitment to R&D and workforce training. With accessibility to major highways, connectivity to the East Coast's most efficient port and proximity to the 7th busiest airport in the world, it's no wonder that manufacturers thrive in the Queen City.

Innovative companies continue to gravitate to Charlotte, with its strong concentrations in machining, food and beverage, plastics, and pharmaceutical manufacturing.

Major manufacturing headquarters including Sealed Air, Albemarle, Exlectrolux, and Honeywell make Charlotte their home. A city built in large part by 19th century textile manufacturers has developed a business climate that favors advanced manufacturing, an industry that accounts for more than 30% of the booming regional economy.



BY THE NUMBERS



NO. 3
LARGEST INDUSTRY
by employment

150+
MANUFACTURERS, including Honeywell, Electrolux, and Albemarle, have headquarters operations in Charlotte

5.6%
INDUSTRY GROWTH
over the last 5 years

NO. 1
METRO for Growth
in STEM Jobs
(RCLCO, 2020)



TARGET INDUSTRIES

TECHNOLOGY

Why does Charlotte continually rank among the top U.S. cities for technology growth? An ultra-diverse range of industries with tech at their core calls the Queen City home. Charlotte is where all companies can innovate, from traditional tech giants like Microsoft and IBM to startups, such as AvidXchange and LendingTree, to Fortune 500 firms like Lowe’s and EY.

The tech talent pool keeps expanding here—in 2020, CBRE named Charlotte the #4 most attractive market for tech graduates. Our big-city lifestyle attracts millennials and our low cost of living ensures that they want to stay. Lower-than-national-average office real estate costs make Charlotte even more appealing. When C-Suite executives, site selectors and brokers search for the best tech market, they need to look no further than Charlotte.



TECH POSITIONS

TECH POSITIONS	LABOR AVAILABILITY	MEDIAN ANNUAL SALARY	PROJECTED GROWTH (5 YEARS)
Software Developers & QA Analysts	12,800	\$102,500	14%
Computer Systems Analysts	11,000	\$94,500	5%
Computer Support Specialists	5,900	\$48,900	9%
Computer & Information Systems Managers	5,400	\$137,700	8%
Network & Computer Systems Administrators	3,600	\$84,200	6%
Database Administrators	1,400	\$104,700	7%
Web Developers & Interface Designers	1,400	\$77,800	8%

BY THE NUMBERS

NO. 1

MARKET for Tech Talent Growth (CBRE, 2018 and 2019)

\$93.7k

AVERAGE WAGE is \$93,700

44%

TECH WORKFORCE is 44% higher than the national average

NO. 1

METRO for Growth in STEM Jobs (RCLCO, 2020)

NOTABLE BRANDS



TARGET INDUSTRIES

TRANSPORTATION & LOGISTICS

Centrally located on the East Coast with the world's 7th largest airport by aircraft movement, Charlotte is the hub for interstate and global commerce. Over 50% of the U.S. population can be reached within a day's drive of Charlotte and with two intermodal yards and daily direct service to the ports of Wilmington and Charleston, our infrastructure is set up to support the global supply chain from inspection to last-mile delivery.

In a post-pandemic world, Charlotte is uniquely poised to become a major force for transportation and logistics companies, from distribution centers to headquarters operations. Just ask Amazon, Chewy and Ross Stores, all of which recently announced major operations in the Charlotte region. Our mid-wage, well-trained workforce and increasingly interconnected infrastructure is fueling a bright future for the sector.

BY THE NUMBERS

31%

INDUSTRY GROWTH
over the last 5 years

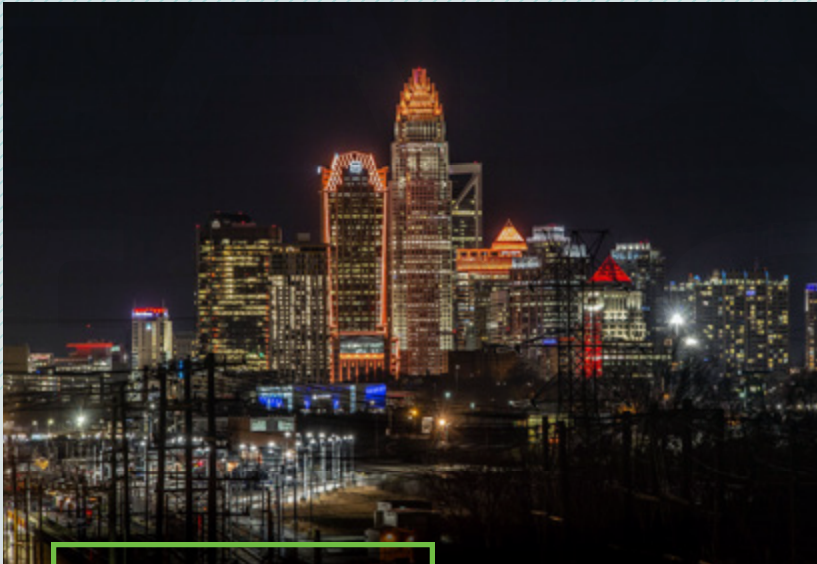
53%

OF THE U.S. POPULATION is within a day's drive of Charlotte

55,000

WORKERS in the industry





TARGET OPERATIONS

HEADQUARTERS

Change the old real estate maxim “Location, location, location” to “Talent, talent, talent,” and you’ll get to the core of Charlotte’s popularity as headquarters for more than 425 successful companies. The increasing HQ count and the growing talent pipeline in Charlotte form a symbiotic relationship that has resulted in an uptick in major headquarters relocations.

The momentum continued even during the global pandemic. Healthcare giant Centene announced they would establish their East Coast headquarters in Charlotte with 3,000 jobs created in July 2020. In December 2020, UK electric automaker Arrival announced its North American HQ with 150 new jobs. Meanwhile, Charlotte’s low cost of living attracted new talent from more expensive cities such as New York and San Francisco, adding further depth to the Queen City’s talent pool. The lowest corporate tax rate in the country and real estate prices well below most major markets make Charlotte an even better deal.

BY THE NUMBERS

126%

HEADQUARTERS
workforce higher than
the national average

600+

**GLOBAL AND
NORTH AMERICAN
Headquarters**

9

FORTUNE 500
Headquarters in the
Charlotte Region

BANK OF AMERICA 

Honeywell



 **DUKE
ENERGY**

NUCOR

TRUIST 

 **Brighthouse
FINANCIAL**

COMMSCOPE





TARGET OPERATIONS

STARTUPS & ENTREPRENEURS

Innovation happens in Charlotte because this is, and always has been, a city intent on driving commerce. Today's innovators can choose from an array of workspace options in the Queen City, from affordable coworking spaces to revitalized warehouse suites to traditional office towers. Our regional educational institutions stand ready to supply entrepreneurs with top-tier talent when they are ready to expand their workforce. Entrepreneurs can tap into a diverse range of skilled workers, from graduates of tech bootcamps like Tech Talent South and Workforce Investment Network to regional universities that emphasize research and development.

Charlotte remains committed to supporting startups in diverse fields, investing in accelerator programs that continue to help transform fintech, logistics and other types of firms into up-and-coming superstars of the business world. The city's economic development team actively engages with startups to provide avenues to growth as well as introductions to vibrant emerging neighborhoods and developments perfectly suited to startups, such as Camp North End and FreeMore West.

BY THE NUMBERS

9

ANGEL INVESTORS
and Venture
Capital Firms

\$279M

RAISED by Charlotte
area startups in 2019
(National Venture Capital Association)

60

CHARLOTTE STARTUPS
listed on INC 5000 fastest
growing companies list

NOTABLE BRANDS



TARGET OPERATIONS

CUSTOMER SERVICE & BACK OFFICE

You won't struggle to find skilled customer service and back office workers in Charlotte—in fact, they make up the number one occupation in the city by volume. Companies look to Charlotte not only for customer service talent, but for the local partners that offer workforce development resources, including customized training programs, candidate referrals, and more.

Charlotte's economic development team taps into the talent pipeline to help companies with the hiring process and to fill jobs at call centers and offices throughout the city. This growing workforce now includes well-trained sales employees, administrative assistants, customer service associates and operations workers, making Charlotte a one-stop shop for companies with customer service and back office needs.



NOTABLE BRANDS

WELLS FARGO

chime solutions

Allstate

verizon

AXA FINANCIAL

EY

MetLife

IBM

EXTRADE

AON

Capgemini

BAE SYSTEMS

ADP

lendingtree

TIAA

BY THE NUMBERS

88,200+

SALES AND CUSTOMER Service Professionals

41%

GROWTH in Sales Representatives in last 5 year

40%

HIGHER SALES and customer service workforce than national average



TARGET OPERATIONS

INTERNATIONAL FIRMS

Charlotte is increasingly attractive to international firms looking to make or grow their imprint in North America. Easy access to the East Coast supply chain, and to one of the world's busiest airports, appeals to more than 600 companies from the UK, France, Germany and Italy in Europe, and from Asian countries such as China and Japan. Over 82,000 employees in Charlotte work for foreign-owned businesses.

While the global pandemic has had a negative impact on Foreign Direct Investment in Charlotte in 2020, upending an expected 5% increase, companies will return their attention to the city when it's feasible, in search of affordable real estate for small manufacturing facilities and light industrial space for sales offices. The Charlotte metropolitan already has 13 consulates, private international language schools and other amenities for a foreign-born populace that has grown 118% since 2000.



BY THE NUMBERS



1,000+
FORIEGN FIRMS

75,000+
PEOPLE EMPLOYED
by foreign firms

NO. 1
STATE FOR
BUSINESS

(Forbes, 2017, 2018, and 2019)

40
COUNTRIES have
firms operating
in Charlotte

TALENT AND AFFORDABILITY

THE PLACE TO BE FOR A YOUNG, AMBITIOUS WORKFORCE

Young workers gravitate toward Charlotte in search of good jobs, affordable living and a connection to friends and family. Between 2012 and 2017, 20% of the city's total population growth was people in their 20s—the second such highest growth rate in the nation. This talent pool feeds Charlotte's top industries. These companies benefit from highly educated and innovative talent eager to work at a cost that is more affordable than in our peer cities. Salaries simply stretch further in Charlotte, keeping employers and employees happy and engaged.

What makes Charlotte the third fastest-growing big city in the U.S.? The businesses that create jobs, yes, and affordability—ranked at 2% below the average national cost of living. This combination attracts 120 people per day to the Queen City.

BY THE NUMBERS

“Charlotte has proven to be a huge win in terms of attracting talent nationally. Charlotte is seen as having a very attractive cost-of-living, climate and geographic set of factors.”

—Aaron Marcus

Head of Global Human Resources, Dimensional Fund Advisors

120

PEOPLE people move to the Charlotte region per day

NO. 3

FASTEST-GROWING Big City (U.S. Census, 2019)

NO. 1

BEST STATE for Businesses and Careers (Forbes, 2019)

43%

OF CHARLOTTEANS have a Bachelor's Degree or Higher (EMSI, 2020)



INNOVATION HAPPENS HERE

The status quo won't fly in Charlotte. This is a city of innovators and always has been, from textile pioneers who transformed this from a mill town to banking and energy executives and workers who built Uptown. Technology and start-up business incubators thrive here, in a city where hackathons to solve upward mobility are as ubiquitous as food trucks. It's a city that encourages entrepreneurs young and old. Charlotte is where innovation happens.



BY THE NUMBERS

\$315K

AVERAGE home cost
(Realtor.com, 2020)

\$1,150

AVERAGE RENT for 2BR
apartment (Apartment List, 2019)

2%

LOWER COST OF LIVING than
the national average (C2ER, 2020)

NO. 1

**TECH TALENT
GROWTH** (CBRE, 2019)

NO. 1

FOR STEM GROWTH
(RCLCO, 2020)

TALENT + AFFORDABILITY



EDUCATION AND JOBS

“Charlotte has a lot going for it—strong businesses and universities, a strong health-care and service sector. It’s been one of the most exciting markets to watch grow. The common thread amongst any quality organization is its people...You’re really starting to see the investment flourish.”

—Greg Carmichael
Chairman, President and CEO, Fifth Third Bancorp

BY THE NUMBERS



24,000

DEGREES and certifications conferred by colleges & universities in the Charlotte region (EMSI, 2020)

NO. 3

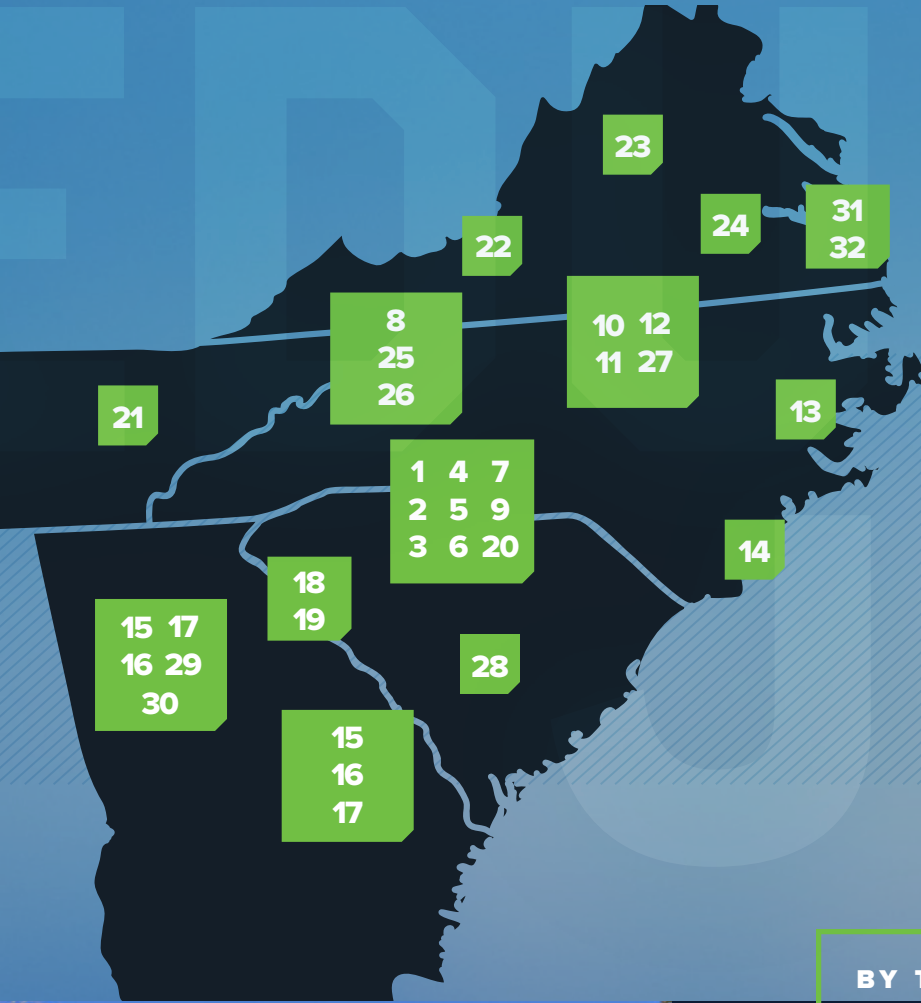
METRO for attracting tech talent (CBRE, 2020)

17%

JOB GROWTH in last 5 Years (EMSI, 2020)

UNIVERSITIES FUEL A TOP-TIER TALENT SUPPLY

Map Source: Charlotte Regional Business Alliance



Charlotte is at the center of an education super-region with 24 top-tier universities within a 200-mile radius, training the next generation of workers—many of whom look to start their careers in Charlotte. The growth of tech, an influx of headquarters and a favorable business climate have made Charlotte a top-5 center for job creation, and recent graduates and millennial transplants flock to neighborhoods like South End and Uptown to experience one of the top-rated big cities for low cost of living in the U.S.

The concentration of large headquarters operations and data-intensive industries—such as financial services, healthcare, energy and advanced manufacturing in the region—led to the creation of the Data Science Initiative at UNC Charlotte. It is the largest and most comprehensive technology program in North Carolina and one of the largest in the U.S.

EDUCATION SUPER-REGION: YOUR FUTURE WORKFORCE IS HERE

- | | | |
|---|-------------------------------------|---|
| 1. University of North Carolina at Charlotte | 11. North Carolina State University | 22. Virginia Tech |
| 2. Johnson C. Smith University | 12. Duke University | 23. University of Virginia |
| 3. Johnson & Wales University | 13. East Carolina University | 24. Virginia Commonwealth University |
| 4. Queens University | 14. UNC Wilmington | 25. North Carolina A&T State University |
| 5. Northwestern University | 15. Georgia State University | 26. Winston-Salem State University |
| 6. Davidson College | 16. Emory University | 27. North Carolina Central University |
| 7. Gardner Webb University | 17. Georgia Tech | 28. South Carolina State University |
| 8. Appalachian State University | 18. University of Georgia | 29. Clark Atlanta University |
| 9. Wake Forest University | 19. Clemson | 30. Spellman College |
| 10. University of North Carolina at Chapel Hill | 20. University of South Carolina | 31. Hampton University |
| | 21. The University of Tennessee | 32. Norfolk State University |

BY THE NUMBERS

24
NATIONALLY RANKED
UNIVERSITIES within
a 200-mile radius

RESULTING IN:
48,344
BUSINESS DEGREES awarded
annually within this super-region

54%
OF UNCC GRADS
stay in Charlotte

NO. 1
UNCC is the fastest
growing university
in North Carolina



A BIG, BOOMING CITY WITH THE SPIRIT OF A SMALL TOWN

Tree-lined streets where neighbors wave to one another surround our City Center employment hub's 40-story office buildings. You can have it all here, from a local diner where everybody knows your name to an international airport that brings the world to Charlotte's front door. Walk to dinner, take the light rail to work, hop on the greenway for a workout, meet up with friends at a brewery or to see a live music performance. Charlotte has all the perks of big city life but instead of feeling like they're in a "rat race," people are genuinely happy to live, work and play here.

COMMUNITY-DRIVEN AND WORLD CLASS

BY THE NUMBERS

NO. 6

ON U.S. NEWS & WORLD REPORT'S "Best Places to Live" ranking, 2020

3

CHARLOTTE NEIGHBORHOODS rank in Top 100 Best Places to Live in America (Niche, 2019)

6

DESIGNATED Historic District Neighborhoods

NO. 4

QUALITY OF LIFE Index (Numbeo, 2019)

1K+

FOREIGN-OWNED firms

35%

MORE RACIALLY DIVERSE population than the national average (EMSI, 2020)

1 IN 8

CHARLOTTE RESIDENTS were born in another country

CHARLOTTE LIVING

THE GRASS IS LITERALLY GREENER HERE

The workweek in Charlotte feels like it does in many of the world's great cities. There's a sense of purpose, of people caring about what they do, and a palpable energy to the work that's happening here. But the weekend is when the advantages of living here really shine. There's an incredible array of activities for outdoor adventurers, exciting restaurants and breweries, getaways to quaint mountain towns or Atlantic Ocean beaches, world-class golf and cool neighborhoods to explore.

Trails abound with hiking, mountain biking and trail running accessible via greenways with connections throughout the city and from surrounding parkland. "Lake Life" is a way of life, with nearby lakes Norman and Wylie and another 10 lakes within a 3-hour drive—perfect for getaways or close-in remote working. Charlotte is home to the U.S. National Whitewater Center on the shore of the Catawba River, hardcore workouts at the local Barry's Bootcamp locations and fulfilling yoga classes at Charlotte favorite Y2 Yoga. All work and no play? Not in Charlotte!

"Charlotte is one of America's fastest growing cities and now a burgeoning food capital, with some of the top chefs, mixologists, and bakers in the country making it their homes."

—Food & Wine magazine

70+

BREWERIES & WINERIES
in the Charlotte region

10

LAKES WITHIN 120
miles of Charlotte

460+

FITNESS &
recreation centers

1,300

ACRES of protected land at the U.S. Whitewater Center, an Olympics-style practice facility with more than 30 recreational activities

15

NEIGHBORHOODS
with a walk score above 60
(Walkscore.com, 2020)

52

MILES of greenways and trails—and Mecklenburg County plans to expand the system by another 30 miles by 2023

200

NEW restaurants and bars opened in Charlotte since 2018

2

HOUR DRIVE to the mountains; 3-hour drive to the beach

70

GOLF COURSES
and host to the 2021 PGA Wells Fargo Championship





CHARLOTTE CULTURE

PULL UP A SEAT FOR WORLD-CLASS SPORTS AND ENTERTAINMENT

Charlotte offers professional sports action with a passionate fan base and a diverse arts and culture scene with something for everyone. The city is home to the NFL's Carolina Panthers, the NBA's Charlotte Hornets, the Triple-A baseball team Charlotte Knights, the championship-winning minor-league hockey team the Charlotte Checkers and in 2022, the new MLS team Charlotte FC. The Charlotte Motor Speedway hosts three major NASCAR races each year. And arts and culture abounds, with world-class museums, Charlotte Symphony, Charlotte Ballet and Opera Carolina, as well as offerings for kids such as Discovery Place and for history buffs, the Levine Museum of the New South.

These organizations are an important part of Charlotte, and in turn, there is a strong philanthropic movement, led by the Foundation of the Carolinas — one of the largest community philanthropic organizations in the U.S. Our support of the arts, the underserved and the community at large is just another example of that great Charlotte culture—a spirit of teamwork to help the city grow and succeed.



BY THE NUMBERS



3

MAJOR-LEAGUE
Professional sports teams

4

MINOR-LEAGUE
Professional sports teams

\$5.2B

ECONOMIC IMPACT
of sports and hospitality in
Mecklenburg County

35+

MUSEUMS and
historical sites

TRANSPORTATION AND INFRASTRUCTURE

BY THE NUMBERS

178*

NONSTOP
destinations
offered at CLT

*Note: Flight data from 2019

700+*

DAILY Flights

\$3.1B

INVESTED in improvements
in Charlotte Douglas
International Airport by 2023

20

MILES of light rail;
25 additional miles
planned by 2030

30K

DAILY RIDERS
on light rail



CHARLOTTE'S DEDICATION TO MOBILITY AND SUSTAINABILITY IS PAYING DIVIDENDS

In Charlotte Douglas International, the Queen City has built one of the best-connected international airports in the world, serving 50.2 million travelers in 2019. It is the seventh-busiest airport in the world by aircraft movement—allowing executives to travel conveniently and transport their cargo with ease—and the second-largest hub for American Airlines.

The commitment to transportation runs deep. Charlotte invested in its airport in the 1980s and then again in 2015, with the approximately \$3 billion Destination CLT capital plan. Charlotte built a light rail system, the LYNX Blue Line, that is the envy of other growing cities.

The nearly 20-mile north-south route connects UNC Charlotte to NoDa, Uptown and South End, and down to the South Carolina border, and an additional 25-mile planned Silver Line by 2030. Additionally, the CityLynx gold line connects eastern and western neighborhoods to Uptown. Next up: An Amtrak station is in the works for Uptown that will connect to light rail and extend the city's regional reach, and the Charlotte 2040 Comprehensive Plan will fulfill a vision of a more walkable, inclusive and sustainable future.

The City of Charlotte also has a Strategic Energy Action Plan (SEAP) that includes a goal to reduce emissions from its fleet to 100% zero carbon sources by 2030.



BY THE NUMBERS

90

MILES of bike lanes

\$7.5M

INVESTED ANNUALLY
in improving walkability

\$2.1B

INVESTED by the state in
roadway improvements by 2023

PUTTING CHARLOTTE BUSINESS ON THE MAP

GET TO KNOW CHARLOTTE'S MAJOR EMPLOYMENT DISTRICTS AND NOTABLE MARKETS

UPTOWN | 130,000 JOBS

Charlotte's "Downtown" and central business district has a daytime workforce of 130,000 and 30,000 residents living in the city's most urban neighborhood.

- Headquarters of Bank of America, Duke Energy, Honeywell and Truist
- Served by LYNX's north-south blue line light rail and the gold LYNX east-west streetcar
- Home to professional sports with Bank of America Stadium (Carolina Panthers and Charlotte FC), Spectrum Center (Charlotte Hornets), Truist Field (Triple-A Charlotte Knights), NASCAR Hall of Fame
- Hub for the city's cultural institutions, arts, and Charlotte Convention Center

FEATURES

BALLANTYNE | 46,900 JOBS

Located in South Charlotte, adjacent to the 485 belt loop, this prominent office community is home to over 30 Fortune 500 companies and is surrounded by suburban neighborhoods with great access to the CBD, airport and Lake Wylie.

- Charlotte's 4th largest employment center with a mix of high-rise and corporate campus facilities
- A new master plan for the center of the district, Ballantyne Reimagined, will create a new center of activity, expand commercial and residential offerings, add parks and trails, and improve walkability
- Ballantyne is a 535-acre campus featuring 4.4 million square feet of Class A office space surrounded by suburban residential neighborhoods, golf courses and lifestyle centers with dining, shopping and services

FEATURES

SOUTH END | 16,500 JOBS

Anchored by the Lynx Blue Line, a warehouse district with restaurants, breweries, boutiques and art galleries, South End has become a hot residential and commercial neighborhood. Now, over 17,000 employees work in South End, which is also one of the youngest neighborhoods in Charlotte, with 54% of its 12,000 residents between the ages of 20 and 39—a young talent pool that appeals to employers like Lowe's, LendingTree, EY and Dimensional Fund Advisors.

- Easy access to Uptown, anchored by the light rail, with over \$2.5B in private sector investment
- Active after-work community with brewpubs, running clubs, yoga studios
- 85% of South End workers view location as a benefit of their job

FEATURES

SOUTHPARK | 25,600 JOBS

An upscale residential neighborhood just 7 miles from the center city, SouthPark has long been the heart of retail in Charlotte and a major center for employment. With the largest regional mall between Atlanta and Washington DC, SouthPark offers the comforts and convenience of a growing, mixed-use city neighborhood.

- Coca-Cola Consolidated, Nucor, Albemarle Corp. and other Fortune 500 and 1000 companies are headquartered here
- SouthPark Mall is the largest in the Carolinas and one of the most profitable in the country, with \$700 per square foot in sales
- Easy access to Uptown, South End, Charlotte Douglas International Airport, Ballantyne

FEATURES

CLT AIRPORT SUBMARKET | 50,900 JOBS

West Charlotte has grown along with Charlotte Douglas International Airport, which makes it an appealing location for logistics and advanced manufacturing companies and other businesses that take advantage of the proximity to one of the world's busiest transportation hubs.

- CLT Airport alone has \$16.2 billion impact on the area's economy
- Notable HQs include Sealed Air, Compass Group USA, SteelFab Inc., Bojangles'
- Adaptive reuse projects are converting warehouses in West Charlotte micro-neighborhoods FreeMoreWest, adding diversity employment options on the west side
- Completed I-85/I-485 Interchange expansion serves 120,000 vehicles per day
- Largest industrial submarket in the Carolinas
- Located directly on an interstate system that connects you to over 50% of the US population in a day's drive

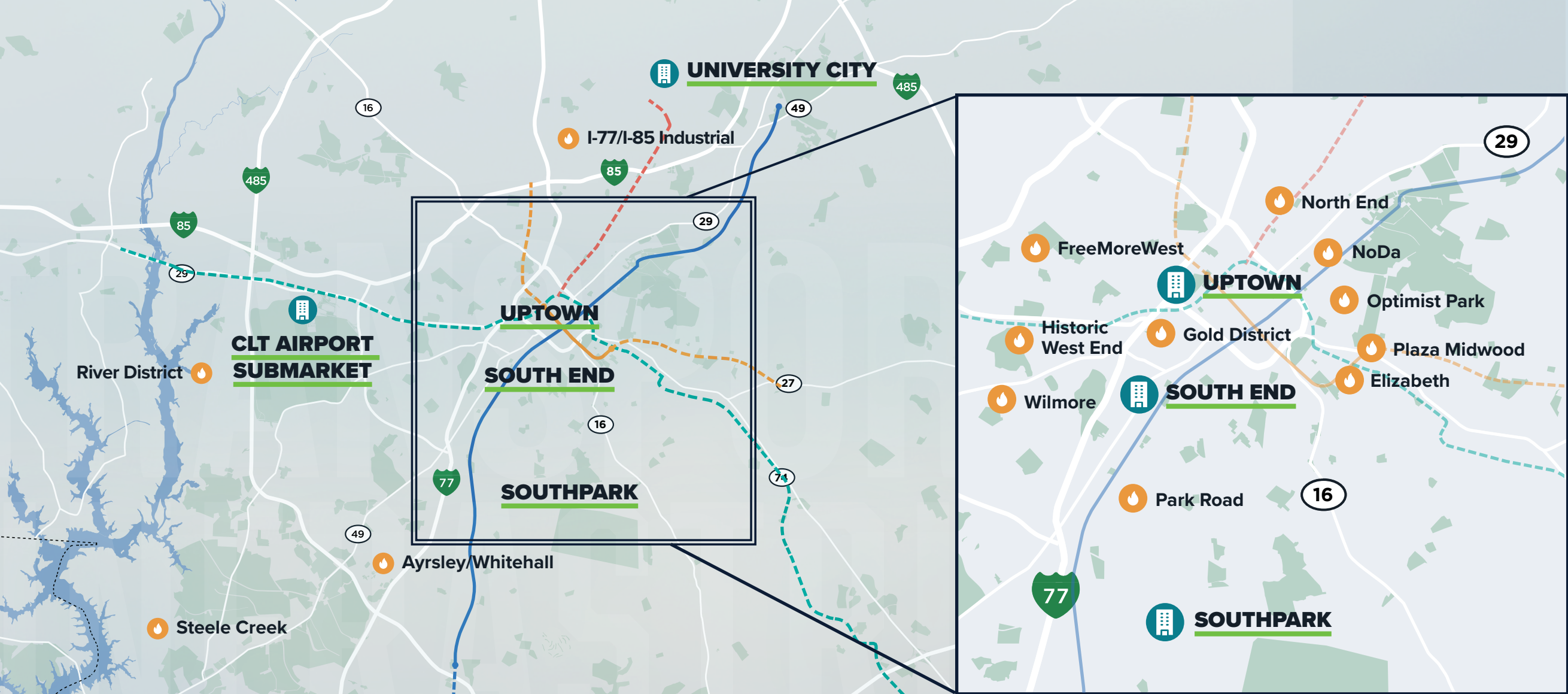
FEATURES

UNIVERSITY CITY | 75,000 JOBS

Charlotte's 2nd largest employment center and home to the University of North Carolina Charlotte, University City is growing as both a major regional employment center and a diverse residential neighborhood—one of the city's largest. The workforce is 75,000 and 171,000 residents live here.

- Centene is building a \$1 billion campus for its East Coast HQ here with 3,000 initial jobs and another 3,000 planned
- Home to University Research Park and Innovation Park with large corporate campus homes to TIAA, Wells Fargo, and Allstate
- LynxBlue light rail line connects neighborhood to Uptown or a quick 17 minute drive away
- 23 Fortune 500 regional offices
- Nearly 5 million square feet of LEED-certified office space with over 3 million more square feet planned or under construction

FEATURES



CHARLOTTE'S MAJOR EMPLOYMENT DISTRICTS AND NOTABLE MARKETS

-  MAJOR EMPLOYMENT DISTRICT
-  NOTABLE MARKETS
-  LYNX BLUE LINE (COMPLETED)
-  CITYLYNX GOLD LINE (COMPLETED)
-  LYNX BLUE LINE (PLANNED)
-  CITYLYNX GOLD LINE (PLANNED)
-  LYNX SILVER LINE (PLANNED)
-  LYNX RED LINE (PLANNED)



NOTABLE MARKETS

BALLANTYNE

Located in South Charlotte adjacent to the 485 belt loop, this neighborhood provides great access to the CBD, the airport, Lake Wylie and regional attractions.

CHARLOTTE'S 4TH LARGEST

employment center with a mix of high-rise and corporate campus facilities

IMPRESSIVE SUBURBAN residential neighborhoods, golf courses and lifestyle centers with dining, shopping and services

A NEW MASTER PLAN for the center of the district in development that will expand commercial and residential real estate offerings, add parks and trails, and improve walkability

BY THE NUMBERS

4M+
SQUARE FEET
of Class A
office space

\$35.06
AVERAGE PRICE
per square foot

35
HOME TO 35
Fortune 500
headquarters
and offices

586,700
PEOPLE
LABOR FORCE within
a 30-minute drive



NOTABLE MARKETS

AIRPORT

West Charlotte has grown along with Charlotte Douglas International Airport, which makes it an appealing location for logistics and advanced manufacturing companies and other businesses that take advantage of the proximity to one of the world’s busiest transportation hubs.

CLT AIRPORT alone has \$16.2 billion impact on the area’s economy

NOTABLE HQS include Bojangles, Sealed Air, Compass Group USA, SteelFab Inc.

ADAPTIVE REUSE PROJECTS

are converting warehouses in West Charlotte micro-neighborhoods FreeMoreWest, adding diversity employment options on the west side

THE RIVER DISTRICT Coming soon! A new 1,400-acre community named the River District. This vibrant development along the Catawba River will lure residents and companies from Charlotte and beyond, offering urban amenities, diverse home styles, new office and retail opportunities, incredible access to nature and more. Phase 1 construction begins in 2021

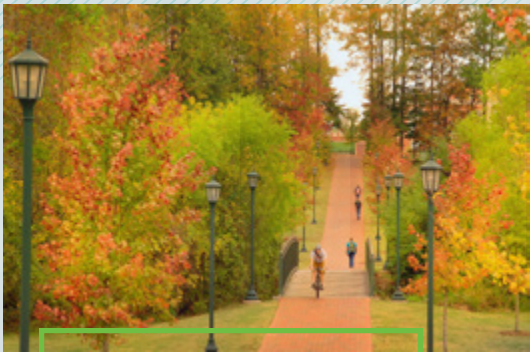
BY THE NUMBERS

58M+
SQUARE FEET
of industrial and
flex space

~1M
SQUARE FEET
of industrial space
under construction

14M+
SQUARE FEET
of office space

681,100
PEOPLE
LABOR FORCE within
a 30-minute drive



NOTABLE MARKETS

UNIVERSITY CITY

Charlotte's 2nd largest employment center and home to the University of North Carolina Charlotte, University City is growing as both a major employment center and a diverse residential neighborhood. The workforce is 75,000 while 171,000 residents live here.

CENTENE IS BUILDING a \$1 billion campus here with 3,000 initial jobs and another 3,000 planned

LYNX BLUE LINE light rail system that connects uptown to our University and adjacent neighborhoods

23 FORTUNE 500 regional offices

NEARLY 5 MILLION SQUARE FEET of LEED-certified office space

BY THE NUMBERS

11M
SQUARE FEET
of office space

1.4M
SQUARE FEET
of office under
construction

\$27.37
AVERAGE PRICE
per square foot
of office space

498,200
PEOPLE
LABOR FORCE within
a 30-minute drive



NOTABLE MARKETS

SOUTH END

A warehouse district with restaurants, breweries, boutiques and art galleries, South End is a booming commercial and residential neighborhood. Over 17,000 employees work in South End, which is also one of the youngest neighborhoods in Charlotte, with 54% of its 12,000 residents between the ages of 20 and 39—a young talent pool that appeals to employers like Lowe’s, LendingTree, EY and Dimensional Fund Advisors.

54% OF RESIDENTS are age 20-39

YOUNG TALENT POOL

A destination for top young tech talent drawn to jobs, the lifestyle and employers like Lowe’s, LendingTree, Dimensional Funds and EY

EASY ACCESS TO UPTOWN

via rail trail, light rail and car, with a new pedestrian bridge and light rail stop planned

24 SHOPS & RESTAURANTS

have opened in South End since April 2020

BY THE NUMBERS

3M
SQUARE FEET
of office space

\$35.40
AVERAGE PRICE
per square foot
of office space

1.5M
SQUARE FEET
of office under
construction

790,900
PEOPLE
LABOR FORCE within
a 30-minute drive

RESILIENCE AND RESOLVE

BY THE NUMBERS



NO. 10

MOST DIVERSIFIED
economy among major metros

9

GRANT PROGRAMS
created to support
businesses, jobseekers,
and community partners
impacted by COVID-19

\$50M+

DEPLOYED FROM
COVID-19 community relief fund

\$273M

RAISED IN THE public
and private sectors for
affordable housing through
Foundations for the Carolinas

20

MEMBERS ON THE Leading
On Opportunity Task Force, an
agency whose mission is to improve
economic mobility in Charlotte

WHEN THE GOING GETS TOUGH, CHARLOTTE GETS GOING

Charlotte doesn't tolerate "in these troubled times" type of thinking. During the COVID-19 global pandemic, the city forged forward, investing over \$154M of CARES funding in our community. Through the Open for Business initiative, the city supported our business & workforce community, deploying over \$50M of capital in four months through small business grants, an innovation fund, a StreetEATS program, and workforce and hiring grants. We even launched a new program to upskill residents into skilled trades with guaranteed job placement.

During social justice protests and through difficult discussions, our city leaders, our police department and our residents worked together to reimagine policing, and are working proactively to prevent violence in our communities. The city is also developing comprehensive strategies to uplift traditionally underserved communities and neighborhoods to create a more equitable and successful environment for all residents.

With these challenging times, Charlotte stands strong, relentless in our commitment to provide good jobs for our residents. The city's diversified industries and fast-growing startup culture make it more resilient than ever. Even during this pandemic, the city worked hard to secure major job announcements from Centene and Chime Solutions. In a post-pandemic world, Charlotte's livability, and its investments in infrastructure and workforce training, drive home the point that Charlotte's momentum is built to last.





MOMENTUM AND VISION

THE FUTURE KEEPS GETTING BRIGHTER

We have a strong vision for the future of Charlotte. We are making intentional investments to achieve ambitious goals to continue the momentum that makes this city so attractive for businesses and residents. Our groundbreaking client-service-driven approach to economic development has led to impressive job growth and a diversifying roster of industries. Pilot incentive programs are attracting innovative and versatile startups and companies to our market.

We are strategically investing in building our technology workforce; after undergoing a tech talent study, we're deploying new strategies to build a pipeline that will bring innovation and energy into your company. Inspired by the companies we work with, this team and our city's relentless pursuit to challenge the status quo is yielding strong results. Walk through the streets of Charlotte and you can feel the momentum rippling through our city. Come meet Charlotte. Let us be a part of your success!

BY THE NUMBERS

SINCE 2018, THE CITY OF CHARLOTTE BUSINESS RECRUITMENT TEAM HAS CREATED

10.6K

NEW Jobs

3.8K

JOBS Retained

\$100.7K

AVERAGE ANNUAL
SALARY of new jobs

\$1.45B

IN CAPITAL investment

“Charlotte has all the elements of a great city: successful schools, impressive infrastructure, great diversity and tremendous opportunity for upward economic mobility. Those are values shared by Centene and we are committed to continue to grow with this community.”

—Michael Neidorff
Chairman/President/CEO, Centene

2020



3,240 JOBS
EAST COAST HEADQUARTERS

2020



300 JOBS
CORPORATE HEADQUARTERS
EXPANSION

2019-2020



1,200 JOBS
CUSTOMER SERVICE CENTER

2019



430 JOBS
OFFICE EXPANSION



2019



200 JOBS
HEADQUARTERS EXPANSION

2019



1,000 JOBS
CORPORATE OFFICE

2019



1,600 JOBS
GLOBAL TECHNOLOGY HUB



2019



2,000 JOBS
GLOBAL HEADQUARTERS

2018



750 JOBS
GLOBAL HEADQUARTERS
RELOCATION

2018



430 JOBS
HEADQUARTERS EXPANSION

2018



1,220 JOBS
HEADQUARTERS EXPANSION

MOMENTUM + VISION

INCENTIVES

WHAT TO KNOW ABOUT ELIGIBILITY FOR INCENTIVES FROM CHARLOTTE, MECKLENBURG COUNTY AND THE STATE OF NORTH CAROLINA

INCENTIVES

CHARLOTTE

We understand that making the decision to grow or expand in Charlotte is a big one. In order to help offset the financial commitment associated with growing your business, the City of Charlotte offers two main incentive programs: Business Investment Grant and Opportunity Hiring Grant. More details for these programs and others, including county and state incentives, follow. Our team can help you understand this process.

We believe success in Charlotte extends beyond the bottom line and that your success is our success. When a company chooses Charlotte to grow and expand, we are thankful for the job opportunities created for our residents and the investment that helps us build our city together. We want to partner for your success in Charlotte.



Scan the code or **[CLICK HERE](#)** to learn more about City of Charlotte incentives



1

STANDARD GRANT

TO QUALIFY:

PAY 100% of the average wage rate or the Standard Occupation Code for Charlotte MSA

CREATE 20 new jobs

INVEST \$3M in real and personal property

Higher incentives are available for companies locating within Business Corridor Revitalization Geography and for those in target industries.

STANDARD INVESTMENT GRANT: If a targeted industry, this grant would allow for up to 90% reimbursement of net-new property taxes for 3 years and up to 50% reimbursement of net-new property taxes for 3 years for companies that are not a targeted industry. Existing businesses are eligible for an additional 2-year term. If located within a BCRG, 90% reimbursement is automatically recommended.

2

LARGE IMPACT GRANT

TO QUALIFY (MEET 2 OF THE 3 ITEMS):

PAY 125% of the average wage rate or the Standard Occupation Code for Charlotte MSA

CREATE 150 new jobs; and/or

INVEST \$30M in real and personal property; and/or

LARGE IMPACT INVESTMENT GRANT: If a targeted industry, this grant would allow for up to 90% reimbursement of net-new property taxes for up to 5 years and up to a 50% reimbursement of net-new property taxes for 5 years for companies that are not a targeted industry. All existing businesses are eligible for an additional 2-year term. If located in BCRG, 90% reimbursement is automatically recommended.

3

EMERGING TARGET INDUSTRY GRANT

TO QUALIFY:

CREATE 150 new jobs

QUALIFY AS a Targeted Industry

PAY 125% of the average wage rate or the Standard Occupation Code for Charlotte MSA

WITHIN 5 YEARS of establishment in Charlotte, invest a minimum of \$5M and add 20 new jobs

EMERGING TARGETED INDUSTRY INVESTMENT GRANT: This grant was created in response to companies that are in a competitive site selection process and not able to make a capital investment at the time of selection. This most commonly occurs when companies choose to go into co-working or subleased office space. This is a tool that allows the City to participate in a future incentive process with the company. For this grant to comply with State statute, the company must demonstrate competition prior to choosing Charlotte and coordinate with city staff prior to an investment being made. This grant will allow staff to present to city council a business investment grant for up to a 7-year, 90% reimbursement of net-new property taxes for their consideration.

4

TRANSFORMATIVE PROJECT GRANT

TO QUALIFY (MEET 3 OF THE 4 ITEMS):

CREATE 1,000 new jobs

QUALIFY AS a Targeted Industry

PAY 125% of the average wage rate or the Standard Occupation Code for Charlotte MSA

INVEST \$100M in real and personal property

INVESTMENT GRANT: A transformative project could qualify for a business investment grant that would allow for up to 90% reimbursement of net-new property taxes for up to 10 years.

OPPORTUNITY HIRING GRANT PROGRAM OVERVIEW

The City of Charlotte Opportunity Hiring Grant Program provides an economic incentive to companies in target industries seeking to expand their workforce in Charlotte as a result of a relocation or expansion of operations. The purpose of the Opportunity Hiring Grant program is to incentivize companies to partner with local talent development partners to fill these new jobs. Eligible companies may be awarded up to \$2,500 for each new full-time employee hired from a local, certified talent development partner. The maximum number of eligible employees is capped at 50.

INCENTIVES

MECKLENBURG COUNTY

To help offset the financial obligation of relocation or expansion, Mecklenburg County offers Business Investment Grants. These Business Investment Grants are a reimbursement of incremental net new property tax paid as a result of your investment. Grants range from 50% to 90% reimbursement with term periods between 3 to 10 years.

If a company has an existing presence in Mecklenburg County, qualifying grants would be eligible for a 2-year extension. These grants require a certain number of jobs created that pay 100%-125% of the average annual wage for the Charlotte MSA (\$51,150) or the average annual wage for the standard occupation classification in the Charlotte MSA. It also requires a minimum investment of \$3M.

The percentage of reimbursement varies based on factors including where a company chooses to locate and if it is a targeted industry. For example, if a business locates in a Mecklenburg County Opportunity Area, the company would be eligible for a 90% reimbursement. If outside of the area, it will be eligible for 50% reimbursement.

All grants require approval by the Mecklenburg Board of County Commissioners and may include other terms and conditions.

Grants range from

**50%
TO 90%**
REIMBURSEMENT

Term periods from

**3 TO 10
YEARS**



Scan the code or
[CLICK HERE](#)

to visit the Mecklenburg County Office of Economic Development website and learn more.

INCENTIVES

STATE OF NORTH CAROLINA

Targeted, performance-based incentive programs complement North Carolina's competitive cost structure. The 10th-ranked state on the Tax Foundation 2021 State Business Tax Climate Index—and 2nd-ranked on the East Coast—has a low corporate income tax rate of 2.5% and a personal income tax rate at of 5.25%. North Carolina works to reduce corporate income tax rates and continues to introduce business-friendly tax reforms.

The Economic Development Partnership of North Carolina assists companies in navigating the incentive process and connects companies to other resources available at the state level.

Examples of specific programs that can be leveraged in the City of Charlotte include:

Job Development Investment Grant (JDIG), a performance-based, discretionary incentive program that provides cash grants directly to new and expanding businesses to help offset the cost of locating or expanding a business facility in the state.

Workforce Development & North Carolina Community College's Customized Training Program. North Carolina provides recruiting, screening, and training services through a coordinated network of nationally recognized economic and workforce development agencies.

2.5%
CORPORATE
Tax Rate

5.25%
PERSONAL
Income Tax Rate



Scan the code or
[CLICK HERE](#)

to visit the Economic Development Partnership of North Carolina website and learn more.

READY TO MEET CHARLOTTE?

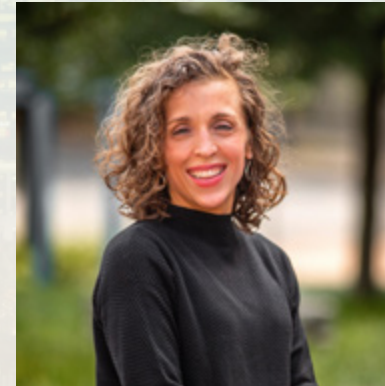
Come experience Charlotte and see why it is the best choice for your business and your employees to call home.



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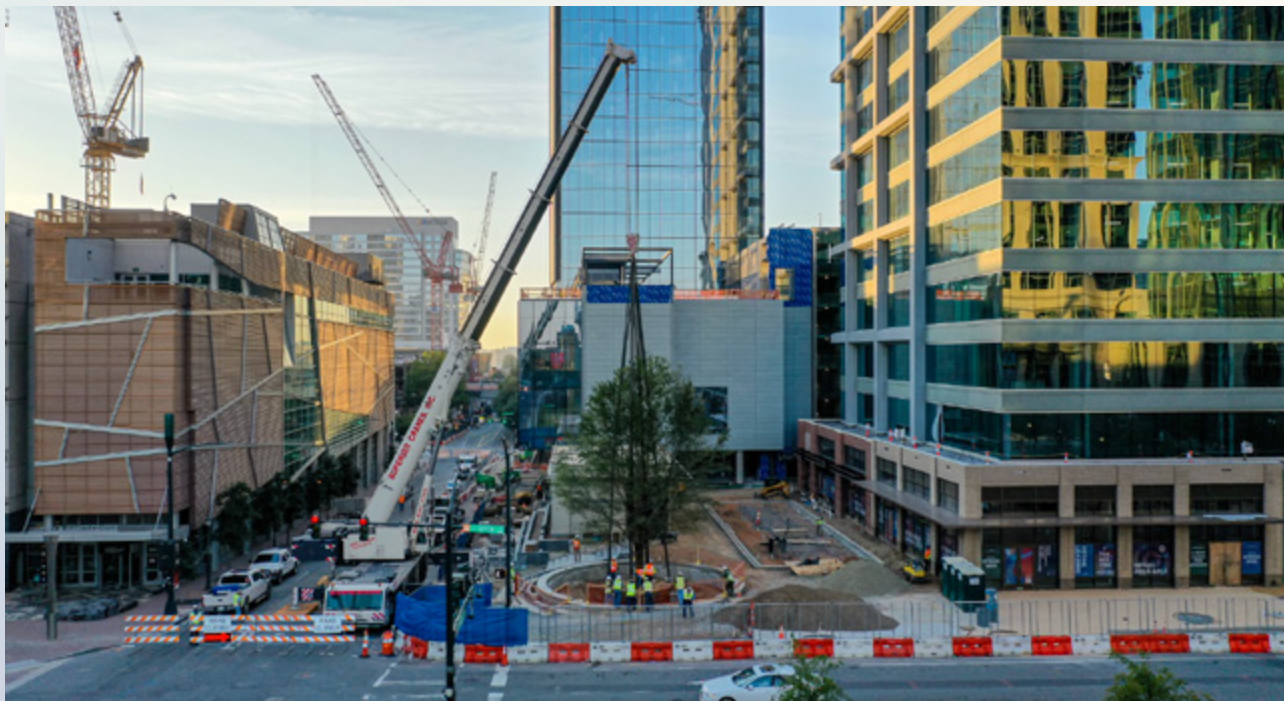
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 CITY *of* CHARLOTTE

[CHARLOTTEOPENFORBUSINESS.COM/MEET-CHARLOTTE](https://charlotteopenforbusiness.com/meet-charlotte)

