



the  
partnership

Henderson County, NC  
Economic Development

# We love Henderson County

**Our Mission:** The Henderson County Partnership for Economic Development, Inc. is the professional economic development entity for Henderson County. It works to: attract and retain quality jobs; solicit new business compatible with the assets and values of Henderson County; promote Henderson County's business image; assist expansion of existing companies; and enhance Henderson County's overall quality of life.

*We focus on sustainable development*

*We work with willing landowners*

*We work with private business*

*We support 131 manufacturers in Henderson County*

*We celebrate the 6,000+ jobs in the manufacturing sector*

# Why Economic Development?

- Economic development is both a process and a set of desired outcomes.
- The investment these businesses make in a community gives rise to a range of related commercial activities and services.
- Residential growth can also occur, bringing a wide variety of retail, consumer services, recreational, tourism, and other commercial enterprises.



# Why Economic Development?

- The ripple effect of new jobs and investment can be significant.
- The analytical model used by the N.C. Department of Commerce to gauge economic impact shows, for example, that every 100 new jobs in semiconductor manufacturing generate an additional 134 jobs as a result of indirect and induced economic activity.
- The model estimates that every \$5 million in manufacturing facility construction investment spurs another \$2.6 million in statewide spending.
- **New jobs and investment, in turn, generate income, sales, and property tax revenues for local and state governments to spend on crucial public services and amenities that help attract more firms and residents and enhance quality of life.**

# Why Economic Development?

- Economic development can help expand and balance a tax base so that a jurisdiction will have the resources it needs to provide high quality public services at a reasonable cost to its residents.
- **Balancing** the tax base among the various land uses—agricultural, residential, commercial, and industrial—is especially important.
- **The problem is that residential development does not typically generate sufficient tax revenues to pay for the public services it requires.**
- By contrast, commercial and industrial development projects usually pay for themselves and produce net tax revenues in excess of the costs for needed public services

Source: Economic Development Handbook, Fourth Edition 2016 NCEA, UNC School of Government. Edited by Jonathan Q. Morgan

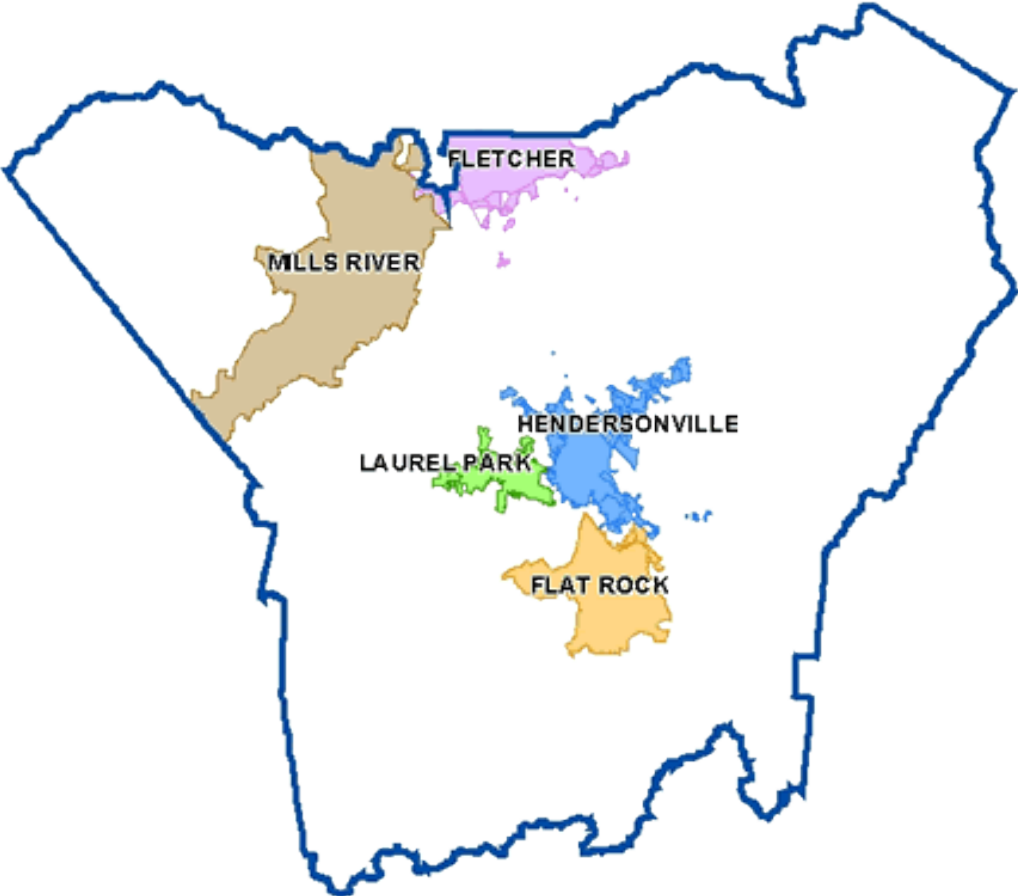
# What we know

- Henderson County experiences significant growth year over year, often outpacing our neighbors
- 50% of in-migration is the working class
- The average wage across all sectors is approximately \$44,000
- The average wage across manufacturing is approximately \$56,000
- Manufacturing accounts for 30% of the taxes base in Henderson County, but only requires 12% of the services.
- We have limited industrial land supply to keep up with the needs of our growing community.



# Industrial Growth

The Value of Focusing on Industrial Development



Total Investment:

**\$1,002,665,000**

Total New Jobs:

**3,248**

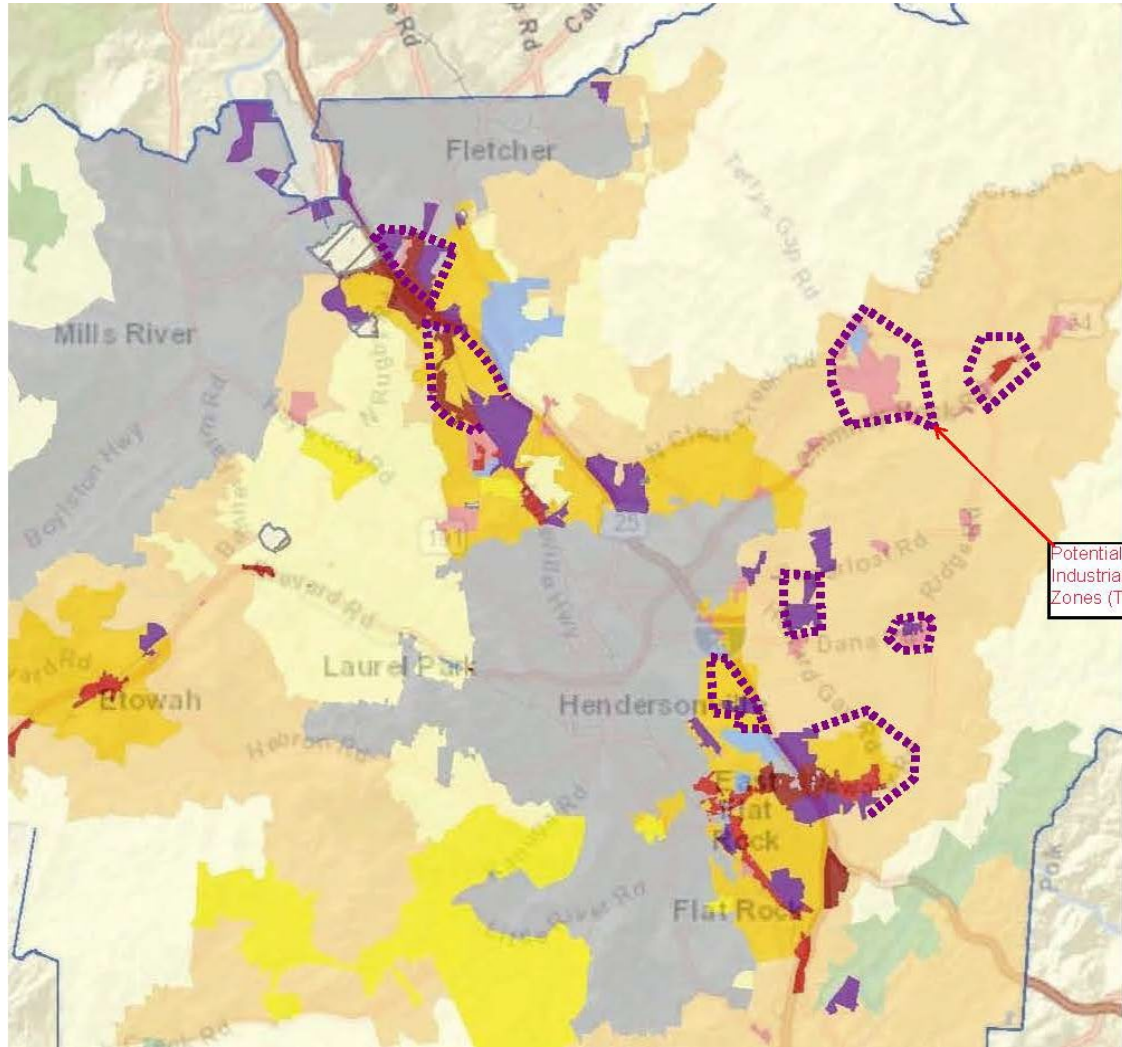
# Industrial Opportunity

Site	Current State
Hudgens- 62 acres	Blue Ridge Commerce Center under construction
Broadpointe 15 acres	Available
Brown 75 acres	Available
Ferncliff 33 acres	Purchased by County
Garrison 13 acres	Available
Garrison 4 acres	Under LOI
Bunrootis 50 acres	Off Market- purchased by non-industrial use
Byers 30 acres	Available
Banner Farm 12 acres	Off Market

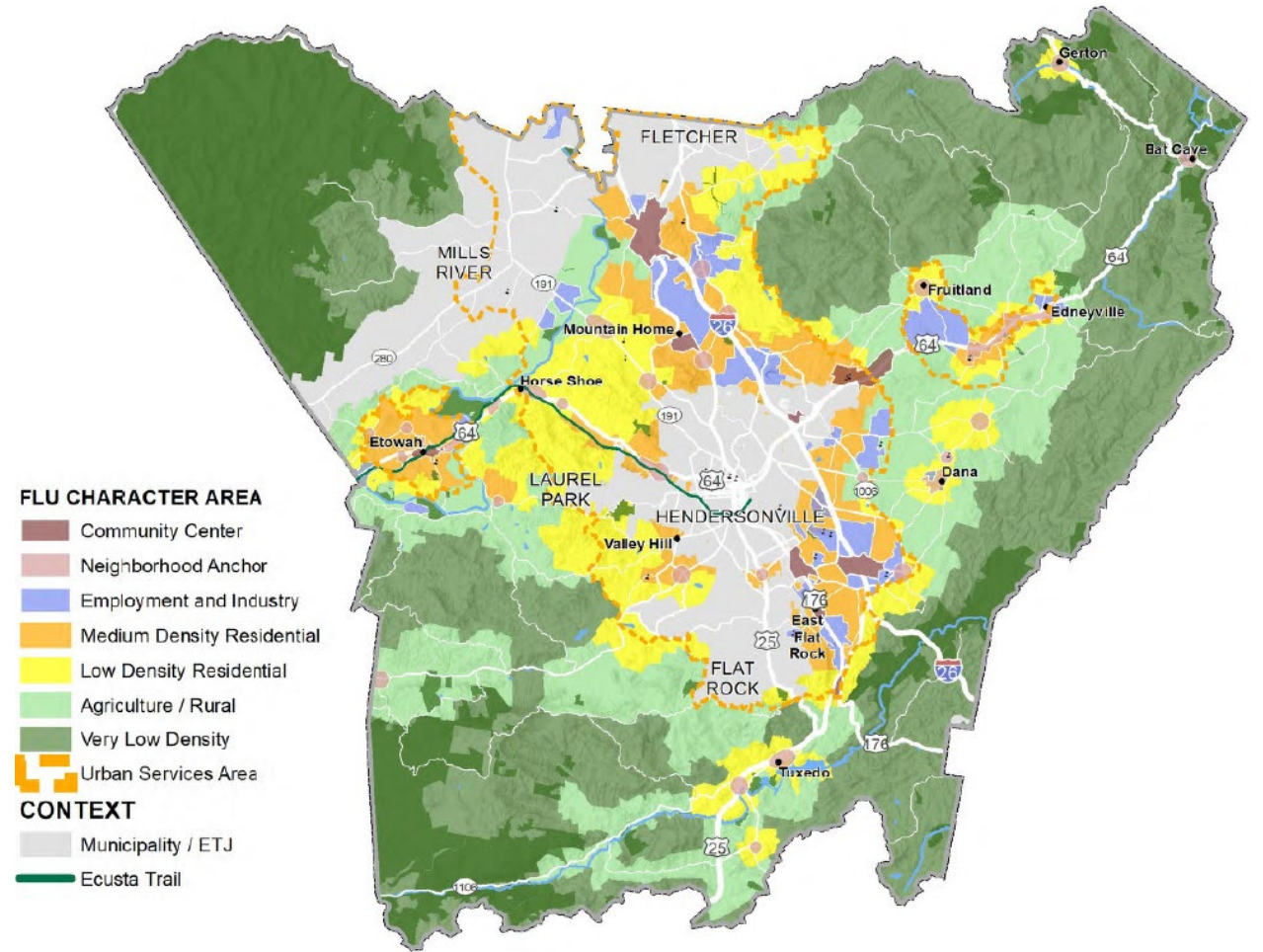




# 2045 Future Land Use Map



February 2022 Map Suggestion



## FLU CHARACTER AREA

- Community Center
- Neighborhood Anchor
- Employment and Industry
- Medium Density Residential
- Low Density Residential
- Agriculture / Rural
- Very Low Density
- Urban Services Area

## CONTEXT

- Municipality / ETJ
- Ecusta Trail

September 2022 Future Land Use Map

# 2045 Comprehensive Plan Review

- ✓ Support for mixed use development, light **industrial development** and non-residential design standards
- ✓ The County would like to continue these **positive economic trends** and attract innovative employers that pay high wages in order to balance the tax base and keep residential taxes low. Public feedback indicated strong support for small local businesses and a need to preserve flexibility for rural businesses.
- ✓ **Employment and Industry areas offer job-generation**, site-ready parks, accessible road networks, and utilities. Industries come in many different forms including **manufacturing**, agriculture, distribution, office, research and development (R&D), etc. The design of development sites in these areas should be tailored to be compatible with other nearby uses.
- ✓ The future sewer expansion in the Edneyville/US-64 area is a good place to focus **employment centers**.
- ✓ Strategic areas are reserved for commercial and **employment areas** near US-25 and I-26. These employment centers have the potential to provide local jobs and balance the county tax base in order to keep residential taxes low

# Economic Development Element

- It should be reiterated that the preceding summary of public input indicates very little interest among the public in government involvement in economic development activities. However, the County recognizes that economic development is critical to the long-term success of Henderson County and that balanced, cost-effective attention to economic development issues is required.
- Communicate the importance of manufacturing to the future of the economic development of Henderson County.
- Key industrial sites should be identified and protected.
- Increase the supply of prepared industrial sites and buildings and make them available on a cost competitive basis.
- Identify key sites to be targeted for industrial.
- Establish general criteria to be used in siting industrial.
- Analyze existing industrial and commercial zoning districts for necessary modifications.
- Identify other appropriate industrial and commercial zoning sites not currently identified by the Partnership for Economic Development or the Official Zoning Map.
  - Result in modifications to, and re-adoption of, the Future Land Use Map of this Comprehensive Plan.
  - Result in modifications to, and re-adoption of, the Official Zoning Map.

## **Recommendations for 2045 Comprehensive Plan**

- Establishment of new or improved infrastructure may result in additional areas suitable for industrial development not current identified
- Provide basis for industrial re-zonings that are the highest and best use for a particular site
- Consider HCPED 2020 Strategic Plan target markets and developing sites that fit

Thank you!