

Why Cleveland County, NC

CLEVELAND COUNTY
c c e d p
ECONOMIC DEVELOPMENT PARTNERSHIP

“CCEDP is well-known for its genius talent-recruitment campaign Charlotte’s Backyard NC. The award-winning marketing campaign put Cleveland County on the map –for both people and business.”

Crystal Morphis, CECD
Founder/CEO of Creative EDC



“We just felt something “different” in Shelby-Cleveland County, NC. We were not just wanted in Cleveland County, we were needed. This feeling and knowing we were going to positively impact their community and people in a substantial way, made our team feel we were part of something much larger and special.”

John Heitkamp, Engineering Manager
Clearwater Paper Corporation, Shelby, NC

“What sealed the deal for us was the multifaceted support from all levels of government: the state, county and city. In particular, CCEDP went way beyond what was expected.”

Mike Levine, CEO Mafic



“CCEDP provided excellent support and resources for successful implementation and guidance for future projects. With CCEDP on board, a bright future for KSM lies ahead.”

Keith Weaver, Project Manager
KSM Castings



“I really admire and appreciate everything CCEDP is doing for Cleveland County- everything you all produce are awesome examples of smart, strategic economic development marketing.”

Chris Chung, CEO
Economic Development
Partnership of NC



ECONOMIC
DEVELOPMENT
PARTNERSHIP of
NORTH CAROLINA



Partners in Prosperity

CCEDP supports Cleveland County’s economic development and quality of life by attracting diverse new industries, nurturing growth of existing industries, and fostering high-quality job growth. Built on decades of success, the CCEDP team provides industries with multiple levels of support, such as:

- Expert and efficient project management
- Site selection and industrial real development strategies
- Development of innovative talent attraction and workforce development strategies
- Customized market research and data analytics
- Creative marketing strategies to enhance company’s brand presence
- Facilitation of state, local, and regional resources to support company’s future growth

OUR TEAM



KRISTIN REESE
EXECUTIVE DIRECTOR



BRANDON RUPPE
DIRECTOR OF BUSINESS SERVICES



BETH NORMAN
DIRECTOR OF EXISTING
INDUSTRY RELATIONS



ADRIAN HAMRICK
DIRECTOR OF MARKETING
& RESEARCH

Advanced Training Center – New CCEDP Headquarters



CCEDP Headquarters

- High-tech, modern office suite with 4 offices, work room, espresso bar, and break room for CCEDP's staff
- 1 large conference room + 1 small conference room equipped with flatscreen, wall-mounted monitors
- 1 co-working space that has been retrofitted with bar height desks, charging docks, and computer outlets to hold 6-8 professionals
- Multiple pieces of furniture and fabrics have been custom designed by Walker Woodworking and STI Fabrics
- Space will creatively display and showcase the products that our existing manufacturers produce in Cleveland County
- CCEDP will be encouraging existing industries to utilize the conference rooms and co-working space, as needed, at no cost to them
- Co-working space may also be creatively leveraged as a financial incentive tool when CCEDP staff is working to recruit a new industry to the community



3

CITY OF SHELBY-
CLEVELAND COUNTY SHELL
BUILDINGS CONSTRUCTED
AND **SOLD**

300,000

TOTAL SQUARE FEET

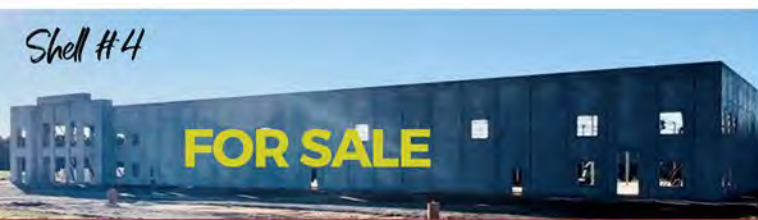


1

CITY OF SHELBY-
CLEVELAND COUNTY
SHELL BUILDING
UNDER CONSTRUCTION

108,500

TOTAL SQUARE FEET



CLEVELAND COUNTY
Ccedip
ECONOMIC DEVELOPMENT PARTNERSHIP

2006-2022

"By the Numbers" Report

20%

OF PEOPLE
EMPLOYED IN
MANUFACTURING
SECTOR

OF
MANUFACTURERS
THAT HAVE
INTERNATIONAL
OPERATIONS

17

7

OF TIMES
SHELBY-
CLEVELAND
COUNTY WAS
RANKED IN THE
TOP 5
OUT OF 543 US
MICROPOLITANS
BY SITE SELECTION
MAGAZINE

**SUCCESSFUL
PROJECTS**



TOTAL # NEW JOBS:
6,069



TOTAL # NEW
INVESTMENT:
\$6,404,544,512

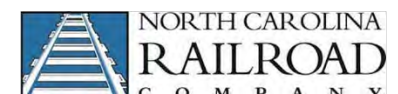


TOTAL # PROJECTS:
NEW - 53
EXPANSION - 76



Collaborative & Supportive Partnerships

- NC Department of Commerce
- Economic Development Partnership of NC
- Charlotte Regional Business Alliance
- NC Economic Development Association
- Golden Leaf Foundation
- NC Railroad Company
- NC Department of Transportation
- Cleveland Community College
- Small Business Center at CCC
- Gardner Webb University
- Cleveland County Chamber of Commerce
- Small Business Technology and Development Center
- Cleveland County Manufacturers Association
- Cleveland County Business-Education Alliance
- Cleveland County HR Association
- Foothills Workforce Development Board
- NC Works
- Cleveland County Government
- City of Shelby
- City of Kings Mountain
- Town of Boiling Springs
- Cleveland County Water
- Duke Energy
- Atrium Health





A welcoming community with international appeal, Cleveland County is known for its accessibility, affordability and innovation.

Nestled near Charlotte, North Carolina and just three hours from Atlanta, Georgia, our local communities offer attractive advantages in the backyard of busy markets.

Progressive industries enjoy the perks of a business environment budding with a growing talent pool, global connections, ample resources and superior quality of life.

Infrastructure with Reliability & Reach

Getting Around and Getting the Job Done

Strategically positioned on the East Coast, the area is a home base for companies seeking convenient access to locations across the US, as well as overseas destinations. Diversity and dependability are at the core of Cleveland County's hardy and expansive infrastructure network, and with 53% of the population living within 650 miles of the region, products and people can reach them within two hours by plane and 12 hours by truck.



UNBEATABLE ACCESS

60%

Of the U.S. Market
is Reachable in One Day
from Cleveland County

3 Million

Population Within
a 50-Mile Radius, 2021

35 Miles

From Charlotte

45 Miles

From Charlotte Douglas
International Airport

12 Miles

To the Nearest Interstate

BY THE NUMBERS

15

Cities, Towns &
Municipalities

469

Square Miles
Cleveland
County covers in
the Foothills of
the Blue Ridge
Mountains

100,000

Residents in
Cleveland
County

20,000

Residents in
Shelby, the
county seat

Infrastructure with Reliability and Reach



AIR

Cleveland County is only 35 minutes from the **Charlotte Douglas International Airport (CLT)** and its 700 daily flights to 170-plus destinations, including the U.S., Mexico, Canada and Europe. In addition to commercial service, the nation's seventh-busiest airport plays a key role in regional companies' operations.

Neighboring **Greenville Spartanburg International Airport (GSP)** is located about an hour away from most Cleveland County industrial sites. The **Shelby-Cleveland County Regional Airport** accommodates corporate and general aviation.

GROUND

Cleveland County is conveniently located near four interstates that provide direct access to all points north, south and west. Given the area's central location midway between New York City and Miami, distributors can reach more than 60 percent of the U.S. market within one day's drive. There are more than 300 trucking firms in the Charlotte region and multiple trucking companies in Cleveland County.

RAIL

An extensive rail network is embedded in Cleveland County and the Charlotte area, with 600 trains running through the region weekly. The **Norfolk Southern** is situated next to Charlotte Douglas International Airport (CLT) and is one of the primary rail service providers, in addition to **CSX**.

The **Lancaster and Chester Railroad**, a locally owned short line located near Cleveland County, and privately owned **Aberdeen Carolina & Western Railway** offer reliable connections to CSX and Norfolk Southern.

PORTS

The **Port of Charleston**, the busiest container port along the Southeast and Gulf Coasts, is easily accessible via ground or rail from Cleveland County.

The port ranks fourth nationally in volume and is home to 13 of the top 15 carriers in the U.S. container trade.

With robust infrastructure and a 60-minutes-or-less truck turn, cargo makes it way in, out and around the region, including **Inland Port Greer** with ease and speed.

UTILITIES

Many of Cleveland County sites and locations are already served by the region's robust, redundant and cost-efficient electric, natural gas, water and wastewater utilities. The **City of Shelby** and **City of Kings Mountain** houses all four services – electric, natural gas, water and wastewater – under one convenient roof. Other communities are served by local agencies, as well as **Duke Energy**, one of the nation's most reputable utilities service providers.



North Carolina: Your State for Business

NORTH CAROLINA'S ADVANTAGE

10.5 M+
Population

170 M+
Customers

262 K+
Professional Workforce

475 K+
Manufacturing Workers

UNMATCHED BUSINESS ENVIRONMENT

**#1 Best State for
Business**
Forbes, 2019

**#2 Top State
Business Climate**
Site Selection, 2019

**#3 Competitive
Labor Environment**
Area Development, 2019

LEADING NORTH CAROLINA SECTORS



Automotive



Clean
Energy



Food
Processing



Textiles &
Nonwovens



Outdoor
Recreation



Aerospace



Furniture



Biotech &
Life Sciences



Information
Technology



Plastics &
Chemicals

An Unbeatable Value Proposition for Companies



State and Local Incentives Offer Business Advantages

Cleveland County and the State of North Carolina have targeted incentive programs that mitigate taxes and lower the overall costs for companies locating their business to Cleveland County. Existing companies desiring to expand within the region are also eligible. Companies meeting criteria may take advantage of incentives including sales and use tax discounts, exemptions, refunds and cost-saving programs.

Explore the types of incentive programs available to companies that invest in Cleveland County, North Carolina or contact our team to learn more. Please note that all companies who qualify for incentives must also receive formal approval by the governing bodies and/or authorities who administer the programs.



Cleveland County

Cleveland County is a Tier I County, as designated by the North Carolina Department of Commerce. Under the tier system, competitive tax rates offer exceptional, cost-effective infrastructure and services for businesses. Local incentive grants are also available from Cleveland County, the City of Shelby and Kings Mountain.

\$0.54

Per \$100 valuation
Jan 2022



State

North Carolina's OneNC Fund, a discretionary cash-grant program for competitive job-creation and investment projects. Various state programs invite investment via transportation, workforce, infrastructure, energy and improvement incentives, and research and development tax credits.

2.5%

Corporate Income
Tax Rate, NC



Workforce

Training support and reimbursement of training expenses are available under North Carolina's Customized Training Program and deployed by Cleveland Community College. North Carolina Job Development Investment Grants are paid as a percentage of state withholding taxes collected on new jobs created by approved projects. Additionally, the North Carolina Division of Employment Security (DES) and NC Works offer free employee recruitment and screening services.

#1

CCC had the highest
Increase in total
enrollment, 2017-201

Community at Our Core

Highly skilled, highly motivated.

Just west of Charlotte, Cleveland County is a location where fresh ideas meet fresh air. Nestled in the Blue Ridge mountains at the center of two of the largest metropolitan areas in the Carolinas, the region offers a blend of progressive communities, welcoming neighbors and rich heritage. Business and professionals alike thrive, thanks to an unbeatable cost of living and healthy mix of opportunities in and outside the workplace.

POPULATION

99,519
Total 2020

66,846
25 years or Older

42
Median Age

MEDIAN HOUSEHOLD INCOME

\$42,247
2021

UNEMPLOYMENT RATE

4.4%
August 2022

AFFORDABLE LIVING COSTS

Cost of Living
9.6% Lower
Compared to the
National Average

Housing Prices
49% Lower
Compared to the
National Average

Pushing Limits and Forging New Norms

Cleveland County's local economy is fueled by diverse modern-day manufacturing companies. An array of industry target sectors include:

Advanced Manufacturing

Automotive

Precision Machining

Consumer Products

Advanced Materials

Textiles

Data Centers

HOME TO WORLD CLASS MANUFACTURING, DISTRIBUTION & DATA CENTERS OPERATIONS



10 Largest Manufacturers in Cleveland County

COMPANY	SECTOR	PRODUCTS	LOCATION	NUMBER OF EMPLOYEES
Nippon Electric Glass	Advanced Materials	Speciality glass products for a variety of sectors	Shelby, NC	650
Clearwater Paper	Consumer Products	Toilet Paper, paper towels and napkins	Shelby, NC	625
HanesBrands Inc	Distribution	Apparel, consumer goods	Kings Mountain, NC	600
Greenheck	Machining/Metal Fabrication	Air movement and air control equipment	Shelby, NC	556
Eaton	Automotive Components	Truck gears and shafts	Grover, NC	550
STI Fabrics	Textiles	Designer upholstery and protective fabrics	Kings Mountain, NC	369
Albemarle	Non-Metallic Mineral Products	Lithium metal products for lithium battery industry	Kings Mountain, NC	300
NVR	Construction/Home Building	Building products	Kings Mountain, NC	285
KSM Castings	Automotive Components	Aluminum chassis and powertrain components	Kings Mountain, NC	285
Curtiss-Wright	Aerospace Components	Aerospace actuators	Shelby, NC	250

Foreign Firms in Cleveland County

AUTOMOTIVE

- + **KSM Castings** [China & Germany]: Producer of automotive aluminum and magnesium cast components for major automotive manufacturers.
- + **Celanese** (formerly Ticona) [Germany]: Leading global supplier of high-performance engineering polymers utilized in products across nearly every industry sector, such as aircrafts, vehicles, and electronics.
- + **Eaton** [Ireland]: Manufacture transmissions that are used primarily in the medium and heavy-duty truck markets.
- + **BT America** [Japan]: Manufactures and machines automotive parts and accessories.
- + **Cleveland Yutaka** [Japan]: Engages in high quality precision machining of automotive parts.
- + **Kendrion** (formerly FAS Controls) [The Netherlands]: Manufacturers valves, switches, actuating devices, lights and control components to the automotive, heavy truck, recreational vehicle, off road and industrial markets.

ADVANCED MATERIALS

- + **Uniquetex** [China]: Producer of nonwoven fabrics that are used in medical and healthcare sectors.
- + **IMERYS** [France]: Mines and produces muscovite mica, which is utilized in paints, cosmetics, construction materials and electronics.
- + **Huesker Geocomposites** [Germany]: Manufacturers geosynthetic fabrics that are utilized as reinforcement in roads and embankments.
- + **B&W Fiberglass** [UK]: B&W Fiber Glass, Inc. manufactures and develops technical fibers. It offers yarn and fiber products for applications in a range of industries, including sporting equipment, luggage, marine, ballistics, protective apparel, and automotive parts.
- + **Mafic** [Ireland] Producer of continuous and chopped basalt fiber and long fiber thermoplastic (LTF) resins.

ENERGY

- + **Cormetech** [Germany] (formerly Steag and merged with SCR Tech): Specialize in taking old, deactivated catalysts from coal-fired power plants and cleaning/regenerating them so that they are like new and can be used again.
- + **Albemarle** (formerly Rockwood Lithium, acquired by Albemarle) [Germany]: Producer of lithium-based chemicals which are used in the lithium ion batteries for electronic devices and vehicles.

CONSUMER GOODS

- + **Ecoguard** [China] Manufacturer of facemasks using nonwoven fabric.

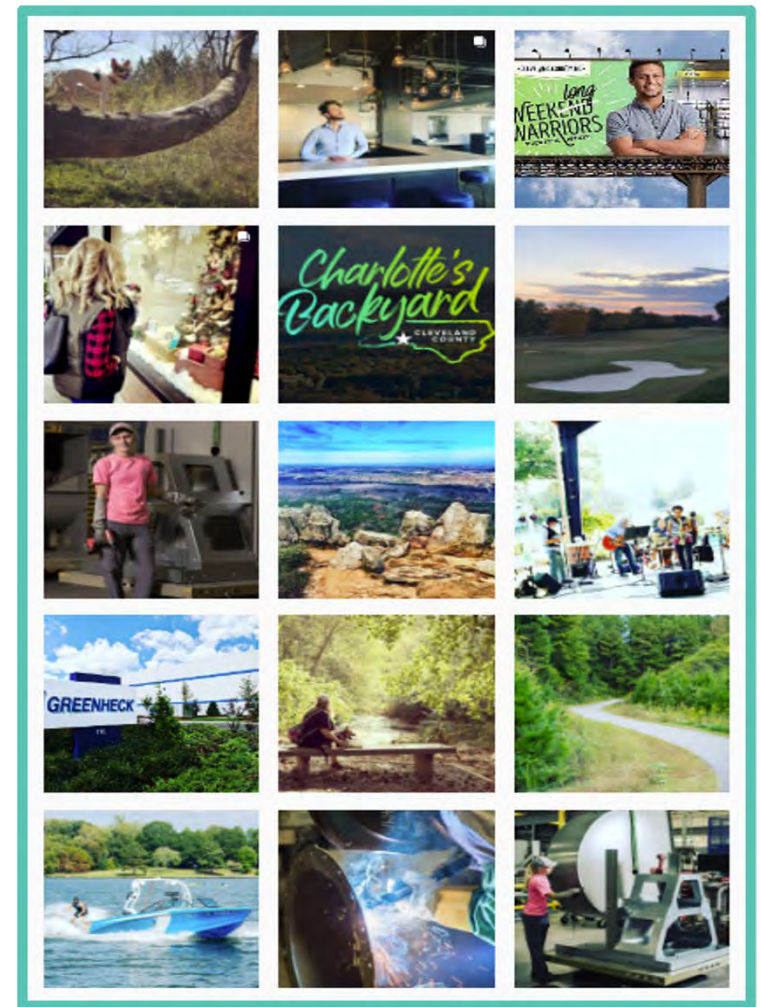
DISTRIBUTION

- + **Hanes Brand** (spun off from Sara Lee in 2006) [Mexico]: Distribution center that primarily focuses on the company's intimate apparel line

Unbeatable Value Proposition



Progressive industries enjoy the perks of a budding business environment coupled with accessibility to a growing talent pool, global connections, ample resources, and a multitude of community assets.



A welcoming community with international appeal, Cleveland County is known for its accessibility, affordability and innovation. Nestled in the sweet spot between “Charlotte’s Backyard NC” and Greenville, SC, our community is located only three hours from Atlanta, GA. Our local communities offer attractive advantages in the backyards of busy markets.

Extraordinary Beckons in Southwest North Carolina

When the big city calls, yet a small-town disposition is in your soul, Cleveland County offers a lifestyle to fit both. Tucked in near North Carolina's Blue Ridge Mountains and 30 minutes from Charlotte, Cleveland County is an affordable, appealing all-American community with a character, climate and spirit that invites originality, ingenuity and diversity.



Gateway to the Great Outdoors

Nestled in the rolling piedmont of southwestern North Carolina and just an hour's drive from six breathtaking state parks, Cleveland County is an outdoor adventurer's paradise.

Cleveland County residents enjoy connections to the Carolina Thread Trail and easy access to other local trails, including the Kings Mountain Gateway Trail and the First Broad River Trail, fishing and waterskiing at Moss Lake Park, horseback riding and picnicking at Broad River Greenway, and daytrips to the Blue Ridge Mountains or a quick weekend getaway to one of North Carolina or South Carolina's beautiful beaches, among other adventures.



Daycation Destinations

Smack dab in the middle of two of the largest metropolitan areas in the Carolinas, Cleveland County is a daytripper's paradise. Fast-paced cities, world-class theater, mountains, beaches and hiking trails—all of these and more are either in Cleveland County, or just a stone's throw away. Outdoor adventurers will enjoy trips to three breathtaking state parks, while culture connoisseurs, shopping enthusiasts and foodies will revel in Charlotte's museums and boutiques, and Asheville's vibrant arts and beer scene. Here are just some of the many ways we daycation in Cleveland County.



6

state parks within 1 hour

187 miles

of coastline in SC

252 miles

along the Blue Ridge Parkway in NC

300 miles

of barrier island beaches in NC

1,500-acre

Broad River Greenway

1,660-acre

Moss Lake



From Sheet Metal to Sheet Music

Home of legendary bluegrass musician Earl Scruggs and the famed country songwriter Don Gibson, Cleveland County is more than a thriving manufacturing community—it's full of the sounds and the history of the American South. These classic sounds are invigorating a new generation of musicians, like local band Acoustic Syndicate and the artists behind Shelby's annual Art of Sound music festival. Visit the Earl Scruggs Center, a state-of-the-art facility dedicated to the man who mastered the five-string banjo, and the 400-seat Don Gibson Theatre, or catch some live jazz over a glass of wine or craft beer at the Dragonfly Wine Market.



Where Local Isn't a Trend - It's A Way of Life

In Cleveland County, we care about supporting our local businesses and farmers—a tradition made easy and enjoyable by the prevalence of farmers' markets, local eateries and breweries like the Foothills Farmers' Market, Newgrass Brewing Company and the award-winning Red Bridges Barbecue Lodge. Our local farmers' specialty grains are fueling the booming craft brewing industries and malting companies in Asheville and Charlotte—not to mention our own growing craft beverage scene—and we're proud to serve some of the best local barbeque in the South. Read on to learn more about how we satisfy our cravings in Cleveland County.



From Festivals to 5Ks

Cleveland County's unmistakable community spirit is fueled by a variety of festivals, games and events celebrating local art, music, food, culture, sports and more.

Cleveland County is proud to be home to American Legion World Series, an amateur baseball series held every August.

True to Cleveland County's musical heritage, many local events and festivals incorporate live music. Local favorites include Shelby's annual Art of Sound music festival, Mush, Music & Mutts Festival, and the 7th Inning Stretch Festival.

Other popular local events include the Real to Reel International Film Festival, Shelby Alive, Cleveland County Fair, and the Shelby Hamfest.

Sites to Set Your Sights On



Places and Spaces for Business

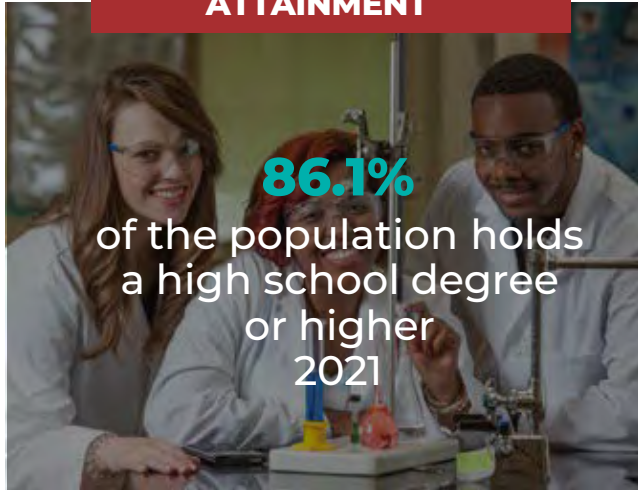
From industrial and commercial to office, Cleveland County offers a wide variety of available buildings and sites. [Search our property database](#) or use our specialized services to identify your tailored location.

Forces at Work

Educated and Motivated, Cleveland County's Talent is Ambitious

Progressive and varied industries are the heart of Cleveland County's economy. Maintaining that pulse is a highly-skilled, well-rounded workforce that's developed and supported by area schools, community colleges and universities with training resources and nationally recognized academia. New to Cleveland County or expanding, businesses can count on a dependable, educated talent pool that's just as wide as it is deep.

EDUCATIONAL ATTAINMENT



86.1%

of the population holds
a high school degree
or higher
2021

3.6%

increase in the population
of the Greater Charlotte
region from 2014-2018

AVERAGE WAGE



\$48,580

Earned in scientific,
professional & technical
services, annually

0%

unionization rate in
Cleveland County.
North Carolina's rate
is 3.4%, the second
lowest rate in the US.

COLLEGES AND UNIVERSITIES



30+

in the Charlotte
Region

#2

Cleveland Community College
ranked #2 Best Community
College in North Carolina
by Schools.com in 2019

Workforce Development & Training Partners

*Development of Sustainable
Hiring Model and Talent
Attraction Strategy*

- CCEDP
- Cleveland Community College
- Cleveland County Schools
- Foothills Workforce Development Board
- NC Works



CharlottesBackyardNC.com



*Find Your
Village*

*Find Your
Craft*

*Find Your
Rhythm*

*Find Your
Voice*

*Find Your
Job*

Cleveland County, NC's Award-Winning Talent Attraction Campaign





Jobs

FIND YOUR DREAM JOB IN CHARLOTTE'S BACKYARD

EXPLORE MORE JOBS

FILTER COMPANY LOCATION JOB TYPE POST DATE

APPLY HERE

EXPLORE MORE

Texturizing Machine Operator

BAW FIBERGLASS

Warping Creeper

BAW FIBERGLASS

Warping Operator

BAW FIBERGLASS

Plant Manager

STEFFES

Maintenance Technician

Open Period: May 28, 2022

CORMETECH

8800 MOUNTAIN AVE

Category: Maintenance

Job Type: Full-Time

CORMETECH

COMPANY DESCRIPTION:

CORMETECH, Inc. is a world leader in manufacturing of high-quality environmental catalysts, providing catalyst regeneration and engineering services for the power, marine, industrial process, refinery, and petrochemical markets. The company has leveraged more than 30 years of field experience and chemical expertise to create innovative catalyst products and services that meet our customers' needs in the United States and abroad.

Job Description

Department

\$500 Signing Bonus

About the Company:

CORMETECH, Inc. was founded in 1969, and provides environmental engineering solutions and services to the North American and world's power, marine, industrial process, refinery, and petrochemical markets. It is serving the growth needs of the U.S. power generating fleet to comply with increasingly stringent environmental regulations in a cost-effective way.

CORMETECH has fully dedicated, state-of-the-art manufacturing facilities, research and development centers and testing laboratories in Princeton, NJ, Cleveland, OH, and other locations.

List All Job Openings At:
Charlotte's Backyard
CLEVELAND COUNTY

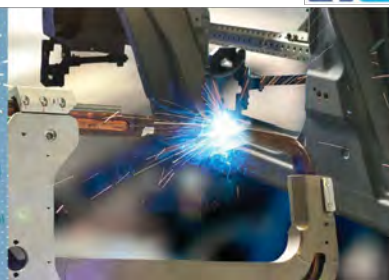
CLEVELAND COUNTY
Ccedp
ECONOMIC DEVELOPMENT PARTNERSHIP



Charlotte's Backyard
CLEVELAND COUNTY

BUSINESS SPOTLIGHT
CLEVELAND COUNTY NC

CURTISS-WRIGHT
ACTUATION DIVISION
The Actuation Division designs, manufactures and supports electro-mechanical actuation products and systems for Aerospace, Defense and Industrial Automation markets.



BUSINESS SPOTLIGHT
CLEVELAND COUNTY NC

MACHINE BUILDERS & DESIGN

If you've ever wondered how some filled cookies are made, meet MBG, the designers of the "Original Cookie Cutter".



Leading through Innovation

BUSINESS SPOTLIGHT
CLEVELAND COUNTY NC

KENDRION

Kendrion, Inc. develops innovative electromagnetic systems and components for industrial and automotive applications.



BUSINESS SPOTLIGHT
CLEVELAND COUNTY NC

I.E. ARMOR INTERNATIONAL

With over a decade of armor fabrication and survivability design experience they've gained a reputation for quality manufacturing.



CVG

Facebook Boosted Post | May 25-May 30, 2022 | \$25 Total

CLEVELAND COUNTY
Ccedp
ECONOMIC DEVELOPMENT PARTNERSHIP

Charlotte's Backyard
CLEVELAND COUNTY

Cleveland County Economic Development Partnership
May 10 - 18

Cleveland County is thriving and manufacturing companies are looking for hard workers and dynamic thinkers! Commercial Vehicle Group, Inc. is hiring for several positions in Kings Mountain! Sign on bonus, benefits, and weekly attendance bonuses!

Find more at <https://www.clevelandcountync.com> and More



See insights and ads

Boost again

29

6,467 Total Reach

Post Engagement 461
Link Clicks 37
Post Reactions 37
Post Shares 36
Post Saves 5

Facebook User Ages



WE NEED YOUR HELP!

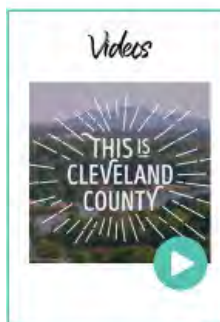
FACEBOOK ADS
GLOSSARY OF TERMS

TOTAL REACH: # of people who saw your post.
POST ENGAGEMENT: # of times that someone took action on your post, such as: likes, comments, shares, saves, viewing your video, or clicking on a link.
LINK CLICKS: # of clicks on the link to your open positions on Charlotte's Backyard NC that was embedded within your post.
POST REACTIONS: # of times a person chose one of several emotions (👍👎👏🙄😂😭) to indicate their feelings about the content of your FB post.
POST SHARES: # of times your post was shared on FB, which helps to increase visibility and reach of a post. It is a useful metric to gauge audience interest in the post content.
POST SAVES: # of times your post was saved on someone's personal FB page, so that they can go back and view it later.

Please help us track how many people applied for a job with your company after seeing this ad. Here's how you can help:
• Ask applicants how they heard about your company/job posting and keep track of the # of people who mention this ad. If this is a standard question you include on your employment applications, please consider adding "FB ad" as an additional selection. Then, please email Adrian@ccedp.com with those results. (an estimate is perfectly fine).

Employer Toolkit

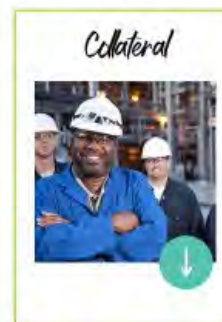
Everything you need to help recruit the best talent to Cleveland County. The Charlotte's Backyard, NC brand assets are available for any employer, business, organization or community in Cleveland County to use to recruit talent and share their pride for Charlotte's Backyard, NC.



Videos



Personalized Marketing Collateral



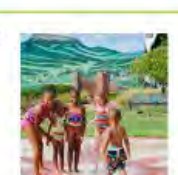
Collateral



Industry Resource Guide



Images



Logos



Job Postings

Hiring Events

Veterans Career Advisor

Labor Market Data

Second Chance Hiring

Federal Bonding
Program

Work Opportunity
Tax Credit



A proud partner of the
AmericanJobCenter®
network



Higher Education



Gardner-Webb University: A private liberal arts school located in Boiling Springs, Gardner-Webb University is home to six professional schools that offer 80-plus undergraduate and graduate fields of study. Their accelerated 10 month MBA program is one of the top-rated programs in the country, and one of the area's most affordable.

Cleveland County Schools' mission is to cultivate excellence by providing student-centered exceptional educational experiences while challenging all students to perform at their highest potential. With some 14,000 students, Cleveland County Schools has over 3,000 students earning industry-recognized credentials each year. Within its 29 facilities and an online learning school, Cleveland County Schools is the largest employer in the county with over 20% of the district's teachers having their National Board Certification. Recognized as the 'Best Place to Work in Cleveland County' for four consecutive years, Cleveland County Schools is also ranked #1 in the nation in United Way per capita contributions.

Cleveland Community College: Located in Shelby, Cleveland Community College is a comprehensive, public two-year college offering more than 120 programs ranging from fifteen-hour certificate programs to two-year associates degrees in arts, applied science, advanced manufacturing and fine arts. CCC is currently constructing a 45,000 sqft Advanced Technology Center on their campus, which will house Electrical Engineering, Automation Engineering, Industrial Systems/Facilities Maintenance, Machining and Mechanical Drafting programs. It will include a conference room, general classroom, computer lab, high-bay training spaces and a 5-ton crane, all of which is being designed to support training for local industries. Additionally, the facility will provide office space for CCEDP and other workforce development partners and is expected to be completed by July 2022.

Cleveland Community College



CLEVELAND
COMMUNITY COLLEGE

- A Comprehensive, two-year Community College
- 41 Associate Degree Programs
- Workforce Development Programs
- Business & Industry Customized Training
- Fastest growing community college in NC

Advanced Training Center — 44,000 Square Feet

Proposed Programs

- Automation Engineering
- CNC Machining
- Mechanical Drafting
- Electronics Engineering
- Industrial Systems
- Facility Maintenance
- Corporate/Industry Training

High Bay Area

- Engineering Technologies
- Automation Engineering (AET)
- Electronics Engineering Technology (EET)
- Industrial Systems Technology (IST)
- Facility Maintenance
- Industry/Corporate Training

Curriculum Accommodations

- 6-7 Faculty Offices
- 1 Computer Lab (20-25 seats)
- 2-3 General Classrooms
- Faculty Break Area
- Student Break Area
- Metrology Lab
- 3D Printing Lab (Prototyping)
- 125-150 Multipurpose Room
- Numerous Open Collaborative Spaces

Corporate Training Accommodations

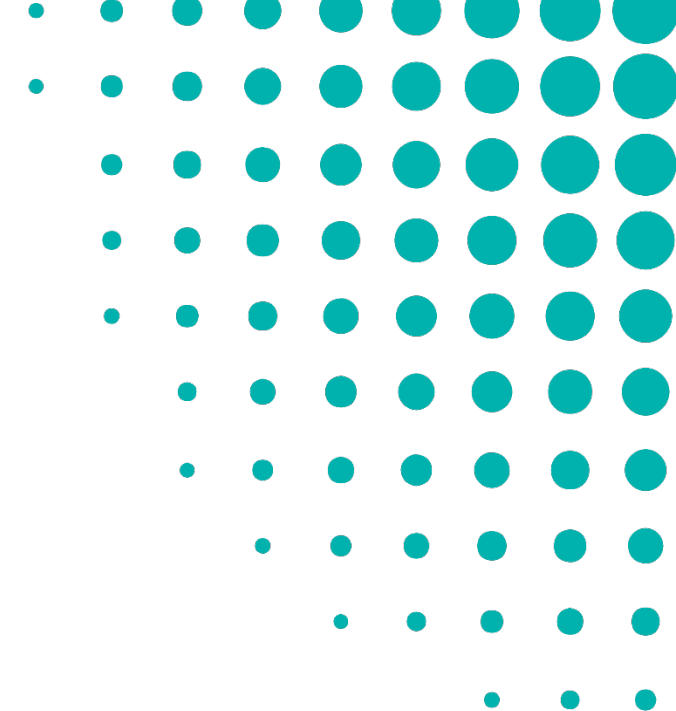
- 2-3 General Classrooms
- 1 Computer Lab (20-25 seats)
- 4-5 Corporate Offices
- Business Incubator
- Multipurpose Training Room
- Executive Conference Room
- Reception Area

Pre-Hire Support

- Targeted hiring events
- Pre-hire screening
- ACT National Career Readiness Certificate
- Bennett Mechanical Aptitude Test
- Administer company-specific testing
- Computer labs
- Interview, resume, and soft-skills training support



CLEVELAND
COMMUNITY COLLEGE



Registered Apprenticeship & Pre-Apprenticeship Programs

1st Year

- Progressive pay scale above min wage
- 16-week Academy
- NCRC
- WRC
- Selection for Apprenticeship
- 2000+ hours of OJT

2nd Year

- Increase in pay wages
- 2000+ hours of OJT
- 144+ contact hours
- Curriculum Program

3rd Year

- Increase in pay wages
- 2000+ hours of OJT
- 144+ contact hours
- Curriculum Program

4th Year

- Increase in pay wages
- 2000+ hours of OJT
- 144+ contact hours
- NC Registered Apprenticeship
- Diploma/AAS

Public – Private Partnership

HS Youth, Graduates, Low Skill
Youth/Adults, Transitioning Veterans

Skilled Adults



TRAINING

\$2,000 per NEW Apprentice
for the first year

PAID TO: EMPLOYER BY LOCAL COMMUNITY COLLEGE



TUITION, BOOKS & FEES

\$2,500 per NEW Apprentice for
two years (\$5,000 max)

PAID TO: EMPLOYER BY LOCAL COMMUNITY COLLEGE

COSTS



Salary Match for two years:
NEW Apprentices NOT IN HS

**50% reimbursement at each interval of the
program's registered wage scale (\$15/hr cap)**

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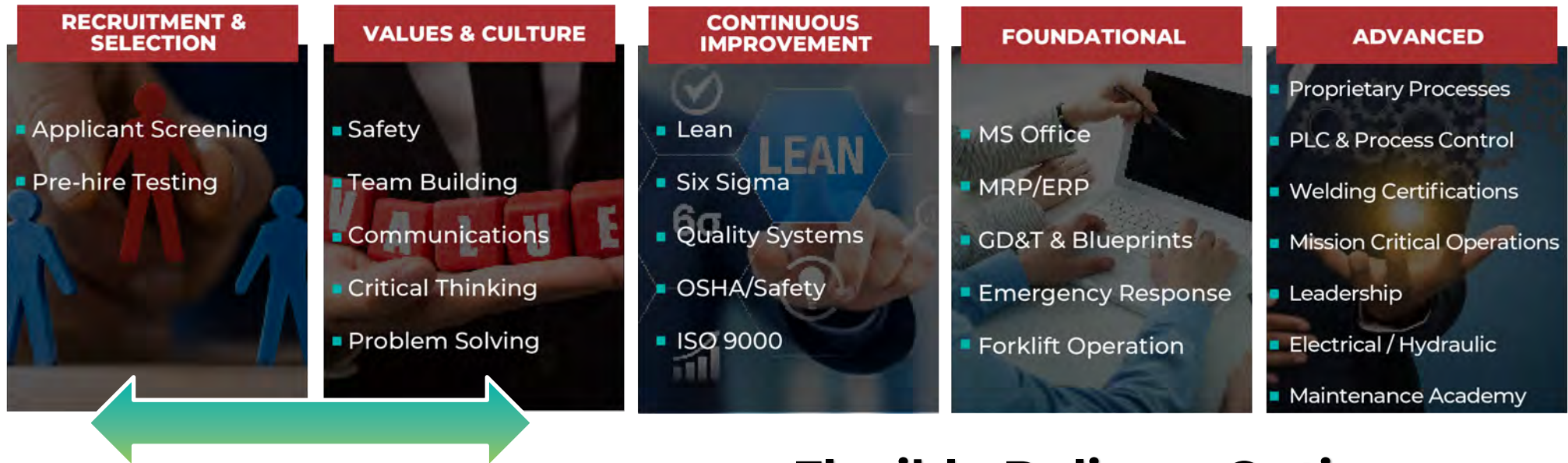


Salary Match for two years:
NEW Apprentices IN HS

**50% reimbursement at each interval of the
program's registered wage scale (\$14/hr cap)**

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Customized Industry Training



Employee Engagement

Flexible Delivery Options

- On-site
- Online
- Seated
- Off-shift
- Small groups
- On-the-Job-Training
- Third Party
- Custom Certificates



CLEVELAND
COMMUNITY COLLEGE

- Graduation Rate of 88%
- Career and College Promise (794)
- Opportunities for Manufacturing Engagement
- Making it Work: Manufacturing & Engineering Fair
- Career/Guidance Counselors Promoting Careers in Manufacturing
- Early College High School (220)



Career & Technical Education Purchases in 2021

- New CNC Plasma Cutter
- New FANUC CNC Robot
- Updated Welding Equipment
- New Programmable Logic Control Trainers & Equipment
- New CNC Equipment



Making It Work Engineering & Manufacturing Fair

The purpose of “Making It Work” is to create awareness and build excitement among local high school juniors and seniors about career opportunities in manufacturing. Students from surrounding county schools attend to network with manufacturers and industries representatives, apply for scholarships, participate in engineering challenges, tour industry facilities, register for door prizes and more!



SE **southeastern**
CONTAINERS

STI
FABRICS
Profil, Biscuit, Recyclé

STEFFES

Pioneer
MOTOR BEARING

Uniquetex
TEXTILE TECHNOLOGIES

PLASTIC PRODUCTS, INC.
KINGS MOUNTAIN, NORTH CAROLINA

Walmart
Distribution Center

Settle
HEATING & AIR
Settle in With Comfort

WestRock

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CARDINAL
TISSUE

GreenheckGroup™
Inspired People Doing Extraordinary Things

IMC

NC STATE

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NC
works

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HURST
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WE MAGNETISE THE WORLD

Industry Expansion Solutions

On-the-Job Training (OJT)

- Company is reimbursed a percentage (50%) of the employee's training cost based on the new hire's wage.
- The length of the contract is determined by training standards and is based on the specific learning skill level required to do the job. Most contracts are 3-6 months.
- Reduces the cost of the Learning Curve.
- Example of cost savings: 50 eligible new hires with \$16/hr wage at a 50% reimbursement rate for three months of training (approximately 500 hours).

$$50 * 16 (.50) * 500 = \textbf{\$200,000}$$

- Apprentices are *automatically* eligible.

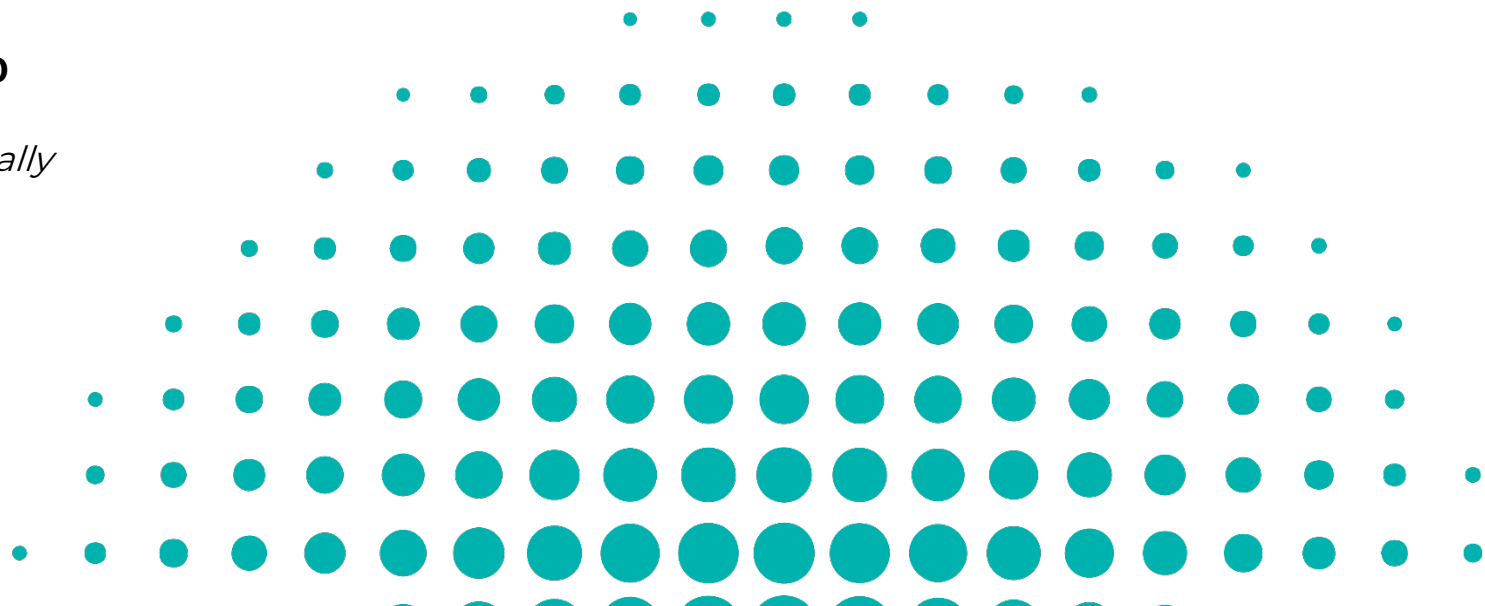


Upskill Grant

- Designed for existing employees that need skill enhancement or a recognized industry credential.
- Amount is paid directly to the company as a reimbursement for training services.
- The maximum amount is \$10,000 per grant, with a lifetime funding limit of \$40,000.
- Works in conjunction with Community College programs.

Hiring Events

- A Hiring Event is a company specific "job fair" that is held on or off site.
- These events typically result in high turnout with better quality applicants.
- Tailored to unique company needs to ensure the highest quality service.
- Free social media campaign with a paid advertisement at no cost to the employer to effectively market the event.
- Can handle details such as designing the flyer, scheduling and venue details, and provide friendly staff to help run the event.



Pulling it all Together: Short-Term

Job Postings



Hiring Event



Onboarding and On-The-Job-Training

Synergy:

- NC Works
- Charlotte's Backyard
- Community College Job Board
- Additional company outreach (company website, Indeed, etc.)



Synergy:

- Foothills WDB advertising/staffing
- CCEDP advertising
- Screening assistance day of the event



Synergy:

- Onboarding assistance via Customized Training
- OJT reimbursements for new hires



Pulling it all Together: Mid-Long Term

**Promote Awareness:
Middle/ High School
level.**

Synergy

- Making It Work event
- Market your company individually with Cleveland County School system



**High School Juniors &
Seniors Training.**

Synergy

- Offered as a summer course or dual enrollment
- Can be registered as a pre-apprenticeship program



**Graduate High
School & begin
work.**

Synergy

- Registered Apprenticeship
- OJT training for new hires (automatic for apprentices)
- Tuition waved for apprentices



**Continued training
and development
support.**

Synergy

- Customized Training Program
- CCEDP Manufacturing Round Table
- CCC Advisory Committees

