



Haywood County Chamber & Economic Development Council

Quarterly Report to County
Commissioners

April 6, 2015



” Opening Remarks

- . EDC Board & Executive Committee meet monthly
- . Jason Walls with Duke Energy named Chairman of the Board
- . Executive Committee members nominated
- . Michael Sorrells, Gavin Brown, David Blevins, Ken Flynt, Bruce Johnson

Finance and Oversight Committee

- “ Committee meets quarterly
- “ Checks/balances are reviewed
- “ P/L Statement presented to the EDC and Chamber Board monthly for approval and emailed to Julie Davis



Business and Existing Industry

- “ Survey has been completed and results have been reviewed
- “ Questions focused on General Business Information, Products, Supplies and Services, Expansion, Retention and Assistance, Employment, Local Issues
- “ Results will be further analyzed by individual respondents and services will be tailored toward the individual areas of Manufacturing, Service Industry, Hospitality & Tourism, Wholesale and others



Marketing Strategies

Agenda

- . The new front door+, the website
- . Newly designed and developed seasonal eNewsletter
- . Information ad/notice in local newspapers
- . New video showcasing our market
- . Conversational success stories+
- . Cluster descriptions
- . Advertising
- . Press releases





“ **Our new front door, the website** ”

- . Underway to create a high end, relevant, innovative site that will attract potential businesses to our county
- . See for yourself



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A Distinctly High Quality of Life

Education, shopping, entertainment & outdoor activities - Haywood is a prime destination to live, work & play!

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Educational Opportunities

A variety of universities & colleges nearby ensure a competent and available workforce.

Posts in category EDC Blog

Jason Walls Named as EDC Chairman



Jason Walls currently leads Duke Energy's local government and community relations efforts in Avery, Buncombe, Haywood, Madison, Mitchell and Yancy counties. In his job, Walls is responsible for working with governmental, community and environmental leaders on the company's regional issues and initiatives. The EDC is thrilled to have Jason Walls serve in the Chairman position and [...]

LEAD:WNC Regional Leaders Summit



The key to economic and community development in Western North Carolina is for leaders of the public, private and nonprofit sectors to reach beyond town limits and county lines to embrace a more regional approach, steeped in a spirit of cooperation and partnership. The Haywood EDC and Chamber of Commerce team attended the 2014 LEAD: [...]

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ConMet Expansion



ConMet, a company with a long history of inventing, designing and manufacturing superior transportation components expanded their Canton manufacturing facility by 150,000 square feet.

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About Us

Insert group photo, organized by Mark (per Basecamp Notes)

Nestled in the Blue Ridge and Great Smoky mountains of Western North Carolina, Haywood County is home to four distinct seasons. Businesses enjoy a wide variety of recreation, arts, music shopping, dining, and climate so there is something for everyone, every minute, and every day.

Haywood County Boasts 554 scenic square miles, including beautiful mountains, fertile valleys and rolling foothills. The Great Smoky Mountains National Park lies just to the northwest, while such major southeastern cities as Charlotte, Greenville, Knoxville and Atlanta are easily accessed by way of an efficient interstate highway system.

The Haywood Economic Development Council is committed to being the primary advocate of attracting, retaining, and building business in the county, dedicated to serving businesses of all sizes to build economic growth. The Council is the connection between business and government, business and business, and business and the workforce.

The Council is an arm of the [Haywood Chamber of Commerce](#) and these two leading organizations are dedicated to business growth and prosperity and now working as one, powerfully bonded and strategically aligned, collaborate with our partners throughout the county and Western North Carolina.

Finding the right location to grow or expand your business is both an art and a science. A blend of the right business climate, suitable facilities and sites, desirable quality of life, and the support needed to create dreams—and fortunes! Haywood County offers a diverse mix of businesses, talented workforce, and water quality that none can match!

Come join us and you will never leave...

Home / Tourism

Tourism

It's no secret. The fresh escape of the North Carolina Smoky Mountains has been attracting visitors from near and far for centuries, increasing popularity as a premier vacation destination over the years. The area's southern hospitality mixed with the laid-back nature of mountain locals offer a much-needed respite from the hustle and bustle of the daily routine. The crisp mountain air awakens the senses, and everywhere you turn the natural beauty inspires the soul.

Haywood County—situated in the heart of Western North Carolina, surrounded by the ridges of the ancient Blue Ridge and Great Smoky mountains—is comprised of 566 scenic square miles of spectacular country, with beautiful Appalachian mountains and valleys dotting the landscape. Thirteen of its mountain peaks soar to elevations of at least 6,000 feet, making it one of the highest counties—with a mean elevation of 3,600 feet—east of the Rockies.

Notable mountain peaks include the 6,595-foot Cold Mountain, which served as the basis and inspiration for Charles Frasier's award-winning, best-selling novel and the ensuing 2002 major motion picture, *McGuy*, at 6,431 feet, and Richland Balsam, at 6,410 feet, are the tallest peaks within Haywood County. First established in 1888, Haywood County was named for John Haywood, the North Carolina governor from 1787 to 1807. The county sits at the western edge of the state, with a 46-mile stretch of the Blue Ridge Parkway (approximately called "America's Panoramic Drive") running along its southwestern border. The Great Smoky Mountains National Park and the Pisgah National Forest are located in the northern section of the county.

Unlike the other 99 counties in North Carolina, all of the water in Haywood County originates in Haywood County, including the Pigeon River. With four distinctive seasons, Haywood County has much to offer visitors throughout the entire year. The annual average temperature is 54 degrees; the temperature averages 92 degrees in January and 71 degrees in June. Haywood County averages 47.5 inches of rainfall and 19.5 inches of snowfall each year.

Five towns—Hogleg Valley, Waynesville, Canton, Clyde and Lake Junaluska—are located within the county, which has a population of about 57,000 people.

Tourism Fresh Facts

Domestic tourism in Haywood County generated an economic impact of \$155.59 million in 2013. This was a 4.54% change from 2012.

In 2014, Haywood County ranked 37th in travel impact among North Carolina's 100 counties.

More than 1,610 jobs in Haywood County were directly attributable to travel and tourism.

Travel generated a \$21.42 million payroll in 2013.
State and local tax revenues from travel to Haywood County amounted to \$14.11 million. This represents a \$226.59 tax saving to each county resident.

Major attractions include the Blue Ridge Parkway, Great Smoky Mountain National Park, Cataloochee 261 Area, Wheels Through Time Museum, and the Museum of North Carolina Handicrafts.

Study was prepared for the North Carolina Division of Tourism, Film and Sports Development by the US Travel Association.



- “ **Seasonal eNewsletters** will be designed with a focus on major activities/events of the EDC
- “ Launch with the website
- “ %Subscribe+feature to build database





” Informative ad/notice

- . Featured in both local newspapers
 - ” Placed in a consistent location
 - ” Appear bi-monthly
- . Secondly, develop the message as a press release and place on the website (PDF printable)
- . Purpose is to inform the community of the activities/events of EDC





“ Conversational “Success Stories”

- . Feature brief stories of clients to showcase the collaboration among government, chamber, EDC, and our various partners
- . Feature Sunburst Trout, Evergreen





” Clusters of focus

- . Feature the five clusters of focus for Chamber/EDC
 - ” Manufacturing
 - ” Healthcare
 - ” Small Business/Entrepreneurship
 - ” Tourism
 - ” Agriculture
- . Place highlights on the website, feature in eNewsletters, informative newspapers ads, print, collateral materials, and video





Advertising

- . Explore appropriate venues outside our marketplace (magazines, newspapers, digital, periodicals etc.)
- . Identify/profile the five clusters and determine geographic locations for such businesses
- . Specific marketing messages will be designed and developed for each cluster as well a general marketing messages



“ **Press releases, photos etc.** ”

- . On-going press releases created for various placements with relevant information to gain attention and inform community
- . Board and executive committee will be photographed and released for publication and placed on website (photo will be taken at the May board meeting)

” Summary of marketing and communications

- . EDC continues to be on the move in an exciting fashion
- . Setting the bar high with our expectations to market and communicate effectively and efficiently
- . More to come





" A new **video**

- . Featured on the website
- . Topics will include
 - " Business Climate
 - " Transportation
 - " Water
 - " Quality of Life
 - " Stats, taxes, labor force etc.
 - " Clusters
 - . Note: A new video will be done in the Spring/Summer



Closing Remarks

Jason Walls- Duke Energy

Chairman EDC Board of Directors

- “ Two additional committees have been identified
 - . Sites & Product Development
 - . Investor Relations

