



LIVE GROW WORK

**“Regional Economic Update”
Charlotte Chamber Fall Planning Retreat
Presented by J Mac Holladay**

**September 27, 2006
1:30pm- 2:30pm**

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Today's Program:

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- **Introductions**
- **The Context of Economic Development**
 - Definitions
 - National Economy, North Carolina, and the South
 - Charlotte Regional Partnership Region
- **Key Trends in Economic Development**
- **Regional Competitiveness Research Findings and Strategic Issues**
- **Advantage Carolina Strategic Plan Review**
- **Going forward– 2006 and Beyond**

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The Context

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*“Change is debilitating when done
to us, but exhilarating when done
by us.”*

*Rosabeth Moss Kanter
World Class*



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How is that change reflected?

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The Changing Structure of the Economy

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- Fundamental changes in the U.S. economy are ongoing
- Until mid-2001, the U.S. experienced the strongest growth and development in history— record lows in unemployment and record growth in per capita income
- Fortune 500 companies made up 26% of nonagricultural workforce 30 years ago, and those firms have lost over 12 million jobs
- In the 1990s, medium and small companies accounted for all of the net job growth across the country

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1979 Fortune 500: Top 25

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- General Motors
- Exxon
- Ford
- Mobil
- Texaco
- Standard Oil – California
- IBM
- General Electric
- Gulf Oil
- Chrysler
- International Telephone and Telegraph
- Standard Oil – Industrial
- Atlantic Richfield
- Shell
- US Steel
- E.I. du Pont
- Western Electric
- Continental Oil
- Tenneco
- Procter and Gamble
- Union Carbide
- Goodyear
- Sun Oil
- Caterpillar
- Eastman Kodak

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2006 Fortune 500: Top 25

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- Exxon Mobil
- Wal-Mart
- General Motors
- Chevron
- Ford Motor
- ConocoPhillips
- General Electric
- Citigroup
- American International Group
- IBM
- Hewlett-Packard
- Bank of America
- Berkshire Hathaway
- Home Depot
- Valero Energy
- McKesson
- J.P. Morgan Chase
- Verizon Communications
- Cardinal Health
- Altria Group
- Kroger
- State Farm Insurance
- Marathon Oil
- Proctor & Gamble
- Dell

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Fortune 500: Top 25 by Sector

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1979

- Manufacturing 12
- Energy 11
- Communications 2

2006

- Finance/Insurance 7
- Manufacturing 6
- Energy 5
- Retail 3
- Health 2
- Communications 1
- Technology services 1

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Definition of “New Economy”

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“It is a knowledge and idea-based economy where the keys to wealth and job creation are the extent to which ideas, innovation, and technology are embedded in all sectors of the economy.”

The State New Economy Index
Progressive Policy Institute

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Transformation to the New Economy

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- Emerged in the last 15 years
- Altered the industrial and occupational order
- High levels of entrepreneurial dynamism & competition
- Dramatic trend towards globalization
- Revolutionary advances in technology

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What Kinds of Jobs Are Coming?

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- **Demand for skilled workers will only intensify**
 - 42% of U.S. jobs in 2012 will require technical or academic degrees, up from 29% in 2000
- **All but one of the top 10 business sectors that have the fastest employment growth are service sectors**
 - 7 in Healthcare
 - 3 in Computer science
- **A potentially untapped workforce**
 - According to BLS, in addition to “officially” unemployed Americans, more than 7.6 million working-age adults are not participating in the workforce
 - Another 4.1 million are “part-timers” potentially interested in working increased hours

Source: Bureau of Labor Statistics

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Top 10 Fastest Growing Occupations 2004 - 2014

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<i>Business Groupings/Sectors</i>	<i>Education and Training Required</i>	<i>% Increase</i>
1. Home health aides	Short-term OTJ training	56%
2. Network systems & data communications analysts	Bachelor's degree	55%
3. Medical assistants	Moderate-term OTJ training	52%
4. Physician assistants	Bachelor's degree	50%
5. Software applications engineers	Bachelor's degree	48%
6. Physical therapist assistants	Associate degree	44%
7. Dental hygienists	Associate degree	43%
8. Software systems engineers	Bachelor's degree	43%
9. Dental assistants	Moderate-term OTJ training	43%
10. Personal and home care aides	Short-term OTJ training	41%

Source: Bureau of Labor Statistics, Daniel E. Hecker Report

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The McGraw-Hill Companies

BusinessWeek

SEPTEMBER 25, 2006

www.businessweek.com

What's Really Propping Up the Economy

Health care
has added
1.7 million
jobs since
2001. The
rest of the
private
sector?
None.

BY MICHAEL
MANDEL
(P. 54)



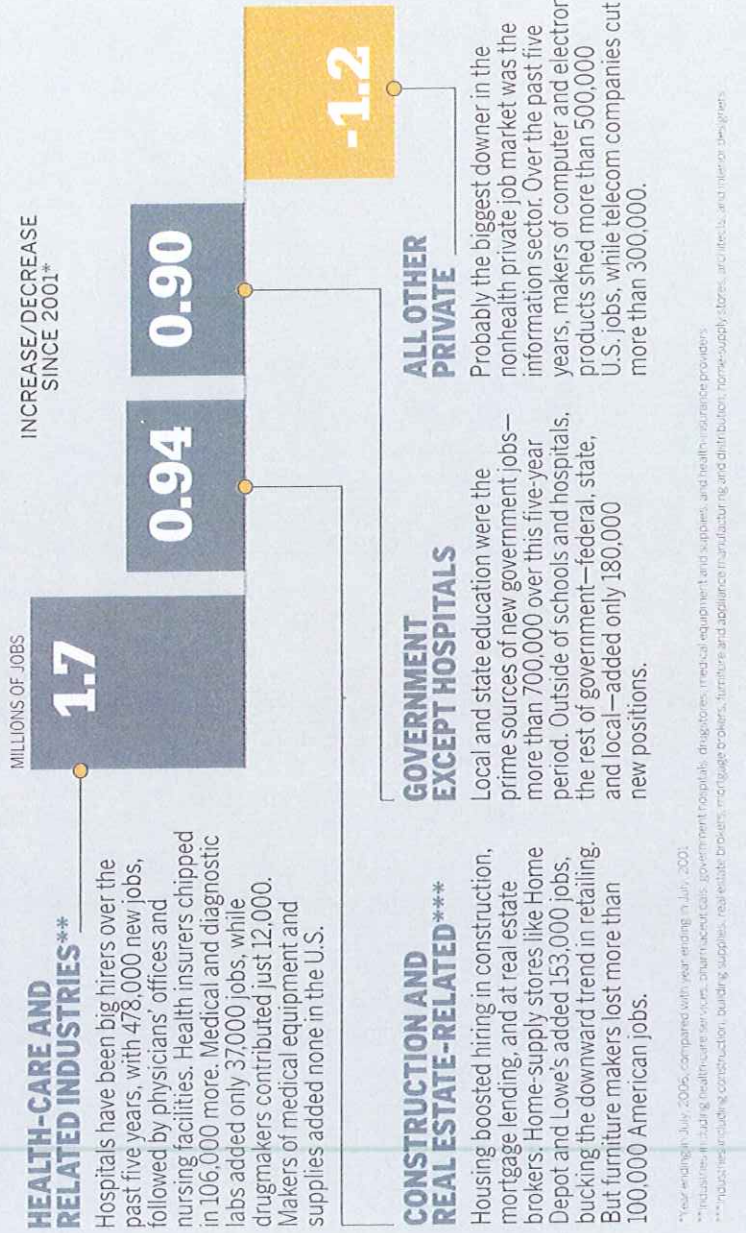
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THE TRUE PICTURE OF THE JOB RECOVERY

Over the past five years, jobs created by the housing boom were more than swallowed up by losses from the info tech bust. That left health care as the main source of private-sector job growth.



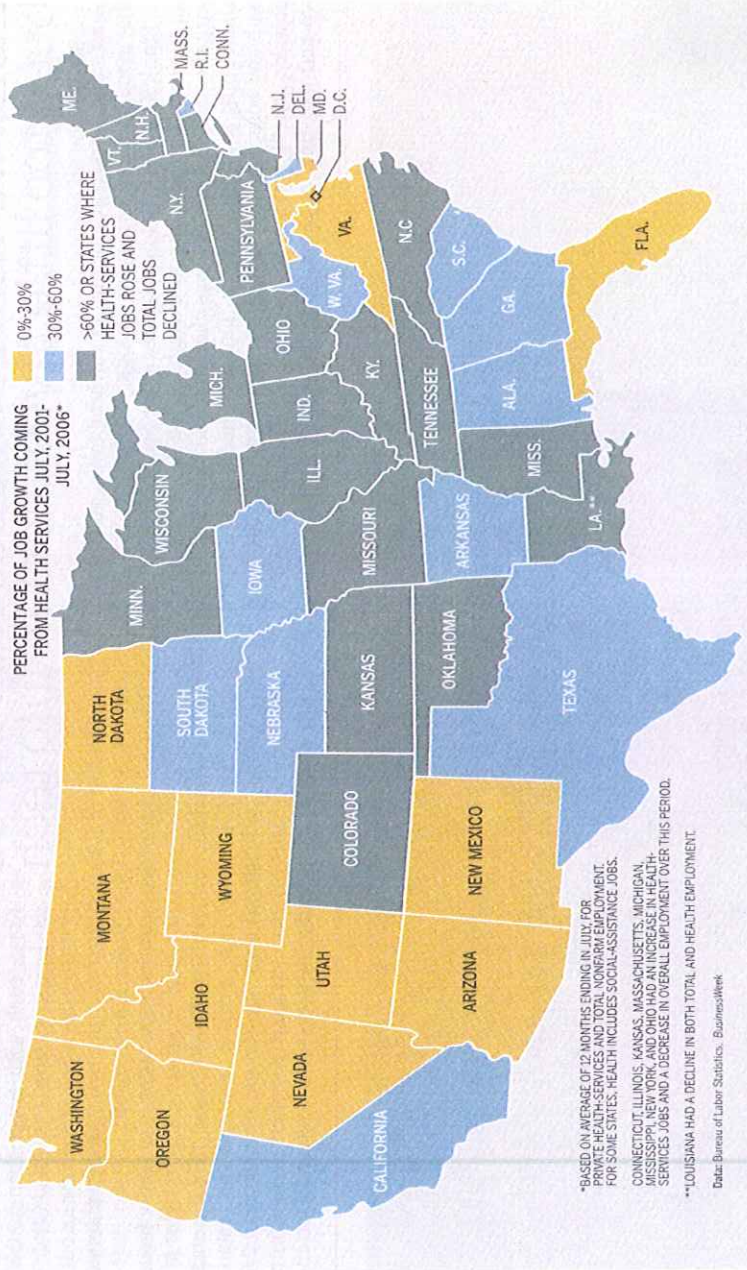
*Year ending July 2006, compared with year ending in July, 2001.
**Includes all adding healthcare services, pharmaceuticals, government hospitals, medical equipment and supplies, and health insurance providers.
***Industries including construction, building supplies, real estate brokers, mortgage brokers, furniture and appliance manufacturing and distribution, home supply stores, and interior designers.

Source: Business Week, September 25, 2006

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THE HEALTH BELT

Like a wide sash, the main areas depending on health-care hiring go from **Maine to Pennsylvania, across the Midwest, and then down South.**



Source: Business Week, September 25, 2006

Healthcare wages It Beats Building Houses

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Average annual wages and salaries in 2004* (in thousands of dollars)

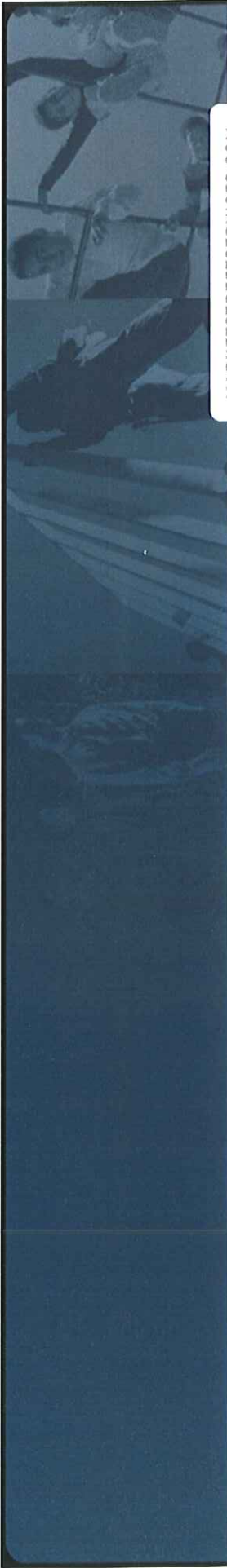
Securities	164.8
Information	65.7
Banking	56.3
Wholesale Trade	55.3
Durable Manufacturing	51.1
Nondurable Manufacturing	44.8
Health Services**	43.7
All Private Industries	42.6
Construction	41.9
Trucking	39.7
Retail	28.2
Amusement and Gambling	24.5
Hotels and Restaurants	19.9

*Full-time equivalent workers, **Hospitals, doctors' offices, and nursing homes

Source: BEA

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The National Economy, North Carolina, and the South

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U.S. Economy: Jobs

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- Net new jobs in 2005: + 2,019,000
 - Jan – Aug 2006: +970,000
- 51,000 manufacturing jobs were lost in 2005, though manufacturing employment increased by 18,000 in December
 - The only super-sector to endure a job loss in 2005, its 8th annual decline in a row
- Job creation 2005: Health Care +271,000; Transportation and Warehousing +86,000
- Job creation 2006: Education & Health Care +164,000, Professional & Business Services +154,000, Government +123,000

Source: Bureau of Labor Statistics

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U.S. Economy: Labor Force and Unemployment

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- August 2006 unemployment rate: 4.7% (7.1 million)
- From January to August, the labor force expanded by 1.58 million
- The labor force expanded by 2 million in 2005, compared with 1.8 million in 2004
- Lackluster job growth and rising productivity are combining to depress wage growth pressures
- In August 2006, 1.6 million people were marginally attached to the labor force

Source: Bureau of Labor Statistics

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Current “Big Picture” Questions

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Short-term question marks

- Soft or hard landing of the housing industry
- Cost of natural disasters (hurricanes and fires)
- Continuing costs (human and fiscal) in Iraq
- Middle East and North Korea
- The dollar, the trade deficit, the federal deficit
- Price of oil
- Another 9/11 event

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Housing Market

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Housing is poised for something harder than a soft landing but softer than a hard landing.

Allen Sinai
Chief Economist
Decision Economic Inc.
WSJ, August 23, 2006

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The South

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Net Job Change in the South, Aug. 2001 to Aug. 2006

Alabama:	+ 67,100	Mississippi:	+ 6,9600
Arkansas:	+ 40,600	North Carolina:	+ 101,900
Florida:	+ 898,500	South Carolina:	+ 80,900
Georgia:	+ 162,300	Tennessee:	+ 99,800
Kentucky:	+ 47,500	Virginia:	+ 207,800
Louisiana:	- 136,900	West Virginia:	+ 19,300

Source: Bureau of Labor Statistics

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The South

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Decline of Manufacturing, Aug. 2001 to Aug. 2006

Alabama:	- 23,300	Mississippi:	- 21,800
Arkansas:	- 28,800	North Carolina:	- 133,100
Florida:	- 36,600	South Carolina:	- 53,100
Georgia:	- 41,700	Tennessee:	- 47,600
Kentucky:	- 28,700	Virginia:	- 41,000
Louisiana:	- 25,900	West Virginia:	- 10,100

Source: Bureau of Labor Statistics

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The South – 2006 so far

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Net Job Change, January to August 2006

Alabama:	+ 22,100	Mississippi:	+ 16,800
Arkansas:	+ 22,600	North Carolina:	+ 91,900
Florida:	+ 123,200	South Carolina:	+ 57,200
Georgia:	+ 112,600	Tennessee:	+ 67,100
Kentucky:	+ 41,400	Virginia:	+ 64,900
Louisiana:	+ 35,400	West Virginia:	+ 19,600

Source: Bureau of Labor Statistics

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The South – 2006 so far

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Decline of Manufacturing, January to Aug. 2006

Alabama:	- 700	Mississippi:	+ 500
Arkansas:	+ 600	North Carolina:	+ 1,600
Florida:	+ 100	South Carolina:	-1,700
Georgia:	+ 7,400	Tennessee:	- 900
Kentucky:	- 2,300	Virginia:	+ 400
Louisiana:	+ 3,900	West Virginia:	+ 400

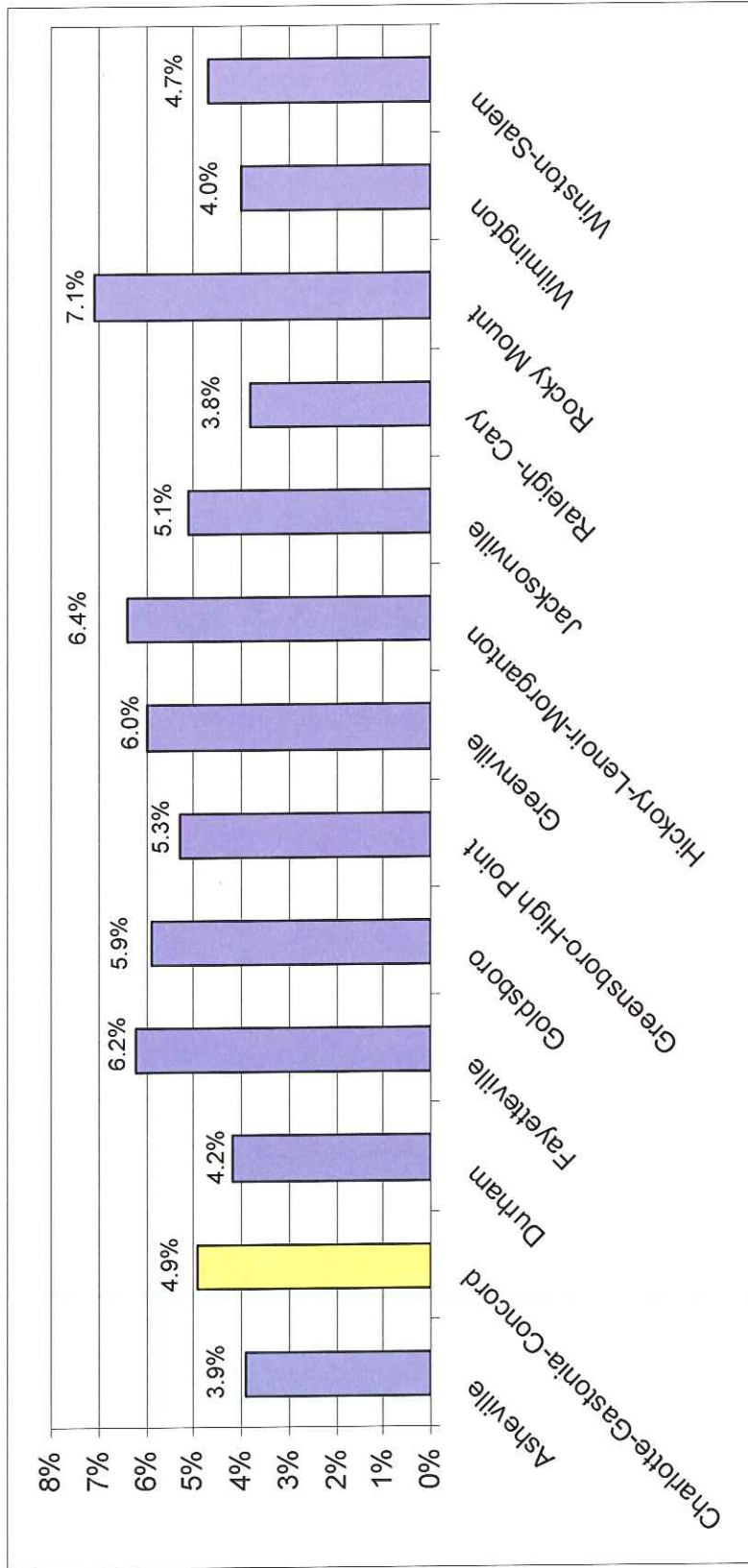
Source: Bureau of Labor Statistics

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NC Metro Unemployment Rates: July 2006

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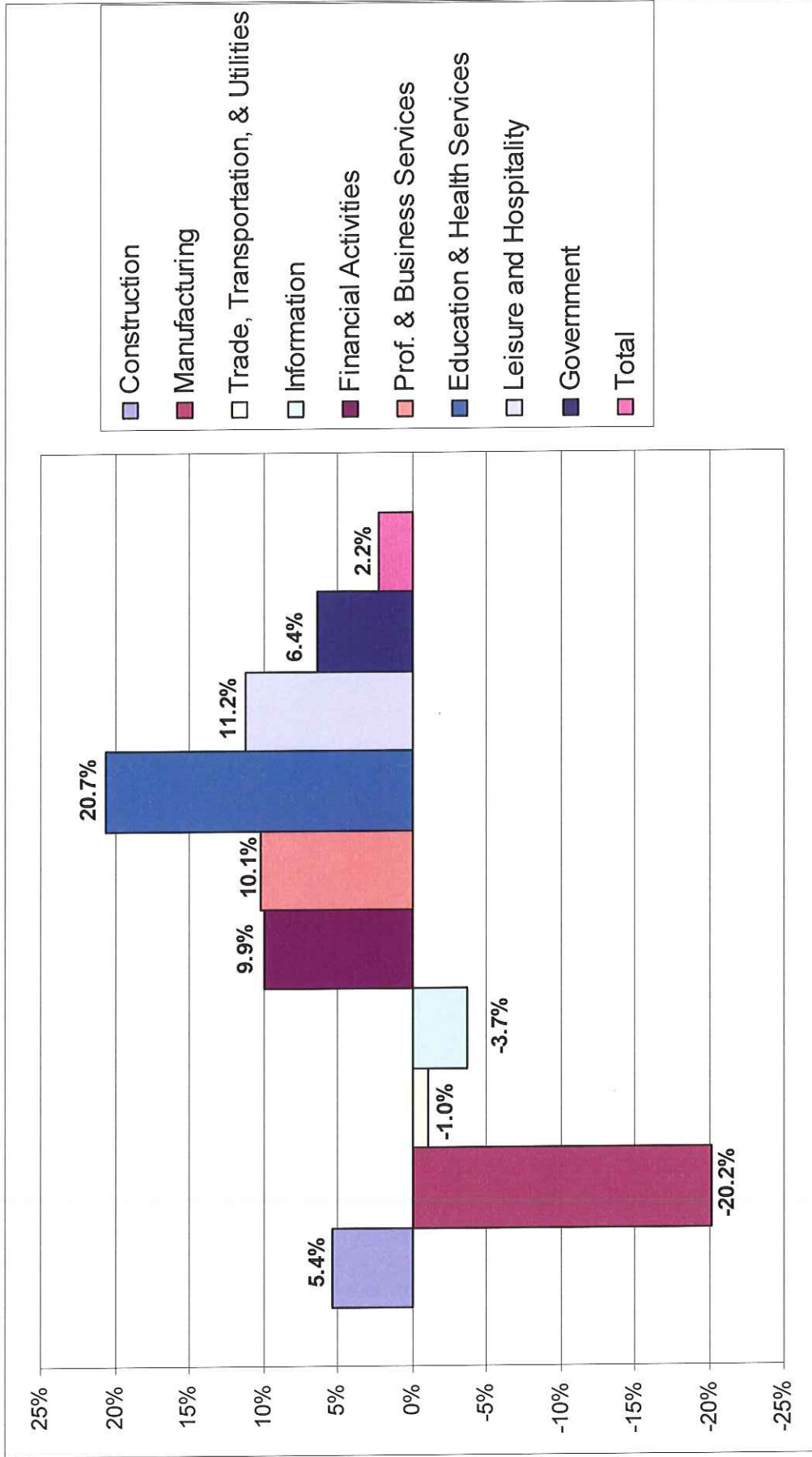
Source: U .S. Bureau of Labor Statistics

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NC Sector Employment Change: July 2001 to July 2006

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Source: U .S. Bureau of Labor Statistics

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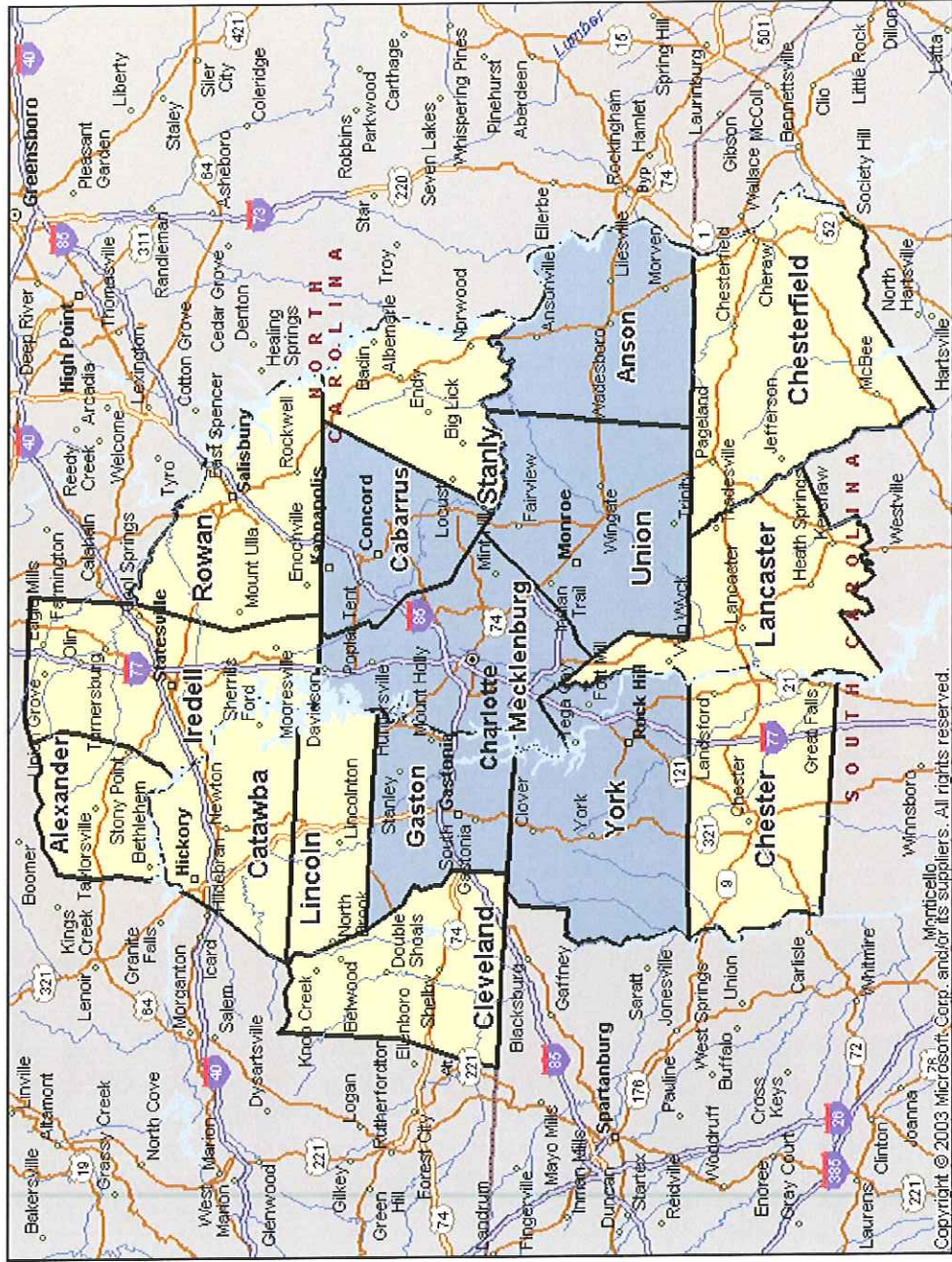
Charlotte Regional Partnership Region

Demographic and Economic Update

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Central Regional Partnership Region

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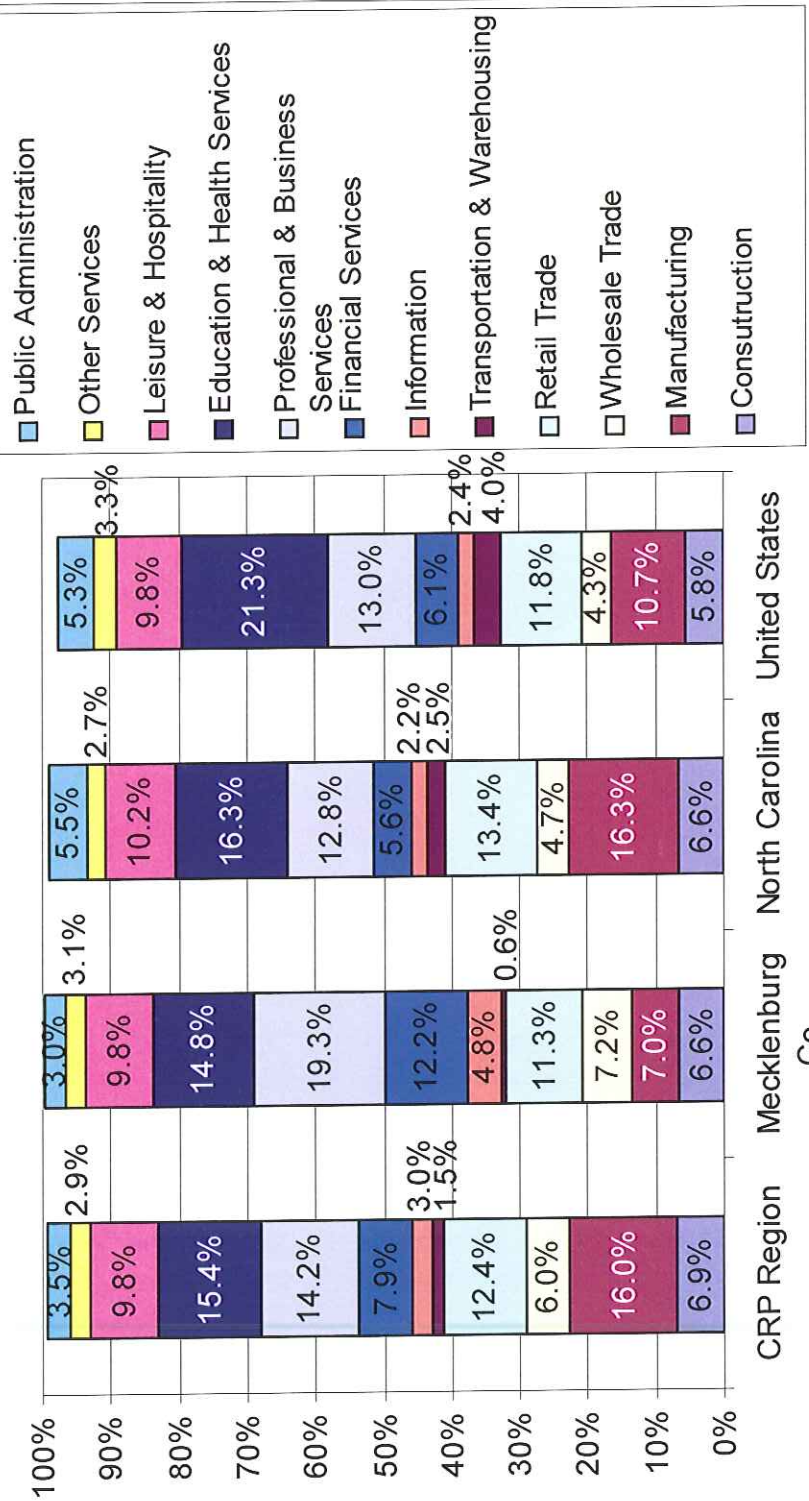
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Employment Base

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Jobs by Sector, 4th Quarter 2005



Source: U .S. Bureau of Labor Statistics

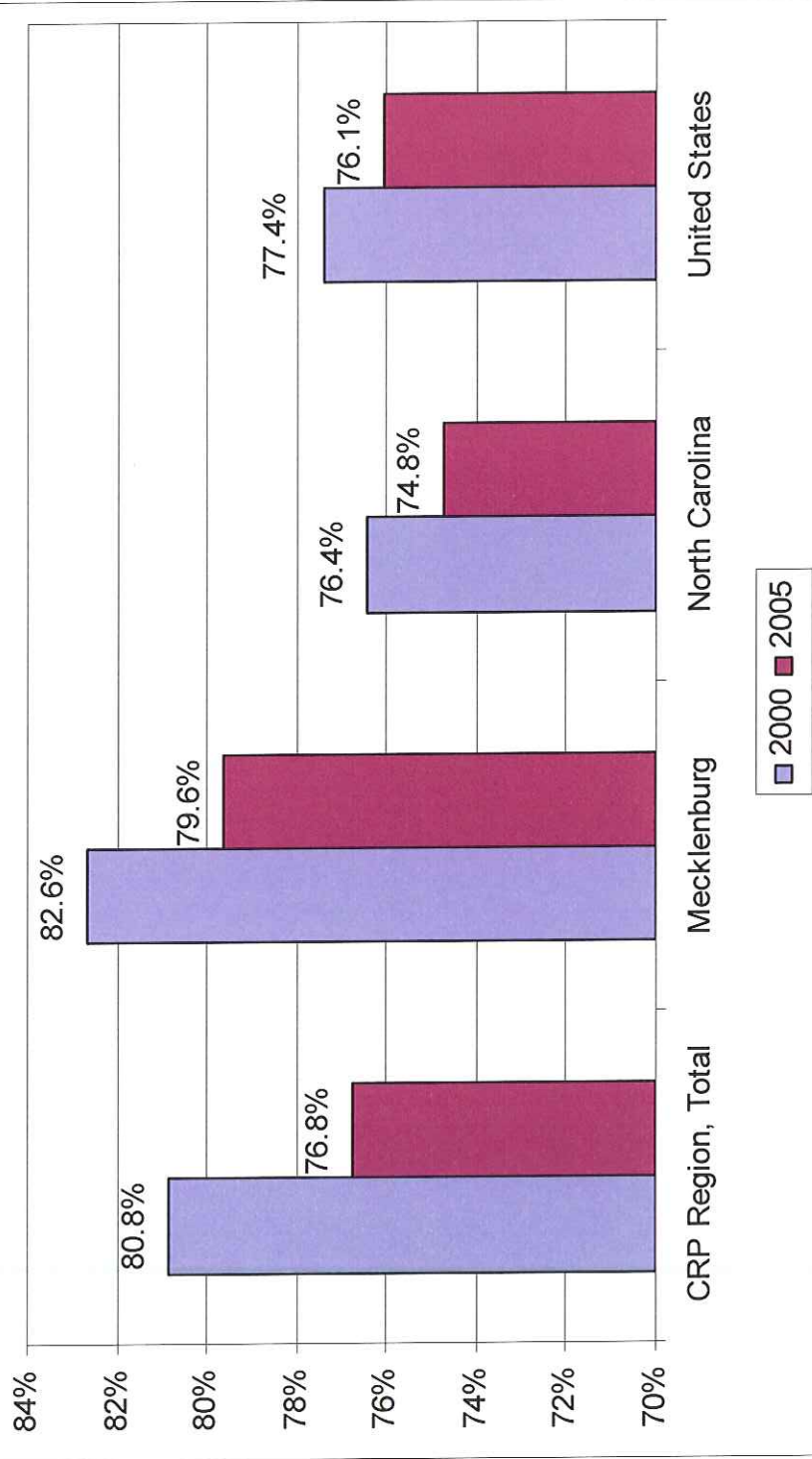
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Labor Force Participation Rates

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Labor Force Participation Rate, 2000 and 2005



Source: U .S. Bureau of Labor Statistics, U.S. Census Bureau

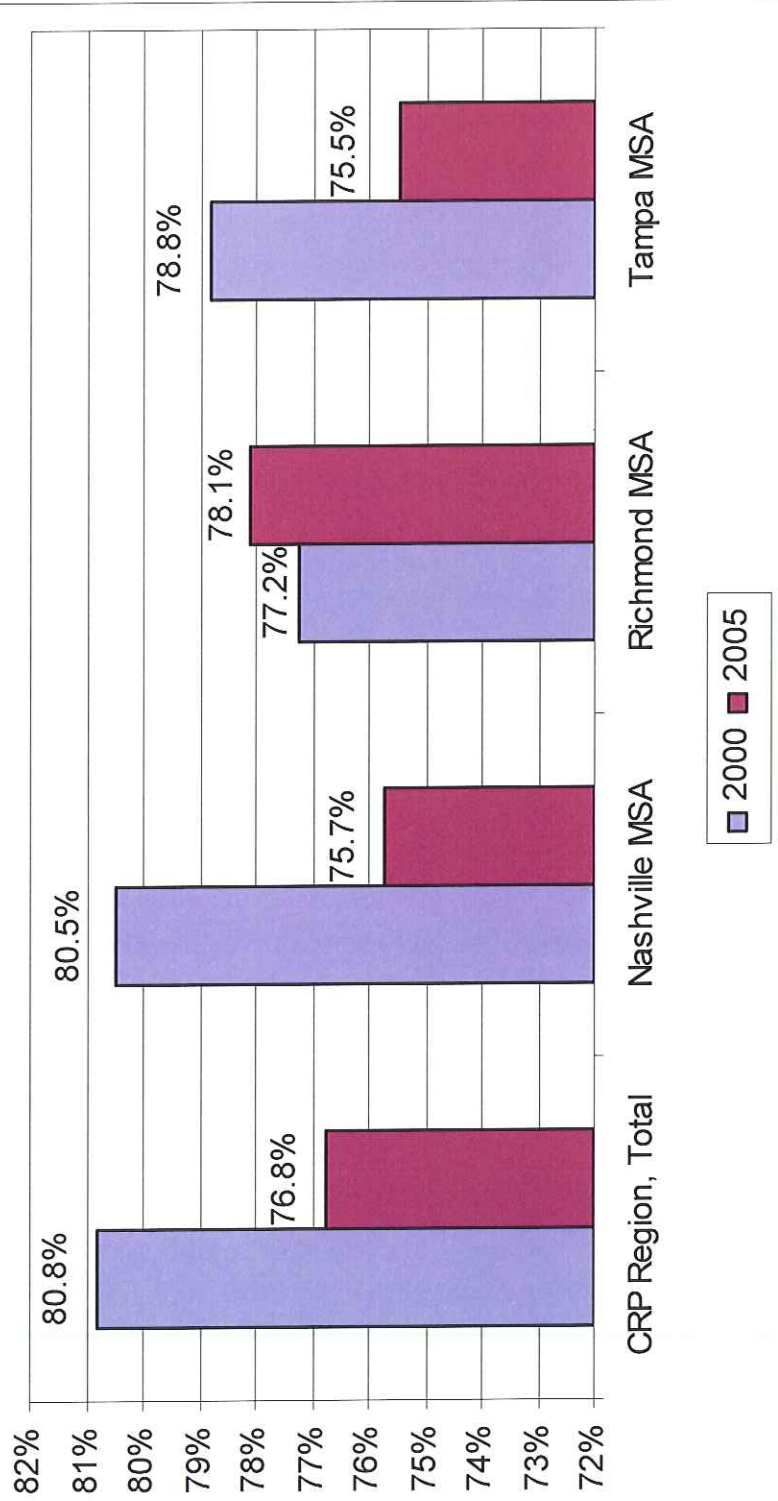
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Labor Force Participation Rates

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Labor Force Participation Rate, 2000 and 2005



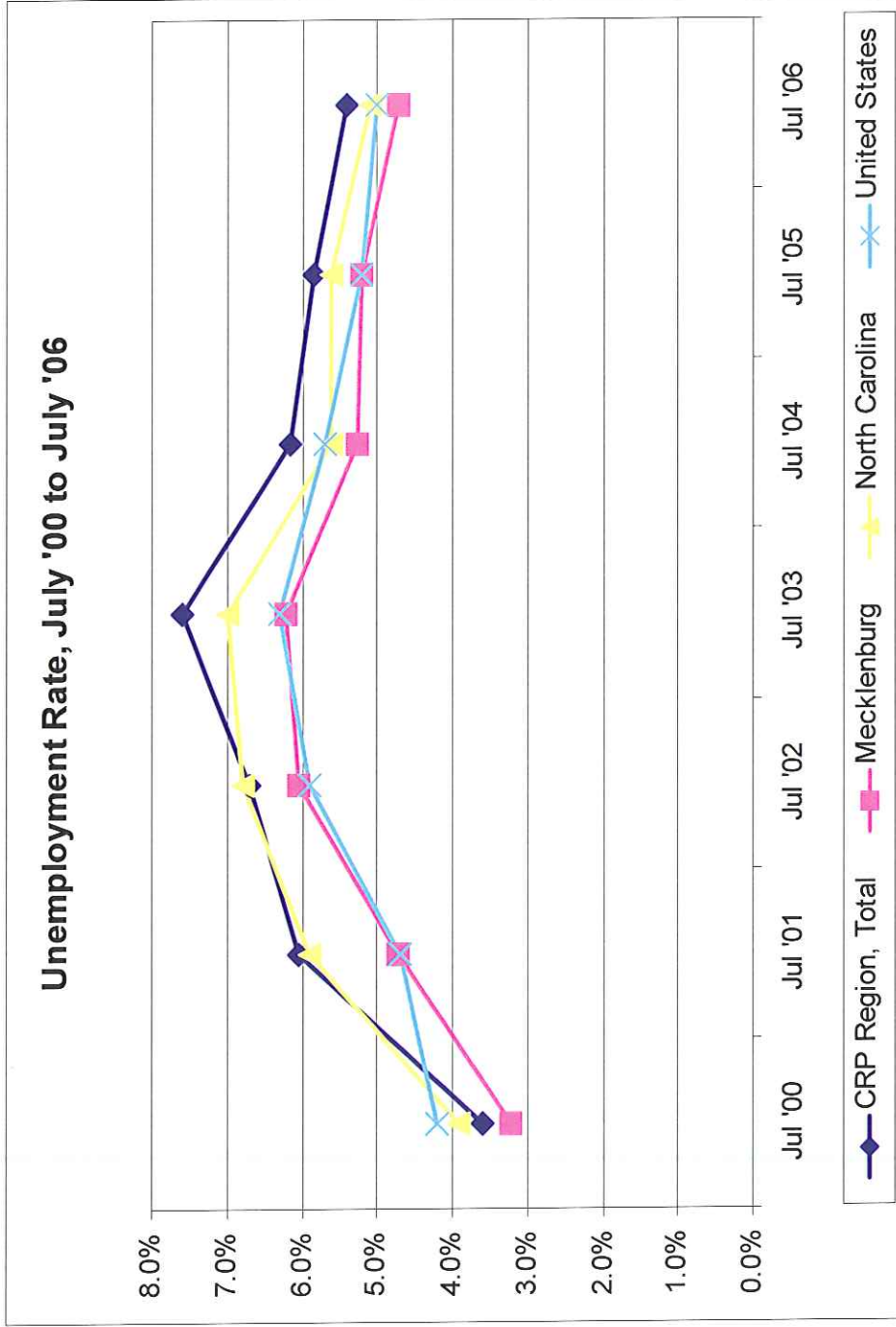
Source: U.S. Bureau of Labor Statistics, U.S. Census Bureau

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Unemployment Rates

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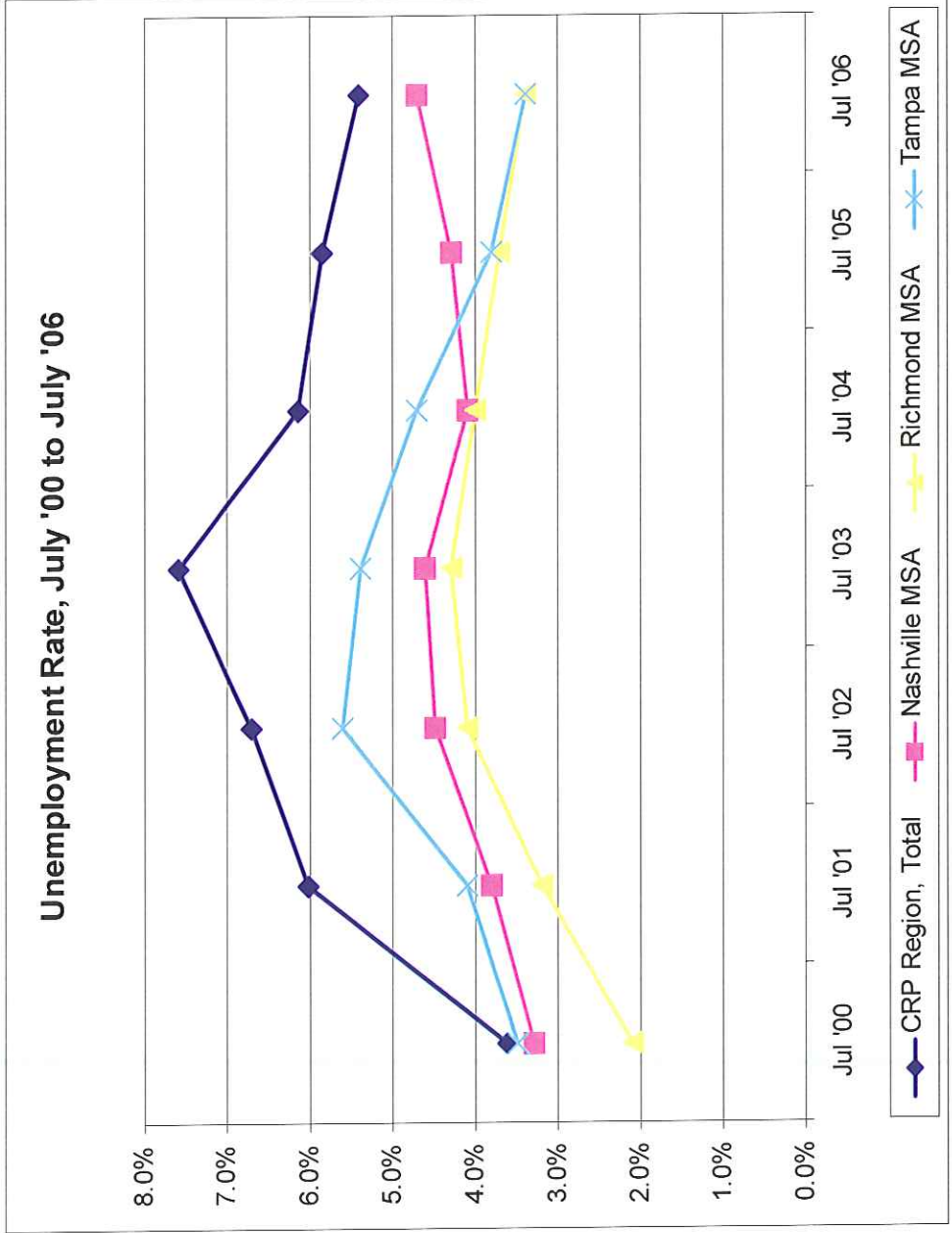


Source: U .S. Bureau of Labor Statistics

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Unemployment Rates

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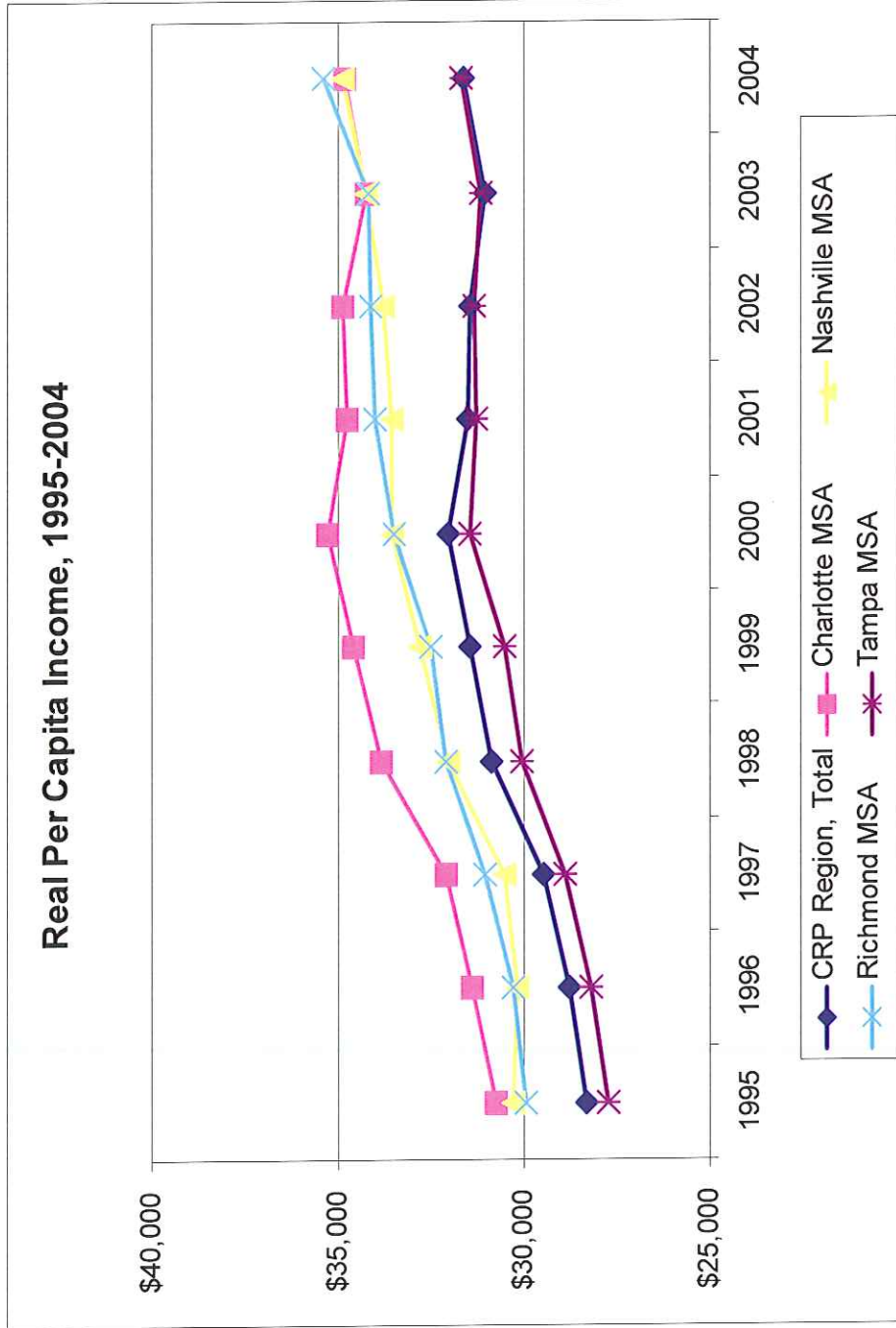


Source: U .S. Bureau of Labor Statistics

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Per Capita Income

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Source: U.S. Bureau of Economic Analysis

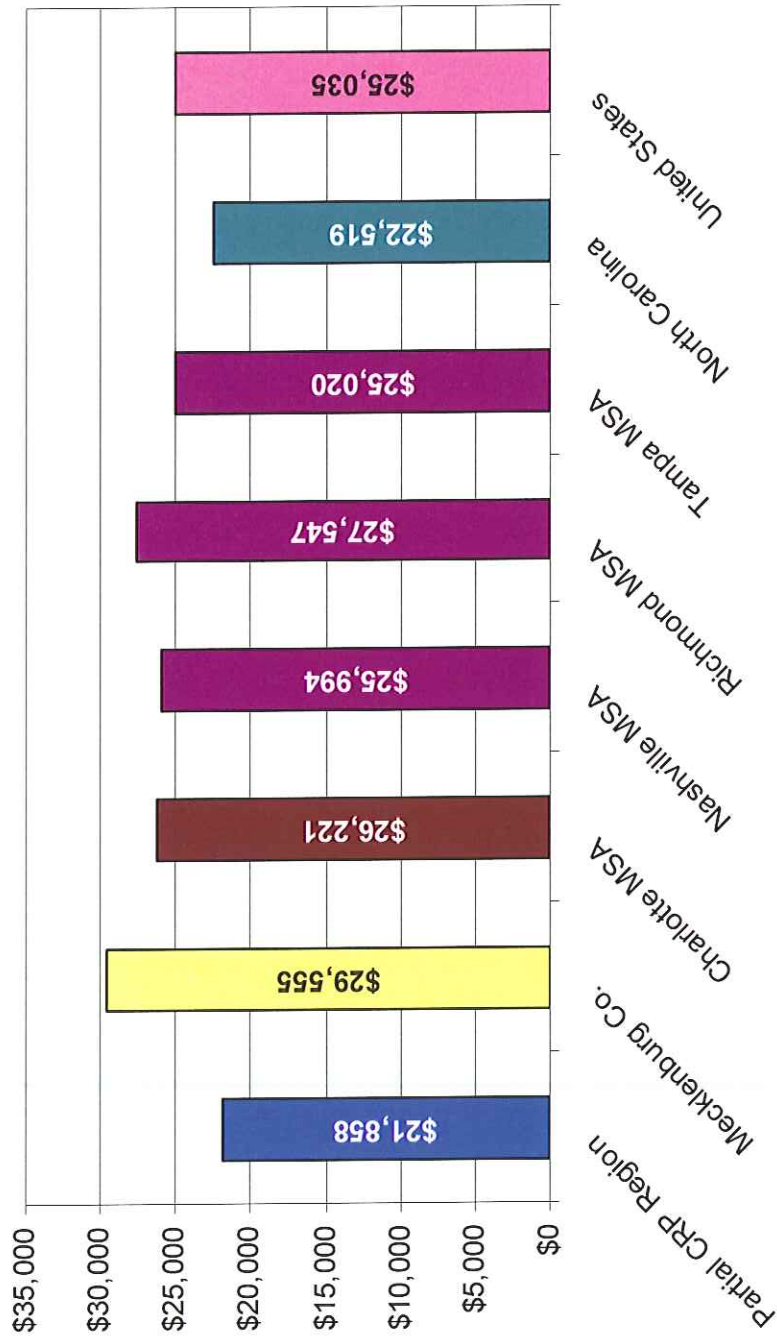
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Per Capita Income

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Per Capita Income Estimate, 2005



Source: U.S. Census Bureau American Community Survey

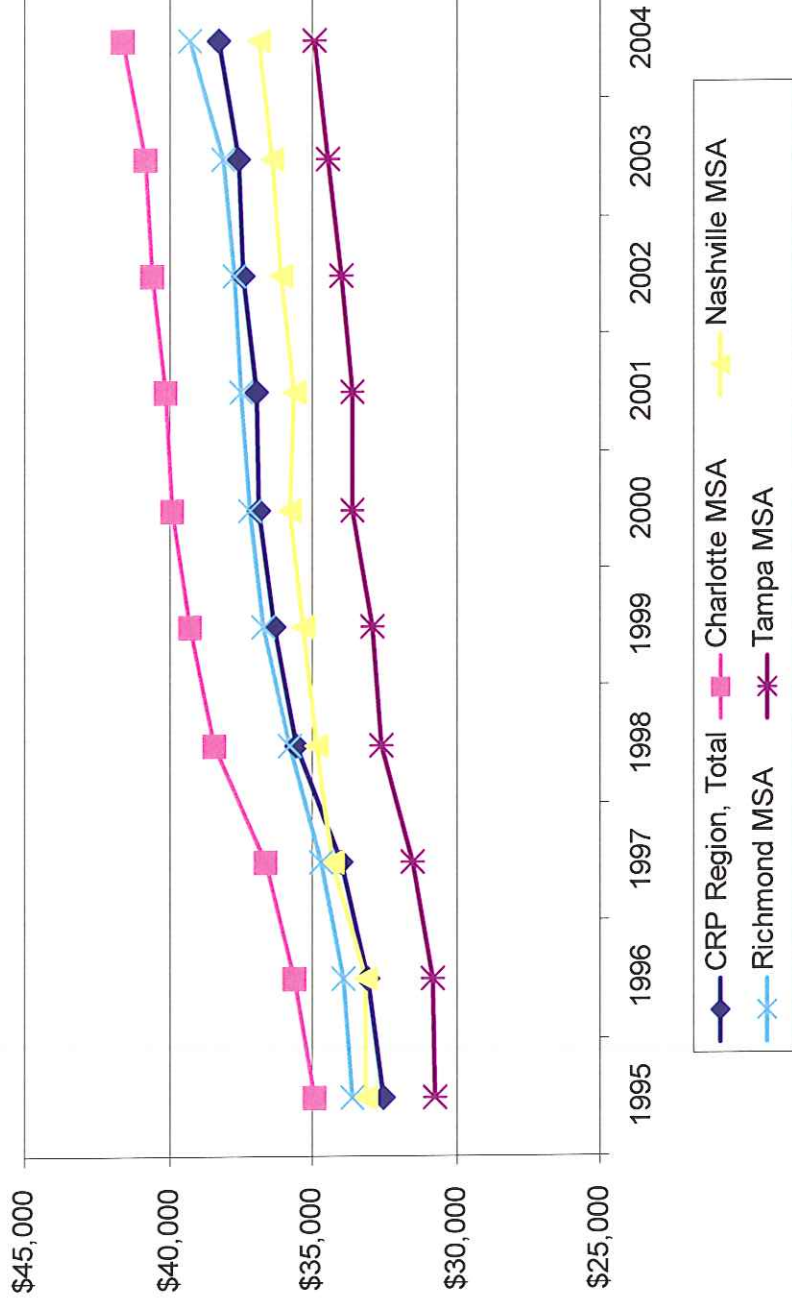
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Average Annual Wage

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Real Average Annual Wage, 1995-2004



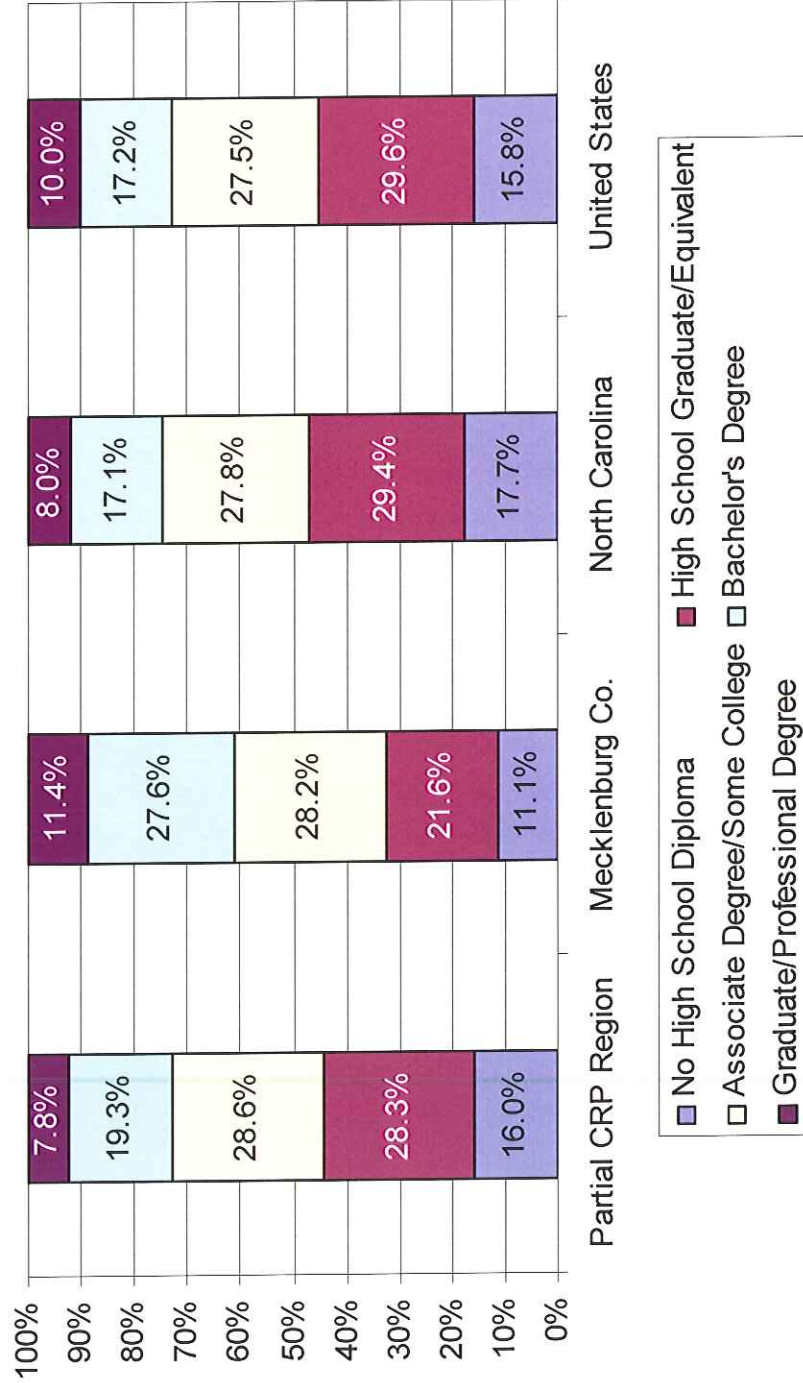
Source: U.S. Bureau of Economic Analysis

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Educational Attainment

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Educational Attainment, 2005



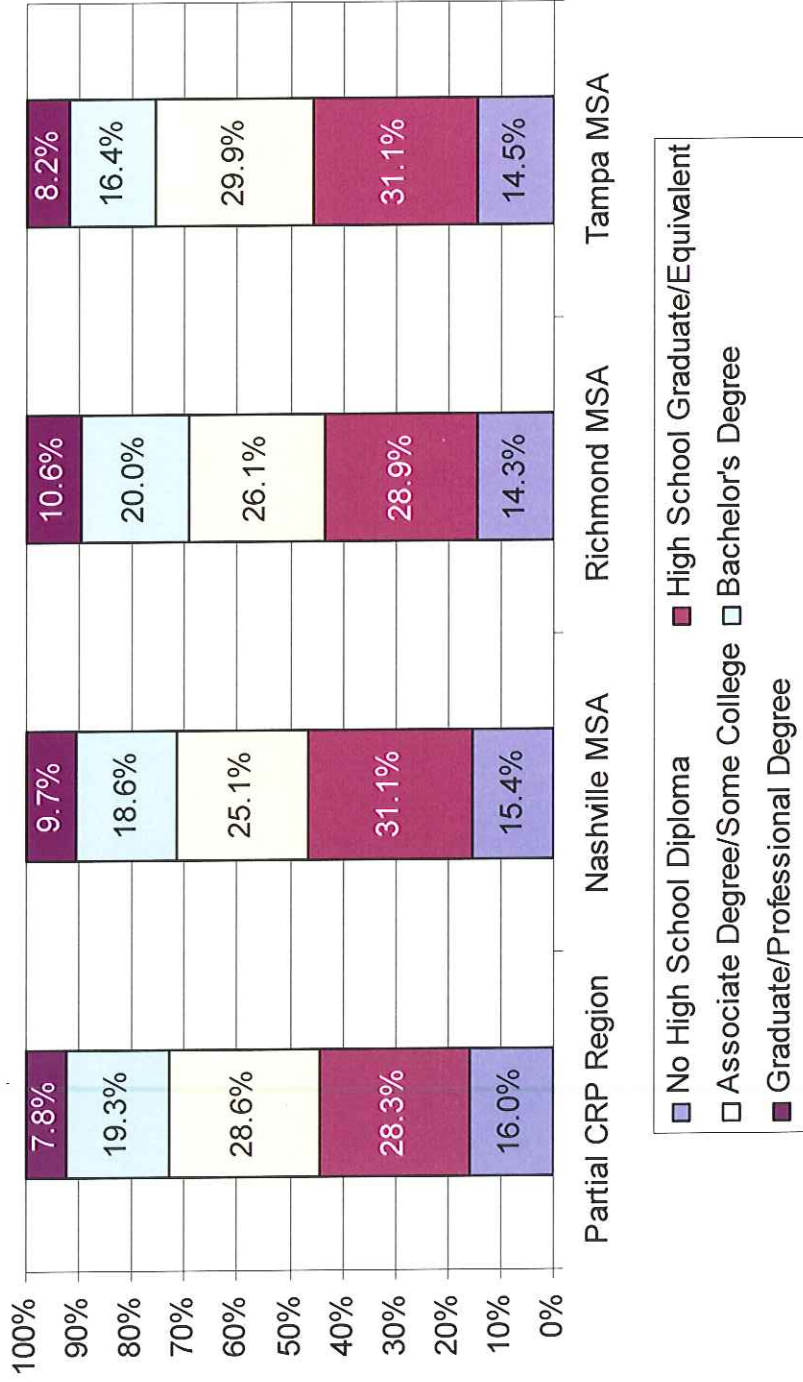
Source: U.S. Census Bureau

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Educational Attainment

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Educational Attainment, 2005

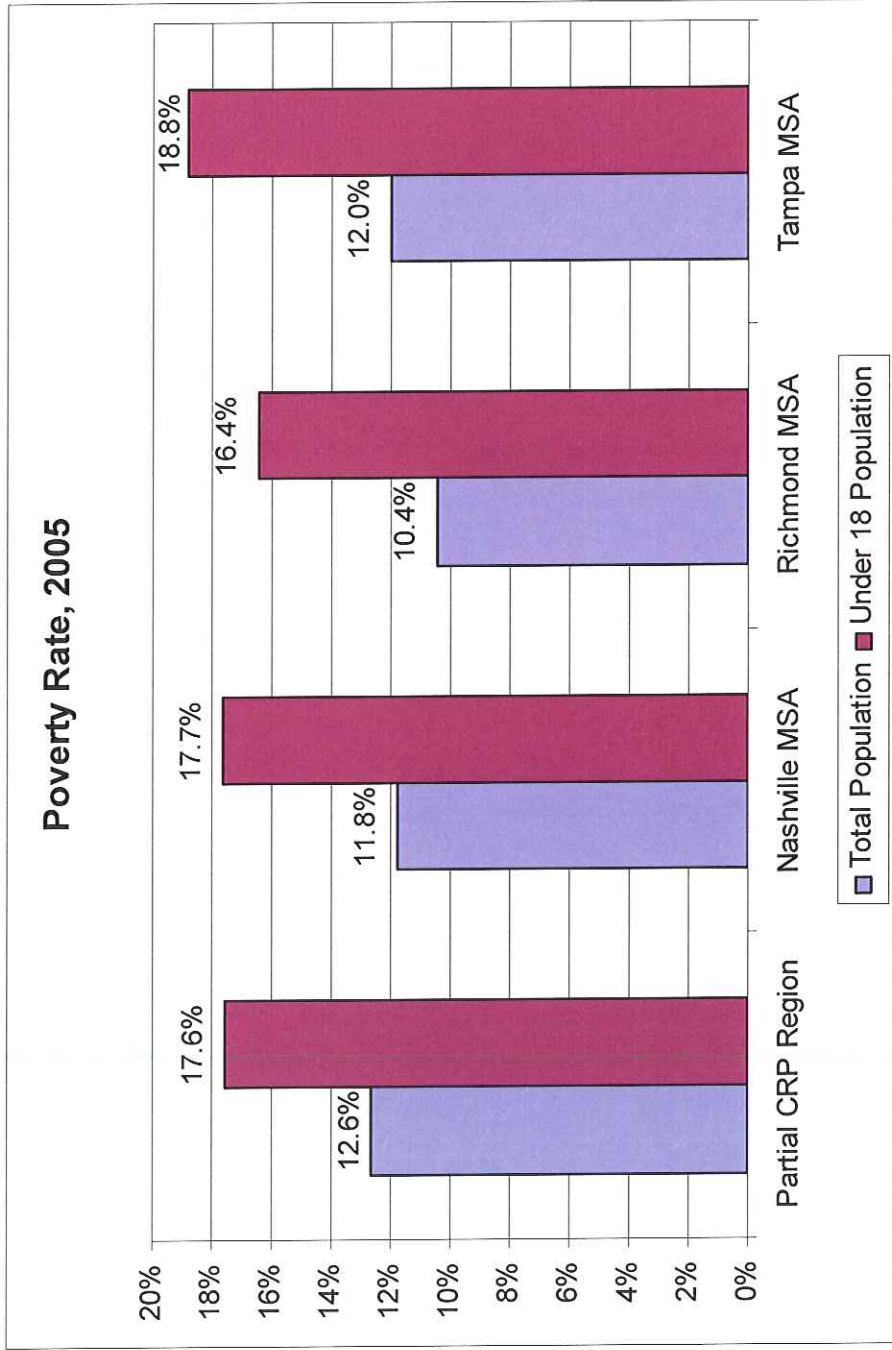


Source: U.S. Census Bureau

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Poverty Rates

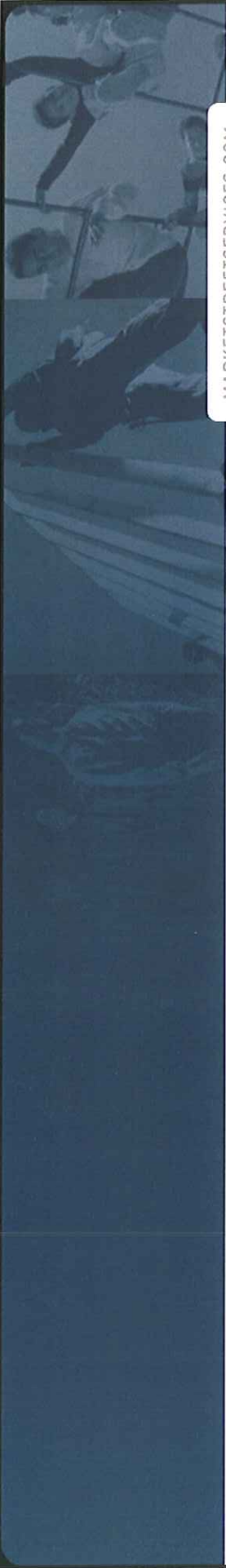
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Source: U.S. Census Bureau

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Key Trends in Economic Development

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Five Key Trends in Economic Development

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1. Globalization
2. Technology and telecommunications
3. Regionalism
4. Sustainable development
5. Workforce development

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Top 10: America's Most Literate Cities, 2005

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1. Seattle, WA
2. Minneapolis, MN
3. Washington, DC
4. Atlanta, GA
5. San Francisco, CA
6. Denver, CO
7. Boston, MA
8. Pittsburgh, PA
9. (tie) Cincinnati, OH
9. (tie) St. Paul, MN

13. Raleigh, NC
16. Austin, TX
17. Nashville, TN
20. Charlotte, NC

Source: Dr. John W. Miller, President, Central Connecticut State University

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Student Achievement in Urban School Districts

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- Percent scoring at or above proficiency, 2005

City District	4 th - Math	4 th - Reading	8 th - Math	8 th - Reading
Atlanta	17%	17%	6%	12%
Austin	40%	29%	33%	27%
Boston	22%	17%	22%	23%
Charlotte	44%	33%	33%	29%
Chicago	13%	14%	11%	17%
Cleveland	12%	10%	6%	10%
D.C.	9%	11%	7%	12%
Houston	26%	21%	16%	17%
Los Angeles	18%	14%	11%	13%
New York	26%	23%	21%	19%
San Diego	29%	22%	22%	29%
Nation	35%	30%	29%	29%

Source: National Assessment of Educational Progress

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Top 10 Cities for Job Growth, 1999-2004

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1. Palm Bay-Melbourne-Titusville, FL
 2. Cape Coral-Ft. Myers, FL
 3. Naples-Marco Island, FL
 4. McAllen-Edinburg-Mission, TX
 5. Daytona Beach-Ormond Beach, FL
 6. Orlando-Kissimmee, FL
 7. Washington-Arlington-Alexandria, DC-VA-MD-WV
 8. Fayetteville-Springdale-Rogers, AR-MO
 9. Fort Lauderdale-Pompano Beach-Deerfield Beach, FL
 10. Riverside-San Bernardino-Ontario, CA
- 69. Charlotte-Gastonia-Concord, NC-SC (+3.77%)**

Source: Milken Institute, 2005 Best Performing Cities

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Top 10 Cities for Job Growth, 2004-2005

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1. Las Vegas-Paradise, NV (+7.5%)
2. Cape Coral-Ft. Myers, FL (+4.7%)
3. Sarasota-Bradenton-Venice, FL (+4.6%)
4. McAllen-Edinburg-Mission, TX (+4.6%)
5. Reno-Sparks, NV (+4.5%)
6. Naples-Marco Island, FL (+4.4%)
7. Port St. Lucie-Ft. Pierce, FL (+4.4%)
8. Phoenix-Mesa-Scottsdale, AZ (+4.3%)
9. Orlando-Kissimmee, FL (+4.1%)
10. Tucson, AZ (+4.0%)
11. Charlotte-Gastonia-Concord, NC-SC (+3.8%)

Source: Milken Institute, 2005 Best Performing Cities

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Economic Strength Rankings, 2006

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1. **Charlotte-Gastonia-Concord, NC-SC (3rd in '05)**
2. **Nashville-Davidson-Murfreesboro, TN (4th in '05)**
3. **Washington-Arlington-Alexandria, DC-VA-MD-WV (1st in '05)**
4. **Birmingham-Hoover, AL (5th in '05)**
5. **Minneapolis-St. Paul-Bloomington, MN-WI (8th in '05)**
6. **Atlanta-Sandy Springs-Marietta (2nd in '05)**
7. **Columbus, OH (12th in '05)**
8. **Phoenix-Mesa-Scottsdale, AZ (11th in '05)**
9. **Indianapolis-Carmel, IN (14th in '05)**
10. **Las Vegas-Paradise, NV (23rd in '05)**

Source: *Policom.com*

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Best Markets for Entrepreneurs

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By Metro Area

1. Phoenix-Mesa
2. **Charlotte-Gastonia-Rock Hill**
3. Raleigh-Durham-Chapel Hill
4. Las Vegas
5. Austin-San Marcos
6. Washington-Baltimore
7. Memphis
8. Nashville

By State

1. Arizona
2. Virginia
3. Alabama
4. New Jersey
5. South Carolina
6. Delaware
7. **North Carolina**
8. Tennessee

Source: Entrepreneur magazine's Hot Cities 2006

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Regional Competitiveness Research Findings and Strategic Issues

Key Challenges & Opportunities

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- Poor performance of CRP Region's high schools raised concerns about the preparation of the Region's youth for competition in the knowledge-based workforce
- Region lacks a research university that can compete with those in other major cities
- UNC-Charlotte focuses its research on e-business, precision metrology, and optoelectronics
 - It is far behind established universities that produce hundreds of Ph.D. candidates each year, particularly in science and technology
 - Recently established a bioinformatics program

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Key Challenges & Opportunities

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- The Region is competitive in its business costs
- Some costs are higher than peer metro areas
 - Office and industrial lease rates
 - Natural gas prices
 - Income taxes
- Other costs are lower than peer metro areas
 - Power costs
 - Sales taxes
 - Property taxes
- Low union membership and availability of buildings and sites make the Region more attractive than peers

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Key Challenges & Opportunities

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- Relatively low cost of living, good climate, and recreation and arts opportunities
 - Quality of life found to be good, but that level needs to be proactively maintained as the population grows
- Pollution and environmental issues are becoming problematic, and are not likely to subside without major changes to land use and transportation patterns
- Health care assets do not rank as highly as peer metro areas
 - Will become even more critical as Baby Boom generation ages
- Need to improve attractiveness to young, “creative” professionals

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CRP Region's Competitive Position

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- **Main competitive advantage:**
 - Business costs: competitive with peer metro areas and lower than many larger cities
- **Region has good infrastructure and quality of life**
 - But, reliance of the airport on U.S. Airways and environmental issues prevent it from outperforming its peers
- **Main competitive disadvantage:**
 - Education (1) performance of public grade schools lags behind peer metro areas, and (2) UNC-Charlotte has not yet become a major research university

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Critical Strategic Issues: 2006 to 2010

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- **Business Growth**
 - Grow and expand existing businesses
 - Recruit new businesses
 - Enhance UNC-Charlotte's economic research capacity
- **Educational Development**
 - Address adult and child literacy
 - Strengthen regional educational attainment
 - Enhance workforce technology and priority industrial skills

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Critical Strategic Issues: 2006 to 2010

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- Urban Development
 - Address deteriorating conditions surrounding urban centers
 - Build and support destination and tourism assets
 - Provide additional affordable workforce housing
- Regional Planning
 - Enhance mobility
 - Expand telecommunications
 - Develop infrastructure
 - Implement Catawba River Centennial Collaborative
 - Address air quality and water resources

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Guiding Principles for Regional Collaboration

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- Guiding Principles for Regional Collaboration
 - Focus on a compelling purpose
 - Mobilize and engage the “right” people
 - Define regional boundaries based on people’s interests
 - Jointly name and frame issues
 - Deliberate and make collaborative decisions
 - Take strategic action
 - Be flexible and adaptive to sustain regional collaboration

Source: Lincoln Institute of Land Policy

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Going Forward: 2006 and Beyond

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What I See – September 2006

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- This is not the 1990s, and they will never be back
- Regional economy is rebounding; but many rural & some urban areas still have no job growth
- Number and size of projects down – some projects in logistics, transportation, health care, & financial services
- Business investment improving, further delays in final decisions
- The August Consumer Confidence Index stands at 99.6, down from 107 in July; the index was 105.5 in August 2005
- Small business starts are growing slowly

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What I See – September 2006

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- The federal government continues to be a key job creator
- State budgets are improving – only 13 states faced budget problems for 2006
- The short-term question marks are:
 - Housing market
 - The continuing costs (human and fiscal) in Iraq
 - The Middle East and North Korea
 - The dollar, the trade deficit, the federal deficit
 - The price of oil
 - Another 9/11 event
 - Cost of Katrina

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“The United States now has to compete for every job going forward. That has not been on the table before. It has been assumed we had a lock on white-collar jobs and high-tech jobs. That is no longer the case.”

Craig Barrett
CEO, Intel

“What do we really want? What kind of life – and what kind of society – do we want to bequeath to coming generations?

To purposefully address it we must harness all of our intelligence, our energy and most important, our awareness. The task of building a truly creative society is not a game of solitaire. This game, we play as a team.”

Richard Florida

The Rise of the Creative Class

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Confront the Brutal Facts

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“If it ain’t broke, don’t fix it” is the slogan of the complacent, the arrogant, or the scared. It’s an excuse for inaction, a call to non-arms. It’s a mindset that assumes (or hopes) that today’s realities will continue tomorrow in a tidy, linear, and predictable fashion. Pure fantasy.

- Colin Powell

Former Secretary of State

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LIVE GROW WORK

**“Regional Economic Update”
Charlotte Chamber Fall Planning Retreat
Presented by J Mac Holladay**

**September 27, 2006
1:30pm- 2:30pm**

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Net Population Change

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Net Population Change, 2001-2005

	Population, 2005	% Change, '04-'05	% Change, '01-'05
CRP Region, Total	2,351,313	2.4%	8.2%
Mecklenburg County	796,372	3.2%	10.7%
Charlotte-Gastonia-Concord, NC MSA	1,521,278	3.1%	10.7%
Nashville-Davidson-Murfreesboro, TN MSA	1,422,544	2.0%	6.4%
Richmond, VA MSA	1,175,654	1.6%	5.8%
Tampa-St. Petersburg-Clearwater, FL MSA	2,647,658	2.4%	8.4%
North Carolina	8,683,242	1.7%	5.9%
United States	296,410,404	0.9%	4.0%

Source: U .S. Census Bureau

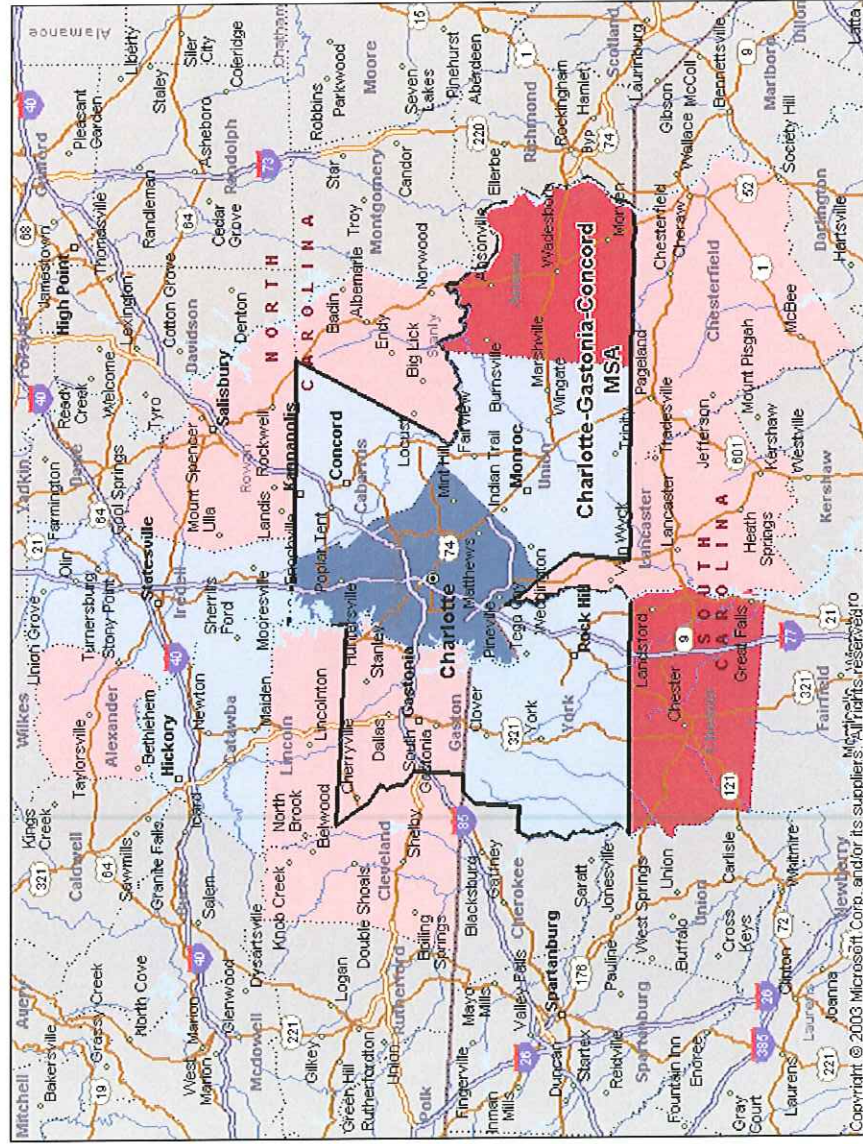
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Net Population Change

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Net Population Change, 2004-2005



	Population, 2005	% Change, '04-'05	% Change, '01-'05
Alexander	35,492	0.5%	4.3%
Anson	25,499	-0.9%	1.0%
Cabarrus	150,244	2.9%	10.2%
Catawba	151,641	1.4%	4.4%
Cleveland	98,288	0.0%	1.1%
Gaston	196,137	1.0%	2.2%
Iredell	140,924	3.0%	10.7%
Lincoln	69,851	2.6%	7.3%
Mecklenburg	796,372	3.2%	10.7%
Rowan	135,099	0.8%	2.1%
Stanly	58,964	0.4%	0.6%
Union	162,929	6.0%	23.4%
Chester	33,228	-1.0%	-2.9%
Chesterfield	43,435	0.5%	0.7%
Lancaster	63,113	0.3%	2.3%
York	190,097	3.5%	12.1%

Population Change



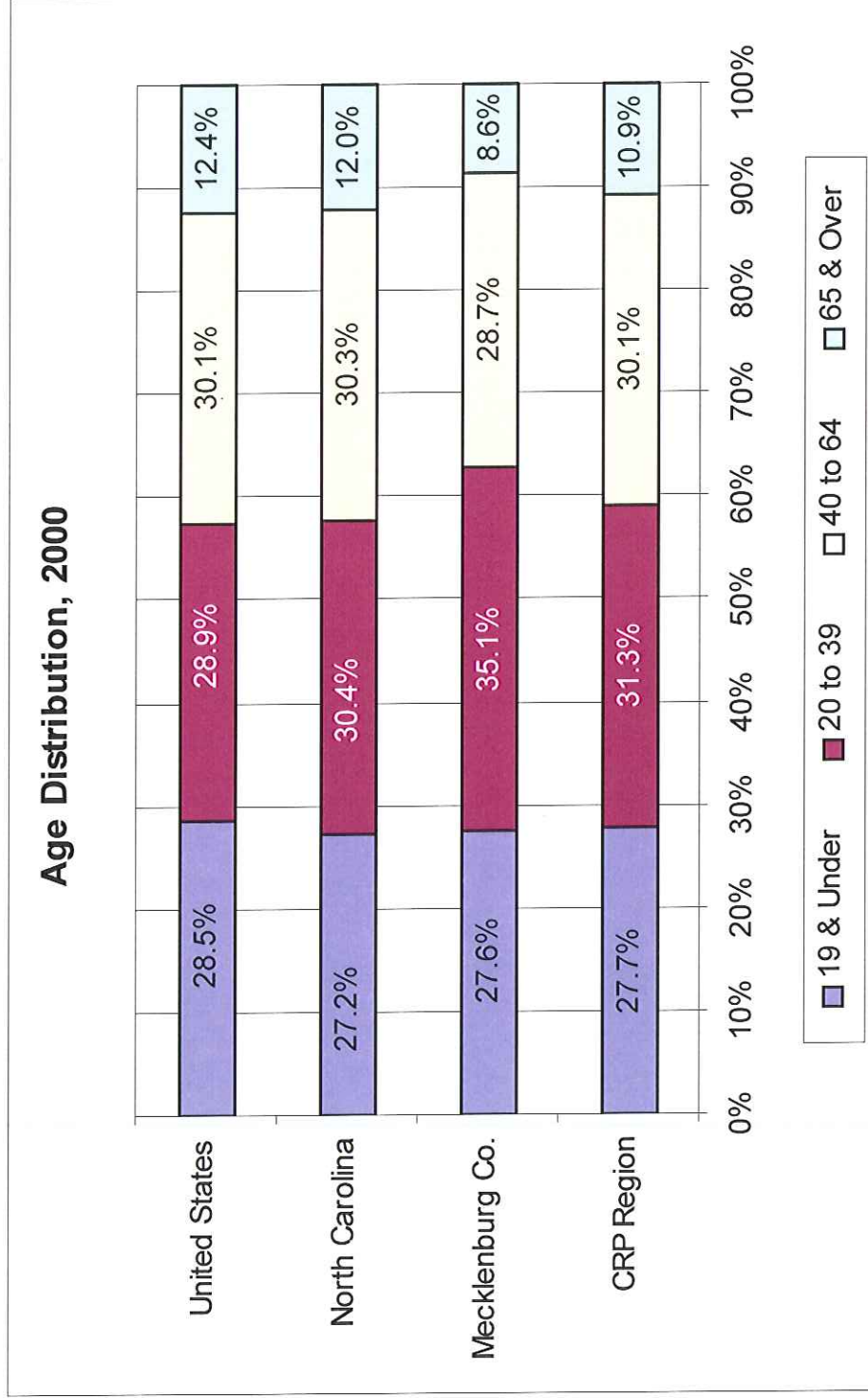
Source: U .S. Census Bureau

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Age Distribution

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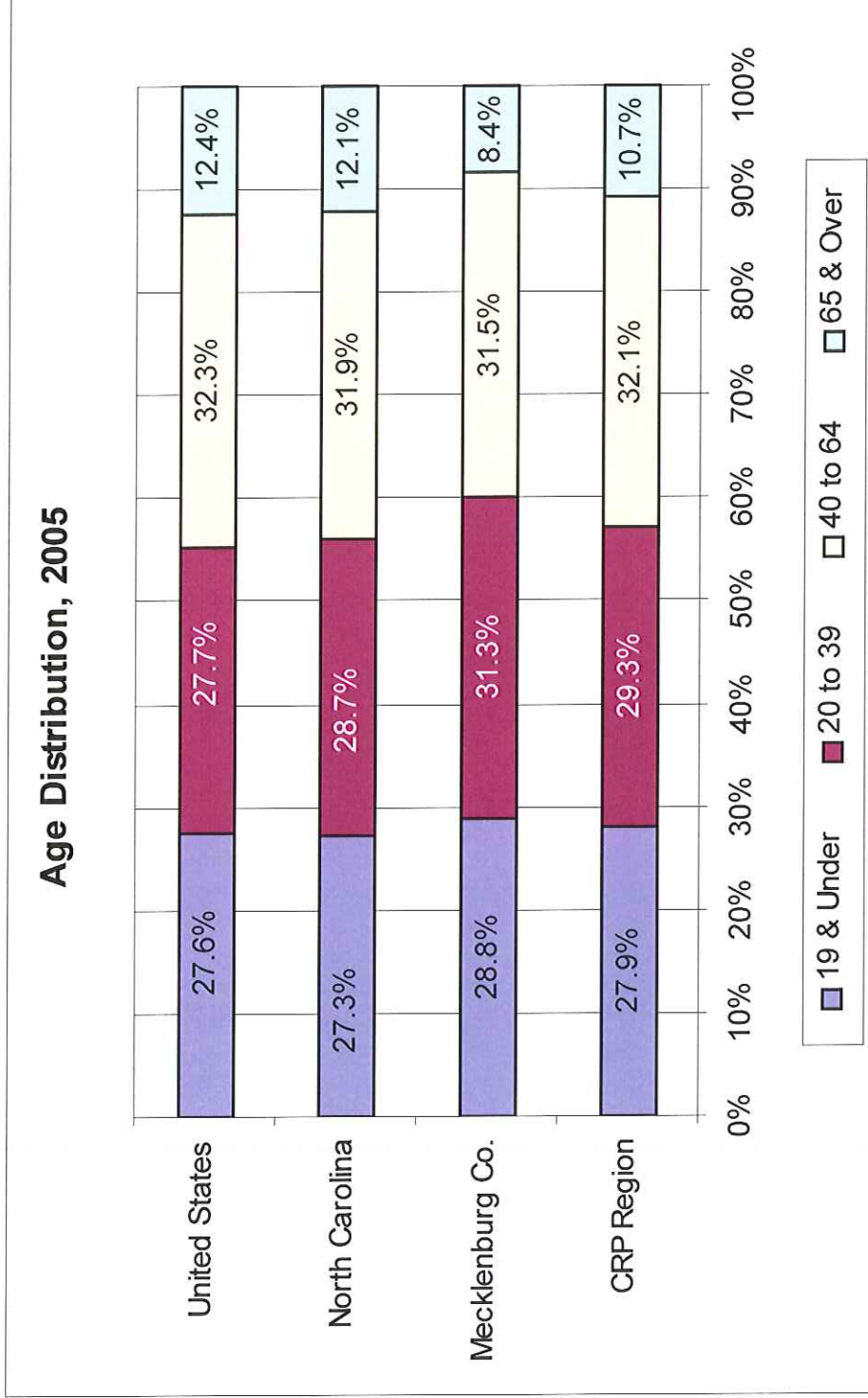
Source: U.S. Census Bureau

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Age Distribution

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Source: U.S. Census Bureau

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Net Job Change

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Net Job Change, 2001-2005

	Jobs, 2005	% Change, '04-'05	% Change, '01-'05
CRP Region, Total	1,096,737	2.2%	0.9%
Mecklenburg County	520,694	3.0%	1.3%
Charlotte-Gastonia-Concord, NC MSA	777,027	2.8%	2.6%
Nashville-Davidson-Murfreesboro, TN MSA	734,677	3.0%	6.7%
Richmond, VA MSA	589,365	2.1%	2.7%
Tampa-St. Petersburg-Clearwater, FL MSA	1,194,823	2.6%	3.9%
North Carolina	3,854,424	2.0%	1.3%
United States	131,595,637	1.8%	1.5%

Source: U .S. Bureau of Labor Statistics

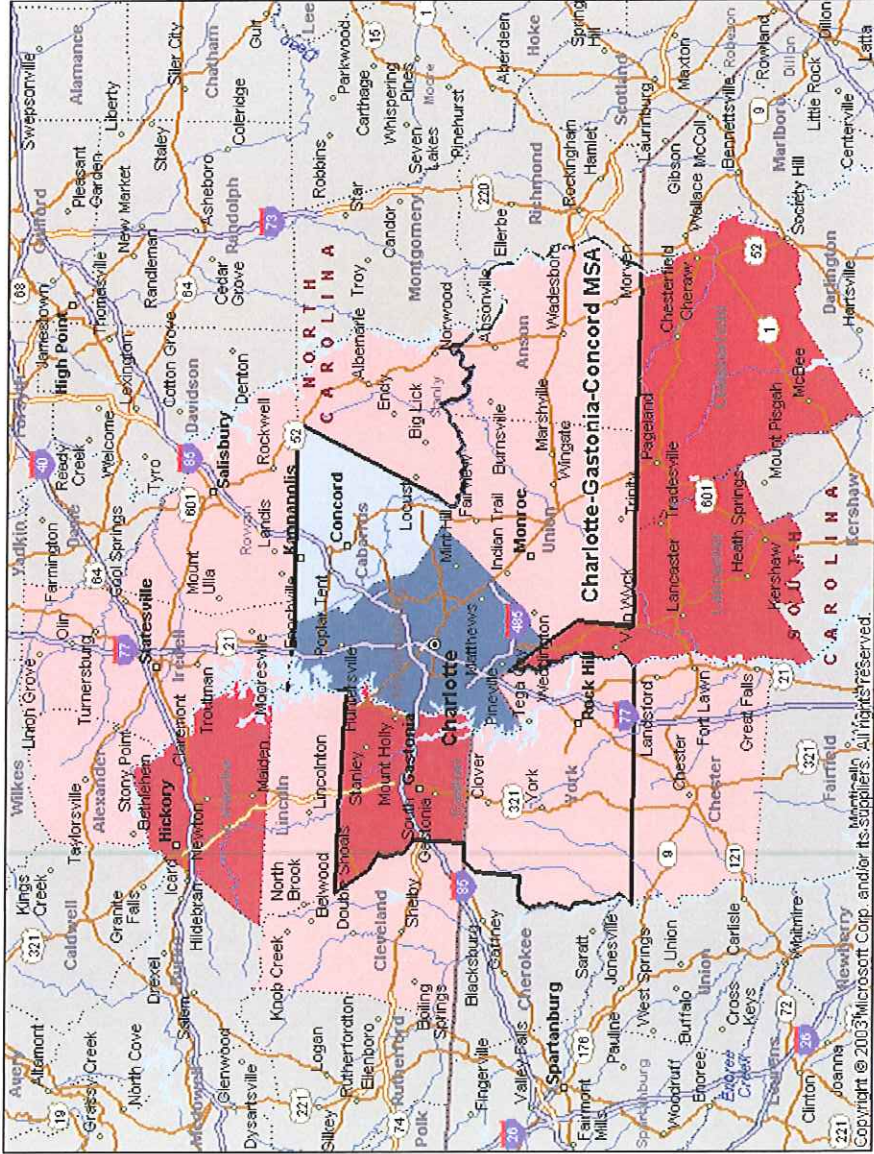
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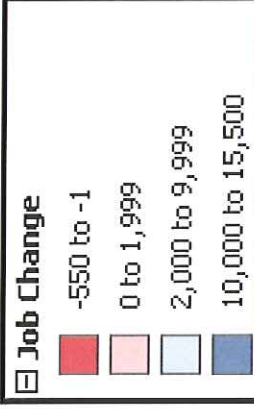
Net Job Change

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Net Job Change, 2004-2005



	Jobs, 2005	% Change, '04-'05	% Change, '01-'05
Alexander	10,181	0.1%	-1.7%
Anson	8,230	0.2%	-0.9%
Cabarrus	61,169	4.3%	7.7%
Catawba	86,351	-0.5%	-11.2%
Cleveland	33,411	0.9%	-5.8%
Gaston	69,560	-0.7%	-3.5%
Iredell	60,131	1.5%	10.3%
Lincoln	19,972	2.6%	2.7%
Mecklenburg	520,694	3.0%	1.3%
Rowan	48,191	1.8%	3.5%
Stanly	19,562	2.1%	-1.7%
Union	50,410	4.1%	9.3%
Chester	10,946	2.5%	-9.9%
Chesterfield	13,603	-1.6%	-10.5%
Lancaster	17,362	-0.8%	-8.0%
York	66,964	2.3%	12.3%



Source: U.S. Bureau of Labor Statistics

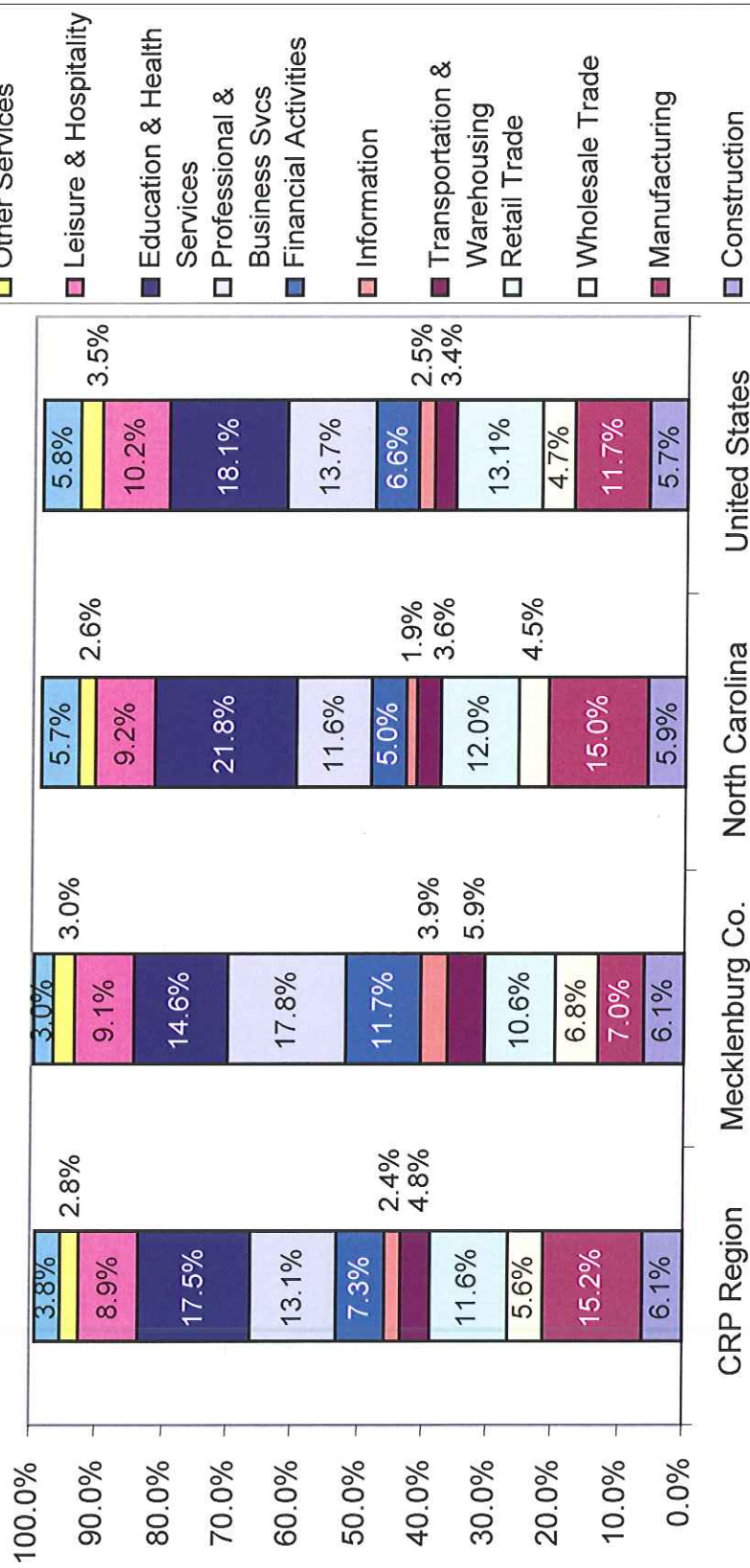
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Employment Base

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Jobs by Sector, 4th Quarter 2004



Source: U .S. Bureau of Labor Statistics and Employment Security Commission of North Carolina

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