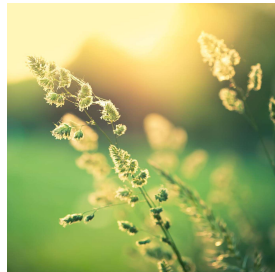


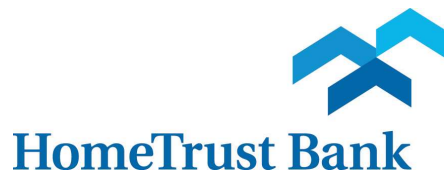
# Asheville Metro Growth Breakfast: November 2020




**HomeTrust Bank**

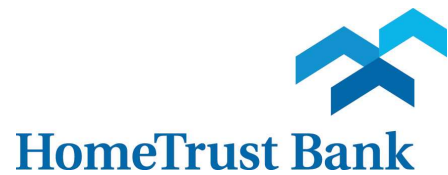


Business in Asheville is always about more than business



- 
- Population Characteristics
  - Cost of Living and Income
  - Economic Drivers and Employment
  - AVL 5x5 2025

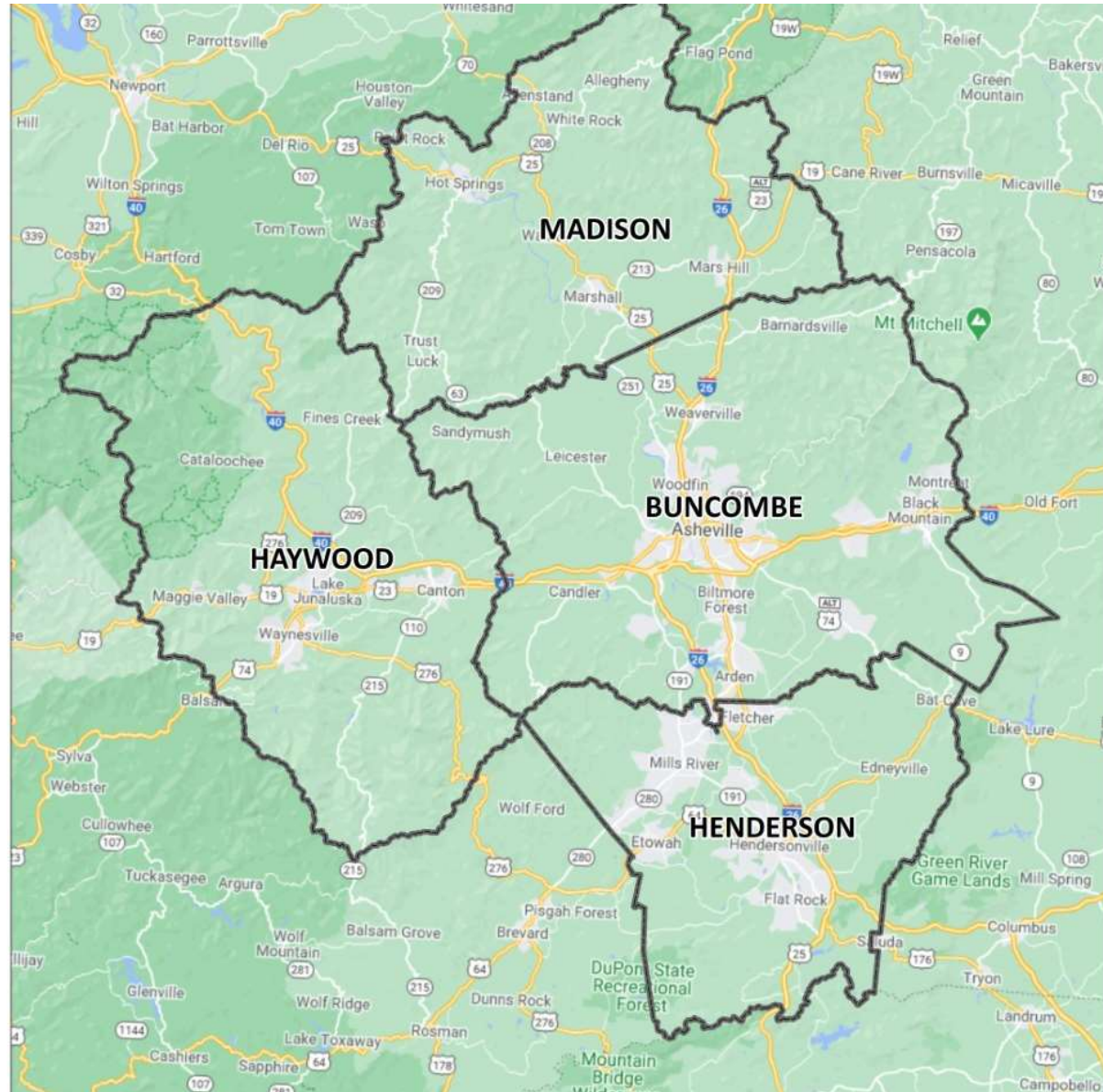
## Population Characteristics





Asheville  
Metropolitan  
Statistical Area  
(MSA)

- Population 463,808
- 119<sup>th</sup> largest of 384 U.S. Metros, 7<sup>th</sup> in N.C.
- 66% of population inside urban area
- \$20.3 Billion GDP (C\$ 2018)
- GDP projected to reach \$22 Billion by 2025



# Gallup Well-being: Asheville #10 of 156 Metros (2017-2018)



Financial and  
Economic  
Wellbeing



Physical, Health,  
Safety



Career or Purpose



Social



Pride in Community







Moody's Quality of Life:  
Asheville #72 of 378  
Metros (2020)



Child Welfare



Walkability/Bikeability

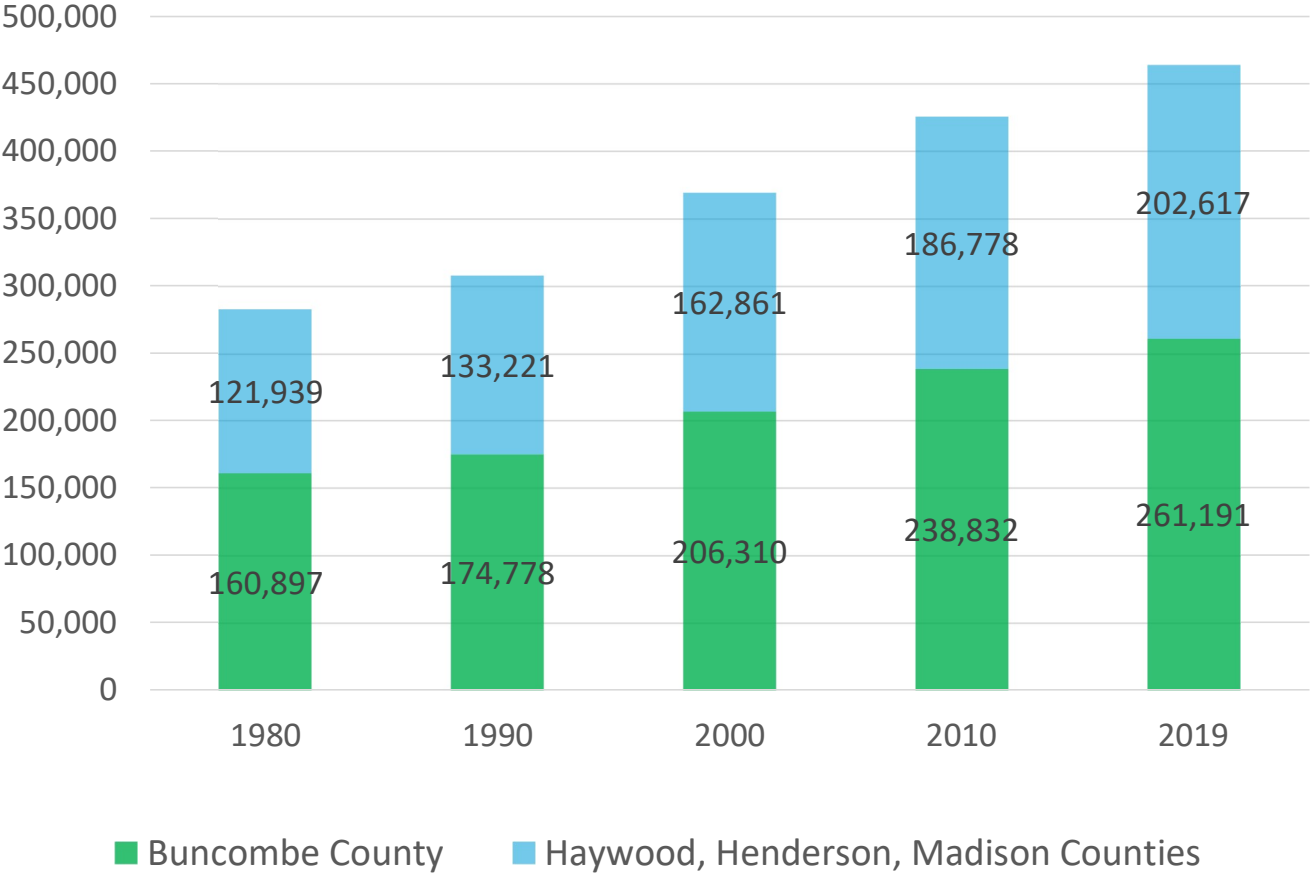


Recreation



Natural Amenities

# Steady Population Growth

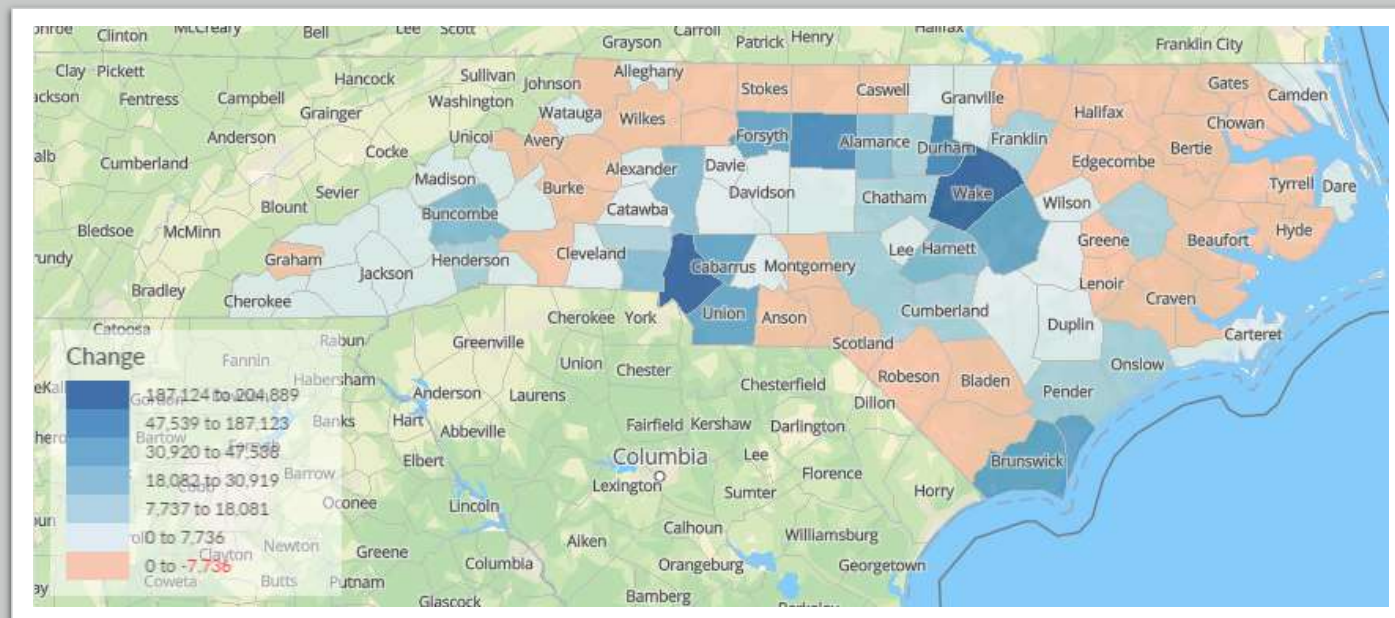




# 500,000 by 2025?

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Asheville Metro Population  
Projection

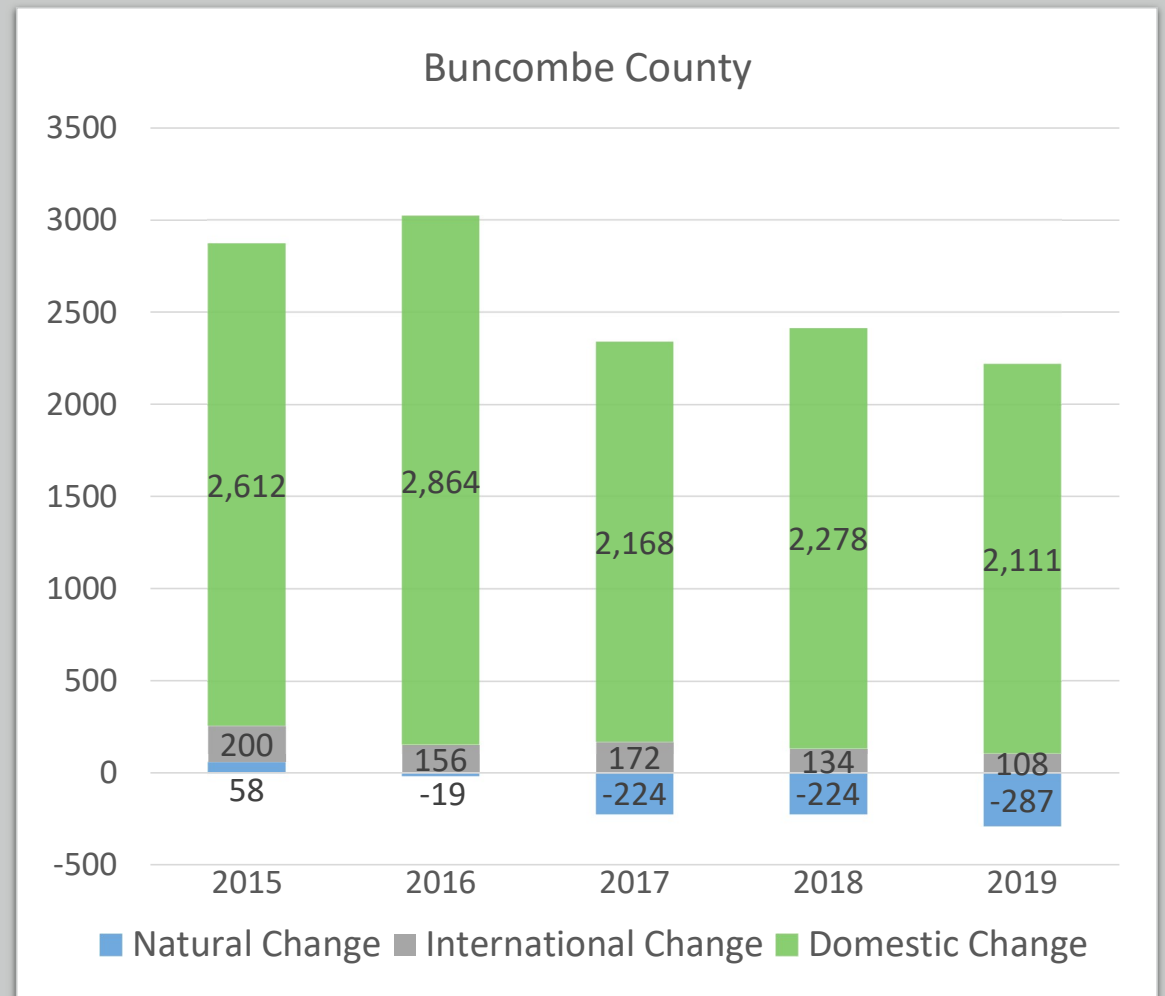


## County Population Change (2010-2019)

- NC 4<sup>th</sup> among US states for population added
- 53% of counties in NC added population while 47% lost population or remained flat

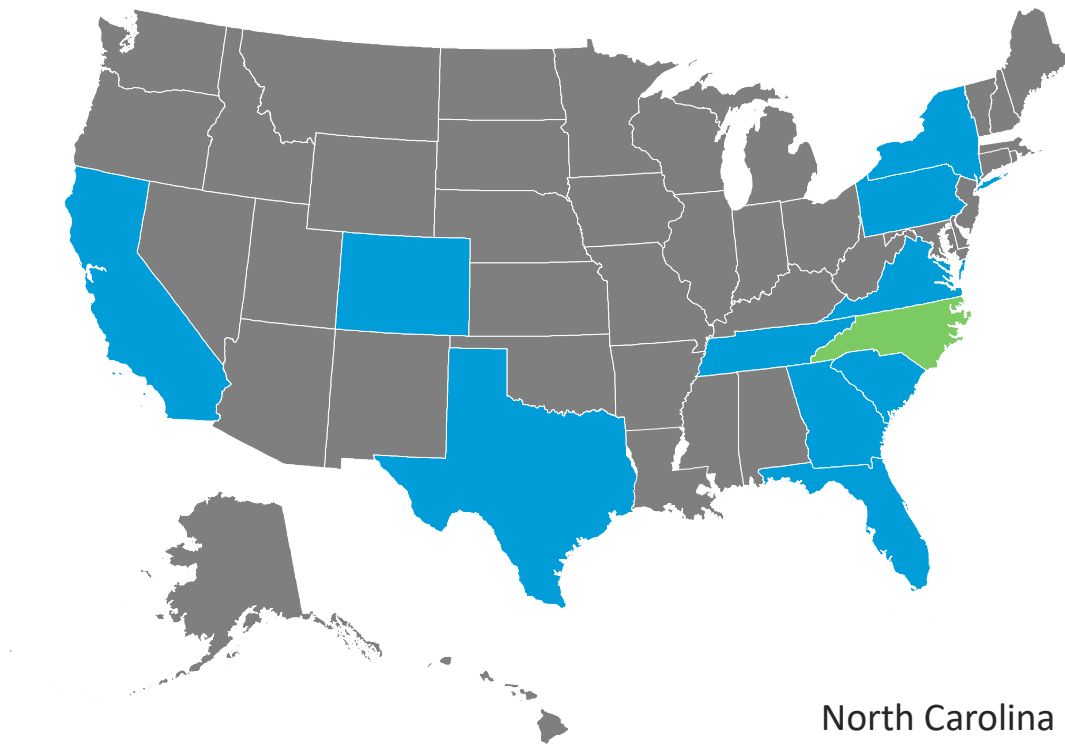
# Buncombe County Sources of Population Change

- Domestic movers (moving from within the United States to Buncombe) remain the primary source of population growth





# Buncombe County In-Migration

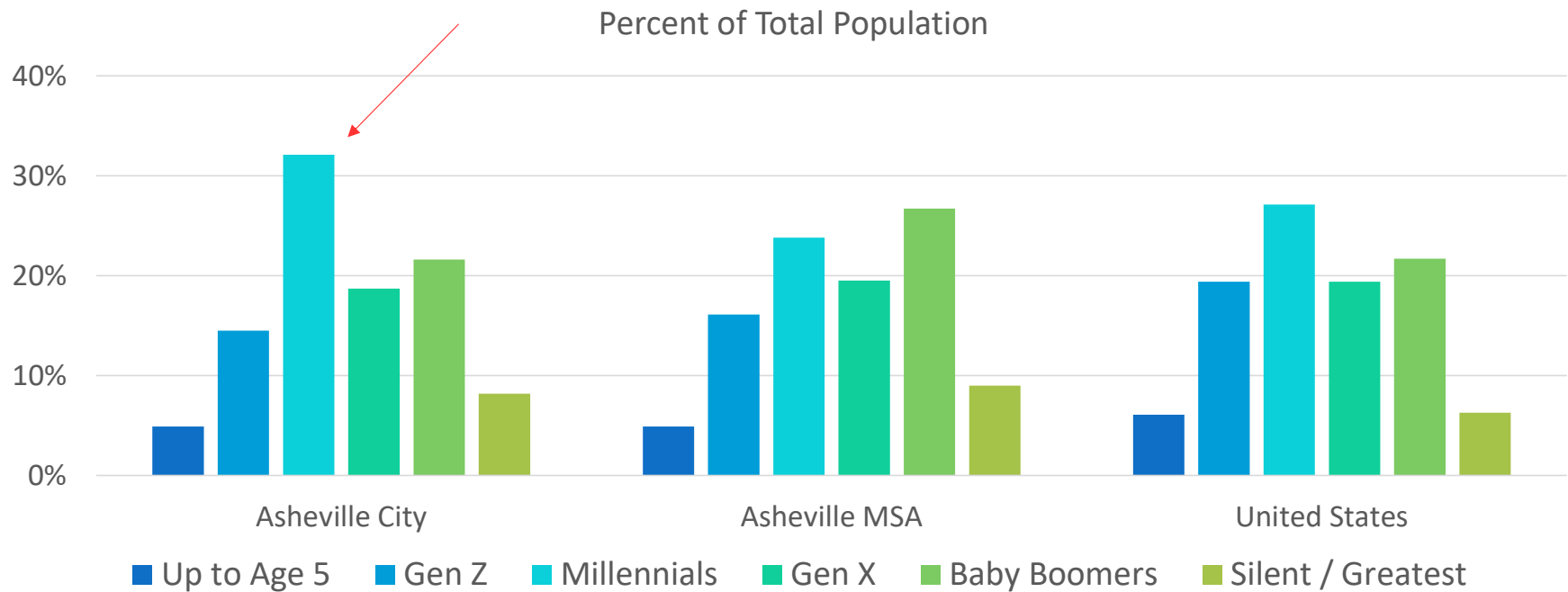


*Top 10 States 2014-2018 (excluding NC)*

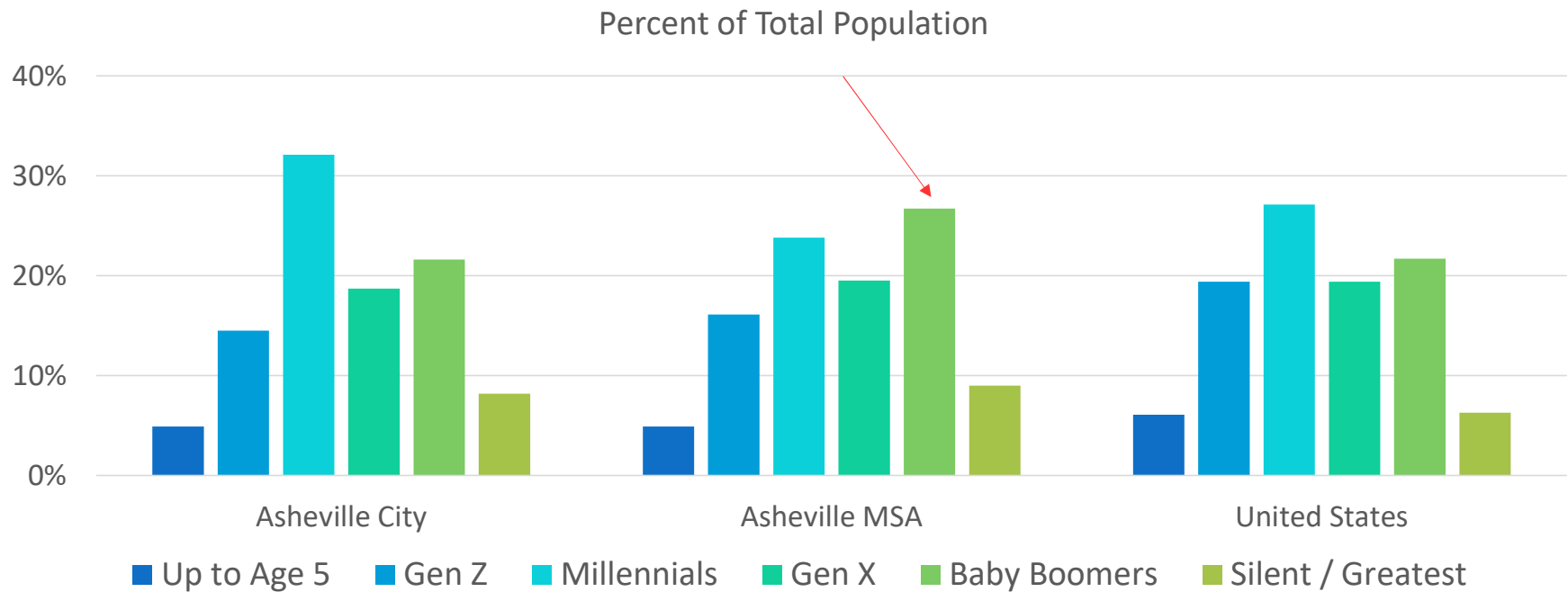
- Florida
- California
- New York
- Virginia
- South Carolina
- Pennsylvania
- Georgia
- Colorado
- Tennessee
- Texas

North Carolina 47% | Top 10 39% | Other States 14%

# Population Characteristics by Generation Comparison

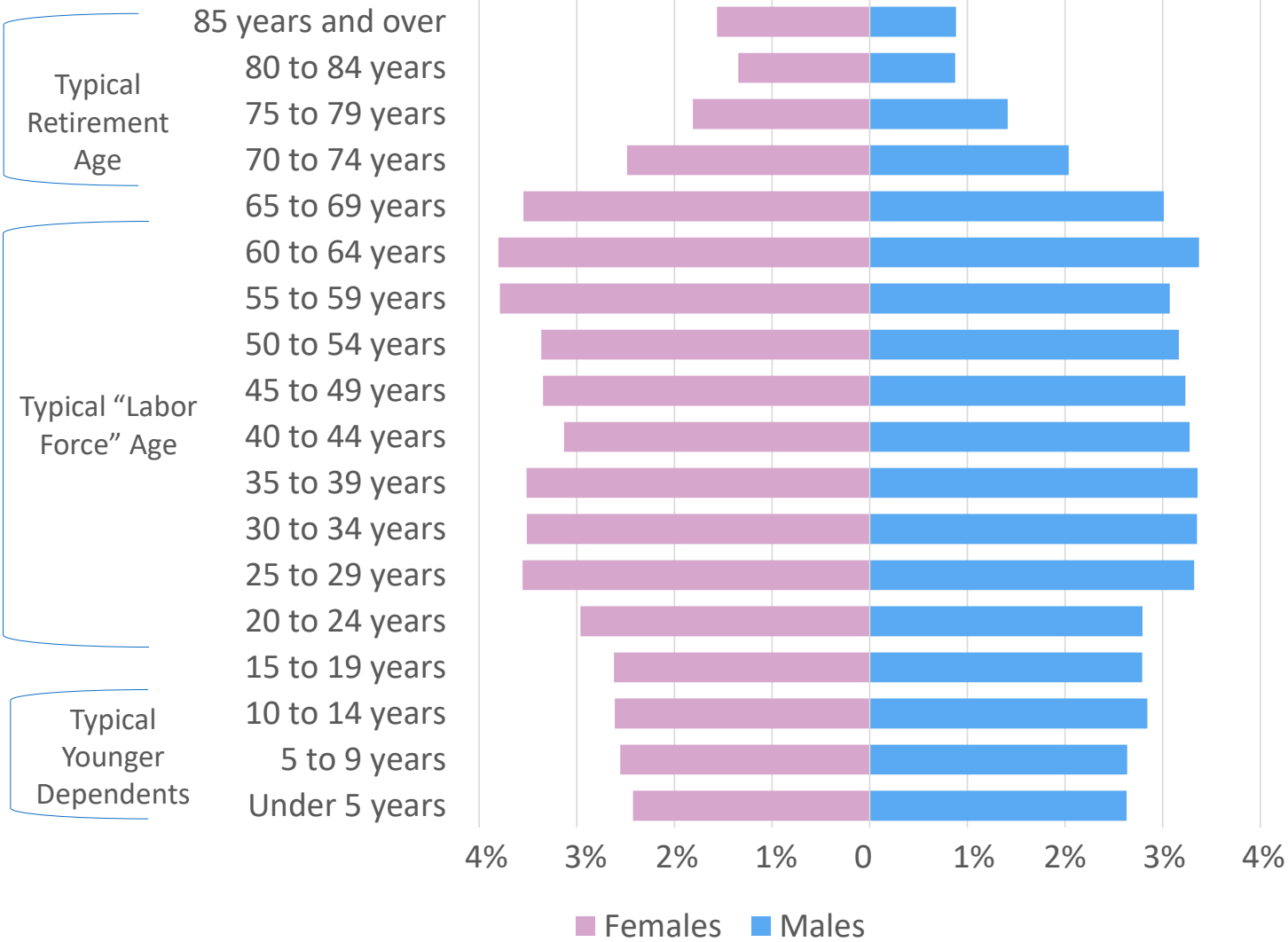


# Population Characteristics by Generation Comparison





# Buncombe County Age-Gender Structure



# Demographics

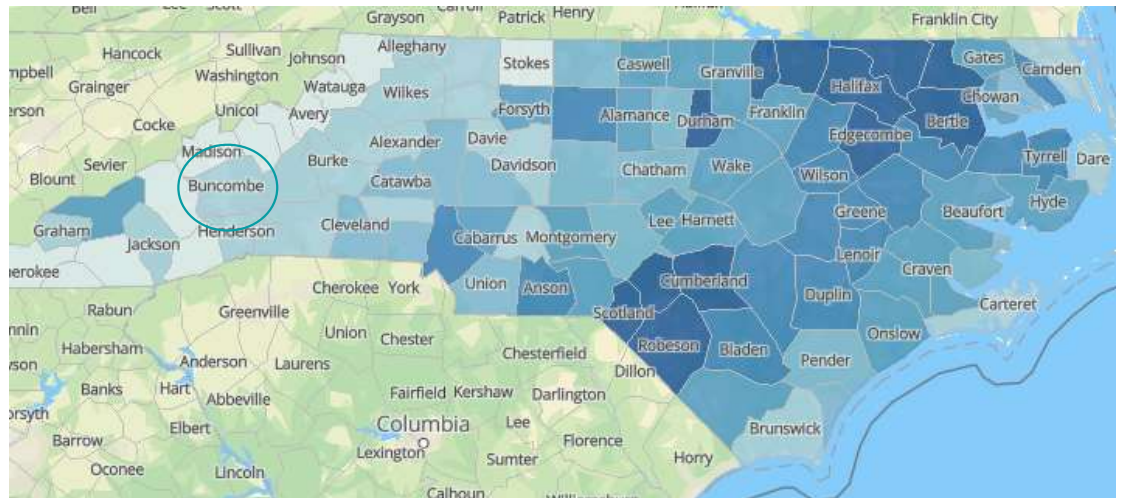
(White, Black, and Hispanic of any Race)

	2000			2010			2019		
	W	B	H	W	B	H	W	B	H
Asheville City	78%	18%	4%	85%	11%	6%	82%	13%	7%
Buncombe	89%	8%	3%	89%	6%	6%	88%	6%	7%
North Carolina	72%	22%	5%	70%	21%	8%	68%	22%	10%

Totals do not = 100% as all races are not represented and Hispanic representation is of any race

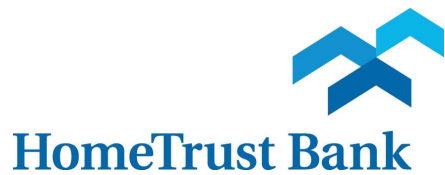
# Buncombe County Minority Population (non-white)

- 58% fewer minorities estimated in Buncombe County compared to the national average
- 7% of Buncombe County firms were minority-owned (2012)



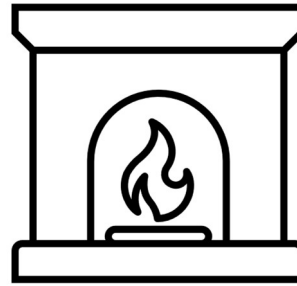


## Cost of Living and Income



# Asheville Metro Cost of Living Index

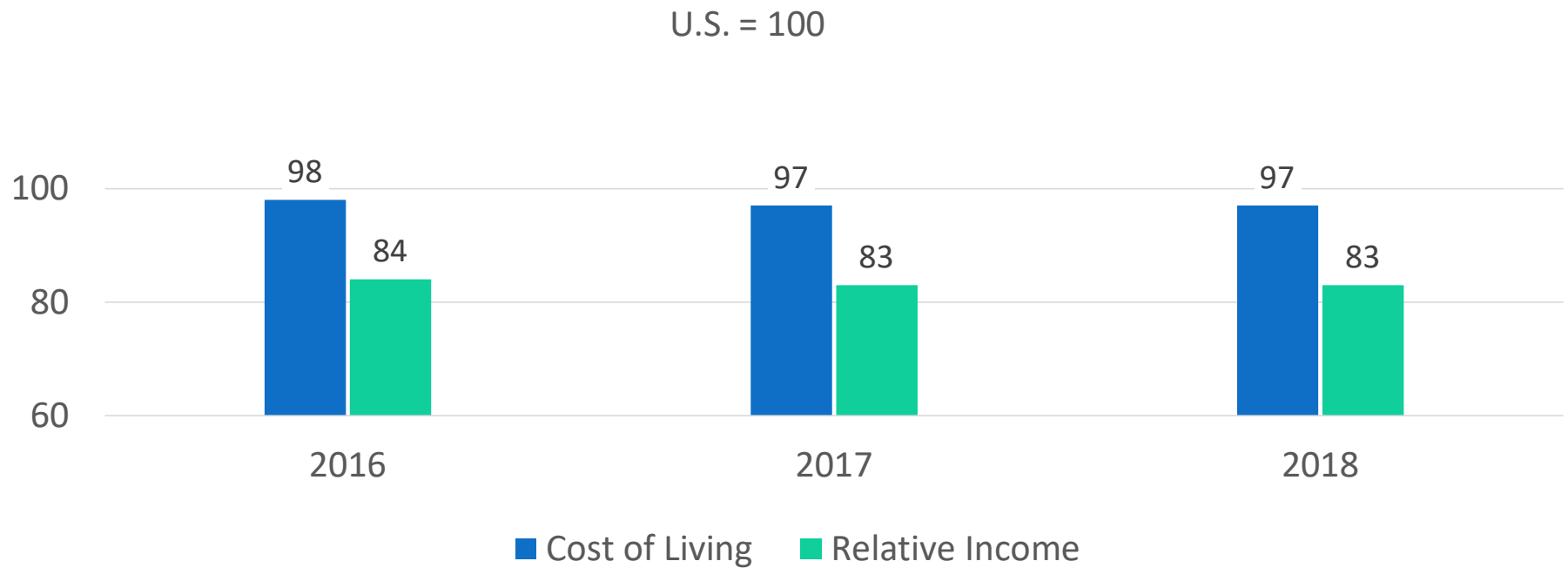
- The Metro's overall living costs have historically hovered around average
- In 2019 the Metro had the 2nd highest cost of living compared to metros in North Carolina and was among the highest in the Southeast



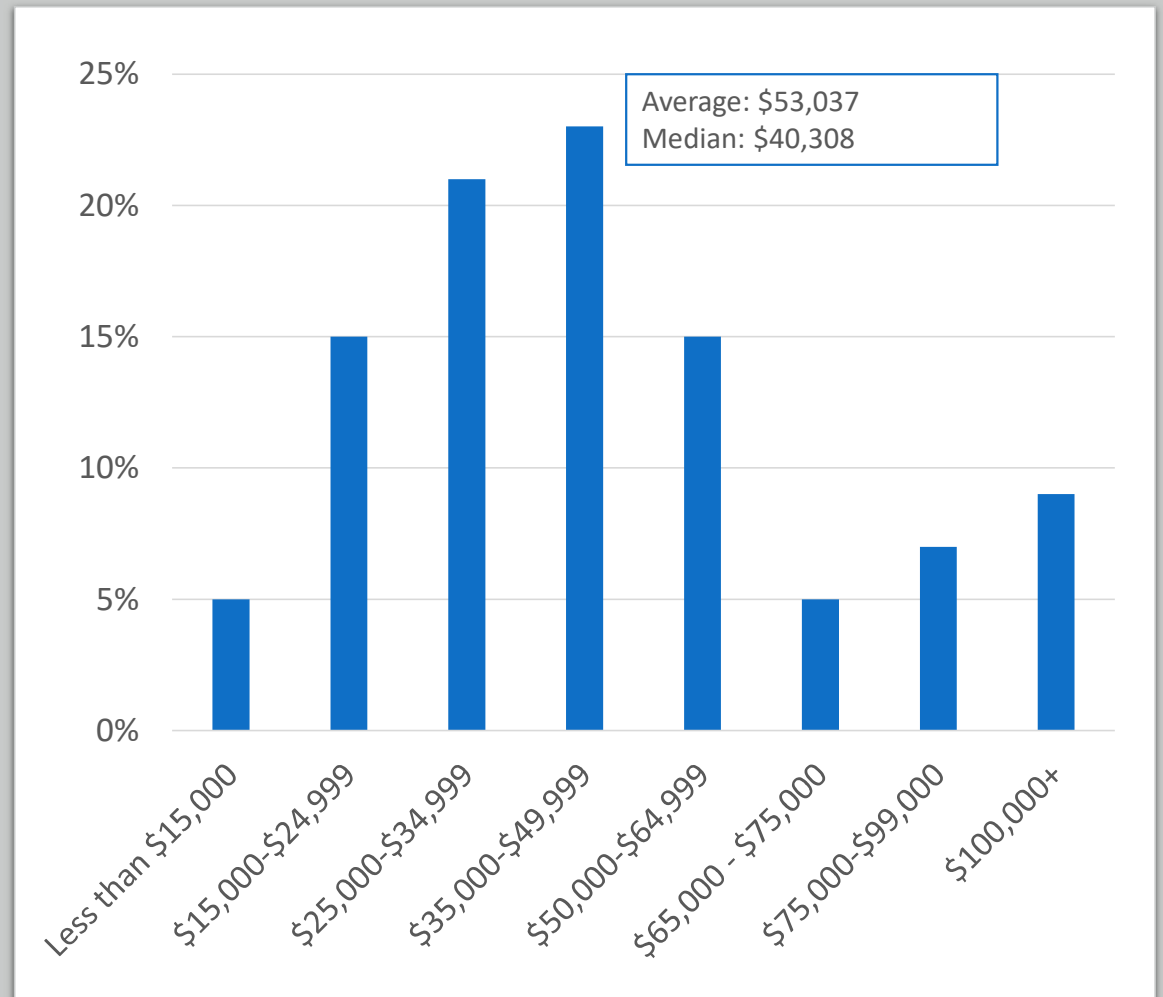
Select Metros	2019 Composite
New York, NY (highest)	237
Atlanta, GA	102
Raleigh, NC	102
<b>Asheville</b>	<b>101</b>
<b>United States (average)</b>	<b>100</b>
Charlotte, NC	98
Harlingen, TX (lowest)	75.4

# Moody's: Asheville Metro

## Cost of Living Index – Relative Income Comparison

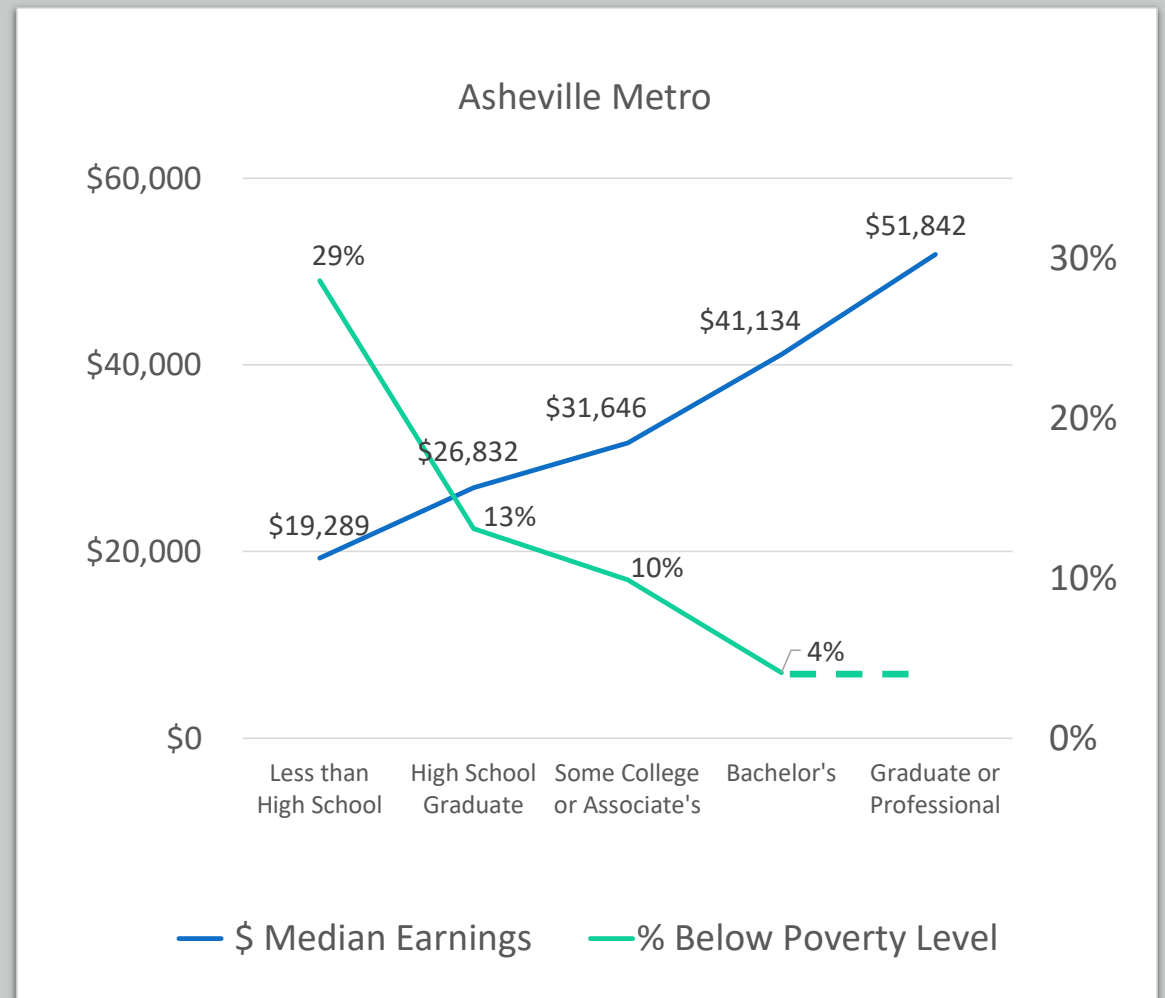


# Asheville Metro Full-time, Year-Round Workers with Earnings



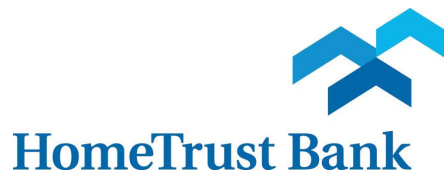
# Earnings, Poverty Level, and Educational Attainment

- Bachelor's Degree or Higher Population Age 25+
  - Buncombe 39%
  - Metro 35%
  - NC 31%
- Persons below the poverty level have trended down but 12% in the Asheville Metro represents nearly 55,000 people





# Economic Drivers and Recent Employment Trends



# Asheville Metro High Performance Industry Clusters

Groups of Related Businesses



Food & Beverage  
Manufacturing



Lighting & Electrical  
Manufacturing



Hospitality & Tourism



Health Services



Aerospace and Auto  
Manufacturing



Performing Arts

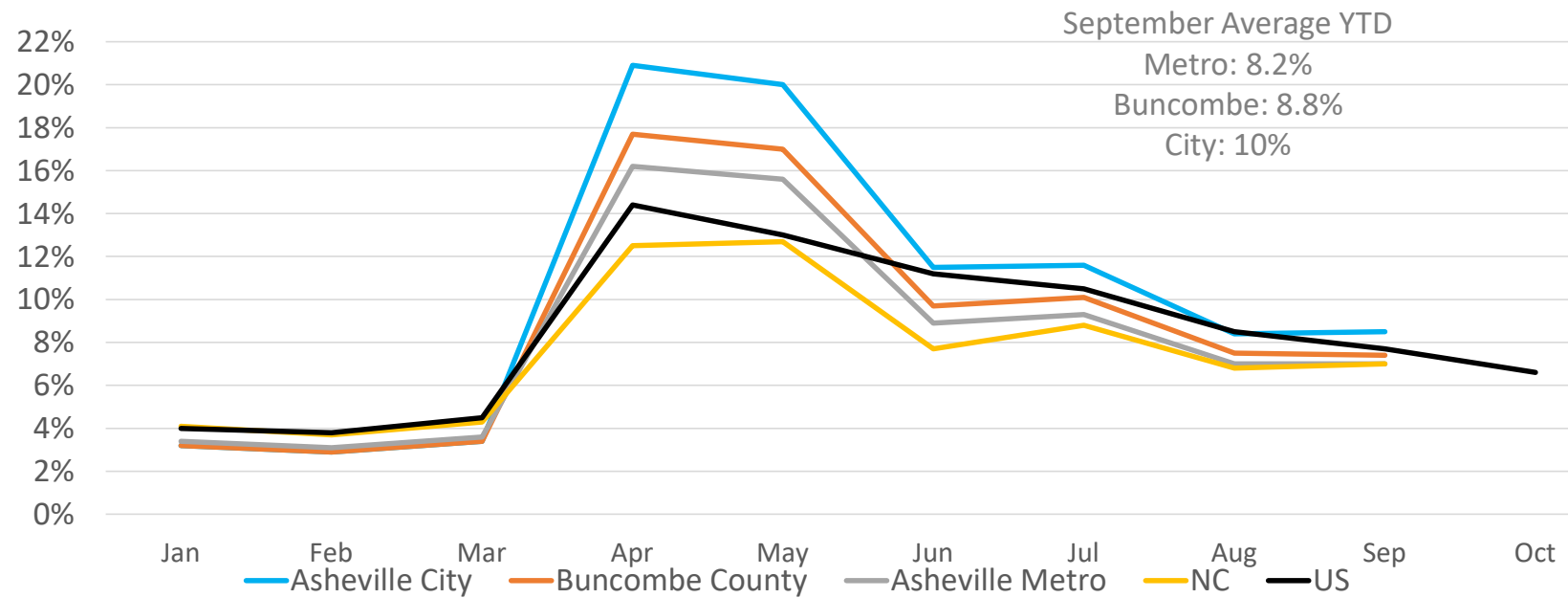


Paper Manufacturing

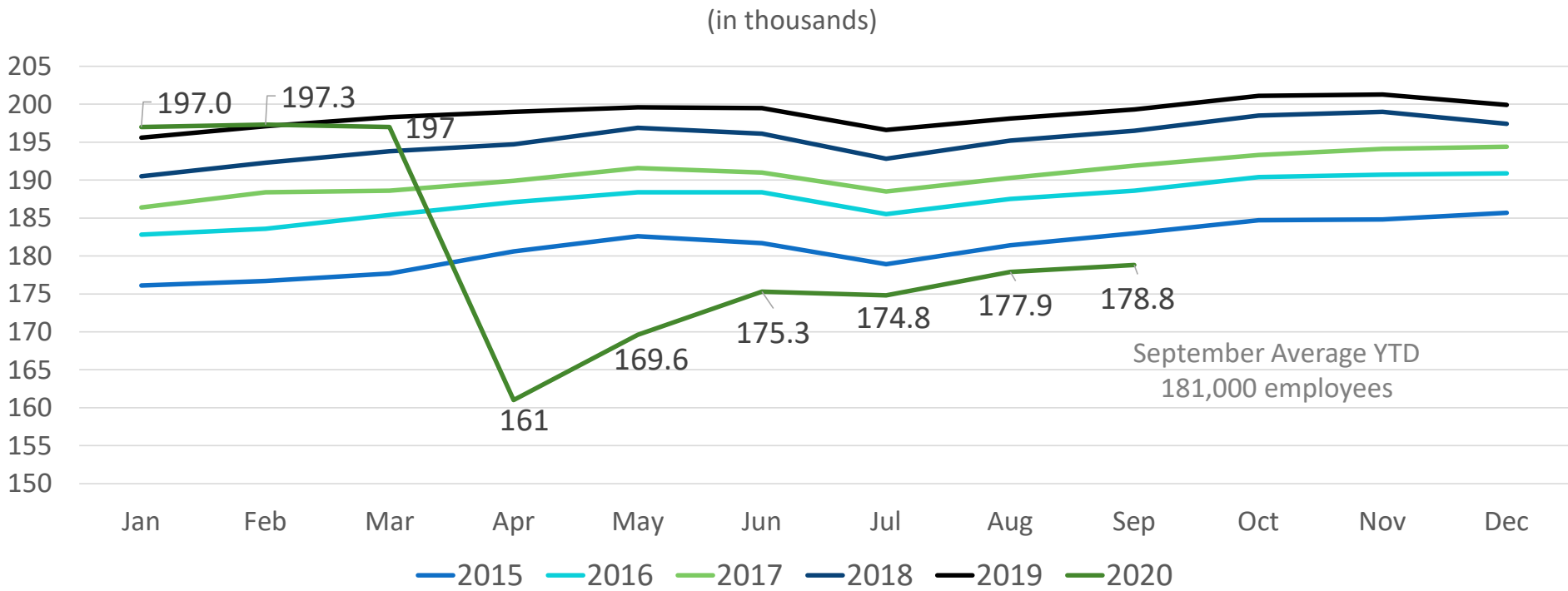


Finance

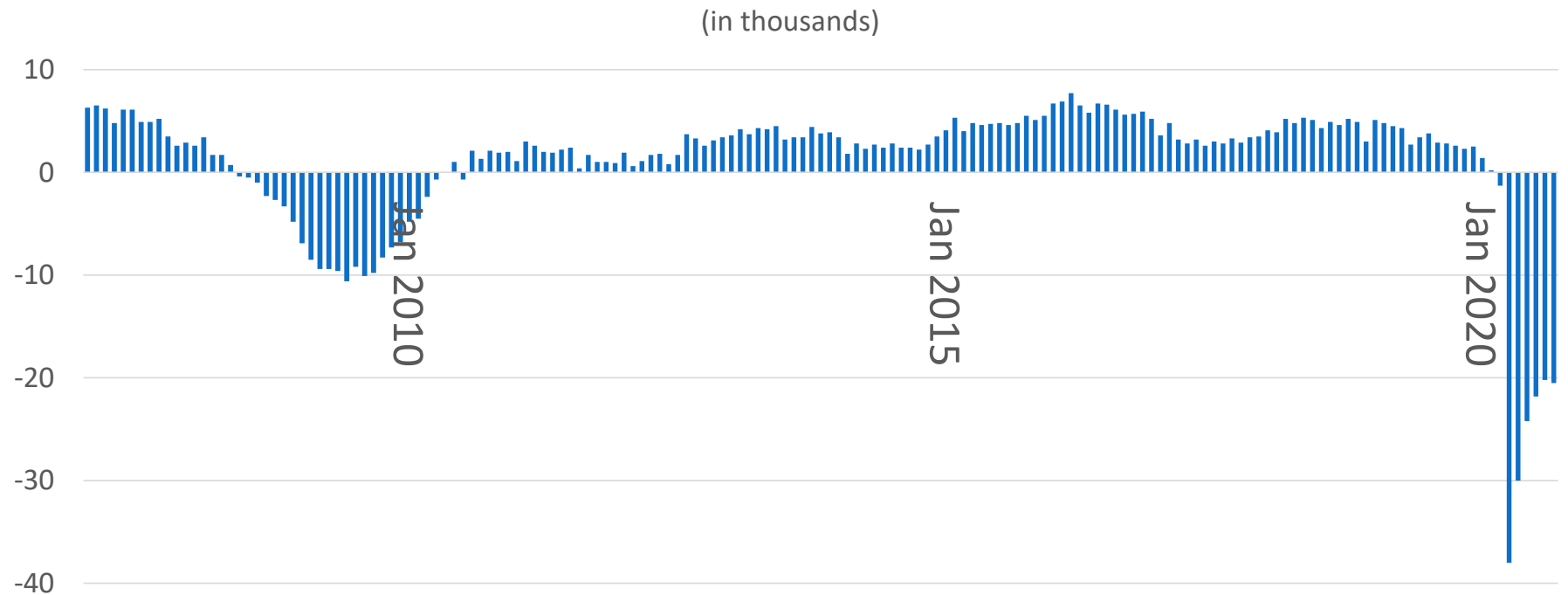
# Unemployment Rate %



# Asheville Metro Total Nonfarm Employment



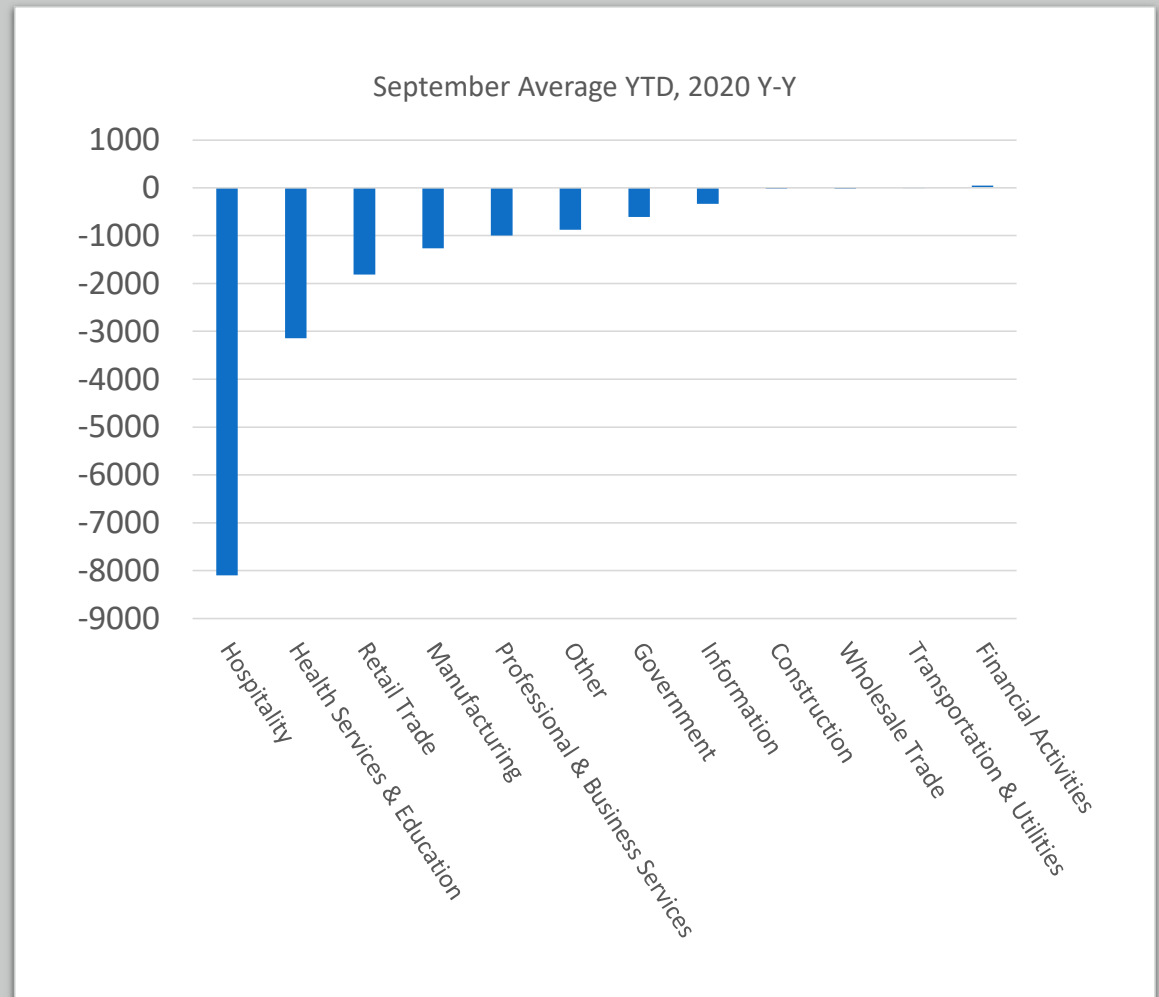
# Asheville Metro Total Nonfarm Employment Change Y-Y





# Asheville Metro Employment Change by Sector

- Total Nonfarm Avg YTD (Y-Y) -17,155
- Hospitality most burdened  
(47% of total loss)
  - Restaurants and Drinking Places
  - Accommodation
  - Performing Arts
  - Historical Sites
  - Sports and Gyms
  - Recreation



# Asheville Metro COVID 2020, Q2 Annualized

## Possible Scenario

### Higher Negative Effect – Top Industries

Full- and Limited-Service Restaurants, Food and Drinking Places

Personal Care Services

Retail-Clothing Stores, Miscellaneous Store Retailers

Hotels and Motels

Independent Artists and Performing Arts

Offices of Dentists, Offices of Physicians

Child Day Care Services

Fitness and Recreation Sports Centers, Other Recreation

Transit and Passenger Transportation

Museums and Historical Sites, Motion Picture Industries

Nursing and Community Care Facilities

### Lower Negative Effect – Top Industries

Real Estate

Financial Investment Activities, Brokerages, Accounting

Couriers and Messengers

Insurance Agencies and Related

Retail – Food and Beverage Stores and Non-store Retailers

Landscaping

Construction- Residential and Nonresidential, Maintenance and Repair, Roads and Streets, Commercial

Marketing Research, Management Consulting, and Other Professional, Scientific, and Technical Services

Computer and Software Industries

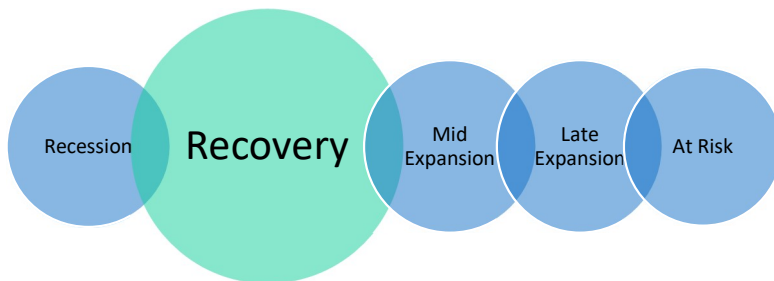
Architectural, Engineering and Related

Monetary Authorities, Grant-Making

# Moody's: Asheville Metro Outlook

August 2020 Snapshot

Business Cycle Status

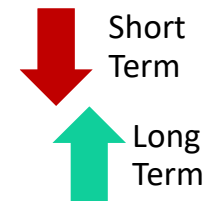


- Asheville's economy is recovering but COVID weighs on the short-term outlook
- Easing of restrictions has offered some relief
- Full recovery is years in the making

Indicator Forecast

	2025
Employment	192,800
Unemployment Rate	3.9%

Risk  
Forecast-  
COVID-19  
Exposure





Sources: US Bureau of Labor Statistics, US Census Bureau, US Bureau of Economic Analysis, NC Department of Commerce, NC Office of State Budget and Management, Implan, Economic Modeling Specialists (EMSI), Moody's Analytics, Federal Reserve Bank of St. Louis, ESRI, Land of Sky Regional Council, Gallup

# Pratt & Whitney Selects Buncombe County

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CASE STUDY OF THE AVL 5X5 STRATEGIC PLAN







Asheville-Buncombe County





1. Nurture Local Growth
2. Recruit New Growth
3. Fast Track Start-Ups
4. Integrate & Strengthen  
Workforce Systems
5. Develop Sites & Buildings  
for Economic Expansion





## **Pratt & Whitney's \$650M Asheville plant expected to spawn more investment, 'resonate for decades'**

**John Boyle** Asheville Citizen Times



**GO BEYOND**

- ✓ Fortune 39 Employer
- ✓ \$650M Investment
- ✓ 800 New Jobs
- ✓ \$68,400 Average Wage
- ✓ New 1MSF Building
- ✓ Biltmore Park West
- ✓ Opening January 2022



- ✓ Wage Growth
- ✓ Economic Mobility
- ✓ Economic Balance
- ✓ STEM Employment
- ✓ INNOVATION Economy
- ✓ Sustainable Tax Base





# ECONOMIC SUSTAINABILITY:

- ✓ GOOD FOR PEOPLE
- ✓ GOOD FOR PLACE
- ✓ GOOD FOR PROSPERITY





## IMPACT: PEOPLE

- ✓ \$68,400 Average Wage
- ✓ \$54M New Local Payroll
- ✓ 60% Above County Avg
- ✓ Benefits & Education
- ✓ Economic Mobility
- ✓ Inclusive Hiring Partner
- ✓ A-B Tech Training Facilities



Community Action Opportunities  
HELPING PEOPLE. CHANGING LIVES.

## IMPACT: PLACE

- ✓ 5X5 Site Strategy
- ✓ Good Sites = Good Jobs
- ✓ Infrastructure Investment
- ✓ Biltmore Park West Launch
- ✓ What is Highest/Best Use?
- ✓ Environmentally Sensitive
- ✓ Employment/Tax Benefits



## IMPACT: PROSPERITY

- ✓ \$74M in New Direct,  
Indirect & Induced Labor  
Income
- ✓ Labor Market Growth
- ✓ Manufacturing Growth
- ✓ Innovation Economy
- ✓ Global Reputation





A large industrial engine component, possibly a cylinder head or crankcase, is being assembled in a factory. The component is a large, circular metal casting with many bolt holes around its perimeter. It is mounted on a complex metal frame. Two workers in dark blue shirts and safety glasses are visible. One worker on the left is looking at the component, while the other on the right is holding a yellow tool or part. The background shows a large industrial facility with various metal structures and equipment.

# Thank you

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CASE STUDY OF THE AVL 5X5 STRATEGIC PLAN



HomeTrust Bank

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**RIVERBIRDRESEARCH**

A DIVISION OF THE ASHEVILLE AREA CHAMBER OF COMMERCE

SAMSEL  
ARCHITECTS

35 YEARS

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**ECONOMIC  
DEVELOPMENT  
COALITION**

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Asheville-Buncombe County