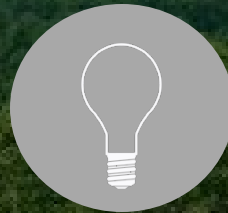



Catawba County Strategic Planning Process

Board of Commissioners
Mick Berry, County Manager



December 2016



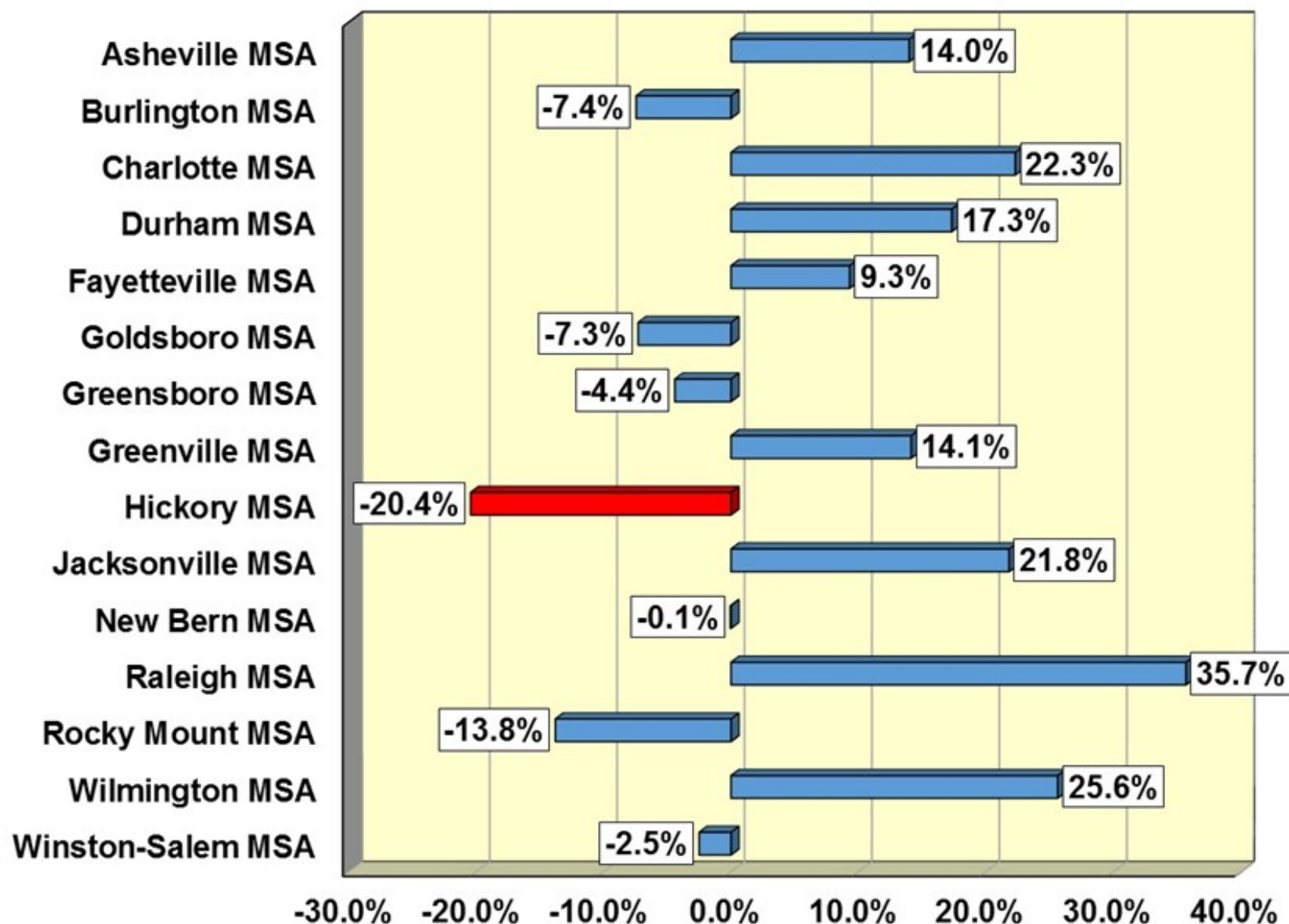
DEMOGRAPHIC & EMPLOYMENT TRENDS



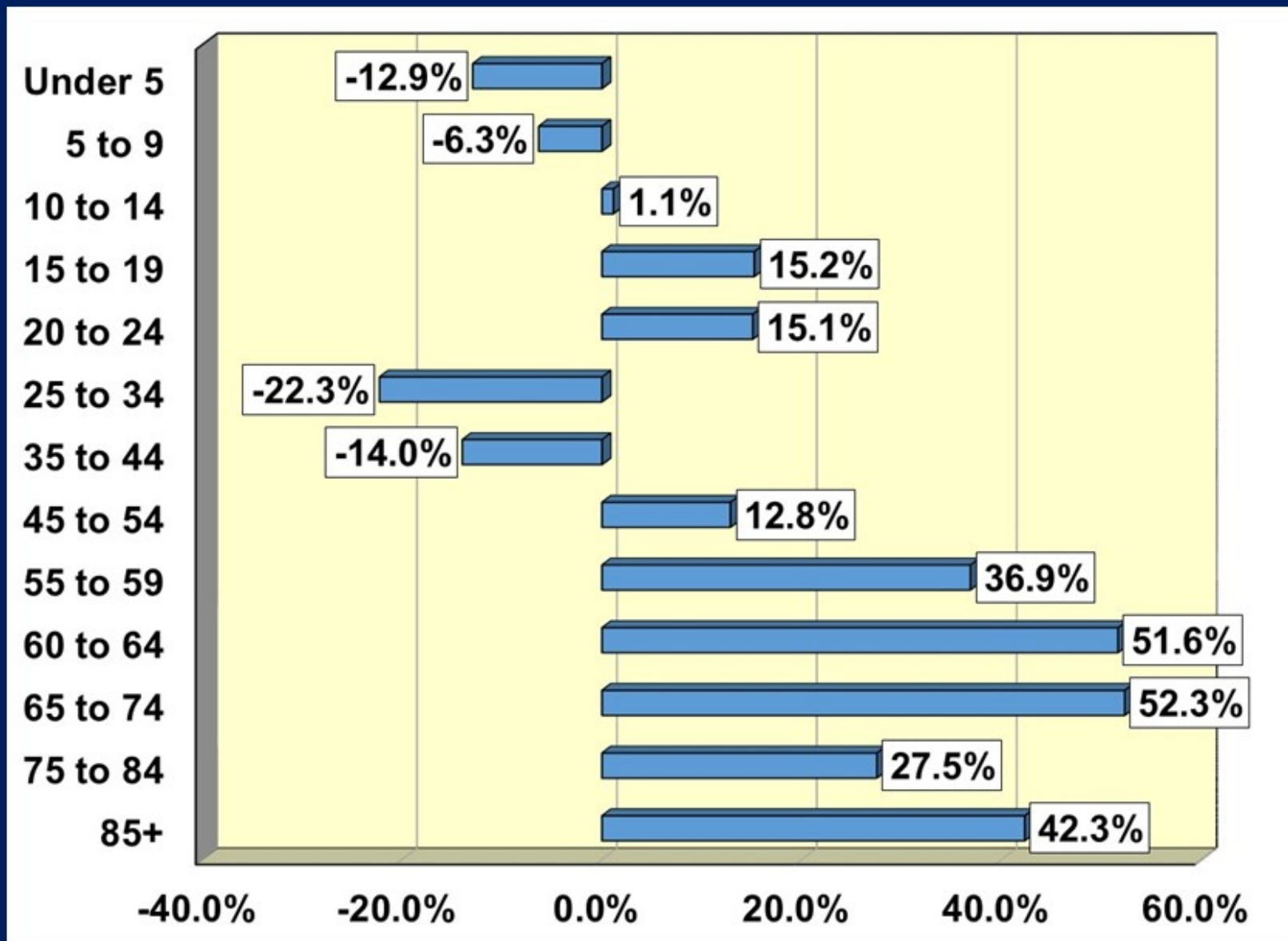
Board of Commissioners

Process Work Session
September 6th

Percentage Employment Change by NC MSA, 1st Quarter 2000-2016



Hickory MSA % Age Group Population Change, 2000-2014



Catawba County Population Projections by Age Group, 2014-2034

Age Group	2014 Estimate	2034 Projection	Change 2014-34	% Change 2014-34
Under 5 Years	8,883	9,297	211	2.3
5 to 9 Years	9,870	9,116	-754	-7.6
10 to 14 Years	10,464	8,932	-1,532	-14.6
15 to 19 Years	10,389	8,768	-1,621	-15.6
20 to 24 Years	10,014	9,035	-979	-9.7
25 to 34 Years	17,318	20,164	2,846	16.4
35 to 44 Years	20,415	20,203	-212	-1.0
45 to 54 Years	22,811	16,903	-5,908	-25.9
55 to 59 Years	10,878	8,861	-2,017	-18.5
60 to 64 Years	9,549	9,869	320	3.3
65 to 74 Years	14,995	18,510	3,515	23.4
75 to 84 Years	7,193	12,181	4,988	69.3
85 Years and Over	2,645	4,194	1,549	58.5
Total	155,424	156,033	609	0.4

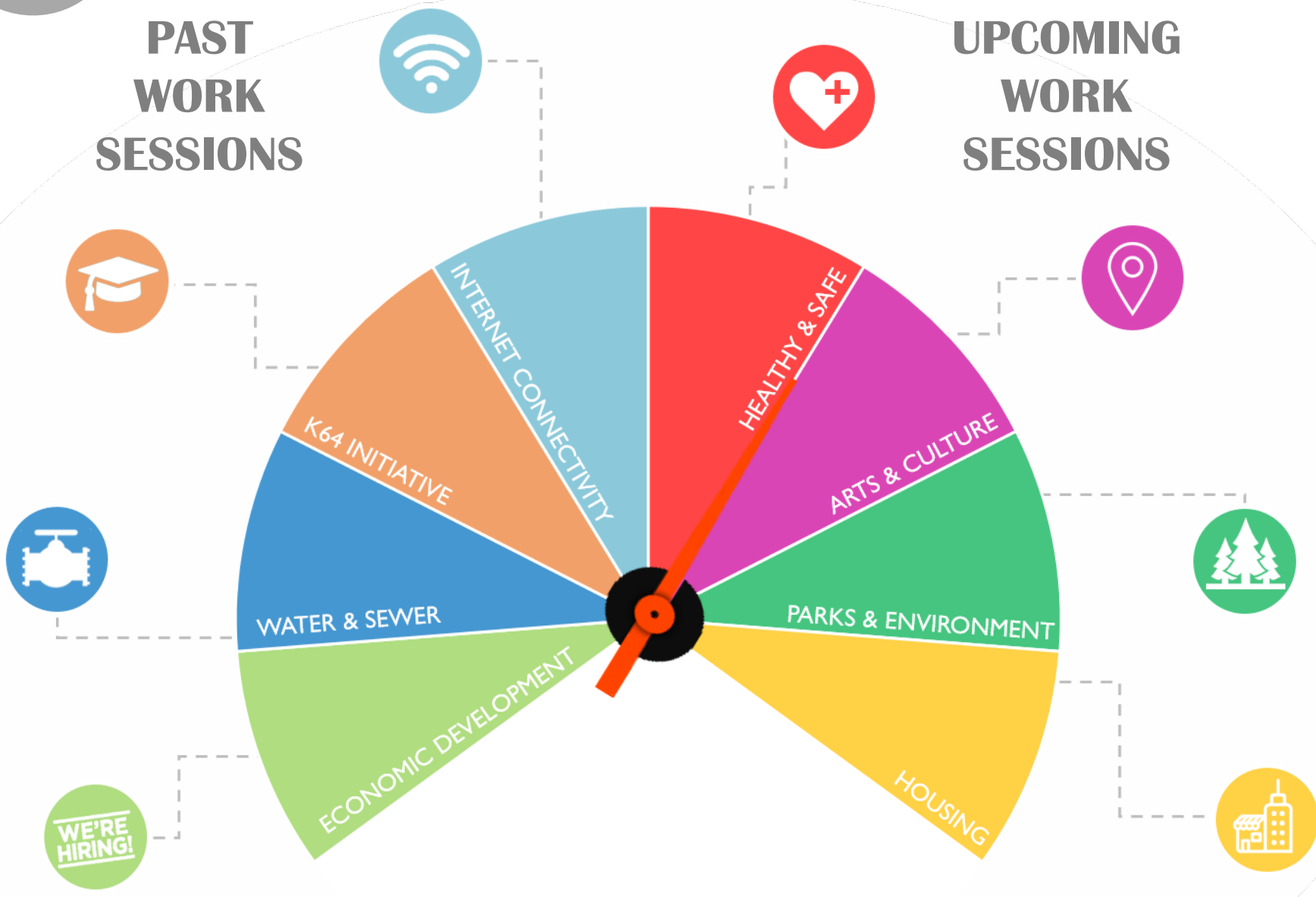
Source: NC Office of Management and Budget.



WORK SESSIONS

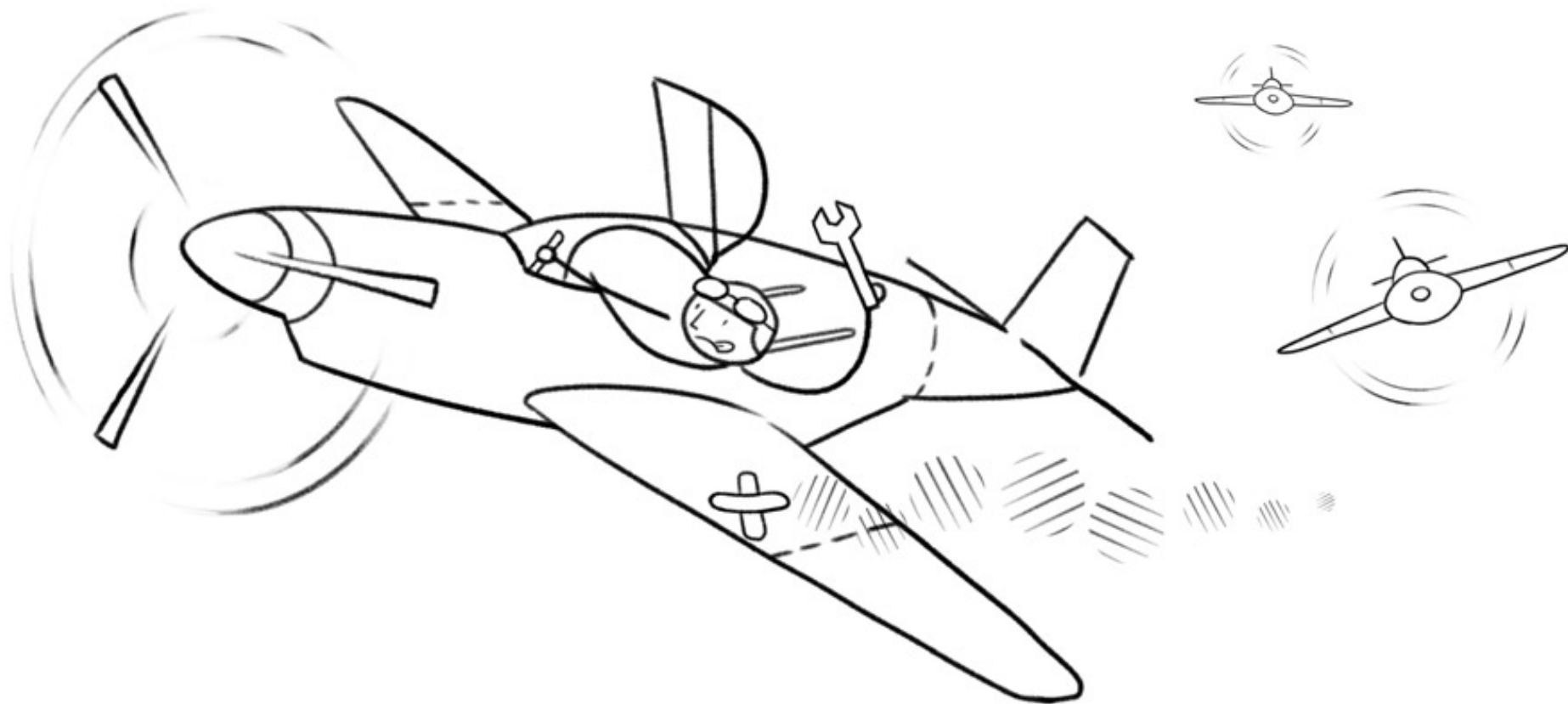
**PAST
WORK
SESSIONS**

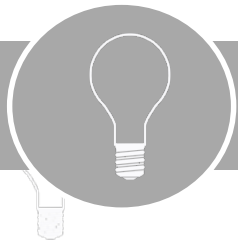
**UPCOMING
WORK
SESSIONS**



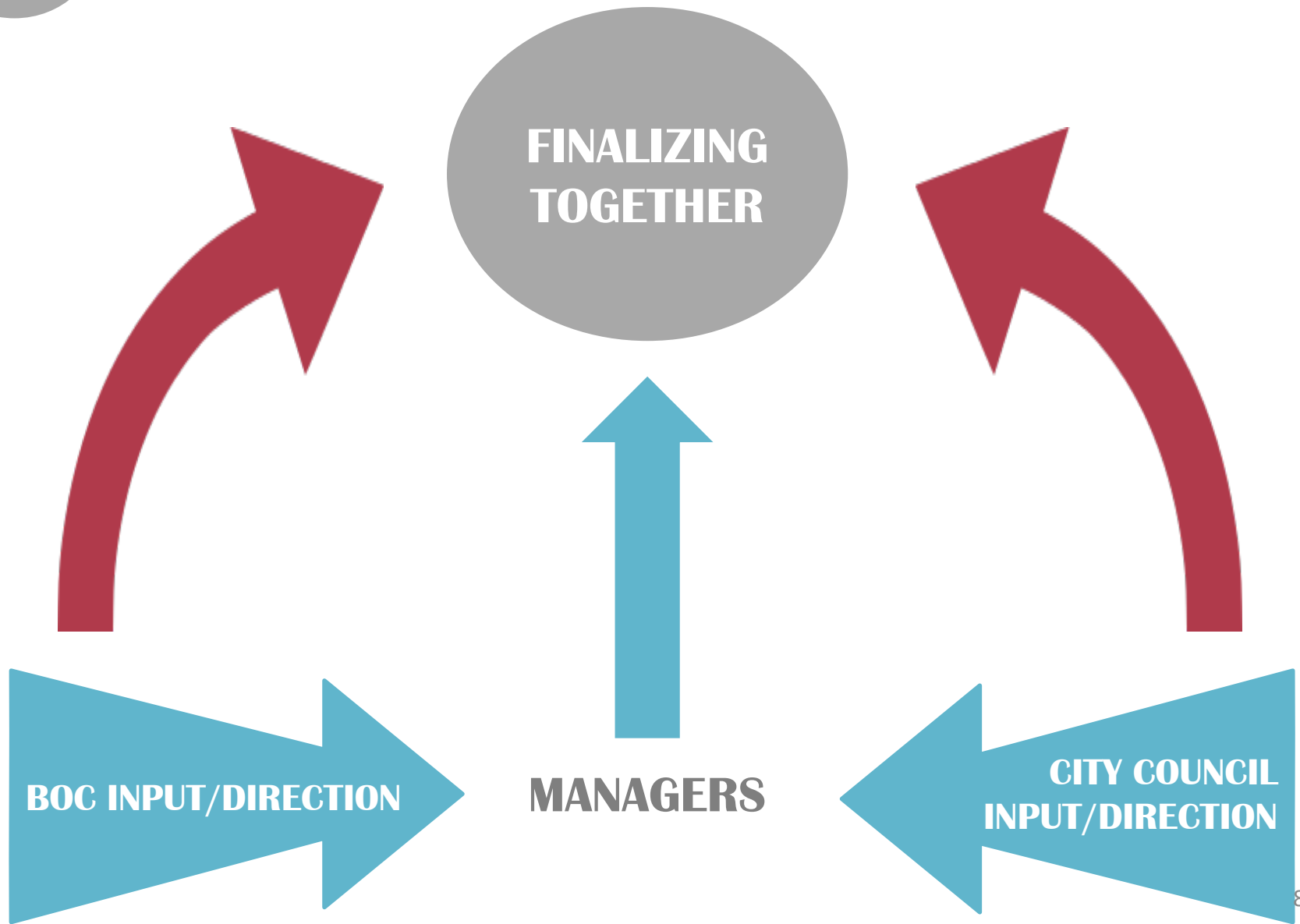


PROCESS





ENGAGING OUR PARTNERS





WORK SESSIONS (SO FAR)



Board of Commissioners,
Staff & Partners

October 3 – February 6



ECONOMIC DEVELOPMENT

**WE'RE
HIRING!**

Work Session
October 3rd

WE'RE
HIRING!

PROMOTING GROWTH

FY2016: 434 new jobs +
\$517M in new investments



WE'RE
HIRING!

MORE & BETTER BUSINESS PARKS



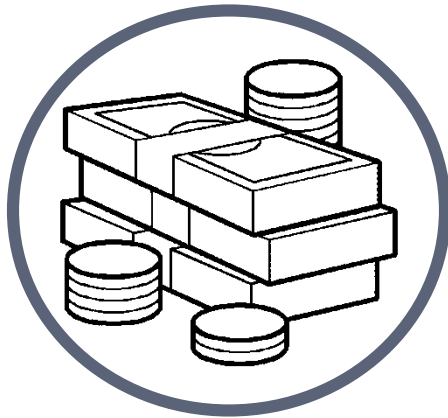
OVERALL PROPOSED 1764 PARK SITE

- Stratified Approach
 - > Park 1764 (class A), ncDataCampus (data), Spec Building (smaller mfg.), Newton Corporate Center (larger opps), Claremont International Business Park (rail), others
- Product Development Focus
 - > EDC Product Development Coordinator
 - > CI00 Product Development Forum

Park
1764

**Claremont International
Business Park, Phase II**





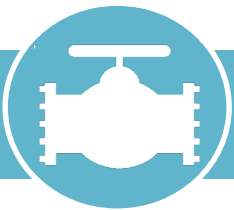
- Incentives Strategy: When necessary, making sound, unemotional, arm's length investments under a contractual agreement that rewards a company following performance and secures investment for the long-term



WATER AND SEWER

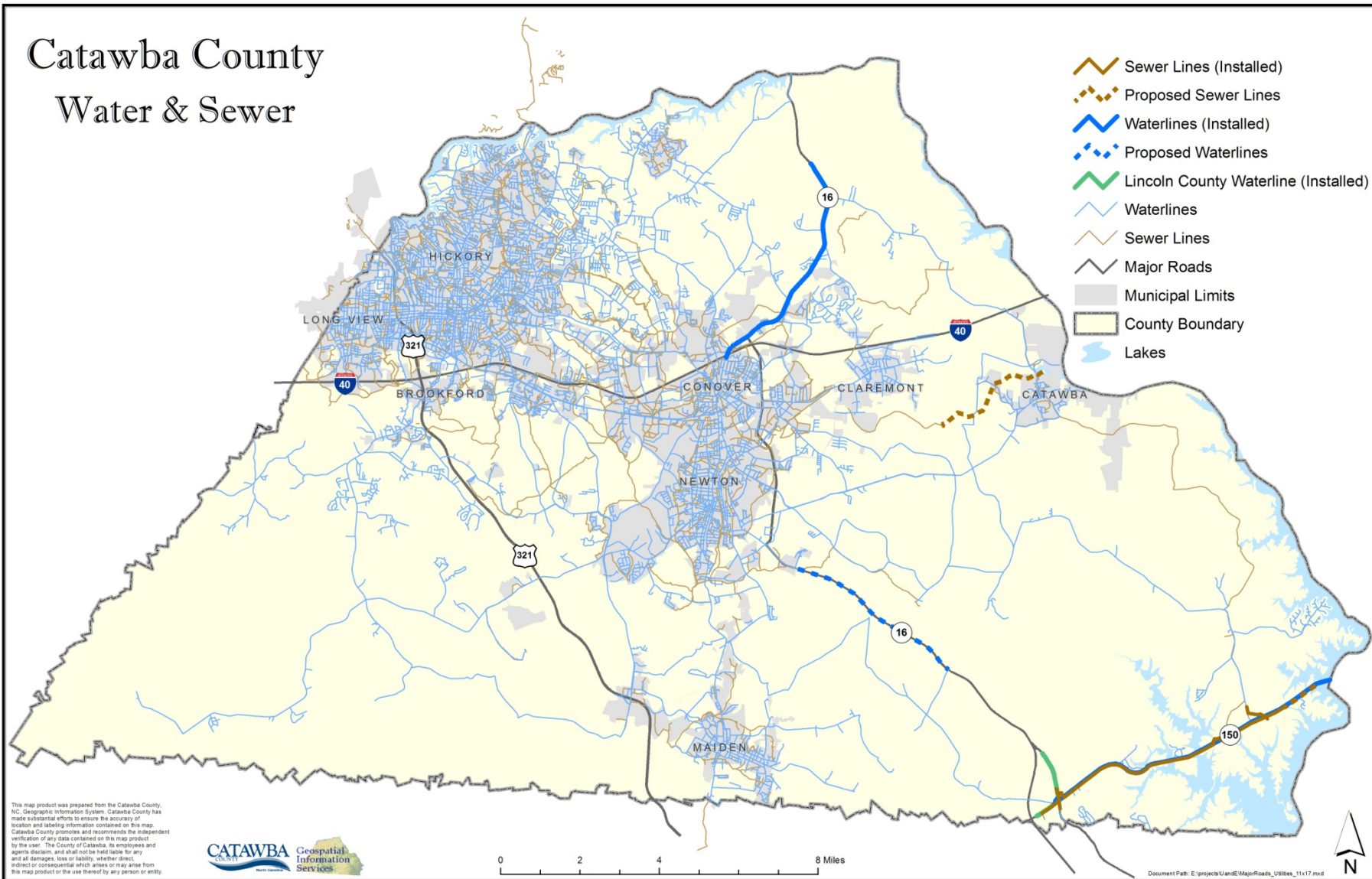


Work Session
October 10th

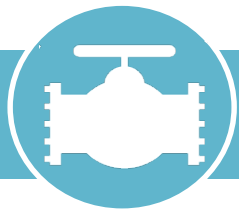


CURRENT INFRASTRUCTURE

Catawba County Water & Sewer



This map product was prepared from the Catawba County, NC, Geographic Information System. Catawba County has made substantial efforts to ensure the accuracy of location and labeling information contained on this map. Catawba County promotes and recommends the independent verification of any data contained on this map product by the user. The County of Catawba, its employees and agents disclaim, and shall not be held liable for any and all damages, loss or liability, whether direct, indirect or consequential which arises or may arise from this map product or the use thereof by any person or entity.



MOVING FORWARD

1

Establish policy on how infrastructure costs are funded

2

Delineate roles for County and municipal partners

3

Determine priority areas for line extension



EDUCATION



Work Sessions
November 7th & 14th



Turning Education Inside Out

K-64 OVERVIEW

I-to-World Technology
Character Development
Tech-savvy Educators
Work-based Learning
Employer Engagement
Career Adaptability



K-64 COMPONENTS

K-64 may include primary program components such as:

1. Leader in Me
2. I-to-World Technology
3. STEM Labs in all Schools
4. Project-Based Learning
5. Virtual Reality Integration
6. Career Cruising
7. Talent Assessment, Development, and Engagement
8. Access to Credentialing and Higher Education
9. Work Experience Integration
10. Intensive Faculty, Staff, Employer, and Family Education and Training
11. Program Alignment and Systematic Implementation and Evaluation
12. Instructional/Student Support



HEALTHY
& SAFE





MOVING FORWARD

1

Explore strategies related to “right care, right place, right time”

2

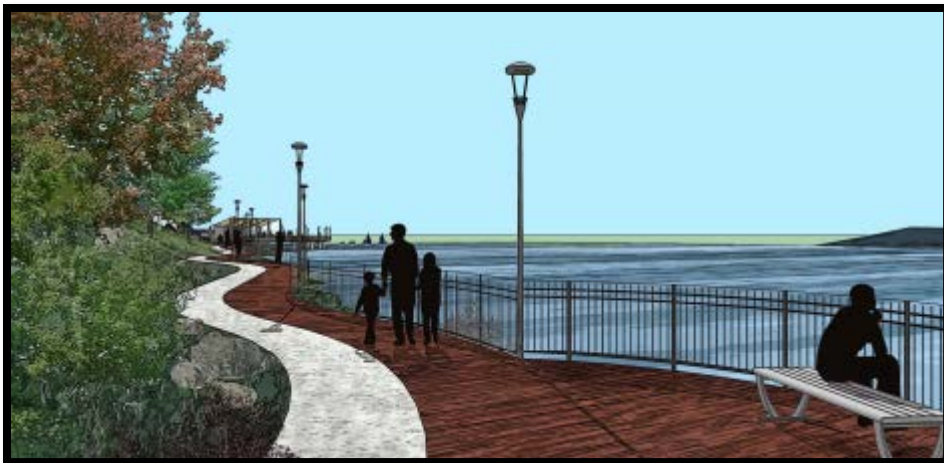
Explore strategies related to shared service centers

3

Conduct site visits and make strategy recommendations to board



ENHANCING QUALITY OF LIFE



**Newton Streetscape Master Plan
& North Newton Master Plan**



COMMUNITY BRANDING

COUNTY

MUNICIPALITIES

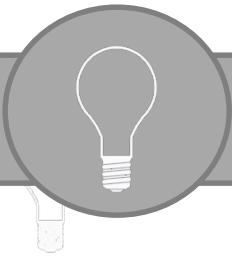
EDC

Bringing it
all together
to tell our
story as a
desirable
place to live
and work

PARTNERS

EMPLOYEES

CITIZENS



OPERATIONAL EXCELLENCE



- The work we do every day is critical to helping our community be successful, and we must continue to do it well.
- Because this foundation is solid, our commissioners have the confidence to shift their focus toward future growth strategies.



BE A PLAN AMBASSADOR!

1. Why is Catawba County doing this plan?
2. How are we tackling this work?
3. What areas are we focusing on, and why?
4. Who are some of our partners in the plan?



STAY CONNECTED



TAKE OUR SURVEY!

Survey will be e-mailed
December 20th following
the last info session.

Tell us how
you want
to get
information
and be
engaged!

Questions? Comments?

