

# Regional Economic Impacts

**Adrienne Hua, Charlotte Regional  
Business Alliance**



# Regional Impact

Adrienne Hua, PhD





## Unique Value Proposition

Voice of business and only regional economic development organization serving 14 counties across the Carolinas.



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Voice of business and only regional economic development organization serving 14 counties across the Carolinas.

Grow the Economy  
Advocate for Business  
Convene Diverse Stakeholders



**CHARLOTTE**  
REGIONAL BUSINESS  
ALLIANCE®



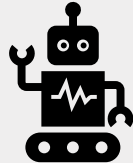
Life sciences



Logistics and Distribution



Financial Services

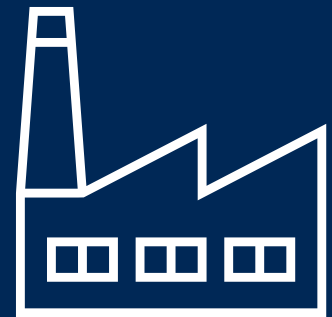


Innovation Economy



Advanced Manufacturing

# Industry in the Region



# Water and Economic Development



Water can play a large part in the business relocation process and will often come up in the early stages for certain industries.



Key industries include food and beverage, semiconductors, certain types of advanced manufacturing, and forging.

# Water and Economic Development



What about water is important to relocating businesses?

Highly dependent on the industry. Top factors include accessibility, sources of water, quality, and wastewater treatment.

Both the Carolinas are in the top 5 states for largest domestic net in-migration (NC: 1.3%, SC: 1.7%).

# Population Growth in the Region

At a more local level, the Charlotte Metro saw some of the largest influx of people (56.6%).



Sun Belt is becoming more popular

Robust job market recovery post-pandemic

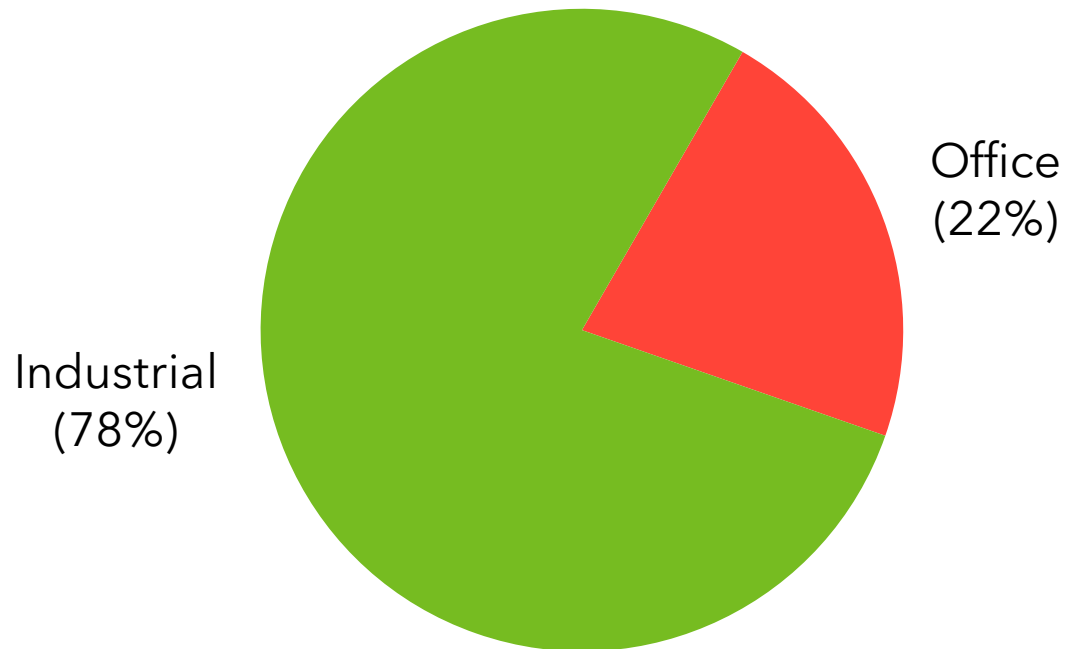
Affordability

# Population Growth in the Region

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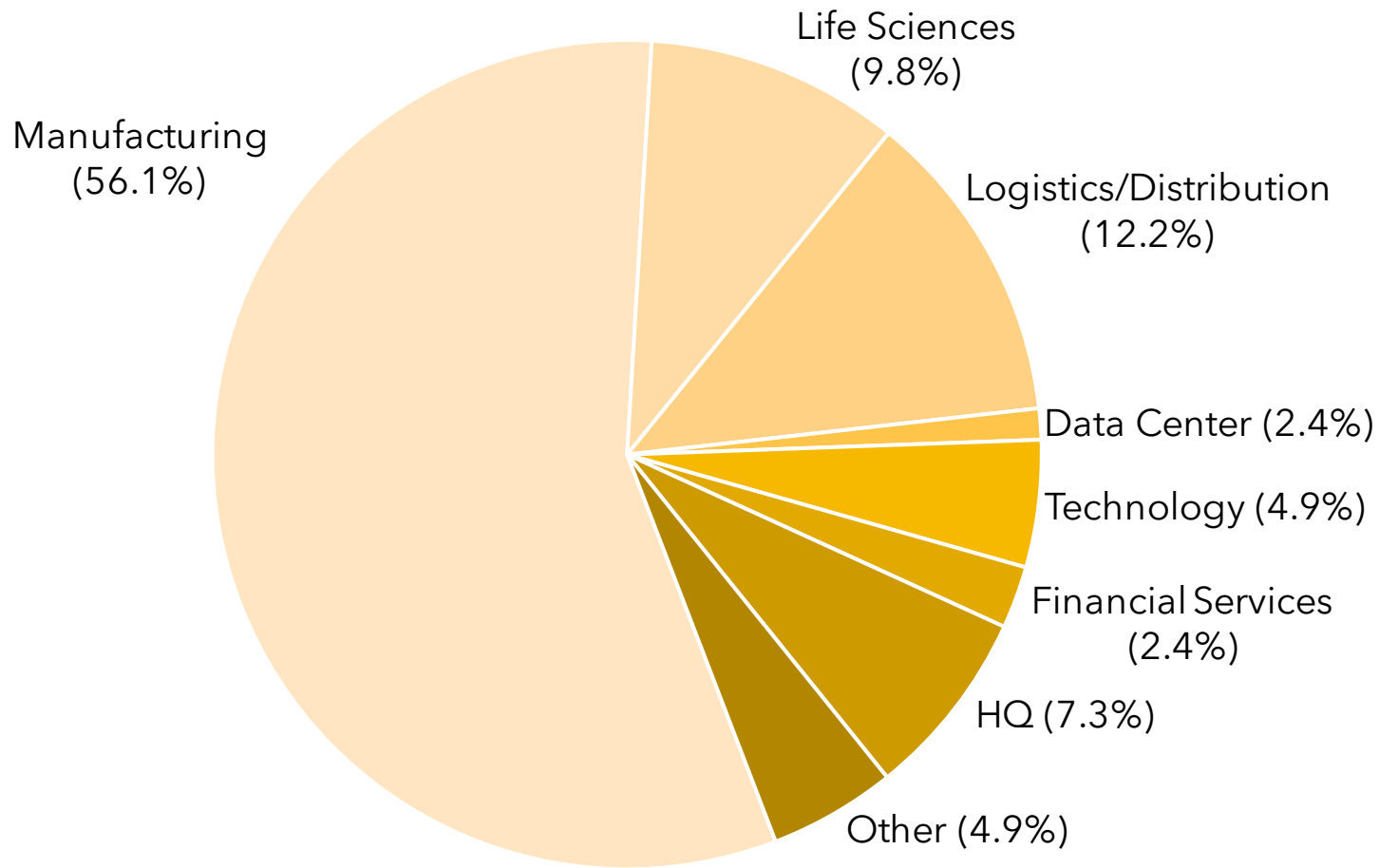
\$7.1B in Qualified Projects Capex

18.9k in Qualified Projects Jobs



# Project Pipeline





Most of the projects are related to EV and AI software.

# Project Pipeline



**Sustainable  
Growth:  
Why is this  
Important?**

# Sustainable Growth: Why is this Important?

Magnet for talent and  
investment.

Our water access is a  
competitive advantage.

How do we grow  
sustainably?



# Reconnect the urban with rural



Persistent divisions between the urban areas and the rural areas disrupt development. Understanding the connectivity between the urban and rural allows for faster economic growth and links people to better options.

# Regional playbook



Select CLT, the business recruitment arm of the CLT Alliance, works personally with each individual county's economic development organization to understand capacity and capabilities to ensure the region grows as one.



# The end

For additional info, please contact me at [ahua@charlotteregion.com](mailto:ahua@charlotteregion.com) or visit the CLT Alliance website at <https://www.charlotteregion.com>.

Connect with me on LinkedIn!

