

Why Watauga?

Welcome to Watauga County, North Carolina, a place of breathtaking mountain scenery, clear, unspoiled streams, cool summer temperatures, beautiful fall colors, premier winter ski resorts, mountain culture, traditions and lore, and vibrant downtowns!

Why choose Watauga County? Throughout this brochure, you will see details on Watauga County's great educational opportunities, highly trained workforce, utility options, quality of life, transportation, sites and buildings, and incentives availabilities as well as major employers and target industries. But for now, here are four great reasons that you should make Watauga County your business' home:

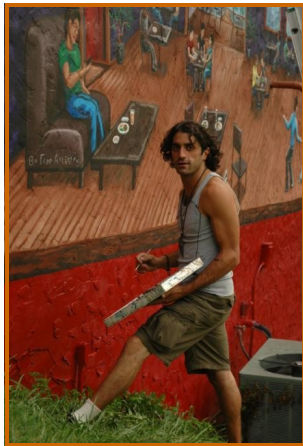
Education Focus

- Home of Appalachian State University
- Award-winning public schools
- LEED certified new high school
- Excellent community college facilities



Culture of Entrepreneurship and Creativity

- Certified Entrepreneurial Community
- Tradition of innovation
- Variety of banking resources
- Highly educated work force
- Longstanding home to artists, artisans and writers



Outstanding Quality of Life

- 163 persons/square mile vs. 196 for NC
- Safe: Crime rate 28.7 vs 45.1 for NC
- Great place for children to grow up
- Changing vibrant community
- Green, sustainable businesses, practices and culture
- Well established farmer's market and local food
- Four seasons of exciting outdoor recreation



Hub of Northwestern NC

- Regional commercial center
- Modern, expanding regional healthcare system
- 25 physicians/10,000 population vs 20.9 for NC
- New College of Health Sciences
- Home of Samaritan's Purse
- Active, growing non-profit sector



Major Employers

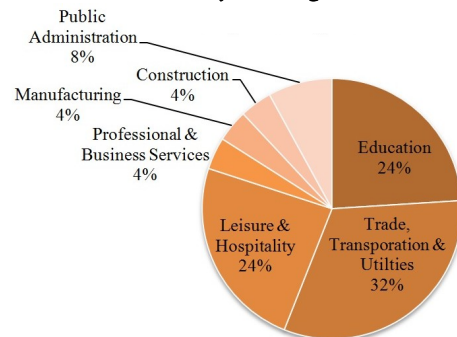
These are Watauga County's largest employers:

- | | |
|--|---|
| 1. Appalachian State University (1000+) | 15. Hospitality Mints (100-249) |
| 2. Appalachian Regional Health care System (1000+) | 16. The Village Pharmacy (100-249) |
| 3. Watauga County Board of Education(500-999) | 17. Maymead Inc (100-249) |
| 4. Samaritans Purse Inc (500-999) | 18. Lowes Home Centers Inc (100-249) |
| 5. Watauga County (250-499) | 19. Blowing Rock Country Club Inc (100-249) |
| 6. Wal-Mart Associates Inc (250-499) | 20. Harris Teeter Inc (100-249) |
| 7. Mast General Store (100-249) | 21. RHA-NC Operations Inc (100-249) |
| 8. Tweetsie Railroad Inc (100-249) | 22. Cracker Barrel Old CountryStore Inc (100-249) |
| 9. Clinical Trial Services (100-249) | 23. Lowes Food Stores Inc (100-249) |
| 10. Town of Boone (100-249) | 24. Westglow Resort & Spa LLC (100-249) |
| 11. Chetola Mountain Resort (100-249) | 25. The Hastings Co (100-249) |
| 12. Glenbridge Health and Rehabilitation(100-249) | |
| 13. Coach Inc (100-249) | |
| 14. Food Lion (100-249) | |

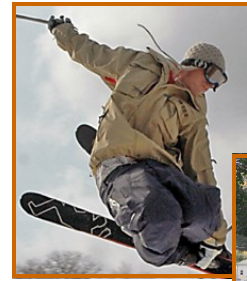
Target Industries

- | | |
|--|--|
| •Computer Systems Design Services | •Surgical Appliance and Supplies Manufacturing |
| •Analytical Laboratory | •Sporting and Athletic Goods Manufacturing |
| •Instrument Manufacturing | •Research and Development in Biotechnology |
| •Surgical and Medical Instrument Manufacturing | |

Industry Percentages for Current Top Employers



Quality of Life



Living in a place that actually can live up to all the qualities most communities claim to offer...



A place that marries four seasons of amazing natural beauty with an advanced technology backbone.



A safe place to raise a family, the perfect place to work and the ideal place to retire, all in the same town.



Actually finding that special community you and your family have been searching for, but never thought really Existed.

Award-winning schools, 4th of July parades, mountain sunsets, neighbors helping neighbors.



A unique home, situated on a ski slope, in a quiet valley, or alongside a rushing mountain trout stream.



A vibrant, diversified economy, supported by a major state university.

Watauga County:
Where living is good

Incentives

Thanks to the action of the North Carolina General Assembly, companies in North Carolina can take advantage of a variety of incentives. The incentives are primarily in the form of tax credits for investment in machinery and equipment and real property, and for job creation.

Targeted, performance-based incentive programs complement the state's competitive cost structure and low business tax burden to offer businesses a cost-effective place to locate or expand.

The state's Article 3J Tax Credit Program offers eligible businesses credits on state corporate or franchise tax for creating jobs, investing in businesses property and in some cases, real property. Other tax credits available include those for technology development and the use of state's deep-water ports.

Infrastructure financing programs, including bonds, grants and loans, provide important resources necessary for some projects. North Carolina also offers funds to construct access roads and railroad access tracks required by new or expanding industry.

Finally, a number of important discretionary incentive programs, including the One North Carolina Fund and Job Development Investment Grants, are available to high-impact new and expanding businesses for which the grant is needed to carry out the project in the state and are applicable to competitive projects.



For more information and detail on state incentives, go to:
<http://www.thrivenc.com/sites/default/files/uploads/INCentives.pdf>

Watauga County Economic Development Office can answer any questions about locally available incentives.

Sites in Watauga County may qualify for SBA Hub Zone Program, New Market Tax Credit Program, or Tax Increment 24% Financing.



CERTIFIED
Entrepreneurial Community®

Education

Nestled in the heart of Boone, NC is Appalachian State University, a four year, regionally accredited school with a wide range of degree offerings and an enrollment of just over 18,000. Appalachian consistently receives accolades in national publications such as Princeton Review's "Best in the Southeast" and "Guide to 322 Green Colleges: 2013 Edition," Kiplinger's Personal Finance magazine's "Best Values in Public Colleges, 2014" and US News and World Report's "2014 America's Best Colleges Guide."



Some of the degrees offered at Appalachian State University:

- Biology
- Chemistry
- Communication
- Computer Science
- Sustainable Development
- Geography and Planning
- Nursing
- Geology
- Accounting
- Mathematical Sciences
- Marketing
- Computer Information Systems
- Management



Customized Training for new, expanding and existing business and industry is provided in North Carolina by the community college network. Caldwell Community College and Technical Institute serves Watauga County through its main campus in Hudson, NC and the local Watauga Division.



In addition, CCCTI offers a number of **corporate and continuing education courses**, an invaluable tool for any business looking to improve worker productivity and encourage continuous learning.

Transportation



11 Airports within 200 miles
 3 International Airports: CLT, GSO & RDU
 3 Domestic Airports: TRI, AVL & GSP
 5 Local Airports: 6A4, MRN, IKB, HKY & NC2
2 New 4 Lane US Highways
 U.S. 321 access to Interstate 40 & Interstate 85
 U.S. 421 access to Interstate 77 & Interstate 40
Daily Bus Service to Charlotte and Greensboro
 Mountaineer North/South: Boone to Charlotte
 Mountaineer East/West: Boone to Greensboro
Mean Travel Time to Work (According to CensusReporter.org)
 Boone: 12.8 minutes
 North Carolina: 23.7 minutes

Labor Force

Watauga County has a highly educated population that is ready to go to work for you. According to the US Census Bureau's American Community Survey, Watauga County ranks ahead of North Carolina and the nation in educational attainment. For population 25 years old and older, 39.6% in Watauga County have achieved a bachelor's degree or higher. Watauga County also exceeds the state and nation in the age 18-24 cohort. This dynamic work force is a great reason to choose Watauga County.

North Carolina is a Right-to-Work state. Union activity is limited in Watauga County, and overall labor costs are reasonable.

Region	% W/ Bachelor's +
Watauga County	39.6%
North Carolina	26.6%
United States	28.2%

Utilities

Electricity provided by: Blue Ridge Electric Membership Corporation, New River Light and Power Company

7 Propane Gas and 6 Fuel Oil Companies serve Watauga County

Frontier Natural Gas expanded service into Watauga County
Telephone and Cellular Services are provided by four companies
 All forms of **internet access** are available in Watauga County:
Dial-up, Cable, Fiber, DSL, T-1, and other options

Water and Sewer provided by three of the municipalities & **Solid Waste Disposal and Recycling** provided by the county



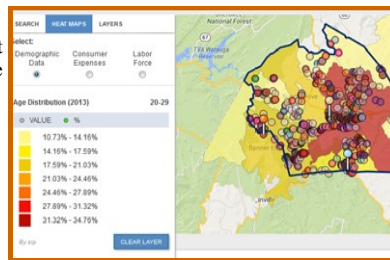
Landfill Gas Project

The closed landfill in Watauga County is now turning landfill gas into energy. This will save the county money in utilities and provide an annual profit of \$72,000.

Sites & Buildings

We have a state of the art sites and buildings database that allows you to view buildings, sites, businesses, and communities superimposed on a map of Watauga County. Search options include square footage, "For Sale" and "For Lease," as well as type of space. Heat maps of demographic data, consumer expenses, and the labor force are available. If that's not enough, you can even add city/county boundaries and points of interest to the map for further reference!

This screenshot shows just a small sample of what the database puts at your fingertips! This shows a heatmap of percentage of the population between ages 20 and 29, a great labor force, underneath pinpoint of businesses in the area.



Contact Us

For additional information or to figure out how to get involved with Watauga County, contact Joe Furman at the Watauga County Office of Economic Development.

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<http://www.wataugaedc.org>
<http://www.exploreboonearea.com>
<http://www.wataugacounty.org>
<http://aectr.com>

Thank you for considering Watauga County for your business. We hope to see you here soon!



Watauga County



Take Your Business to Higher Ground

