



LAKE NORMAN REGION

N O R T H C A R O L I N A

May 5, 2008

www.lakenormanregion.com

NORTH MECKLENBURG INDUSTRIAL PARK

- **Verhoeff Drive** – Town and EDC staff are providing final information for the EDA grant; award is expected within 60 days.
- **New Sewer Line** – CDBG grant funding application is pending final project information; engineering on design of sewer line into NMIP is ready to begin upon award of grant.
- **Sketch Plan** – Engineers are ready to begin preparation of the formal sketch plan.

PROJECTS

- **Project “Red Letter”** is considering a site in NMIP for its North American headquarters and manufacturing operations. The company anticipates making a final site selection in 30 days.

MARKETING

- **Regional Marketing** – Concepts for a direct marketing program focused on Lake Norman are being developed; support has been provided by ElectriCities.
- **Marketing Plan** – The FY 2009 marketing plan will be submitted to the LNREDC board in May. The executive committee has reviewed the draft plan and discussed ideas for new marketing activities for the EDC.
- **Advertising** – The EDC ad will be placed in the *Choose Charlotte* publication in May.

OTHER ACTIVITIES

- **EDC Assistant** – Interviews are being conducted to fill the vacant assistant position.
- **EDC Website** – The final draft of the content and design is being reviewed.
- **Elected Officials** – Individual meetings with local town board members continue.
- **Corporate Investors** – Breakfast meetings with groups of potential investors are being organized. The EDC’s fundraising committee set a goal of 10 new investors this year.
- **International Economic Development Council’s Spring Conference** – will be held in Charlotte June 8-10. Economic developers and EDC board members from the US, Europe and Asia will attend.

LAKE NORMAN ECONOMIC DEVELOPMENT CORPORATION
HUNTERSVILLE BUSINESS PARK
13801 REESE BLVD. WEST, SUITE 200-A • HUNTERSVILLE, NC 28078
PHONE: 704-992-2300 • FAX: 704-992-2233