



Cleveland County is located in the rolling Piedmont of the southwestern portion of North Carolina. Pivotal in the 1780 halting of the British advance into North Carolina at the Battle of Kings Mountain, the county was formed from two others in 1841 and named in honor of Revolutionary War hero Col. Benjamin Cleveland.

The county seat of Shelby was established the following year, named in honor of another war hero, Col. Isaac Shelby. The picturesque court house, now home to the Earl Scruggs Center: Music & Stories from the American South, was built in 1907 and serves as the center of the vibrant uptown business district.

Just west of Charlotte, Cleveland County has convenient access to the I-85 corridor, and Charlotte Douglas International Airport provides reliable infrastructure for local industry's transportation needs. Cleveland Community College offers a diverse set of programs, including associate in applied science degrees with 30 technical specialty areas. The college serves approximately 10,000 students each year in both curriculum and continuing education programs.



Total Population, 2014	98,953
Total Households, 2014	38,967
Median Age, 2014	41.1
Projected Population, 2018	99,344

#### Educational Attainment, 2014

Population 25 and Older	67,570
High School Diploma	33.8%
Some College	19.6%
Associate's Degree	10.1%
Bachelor's Degree	10.6%
Graduate or Professional Degree	5.3%
2012 SAT score, county average	1424
2012 SAT score, state average	1469

#### Income, 2014

Median Household Income	\$36,234
Per Capita Income	\$19,246

#### Employment by Industry, 2014

Agriculture, Mining	1.1%
Construction	5%
FIRE	3.6%
Manufacturing	19.4%
Public Administration	3.6%
Retail Trade	12.2%
Wholesale Trade	2%
Services	45.9%
Transportation, Utilities	6.2%
Total Employment, 16+	40,192

#### Labor Force, 2014

Labor Force	49,767
Unemployment Rate	8.3%

Source: ESRI 2014, NC Dept of Public Education, NC ESC

Until the 1960s the county's economy was based on agriculture. Wheat, sweet potatoes and oats were all grown in the area, but cotton was king. During the height of cotton production there were 25 textile plants located in the county. By 1960 there were also more than 400 dairy farmers.

While agriculture continues to be an important part of the county's economy today, manufacturing and distribution also play major roles. Electric motors, glass fiber, transmissions, truckcabs, aerospace and motor vehicle parts, production equipment and specialized textiles are manufactured at local operations.

In February 2013, German company KSM Castings NC Inc., a producer of light metal casting products for the automotive industry, invested more than \$45 million in KSM's first U.S. manufacturing facility. The addition is expected to create 189 jobs within five year.

Greenheck Fan Corporation is investing \$7.8 million in their Kings Mountain facility, and expect to create 60 jobs by 2015. Additionally, they are building a new \$33 million facility in Shelby that will employ 184 people.



A major Fortune 50 company announced in February 2012 that they will locate an enterprise data center in Cleveland County. The investment exceeds \$850 million and will create more than 100 jobs. The new 470,000 square-foot facility opened in 2014.

Baldor Electric Company is expanding to a 269,000 square-foot facility. The expansion will create an initial 170 jobs, which could reach 300 new jobs by 2017.

#### MAJOR EMPLOYERS (non government/retail)

Company	Major Product	Employees
Cleveland Regional Medical Ctr	Health Services	1000+
Hanes Brands Inc.	Manufacturing	500-999
PPG Industries Inc.	Manufacturing	500-999
Baldor Electric Company	Electrical Components and Systems	500-999

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<b>Announced Jobs &amp; Investments</b>	
Jobs announced, since 2008	2,716
Total investment announced, since 2008	\$5,358,702,500
<b>Accessibility</b>	
Nearest Major City	Charlotte
Distance to Nearest Major City	47 miles
Nearest Commercial Airport	CLT
Runway Length	10,000 ft
Distance to Nearest Airport	38 miles
Nearest Interstate	I-85
Distance to Nearest Interstate	12 miles
Nearest Deepwater Port	Port of Charleston
Distance to Nearest Deepwater Port	251 miles
Foreign Trade Zone Accessibility	Yes
Population within 50 mile radius, 2010	2,617,394
<b>Development Capacity</b>	
Wastewater Treatment Capacity Available	Yes
Natural Gas Available	Yes
<b>Taxes, Sales &amp; Service</b>	
Property Taxes/\$100 value (11-12)	\$0.72
Taxable Retail Sales (Mil\$, FY2010-11)	\$703.1
Number of Physicians, 2011	168
Physicians per 10,000 population, 2011	17.1
RN per 10,000 population, 2011	102.8
Dentists per 10,000 population, 2011	3.6
<i>Sources: County data and NC Department of Revenue</i>	

<b>Average Weekly Wage 2014</b>	
Agriculture, Forestry, Fishing	\$593
Utilities	\$1,349
Construction	\$694
Manufacturing	\$940
Wholesale Trade	\$725
Retail Trade	\$500
Transportation & Warehousing	\$697
Information	\$689
Finance & Insurance	\$792
Real Estate & Rental & Leasing	\$557
Professional & Technical Services	\$751
Management of Companies & Enterprises	\$1,034
Administrative & Waste Services	\$468
Educational Services	\$621
Health Care & Social Assistance	\$693
Arts, Entertainment and Recreation	\$329
Accommodation & Food Services	\$251
Public Administration	\$683
Average Weekly Wage	\$655

<b>Unemployment Insurance</b>	
New Employers (per \$100)	1.2%
Deficit Employers (max rate)	6.84%
Minimum Tax Rate	0.00%
Taxable Base	\$20,400

<b>Inventory Tax</b>	
Finished Goods	none
Raw Materials	none
Goods in Process	none
Mat'l consumed in Mfg.	none

<b>Sales Tax, General</b>	
State	4.75%
Local	2.0%

<b>Sales Tax, Special Provisions</b>	
Electricity (farms and manufacturing exempt)	3.0%
Natural Gas	% of receipts
Manufacturing Fuels	none
Manufacturing Equipment	none
Telecomm Service: Intrastate (state + county)	7%

<b>Education</b>	
Public Schools	24
Private Schools	5
School Districts	1
Colleges & Universities	3