

**ENVISIONING CHARLOTTE 2030:  
EAST COAST –GLOBAL  
COMMERCIAL CENTER**

**CREATE IT**

**MAKE IT**

**MOVE IT**

**How we got where  
we are and where  
we're going!**

**250 years of business in  
Charlotte 1762 - 2012**

# From this ( 1762 founding of Charlottetown )



# And This ( a spirit of independence )



# To Boom Number One: Commodity sector

Gold discovered by Hessian deserter John Reed's family...the 17 pound doorstop 1799



## To Boom Number Two: Government sector

Camp Greene...60,000 troops in  
Charlotte.... WWI .... 1917-1918



# To Boom Number Three: Commodity sector



## *Prominent Mills of Charlotte, N. C.*



# To Boom Number Four: Financial sector





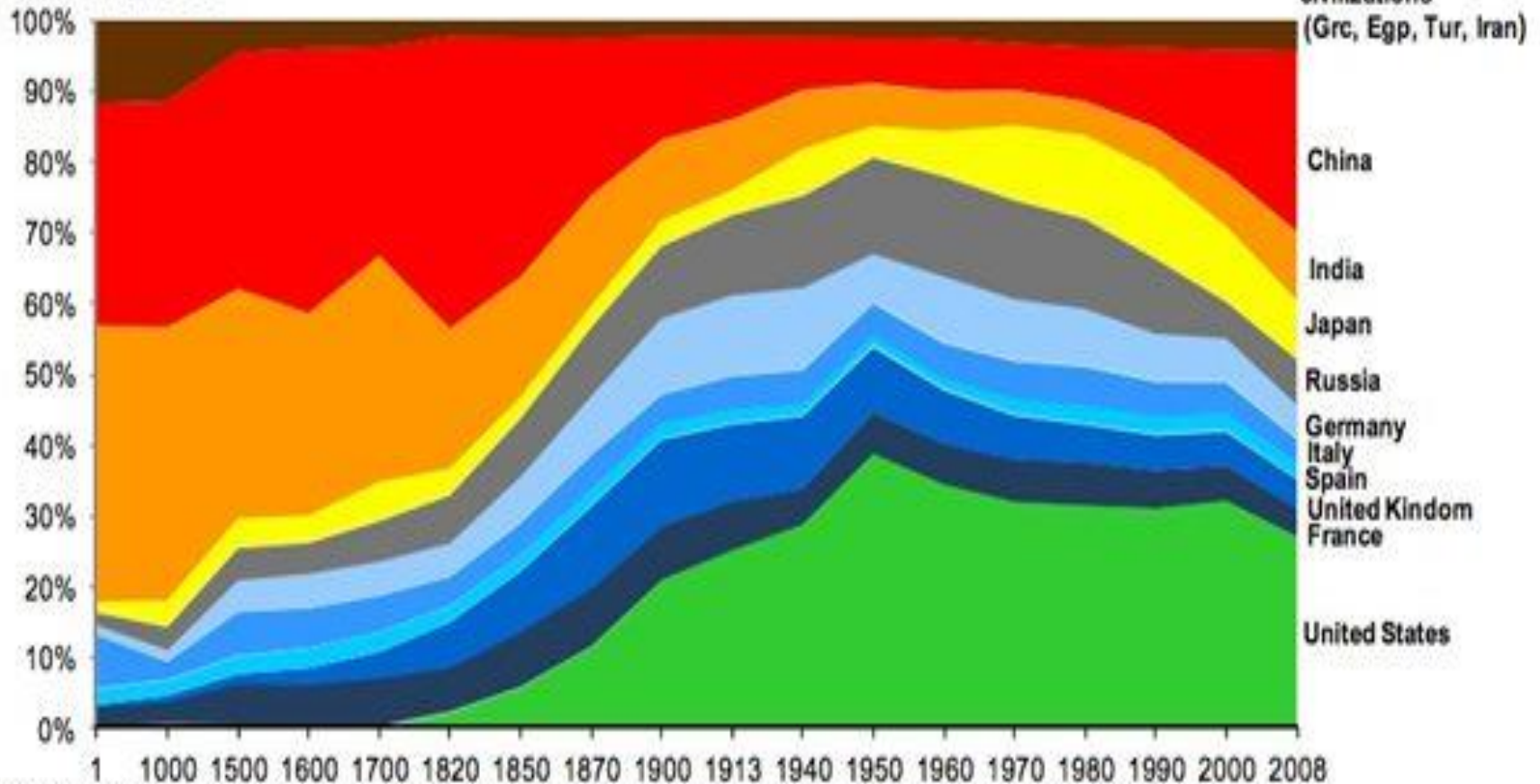
# Boom Number 5: A multi-sector boom



# As Part of This ( place in time )

## Economic history of China and other major powers

Share of world GDP

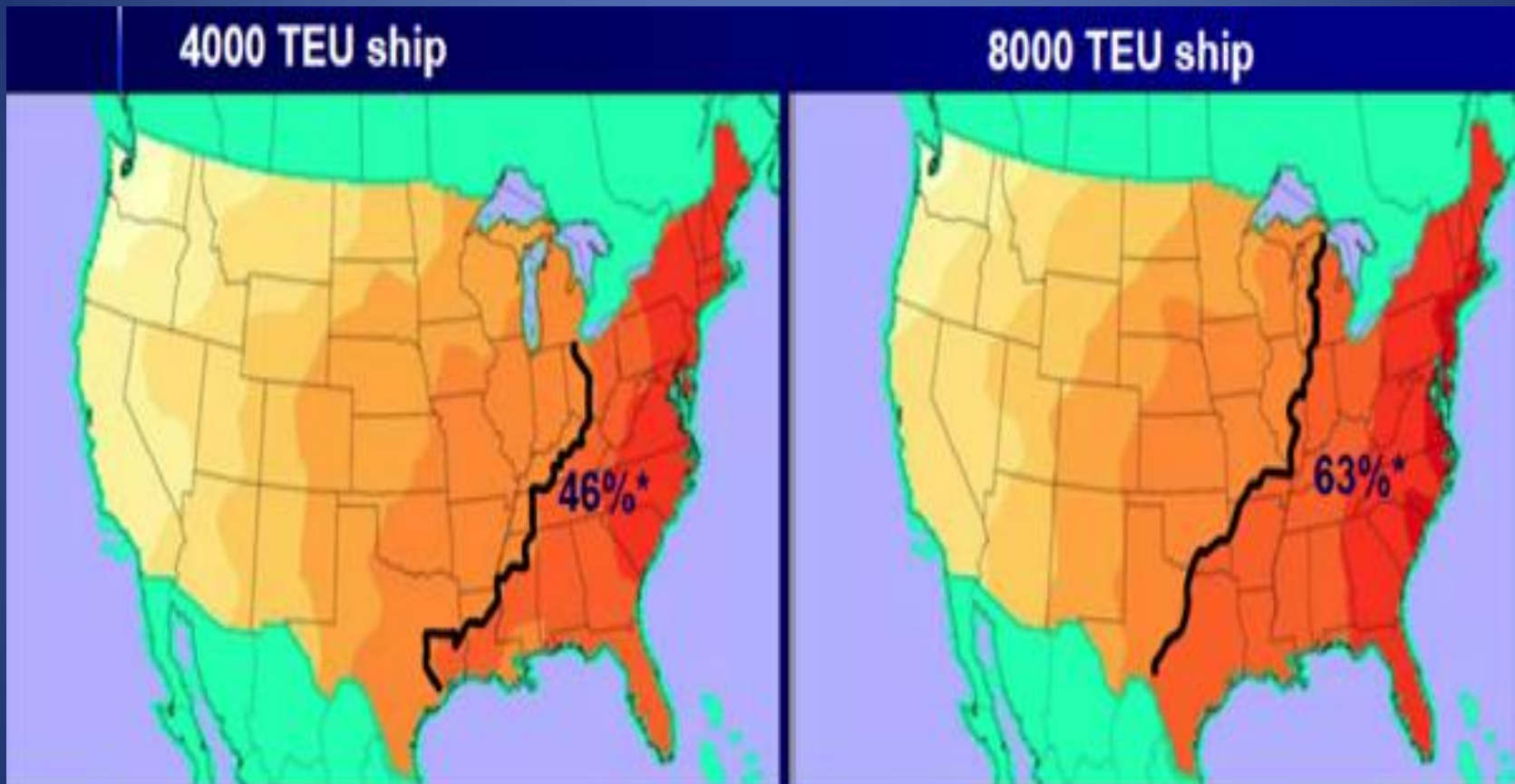


Source: "Statistics on World Population, GDP and Per Capita GDP, 1-2008 AD", Angus Maddison, University of Groningen.

# Leveraged by This ( 2014 Global Trade Shift )





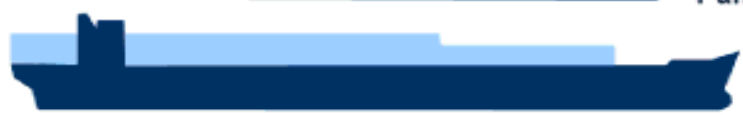





# With these logistical economics



- Left of the black line = West Coast has the cost advantage
- Right of the black line = East Coast has the cost advantage

# Serviced by global shipping fleets

		Length	Draft	TEU
First (1956-1970)	 Converted Cargo Vessel	135 m	< 9 m	500
	 Converted Tanker	200 m	< 30 ft	800
Second (1970-1980)	 Cellular Containership	215 m	10 m 33 ft	1,000 – 2,500
Third (1980-1988)	 Panamax Class	250 m	11-12 m 36-40 ft	3,000
		290 m		4,000
Fourth (1988-2000)	 Post Panamax	275 – 305 m	11-13 m 36-43 ft	4,000 – 5,000
Fifth (2000-2005)	 Post Panamax Plus	335 m	13-14 m 43-46 ft	5,000 – 8,000
Sixth (2006-)	 New Panamax	397 m	15.5 m 50 ft	11,000 – 14,500

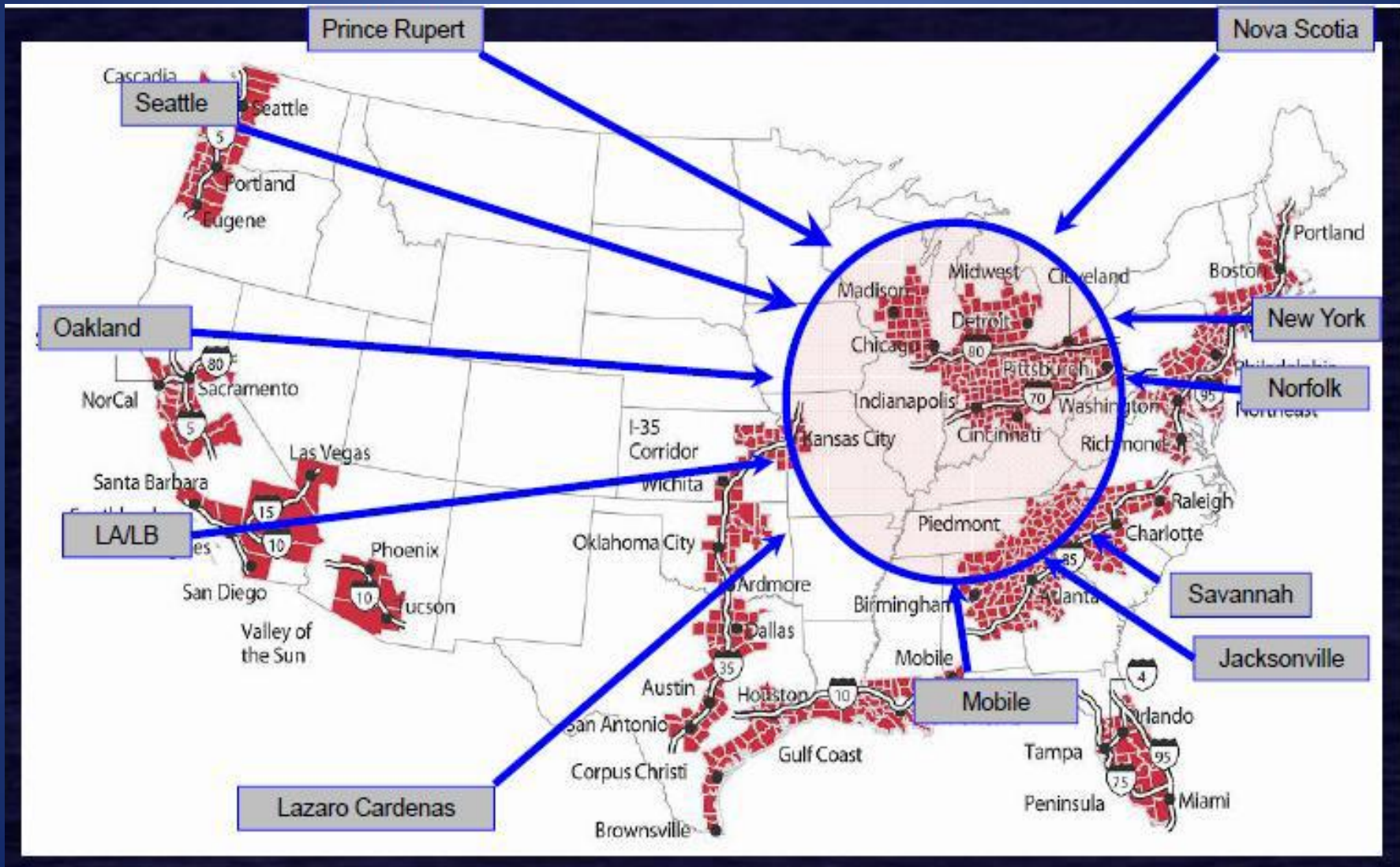
# Responding to global math

- **21 days** = SouthEast Asia to SouthEast U.S.
- **15,000 transits** = Via new Panama Canal locks (7500 circuits )
- **14,500 containers** = Maximum per New Panamax
- **40 M containers** = 5000 ships x 8000 TEUs moved via truck-rail

# To most-favored trade hubs



# Into those markets





# With these assets

- Power of place – Location Location Location
- Energy
- Water
- Transportation – AirRailTruck hub
- Intermodal center – logistics hub
- Advanced manufacturing base
- Regional medical centers hub
- Higher education – skilled workers
- Financial sector
- Agri-BioTech research campus
- Entrepreneurial spirit and creative support
- Vibrant civic organizations ~

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**And needing This**

**You!**

# To help do This ( to realize the opportunity )

- Create a shared vision
- Increase alignment around a future direction
- Institute an advanced technology manufacturing educational pipeline
- Implement middle school-Comm. College-university technology track
- Raise investment capital growth from US and foreign sources by telling the story
- Support NCSC collaborative efforts
- Support physical regional infrastructure planning
- Create a platform for ongoing strategic conversations

**To create a global label**

**Made In Charlotte**

**....Where they create it, make it, and  
move it better than anybody else!**