



Gaston County CLT Airport Positioning Strategy

Gaston County Board of Commissioners

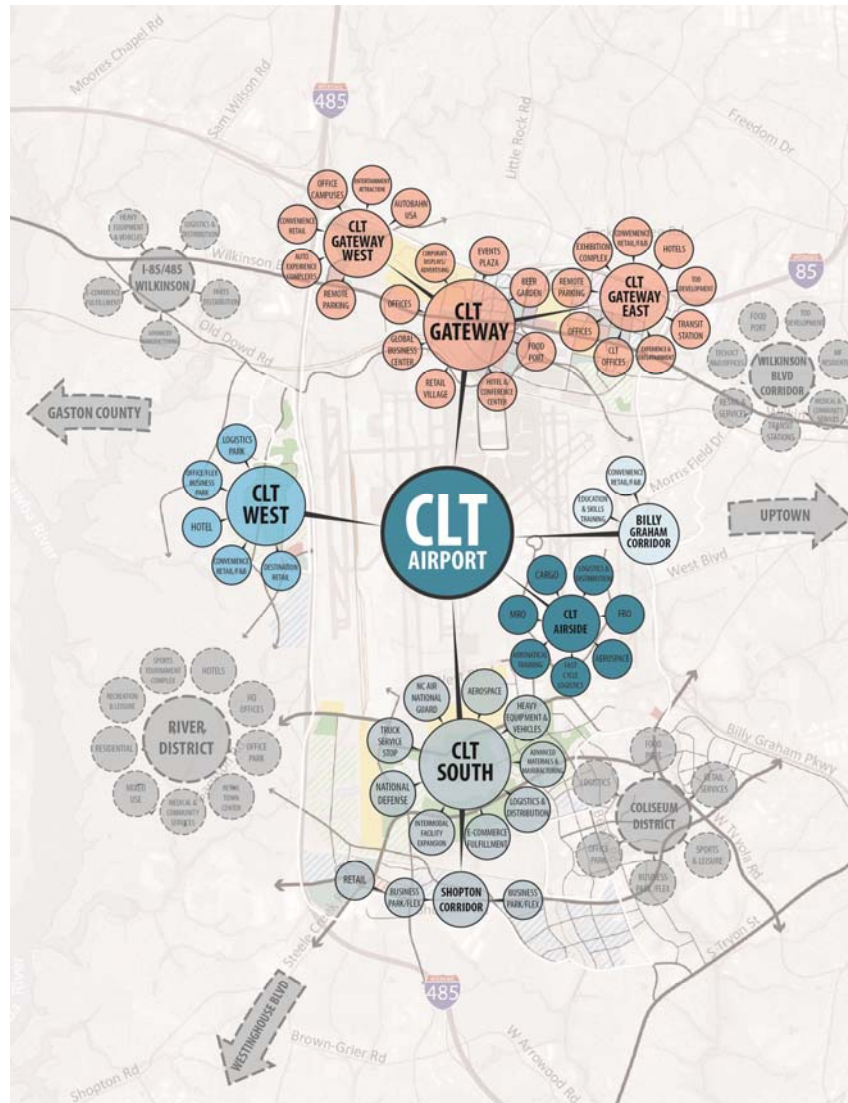
March 28, 2017

CONCEPT

- Develop a strategy to position Gaston County to maximize the benefits of our County's unique position adjacent to the CLT Airport and its Intermodal Center
- Leverage the almost \$1M spent by CLT during 2016 to develop its CLT Airport Area Development Plan
- Become an integral and complementary part of the CLT Plan and thus part of the "CLT Airport Story" for marketing
- Shape our own destiny as it relates to CLT Airport and future economic opportunities

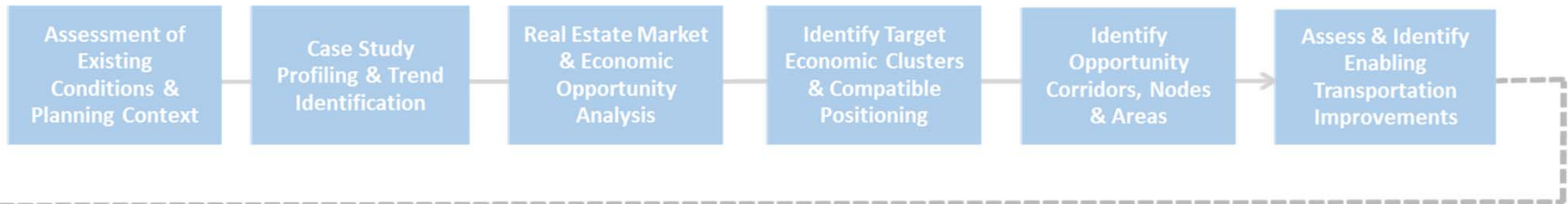
CLT Airport Area Development Plan





STRATEGY DEVELOPMENT PROCESS

OPPORTUNITY ASSESSMENT



ECONOMIC-DRIVEN LAND USE & DEVELOPMENT PROGRAM



RECOMMENDED DEVELOPMENT FRAMEWORK & ACTION PLAN



STRATEGY DELIVERABLES

1. Development phasing strategy and Plan to Implement
2. Recommendations on development deal structures
3. Analysis of economic impact (Tax revenue, employment, property tax values) of targeted developments
4. Action Plan for catalytic development (also nodes and corridors)
5. Recommended Land Use and development concepts
 - Also includes transportation recommendations
 - Strategy focused renderings, marketing collateral and website
 - Identify potential partners and marketing targets

COLLABORATIVE ACTION

- Public-Private Collaboration
- Steering Committee of Key Gaston Players will guide effort
 - CLT airport will have representative
- Technical Committee of managers/planners/MPO/other staff
- GGDC will play same role as in GO Campaign
 - Coordinate securing funding
 - Contract administration
 - Fiscal management and accountability
 - Support work of Steering and Technical Committee

FUNDING

- Public-Private Partnership
 - Goal is 50-50 funding split between public and private
 - Project budget is \$230,000 (\$115,000 private - \$115,000 public)
 - 75% of private sector funding committed
 - Seeking \$45,000 (maximum) from Gaston County
 - Balance of public funding COMMITTED from Gastonia (\$35K), Belmont (\$17.5K) and Mount Holly (\$17.5K)
 - Will also approach smaller municipalities for \$3,000 each and will reduce proportionate shares for larger municipalities if secured
 - Possible to split funding between fiscal years if needed

OBJECTIVES AND OUTCOMES

- Position Gaston County as THE FIRST AND BEST Option outside of Charlotte for CLT and Intermodal Center-related development
- Put Gaston County on the CLT map
- Identify best opportunities and target those companies
- Feed into and inform planning and economic strategies of County, Cities and other Gaston organizations
- Support economic analysis for Catawba Crossings project