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Metro Mayors Meet in Charlotte

The Metro Mayors assembled in Charlotte for their spring meeting to focus on economic development in the state's cities and develop policy solutions that create jobs for the entire state.

As part of the meeting, the mayors attended the CIAA tournament, which is a major contributor to the Charlotte economy. According to the Charlotte Regional Visitors Authority, the 2013 tournament generated \$29.86 million in spending and had an overall impact of \$47.17 million on Charlotte. The CIAA and the City of Charlotte recently reached an agreement to keep the tournament for at least the next six years and move the conference headquarters to the City.

The two day meeting included a panel entitled "Urban Economic Development Done Right: Charlotte Case Study." The speakers, who included



Jim Boylan of MetLife; Jeff Edge of the Charlotte Chamber of Commerce; Ron Kimble, Charlotte deputy city manager; and Mark Vitner of Wells Fargo participate in a roundtable on economic development during the Metro Mayors' meeting in Charlotte.

Jim Boylan of MetLife, Jeff Edge of the Charlotte Chamber of Commerce, Ron Kimble, Charlotte deputy city manager, and Mark Vitner of Wells Fargo, discussed Charlotte's successful strategies to attract new development, support business and promote innovation.

During the meeting, the Metro Mayors also released a new study on urban poverty, drawing attention to pockets of extreme urban poverty often overshadowed by the growth and success of the state's cities. The mayors announced a new effort to further study these areas and develop strategies to ensure that they share in the opportunity enjoyed by the rest of the city.

The mayors also focused on developing their legislative agenda for the General Assembly's short session. They heard a preview of the upcoming legislative session from Rep. Charles Jeter of Huntersville and Rep. Bill Brawley of Matthews. Governor Pat McCrory also spoke about his administration's priorities and progress on growing North Carolina's economy.



Rep. Bill Brawley of Matthews and Rep. Charles Jeter of Huntersville speak to Metro Mayors about the upcoming legislative session at the group's spring meeting in Charlotte.

Metro Mayors Focus on Pockets of Urban Poverty

During their spring meeting in Charlotte, members of the North Carolina Metropolitan Mayors Coalition released data detailing pockets of severe poverty and unemployment – distressed census tracts – in North Carolina's larger cities. The data shows that nearly 580,000 North Carolina residents live in distressed tracts, with 62 percent of those living in metropolitan regions.

A distressed neighborhood, or tract, is defined by the following characteristics;

- Unemployment 50 percent greater than North Carolina's unemployment rate;
- Annual per capita income 1/3 lower than North Carolina's per capita income; and
- Poverty rate 50 percent greater than North Carolina's poverty rate.

As of 2010, the Census Bureau had designated 18 areas as urban in North Carolina, and the data shows each of these areas contains at least one distressed tract. Of the 162 severely distressed Census tracts identified, 106 are located in urban areas. Of the 56 tracts classified as rural, 45 are located in urban clusters and only 11 are in truly rural areas. Twenty of the 25 most distressed tracts in North Carolina are urban.

"As our cities continue to experience economic growth, we cannot turn a blind eye to our neighborhoods that are locked in poverty and largely excluded from the region's success," said Raleigh Mayor Nancy McFarlane, chair of the N.C. Metro Mayors. "Further study is needed to understand why these pockets of poverty exist and what we need to do to address them. As a state, we need to develop targeted urban strategies to expand the economic opportunities available to all the metro area residents."

High-level views, such as county statistics, fail to adequately capture the economic realities of these pockets of distress. The overall growth and opportunity experienced in the metro counties masks distressed urban tracts.

- The per capita income in urban counties is \$27,364 but is just \$12,059 in distressed urban tracts.
- The poverty rate in urban counties is just 15 percent but leaps to more than 40 percent in distressed urban tracts.
- The unemployment rate is 9.3 percent in urban counties but 21.4 percent in distressed urban tracts.

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Let Cities Thrive

New Census data shows that Charlotte and the Triangle accounted for two-thirds of the state's population growth between 2010 and 2013. This is big news, but for those of us who live and work in North Carolina's cities and to the Metropolitan Mayors Coalition, this is not surprising. In fact, while half of all counties in the state lost population between 2010 and 2013, eight of the top ten growth areas in the state are represented in our Coalition. Raleigh is the third-fastest growing city in the country, and Charlotte is eighth.

Cities are the vibrant economic engines of our state. They are centers where arts and culture thrive and where innovation is supported and nurtured. Cities are attracting new residents, new industry and new jobs. People from around the country are moving to our cities for our high quality of life and the exciting opportunities here.

As a result, our cities have racked up an impressive number of accolades. Charlotte was ranked the number four "Best City for Jobs" by Forbes Small Business/CNNMoney.com and a "Top 10 Big Booming City" by CNNMoney.com. Forbes ranked Raleigh as the number two "Fastest-Growing City," the number five on "America's New Tech Hot Spots" and number one by Forbes for "Best Place to Raise a Family."

Companies around the country and the globe are taking notice of all that North Carolina cities have to offer. MetLife moved 2,600 jobs from offices in four Northeast states and California to Charlotte and Cary. Citrix, a company with \$2.9 billion in annual revenue, is preparing to move its North Carolina offices into a 130,000-square-foot warehouse space in downtown Raleigh. The company noted that the location will help it recruit and retain top talent, who prefer to live and work in urban centers rather than isolated office parks.

New York-based research firm Ipreo recently created a center in downtown Raleigh. President Kevin Marcus said the company wanted to be part of the technology boom happening in Raleigh and tap into the talent attracted to our city. "And the downtown Raleigh space and the area just fit our culture a little better in terms of having a lot to do in and around Raleigh," Marcus said. "And, frankly, being a draw as an urban area and an urban area that will attract young talent and the proximity to North Carolina State's campus didn't hurt."

That growth fuels some of the lowest unemployment rates in the state. In January, the state's unemployment rate stood at 7 percent. Wake and Durham counties stood at just 5.3 percent and 5.4 percent respectively. The statistics demonstrate that our metros are succeeding.

The success of our metro areas and our cities is a direct result of local decision making, deliberate planning and smart taxpayer investments that reflect each locality's values. Local government and our locally elected officials – those who are closest to our citizens – have built a culture of growth and energy in our State's metro centers. We are the places where innovation and entrepreneurialism thrive. We are the places where new residents flock.

Local control is at the heart of our metro region's success. North Carolina is a state of great diversity of its people, geography and its values. Local control allows each region to build a community that reflects their local culture and values. Our history of doing so is paying great dividends as evidenced in the release of the census data last week. What we are doing at the local level is working. Our mayors – all our locally elected leaders – are committed to continuing our track record of success.

Message from the Chairman

**Mayor
Nancy McFarlane**

New Mayor Profiles

Andy Ball, Mayor of Boone

Andy Ball, 31, served two terms on the Boone Town Council before being elected mayor. He brings to the office leadership experience at Appalachian State University, advocacy on neighborhood and environmental issues, and service in civic organizations.

With his first election in 2009, Ball became the second ASU student to serve on the Boone Town Council. Ball studied government and public policy at ASU and has worked for years in the local hospitality industry and as an independent consultant. He was elected 3rd Vice Chair of the North Carolina Democratic Party, where he focuses on youth outreach and leadership development across the state. He has supported the National Committee for the New River, Appalachian Voices, the Community Care Clinic, the Watauga Substance Abuse Prevention Collaborative, and many other civic and non-profit organizations.

Dan Clodfelter, Mayor of Charlotte

Daniel (Dan) Clodfelter was appointed Mayor of Charlotte on April 7, 2014.

Prior to his appointment as mayor, he served as a member of the North Carolina State Senate from 1999 to 2014, representing

portions of Mecklenburg County. From 1987-1993, he was District One representative on the Charlotte City Council, and prior to elected office he served on the Charlotte-Mecklenburg Planning Commission as Chairman.

Born in Thomasville, N.C., Clodfelter graduated from Thomasville Senior High School and went on to attend Davidson *continued on page 4*

Urban Poverty *continued from page 1*

African-Americans, children and the elderly are disproportionately impacted by the poverty in urban distressed tracts. More than 60 percent of those living in distressed urban tracts are African-American, and 16 percent of the state's African-Americans live in a distressed tract. Nearly 60 percent of children living in distressed urban tracts live in poverty, compared with slightly less than 23 percent across the state. For those over 65 years of age, the poverty rate in these distressed areas is more than 20 percent, double the 10 percent rate seen across the state.

The data is drawn from the report, "North Carolina's Distressed Urban Tracts: A look at the state's economically disadvantaged communities," authored by William High for the Center for Urban and Regional Studies at the University of North Carolina at Chapel Hill.

The Metro Mayors, in partnership with the N.C. Department of Commerce and the UNC-CH Center for Urban and Regional Studies, will conduct the next phase of investigation into these distressed neighborhoods. The study will focus on identifying why these challenges exist in otherwise vibrant economic centers.

The North Carolina Metropolitan Mayors Coalition, founded in 2001, is comprised of the mayors of the state's larger cities, with more than three million citizens. The Coalition is a non-partisan, mayor-driven organization that focuses on issues of special interest to our large cities in a fast-growing and urbanizing state. The Coalition has worked successfully with federal and state elected officials to promote job creation, protect local revenues, invest in public infrastructure, and keep our cities safe.

Metro Mayors In Action

Metro Mayors are recognized at the CIAA Tournament during the Annual Meeting in Charlotte.

Rep. Mickey Michaux receives the Metro Mayors Legislative Award from Durham Mayor Bill Bell.

Rocky Mount Mayor David Combs presents former Boone Mayor Loretta Clawson with an award recognizing her years of service to the Metro Mayors.

Members of the Metropolitan Mayors Coalition hold a press conference with Governor McCrory as part of the group's November meeting in Raleigh.

Rep. Phil Shepard of Jacksonville receives the Metro Mayors Legislative Award from Jacksonville Mayor Sammy Phillips for his work on transportation issues.

Rep. Floyd McKissick of Durham is presented the Metro Mayors' Legislative Award by Durham Mayor Bill Bell.

Huntersville Mayor Jill Swain and Raleigh Mayor and Metro Mayors Chair Nancy McFarlane meet with North Carolina native, Army Surgeon General Lt. Gen. Patricia Horoho.

Huntersville Mayor Jill Swain presents former Greensboro Mayor Robbie Perkins with an award recognizing his service to the Metro Mayors.

Raleigh Mayor and Chair Nancy McFarlane, former Charlotte Mayor Patrick Cannon, Chapel Hill Mayor Mark Kleinschmidt, Transportation Secretary Anthony Foxx, Huntersville Mayor Jill Swain, and Mooresville Mayor Miles Atkins meet at the White House.

New Mayor Profiles *Continued from Page 2*

College, where he was Phi Beta Kappa and a Rhodes Scholar. He graduated from Davidson in 1972 and received a second Bachelor's Degree from Oxford University in Oxford, England, in 1974. Mayor Clodfelter earned his J.D. degree at Yale Law School in 1977.

Darrell Hinnant, Mayor of Kannapolis

Mayor Hinnant served on the Kannapolis City Council since 2001 before being elected Mayor in 2013. Hinnant started his career as a teacher at Eastern Wayne High School and Wayne Community College. He served Governor James Martin as executive director of the North Carolina Hazardous Waste Management Commission. Hinnant currently owns and serves as the chief scientific and technology officer for dHinnant Business Solutions, Inc.

Hinnant serves on the Water and Sewer Authority of Cabarrus County's Board of Directors. He is involved with his church, Trinity United Methodist, as a Sunday school teacher and has chaired the administrative board, staff parish committee, and finance committee. He has been recognized with the Order of the Longleaf Pine, North Carolina's highest public service award, presented by Governor James Martin. He's earned a Senior Management Certificate from Duke University and an AB, MAT in Chemistry from the University of North Carolina at Chapel Hill. Hinnant has two children and five grandchildren.

Lydia Lavelle, Mayor of Carrboro

Born in Athens, Ohio, Lavelle moved to North Carolina in 1981. She worked for the Durham Parks and Recreation Department for several years, during which time she earned her law degree from North Carolina Central University, where she has worked in various capacities (including ten years as Dean of Students) since 1996. Now an assistant law professor, courses she has taught include State and Local Governmental Law, Sexual Identity and the Law, and Legal Issues in Athletic Administration.

After moving to Carrboro in 2004, Lydia served on the town's Planning Board and then ran for and was elected to the Carrboro Board of Aldermen in 2007. A transportation advocate and former chair of the Durham-Chapel Hill-Carrboro TAC-MPO, in November of 2013 Lavelle was elected Mayor of Carrboro, the only "Silver Level Bicycle Friendly" community in North Carolina.

Esther Manheimer, Mayor of Asheville

Elected Mayor in 2013, Esther Manheimer was first elected to the Asheville City Council in 2009 and elected Vice-Mayor by her peers in 2011. Manheimer currently serves on the regional Metropolitan Sewerage District Board of Directors, the HUB Community Economic Development Alliance, the Land of Sky Regional Council, the Asheville Area Riverfront Redevelopment Commission, the Southern Conference Local Organizing Committee, and the Asheville Area Chamber of Commerce board of directors.

A graduate of Asheville High School, Manheimer received a Masters of Public Administration and a Juris Doctor degree from UNC Chapel Hill. She is a partner in the Van Winkle Law Firm, where she specializes in land and commercial litigation. Manheimer earned the 2012 Most Valuable Mountain Area Volunteer Lawyer Award from Pisgah Legal Services for the most attorney hours volunteered to low-income clients in urgent need. She was a nominee for the 2013 N.C. Bar Association William Thorp Pro Bono Service Award.

Manheimer is the mother of three boys, ages 6, 9 and 11. She is married to Mark Harris, a social studies teacher at Enka High School who coaches the award-winning wrestling team.

Nat Robertson, Mayor of Fayetteville

Nat Robertson was elected mayor of Fayetteville in November 2013. He grew up in Fayetteville, graduated from E.E. Smith High School, attended classes at Fayetteville State University, and graduated from Elon University with a B.A. in Public Administration. He was a partner with his father in Robertson Jewelers and owned the General Nutrition Center stores on Raeford Road and Bragg Boulevard. Robertson now works as a physician representative for a clinical laboratory.

He was the youngest Council member ever elected to the Fayetteville City Council at the age of 26. Robertson served four terms on the Council and has said his administration will focus on policy, not politics, and on doing the right things for the right reasons.

Mayor Robertson and his wife, Kim, have two adult children, Cameron and Carlin. They are members of Highland Presbyterian Church, and both Nat and Kim are active in many civic organizations. Kim has been an administrator with the Cumberland County Schools since 2004.

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North Carolina's Cities: Responding to Snow

When snow is in the forecast, North Carolina's cities take action, making preparations and taking precautions to keep their citizens safe. These preparations and the response to snow take many forms – treating roads with salt and brine, securing police officers and other critical staff to work overtime, responding to accidents, and plowing roads.

Surveyed cities used an average of 291 tons of sand to treat roads during February's snow event. Those surveyed used an average of 61,262 gallons of brine during the January and February snowstorms.

Many cities also use their resources to assist in clearing state-maintained roads. "They are part of our primary routes, and we address them to benefit our residents because the state is focused on the interstate and numbered routes," said Nolan Kirkman, public works director for Burlington.

Emergency calls and responses also spike when snow and ice are on the ground. For example, Raleigh received nearly twice as many 911 calls during the February snow as the previous week. The cities surveyed responded to an average of 81.75 car accidents during the February snow.

Many Metro Mayor member cities were pro-active in order to assist motorists and citizens while ensuring safety. Charlotte, for example, used the media to notify motorists a day before abandoned cars were towed. The City encouraged citizens to call 311 to locate towed vehicles and set a flat fee for retrieval. Raleigh opted to temporarily suspend its towing policy to prevent any additional stress or financial obligations on citizens. In addition, Raleigh opened a hotline for citizens to call and find out information on their vehicles.

New Mayor Profiles *Continued from page 4*



William "Bill" M. Sutton, Mayor of Apex

With a vision for a well-planned community that is currently ranked as Money Magazine's #9 Best Place to Live in the United States and #1 Best Place in North Carolina, Bill Sutton was unanimously appointed to complete the vacant term of Apex mayor in February 2014.

No stranger to local government, Sutton was Town Manager of Waynesville from 1980 to 1991, and he retired as Town Manager in Apex in 2001 after serving for eight years. Wishing to remain active in local government after his retirement, Sutton was Interim Manager in the towns of Pittsboro, Morrisville and Shallotte from 2002-2003. He was appointed to the Apex Planning Board in 2003 and elected to the Apex Town Council in 2005.

Sutton gained valuable management experience while serving as a Lt. Colonel in the U.S. Army, overseeing a 250-man military organization. Additionally, he has held the position of University Administrator at Florida State University and Chief Operating Officer of SHC Realty Properties. Sutton remains active in the community, currently holding the position of Past President of the Apex Rotary Club.



Nancy Vaughan, Mayor of Greensboro

A long-time Greensboro civic leader, Nancy Vaughan was raised in Connecticut and later moved to Greensboro, where she established herself as a tireless grassroots organizer. Key areas of focus for the Mayor now are economic development, public safety, and enhanced infrastructure, as well as governmental honesty, integrity and accountability.

In 1997, Vaughan was elected to the Greensboro City Council from District 4. After serving two terms on City Council, she retired from governmental service in 2001. She then ran successfully for a third term in 2009 and continued to serve as an At-Large representative until 2013. Vaughan entered the race for mayor in 2013 on the platform of the "vision to change Greensboro and the honesty to do it right."

Vaughan is the former Operations Manager of Talley Machinery, where she oversaw the day-to-day operations of a national parts distribution warehouse, service division and equipment supplier. She was the first woman to graduate from the Maintenance Management Institute, which qualified her as an expert in the benefits of preventive maintenance and OSHA regulations.

City News

Concord Joins Vietnam War Commemoration Program

The City of Concord is the first North Carolina city to participate in the United States of America Vietnam War Commemoration Commemorative Partner Program. A committee, led by Council Members John Sweat and Hector Henry, both veterans, will work with City staff and community representatives to plan local events to recognize Vietnam War veterans and their families.

Hickory Renovates Baseball Stadium

The Hickory baseball stadium, L.P. Frans Stadium, which opened in 1993, recently underwent major renovations. The home of minor-league baseball's Crawdads was updated with new stadium field lights, new stadium seating, a new picnic deck, three party patio areas, and new signs.

Greensboro Contact Center Receives Two Millionth Call

The City of Greensboro Contact Center recently received its two millionth call. Launched in 2004, 336-373-CITY was created to give residents a single number to call to request City services and get fast and accurate answers to questions. The Contact Center receives more than 1,100 calls a day on such topics as water bills, trash collection, road repairs, code enforcements, and parking tickets.

Asheville Hosts Basketball Tournament

The City of Asheville was honored to host the Southern Conference Basketball Tournament March 7 – 10. This is the third consecutive year the tournament has come to Asheville, drawing 22 men's and women's teams and thousands of fans to the U.S. Cellular Center and the Kimmel Arena located on the campus of UNC Asheville.

Salisbury Improves Financial Position

Twice in the last year, Standard & Poor's (S&P) upgraded Salisbury's bond rating. The City of Salisbury is now a AA rated City with a stable outlook. Over the last two years, the City has doubled general fund reserves, and all City funds are now trending positive.

Wilmington Saving Money by Going Green

The City of Wilmington is experiencing huge savings with its efforts at "going green." Three city-owned buildings have been fitted with solar panels and other "green" improvements in the past few years. The electric bill for one of these facilities was less than one-tenth of the estimated energy costs for a non-green building of the same size. Solar panels at the fleet and engineering buildings have saved \$24,500 in less than two years.

McCrorry Appoints Fayetteville Mayor to Commission

Governor Pat McCrorry has appointed Fayetteville Mayor Nat Robertson to the Governor's Crime Commission. The Governor's Crime Commission sets program priorities, reviews applications and makes recommendations to the governor for federal block grants.

Chapel Hill to host Mayors Innovation Conference

The Mayors Innovation Project is a learning network among U.S. mayors committed to "high road" policy and governance focused on shared prosperity, environmental sustainability and efficient democratic government. Chapel Hill will host the group's 2014 Summer Meeting August 20-22, 2014.

Rocky Mount Added to Strong Cities, Strong Communities

Rocky Mount was one of seven cities recently added to the Strong Cities, Strong Communities (SC2) Initiative. President Obama established SC2 in 2011 as an innovative and flexible program designed to strengthen local capacity, coordinate federal investments and spark economic growth in economically distressed communities.

City News *continued from page 5*

Apex Tops Best Place to Live List

In August 2013, the Town of Apex was ranked by CNN/Money Magazine as #9 Best Place to Live in the US, and #1 Best Place in North Carolina.

2013: A Record Breaking Year for Huntersville Parks & Recreation

2013 was another record-breaking year for park and facility activity in the Town of Huntersville. The Town's four largest parks and five gymnasiums saw more than 1.3 million visits in 2013 -- an increase of more than 7 percent over 2012.

Kannapolis to Build New Municipal Center & Police Headquarters

The City of Kannapolis recently announced that it will build a new 100,000-square-foot Municipal Center. Located on land donated by NC Research Campus founder David H. Murdock, the building will centralize key City operations currently spread across Kannapolis.

Winston-Salem Joins Homeless Veteran Leadership Network

Mayor Allen Joines of Winston-Salem signed up his city to be one of the 16 founding cities in the Homeless Veteran Leadership Network, an initiative organized by the National League of Cities that is challenging cities to end veteran homelessness by 2015.

Carrboro's Celebration of Diversity Recognized

The Town of Carrboro was the runner-up for the National League of Cities National Black Caucus of Local Elected Officials' Cultural Diversity Award. The Town holds an annual "Community Dinner" to celebrate the community's rich cultural diversity through food and entertainment.

Durham Mayor Pledges to Reduce Poverty

During his Annual State of the City Address, Durham Mayor Bill Bell identified reducing poverty in Durham as a key priority. Bell convened about 100 community leaders, people in poverty and organizations to help develop an overall plan and roadmap with benchmarks to meet the challenge.

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