

November 5, 2020

Dave Groobert  
President and CEO  
DRG Technology Consulting  
320 Main Street  
Austin, Texas 12321

Dear Mr. Groobert:

I am the director of economic development for Asheville, North Carolina. As you are looking to relocate, I am writing to tell you about the opportunities our city offers your business and your employees.

I know you are also considering Bloomington, Indiana, but I would like to explain why Asheville is better suited for your company.

This year, Asheville was named sixth on Livability's "2020 Top 100 Best Places to Live" list. Livability specializes in ranking the quality of life in small and mid-sized cities based on information regarding schools, transportation, the economy, and amenities. Bloomington came in at only number 50 on the list.

Asheville's recent growth also shows it is a place people desire to live and work. Based on Census data, Asheville's population grew 11.3% between 2010 and 2019, while Bloomington only grew 6.8%. This population growth also indicates the possibility for new clients and business expansion.

As Asheville's population is growing, the city is large enough to comfortably accommodate all residents. The 2010 Census reported Asheville is 44.93 square miles, while Bloomington is only 23.16 square miles. While Asheville and Bloomington are currently similar in population size, Asheville's square mileage is almost twice that of Bloomington's. This means your employees will not feel cramped in Asheville and they will be able to find homes that fit their needs, even as the population grows.

Similarly, Census data shows Asheville has higher per capita and median household income than Bloomington. This further indicates your company will find success, as more individuals and businesses have expendable income.

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For your employees, this also means they would live in a city where people are in a similar income bracket. Asheville's median household income is \$47,803, similar to the median salary of your employees. Bloomington's is significantly lower, at \$34,435. Living in a city where people are in a similar demographic will give your employees a greater sense of belonging.

Given that several of your employees are close to retirement, the age demographics of Asheville will also be appealing. The Census reports that 18.4% of Asheville's residents are 65 and older, which is double Bloomington's 9.2%. This shows Asheville is more appealing to older residents and your employees will live by people similar to them.

Additionally, I know you and many of your employees are veterans. With a greater number of veterans in the area, you and your employees will find it easier to get in touch with people with similar experiences. As the Census showed, 5,703 veterans called Asheville home between 2014 and 2018, while 2,462 veterans lived in Bloomington. Asheville offers a better chance for veterans to find connections within the community.

With this letter I have included a brochure about Asheville's culinary options, as well as information about some of the city's most popular community events. This will give a further look into the vibrant life our city has to offer.

I will be calling you next week to schedule an appointment so that I may provide you with further information and answer any questions. If you are interested, I can be reached at 317-374-9404 or at [allaosbo@iu.edu](mailto:allaosbo@iu.edu).

Sincerely,

Allison Osborne  
Director of Economic Development  
City of Asheville

Enclosures