



Fayetteville Cumberland County
Economic Development Corporation



Annual Report

Andrew Pennink

Chairman, FCEDC Board of Directors

FCEDC is a Public-Private Partnership Charged With:

- Attracting new business projects, increasing investment and employment opportunities
- Promoting our community to industry decision makers, site-selectors, and developers
- Supporting existing companies by facilitating expansions and connecting them with resources
- Identifying and preparing sites and buildings for expedited development

Our Board is comprised of 10 Voting and 3 Ex-Officio Members

- The City of Fayetteville represented by Mayor Mitch Colvin, Bobby Suggs Jr., Andrew Pennink (Voting), and City Manager Doug Hewett (Ex-Officio)

* Request pending to add 4th City appointee

Honoring Our Commitment to the Community

Promoting Our Community's Best Assets

FCEDC's messaging highlights our:

- Young, talented, and available workforce
- Outstanding educational programs from FTCC, FSU, and Methodist University
- Research and development infrastructure
- Innovative public-private partnerships
- Vibrant, diverse, accessible, and affordable community
- Superior logistic location
- Close proximity to the leadership, operations, and talent of Fort Bragg



Engaging Decision Makers, Site-Selectors, and Developers

- Selling our community at **18** industry / recruitment events

Examples include:

- SelectUSA International Investment Summit
- SIOR Carolinas Conferences
- Southeast Region Cyber Security and Technology Symposium
- Distribution of targeted recruitment materials
- Reaching over **60,000** unique viewers with digital and print advertising
- Generating original content in publications, online, and social media
- Leveraging local, regional, and national press coverage



ACCESSIBILITY & AFFORDABILITY CONVERGE IN FAYETTEVILLE, NC



WHERE ACCESSIBILITY, AFFORDABILITY, DIVERSITY, & OPPORTUNITY CONVERGE

FAYETTEVILLE, NC

Visit Fayetteville, NC at the Growing Office region (2019)

- Strong, Incentive & Support: World-Class (Median Age 36.5)
- Skilled Workforce: 125,000+ Employees in Manufacturing, Logistics, & Tech
- Quality of Life: 100+ Parks, 100+ Restaurants, 100+ Schools
- Infrastructure: 100+ Miles of New Roads, 100+ Miles of New Water, 100+ Miles of New Sewer
- Talent: 100+ Miles of New Water, 100+ Miles of New Sewer
- Quality of Life: 100+ Parks, 100+ Restaurants, 100+ Schools

Skilled-Ready Skills

- 100+ Miles of New Roads
- 100+ Miles of New Water
- 100+ Miles of New Sewer

Commercial & Industrial Buildings

- 100+ Miles of New Roads
- 100+ Miles of New Water
- 100+ Miles of New Sewer

FCEDC www.fayedc.com | (910) 500-6464

Supporting Existing Industry

- Engaging over **100** local companies
- Fayetteville Area Plant Managers Association (PMA)
- New Transportation and Logistics Committee



Development of New Product

- 7 new industrial sites identified
- Over 1 Million SF of new industrial and commercial building construction
- Aggressively searching for developable land, partnering with private land owners and all 9 municipalities
- On track to add an additional **1,000 acres** to our inventory by 2019

Generating Results

Recent Project Announcements



**1,000
New Jobs**



**\$56,600,000 In
Investment**



Increased Activity

Since January 1, 2018:

- **23** new client visits
- **65** generated projects



63 active projects - representing
8,060 new jobs and **\$2.1 billion**
in investment - considering our
community

Innovation and Collaboration

- 'The Core' Innovation Center
- Cumberland County Healthcare Next Gen Partnership
- Economic Development Program of Work for the FAY Regional Airport
- Multi-modal economic development transportation strategy – leveraging our transportation infrastructure
- Organizing business roundtables, special programs, and industry events

Community Branding (FCCBC)

- 11 public and private partners
- Goal of establishing a common brand
- Highly-qualified finalist agency identified



Proposed Amendments to By-Laws

1. Increase the number of appointments made by the City/County from 3 to 4 members each
2. Election of Officers to occur in July instead of December each year
3. Amend By-Laws to reflect the new office address as 201 Hay Street, Suite 401A, Fayetteville, NC
4. Also requires approval by Cumberland County to become effective

Thank You

Contact our team at any time



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Stephanie Howard
Manager of
Administration
(Vacant as of Oct. 15th)



**We Respectfully Request a
Motion to Approve the Report**