



## Annual Board Committee Report Template

**Committee: Fayetteville Cumberland County Economic Development Corporation (FCEDC)**

Period of time this report covers: 2024

Committee Chair: Kathryn Cox

**Committee Members:**

Name	Term Period	Special Category: Appointed By
Kathryn Cox, Chairwoman	2 <sup>nd</sup> term ends 11/30/2025	City of Fayetteville
Timothy Bryant, Vice Chair	1 <sup>st</sup> term ends 12/30/2026	CDF
Dymond Spain, Secretary	1 <sup>st</sup> term ends 11/30/2024	Cumberland County
Carl Manning, Treasurer	2 <sup>nd</sup> term ends 11/30/2026	City of Fayetteville
County Chairman Glenn Adams	n/a	Cumberland County
Mayor Mitch Colvin	n/a	City of Fayetteville
Joshua Choi	1 <sup>st</sup> term ends 11/30/2025	Cumberland County
Bill Hedgepeth	2 <sup>nd</sup> term ends 11/30/2027	City of Fayetteville
Ret. Brig. Gen. Ferdinand Irizarry	1 <sup>st</sup> term ends 11/30/2024	CDF
Dr. Ulysses Taylor	1 <sup>st</sup> term ends 11/30/2026	Cumberland County
Clarence Grier	n/a – ex-officio member	County Manager
Doug Hewett	n/a – ex-officio member	City Manager
Dr. Mark Sorrells	n/a – ex-officio member	President of FTCC

**The main goals and objectives for the Committee:**

Members of the committee govern the activities of the Fayetteville Cumberland County Economic Development Corporation (FCEDC) and support the organization in reaching its annual goals, which include:

- a. Attracting new business projects that will increase investment in the community and expand the local tax base
- b. Creating jobs through projects with new and existing industry
- c. Identifying sites and buildings for expedited development
- d. Supporting existing companies by facilitating expansions and connecting them with resources for their business operations

**Charges or tasks of the Committee (Action items for the reporting year)**

1. **Secure jobs and investment in the community.** Since 2017, FCEDC projects have supported more than 5,000 jobs in Fayetteville and Cumberland County, announcing over \$1.37 billion in capital investment.
2. **Market the community to business decision-makers.** By delivering value-added messaging to corporate leaders, site-selection consultants, and industrial real estate brokers, FCEDC generates interest from companies that may consider



Fayetteville and Cumberland County for their new or expanded business operations. This year, we have engaged targeted audiences at 50 regional, national, and international events, resulting in 112 projects, with 27 company visits. Combined, our active project pipeline includes more than 16,000 potential jobs and more than \$7 billion of possible investment.

3. **Connect with our community's vibrant base of existing industry partners.** At FCEDC, we recognize how important it is that local businesses have the tools they need for success. Each year, FCEDC visits approximately 100 local employers, representing our manufacturing, logistics, technology, and defense sectors. To support their operations, FCEDC connects employers with resources including customized training programs, talent attraction, regulatory/permitting assistance, public relations, financial assistance (for qualifying expansion projects), and forums for collaboration including the Transportation & Logistics Committee and Plant Manager's Association.
4. **Provide support for grants and incentives.** FCEDC works with City, County, and State partners to secure incentives for qualifying projects that bring jobs and investment to our community. Additionally, we work with utility partners, grantmaking agencies, and nonprofit organizations to secure grants that provide funding for infrastructure extensions, transportation improvements, and customized training.
5. **Identify, make ready, and promote buildable sites.** FCEDC works to identify suitable sites for development and partners with property owners and developers to market them. Our team maintains a comprehensive and searchable database of industrial and commercial properties available for sale or lease in the Fayetteville/Cumberland County area. FCEDC connects with Brokers and site selectors to attract developers who may choose our area for their spec buildings and build-to-suit options.
6. **Assist with initiatives and special projects as requested by City and County leadership.** FCEDC is frequently called upon to lead strategic projects that benefit the community. While not typical "economic development" projects, these efforts address gaps in our local economy and increase our competitiveness. Past work includes the Fayetteville Airport Development Strategy, the "Can Do Carolina" community-wide branding initiative, the Dogwood Festival Feasibility study, and the DCI Public Relations project.

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## Summary of accomplishments:

### Projects Announced

- In July, Project Aero chose Fayetteville and Cumberland County for its aerospace-grade titanium mill, which will create over 300 jobs and invest more than \$867 million in buildings and equipment. Project Aero has been approved for performance-based incentives and infrastructure support by the City, County, and State of North Carolina. The project site will be annexed into the City of Fayetteville.
- Booz Allen announced its new Joint Tech Acceleration Facility in January. This project expands the engineering ecosystem in Fayetteville and directly serves Fort Liberty. Today, Booz Allen has over 600 employees in the greater Fayetteville



area.

- Strategic Transload Services opened a new subsidiary in Cumberland County, repurposing an idle landfill off Murchison Road. STS operates on the CSX Class 1 Rail line, providing direct rail from ethanol plants in the Midwest to the local fuel depot. The project displaces more than 250 area fuel trucks per month and strengthens the rail business.

### **New Jobs and Area Investment**

- Amazon opened its 1.1 million SF Inbound Cross-Dock Facility and has hired more than 1,000 full-time, part-time, and seasonal employees. This FCEDC-supported project includes a \$125 million capital investment into the community. Its location on Bragg Boulevard pays over \$1 million annually in property taxes.
- NVR, Inc., a project announced in 2022, completed its 149,000 SF facility on Dunn Road and has hired nearly 100 people to support its operations. The facility manufactures trusses, wall panel systems, and other essential homebuilding components.
- FCEDC assisted D-BAT Baseball and Softball Academies with securing a location for its 15,000 SF facility at 3725 Ramsey Street in late April. D-Bat has indoor batting cages and utilizes state-of-the-art technology to train athletes of all skill levels, specializing in hitting, pitching, fielding, agility, catching, and strength and conditioning.
- FCEDC staff assisted Phillips Towing in securing a \$120,000 Building Reuse Grant from the North Carolina Rural Infrastructure Authority through the City of Fayetteville, allowing the company to renovate and expand its operations.

### **Grants and Special Projects**

- Secured grants to grade 40 acres of the 159-acre Sand Hill Road site, and to install an access road, improving site accessibility. This property is now under option.
- Facilitated the "Next Generation Talent" assessment with Ted Abernathy of Economic Leadership, which identified areas of opportunity to ensure that members of our local workforce are well-prepared for the jobs of tomorrow. The Next Generation Workforce Assessment was presented at FTCC on September 20<sup>th</sup>.
- Managing the community input and design process for the proposed Black Voice History Museum, which is currently underway.

### **List of activities in progress including upcoming events/discussions:**

1. **Bringing I-685 to Cumberland County:** There are three proposed routes for the highway, which will ultimately connect US 421 to I-95 by going through Harnett or Cumberland County.
2. **Fayetteville-to-Raleigh rail line:** A federal grant secured by the state DOT will be used to develop high-speed passenger rail corridors through the federal DOT's Corridor Identification and Development Program. In order to bring this project to life, the NCDOT and FAMPO will collaborate on completing a feasibility study to assess the practicality of these new corridors.



3. **Next Generation Workforce Development:** The Next Gen Workforce Assessment recommended focusing on four strategic areas in order to measurably improve the employment prospects for residents while also creating the type of workforce that will attract top tier growing companies to our community.
  - a. Strengthen the workforce ecosystem by building collaborative capacity, support, and thought leadership with alignment from multiple organizations.
  - b. Raise career opportunity awareness among parents, educators, students, and community leaders.
  - c. Retain and grow the labor force through placemaking and services to newcomers.
  - d. Target at-risk and disconnected youth with intensive services.
4. **HR Talent Portal:** FCEDC is finalizing HUD grant funding to establish the "HR Talent Portal". This project is designed to serve transitioning service members, military spouses, veterans, and their families by providing a centralized training and recruitment center for technology-driven, private-sector companies. The building, which is currently under contract for purchase, will offer flexible space that can accommodate recruitment, training, and certification in one location.
5. **Replenish our depleted supply of shovel ready sites:** To remain competitive and bring new investment into Fayetteville and Cumberland County, we need to increase its supply of development-ready sites that are suited for industrial and commercial use. These sites must have access to substantial water and sewer infrastructure (system extensions will likely be required).

### **Recommendations to the City Council:**

1. Continue to support the work of FCEDC through advocacy and performance-based incentive policies that attract private-sector investment and job creation.
2. Advocate for the proposed I-685 route between Sanford and I-295, directly connecting our community to the rapidly growing "Carolina Core".
3. Work to redevelop the "Airport Corridor" between FAY and Downtown Fayetteville, support efforts to recruit new carriers, and work to expand development opportunities both inside and outside the fence.
4. Collaborate with partners to create a committee for Fayetteville's Next Gen Economy, with representatives from both the public and private sectors. The Committee will focus on creating and executing an action plan to ensure our students and workers are prepared for tomorrow's technology driven jobs.
5. Community partners have expressed a renewed interest in the "Can Do" branding platform. With reinvigorated support from the City and founding partners, we can achieve our original goal of a dynamic and vibrant community-wide brand.