



Greenville: Thriving Hub of Eastern North Carolina

Leadership North Carolina Presentation
March 8, 2023



Uconda R. Dunn

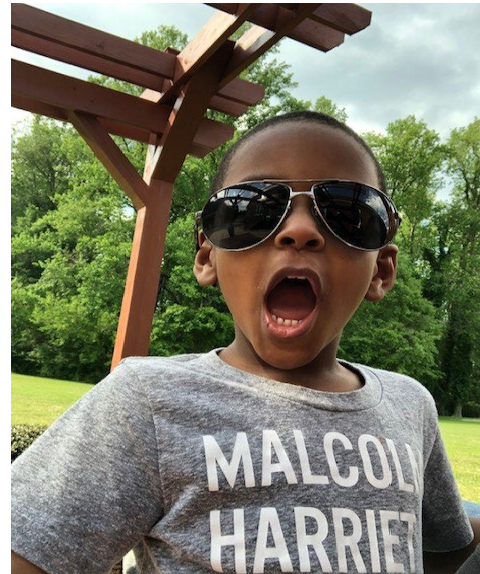
**Vice President, Business Development
Greenville ENC Alliance**

Hometown: Tarboro, NC

High School: Tarboro High

Undergrad: University of North Carolina at Chapel Hill
BA in Communication Studies (Media Studies)

Graduate: Pfeiffer University, MSL



What brings Uconda joy...



Greenville Eastern North Carolina (ENC) Alliance

A public-private partnership created to provide a comprehensive and collaborative approach to business recruitment, retention and expansion in Greenville and Pitt County communities. It was founded in 2019 by members of the public and private sector to secure new capital investment and to enhance economic vitality.

Mission

Greenville ENC Alliance will market the region to support new and existing businesses while maximizing opportunities for investment, job creation, and economic growth.

Vision

The Greenville ENC Alliance will be a catalyst to support a vibrant business environment that fosters prosperity, growth and investment in our communities.



How Economic Development Works

Economic developers are tasked with marketing the Greenville area as a business destination through strong collaboration and focused intentions.



Marketing: External Outreach

23,000	Impressions through LinkedIn Ads
122	Earned Media Placements in Local, State, Regional, and National Publications
1,832	Site Selection Consultants in E-Newsletter Database
22.7%	Newsletter Open Rate
4,167	Combined Followers on Social Media



Marketing: Collaboration

Working with state and regional partners to market the Greenville area as a business destination:

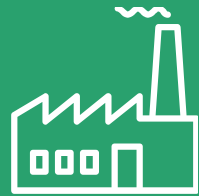
- Site Selection consultant events
- Site Selection consultant meetings
- Virtual and in-person
- Industry sector trade shows

Partners include:

- Economic Development Partnership of North Carolina (EDPNC)
- Pitt County Economic Development
- North Carolina Economic Development Association



Business Recruitment Target Industry Sectors



Advanced
Manufacturing



Pharmaceutical
Manufacturing



Medical Device &
Supplies Manufacturing

Business Recruitment

We work to recruit businesses to expand and relocate their company operations to Greenville Pitt County through:

- Lead generation programming
- Business development mission trips
- Direct calls into our office



Business Retention and Expansion

- BRE visits to existing industries
- Project manager for expansion projects
- Coordinates local and state programs and provides assistance as needed



Recently Announced Projects

Company	Industry	Jobs
Minges Bottling Group	Food and Beverage	14
Weyerhaeuser Company	Wood and Paper Products	0 *100M Capex
Modern Mining Technologies	Recycling	38
North State Steel	Metals and Machinery	15



Challenges in our Community

- Lack of product
- Name recognition
- Traditional industry economy

Industry	Investment	Jobs	Challenge
Manufacturing	\$177 M	100	Rail Needed
Assembly	\$50 M	400-500	150K SF Bldg
Manufacturing	\$TBD	200	550 SF Bldg
Unknown	\$TBD	TBD	5-30 acres within 20 miles of the coast



Assets in Greenville, North Carolina



Contact Information



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