

Community Information

Use this information to discuss and develop your pitch to the companies considering your community.

GENERAL NOTES:

This simulation is to help you understand how economic development works at a local level. However, the site selection process is usually very complicated in that there are many variables – many of which are dynamic and out of your control.

For this simulation, please assume that at least one of your “available properties” fits the requirements of at least one RFI.

There will be members of the Planning team available to answer your questions during the simulation.

Also, assume that incentives from the State of North Carolina for a particular project would be equal across all communities under consideration; and, therefore would not be considered a deciding factor as between communities within NC.

NC Information

Helpful Links

- LEAD NC ([link](#))
- Access NC Demographics Reports ([link](#))
- EDPNC Available Sites ([link](#))
- EDPNC Megasites ([link](#))
- Top 25 Employers by County ([link](#))

NOTE:

The North Carolina Department of Commerce annually ranks the state’s 100 counties based on economic well-being and assigns each a Tier designation. This Tier system is incorporated into various state programs to encourage economic activity in the less prosperous areas of the state.

The 40 most distressed counties are designated as Tier 1, the next 40 as Tier 2 and the 20 least distressed as Tier 3.

County Tiers are calculated using four factors:

- Average unemployment rate
- Median household income
- Percentage growth in population
- Adjusted property tax base per capita

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Leland, Brunswick County

Economy

- Forty-third largest in NC
- Fastest growing city in NC
- Close proximity to I-40/I-95, Cape Fear River and Port of Wilmington, ILM and MRY, and railroad
- Brunswick County is a Tier 3 community

Population

- >200k near Brunswick County area
- Located between two well-known MSAs: Wilmington and Myrtle Beach

Education

- 5 universities and colleges
- >50k enrollment
- >30% of workforce has a 4-year degree

Lifestyle

- Subtropical climate
- Close proximity to Brunswick and New Hanover beaches

Properties Available

- Cedar Hill Rd – 58 ac, near I-140, deep water access to Cape Fear River ([link](#))
- 2269 Andrew Jackson Hwy – 47 ac, on US 74 near I-95 and I-40 ([link](#))
- Ocean Hwy & Old Regent– Up to 30k sf office space ([link](#))
- Waterford Medical Center – 3k sf office space ([link](#))

Additional Online Resources

- [Town of Leland](#)
- [Brunswick Business & Industry Development](#)
- [Wilmington Chamber of Commerce](#)
- [Wilmington Business Development](#)
- **The Town of Leland and Brunswick County do not have formal Incentive Programs. All incentives are evaluated on a case-by-case basis.**