



Fayetteville Cumberland County
Economic Development Corporation

NCEDA MidWinter Conference

Robert Van Geons

President & CEO

Fayetteville Cumberland County Economic Development Corporation (FCEDC)

FCEDC Is A Full-Service Economic Development Agency:

- Facilitating Business Projects
- Supporting & Retaining Existing Industry
- Partnering with the Private Sector to Develop Sites & Buildings for Easy Location & Expansion in Fayetteville & Cumberland County, NC
- Proud To Be An SIOR Affiliate

Our Community:

- 6th Largest City in the Carolinas
- Local Population: 550,000 CSA
- Youngest Metro in the Carolinas (Median Working Age: 29.9)
- 6,500 + Highly Trained Personnel Transition out of Fort Bragg Each Year
- A Quality Labor Force of 128,465 That Includes Thousands of Veterans and Military Spouses



Fayetteville Rising

Fort Bragg

- World's Largest Military Installation (By Personnel)
- U.S. Army Forces Command Headquarters
- 659 DOD Contractors

I-295 Loop

- 39-mile Loop Under Construction to Encircle Fayetteville, Connecting I-295 to I-95

Atlantic Coast Pipeline

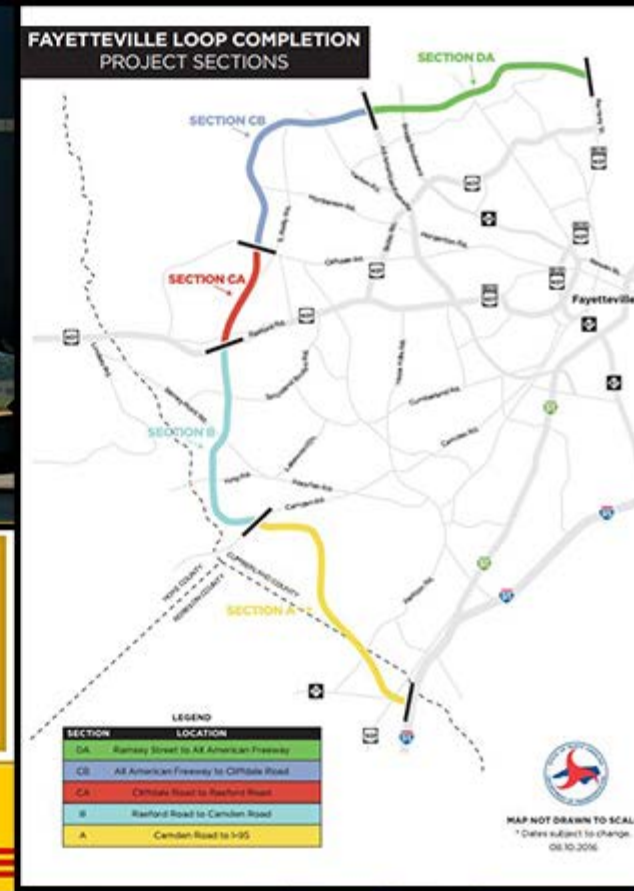
- 2018 Construction through Cumberland County
- Direct Access Available

Recent Projects

- Campbells Soup Supply & DHL Distribution Center
- Advanced Computer Learning Company (ACLC) Headquarters
- eClerx (Call Center for Over 50 Fortune 500 Companies)
- Le Bleu (Bottling)
- Advanced Auto (DC)
- CACI (Telecommunications)

Astros Minor League Baseball Stadium

- Under Construction as part of a \$100 Million Downtown Redevelopment Project



Ask Babe Ruth!



“Baseball is a Team Sport, and so is Economic Development”

OK - I can't prove he said that.

But I bet you can't prove he didn't.....

Downtown Redevelopment Projects



- Over \$100 million in Public and Private Investment
- 4,800 seat stadium
- Class A-Advanced affiliate
- 123 Room Hotel
- 81,000 Office
- 61 Unit vacant hotel to apartments
- Over 1,000 temporary jobs
- \$500,000 in part time wages
- \$50 million in labor income
- Projected to support 580 FT Jobs in our downtown

Impact Type	Employment	Labor Income	Value Added	Output
Direct Effect	855.5	\$42,201,674	\$51,789,361	\$102,300,005
Indirect Effect	86.2	\$ 3,492,777	\$ 6,081,523	\$ 11,260,276
Induced Effect	144.5	\$ 4,575,882	\$ 9,063,672	\$ 15,874,510
Total Effect	1,086.00	\$50,270,331	\$66,934,557	\$129,434,788

So is it a good idea to build a \$30 million baseball stadium?



Things to consider



- Not an independent game changer
- Size, Scale and Capacity - Team vs. Community vs. Vacancy
- Substantial additional assets to leverage
- Secondary Impacts and Connections
- Long term commitment
- Multi-purpose Utilization
- The right partners - with a vested interest
- REASONABLE ROI expectations
- Local Procurement Commitment
- Unified and substantial (lowercase p and uppercase P) Political Will



THANK YOU

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