



Greenville

NORTH CAROLINA

Economic Development 2014 Profile

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OFFICE OF ECONOMIC DEVELOPMENT

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Virginia Beach

Corolla

Kitty Hawk

Manteo

Cape Hatteras

Ocracoke

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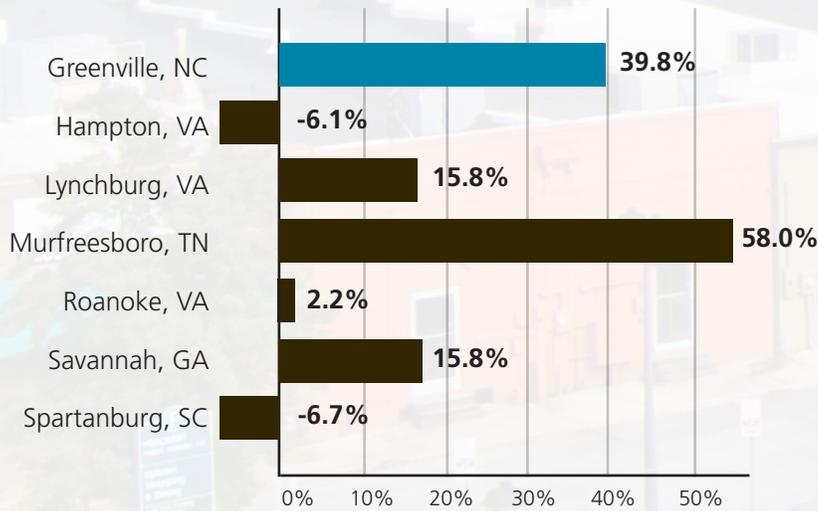
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DEMOGRAPHICS

POPULATION & GROWTH RATE

GROWTH RATE COMPARISON SIMILAR REGIONAL MARKETS



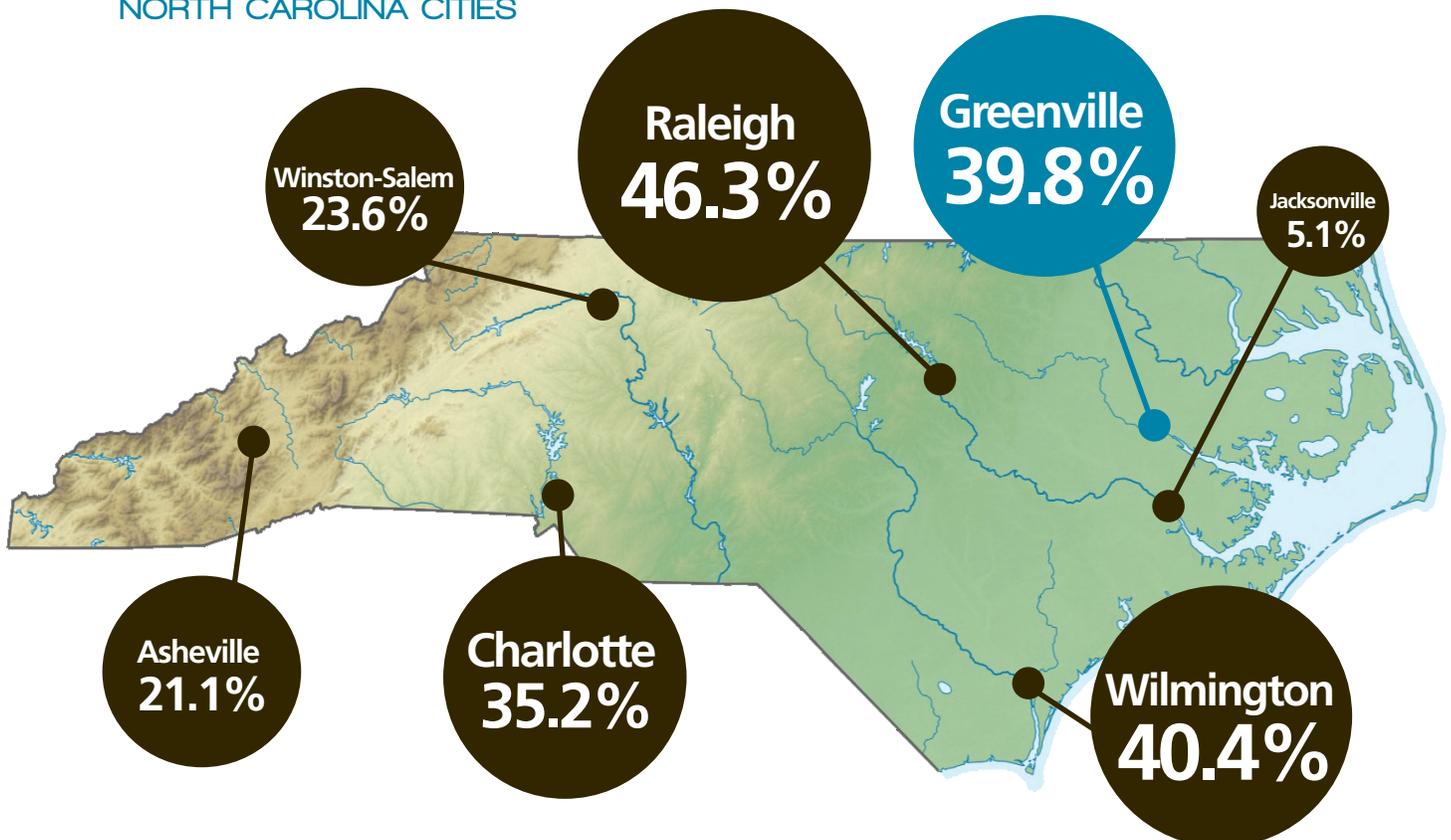
Source: US Census Bureau, 1980–2010

CENSUS POPULATION (1980–2010)

| | |
|-------------|--------|
| 2010 | 84,554 |
| 2000 | 60,476 |
| 1990 | 44,372 |
| 1980 | 35,740 |

- 10th Largest City in North Carolina
- 2012 Census Estimate: 87,242
- 172,554 Population in Metro (2012 Census Estimate)

GROWTH RATE COMPARISON NORTH CAROLINA CITIES



MEDIAN AGE & EDUCATION

For companies seeking a young, highly-educated workforce, Greenville abounds with prospects.

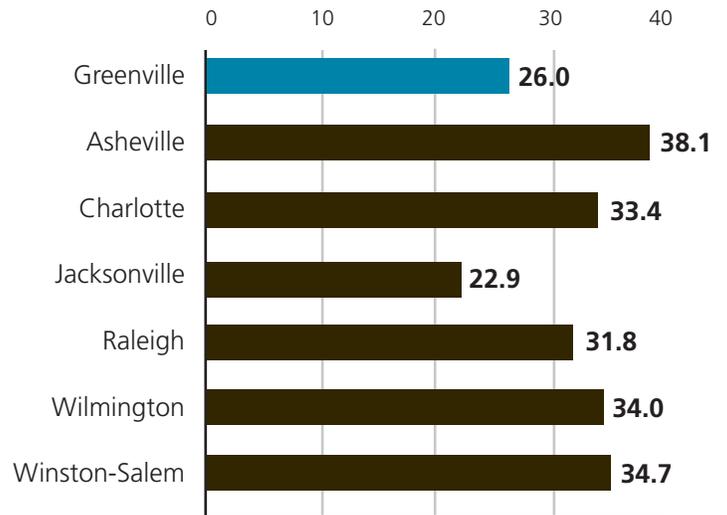
- Lowest Median Age out of the top 10 most populous cities in North Carolina.
- 5th highest percentage of residents in North Carolina who have obtained a Bachelor’s degree, accounting for 30% of all 4-year degrees in the state.

MEDIAN AGE—SIMILAR REGIONAL MARKETS



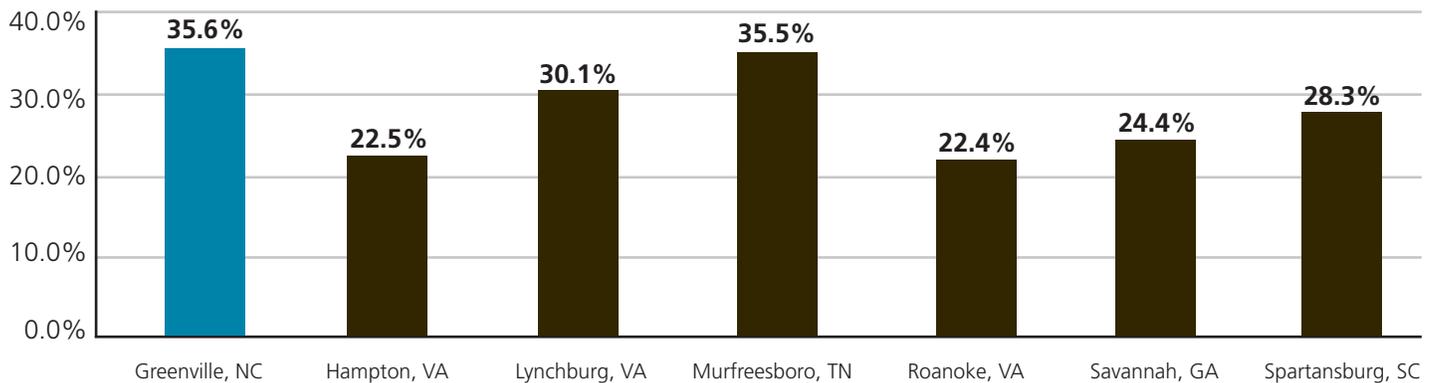
Source: 2007–2011 ACS 5-Year Estimate

MEDIAN AGE—NORTH CAROLINA CITIES



Source: 2007–2011 ACS 5-Year Estimate

EDUCATION—PERCENT OF BACHELOR’S DEGREE OR HIGHER (AGE 25+)



Source: 2007–2011 ACS 5-Year Estimate



QUALITY OF LIFE

SPORTS & RECREATION

- 22 Parks
- 6+ miles of trails and greenways
- Bradford Creek Public Golf Course
- Two baseball stadiums
- Community Pool
- Splashpoint Sprayground
- Wheelchair-accessible baseball field.
- Aquatics and Fitness Center
- 5 gyms
- Magnolia Arts Center Community Theater



HIGHLIGHTS

- In 2004, Greenville was named "Sportstown USA" for North Carolina by Sports Illustrated and the National Recreation and Park Association in recognition of community wide support for youth and adult sports.
- Sunday in the Park (SITP), the City's annual summer concert series, is now in its fifth decade. SITP takes place for 12 consecutive Sunday evenings at Town Common, the City's "central park," on the banks of the Tar River. It is free to the public and showcases a variety of performers and music genres.
- Elm Street Park includes Stallings Stadium, a state-of-the-art baseball facility that each summer continues to attract the Little League's Southeast Tournament of State Champions, which features Little League's state champions from VA, WV, TN, GA, AL, FL, SC and NC. Elm Street Park also features "CommonGround," a totally accessible playground, and the Sarah Vaughn Field of Dreams, a wheelchair accessible baseball diamond that is the home of the Exceptional Community Baseball League.

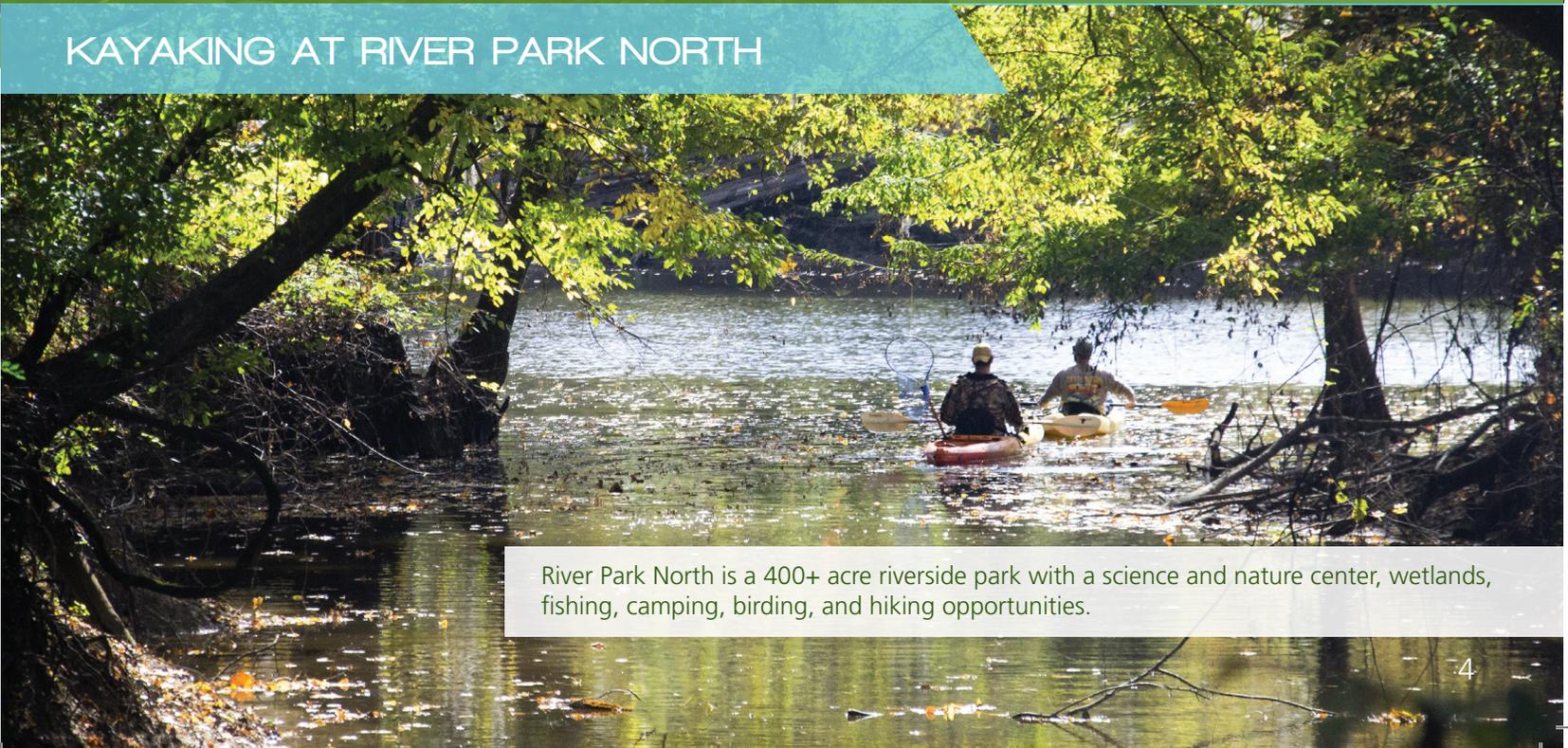


Greenville has been dubbed by the BMX media as “BMX Pro Town USA” and the “BMX Mecca”. Greenville serves as the home to 34 professional BMX riders and is currently the subject of a major documentary about the City’s BMX scene. BMX professionals who live in Greenville have amassed 21 ESPN X-Game gold medals.



BMX FEST 2013

KAYAKING AT RIVER PARK NORTH



River Park North is a 400+ acre riverside park with a science and nature center, wetlands, fishing, camping, birding, and hiking opportunities.



RANKINGS

COMMUNITY HIGHLIGHTS

FORBES MAGAZINE

- #6 in *"Best Small Places for Business and Careers"*—2013
- #29 in *"Cost of Doing Business"*—2013
- #48 in *"Job Growth"*—2013
- #35 in *"Education"*—2013

NEW GEOGRAPHY

- #50 out of 240 for *"Best Small Cities for Job Growth"*—2014
- #19 *"Best Small Cities for Information Jobs"*—2014

AREA DEVELOPMENT—SITE & FACILITY PLANNING

- Greenville MSA ranked #36 out of 379 in *"Overall Business Potential"*—2012/2013

MILKEN INSTITUTE

- #30 out of 179 for *"Best Performing Cities (Small Metros)"*—2012
- #13 out of 179 for *"Best Performing Cities (Small Metros)"*—2013
- #34 out of 368 for *"Pharmaceutical and Medicine Manufacturing Metro"*—2007

FINANCIAL TIMES

- #10 *"American Micro Cities of the Future"*—2013/2014
- #8 *"Human Resources"*—2013/2014
- #8 *"FDI Strategy"*—2013/2014

US NEWS & WORLD REPORT

- Home to Vidant Medical Center, one of the Nation's *"Best Regional Hospitals"*—2013/2014

EAST CAROLINA UNIVERSITY

Located in the heart of Greenville, North Carolina, East Carolina University was founded in 1907. It is currently the 3rd largest, and the fastest growing University in the State of North Carolina for the past six consecutive years.

- 27,386 Total Student Enrollment (Fall 2013)
- Over 100 Bachelor Degree programs, 85 Master's Degrees, and 21 Doctoral programs
- NCAA Division 1 in all 19 sports
- Contributes more than \$3 Billion annually to the N.C. economy
- Schools include Medical, Dental, Nursing, Engineering, Business, Education, Music, and strong Arts programs
- Home to the East Carolina Heart Institute, which performed the first robotic heart surgery in the U.S., and created the first Gastric Bypass bariatric procedure
- Home to the Leo Jenkins Cancer Center.
- Partnership with VA Medical Center.

PITT COMMUNITY COLLEGE

Established in 1961, PCC is a two-year institution of higher learning and technical school. The school is part of the North Carolina Community College System, a state-supported body of 58 institutions throughout North Carolina.

- Approximately 10,000 Student Enrollment (Fall 2013)
- 44 Associate Degrees, 22 Diploma programs, and 18 University transfer programs
- Schools include Arts & Sciences, Business, Construction, Industrial Technology, Health Sciences, Legal Science, and Public Services
- Biotechnology and Simulation & Game Development programs.



Photo: Justin Falls/The Daily Reflector



HIGHWAYS

- Located within 500 miles of most of the major markets along the East Coast, and approximately half of the U.S. population.
- Greenville is situated between Raleigh and the Outer Banks within the State, and is located at the Intersection of ten US and State highways that include U.S. 264, U.S. 13, N.C. 11, N.C. 43, and N.C. 903.
- Direct access to I-95 via four-lane Interstate Connector U.S. 264 (30 mile drive).
- Thirty major freight carriers provide service to the area.
- Six carriers operate terminals in Greenville and Pitt County.

AIR

- US Airways Express serves the Pitt-Greenville (PGV) Airport daily with connecting flights to Charlotte's Douglas International Airport.
- One-day business trips are possible to all metro areas east of the Mississippi River.
- A new 23,000 square foot terminal serves public and corporate needs.
- Air cargo service is offered by DHL, Worldwide, FedEx, UPS, and US Air
- N.C. Global Transpark is located within a 30 minute drive on four-lane highway N.C. 11 has been designated as Foreign Trade Zone 214.

PORTS

- 2 hours from 3 deep-water ports, of both bulk and containerized shipments. Wilmington, NC and Norfolk, VA are 120 miles away. Morehead City, NC is within 80 miles.
- Norfolk Southern Railway Co, CSX Transportation, and Carolina Coastal Railway service Greenville.

GREENVILLE UTILITES COMMISSION

Greenville Utilities Commission provides electric, water, sewer, and natural gas to customers in the City of Greenville and a large portion of Pitt County, serving a combined total of more than 146,000 customers. GUC is not regulated by the NC Utilities Commission, giving them rate setting flexibility.

WATER SUPPLY & TREATMENT

- Water Treatment Plant—Owned by GUC; rated capacity of 24.5 million gallons per day (MGD), compared to a current average daily demand of 11.5 MGD.
- Studies indicate supply is more than ample to meet the needs through 2050.
- Average daily demand predicted to be between 47–60 MGD.
- Potential exists for significantly higher capacity exceeding 100 MGD.
- Existing WTP can be expanded in phases sufficient to meet customers' needs for 60 years and beyond.

ELECTRIC

- 2nd largest Municipal Electric System in North Carolina.
- 68% of energy requirements are provided by plants in which there is an ownership interest.
- Three 230 kV transmission lines serving Greenville.

NATURAL GAS

- Gas system has experienced dramatic growth—nearly 46% in the past 10 years.
- In an effort to reduce costs associated with purchasing and transporting natural gas, GUC entered into a new supply contract with Piedmont Natural Gas in 2005.





PUBLIC UTILITIES

GREENVILLE UTILITIES COMMISSION

WASTEWATER TREATMENT

- Wastewater treatment plant has the capacity to treat 17.5 MGD.
- Treating an average of 8.9 MGD, and a total of more than 3.2 billion gallons per year.
- Produce a higher quality effluent than is required by state and federal regulations.

KEY ACCOUNTS PROGRAM

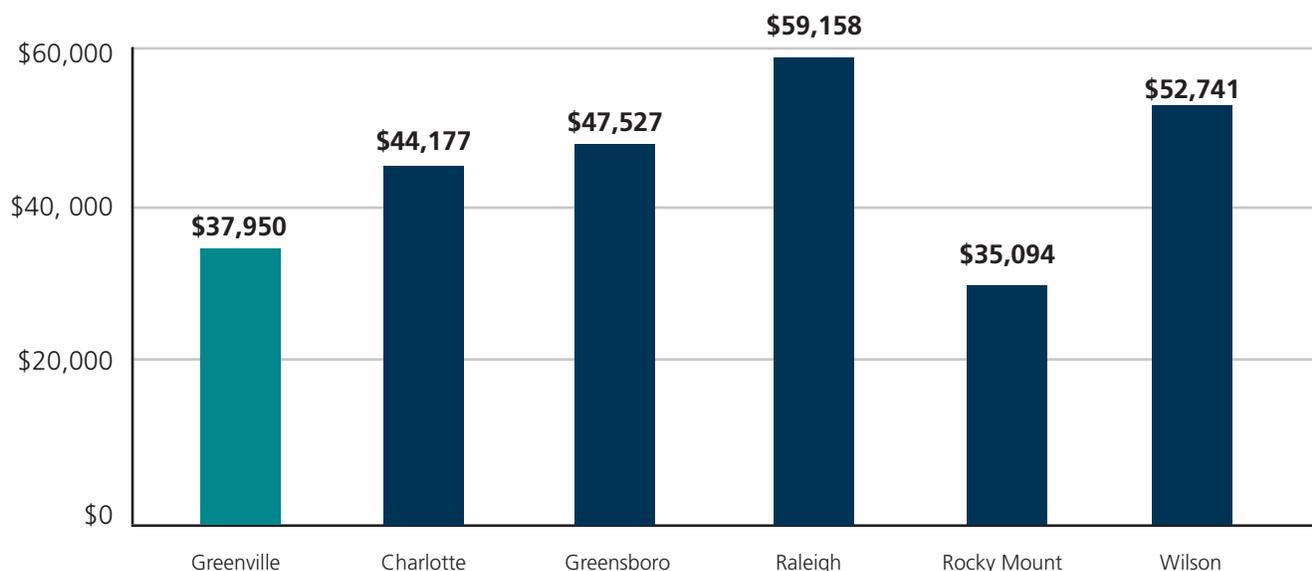
Greenville Utilities Key Account Program provides a single point of contact for Commercial and Industrial customers. This program is certified by the American Public Power Association (APPA). The goal of this program is to partner with commercial and industrial customers and assist them in increasing their profitability through a variety of assistance.—Contact John Worrell for more information at 252.551.1569.

INDUSTRIAL WATER RATE COMPARISON

- Mediate Rate in North Carolina—\$45,822 per month
- Rates based on typical industrial usage of 500,000 gallons of water per month

- Rates as of January 2013

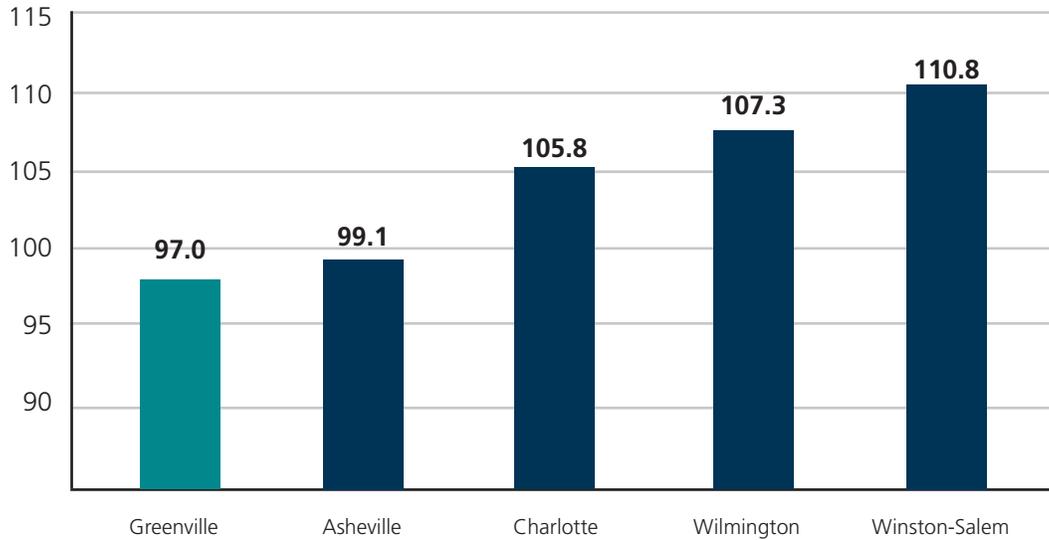
Source: Greenville Utilities Commission



COST OF UTILITIES COMPARED TO OTHER NORTH CAROLINA CITIES

Data taken from the Council for Community and Economic Research, Cost of Living Survey.

- National Average = 100
- Utilities costs calculated using all energy and phone bill costs for Metro areas.
- Calculations exclude taxes



Source: C2ER, 2nd Quarter Cost of Living Index, August 2013

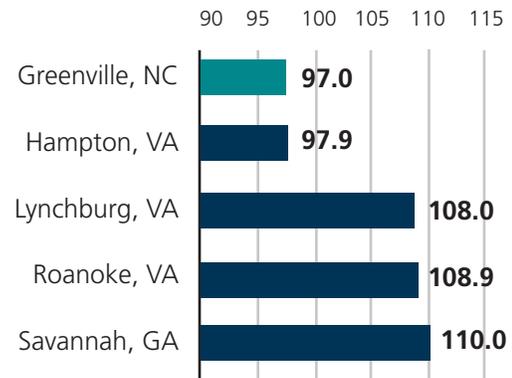


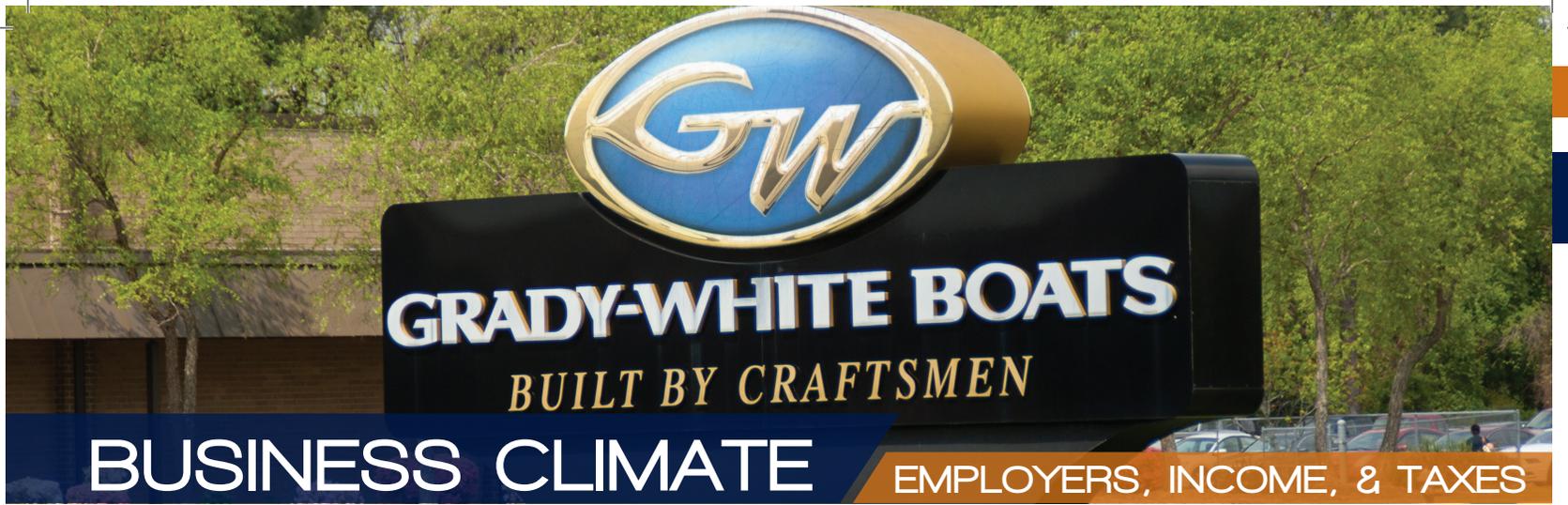
COST OF UTILITIES COMPARED TO SIMILAR REGIONAL MARKETS

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Source: C2ER, 2nd Quarter Cost of Living Index, August 2013





BUSINESS CLIMATE

EMPLOYERS, INCOME, & TAXES

MAJOR EMPLOYERS

| | |
|-----------------------------------|-------|
| Vidant Health Center | 6,895 |
| East Carolina University | 5,564 |
| Pitt County Schools | 2,814 |
| DSM (Netherlands) | 1,500 |
| NAACO Materials Handling Group | 1,000 |
| Pitt Community College | 953 |
| ASMO (Japan) | 535 |
| Convergys Customer Service Center | 530 |
| Wells Fargo Dealer Services | 330 |
| Grady-White Boats | 200 |

STATE TAXES

| | |
|---------------|------|
| Corporate Tax | 6.0% |
| Franchise Tax | None |
| Inventory Tax | None |
| Income Tax | 5.8% |

INCOME

Median Household Income

\$34,399

Median Family Income

\$52,273

Per Capita Income

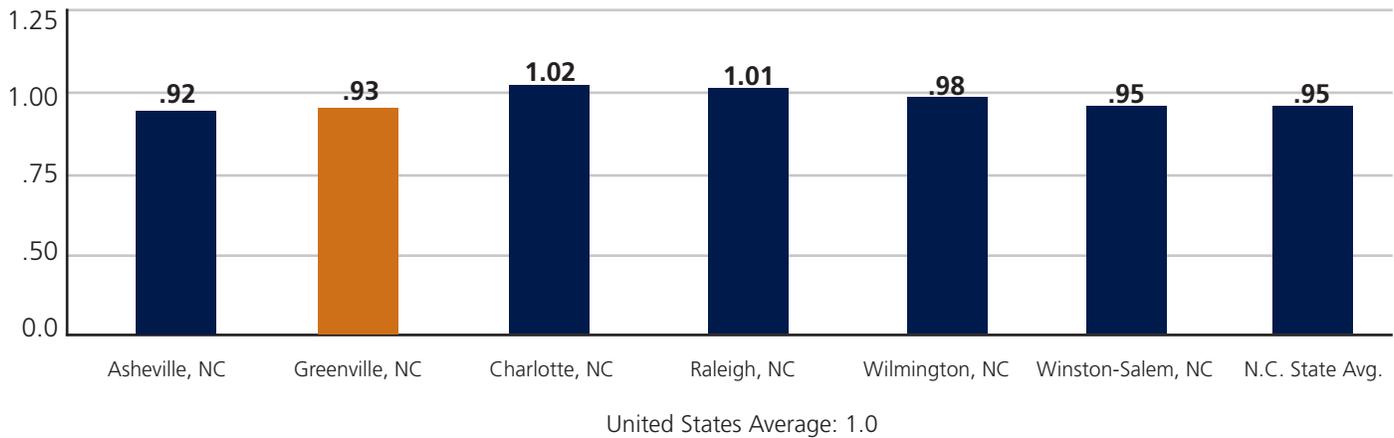
\$22,370

LOCAL TAXES

Property Tax \$0.54
(per \$100 assessed value)

Sales Tax 7.0%
(4.75% State & 2.25% Local)

CONSTRUCTION COSTS IN NORTH CAROLINA



The Office of Economic Development is the primary advocate for Greenville's business community and is dedicated to building economic prosperity. We work with prospective business clients to:

- Provide market and demographic data
- Assist in site selection analysis
- Assist in evaluating and applying for incentives
- Aid in the expediting planning, zoning, permitting, and environmental review
- Identify potential business facilities
- Provide introductions to local industry and innovation leaders

For more information about expanding into our City, contact the City of Greenville's Office of Economic Development at:

Phone: 252-329-4502
 Website: <http://invest.greenvillenc.gov>
 Address: 201 W. 5th St, Greenville, NC 27824



OFFICE OF ECONOMIC DEVELOPMENT

invest.greenvillenc.gov