

# POWERING THE RETAIL INDUSTRY IN NORTH CAROLINA

**NORTH CAROLINA HAS SEEN TREMENDOUS GROWTH** in recent years, and demographers see no end in sight. The Tar Heel state is now home to more than 10 million people, having added more than one million residents per decade for each of the last 5 decades. This population boom has attracted the attention — and storefronts — of some of the world's leading retailers.

## MAJOR RETAILERS HEADQUARTERED IN NORTH CAROLINA



Over **116,000** retail establishments employ almost **900,000** people



**One in four** jobs in North Carolina is in retail



North Carolina retail has a **\$70.5B** total impact on GDP

## LOCAL MARKET EXPERTISE

ElectriCities represents 70+ public power communities across North Carolina, including some of the fastest growing cities and towns in the state. Our economic development team works closely with each of our communities to support continued business and retail growth. Here are a few ways how:

- ▶ Conduct customized retail market studies
- ▶ City/town representation at retail-focused trade shows and conferences
- ▶ Established network of key contacts with retailers, brokers, developers and tenant reps
- ▶ Perform hotel and grocery feasibility studies
- ▶ Provide access to proprietary demographic data
- ▶ Assist with real estate searches and site selection
- ▶ Award grants for downtown revitalization projects
- ▶ Support incentive negotiations
- ▶ Host prospective site tours and windshield tours of our communities



The energy behind public power

### Auto Parts/Repair



### Department Store/Hardware



### Restaurants



### Groceries/Variety/C Store

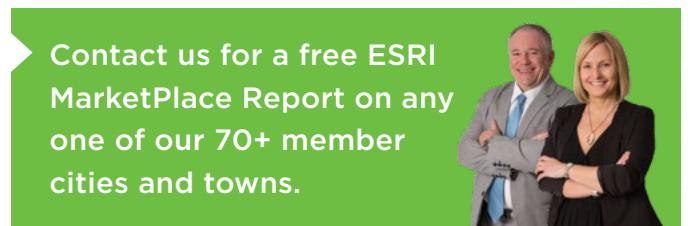


### International Retailers



## RETAIL RECRUITMENT FOCUS CATEGORIES

Based on ESRI Retail MarketPlace data using a 10-Minute Drive time, the top five retail recruitment focus categories for the majority of our member cities and towns are shown below.



## THE NORTH CAROLINA WORKFORCE

- ▶ Ranked #1, Largest Manufacturing Workforce in the Southeast
- ▶ Ranked #2, Competitive Labor Environment by Area Development, 2018
- ▶ Elite Higher Education — 53 colleges and universities including the Tier 1 research universities NCSU, Duke, and UNC
- ▶ 22,500+ STEM Degrees Annually

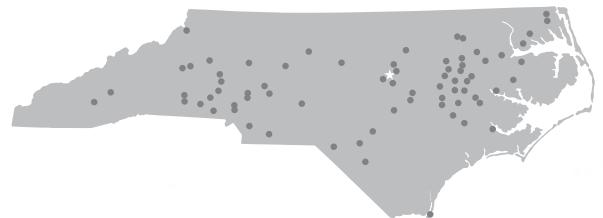
## PUBLIC POWER IN N.C.

ElectriCities partners with its 70+ member cities, towns, and university systems to provide reliable electricity, competitive rates, and local service to more than 1.2 million residential, commercial, and industrial customers across the state.



*The energy behind public power*

Learn more at: [www.electricities.com](http://www.electricities.com)



ElectriCities proved to be a great partner by providing help with some of the hotel's site development aspects as well as the development of the hotel out-parcels.

Adam Leath, Leath Company;  
Parent Company of Hampton Inn of Benson



Thanks to the efforts of ElectriCities, New South Properties has successfully secured new sites for Chick-Fil-A in North Carolina markets such as Lexington and Albemarle.

J. William Whitley, Founding Partner,  
New South Properties



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