



FCEDC Mid-Month Update



Latest Announcements

FCEDC Sponsors Annual North Carolina Defense Tradeshow

Fayetteville Cumberland Economic Development Corporation (FCEDC) was proud to be a Bronze Sponsor at the 19th Annual North Carolina Defense Trade Show & Cybersecurity Forum. The event, held on August 4, was hosted by U.S. Senator Richard Burr, U.S. Senator Thom Tillis, the North Carolina Military Business Center (NCMBC), and Fayetteville Technical Community College (FTCC). [Read more.](#)

Employment Opportunities Continue to Rebound in Cumberland County

The demand for qualified employees is high in our community with 7,139 job openings currently posted for Cumberland County, according to the latest data from NCWorks Online. These new jobs include postings from organizations such as Cumberland Schools, Cape Fear Valley Health System, General Dynamics Information Technology, Fayetteville State University, and McDonald's. The average annual wage in Cumberland County is \$50,336.

In the current year, we report an average of more than 170 quality industry jobs posted per month for the County, with many jobs offering more than \$15/hour and full benefits packages in fields such as manufacturing, engineering, transportation, and business services. Many of the available jobs do not require degrees or certifications. [Read more.](#)

National Public Relations Firm DCI Visits Our Community

FCEDC is partnering with the New York-based placemaking agency Development Counsellors International (DCI) on a public relations campaign to enhance the perception of Fayetteville and Cumberland County. As part of their program with our community, DCI pitches a range of economic development, quality of life, and community success storylines to national media that elevate the Fayetteville-Cumberland County region. Storylines include talent attraction and retention, tourism, business investment, how the region is creating a more inclusive workforce, and individuals who have made a big impact on the community. On July 26-28, DCI visited Fayetteville for the first time, meeting up with FCEDC and multiple community organizations and stakeholders to increase communications and story-mine for national news pitches.

A Call for Can Do Stories



the community. With that, we want to tell your success story.

As many of you may know, Fayetteville and Cumberland County [unveiled their Can Do Carolina brand refresh](#) in December 2020, but what's next? The brand, including the four pillars it was built on (featured right), was largely inspired by our community's number one asset: our people. The founding local organizations that underwent the first round of re-branding wish to expand the messaging, color palette, and ideology behind Can Do Carolina to others in

What have Fayetteville and Cumberland County provided for you? What is your Can Do story?

Submissions can be sent via www.candocarolina.com/can-do-stories, and participants may be contacted by one of the community organizations below about further telling their stories.

Existing Industry Spotlight

Cargill Selects Cumberland County for Significant Expansion

Cargill has selected Cumberland County for a significant expansion following an incentive approval by the Cumberland County Board of Commissioners. With plans to increase production capacity at its facility outside Fayetteville, the company has reinforced its position in the community as a long-standing employer, committing to \$25 million in capital improvements. [Read more.](#)



ICYMI

FCEDC Announces Kelvin Farmer as New Board Chair

FCEDC is pleased to announce Kelvin Farmer as the organization's new Chairman. Joining Mr. Farmer on the Executive Committee are officers, Vice Chair Vivek Tandon of Trinity Hospitality, Treasurer Kathryn Cox of ACLC, and Secretary Jack Rostetter of H&H Homes. Farmer succeeds Andrew Pennink of Jet HomeLoans, who served as Chairman for three years. [Read more.](#)

FCEDC's Robert Van Geons Makes Business NC's 2021 Power List

FCEDC President and CEO Robert Van Geons has made Business NC's 2021 Power List under the Economic Development industry category. [Read more.](#)

Employment Opportunities in Cumberland County

Check out the latest available, quality jobs in Fayetteville and Cumberland County, NC. We encourage you to share these opportunities with anyone who is looking for a new career.

[See Jobs](#)



#DidYouKnow?

In 2020, Fayetteville was ranked the #2 Best City to Invest in Real Estate by Fortune!



A Message from FCEDC President & CEO

Welcome to the first-ever monthly newsletter from Fayetteville Cumberland Economic Development Corporation. We are excited to share the latest happenings in our community with you and want to specifically thank Cumberland County, the City of Fayetteville, and our private partners for their support in our mission. Together, we will attract new business, promote our outstanding quality of life, and support existing industry.

*Sincerely,
Robert Van Geons*

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