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## **North Carolina's Southeast Elevates Marketing with New Website** *Regional Partnership Expands National and Global Outreach*

*Elizabethtown, N.C.* – North Carolina's Southeast (NCSE), an economic development public-private partnership that markets an 18-county region, has launched a new marketing website [www.ncse.org](http://www.ncse.org). The comprehensive website will build on NCSE's national and global marketing to encourage the creation of new jobs, capital investment and economic growth in the southeast region. The website was developed in collaboration with 365 Degree Total Marketing, a full-service marketing agency.

“This site provides companies and site selectors with key data and information they require to make informed evaluations and decisions,” said Joe Melvin, Director of Business Development for NCSE. “Economic development recruitment is highly competitive, and by having a world-class, dynamic website, we can ensure the region stays well positioned for business relocation and expansion opportunities.”

The site includes in-depth demographic, workforce, and business data for the region and individual counties. It also houses a building and sites database—GIS Planning's Zoom Prospector to promote available industrial properties in the region. Key assets that accentuate the region as an optimal place for business locations are highlighted. These include the North Carolina Ports, railroads, universities, community colleges, interstate highways, military installations, business incubators, and the diverse workforce.

“The new website will focus on the value proposition of targeted business sectors in the region such as food processing, logistics, aerospace, agri-business, advanced textiles, metalworking, as well as emerging sectors of technology and IT opportunities,” said Megan Sellers, Marketing Project Manager for North Carolina's Southeast.

North Carolina's Southeast is celebrating its 25<sup>th</sup> year as a successful regional economic development organization with a mission to provide strong economic development leadership in southeastern North Carolina through innovative marketing and collaborative regional initiatives that will support the creation of new jobs, generate capital investment, and secure new business locations. Since 2014, NCSE has been instrumental in helping to facilitate the announcements of

5,541 new jobs, 38 company locations, and \$1.2 billion of capital investment across the region. .  
The North Carolina's Southeast region counties are Anson, Bladen, Brunswick, Columbus, Craven, Cumberland, Duplin, Hoke, Lenoir, Moore, Montgomery, New Hanover, Onslow, Pender, Robeson, Sampson, Scotland, and Wayne.

The website was funded in part through a grant from the U.S. Economic Development Administration.

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