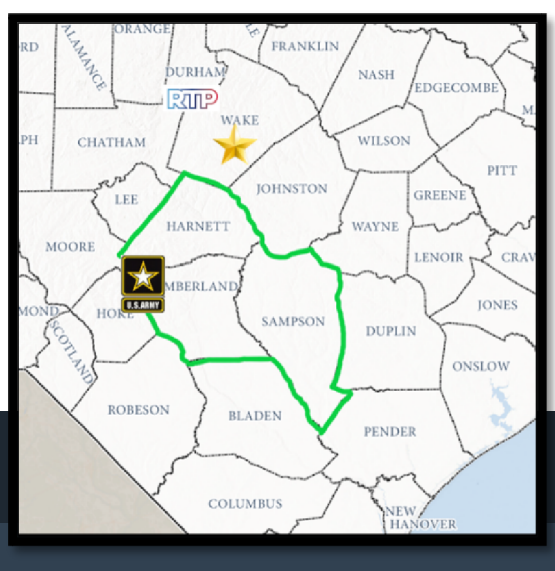
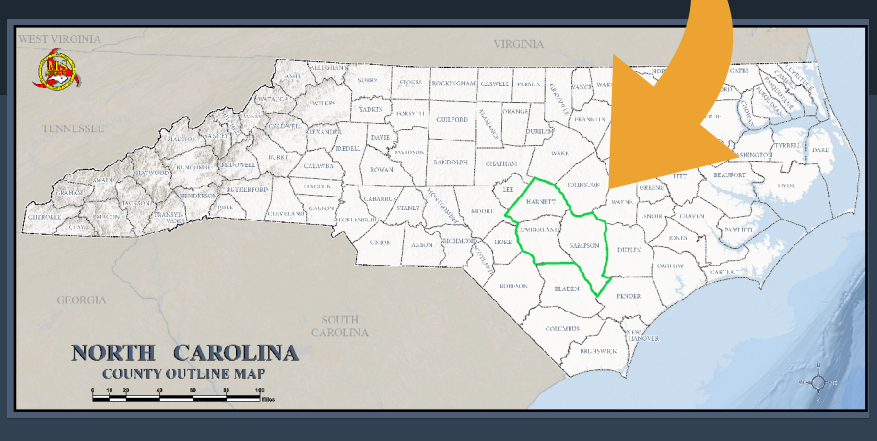
MID-CAROLINA REGIONAL COUNCIL

The Mid-Carolina Workforce Development Local Area (LA) was created and formed in July 2022 by strategic partnership and long-term planning and discussion by county leadership in each of the respective North Carolina counties of Cumberland, Harnett, and Sampson. One of the many goals of this new LA in North Carolina is to be the **most innovative and performance driven workforce development program in the State of North Carolina.** A program built around partnerships, teamwork, and collaboration has been the mantra for the years of planning and development leading up to the formation of the new LA. With a primary focus of **"work first,"** the vision of the new workforce board is to **meet people and businesses "where they are."**





Located in central North Carolina, the Mid-Carolina Local Area is strategically located **less than 1 hour from Raleigh-Durham-Research Triangle Park** area, adjacent to Wake County and Raleigh (the State Capital of North Carolina), 2 hours from the NC beaches, 3 hours from the NC mountains, and directly adjacent to **Fort Bragg**, the largest military base in the world by population. These geographic boundaries make the LA **a landing spot for talent both for job seekers and businesses from all over the United States and world.**

30.7
Avg. Age

529,529
Est. Pop.

At the center of the 3-county LA is the **City of Fayetteville**, the **sixth largest municipality in the State** with a population of 208,501. Along with a revitalized downtown area and one of the **top minor league baseball stadiums in the country**, the City of Fayetteville has seen unparalleled growth in recent years. Through the multiple new industries including a recent **Amazon** announcement for hundreds of new jobs and the **Campbell Soup's** new southeast U.S. distribution center that is fully operational at this time, there are also multiple well-known defense contractors such as **General Dynamics** and **Booz Allen Hamilton** that are regularly recruiting top talent from all over the area. Existing large employers include **Goodyear Tire & Rubber** with over 2,000 employees, **Cape Fear Valley Health** with over 5,000 employees, **Smithfield Foods** with over 5,000 employees, and **Mann+Hummel Purolator** with over 1,000 employees.

These companies are supported by one of the **lowest median age populations in the country at 30.7 years old** compared to the national average of 37.7. The cost of living is also much lower than other areas of North Carolina and the United States with a **cost-of-living index of 80.9** compared to 90.6 in NC and 100 in the US. This equates to a **median home cost at $150,500** in the Fayetteville region compared to the NC average of $242,300. In fact, these are many of the reasons the Mid-Carolina LA is seeing major growth opportunities but there is more to this region of North Carolina.

80.9
Cost-of-Living Index

$150.5K
Median Home Cost

The 3-county LA has a **total estimated population of 528,529**. In addition to these population numbers, **Fort Bragg, NC** has a population of 54,000 active duty military personnel; over 12,624 reserve and temporary personnel; 8,757 civilian employees; 3,516 contractors; and 62,962 active duty family members. Each year, over **7,000 skilled workers transition to civilian life every year** from Fort Bragg and nearly the majority of these veterans prefer to stay in the region. In addition to Fort Bragg, there are multiple higher educational opportunities to include **Campbell University** (5,183 enrollments), **Methodist University** (2,149 total enrollments), **Fayetteville State University** (6,522 total enrollments), **Fayetteville Technical Community College** (18,684 total enrollments), **Sampson Community College** (2,049 total enrollments), and **Central Carolina Community College** (6,811 total enrollments). These institutions are critical partners to the workforce program in our LA and assist with both short-term and long-term educational and training connections.

7,000 **Skilled Veterans Transition Into The Workforce Each Year**

41K+
Students Enrolled At:

The Mid-Carolina LA values the strong relationship with our educational institutions, local/regional economic development organizations, and the NC Department of Commerce, and will work closely with each to build the new workforce program in the 3-county region. To ensure a well-coordinated workforce system, and per federal law, the Mid-Carolina LA will take a lead role in the following efforts, including the One-Stop Operator:

- Convening regional workforce system stakeholders
- Fostering Business Engagement
- Building Economic Development Partner Relationships and Collaboration (Fayetteville Cumberland County Economic Development Corporation, Harnett County Economic Development Commission, and Sampson County Economic Development)
- Developing Career Pathways
- Implementing technology and virtual processes for the One-Stop System
- Coordinating with postsecondary education providers for workforce development training efforts and related programing

HELP US BUILD THIS!

Please reach out to our team if you have any questions or need more information.

Best regards,

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