



## History of Brunswick Business & Industry Development

The Brunswick County Economic Development Foundation was incorporated on February 2, 2012 to advance economic development and growth in Brunswick County. On October 2, 2017, the Foundation entered into an agreement with Brunswick County Government forming a public private partnership to become the County's official economic development agency, and now does business under the pseudonym Brunswick Business & Industry Development (BBID). BBID focuses on serving economic base industries whose products and services are produced locally and sold outside of our community, therefore bringing new investments and jobs into the local economy.

During the formation of the partnership, BBID's board of directors was restructured to include eight private sector members, five members appointed by the Brunswick County Board of Commissioners, and the Chair and Vice Chair of the Board of Commissioners. Additionally, the Brunswick County Manager serves as ex-officio, non-voting member of the board. This structure allows BBID to operate independently as a private entity and interact within the business world while servicing the needs of Brunswick County.

BBID adopted a new strategic plan on September 26, 2019. The strategic plan zeroed in on Brunswick County's strengths, outlined ways to bolster our offerings, clarified our target industries, and provided a path forward for Brunswick BID. As part of the implementation of the strategic plan, BBID has engaged a professional marketing firm to strengthen the organization's brand and communicate Brunswick County's message to key influencers and decision-makers.

### **Moving forward, Brunswick BID's key priorities include:**

- Continuing to build relationships with and serve our existing industries;
- Strengthening our product offerings by developing existing sites and identifying new ones;
- Consistent, focused marketing outreach; and
- Maintaining strong relationships with key site consultants and economic development partners.

### **Brunswick County highlights:**

- Fastest-growing County in North Carolina and the 4<sup>th</sup> fastest-growing County in the nation with a population of more than 20,000 people.
- 11<sup>th</sup>-lowest property tax rate in North Carolina.
- Convenient access to Interstate 40 via Interstate 140 and Interstate 95 via U.S. 74
- Close proximity to the Port of Wilmington



## **Mission Statement**

### **Brunswick Business & Industry Development (BBID)**

To promote economic development and create an effective climate for business development that will benefit the citizens in Brunswick County, North Carolina, by creating, retaining, and expanding jobs that facilitate economic growth, enhanced wealth, and provide coordinated and planned capital investment.

### **Primary Program Initiatives**

#### **Existing Industry Support:**

Existing industries are the backbone of job creation and are BBID's top priority. Seventy-five percent of job growth comes from existing companies. BBID's ongoing customer-focused program provides businesses in Brunswick County with a single point of contact to facilitate access to a wide range of agencies and vetted community resource partners.

#### **Product Development:**

BBID provides support that can be leveraged to facilitate the completion of technical requirements of active industrial projects or for product development initiatives such as new industrial property.

#### **Recruitment:**

BBID utilizes a combination of targeted digital advertising, traditional marketing, personal outreach to site selection consultants, company executives, and commercial real estate brokers, as well as networking with EDPNC, North Carolina's Southeast, the N.C. Department of Commerce, and other economic development partners to ensure that potential industrial clients know and understand the benefits and opportunities available in Brunswick County.



## Contribution Benefits

By supporting Brunswick Business & Industry Development (BBID), you are joining a group of community investors committed to the future prosperity for all in Brunswick County's. Your contributions will be used to support the marketing campaign *BID ON BRUNSWICK* to target industry, site selection consultants, and other decision-makers promoting the value proposition Brunswick County offers to create lead opportunities.

### **Sandpiper Level - \$1,000**

- Receive Quarterly Newsletter
- Listing on Brunswick BID Website

### **Pelican Level - \$2,500**

- Receive Quarterly Newsletter
- Listing on Brunswick BID Website
- Sponsorship Opportunities
- Eligible to be considered for Board of Directors

### **Seahawk Level - \$5,000**

- Receive Quarterly Newsletter
- Listing on Brunswick BID Website
- Sponsorship Opportunities
- Eligible to be considered for Board of Directors
- Invitation to Announcements and Special Events
- Space in Brunswick BID Newsletter to promote products & services

### **Eagle Level - \$10,000 & Above**

- Receive Quarterly Newsletter
- Listing on Brunswick BID Website
- Sponsorship Opportunities
- Eligible to be considered for Board of Directors
- Invitation to Announcements and Special Events
- Space in Brunswick BID Newsletter to promote products & services
- Brunswick BID Website Link to your Business
- Acknowledgment at Annual Meeting & Special Events



## 2020-2021 Board of Directors

### Executive Committee/Officers

**Kris Ward, Chairman**  
ATMC

**Allen Bryant\*, Vice Chairman**  
First Citizens Bank

**Dennis Ewald\*, Secretary**  
Red Eagle Consulting

**Evan Gore, Treasurer**  
BB&T

**Commissioner Randy Thompson**  
Chair, Brunswick County Board for  
Commissioners

**Jason McLeod, Immediate Past Chairman**  
ECS Southeast, LLP

### Board of Directors

**Clint Berry\***  
ATMC

**Jeff Earp**  
Brunswick Forest

**Josh Winslow**  
Brunswick EMC

**Aaron Brott**  
North Carolina Ports

**Donna Phillips**  
Duke Energy

**Michael Reives\***  
Victaulic

**Shelbourne Stevens**  
Novant Health

**Dr. John Ward\***  
Retired

**Randell Woodruff**  
Brunswick County Manager

**Commissioner Mike Forte**  
Brunswick County Board of Commissioners

### Staff

**William S. (Bill) Early**  
Executive Director

**A. Kevin Lackey**  
Director of Business Development

**Heather Lacy**  
Office Manager

\* appointed by Board of County Commissioners



**Companies that are interested in supporting economic development and the prosperity that it brings to all Brunswick County citizens are asked to consider a contribution to BBID.**

**PRIVATE SECTOR ANNUAL CONTRIBUTION**

Company \_\_\_\_\_

Commits to supporting Brunswick Business & Industry Development at the following level:

\$10,000     \$5,000     \$2,500     \$1,000     \$500

Other \$ \_\_\_\_\_

Payment preference:

annual invoiced in \_\_\_\_\_(month)     biannual invoiced in \_\_\_\_\_/\_\_\_\_\_(month)     quarterly     payment included

Nature of Business \_\_\_\_\_

Street Address \_\_\_\_\_

PO Box \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Web \_\_\_\_\_

Contact Name \_\_\_\_\_ Current Number of Employees \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Brunswick Business & Industry Development is a 501(c)(3) Private Not-For-Profit Organization.  
Acceptance of contribution is subject to approval by the Board of Directors.  
Contributions may be tax-deductible as a business expense. Check with your tax advisor.