



Invest **Greenville**

PITT COUNTY, NC

**Thriving Hub of Eastern North Carolina**

# Capital to Coast Connections

Located in eastern North Carolina midway between Raleigh and the Crystal Coast, the Greenville MSA is a thriving economic center and one of the fastest growing regions in the state.

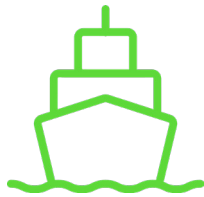


**Greenville** is a prime mid-Atlantic location that provides access to major markets from New York, NY to Jacksonville, FL within an 8-hour drive.



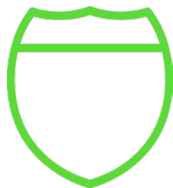
**180,800**

population



**3 major ports**

within a 2.5-hour drive



**2 interstates**

**I-587** overlays the U.S. 264 freeway east from Wilson to Greenville. It is planned to become a spur of Raleigh's I-87 extension running to Norfolk.

**I-95**, running parallel to the Atlantic Ocean coast from Canada to Miami, is just 38 miles west of Pitt County.



# Young, Educated, and Growing

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Greenville's talent pool brings companies' ideas, products, and services to market with skill and efficiency. The area's labor force of more than 90,000 people is continually filled and strengthened by East Carolina University (ECU) and Pitt Community College (PCC), enrolling approximately 26,700 and 16,500 students, respectively.

Median age of

**33.1**

More than five years  
younger than the  
national average

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**48.8%**

lower than the average U.S.  
housing cost and 14.7%  
below the U.S. cost of  
living index

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Greenville MSA ranks

**#1**

in the nation for STEM  
completions per 1,000  
adults, according to the  
Tech Innovation Index.

“

Greenville is a wonderful place to live and raise a family. Not only is it the home of ECU, a major university, but we also have a top notch community college in Pitt Community College. We are very fortunate to have ECU Health, a regional medical center, that is only minutes away.”

**Lance Clark**

Area Manager and Co-Owner  
Bill Clark Homes



# Support for New and Expanding Companies

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Companies in Greenville and Pitt County benefit from shovel-ready sites, fast permitting, and operating in one of the most pro-business, right-to-work states in the country. North Carolina has the nation's lowest corporate income tax rate at 2.5% and an individual income tax rate of 4.25%.

Beyond a strong tax environment, a number of state and local incentives exist. The **Job Development Investment Grant** (JDIG) provides cash grants to new and expanding companies and **One North Carolina Fund** (OneNC) allows the Governor to respond quickly to competitive job-creation projects. Local economic development partners provide progressive incentives tailored to the specific needs of clients. The City of Greenville has several incentive programs including the **Job Creation Grant** and the **Capital Investment Grant**. These programs are attractive incentives for companies looking to relocate or expand.

Greenville Utilities Commission (GUC) provides electric, natural gas, water, and wastewater services with a single contact to meet industry needs. As a catalyst for the region's growth, GUC is well positioned for the future, with state-of-the-art facilities and equipment, competitive rates, excess capacity in electric, water, sewer, and natural gas, and the flexibility to meet specific needs. GUC has earned a reputation as one of the best utility systems in the state and is well respected for its innovative programs.

“ State and local economic development partners were essential in helping us narrow our site plans down to the Greenville area. Greenville Utilities Commission conducted significant testing for us, and we determined that Greenville was the perfect location to supply our utilities and clean water.”

**Brian R. Baymiller**  
Vice President & Treasurer  
Fuji Silysia Chemical USA, Ltd.

# A Major Hub for Production

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Greenville and Pitt County strike the balance of preparedness and adaptability. The area is ready to welcome manufacturers with an available workforce, established transportation networks, and high-capacity utilities. The Greenville MSA is nimble with workforce development solutions, innovative incentive packages, and more.

## Advanced Manufacturing

With clusters in chemicals and plastics, machinery and metals, wood and paper products, and marine-related manufacturing, the area is a diverse manufacturing market with more than **7,900 employees** and more competitive labor costs for key positions thanks to the area's high-value cost of living.



## Pharmaceutical Manufacturing

Approximately 1,500 pharmaceutical manufacturing-related annual degree completions strengthen the existing talent pool of more than **3,000 people** working in related occupations in Greenville, with East Carolina University and Pitt Community College both offering pharma-specific and biotechnology programs.



## Medical Device & Supplies Manufacturing

From the world's smallest fluency device to personal care products for children and adults, companies in the Greenville MSA are improving health and well-being with their products and technologies. Across eastern North Carolina, 25 companies employ more than **700 workers** in medical device and medical supply manufacturing occupations.



“ We are proud to have our Americas’ Division headquarters, a large Manufacturing Plant and Warehouse Product Development Center here in Greenville. The proximity to a major university, large health system, other manufacturing industries, and a strong economic development culture, make it an ideal location for our company.”

### Michael Gregory

Vice President, Human Resources  
Hyster-Yale Materials Handling, Americas’ Division





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