

Economic Development Consultancy

Working as an intern with NCGrowth



NCGrowth’s mission is to help businesses create good jobs and to help communities create sustainable and equitable opportunities for their people.

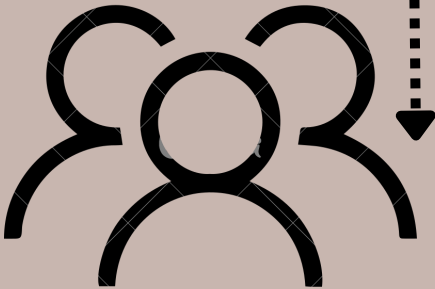
Internship Duties



Conducting deep research into the retail leakage of Princeville, NC and the neighboring towns



Use newly compiled data to identify areas of business potential



Organize my findings into a deliverable for the Princeville Town Officials

Research Summary

8 different towns were the subject of intensive research and analysis on the following topics:



Retail Leakage



Age Distribution



Market conditions



Population Trends



Household Income



Race and Ethnicity



Internet Access



Princeville History

Conclusion and Future Outlook

Our team compiled this research and created data-driven recommendations on how to elevate the town of Princeville. Princeville now has \$13 million in funding and 53 new acres of land and intend to utilize our plan to guide their decision making.

Key Takeaways

Back claims with thorough research

Several facets to consider with econ. dev.

Analysis of data is what makes it useful

