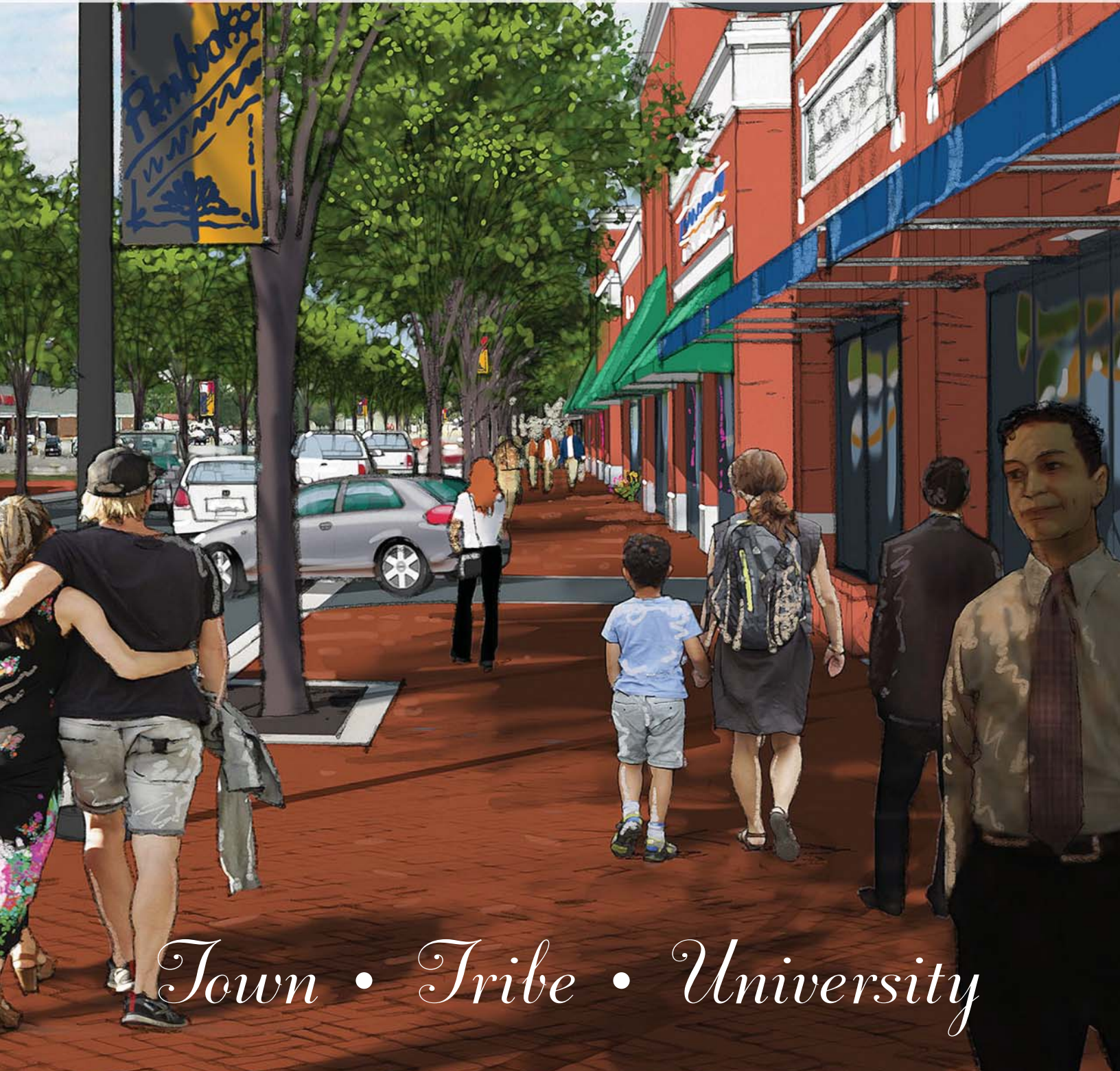


# PEMBROKE, NC

EST. 1895



*Town • Tribe • University*





## TOWN OF PEMBROKE

100 S Union Chapel Rd  
Pembroke, North Carolina, 28372  
[www.pembrokenc.com](http://www.pembrokenc.com)



**T**he Town of Pembroke – incorporated in 1895 – is a proud community, rich in heritage. Pembroke is a beautiful place, full of friendly people, nestled among the pine trees of Robeson County, in southeastern North Carolina. Our Town is approximately 7 miles from the intersection of Highway 74 and Interstate 95 at Lumberton, 2 hours south of Raleigh, two hours east of Charlotte and just a little over an hour from several North and South Carolina beaches. Pembroke is a quaint but growing community, regarded as the social, political, cultural and commercial center for the Lumbee Tribe, the largest American Indian tribe east of the Mississippi River, with over 55,000 members.

Pembroke is also home to the University of North Carolina at Pembroke (one of the State's 17 UNC-System institutions). UNC-Pembroke is one of the fastest growing and most diverse institutions in the UNC system; the campus is expected to grow exponentially over the next few years behind a reduced tuition legislation called "NC Promise," potentially adding several thousand students to its enrollment over the next 3-5 years.

The business and industry of the Town, its' surrounding communities, and the population of UNC-Pembroke create a trade market that numbers well over 70,000 shoppers. In addition, our Town hosts a variety of events during the year, none larger than Lumbee Homecoming, which annually brings in over 30,000 visitors to the Town. As you will see in this community profile, a variety of untapped business opportunities exist, with demand for certain services far exceeding the supply in our area. Our community is ripe for investment. I welcome you to visit our unique Town and encourage you to read and learn more about Pembroke.

Welcome to Pembroke!

Sincerely,

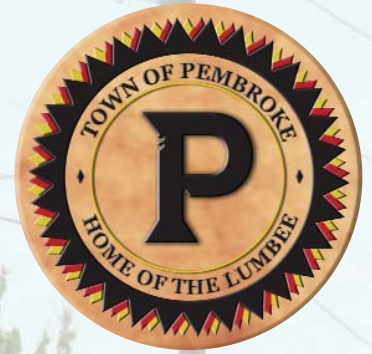
**Greg Cummings**  
*Mayor*

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# WHAT'S INSIDE

## TABLE OF CONTENTS

---



4

**“Town, Tribe University”**

---

11

**Business Amenities**

---

5

**Location**

---

12

**Downtown  
Revitalization**

---

6

**Pembroke at a Glance**

---

13

**10 Things To Do  
In Pembroke**

---

8

**Market Analysis**

---

9

**Market Growth**

---

10

**Economic Impact  
of UNCP Spending**

---

**Town of Pembroke  
North Carolina  
910-521-9758  
[www.Pembrokenc.com](http://www.Pembrokenc.com)**





Home of the Lumbee Tribe, the largest tribe east of the Mississippi River with over 55,000 members.

Home to the University of North Carolina at Pembroke, one of the fastest growing UNC System institutions.



# PEMBROKE, NC

centrally located between

**Charlotte**

**Wilmington**

**Myrtle Beach**

and **Columbia**

Located right

off I-95

and I-74

directly below

**Fayetteville**







# PEMBROKE AT A GLANCE



<b>POPULATION</b>	<b>3,011</b>
Population within a 10 mile radius	63,687
Population within a 20 mile radius	172,735
Average Household Income	38,737
Average Age	34.7
Male	48.75%
Female	51.25%



<b>AGE DISTRIBUTION</b>	
0-4	6.51%
5-9	6.61%
10-17	11.52%
18-24	18.41%
25-34	12.58%
35-44	11.46%
45-54	10.98%
55-64	10.35%
65 +	11.55%



<b>2016 POPULATION BREAKDOWN</b>	<b>%</b>
White Alone	13.51%
Black or African American Alone	14.27%
Amer. Indian and Alaska Native Alone	66.73%
Asian Alone	0.85%
Native Hawaiian	0.09%
Some Other Race Alone	1.60%
Two or More Races	2.94%



<b>AREA UNIVERSITY AND COLLEGE ENROLLMENT</b>	
UNC Pembroke	7,137
Robeson CC	2,260



<b>SIZE OF HOUSEHOLDS</b>	<b>#</b>	<b>%</b>
<b>5 Mile Radius</b>		
1 Person	1,653	23.03
2 Person	2,030	28.28
3 Person	1,415	19.71
4 Person	1,210	16.86
5 Person	545	7.59
6 + Person	325	4.53



<b>TRANSPORTATION</b>	
Time to Raleigh	2 hours
Time Columbia, SC	2 hours
Time to Fayetteville	45 minutes
Time to Charlotte	2 hours



### EMPLOYMENT BY OCCUPATION

Architect/Engineer	63
Arts/Entertainment/Sports	84
Building Grounds Maintenance	335
Business/Financial Operations	220
Community/Social Services	210
Computer/Mathematical	5
Construction/Extraction	654
Education/Training/Library	509
Farming/Fishing/Forestry	53
Food Prep/Serving	640
Health Practitioner/Technician	301
Healthcare Support	348
Maintenance Repair	298
Legal	35
Life/Physical/Social Science	37
Management	353
Office/Admin. Support	624
Production	552
Protective Security	268
Sales/Related	627
Personal Care/Service	220
Transportation/Moving	462



### LABOR FORCE CAPACITY

BACHELOR'S DEGREE	19.03%
HIGH SCHOOL DEGREE	77.00%
UNEMPLOYMENT RATE	8.05%



### MAJOR EMPLOYERS

Public Schools of Robeson County Education	1000+
Sanderson Farms	1000+
Campbell Soup Supply Company LLC	1400+
Mountaire Farms of NC	1000+
Southeastern Regional Medical Center	1000+
Robeson County Public Administration	1000+
University of North Carolina at Pembroke	1000+
Wal-Mart Associates Inc.	1000+
Two Hawk Employment Services	500-999
Primary Health Choice LLC	500-999
The Staffing Alliance LLC	500-999

# PEMBROKE

# MARKET ANALYSIS

<b>Retail Stores -10 Mile Radius</b>	<b>2016 Demand</b> (Customer Expenditures)	<b>2016 Supply</b> (Retail Sales)
Food and Beverage Stores	\$114,944,973	\$40,220,608
Motor Vehicle and Parts Dealers	\$181,789,845	\$165,180,825
Sporting Goods, Hobby, Musical Instrument Stores	\$15,645,348	\$1,596,614
Lawn/Garden Equipment/ Supplies Store	\$13,710,981	\$4,737,272
Department Stores, Excluding Leased departments	\$43,450,300	\$36,102,519
Furniture and Home Furnishings Store	\$14,716,311	\$7,465,686
Electronics and Appliances Store	\$14,625,653	\$10,312,041
Non-Store Retailers	\$78,189,915	\$74,922,626
Shoe Stores	\$3,514,816	\$1,441,604
Book, Periodical and Music Store	\$2,083,145	\$168,211

<b>Retail Stores</b>	<b>Opportunity</b>
Food and Beverage Stores	\$74,724,365
Motor Vehicle and Parts Dealers	\$19,058,904
Sporting Goods, Hobby, Musical Stores	\$14,048,734
Lawn/Garden Equipment/ Supplies Store	\$8,973,709
Department Stores, Excluding Leased dept.	\$7,347,781
Furniture and Home Furnishings Store	\$7,250,626
Electronics and Appliances Store	\$4,313,612
Non-Store Retailers	\$3,267,289
Shoe Stores	\$2,073,213
Book, Periodical and Music Store	\$1,914,934

*The difference between demand and supply represents the opportunity gap or surplus available for each merchandise line/ retail store type in the ten mile radius of Pembroke.*



# PEMBROKE MARKET GROWTH

Retail Stores -10 Mile Radius	2016 Demand	2021 Demand	\$ Change ( Market Growth)
Total Retail Sales and Eating, Drinking Places	\$871,789,845	\$929,273,359	6.59%
Sporting Goods, Hobby, Musical Instrument Stores	\$15,645,348	\$17,541,615	12.12%
Lawn/Garden Equipment/Supplies Store	\$13,710,981	\$15,399,120	12.31%
Furniture and Home Furnishings Store	\$14,716,311	\$15,850,453	7.71%
Electronics and Appliances Store	\$14,625,653	\$18,048,586	23.4%
Shoe Stores	\$3,514,816	\$3,714,039	5.67%
Book, Periodical and Music Store	\$2,083,145	\$2,427,552	16.53%
Building Material	\$86,630,758	\$95,930,121	10.73%
Gasoline Stations	\$66,715,939	\$75,985,341	13.89%
Jewelry, Luggage, Leather Goods	\$12,920,430	\$14,462,620	11.94%
Miscellaneous Store Retailers	\$26,192,569	\$29,413,262	12.3%
Motor Vehicle and Parts Dealers	\$181,239,729	\$187,109,186	3.24%
Food and Beverage Store	\$114,944,973	\$121,246,981	5.48%
Health and Personal Care Stores	\$51,166,287	\$53,116,362	3.81%
Clothing and Accessories Store	\$37,548,402	\$40,326,155	7.4%
General Merchandise Store	\$101,758,341	\$107,085,420	5.24%
Office Supplies and Stationary Store	\$10,933,187	\$12,185,653	11.46%
Non-Store Retailers	\$78,189,915	\$83,448,522	6.73%
Food Service and Drinking Places	\$82,415,639	\$84,171,355	2.13%

*Data is derived from two major sources of information. The demand data is derived from the Consumer Expenditure Survey (CESurvey, or CEX), which is fielded by the U.S. Bureau of Labor Statistics (BLS). The supply data is derived from the Census of Retail Trade (CRT), which is made available by the U.S. Census. Additional data sources are incorporated to create both supply and demand estimates. The Information provided above is inclusive of sales within a ten mile radius of Pembroke.*



- Founded in 1887, incorporated into UNC system in 1972
- Current Enrollment: 7,137; Enrollment Expected to reach 8,500 by 2020 due to NC Promise, a state funded plan to reduce tuition for in state & out of state students. For more info, visit: <http://www.uncp.edu/news-events/nc-promise>
- 62% minority enrollment and students representing 24 states and 20 countries
- 41 undergraduate programs and 17 graduate programs
- Student-faculty ratio is 16:1 with the average class size being 20

## Economic Impact of UNCP Spending



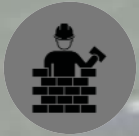
**Operations**

\$73.5 million\*



**Research**

\$670.8 thousand\*



**Construction**

\$473 thousand\*



**Student**

\$5.9 million\*

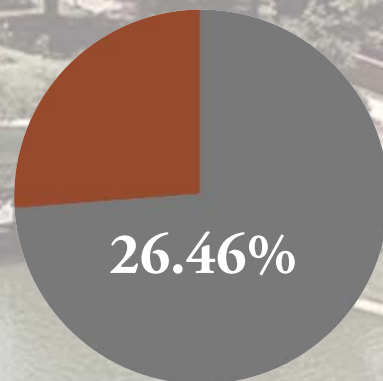


Robeson County

\*Amount presented is representative of spending/impact within Pembroke/Robeson County

## % of Pembroke Businesses Engaged

**UNCP used 2,926 vendors from 2011-2016**





# BUSINESS AMENITIES



## COMTech

COMTech Business Park is an 800-acre business, industrial, and technology park that caters to a diverse group of over 40 thriving businesses. COMTech is a shovel-ready Certified NC Commerce Site offering many amenities, including:

- Multi-path dark fiber optic loops
- Quick-tap natural gas capacity (6 in. Piedmont Natural Gas)
- Drought-proof freshwater aquifers

## Office for Regional Initiatives

Is dedicated to fostering regional collaborations, enhancing business development, and empowering communities for quality of life betterment in southeastern North Carolina. The Office for Regional Initiatives provides outreach services to the citizens, businesses, governments and nonprofit organizations throughout the region. Initiatives include:

- UNCP Student Internship Program
- Training and Education Workshops
- Technology Development
- Marine Trade Services
- International Business Development/Exporting
- Government Procurement



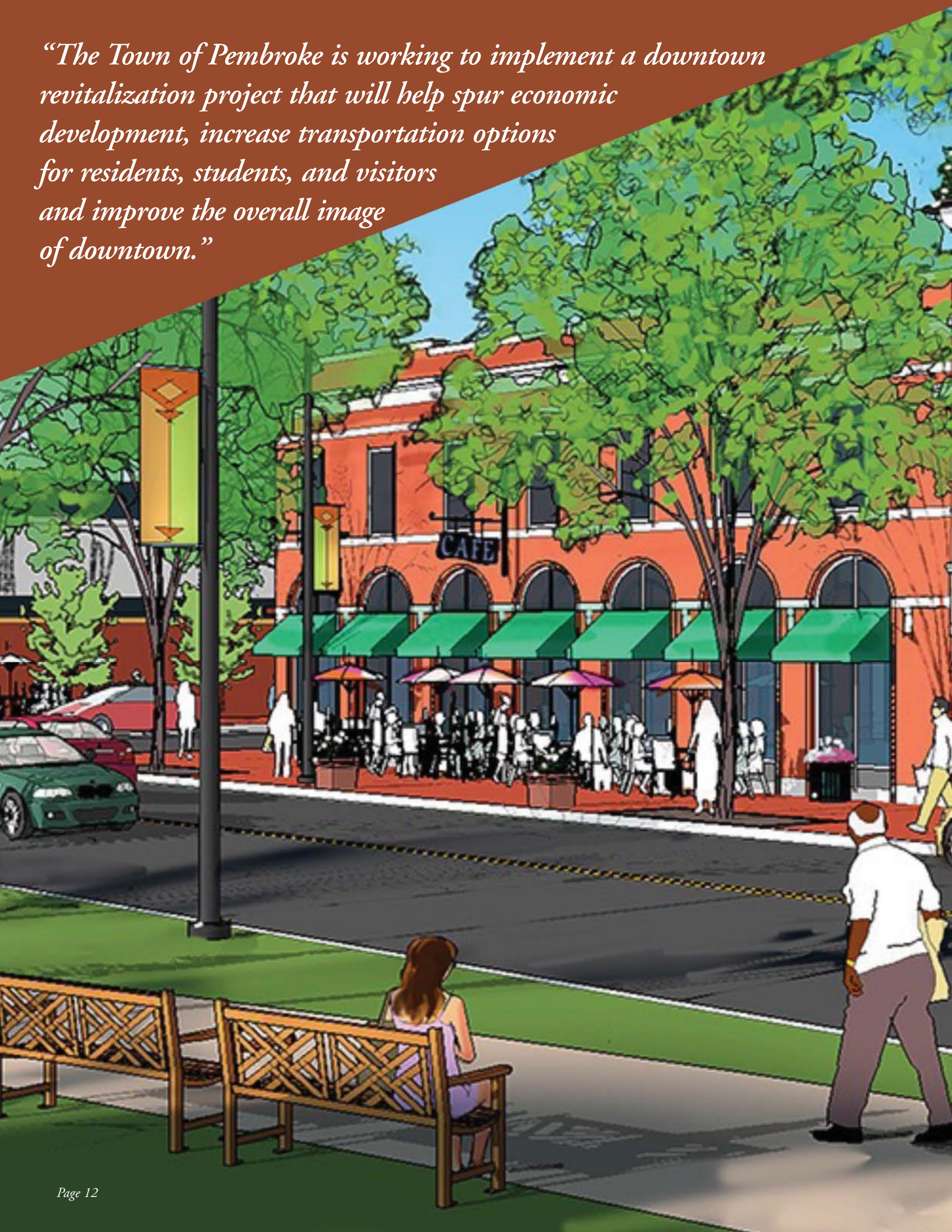
## Entrepreneurship Incubator

Grow your business at the University of North Carolina at Pembroke's Entrepreneurship Incubator, located in historical downtown Pembroke. The incubation program is designed to embrace the diversity of our region and provide start-up clients access to UNCP's and the area's resources and expertise. Whether you are a prospective entrepreneur or a veteran in the field, the Entrepreneurship Incubator has something for you.

- Private Office Space
- Business Consulting
- VoIP phones with Private Number
- Business Identification Signage
- Personal and On-Site Address
- Receptionist Service (8 am-5 pm)



*“The Town of Pembroke is working to implement a downtown revitalization project that will help spur economic development, increase transportation options for residents, students, and visitors and improve the overall image of downtown.”*





# 10 THINGS TO DO IN PEMBROKE



## 1 Cheer on the Braves

The University of North Carolina at Pembroke's athletic teams offer a wide variety of entertainment for sport enthusiasts. Whether it's basketball, football, wrestling, baseball, softball, or volleyball, you're sure to have fun at every event, and you might even have the chance to meet the BraveHawk!

## 2 Relax and admire one of our beautiful parks

Located just off of highway 711 is Pembroke's recreation center. Whether you're looking to play tennis with friends, eager to watch competitive sports, sign your children up for a sports team or just go on a leisurely walk, there is something for everyone at the recreation center.



## 3 Attend a Powwow

Join in dancing, singing, visiting, renewing old friendships, and making new ones. Powwows are a time to renew Native American culture and preserve the rich heritage of American Indians. Powwows are family friendly and fun for people of all ages and background. Curious for more info?

Visit [www.Powwows.com](http://www.Powwows.com)





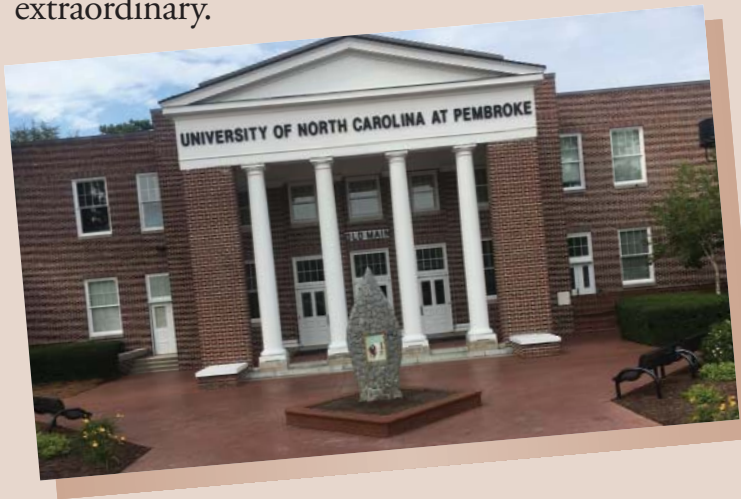
## 4 Spend the day on the Lumber River

Whether you're a fisherman, jogger, or a kayak enthusiast, Lumber River is the place to be. The Lumbee River is federally recognized as a "Wild and Scenic River" a classification saved only for the most beautiful and natural rivers. With tent-friendly campgrounds, group campsites, picnic grounds and short hiking trails, the possibilities for kayaking and canoeing are extraordinary.



## 5 Learn

Pembroke is home to UNC-Pembroke. UNC-Pembroke is one of the fastest growing and most diverse universities in the UNC School System. With 7,137 students, expected to increase to 8,500 in the next two years as a result of the NC Promise initiative. UNC-Pembroke has over 40 undergraduate major options and 24 graduate degree programs to choose from.



## 6 Explore The Museum of the Southeast American Indian

The newly renovated Museum contains exhibits of authentic Indian artifacts, arts and crafts from Indian communities all over the Americas, with special emphasis on Robeson County Indian people and on the largest North Carolina tribe, the Lumbee.



## 7 Shop and eat local

Pembroke's shopping experience is as unique as its culture. With local boutiques and shops in Downtown to nationally known retailers, you will be able to find the perfect gift or a little something to treat yourself.





## 8 Attend Lumbee Homecoming

This weeklong festival recognizes the heritage of the Lumbee people. Daily outdoor markets selling local foods and products; Little/Junior Miss Pageant; Teen/Miss Lumbee Pageant; golf tournament; 5K/10K runs, bike rides, parade, car and antique farm equipment show; live outdoor concerts; and fireworks. Lumbee homecoming is entering its 50th year and has become a large part of the community as well as a huge economic driving force, bringing tourism and business alike. Lumbee Homecoming is expected to draw in over 30,000 visitors.



## 9 See a Show

The Givens Performing Arts Center houses an amphitheater-style auditorium with more than 1,600 seats and provides **entertainment to nearly 200,000 guests annually**. The Givens Performing Arts Center hosts numerous Broadway shows, orchestras, shows geared towards children, and also hosts the "Distinguished Speaker Series," in cooperation with the Association of Campus Entertainment. For more information visit : [www.Uncp.edu/gpac](http://www.Uncp.edu/gpac)



## 10 Admire beautiful art and Sculpture

Located throughout the campus of UNCP, student artwork is proudly displayed. The sculptures are often circulated with new art work, giving different students a chance to have their work showcased. As part of the Downtown Revitalization plan, student artwork will be appearing around UNCP's campus and community.



# Town of Pembroke, North Carolina

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100 S Union Chapel Rd, Pembroke, NC 28372

