

Base Realignment and Closure (BRAC) Research and Brand Development

Cumberland County, North Carolina, including the city of Fayetteville, needed to prepare for the relocation of two major commands to Fort Bragg, NC, from soon-to-close Fort McPherson in Georgia (potentially over 20,000 new residents). Our challenge was to conduct research with Army personnel who might potentially transfer, as well as defense contractors who support the Army's mission and may locate personnel to the Ft. Bragg area. MarketVerge verified the impact of this realignment and relocation and set forth initiatives and strategic responses that Cumberland County should take in order to position itself as the best choice for relocation compared to the surrounding counties. Our qualitative and quantitative approaches revealed the profile of potential residents, including their critical factors in choosing where to live—housing, healthcare, safety, and entertainment. To date, an operating committee has been formed with working module teams responsible for focusing on ways to prepare the community, reach the target market, and gain the upper hand. Cumberland County is now positioned to tell a compelling story about what it has to offer and is better prepared to win the battle for BRAC success.