



**For Immediate Release  
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**Moore County, NC**

## **Southern Pines – Pinehurst Area Ranked Highly in Economic Strength**

In the 2008 Economic Strength Rankings by POLICOM, the Southern Pines – Pinehurst area has been ranked 27<sup>th</sup> out of the 577 micropolitan statistical areas in the United States. This ranking puts the Southern Pines – Pinehurst area high on the national list of communities with a stable, but consistently growing economy, which enables residents to enjoy a higher quality of living.

POLICOM is a Palm City, Florida-based independent economic research firm that analyzes local and state economies to determine if a particular economy is growing or declining and why. On an annual basis, the company looks at the country's 'micropolitan statistical areas', defined as having a population of at least 10,000 but less than 50,000, and evaluates each area's economic strength, defined as the long-term tendency of the economy to consistently grow in both size and quality. The higher the ranking, the more constant the growth has been over an extended period of time.

"POLICOM's ranking simply confirms what we've been emphasizing to prospective clients all along", said Ray Ogden, Executive Director of Moore County Partners in Progress, the economic development organization serving all of Moore County. "Thanks to a strong local economy, we have an exceptional standard of living in Moore County, and it's a great place to start, relocate or expand a business."

To measure the economic strength of all 577 micropolitan statistical areas nationwide, POLICOM uses several economic criteria, such as how much employees earn in small businesses and in the construction and retail sectors since these industries tend to grow or decline in direct proportion to the condition of the economy.

For the past 4 years, the Southern Pines – Pinehurst area has consistently maintained a position in the top 30 in the Economic Strength Rankings.

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“Southern Moore County’s economic strength has been a catalyst for the growth occurring in both residential construction and retail. Plus, we are targeting industry sectors for the development of the Southern Pines Corporate Park and Aberdeen’s Iron Horse Industrial Park, among other initiatives. These opportunities, in turn, make the area more attractive to entrepreneurs and business owners looking for a progressive location for their companies”, Ogden said. “This activity in addition to all of the exciting revitalization going on in Robbins in the northern part of the County is creating a lot of positive economic opportunities for our communities.”

To view the entire 2008 Economic Strength Rankings, visit [www.policom.com](http://www.policom.com).

Partners in Progress is the economic development organization that serves all of Moore County to improve the quality of life for our citizens through new business recruitment and existing business expansion. For more information, visit [www.moorebusiness.org](http://www.moorebusiness.org).

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