

For Immediate Release

Terry Bralley, President, Davie County Economic Development Commission
135 South Salisbury Street
Mocksville, NC 27028
336.751.2714 Office
336.909.1403 Cell
terry.bralley@daviecounty.com
www.daviecountyedc.com

Retail Recruiting Project Update

As we reported back in April, the Davie County Economic Development Commission is directing some of its attention to growing the retail base in Davie County.

“We realized as a small community, but with a terrific location connected to a major interstate, we needed the help of an outside professional to assist us with attracting those larger retailers that will help minimize sales leakage, fill vacant storefronts and lots, and expand our retail options,” he added. “We hired the Retail Coach to help us develop and implement a retail sales plan for the entire county. The EDC has invited the towns of [Bermuda Run](#), [Cooleemee](#), and [Mocksville](#), and the [Chamber of Commerce](#) to actively engage in the process. We believe this retail plan is another way to add value to the county and will help us grow our future.”

“Our goal is to recruit more retail, restaurants, and entertainment to Davie County to offer our residents more opportunities to buy clothing, electronics, or whatever they need locally; to retain the businesses and restaurants already here; and to keep our current shopping centers and districts vibrant while developing new centers,” said Bralley.

Progress Update and Project Dashboards

We are pleased to report that the retail recruiting project has achieved some milestones. For each town in the County (Bermuda Run, Cooleemee and Mocksville) the Retail Coach has helped identify the true market size, the dollar amount of retail sales in the county and the dollar amount of retail sales that are spent outside of Davie County (retail leakage).

Links to the Dashboards for Davie County and the communities of Bermuda Run, Cooleemee and Mocksville are below. Each dashboard has a set of links to PDF documents which provide detailed demographic profiles, retail market profiles, and workplace population profiles.

[Davie County Retail Dashboard](#)

[Bermuda Run Retail Dashboard](#)

[Cooleemee Retail Dashboard](#)

[Mocksville Retail Dashboard](#)

The Retail Coach and your Economic Development Commission is in the process of preparing a preliminary list of potential retailers for recruiting efforts.