

FOR IMMEDIATE RELEASE

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JOED Steps Forward as Onslow Coastal Alliance (OCA)

New name, website, and brand open the next chapter of countywide economic development

JACKSONVILLE, N.C. — Jacksonville Onslow Economic Development, Inc. now does business as **Onslow Coastal Alliance (OCA)**, the organization announced today. The new name, logo, and website at **ocanc.com** arrive with a reenergized board and new staff leadership. The legal organization has not changed, and neither has a mission that dates to 1970. What has changed is how clearly Onslow's story will be told, and how ready the team is to do the work ahead.

For more than fifty years, JOED has been the front door for companies seeking sites, talent, and partners on the Carolina coast. The new name makes room for the whole county — Jacksonville and every town beside it, and a coastal way of life that is larger than the shoreline.

“Coastal is a region and a way of life, not only a shoreline. Alliance is how the work gets done,” said Melissa Brandt, who became Chief Executive Officer in July.

Brandt inherited an organization already pointed in the right direction after a season of cleanup and restructuring. Partners stayed. The board kept the mission moving. With Operations Manager Emoni Burgess and a board chaired by Melissa Anderson, OCA now has a strong plan, a public face that matches the work ahead, and a website that brings sites, workforce, incentives, and quality of life into one conversation.

The mission is unchanged: attract investment, grow quality jobs, and help existing industry stay and expand across Onslow County and its municipalities. The new identity, Coastal Community of Choice, is meant to feel like the place it represents — clear, welcoming, and serious about follow-through. Companies do not choose a park in isolation. They choose a county people are proud to call home.

“Quality of life is what nourishes healthy economic growth,” Brandt said. “People put down roots where life feels possible. Hold us to trust, consistency, and transparency. Please stop by. We would love to say hello.”

OCA called today’s announcement the first public step, not the finish line. A monthly newsletter begins October 1, with more from the board and team still to come. The organization is based at 421 Court Street in downtown Jacksonville.

Media contact

Melissa Brandt, CEO · CEO@OCANC.com

Emoni Burgess, Operations Manager · OPS@OCANC.com

ocanc.com