

ECONOMIC UPDATE

FOURTH QUARTER 2021

Halifax County, North Carolina is strategically located along Interstate 95 and offers an attractive location for industrial and commercial businesses. Equidistant between New York and Florida, Halifax County provides easy access to global markets, three international airports, and the seaports of Virginia and North Carolina. Economically progressive, Halifax County is a major hub for commercial and business activity in northeastern North Carolina.



Companies locating or expanding in Halifax county find great support for industry, agriculture, and small business. We have available building space, offer a skilled, diverse workforce along with very competitive tax rates and incentives for new and existing businesses

Continued investments in infrastructure and site development are supporting new commercial and industrial opportunities, higher wage jobs, and diversification of the local employment base throughout Halifax County.

Major economic indicators show expansion of the Halifax County economy in 2021, led by growth in employment, retail sales, construction activity, and visitor spending.

INDUSTRIAL ACTIVITY

- **Roseburg Forest Products will construct a \$200 million state-of-the-art lumber mill in Weldon that will create 137 new jobs. Construction will begin in early 2022.**
- **Binderholz Group, headquartered in Austria, purchased the former KL2 Lumber facility near Enfield, investing over \$84 million. The company plans to be operational in 2022 and create 150 new jobs.**
- **Don Pancho Authentic Mexican Foods expanded its existing facility near Halifax for tortilla chip production, investing \$5.8 million.**
- **The Weldon Mills Distillery continues a strategic growth path with national and international recognition for its brands.**
- **The new CCX Intermodal Terminal on US Highway 301 opened in November offering rail-to-truck transfer capacity for domestic and international container shipments.**

COMMERCIAL ACTIVITY

Several commercial and retail projects were completed in 2021, including the renovation of the Halifax Hotel as boutique apartments, all of which are now leased. Littleton's renaissance continues with the opening of Daphne's Coffee, Main Street Wines, and the Blue Jay Bistro. In Enfield, Uniquely Curated, Norwalk Furniture, In the Field, and SS Gallery & Antiques, along with Market Plus grocery, add to business growth in the Town. Scotland Neck welcomed OG Nutrition and a new Family Dollar-Dollar General combo store. These investments are helping to spur additional commercial, cultural, and economic opportunities for the towns.

In Weldon, Carolina Star Hotels announced the construction of a 92-room Fairfield Marriott at I-95 Exit 173, which is expected to stimulate even more investment at this prime location. Highway 55, Take 5, T-Mobile and other new commercial ventures support Roanoke Rapids' place as a major economic hub in northeastern North Carolina.



Strategic transportation improvements are underway to enhance commercial development including the extension of Premier Boulevard to NC Highway 125, multi-laning of NC Highway 125 from Old Farm Road in Roanoke Rapids to I-95 Exit 171, resurfacing of portions of US Highway 158, bridge improvements, and other enhancements. The Town of Weldon and Halifax County are working collaboratively to support Amtrak passenger rail service at the former Depot in Weldon.

The Halifax County Economic Development Commission maintains an inventory of industrial and commercial buildings and sites that are available throughout Halifax County. Visit www.halifaxdevelopment.com for the latest additions to our inventory.

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POPULATION & LABOR FORCE

	HALIFAX COUNTY AREA (Metropolitan Area)	30-MILE RADIUS	60-MILE RADIUS
Total Population	71,964	136,111	999,547
Population Age 16+	59,184	113,262	811,807
In Labor Force	27,509	55,007	478,856
Employed	25,983	51,893	451,190
Unemployed	1,526	3,068	23,671
% Unemployment	5.5%	5.6%	4.9%
% Blue Collar	50.9%	53.2%	47.6%
% White Collar	49.1%	46.8%	52.4%
No. of Businesses	1,934	3,712	29,782
Daytime Population	46,585	90,230	729,424

EMPLOYEES & ESTABLISHMENTS

(30-Mile Radius)

	Employment	Establishments
Agriculture, Forestry & Fishing	1,044	200
Mining	45	1
Construction	1,352	184
Manufacturing	6,657	157
Transportation, Communications, Utilities	3,151	254
Wholesale Trade	2,660	137
Retail Trade	7,716	760
Finance, Insurance & Real Estate	997	237
Services	17,033	1,586
Health Services	4,550	258
Government, Public Administration	9,318	196

ECONOMIC INDICATORS

RETAIL SALES—Gross retail sales in Halifax County through October 2021 exceeded one-half billion dollars, totaling \$538,975,237, an increase of 16.6% for this same period in 2020.

GROSS DOMESTIC PRODUCT (GDP)—For Halifax County, Real Gross Domestic Product (value of goods and services produced) was \$1.28 billion in 2020 ranking Halifax County 66th of 100 NC counties.

BUILDING PERMIT VALUES totaled \$50,262,508 through November 2021, increasing by 10% over 2020.

ANNOUNCED JOB CREATION & INVESTMENT—213 new jobs and \$217 million in new/expanding industrial facilities to date in 2021.

VISITOR SPENDING

Halifax County's premier location on I-95 creates a thriving tourism industry and is a major economic engine for Halifax County. Visitor spending generated over \$85.9 million in 2020, Halifax County ranks 44th in the State in tourism spending. Visitor spending saved Halifax County residents \$143.32 in state and local taxes.

FOR ADDITIONAL INFORMATION

The Halifax County Economic Development Commission (HCEDC) is the lead economic development organization for Halifax County with a mission to support the creation of new jobs and investment through business recruitment, retention, and expansion. HCEDC's offices are housed at the Halifax County Visitors Center at 260 Premier Boulevard, adjacent to Interstate 95 (Exit 173). HCEDC can provide one-stop access for community information and business and industry support services. For additional information, including available buildings and sites in Halifax County, contact:



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