



# STAYCONNECTED

Mayor's Newsletter Oct. 2020 / Issue 1 / Volume 1

Contact Information: 331 S. Franklin Street, PO Box 1180, Rocky Mount, NC 27802  
sandy.roberson@rockymountnc.gov • Office (252) 883-9460

Mayor C. Saunders "Sandy" Roberson Jr.



ROCKY MOUNT, NC  
THE CENTER OF IT ALL

Dear Friends and Neighbors,

It has been about 10 months since I was sworn in as mayor. Since then we have had to deal with a pandemic, an investigation by the NC Auditor, the removal of the confederate monument at Battle Park, flooding, and protests. Not quite what I had in mind, but I ran for mayor because I remembered what Rocky Mount has been to many of its native sons and daughters and what it has the potential to become.

In 2011, I wondered if the best decision for me would be to move from Rocky Mount. After thinking about my mom, my children and other family who live here, my lifelong friends that reminisce with me over high school hijinks and all the things that root me here, I made the decision to stay. But if I stayed, I was going to do whatever I had to do to make Rocky Mount better—an incubator for small businesses, a destination for tourists, a top contender to land national and international companies, a tech hub and most importantly, a safe and inviting place where our children wanted to stay to raise their children.

I need your help, though, to change the narrative currently on social media, in media stories and just everyday conversations where people who are complaining about Rocky Mount and why they want to move or why people should not move here.

I am here to tell you there is more positive news about Rocky Mount than negative news and I need your help to start changing this conversation.

Rocky Mount is positioned to soar. The City is being recognized as a as one of the top 20 US cities for manufacturers, is growing as a tech hub with the success of QVC and is an intermodal center for logistics and distribution along the Eastern Seaboard. Let us keep the momentum going together!

In real estate, it is a sellers' market with days on market of our housing stock shrinking and demand and prices increasing dramatically. The success of the Rocky Mount Mills and the mill village were one of the engines sparking our growth. Some say that we are even positioned to become Raleigh's rival.

Rocky Mount has six Fortune 500 companies located here. The cost of living is 16% below the national average and manufacturing has grown by nearly 12% in recent years. We are home to three institutions of higher learning and the Bel Air art center features our local, talented artists. Downtown showcases a growing list of amenities that young professionals are seeking—hip restaurants, yoga studios, wine boutiques, and artisanal coffee shops, to name a few.

Triangle Tire is planning to build two manufacturing sites between Rocky Mount and Tarboro, bringing 800 jobs and nearly \$580 million in investment, Corning Inc. is investing \$86 million to build a warehouse facility, creating 111 jobs and Rocky Mount's Pfizer facility the largest of its kind in the world. Almost one fourth of all sterile injectables used in U.S. hospitals are produced at the Rocky Mount facility.

Recently, Nash UNC Health Care was nationally recognized for their superior service and operating performance in the US News & World Report's annual "Best Hospitals" report.

That's just the start of our rise to greater significance. Together, we can Rediscover Rocky Mount.