



**ROCKY MOUNT, NC**  
THE CENTER OF IT ALL

**ROCKY MOUNT CITY COUNCIL**

**COMMITTEE OF THE WHOLE MEETING**

**MONDAY, JUNE 12, 2023**

**CITY COUNCIL  
COMMITTEE OF THE WHOLE**

**MONDAY, JUNE 12, 2023  
5:30 PM**

**AGENDA**

1. Growing Beyond Our Population Base      Alan Matthews

An aerial photograph of a multi-lane highway interchange in a rural area. The interchange is a complex of several roads crossing each other. The surrounding landscape is a mix of green fields, some of which appear to be under construction or recently cleared, and dense green forests. In the distance, there are rolling hills and more developed areas with buildings and parking lots. The sky is a clear, pale blue.

Destination Rocky Mount  
Northeastern North Carolina's  
Regional Commerce Center

Growing Beyond  
Our Population Base

Office of Business Recruitment  
Alan Matthews

# Rocky Mount Event Center



# Rocky Mount Event Center A Destination



# ROCKY MOUNT MILLS A DESTINATION







# ROCKY MOUNT

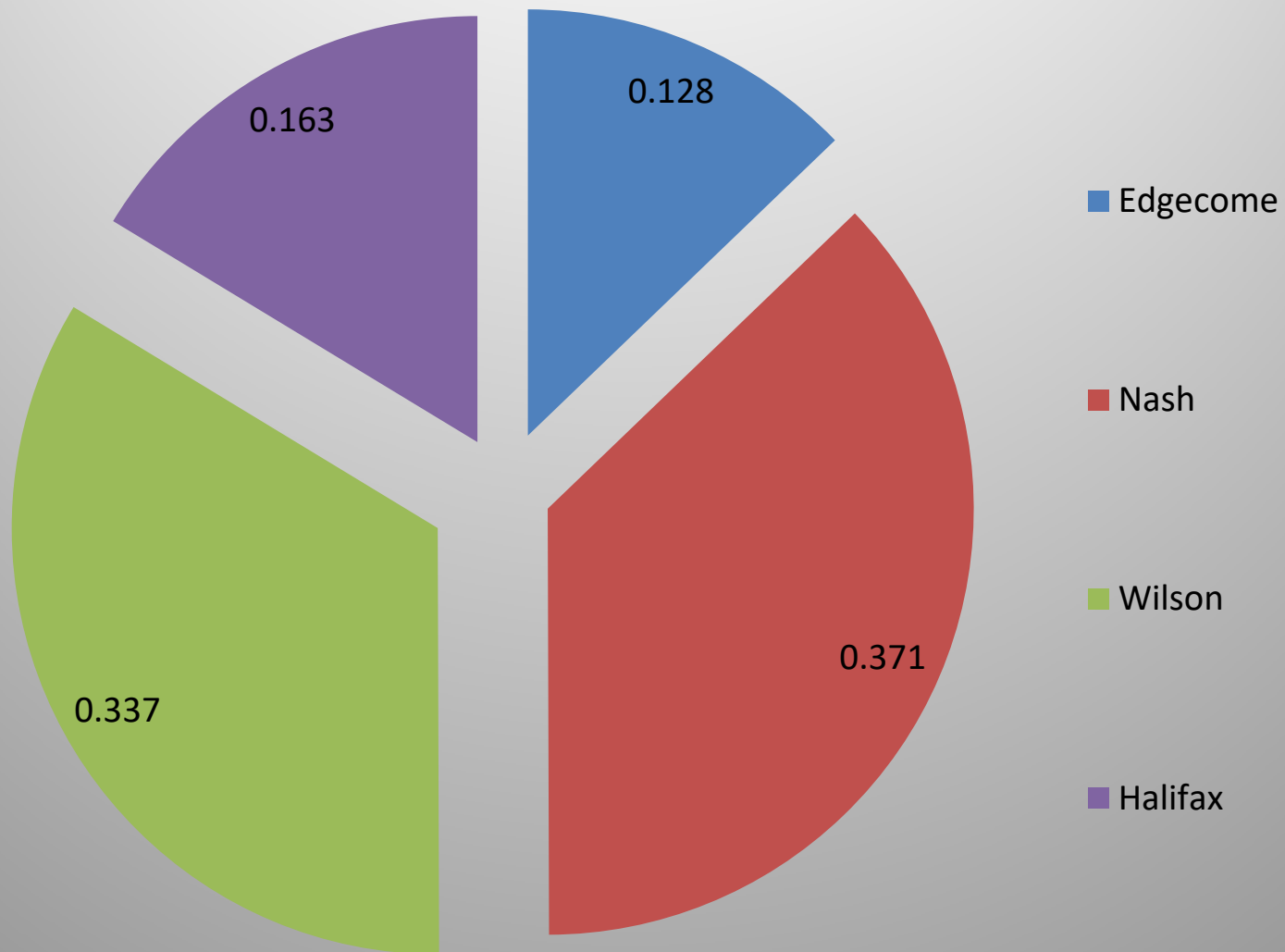
## SPORTS COMPLEX

THE CENTER OF IT ALL



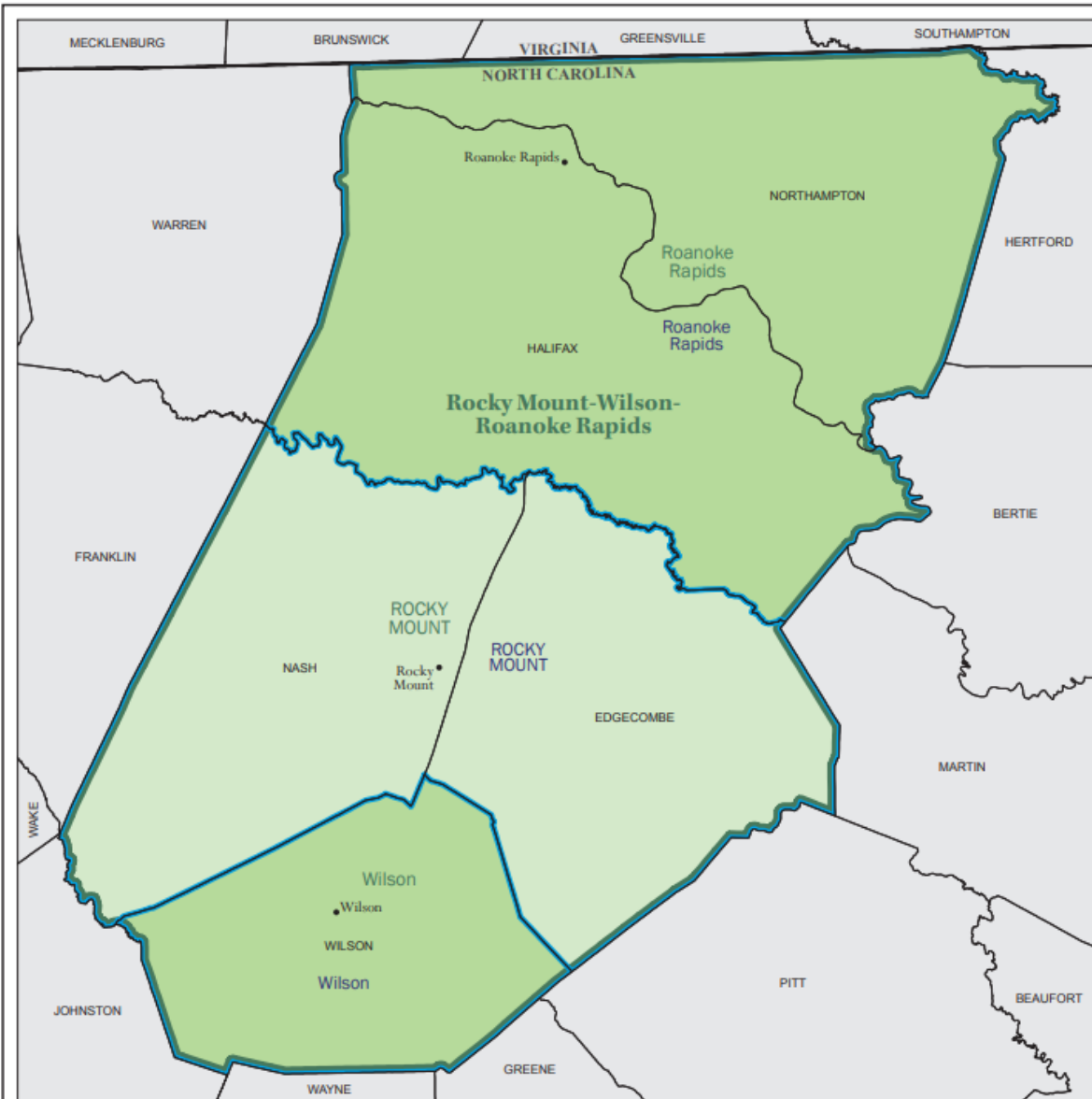


# Consumer spending for Rocky Mount Four County region

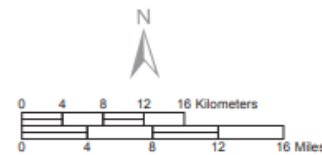


**New Designation as Rocky Mount MSA,  
Wilson and Halifax Combined Area**

# Rocky Mount-Wilson-Roanoke Rapids, NC Combined Statistical Area

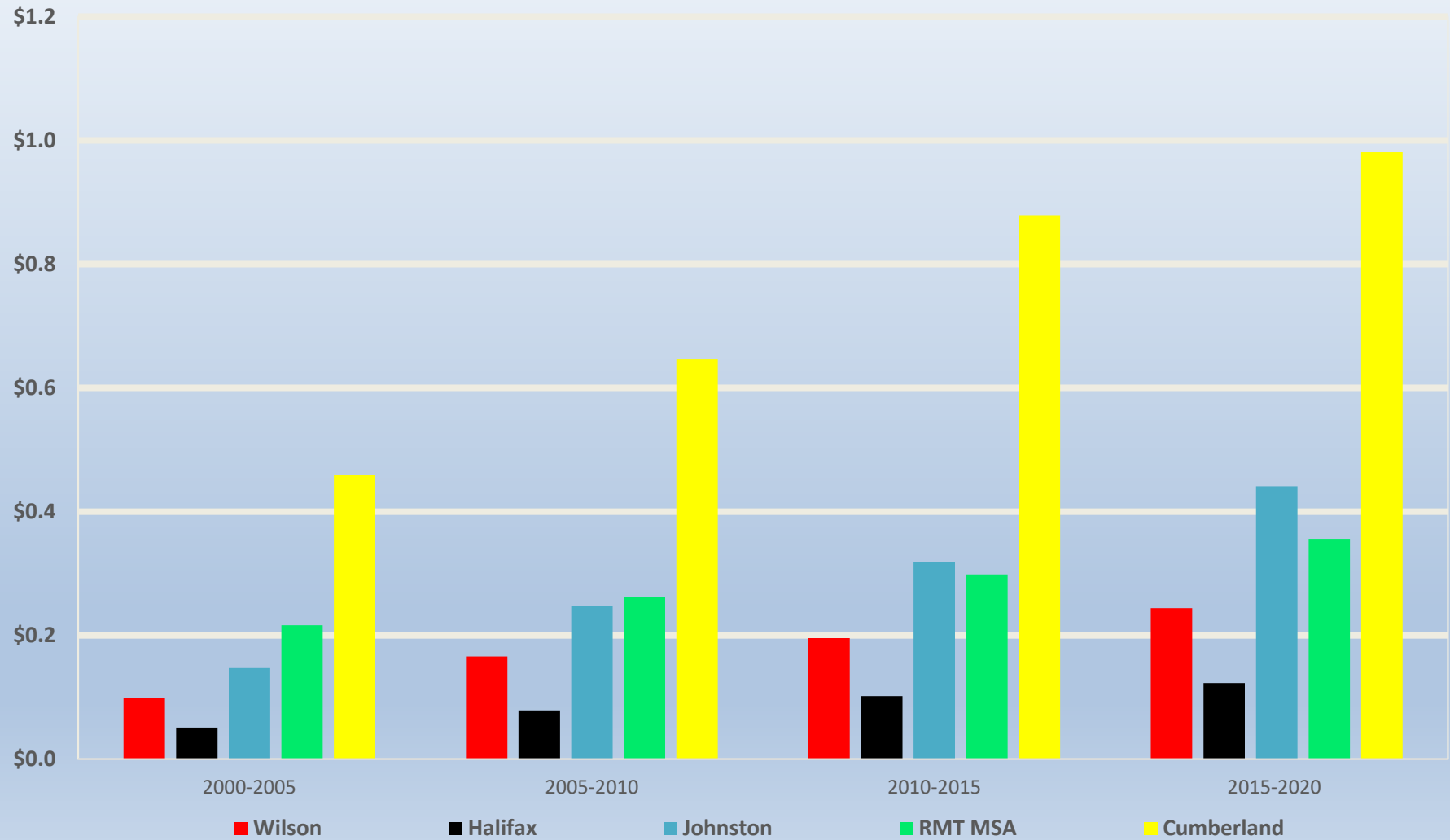


- LEGEND**
- Rocky Mount-Wilson-Roanoke Rapids — 2012 Combined Statistical Area
  - ROCKY MOUNT — 2012 Metropolitan Statistical Area
  - Wilson — 2012 Micropolitan Statistical Area
  - (none) ..... 2012 Metropolitan Divisions
  - Rocky Mount • 2012 Principal City
  - (none) ▨ 2007 Combined Statistical Area
  - ROCKY MOUNT — 2007 Metropolitan Statistical Area
  - Roanoke Rapids — 2007 Micropolitan Statistical Area
  - NORTH CAROLINA — State or Statistical Equivalent
  - NASH — County or Statistical Equivalent



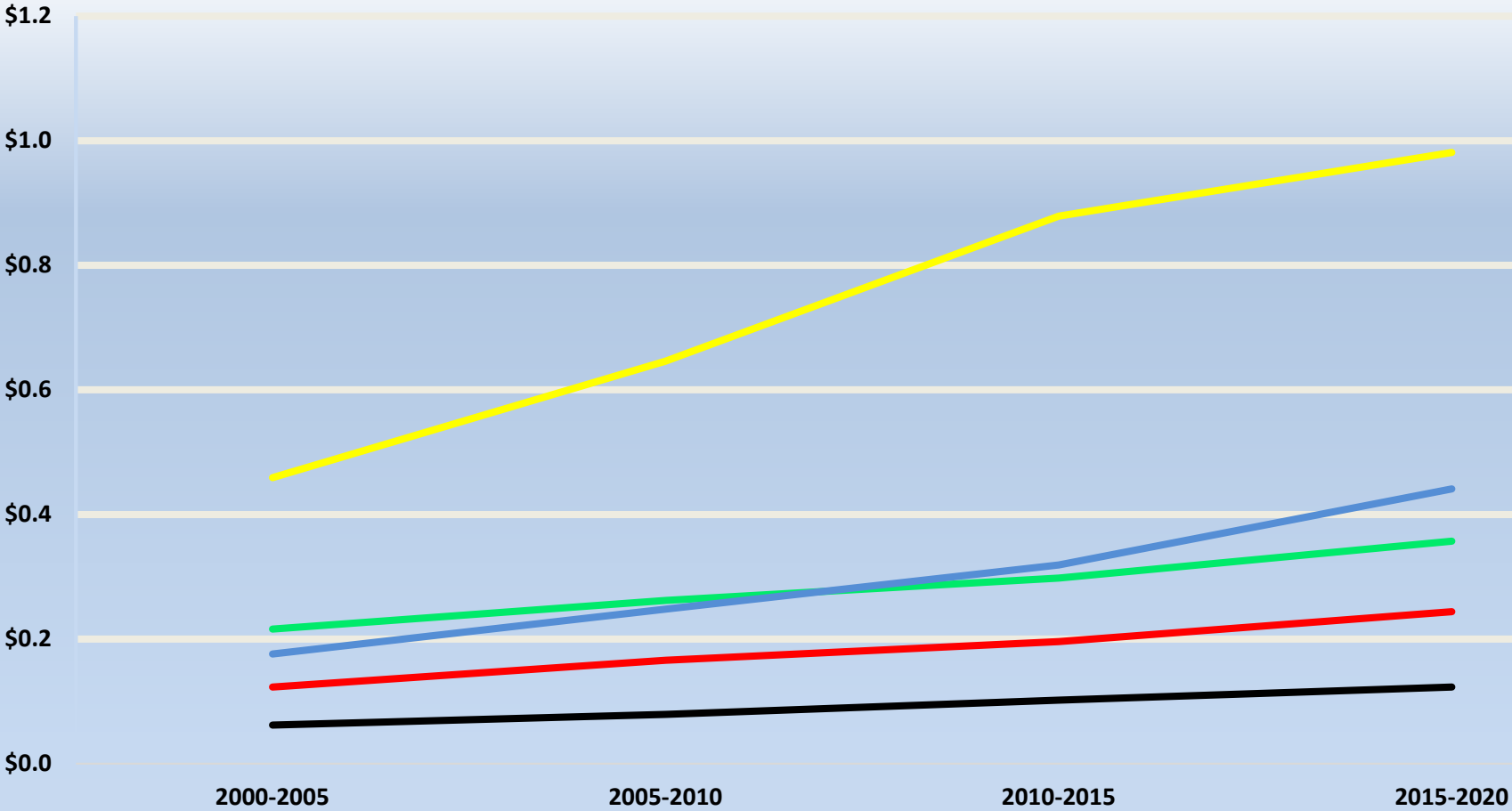
2012 Combined Statistical Area (CSA) and Metropolitan/Micropolitan Statistical Area (CBSA) boundaries and names are as of February 2013. 2007 Combined Statistical Areas (CSA) and Metropolitan/Micropolitan Statistical Areas (CBSA) are as of December 2006. All other boundaries and names are as of January 2012.

## Retail Sales Tax revenue - 20 Year Period NC counties contiguous to I-95



# Retail Sales Tax revenue - 20 Year Period 2000-2020

## NC counties contiguous to I-95



Wilson Halifax RMT MSA Johnston Cumberland

# Tarrytown Mall Demolition



Sams Club 125 Million retail Sales



Garry D  
07-1

New NC D.O.T improvements

36 Million Dollars to include new Sunset Ave Bridge



An aerial photograph showing a large-scale highway interchange project. A multi-lane highway runs diagonally from the bottom left towards the top right. A new overpass structure is being built across the highway, with concrete pillars and beams visible. The interchange area is surrounded by commercial developments, including large parking lots filled with cars, several industrial or retail buildings, and some construction equipment. The background shows a mix of trees and more distant buildings under a clear sky.

**New Projects will bring increased interest in our market and enhance our ability to draw from a broader area.**

**A Big thanks to our NC DOT Division 4 for this 36 million dollar capital project**



**Thirty Million Dollar Capital investment bringing over 250 jobs and a signature project for our two-county area.**



**Sam's Club provides a regional draw Rocky Mount Retail Center serving four counties and our 300,000 population base**



# Development Activity At Sam's Club Mosely Development from Charlotte



Garry E. Hodges  
07-17-07

# Freddy's Frozen Custards & Steakburgers



# Panera Bread opens in Rocky Mount Exceeded opening projections by 30 %



Panera Bread opens in Rocky Mount Exceeded opening projections by 30 %



Freddy's Frozen Custards & Steakburgers





## **New Urgent Care Facility for Pets**



Popeyes opens in January 2020



Dairy Queen having a great opening in our city and considering second location



# Create Destination

Establish a retail presence along I-95 & I-87/US 64 corridors that increase consumer spending and provide growth for hospitality, while capturing a broader market.

# WHY?

- ▣ Consumer Spending – Retail - is 70% of our economy – the most major economic indicator
- ▣ Drive Time is important to retailers and consumers .
- ▣ Rocky Mount has great access by I-95 and US 64/I-87 making us attractive to retailers with short connect to consumers
- ▣ There are 4.2 million residents within a 120 minute drive time – medium income \$ 53K
- ▣ Why would we not want to capture outside revenues?

# Exit 138 – I/95/US 64 & I-95

- Opportunities
  - Major link to western metropolitan areas. RTP
  - Highest traffic count and best visibility for retail services
  - Has potential for greatest growth and return by constructing service roads to expose more I-95 and I-87/US 64 road frontage
  - Best link to lodging industry & closest link to population base
  - Motivated sellers
  - Potential tie in with Community Colleges

# Benefits to City County and State

- ▣ By capturing a broader market area our two county MSA can recruit and attract a higher level of retail and other businesses
- ▣ Job creation and increased tax base from retail sales
- ▣ Turn corner in a positive direction and help to rebrand our city our area and community

# **Growing Beyond our Population Base Business Recruitment**

**Alan Matthews**

**Rocky Mount Area Chamber of Commerce  
In partnership with City of Rocky Mount  
Serving Eastern North Carolina  
And beyond**



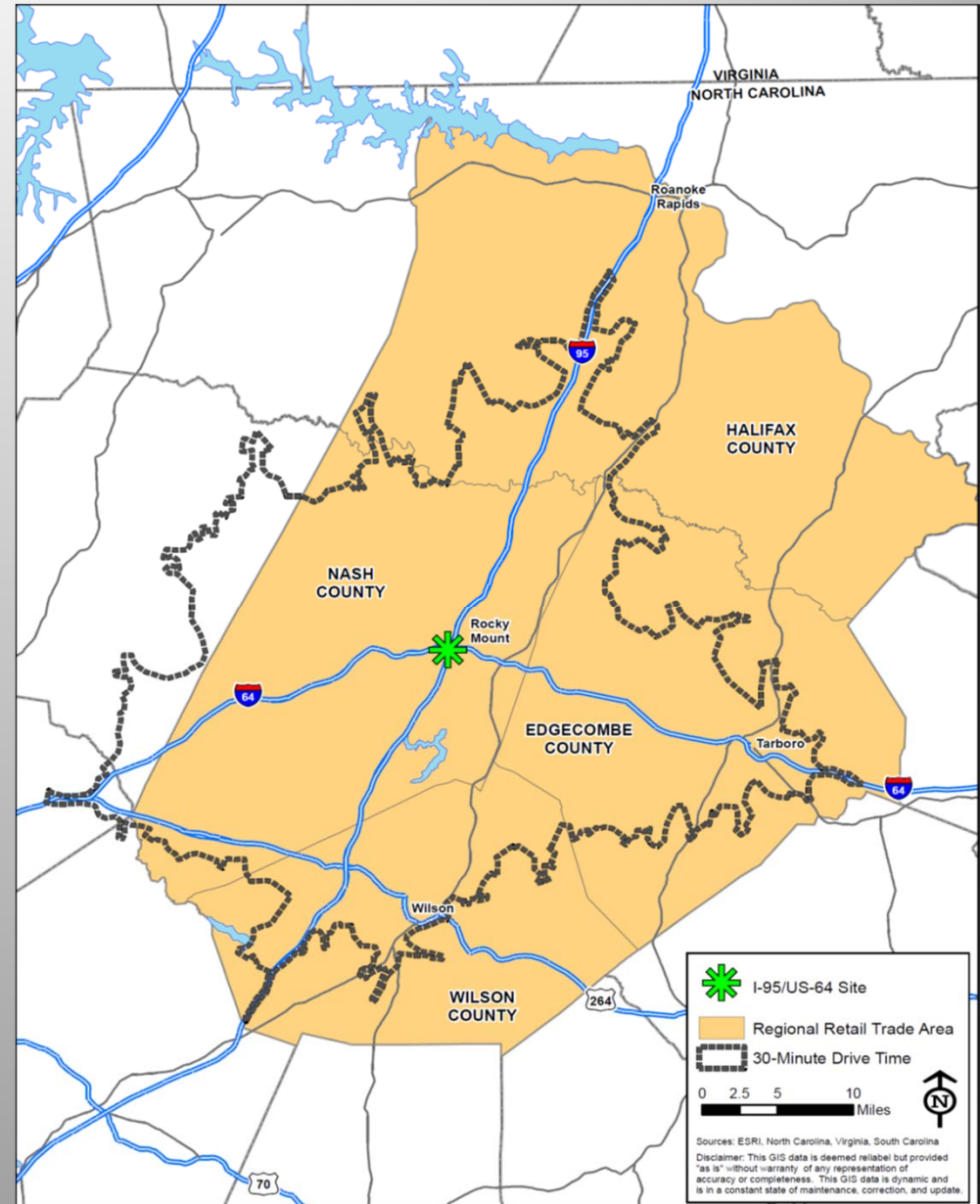
**An Eastern North Carolina Project**  
**An opportunity for North Carolina to**  
**assist our geographical area**  
**Capturing additional sales tax revenues**  
**Job Creation and meeting the growing**  
**needs from Industrial Development**





# FOUR-COUNTY REGIONAL RETAIL TRADE AREA

- Four-county regional retail trade area includes:
  - Nash
  - Edgecombe
  - Wilson
  - Halifax
- Rocky Mount is hub
- Bisected by I-95
- Majority of households located within 30-minute drive of Rocky Mount



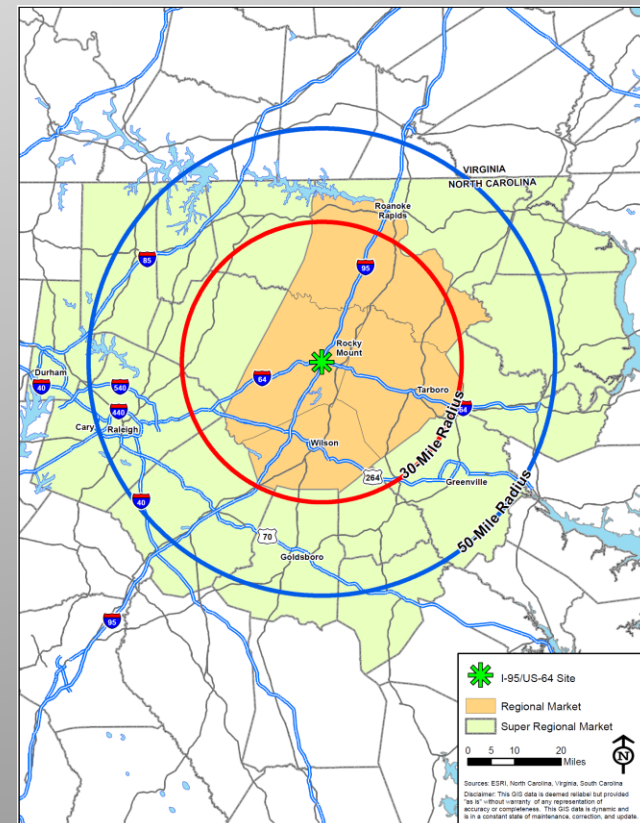
# UNIQUE TENANT RETAIL

- Super-regional trade area covers 19 counties in eastern North Carolina; most within 50 miles of site
- 2.5 million residents and almost 1 million households in 2016
- 1/3 of households earning over \$75,000 in 2016
- Primary trade area is four-county “core” and secondary trade area is 15 surrounding counties

Demographic Profile,  
Super-Regional Trade Area, 2011-2016

Demographic Category	2011	2016
Population	2,313,621	2,508,677
Households	898,487	976,491
Average Household Income	\$64,013	\$71,946
Households \$50,000+ Income	426,047	540,028
Households \$75,000+ Income	270,463	332,551
Percent of Population Under Age 18	26%	24%
Percent of Population Ages 18-34	24%	24%
Percent of Population Ages 35-49	29%	27%
Percent of Population Ages 55+	21%	25%

Source: ESRI



# Rocky Mount I-95/US-64/I87:

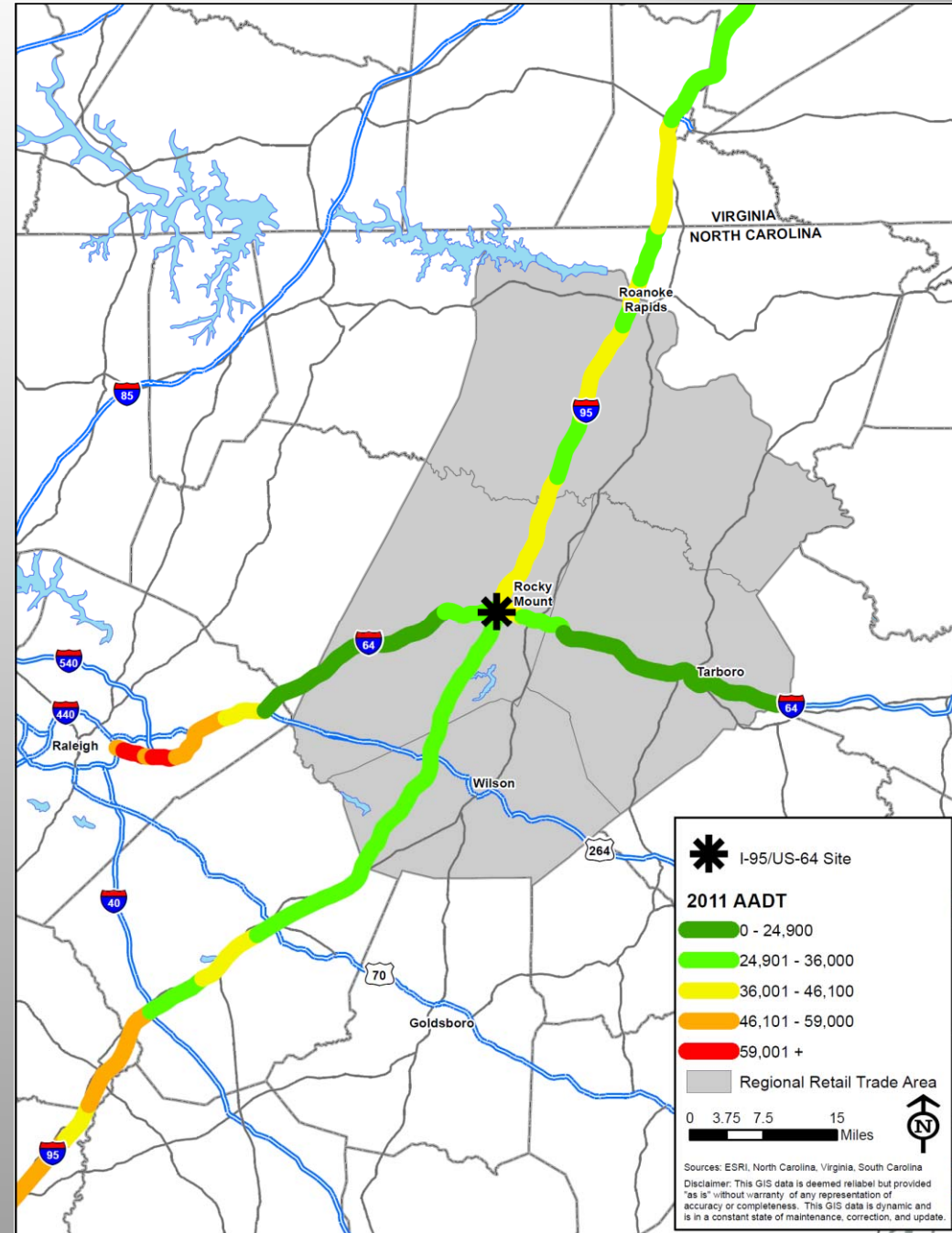
174 Acres

255 Acres

- 4.2 million residents within a 2-hour drive, with a median household income of \$53k+.
- 3000 existing hotel rooms, with four new hotels recently constructed.
- 77 million vehicles pass through the I-95 & US-64/I-87 intersection, with over 1 million stops at nearby I-95 NC Welcome Center.
- I-95 & US 64 carries the highest 4-way traffic count in NC, along the I-95 corridor. Over 77 mm vehicles annually.

# TRAFFIC COUNTS

- AADTs closest to site: annual avg. daily count
  - I-95: 48,000 vehicles
  - US-64: 48,000 vehicles
- Highest counts on I-87 are west of site, closest to Raleigh
- I-876 has highest traffic count on four primary east-west routes between Raleigh and I-95 toward coast of North Carolina
- I-95 AADT:
  - North and South Carolina: 24,000-55,000, highest near Fayetteville
  - Virginia: 35,000-140,000, highest near Washington, DC



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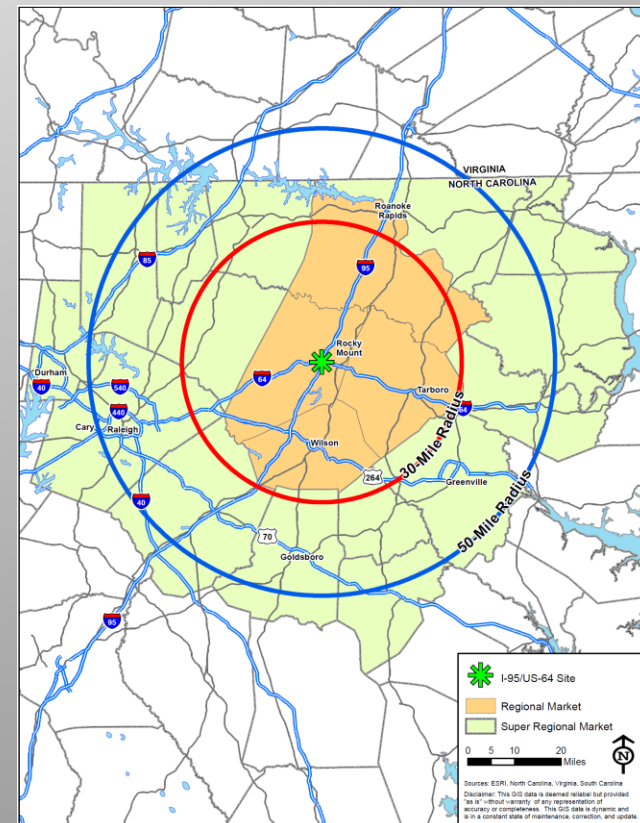
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