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# **Economic Development Opportunities along Highway 301 & Beyond**

*Enfield, North Carolina*

October 14, 2022



# Agenda Items

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**01** *Project  
Background*

**02** *Demographics*

**03** *Community  
Engagement Findings*

**04** *Shift Share & Retail  
Leakage Results*

**05** *Recommendations*

**06** *Q&A*

# Project Background

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The Town of Enfield, in partnership with the Enfield Economic Development and Revitalization Commission and the Enfield Collective Center reached out to NCGrowth to conduct research on community needs and economic development strategies for Enfield, particular along the prominent Highway 301.

*Client*



*Partners*



*Report &  
Analysis*



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# 02

# Demographics

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Demographics like age, poverty levels, and work patterns are explored in this section.

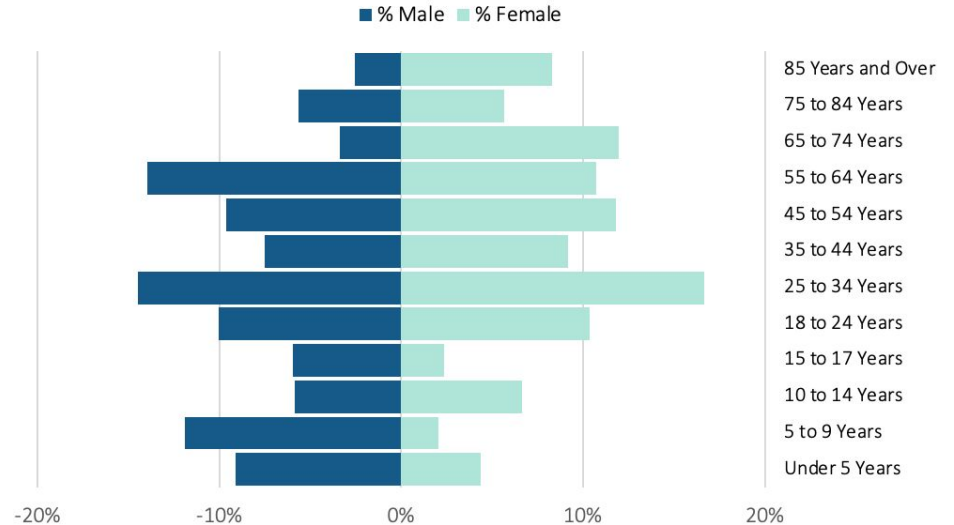
# Enfield's young age is an important asset

# 32%

## *Under 24 years old.*

Roughly one third (32.8%) of residents are under the age of 24 and 48.6% under the age of 35 years old.

Graph 1: Enfield, North Carolina Population Pyramid

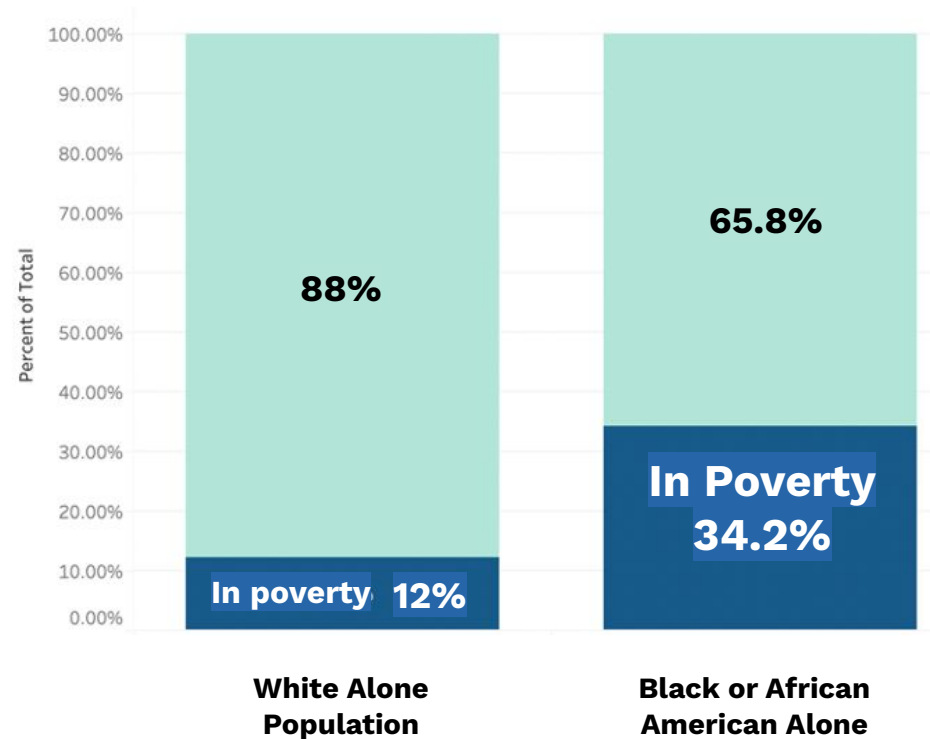


# Poverty Levels Reveal Racial Disparities

*The Black and African-American population experiences disproportionately higher dimensions of poverty.*

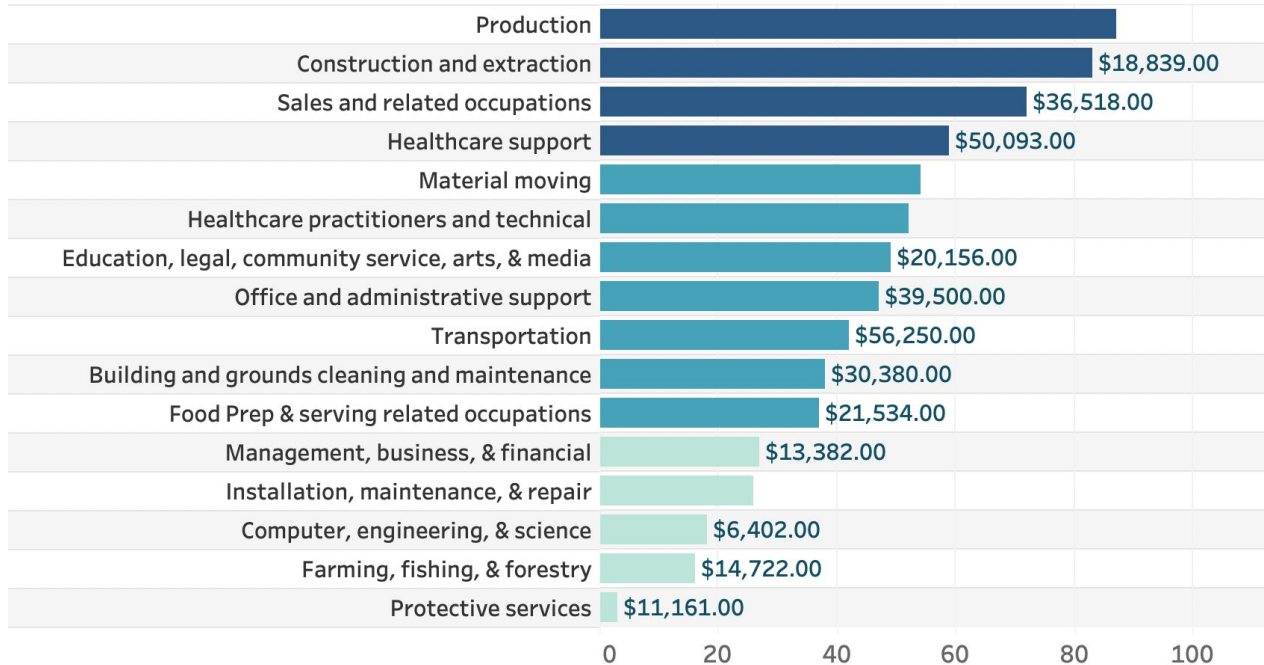
*33.5% live below the poverty line compared to the state average (14%).*

Graph 5: Poverty Status by Race/Ethnicity Population Count

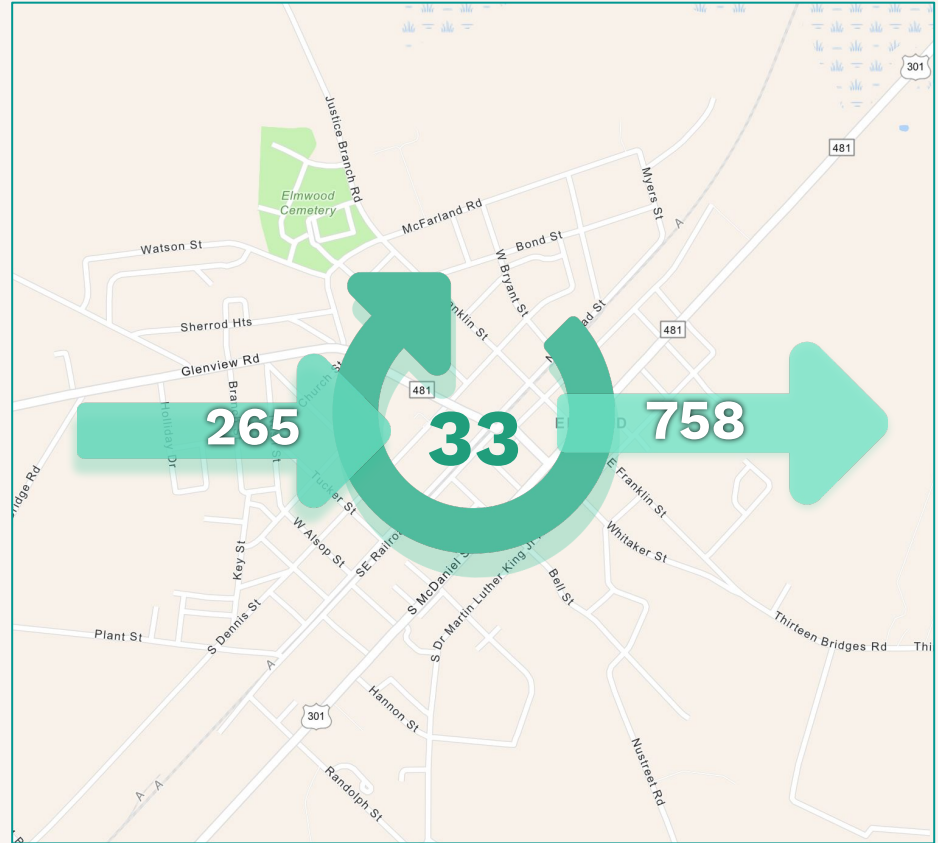


# Most Common & Highest Paying Occupations

Number of Employees By Occupation Sector



Enfield has a large **inflow** and **outflow** of workers with most residents commuting longer than average distances.





**From 2015-2019, there was an increase in residents *travelling to Garner, Wilson, and Greenville, NC* for work. From 2015-2019, there was an increase in workers *coming to Enfield from Rocky Mount (+78.79%) and Roanoke Rapids (+40%)*.**

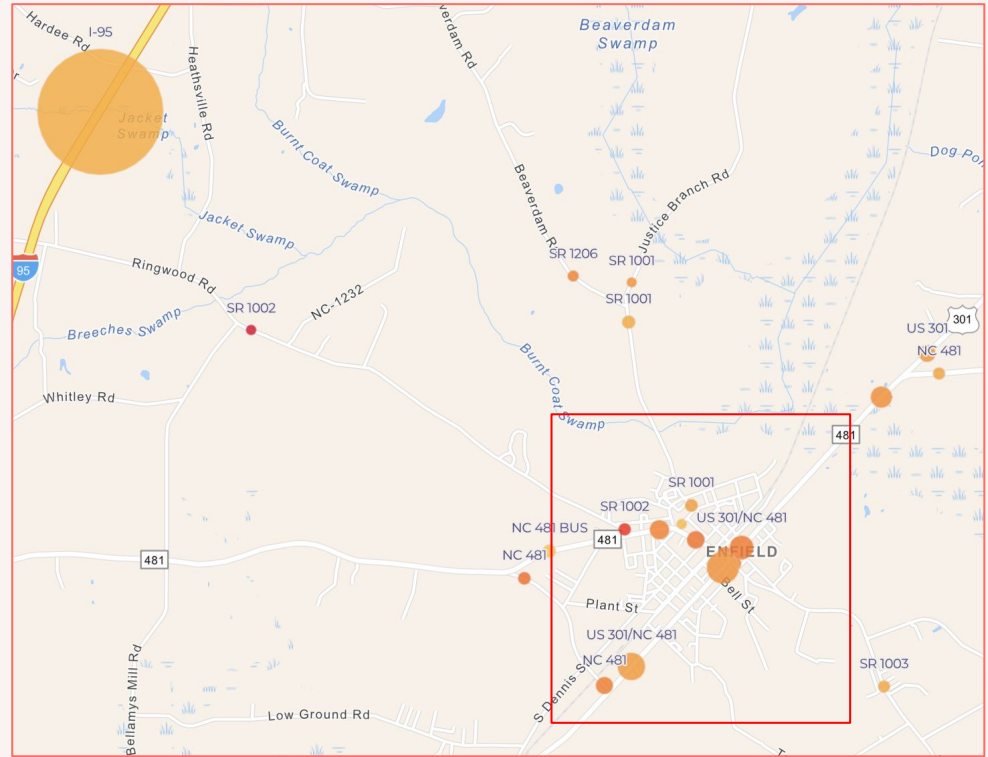
**Place of *Residence* for People who Work in Enfield, 2019**

Place of Residence	Employed Enfield Residents	Percent of Total
Enfield town, NC	33	10.2%
Rocky Mount city, NC	33	10.2%
Tarboro town, NC	13	4.0%
Roanoke Rapids city, NC	10	3.1%
Raleigh city, NC	5	1.5%
All Other Locations	229	70.12%
<b>Total, Employed Workers</b>	<b>323</b>	<b>100%</b>

**Place of *Work* for People who Live in Enfield, 2019**

Place of Work	Employed Enfield Residents	Percent of Total
Rocky Mount city, NC	142	16.8%
Roanoke Rapids city, NC	38	4.5%
Raleigh city, NC	35	4.1%
Enfield town, NC	33	3.9%
Wilson city, NC	27	3.2%
All Other Locations	569	66.7%
<b>Total, Employed Residents</b>	<b>844</b>	<b>100%</b>

Hwy 301 averages  
**over 6,000** cars per  
day while downtown  
(Glenview) averages  
about **2,900** cars per  
day.



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**03**

**Retail Leakage & Shift  
Share Results**

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# Opportunity in Undersupplied Retail

Table 6: Significant Opportunities at a 1-Mile radius

2017 Industry Summary	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage, Surplus Factor	No. of Businesses
Motor Vehicle & Parts Dealers	\$3,671,708.00	\$1,090,335.00	\$2,581,373.00	54.2	3
General Merchandise Stores	\$2,809,078.00	\$1,656,706.00	\$1,152,372.00	25.8	2

## 5-Mile radius

Motor Vehicle & Parts Dealers	\$8,171,179.00	\$1,288,588.00	\$6,882,591.00	72.8	3
General Merchandise Stores	\$5,880,413.00	\$2,070,916.00	\$3,809,497.00	47.9	2
Miscellaneous Store Retailers	\$1,676,889.00	\$102,349.00	\$1,574,540.00	88.5	1
Clothing & Clothing Accessories Stores	\$1,572,285.00	\$104,712.00	\$1,467,573.00	87.5	1
Furniture & Home Furnishings Stores	\$1,331,429.00	-	\$1,331,429.00	100	0
Electronics & Appliance Stores	\$1,015,668.00	-	\$1,015,668.00	100	0

# Results

Motor Vehicle & Parts Dealers and General Merchandise Stores are undersupplied at the 1-mile, 5-mile, and 10-mile radius.

- General Stores include larger “box stores” like Target, Big Lots, or independent general stores.
- A general store could capture markets from neighboring towns and benefit Enfield residents who travel out of town to buy household goods.

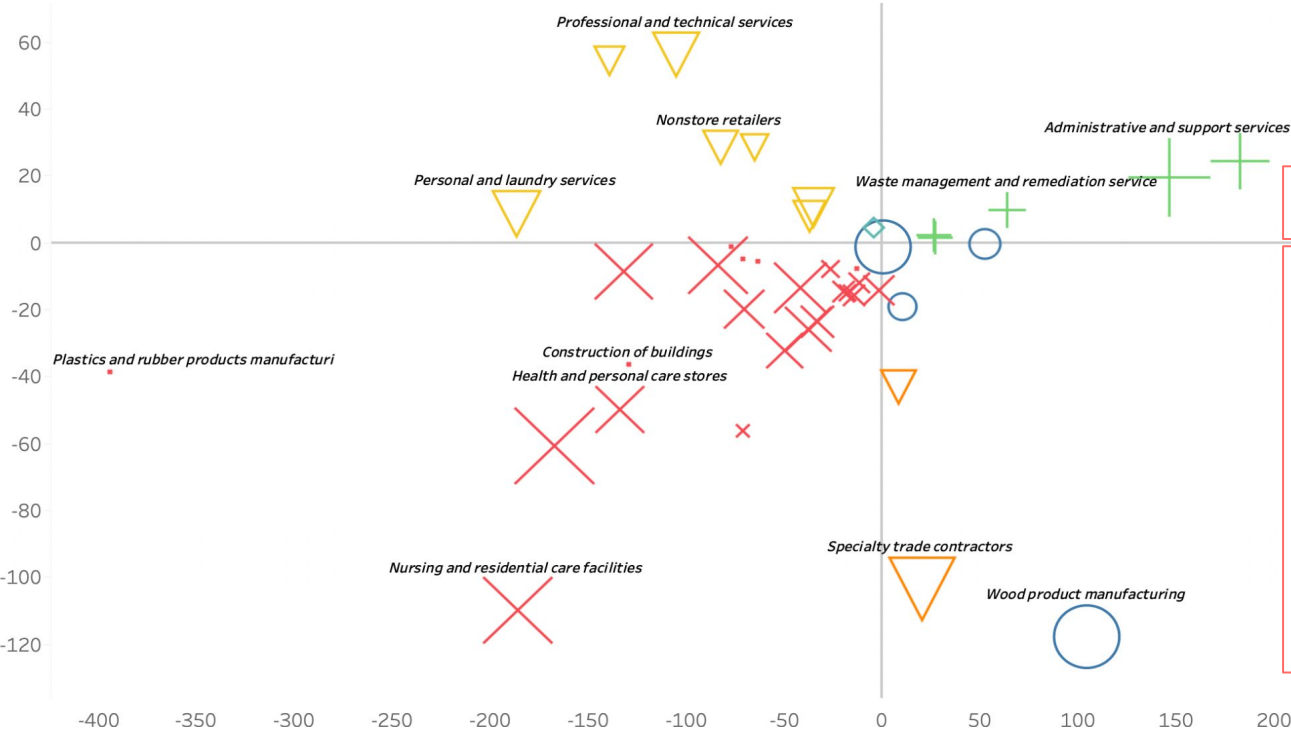
We don’t know where people are buying other items (it could be online) or where they work.

	10-Mile radius				
2017 Industry Summary	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage, Surplus Factor	No. of Businesses
Motor Vehicle & Parts Dealers	\$20,650,782.00	\$5,064,533.00	\$15,586,249.00	60.6	7
General Merchandise Stores	\$14,086,417.00	\$4,095,539.00	\$9,990,878.00	54.9	5
Food & Beverage Stores	\$15,535,954.00	\$10,472,401.00	\$5,063,553.00	19.5	10
Food Services & Drinking Places	\$8,426,175.00	\$3,449,826.00	\$4,976,349.00	41.9	9
Miscellaneous Store Retailers	\$4,228,430.00	\$637,082.00	\$3,591,348.00	73.8	4
Clothing & Clothing Accessories Stores	\$3,639,471.00	\$422,958.00	\$3,216,513.00	79.2	2
Furniture & Home Furnishings Stores	\$3,083,501.00	\$0.00	\$3,083,501.00	100	0
Electronics & Appliance Stores	\$2,351,800.00	\$0.00	\$2,351,800.00	100	0
Sporting Goods, Hobby, Book & Music Stores	\$2,147,845.00	\$0.00	\$2,147,845.00	100	0
Nonstore Retailers	\$1,537,940.00	\$0.00	\$1,537,940.00	100	0
Health & Personal Care Stores	\$5,915,356.00	\$4,622,436.00	\$1,292,920.00	12.3	1

# SHIFT SHARE ANALYSIS

**COMPETITIVE STATEWIDE, BUT NOT REGIONALLY**

**COMPETITIVE STATEWIDE & REGIONALLY**



**COMPETITIVENESS**

- ▽ At Risk
- ✚ Competitive
- ✕ Declining
- Stable
- ▽ Weak Opportunity
- ◇ Opportunity

**NOT COMPETITIVE REGIONALLY OR STATEWIDE**

**COMPETITIVE REGIONALLY, BUT NOT STATEWIDE**

# Industries by Competitiveness

## *For Halifax County*

### + *Competitive industries*

- Admin & support Services (516 jobs)
- Warehousing & Storage (258 jobs)
- Waste management & remediation services (97 jobs)
- Agriculture & forestry support activities (87 jobs)
- Management of companies & enterprises (84 jobs)

### ◇ *Opportunity industries*

- Food services & drinking places (1765)
- Food & beverage stores (361)
- Private Households (24)

### ○ *Stable industries*

- Wood product manufacturing (317)
- Accommodation (226)
- Merchant wholesalers, durable goods (e.g., construction materials) (69)
- Forestry and logging (56)

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# 04

## Community Engagement Findings

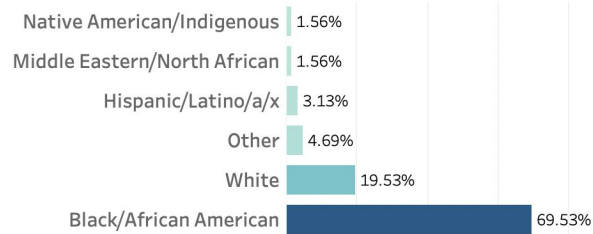
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Findings from survey responses, interviews, and a town focus group.

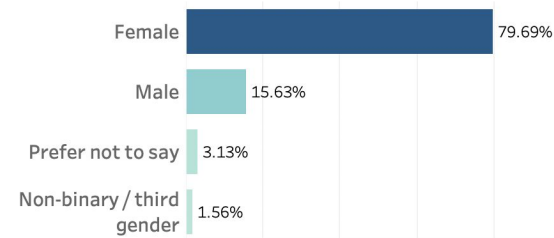


***We got 238 unique responses, over 10% of Enfield's population!  
Women, older, and white individuals were overrepresented in our survey.***

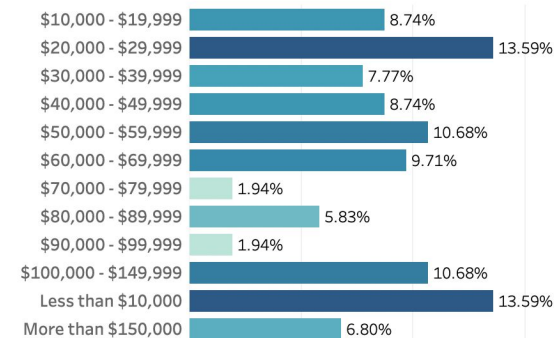
Race and Ethnicity



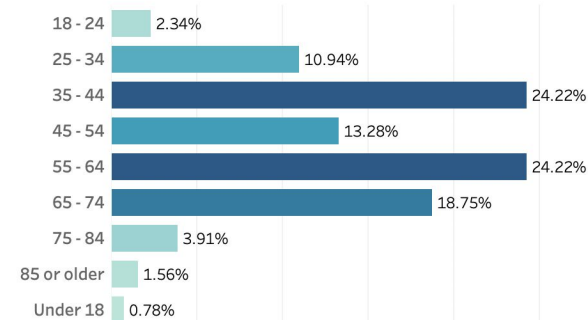
Gender



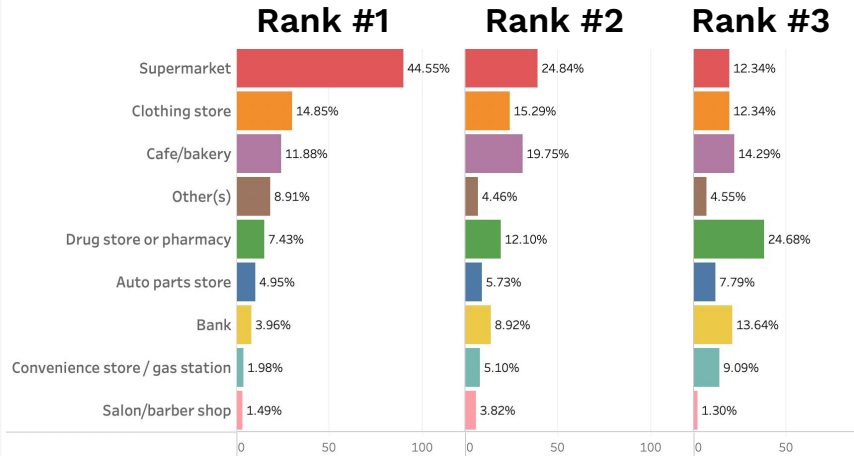
Household Income



Age Breakdown



## Most wanted store (ranked)



**Residents are unhappy with the current grocery store & lack of retail like a cafe or drug store.**

*Supermarket* **45%**

45% ranked supermarket as #1 most wanted.

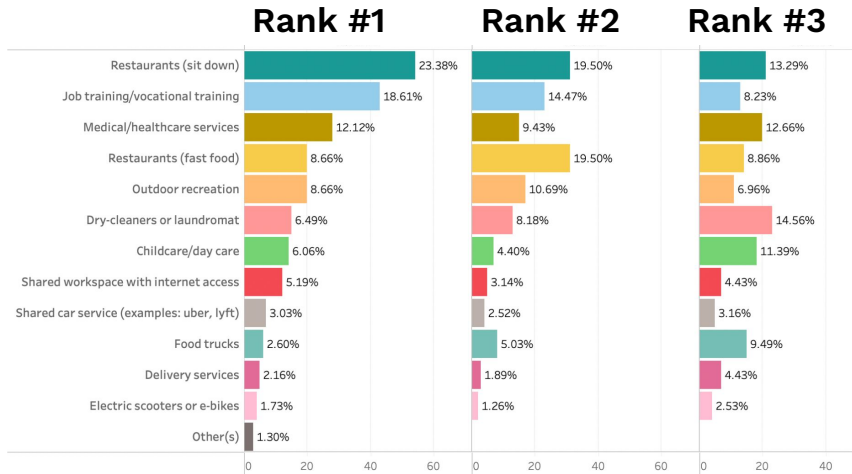
*Cafe/Bakery* **13%**

13% ranked cafe/bakery as #2 most wanted.

*Drug-store/Pharmacy* **26%**

26% ranked drug-store/pharmacy as #3 most wanted.

## Most wanted services (ranked)



The “top three services”  
reveal a need for better  
access to food & workforce  
development.

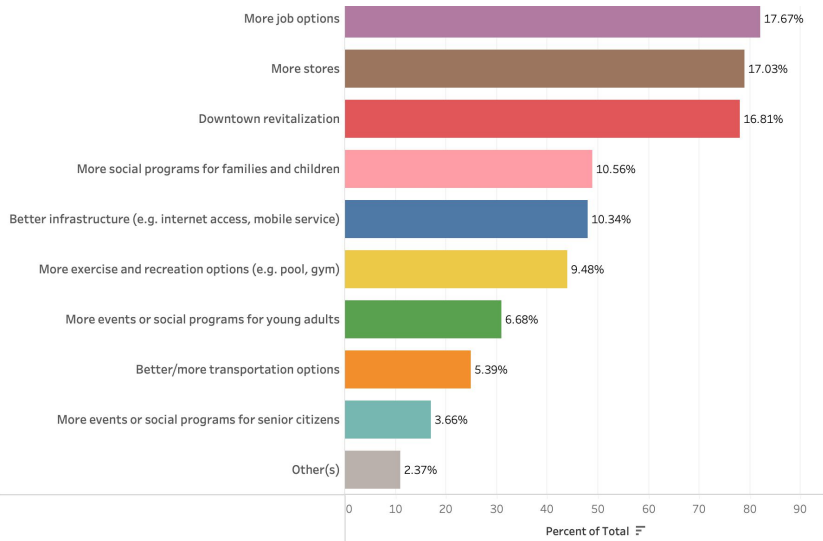
*Restaurants* **24%**

24.7% ranked restaurants (sit down) as their #1 and 18% ranked fast food restaurants second.

*Job training* **16%**

Many people also chose job training as their first, second, or third most wanted service in Enfield.

## Top 3 things that could make Enfield a better community & place to live



# Residents feel that more stores, downtown revitalization, and more jobs would improve Enfield

*More job options* **17%**

*More stores* **17%**

*Downtown Revitalization* **16%**

# Enfield has 11 prospective business owners

# 11

*Business ideas and  
entrepreneurs!*

## *Business Ideas*

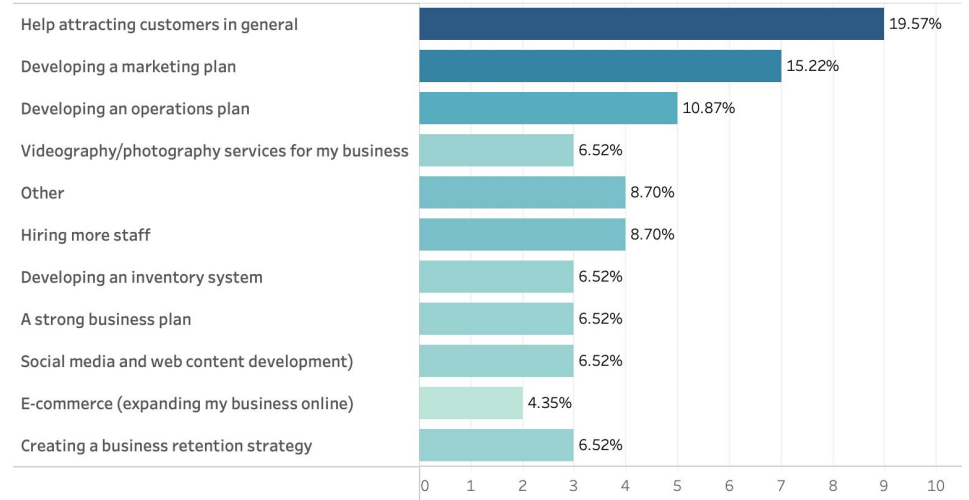
Interlocking Pavers	Coffee and bakery shop or life coaching
Roofing	Childcare
Short term rental	Coffee shop
Bar and grill	Little Caesars
Custom t-shirts & apparel	Yoga
Public Administration, nonprofit consultant	

**Nearly half mentioned  
needing some sort of  
marketing support.**

**47%**

*Of business owners need  
help with marketing*

#### Business Support Needs



# The community is enthusiastic & has creative ideas!

*Workshop with youth in school to determine what they want Enfield to look like (from an interview with an educator)*

*"Keep working on affordable and safe housing options. Create opportunities for people to gather and mix with neighbors they may not normally have an opportunity to interact with. Kid friendly Block parties? ...getting kids to document stories from the elders in the community...could be archived in an eventual museum... keep working together and asking for feedback. Thank you for doing this"*

*"do a share a meal day where it's a big potluck and that gets people to socialize and network. Craft fair; random festivals like hotdog festivals.... I have so many ideas but this it just a little of what can be possible for this town."*

*"Attract more artists and musicians by marketing the town as place that has affordable space to create art; create a museum out of the old train station; create a restaurant/cafe where people can gather and exchange ideas; put a platform for kayakers on Fishing Creek."*

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# 05

# Recommendations

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This section outlines 10 recommendations that combine insights from community engagement, demographic analysis, and economic analyses



# #1 Implement Traffic Attraction Strategies to Support Enfield Businesses

## *Short Term solutions:*

- Increase digital presence to attract customers
- Start a pop-up market to provide space for entrepreneurs
- Increase signage to support more businesses



## *Long Term solutions:*

- Expand transportation options to spur economic activity and support recreation
  - Bike paths and trails
  - Public transportation
- Develop broadband and roadside Wi-fi access

# #2 Develop Systems to Support Existing Businesses

## *Short Term solutions:*

- Connect business owners to free training
- Develop a committee or task force for business support to move actions forward
- Buy local campaign

## *Long Term solutions:*

- Support businesses and aspiring entrepreneurs
  - Business pitch competitions
  - Business fundraising events



# #3 Carefully Develop a Business Incentive Program

## *Considerations*

- Identify a list of businesses to prioritize using community feedback
- Consider rent and utility credits for small and medium-size businesses (SMEs)
- Use a score based approach


## *Long Term solutions:*

- Utilize incentives to attract SMEs
- Local businesses:
  - Tend to hire local labor
  - Make positive contributions to the social and civic infrastructure of a community
  - Spend money locally

# #4 Build Economic Development Capacity

## *Short term solutions:*

- Apply for a Capacity Building Program
  - Lead for North Carolina Fellows
  - AmeriCorps VISTA
  - Community Revitalization Fellows
- Build a task force to include residents and leverage volunteers excited to get involved



**APPLY BY APRIL 15**  
**LFNC.SOG.UNC.EDU**

## HOST SITES FOR LEAD FOR NC

**Municipalities**

- Apex
- Archer Lodge
- Ayden
- Biscoe
- Elizabeth City
- Goldsboro
- Kinston
- North Wilkesboro
- Norwood
- Pollockville
- Rocky Mount
- Spencer
- Statesville
- Troy
- Wilson

**Counties**

- Ashe County
- Edgecombe County
- Hyde County
- McDowell County
- Rockingham County
- Wake County
- Washington County

**Regional Councils of Governments**

- Kerr-Tar Regional Council of Governments
- Piedmont Triad Regional Council Area Agency on Aging
- Triangle J Council of Governments

**A paid fellowship in local government for recent college grads by the UNC School of Government.**

# #5 Identify Assets to Develop a Shared Vision

## *Short term solutions:*

- Inventory and frame assets
  - People listed friends/family, the people, hometown feel, greenery, peace and quiet, fellowship, and community as their favorite things about Enfield.
- Organize a logo contest to utilize local talent and involve the community

## *Long Term solutions:*

- Develop a strategy by highlighting assets (e.g., towns with strong musical history in North Carolina can become part of The African American Music Trail)
- Reinforce Local Branding

# #6 Follow a “Fix it Up, Pay it Up, Give it Up.” Approach to Vacant Buildings

## *Fix it up*

- Local government can cite violations and request the owner “Fix it Up.”

## *Pay it up*

*If the violation is ignored...*

- Bill owners for the work or maintenance
- Local gov. can lien the property for the abatement costs
- Property taxes can be used as an enforcement method

## *Give it up*

- Foreclose on the lien, similar to tax enforcement..
  - Acquire the property directly to steward to a new & responsible owner
  - or
  - Auction off the property

# #7 Increase Access to Fresh Food

## *Farmers Markets*

- Help increase fresh food and produce within the community
- Attracts a larger client-base from neighboring communities

## *Community Kitchens*

- Spurs new businesses and lowers risk
- Provides a pathway for small producers and entrepreneurs to develop and test products

## *Healthy Corner Stores*

- Convenience store can be transformed
- Enfield has many convenience stores that could provide more fresh food

# #8 Lower Utility Costs for Residents & Business Owners

## *High costs are a burden*

- Low and moderate-income households in North Carolina spend 19.8% of their income on energy bills

## *Options*

- Connect residents to the Low-Income Home Energy Assistance Program (LIHEAP)
- Community solar solutions to transform older systems into more affordable energy
  - Rural Energy for America Program Energy Audit & Renewable Energy Development Assistance Grants
  - The Rural Energy Savings Program (RESP)



# #9 Collaborate with Local Leaders to Develop Racial Equity & Healing Strategies

*Residents noted that Enfield has a strong racial divide that ties into the town's history.*

## *Strategies & Resources*

- Together, local leaders (e.g., faith leaders, nonprofit leaders) and local government can utilize resources to develop plans that address racial equity and racial healing. Examples:
  - The National League of Cities' Race, Equity and Leadership (REAL) initiative
  - The National Municipal Network for Community Conversations on Race Relations

# #10 Continue Community Engagement & Collaboration Initiatives

## *Examples*

- Task forces, town visioning workshops, inclusive meetings, and organizing volunteer efforts.
- Transparency around decision-making and how to get involved

## *Long Term Strategies*

- Consider developing a youth council to fully understand problems facing youth and develop leaders in Enfield

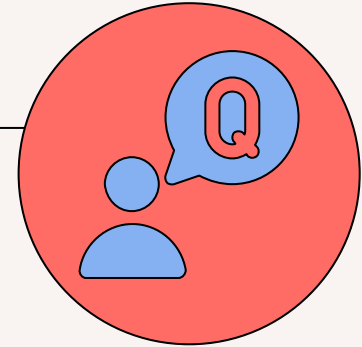


Example: [Kinston Teens](#)

# Q&A

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Do you have any questions,  
comments, or suggestions?



Thank you!