



VICINITY MAP OF BUSINESS DISTRICT & POINTS OF INTEREST

TRAFFIC COUNTS: (VEHICLES PER DAY) 2022

- 67,000 on I-40
- 37,000 on Lenoir Rhyne Blvd
- 32,000 on McDonald Parkway
- 22,000 on US 70 SE
- 35,000 on NC 127 at 16th Avenue
- 43,000 on US 321 at Lake Hickory



LEGEND

- INNOVATION DISTRICT
- DOWNTOWN HICKORY
- VIEWMONT BUSINESS DISTRICT
- HIGHWAY 70 RETAIL AREA
- TRIVIUM CORPORATE CENTER
- HICKORY REGIONAL AIRPORT
- SALT BLOCK

- CATAWBA VALLEY COMMUNITY COLLEGE
- UNION SQUARE
- HICKORY METRO CONVENTION CENTER
- L.P. FRANS STADIUM & CROWDADS
- APPALACHIAN STATE UNIVERSITY HICKORY CAMPUS
- LENOIR-RHYNE UNIVERSITY
- LAKE HICKORY
- PARKS



We look forward to discussing Hickory as a potential location for your business.

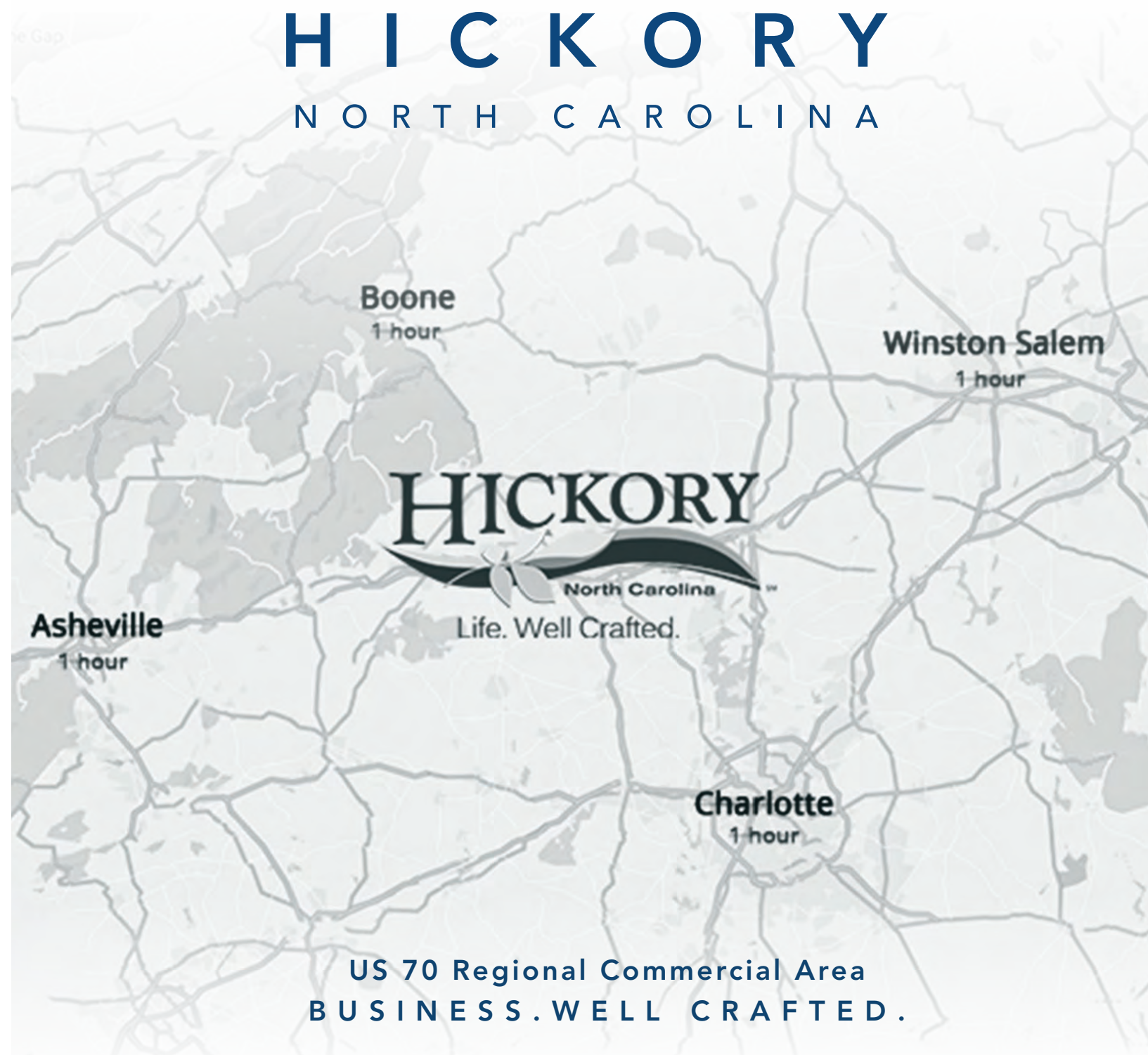
For more information, please contact:

DAVE LEONETTI
Business and Community Development Manager
(828) 323-7422
dleonetti@hickorync.gov



HICKORY

NORTH CAROLINA



US 70 Regional Commercial Area
BUSINESS. WELL CRAFTED.



A three-time All-America City, Hickory is the regional hub of a trade area with 378,826 population. Hickory is a bridge between Asheville and Charlotte at the foot of the Blue Ridge Mountains along Interstate 40. Hickory and the metro area have strong transportation, utility, higher education, cultural and workforce development networks that have produced a strong manufacturing base and extensive medical, retail, service, and residential development.



AREA CHARACTERISTICS:

- Hickory welcomed an estimated 420,000 overnight visitors in 2023 for 1 million visit nights, representing increases of 11.2% and 13.8% year over year, respectively.
- Hickory's retail area, anchored by Valley Hills Mall and Hickory Ridge Shopping Center, ranks 6th out of 114 areas within North Carolina for total visits, in the 94th percentile nationally.
- Approximately 33% of visitors to Valley Hills Mall live more than 30 miles away.
- Tenants include: Target, Walmart, Sam's Club, Best Buy, Belk, dillards, HomeGoods, Dick's Sporting Goods, Kohls, and more
- Existing available spaces ranging in size from 1,000 to over 15,000 sq. ft.
- Developable sites ranging from 1 to 60 acres
- Famous Hickory Furniture Mart contains over 500,000 square feet of furniture showrooms attracting visitors from across the country.
- Approximately 900 new housing units planned or under construction in the area.

BUSINESS & ECONOMIC DEVELOPMENT VISION:

There are opportunities for businesses to develop or grow in Hickory. We are here to assist with that process. The City of Hickory is committed to promoting business and economic development and offers a range of incentives to new and expanding businesses.

The City and its departments focus on collaboration with:

- Economic development and growth
- Job creation
- Quality of life
- Attracting and retaining business and industry
- Providing resources
- Promoting small business development
- Encouraging tourism
- Supporting community revitalization



Hickory's past and future prospects have drawn to this place a people with an eye for detail and a hand for hard work, a passion for making something of themselves and of the future. Hickory is Life. Well Crafted!

**TOP
100**
IN THE
NATION

Ranked No. 83
on the Milken
Institute's
Best-Performing
Cities Index.
*Milken Institute
2023*

**NUMBER
01**
IN THE
NATION

**Most Affordable
Place to Live in
the United
States.**
*U.S. News &
World Report
2023*

**RANKED
3RD**

**Best Place to
Live in North
Carolina.**
*- U.S. News &
World Report
2023*

**NUMBER
25**

**in Best Places to
Live in the U.S.** -
*U.S. News &
World Report
2023*



HICKORY METRO CONVENTION CENTER:

- 132,000 square foot convention center that hosts over 200 events per year, attracting visitors from North Carolina and neighboring states.
- \$18 million renovation and expansion project underway - projected completion date Summer 2024.
- Free parking
- Hickory Metro Convention Center averaged 16,800 monthly visits in 2023 (Placer.ai)



"It's such a great place to live. We're so fortunate. We have the mountains. We have the coast not far away. We have so many things that are here. Business continues to thrive. We just think this is a great way for folks to have the opportunity to live in an urban setting, ride their bike to work, walk to work, whatever they want to do."

- **Roger Young, President
David E. Looper & Company**
*(owner of One North Center in
downtown Hickory, a 95-unit mixed use
housing and retail complex)*

US 70 RETAIL TRADE AREA FOOT TRAFFIC



\$85,328
AVERAGE
HOUSEHOLD INCOME

MEDIAN HOUSEHOLD
INCOME
\$58,251



378,826
POPULATION

MEDIAN AGE
37.9

SOURCE:
Placer.ai STI Popstats 2023
30 minute drive time
2018 - 2022 ACS Data