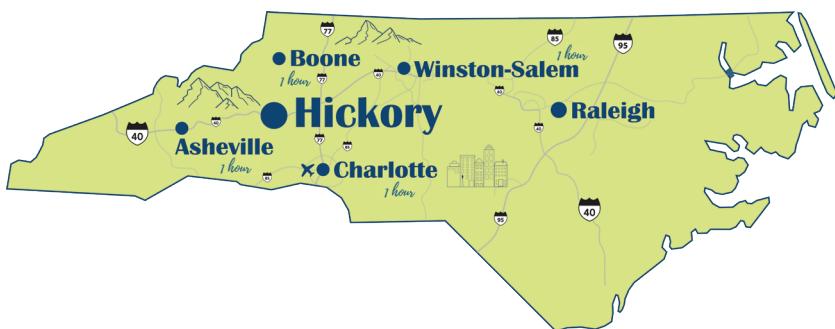


DOWNTOWN HICKORY

BUSINESS. WELL CRAFTED.



A three-time All-America City, Hickory serves as the regional hub for a trade area of more than 370,000 people. Strategically located along I-40 at the foot of the Blue Ridge Mountains, Hickory is the perfect bridge between Asheville and Charlotte. Hickory boasts robust transportation and utility infrastructure, strong higher education and workforce development networks, and a vibrant cultural scene. Significant investments in downtown and the Hickory Trail network have revitalized Downtown Hickory into dynamic place to live, work, and invest.



BUSINESS TESTIMONIAL

"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)

AREA CHARACTERISTICS

- 240 housing units and a 14-room boutique hotel recently completed in the downtown core.
- 100+ additional residential units under development.
- Ample infill and redevelopment opportunities.
- SALT Block Arts and Sciences complex is within walking distance of the downtown core.
- Newly renovated Union Square offers outdoor dining and recreation space within the downtown social district.

STRONG TOURISM DRAW 2025



460,000
OVERNIGHT
VISITORS

OVER 1/3
OF VISITORS TO
DOWNTOWN LIVE AT
LEAST 50 MILES AWAY

(Placer.ai) – Visitors from at least 50 miles away



TOP RANKINGS

**TOP
10**
IN THE
SOUTH

Hickory is
Ranked in the
Top 10 Most
Affordable
Places to Retire
in the South
- Southern Living
2024

**RANKED
4TH**

North Carolina is
ranked fourth in
Most Desirable
States for
Movers
- U.S. News and
World Report
2026



\$79,876
AVERAGE
HOUSEHOLD INCOME



374,639
POPULATION

(Placer.ai STI Popstats 2024) – 30-minute drive time

HICKORY TRAIL

The Hickory Trail network spans over 11 miles across the city providing bicycle and pedestrian connectivity between the downtown, Lake Hickory, parks, the City's universities, and Hickory Regional Airport. Private investment has been over \$300 million within a ½ mile of the trail.

Investment data measured from 2018-2025.



LEGEND

- | | | | |
|---|--|---|-------------------------------|
|  | LENOIR-RHYNE UNIVERSITY |  | PARKS |
|  | SALT BLOCK Science Center & Art Museum |  | LAKE HICKORY |
|  | CITY HALL |  | L.P. FRANS STADIUM & CRAWDADS |
|  | RIDGEVIEW LIBRARY & RECREATION CENTER |  | HICKORY REGIONAL AIRPORT |
|  | UNION SQUARE (DOWNTOWN) |  | APPALACHIAN STATE UNIVERSITY |



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

For more information, please contact:

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