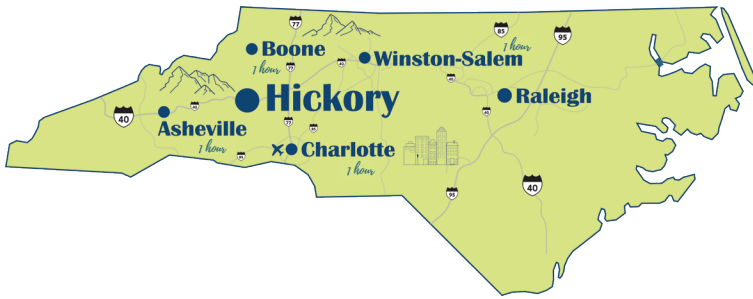


US 70 REGIONAL COMMERCIAL AREA

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. The Hickory metro area boasts robust transportation and utility infrastructure, strong higher education and workforce development networks, and a vibrant cultural scene. These assets have fueled a powerful manufacturing base and supported extensive growth in medical, retail, service, and residential sectors—making Hickory a dynamic place to live, work, and invest.



AREA CHARACTERISTICS

- Valley Hills Mall and Hickory Ridge Shopping Center anchor the retail space with tenants including Target, Walmart, Sam's Club, Best Buy, Belk, Dillards, HomeGoods, Dick's Sporting Goods, Kohls, and more.
- Famous Hickory Furniture Mart contains over 500,000 square feet of furniture showrooms attracting visitors from across the country.
- Approximately 1,600 new housing units are planned or under construction in the area.
- Catawba Valley Community College brings over 4,000 daily visitors to the area when school is in session.

LEADING FOOT TRAFFIC (Placer.ai)

8TH

BUSIEST RETAIL
AREA IN NORTH CAROLINA

95TH

PERCENTILE NATIONALLY
FOR RETAIL AREA FOOT TRAFFIC

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

HICKORY METRO CONVENTION CENTER

- 132,000+ sq. ft. of recently renovated flexible meeting, exhibit, and sports space.
- 200+ events annually, drawing attendees from NC, the Southeast, and beyond for trade shows, sports tournaments, banquets, and conferences.
- 15,000+ monthly visits in 2025, strong growth (YoY: +15.2%).

STRONG TOURISM DRAW 2025



460,000
OVERNIGHT
VISITORS

VISIT NIGHTS
880,000



\$80 MILLION
TOTAL VISITOR
SPENDING

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

ROOM TO GROW AND REVITALIZE

- Existing available spaces range in size from 1,000 to over 170,000 square feet.
- Developable sites range from 1 to over 60 acres.



\$79,876
AVERAGE
HOUSEHOLD INCOME



374,639
POPULATION

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

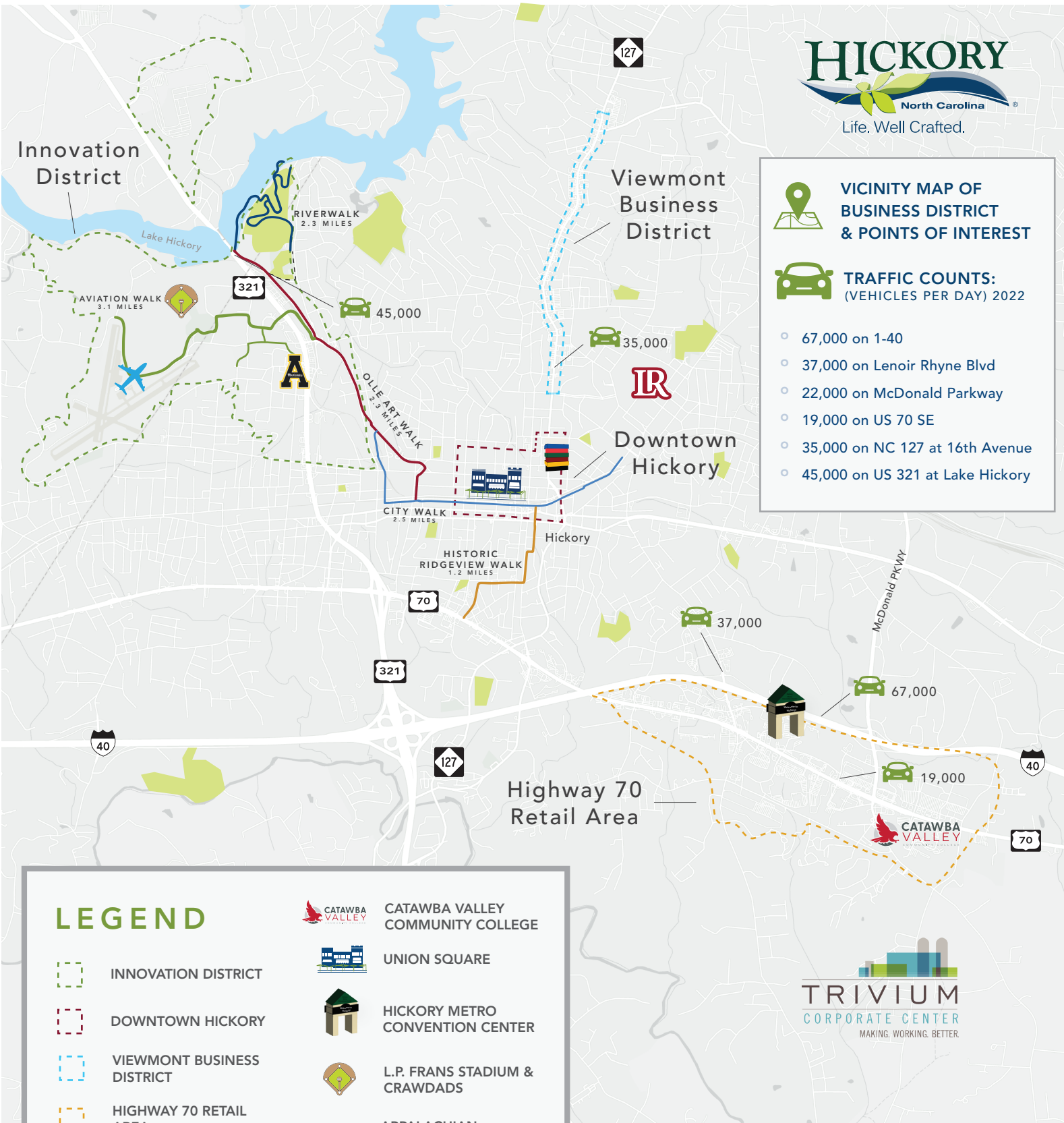


VICINITY MAP OF BUSINESS DISTRICT & POINTS OF INTEREST



TRAFFIC COUNTS: (VEHICLES PER DAY) 2022

- 67,000 on 1-40
- 37,000 on Lenoir Rhyne Blvd
- 22,000 on McDonald Parkway
- 19,000 on US 70 SE
- 35,000 on NC 127 at 16th Avenue
- 45,000 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 & CRAWDADS



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 Development Director
(828) 323-7422
dleonetti@hickorync.gov