



## A Proud History of Adapting to Change

With strong, pro-business leadership, the Town of Farmville continues to redefine its economic role and position itself to be an active force in the economic growth of Pitt County. Farmville has long been noted for lifestyle features that appeal to people of all ages – safe and secure neighborhoods, a warm, small-town atmosphere, easy access to efficient public and private services, and effective local government organization. With excellence in education, diversity in housing, a commitment to the arts, an active downtown area and an engaged citizenry, the Town has much to offer. Recently named a finalist in the All-America City competition, Farmville is a special community that eagerly preserves its past while enthusiastically pursuing its future.

With a history that dates back to the 1760s, early activity was almost exclusively devoted to small farming operations for the first 100 years of settlement. A community came into being in the mid-1800s, with the Town serving as a small commercial center in support of the agricultural industry in the late 1800s. The early 1900s saw the establishment of a number of large tobacco sales, processing and warehousing operations. In recent decades, contraction of the tobacco segment of the economy has precipitated the need for the formulation of new strategies for growth and development.

The Town has a tradition of adapting well to economic changes over time. In 1952, visionary civic leaders created the Economic Development Council, one of the first in the state. This imaginative and farsighted action has evolved over time into a unified community development effort—the Farmville Development Partnership—which encompasses the Council, the Chamber of Commerce and the Downtown Partnership. Working with the Pitt County Economic Development Commission, the Town is proceeding on a course to expand and diversify its commercial, industrial and residential base.

A major factor influencing the future economic potential of the Town is its favorable geographic location. In addition to its proximity to Greenville, Farmville is located near the center of a market area that encompasses Tarboro, Rocky Mount, Wilson, Goldsboro and Kinston. With excellent connecting transportation corridors, the Town is positioned to be a key player in serving the heart of eastern North Carolina. A primary component of future development will be the inevitable growth along the Raleigh-to-Greenville segment of US 264. With industrial and commercial parks already in place near this corridor, Farmville is well prepared to garner its share of future regional expansion.

Incorporated: 1872  
2005 population: 4,591  
County: Pitt  
[www.farmville-nc.com](http://www.farmville-nc.com)

### Farmville Utilities:

- Electricity
- Water
- Wastewater

### Major Employers:

- Alliance One International
- Carolina Medical Products
- Coastal Beverage Company
- Jack A. Farrior Steel Works
- Mestek, Inc.
- Pactiv
- Pitt County Schools
- Sag Harbor Industries
- Southern States
- Spectratex, Inc.

### Transportation:

- Highways: I-95, US 13, US 264, US 258, US 264A and NC 121
- Railways: Norfolk Southern
- Airports: Pitt-Greenville Airport, Raleigh-Durham International, Eastern Regional Jetport



## INTERESTING FACTS

Farmville's Downtown Partnership works to enhance the central business district and promote Main Street. The Partnership sponsors a variety of downtown promotions that attract people to Main Street and enhance the quality of life in Farmville, including events such as Hometown Halloween, the Christmas Tree Lighting Ceremony and Parade, and the Independence Day celebration on the Town Common. The Partnership also sponsors an annual auction with the money raised for downtown revitalization projects.

In 1988, Farmville constructed a new Town Hall and Courtroom and created the beautifully landscaped Town Common, including a gazebo and the Millennium Fountain. Built entirely by citizen donations, the three levels of water represent the past, present and future. The fountain symbolizes the community's commitment to honor the past and shape the future.

Preservation efforts in Farmville's downtown area have saved a number of historic structures. A stroll down the quaint Main Street will reveal several buildings that date back to the early 1900's and are listed on the National Register of Historic Places. The Paramount Theatre, an art-deco movie house dating back to 1921, has been converted into the home of Farmville's Community Arts Council.

Only ten minutes from Farmville lays the sprawling campus of East Carolina University, an emerging national research university with an enrollment of more than 23,000. The university complex includes the Health Sciences Campus of the Brody School of Medicine and 755-bed Pitt County Memorial Hospital which serves as a teaching hospital for the medical school.

The May Museum and Park on Main Street is dedicated to preserving and interpreting Farmville area history. The home was built circa 1870 by James William May and was renovated as a museum in 1991.

Public Power Profile is produced by Electricities Government and Community Relations Division.



## Unique Features Enhance Small-Town Appeal

The safety and security of its friendly neighborhoods and excellent community infrastructure is complemented in a number of ways that set Farmville apart from other small towns. Its first-rate education facilities are arranged in a unique four-school campus serving students from kindergarten to high school in a convenient central location. The downtown area is distinguished by its impressive Town Common and the Main Street business district with its appealing mix of old and new buildings, services and cultural attractions. The Town has an enthusiastic arts program that would be the envy of many much larger communities. The Farmville Community Arts Council sponsors two musicals a year, as well as dinner and desert theatre performances. The Arts Council also sponsors cultural arts programs to schools. Farmville supports a wide variety of activities for its citizens including a number of annual Town events and festivals, a contemporary library, the only full-time general history museum in Pitt County and six parks. Active churches, excellent medical facilities, and a golf and country club help complete the outstanding complement of community services.

## Maintaining a Business-Friendly Atmosphere

The Town has both shared in the economic prosperity of the county and developed its own prosperity through entrepreneurial spirit and ingenuity. The Farmville Development Partnership has worked aggressively to create and maintain a pro-business environment, recruit new business and industry, and support companies once they are established in the community. Small business development and entrepreneurship are promoted and supported with the Farmville Small Business Incubator. The establishment of an industrial and a commercial park along with the development of a strong marketing and promotion effort ensures that the Town is well prepared to compete for new economic opportunities and expand its economic base. With its talented workforce and progressive development programs, a move to Farmville makes good economic sense for businesses and industries looking to relocate.

