



Hamilton Economic Development Strategic Plan

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CREATIVE ECONOMIC DEVELOPMENT CONSULTING, LLC

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Executive Summary

Hamilton is a small town with a lot of big ideas. Nestled in a bend of the Roanoke River, the town's history and future are linked to the water and the land. While many of the economic and demographic signals are concerning, Hamilton has plenty of opportunities and assets upon which to build. With employment and population declining over time, now is the time for Hamilton to act on the goals that residents and town leaders share. The key threat the town faces is an unwillingness to act based on fear of criticism or a misstep. Action may require new ways of partnering and leveraging other organizations and people, but with courageous leadership and a strong team of staff, volunteers, allies, and collaborators, Hamilton is poised to leverage natural and economic resources toward economic growth.

There are several attractions and events bringing visitors to Martin County that Hamilton can leverage with its own programming and amenities. Visitors often bring an influx of cash and with enough time, can influence positive population growth by making their vacation destination a permanent home. Leveraging visitor attractions and the teams working on them is a key priority for Hamilton.

Retaining and growing quality jobs is a key desire stated by most residents. A successful plant for Pemco –recently named an “industry of the year” – is the largest employer and town utility customer. Ensuring excellent relationships with Pemco is a key to retaining and potentially growing jobs. As the town works towards increasing and improving amenities, retail and restaurant options, additional jobs will be needed. Focusing on both existing jobs supporting the town and the potential for new small businesses in the town will position Hamilton for economic stability.

As it was key to its founding, the Roanoke River remains a strong driver for the town and Martin County. Several other agencies, including the Roanoke River Partners, are working to leverage the river for visitors, historic preservation, and economic growth. Hamilton should connect with each of these programs and provide support, which may sometimes be financial contribution, but always human resources, volunteers, and board leadership, so that the town's priorities and opportunities are connected with the goals and progress of these organizations. The keys to success for Hamilton will be connecting and partnering allied agencies toward shared goals.

Raising the connectivity with the river and downtown Hamilton and increasing the messages about progress and community goals in the town will also work to solidify the sense of place. The addition of new wayfinding signage, the potential for period lighting or maps to highlight the river and downtown will highlight Hamilton's place as a prospering community and part of the growing outdoor recreation industry in eastern North Carolina.

All of these goals and strategies require significant leadership and courageous volunteers to constantly share the vision of where Hamilton is heading and the positive steps it takes in that direction. There may need to be investments by the town, and new

partnerships may need to be formed and existing ones strengthened in order for Hamilton to reverse some of the threatening economic and demographic trends. North Carolina has state wide agencies and programs designed specifically to support and connect towns like Hamilton, and the time is perfect for Hamilton to leverage these for its future.

Hamilton Economic Development Strategic Plan Summary

Goal: Attract more visitors to Hamilton

- Strategy: Support and advance the redevelopment of the Rosenwald School
- Strategy: Connect downtown Hamilton with the Roanoke River
- Strategy: Leverage Fort Branch and its events to raise awareness of Hamilton
- Strategy: Partner with Martin County TDA to connect visitor assets of Hamilton with Martin County

Goal: Increase jobs and investment in the Town

- Strategy: Support Pemco and look for ways to further connect it with town leadership
- Strategy: Attract or Incubate new employers, services, retail and amenities to Hamilton
- Strategy: Connect downtown Hamilton with the Roanoke River

Goal: Grow the Population by focusing on sense of place and community engagement

- Strategy: Tell the Hamilton Story and Tell It Often
- Strategy: Devote some town resources to downtown revitalization and beautification
- Strategy: Work on amenities for residents

Goal: Focus on leadership and collaboration to expand the partners

- Strategy: Identify and cultivate community champions

SWOT Analysis

Strengths

- Peaceful, caring community
- Historic river community
- Rosenwald School
- Fort Branch
- Low crime rate
- Excellent financial condition
- Promising online presense
- Strong Town Board
- Water & wastewater systems
- Cooperative relationships w/Martin County towns
- Historic homes and churches
- Charming
- Friendly, good people

Weaknesses

- Need more jobs
- Loss of gas station
- High utility rates
- Declining population
- Tier-One County
- Lack of grocery store
- Residents lack transportation
- Lack of strong cellular & internet access
- Consolidation of elementary schools
- No bank
- Underutilized buildings
- Difficult logistics, highway access
- No senior center or structured events
- Aging population

Opportunities

- Roanoke River Partners
- Rosenwald School
- Available commercial and retail buildings
- Old Baptist Home
- More development near Pemco
- Engage more residents in Town events and activities
- More communications from Town to residents
- Recreational amenities
- Connect downtown Hamilton to the river
- Renovate and open historical homes
- Connections with East Carolina University
- Potential paddling event

Threats

- Deteriorating assets
- Fear of failure or action
- Declining young population
- Low education levels
- Low growth
- Nothing to encourage visitors to stop in town
- People will not be involved if they do not feel welcomed
- Declining labor force
- Losing financial strength & capacity
- Lack of transportation for residents
- School closing & consolidation

STRENGTHS

Strengths are assets that support business growth, attract visitors and positively impact quality of life. Hamilton's strengths are historic and include physical assets in the town as well as human and organizational resources supporting the town. Identifying the strengths is foundational to strategic planning, since strong plans will use the identified strengths as the foundation for future economic growth. Strategic goals will leverage these identified strengths.

- ⦿ Peaceful, caring community
- ⦿ Historic river community
- ⦿ Rosenwald School
- ⦿ Fort Branch
- ⦿ Low crime rate
- ⦿ Excellent financial condition
- ⦿ Promising online presence
- ⦿ Strong Town Board
- ⦿ Water & wastewater systems
- ⦿ Cooperative relationships w/Martin County towns
- ⦿ Historic homes and churches
- ⦿ Charming
- ⦿ Friendly, good people

WEAKNESSES

As the strengths form the foundation for strategic planning, the weaknesses must be considered and mitigated in planning. Some of the weaknesses are associated with Hamilton's location and rural nature, and some weaknesses are a result of declining employment levels and population. There are agencies working on many of these issues, and Hamilton will be wise to develop partnerships and allegiances to assist with these issues.

- ⦿ Need more jobs
- ⦿ High utility rates
- ⦿ Declining population
- ⦿ Tier-One County
- ⦿ Lack of grocery store
- ⦿ Residents lack transportation
- ⦿ Lack of strong cellular & internet access
- ⦿ Consolidation of elementary schools
- ⦿ No bank
- ⦿ Underutilized buildings
- ⦿ Difficult logistics, highway access
- ⦿ No senior center or structured events
- ⦿ Aging population

OPPORTUNITIES

While Hamilton is a very small town in a rural county, there are plenty of resources in the town and nearby that provide opportunities for economic growth. Access to and leverage for these resources will be strengthened by collaborations and partnerships with allied organizations and leaders. There are many building blocks in place, and Hamilton has the opportunity to contribute funds and civic leadership to connect the dots and further these assets toward economic growth for the town.

- ⦿ Roanoke River Partners
- ⦿ Rosenwald School
- ⦿ Available commercial and retail buildings
- ⦿ Old Baptist Home
- ⦿ More development near Pemco
- ⦿ Engage more residents in town events and activities
- ⦿ Active regional partners
- ⦿ More communications from Town to residents
- ⦿ Recreational amenities
- ⦿ Connect downtown Hamilton to the river
- ⦿ Renovate and open historical homes
- ⦿ Connections with East Carolina University
- ⦿ Potential paddling events

THREATS

Threats must be identified in order to mitigate them through strategic action. It is vital to be aware of threats on the horizon as resources and civic energy are applied to community goals. Many of the threats facing Hamilton derive from demographic trends in a very small town with declining population. One of the largest threats may be the result of delaying or deferring action out of fear. One of the most important outcomes of this plan is taking action toward goals in partnership with allies.

- ⦿ Deteriorating assets
- ⦿ Fear of failure or action
- ⦿ Declining young population
- ⦿ Low education levels
- ⦿ Low growth
- ⦿ Nothing to stop visitors in town
- ⦿ People will not be involved if they do not feel welcomed
- ⦿ Declining labor force
- ⦿ Losing financial strength & capacity
- ⦿ Lack of transportation for residents
- ⦿ School closing & consolidation

WHAT IS ONE THING THAT HAMILTON DOES BETTER THAN OTHER TOWNS?



Economic and Demographic Profile

The consulting team analyzed economic and demographic data to get a snapshot of how Hamilton is changing. The full data set can be found in Appendix A, and we encourage a full review. While retail sales and tax collections have increased recently, the main take-away from this research is that the town's population is declining, and many characteristics fall below averages for the county and the state. These warning signs are further support for the need for action and for strengthening and developing collaborative partnerships to support Hamilton's economic growth.

Summary

- ⊙ The population of Hamilton and Martin County is declining. While North Carolina has seen significant growth, many small, rural communities are losing population.
- ⊙ Nearly one out of three residents of Hamilton are age 65 or over, compared with one in five in Martin County.
- ⊙ The racial make-up of Hamilton roughly matches the racial make-up of Martin County.
- ⊙ Educational attainment levels in Hamilton lag both Martin County and the state. The SAT scores of Martin County are below North Carolina and U.S. averages.
- ⊙ Per capita and median household income rates for Hamilton are lower than the income levels for Martin County and North Carolina. Recruiting jobs that pay above the average wage will lift this number.
- ⊙ The labor force in Martin County has been declining for several years.
- ⊙ The unemployment rate for Martin County has decreased from more than 10% in 2013 to around 5% in 2017?.
- ⊙ Homes are more affordable in Hamilton than Martin County and North Carolina.
- ⊙ Most people in Martin County are employed in Trade, Transportation and Utilities sectors. This sector has among the lowest-paying wage rates. Higher paying sectors such as Financial Activities and Information Technology are among the smaller of employment sectors.
- ⊙ Approximately 85% of all Martin County businesses have fewer than 10 employees, making small business support and development an important economic development strategy.
- ⊙ Retail sales throughout the county have been increasing since 2012. Tax collections for sales have also followed this positive trend.
- ⊙ Trends in the tourism industry for the county are down. Expenditures, payroll and employment have declined since 2011.

- ⦿ Travel to work is interesting in Hamilton. A large portion of working residents have a relatively short commute – less than 20 minutes for 42% of the workforce. However, the data reflects that more than 25% of working residents commute between 45 and 59 minutes – a very long commute.
- ⦿ The index crime rate for Martin County has been very stable, and is slightly lower since 2011.

Economic Development Strategic Plan

Its location on the Roanoke River is the foundation of Hamilton's history and an important asset for its future. Outdoor recreation is growing, and the Roanoke River has advocates and supporters working to increase its visibility and economic contribution to the region. Hamilton is poised to take advantage of this as well as its historic Rosenwald School by focusing on visitors and bringing more of them downtown. Input from residents, allies, town leaders, and local businesses were consistent in identifying new jobs and investment as a priority for Hamilton. Both of these goals will be supported and advanced by enhancing the sense of place in Hamilton through increased communications, signage, and visibility that will also attract residents, investors, and potential retailers to the town. By focusing on improving the sense of place and engagement, Hamilton may attract additional population. Leadership for the town and the strengthening of existing relationships for collaboration will be necessary to reverse the recent economic and population declines.

The **goals** of the strategic plan are:

- ① Attract more Visitors to Hamilton
- ① Increase Jobs and Investment in the Town
- ① Grow the Population by Focusing on Sense of Place, Community Engagement
- ① Focus on Leadership and Collaboration to Expand the Partners, Programs, and Resources Available to Hamilton to support Economic Development Growth

Goal: Attract more Visitors to Hamilton

Hamilton markets itself as a charming and historic town. Combined with the proximity to the Roanoke River, these are powerful assets to attract visitors and their spending money to Hamilton. Since there are many organizations and locations working on tourism development, this is a prime area for Hamilton to leverage for its economic benefit. Working in concert with others, Hamilton can garner a larger proportion of benefit than merely working alone.

Strategy: Support and advance the redevelopment of the Rosenwald School

Action Steps:

- ⦿ Engage with the Roanoke River Partners at a high level, in addition to providing funding for operations and progress on the Rosenwald School Redevelopment.
- ⦿ With cooperation from Roanoke River Partners, consider using the Rosenwald School property for town events and activities. Integrate the site and asset into town programming.
- ⦿ Strengthen the working relationship with the Roanoke Partners, especially programming related to the school and redevelopment.
- ⦿ Identify grant opportunities to support redevelopment.

Strategy: Connect downtown Hamilton with the Roanoke River

Action Steps

- ⦿ Develop a “River Trail” connecting the river, school, and downtown. This could begin as a painted pathway (think artistic emblem) on the road leading from the river access up to Town Hall. This can expand to include interpretive signage, maps, and markers along the way.
- ⦿ Develop retail and service amenities for river visitors such as a bait shop, lunch counter, and outfitter. As an interim step, consider “pop-up” stores or stands at the boat ramp or in unused space in the current Town Hall building (if the town administration relocates to the former bank building).
- ⦿ Add “Welcome to Hamilton” signs at the Boat Ramp. Incorporate wayfinding signage to downtown Hamilton and from downtown to the river and to the Rosenwald School.
- ⦿ As an interim retail measure, explore the possibility for a mobile retail option, similar to a food truck, but including supplies specific to boating and camping activities on the river.

- ⦿ Ensure regional maps of the river indicate that there is a town, Hamilton, nearby with services for paddlers and people fishing.

Strategy: Leverage Fort Branch and its events to raise awareness of Hamilton

Action Steps

- ⦿ Strengthen relationships with the Fort Branch Civil War site programming, especially the reenactment in November and the “Civil War Christmas” program. Look for ways to leverage the visitors to these programs and keep them in Hamilton. An example is bundling this event with other regional events to make a weekend getaway package.
- ⦿ Consider complementary programming during these events such as a historic home tour or Holiday Tea.
- ⦿ Work with Martin County schools to bring classes to the Fort for educational programs.

Strategy: Partner with Martin County TDA to connect visitor assets of Hamilton with Martin County

Action Steps

- ⦿ Meet regularly with Martin County TDA to share visitor strategies and ensure TDA carries up to date information regarding Hamilton assets (is the new boat ramp included in the Paddling Trip Kit on the TDA website?)
- ⦿ Look for someone from Hamilton leadership to serve on the board or as a liaison with the Martin County TDA.
- ⦿ Ensure that all Hamilton events are on tourism calendars of events, state and regional.

Goal: Retain and Increase Jobs and Investment in Hamilton

By far the most often expressed goal of Hamilton residents and town leaders was the desire for more jobs in Hamilton. Since it is much easier to protect and retain existing jobs than to recruit new, efforts should be directed toward business retention and expansion.

Strategy: Support Pemco and look for ways to further connect it with town leadership

Action Steps

- ⊙ As the largest employer by far, Pemco is an important stakeholder. It is important to develop and maintain close relationships between the plant leadership and the Town.
- ⊙ Hold regular meetings with Pemco, perhaps on different topics, to address any concerns and to keep apprised of any potential changes coming from the home office.
- ⊙ Coordinate visits with allies such as Martin County EDC, ElectriCities, and EDPNC to strengthen those ties and send a message to Pemco of collaboration and joint action.
 - Use ElectriCities' key accounts strategies for business retention.

Strategy: Attract or incubate new employers, services, retail, and amenities to Hamilton

Action Steps

- ⊙ Inventory available commercial, institutional, and industrial real estate. The Hamilton website has a page for "Development." Keep it refreshed with available properties and development opportunities.
- ⊙ Work with Martin County EDC and ElectriCities to continue to evaluate land near Pemco for possible additional industrial development. The ElectriCities Smart Sites Program is a way to qualify potential industrial sites.
- ⊙ Work with SBTDC and ElectriCities and their emerging program to assist with restaurant business planning, since a restaurant is high on the list of new businesses that Hamilton residents mention.
 - Develop a "starter-kit" of information on how to start a restaurant in Hamilton.
- ⊙ Work with the State Employees Credit Union or another community bank to recruit an ATM for downtown.
- ⊙ Monitor development plans at the former Baptist Home and support as possible.

Strategy: Connect downtown Hamilton with the Roanoke River

Action Steps

- ③ Work to connect downtown Hamilton with the Roanoke River and the Rosenwald School through wayfinding signage, a river trail, or visitor trails and trips.
 - Self-guided walking tours only require a map and promotion.
- ③ Recruit and support river-oriented retail and services like food, mementos, outfitters, and river supplies to downtown.
 - Visit neighboring river towns to see if a retailer is interested in a second location in Hamilton.
- ③ Continue to support the Roanoke River Partners organization and increase the connectivity between that organization and Hamilton leadership by gaining board appointments, for example.

Goal: Grow the Population by Focusing on Sense of Place, Community Engagement

With a declining and small population, Hamilton faces challenges to growth. It will benefit from any efforts that can shore up its image as a place with forward motion, development opportunity, connectivity to the river, and outdoor recreation culture. Since all of this is emerging for Hamilton, it is even more important that these messages and images of Hamilton are shared widely and often.

Strategy: Tell the Hamilton Story and Tell It Often

Action Steps

- ⦿ Designate a town Public Information Officer with the responsibility to share messages about Hamilton.
 - Use Social Media and the town website
 - Use Instagram to post photos of the river and town.
 - Update the Calendar of Events
- ⦿ Cross market events, locations, and attractions with other towns and recreational organizations.
- ⦿ Include business news and progress toward the strategic plan in communications with residents. Could include a newsletter with the utility bill or brief updates. Some towns make a weekly automated phone call to inform citizens of events.
- ⦿ Use Hamilton's partners – Martin County, Martin County EDC, Martin County Tourism -- to tell the Hamilton story by sharing business news and progress toward strategic planning goals.

Strategy: Devote town resources to downtown revitalization, beautification

Action Steps

- ⦿ Consider an Historic Home Tour around the time of Fort Branch events in November and December.
- ⦿ Invest in new lighting, wayfinding, and branding signage or fixtures in downtown. ElectriCities may be able to provide some assistance with branding.
- ⦿ Engage with garden clubs, or start one, to offer a way for volunteers to contribute to beautification.
 - Student organizations may also be a source of clean-up and beautification projects.
- ⦿ Continue efforts of retail attraction and restaurant development downtown.
- ⦿ Seek grants to fund small pocket parks, benches, and greenspace in downtown.

Strategy: Work on amenities for residents

Action Steps

- ⦿ Continue retail and restaurant development and attraction efforts.
- ⦿ Work with state-wide partners and private sector to improve access to high speed internet and broadband.
- ⦿ Attract a bank to re-establish an ATM in town.

Goal: Focus on leadership and collaboration to expand the partners, programs, and resources available to Hamilton and its economic development opportunities.

Since Hamilton is coming from a fragile position both economically and in terms of population, it is imperative that the town identify champions and leaders to form and strengthen bonds with allies and stakeholders.

Strategy: Identify and cultivate community champions

Action Steps

- ⦿ Hire a Town administrator/staff to pursue strategies, maintain relationships with major employers and partners, and shepherd the new strategic plan.
- ⦿ Consider sending town leaders to the Rural Economic Development Institute operated by the NC Rural Center.
- ⦿ Connect with the Rural Center's Northeastern NC Community Capacity Initiative, which is establishing networks of leaders in 17 northeastern North Carolina counties, including Martin County, to further community and economic development.
- ⦿ Share goals of strategic planning with allies such as Martin County EDC and Martin County Tourism.
- ⦿ Create a citizens' academy, a program to train citizens on local government. Some town academies meet once a month for six months on programs in public safety, utilities, history, education, local government process, etc.

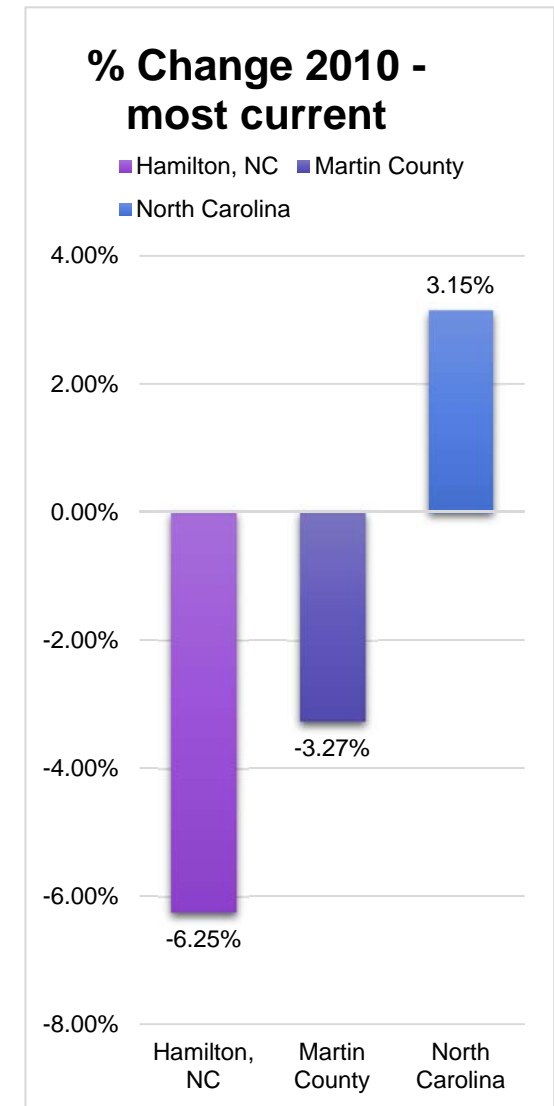
Appendix A: Economic and Demographic Profile

Population	2010	Most current 2015	% Change 2010 - most current
Hamilton, NC	408	384	-6.25%
Martin County	24,505	23,729	-3.27%
North Carolina	9,535,483	9,845,333	3.15%

Source: www.census.gov (American Fact Finder 2010 and 2015 & American Community Survey Data)

Age Groups	Hamilton, NC		Martin County		North Carolina
	2010	2015	2010	2015	2010
Total population	408	384	24,505	23,729	9,535,483
Under 5 years	4.2%	1.8%	5.7%	4.9%	6.6%
5 to 9 years	6.1%	4.9%	6.0%	6.1%	6.7%
10 to 14 years	6.6%	6.8%	6.3%	6.1%	6.6%
15 to 19 years	6.9%	10.4%	6.7%	6.0%	6.9%
20 to 24 years	3.9%	8.1%	5.1%	5.7%	6.9%
25 to 34 years	10.0%	4.7%	9.6%	9.8%	13.1%
35 to 44 years	8.8%	11.5%	11.9%	10.8%	13.9%
45 to 54 years	15.0%	9.1%	15.8%	14.1%	14.4%
55 to 59 years	9.1%	3.1%	8.0%	8.8%	6.3%
60 to 64 years	7.8%	6.5%	7.4%	7.8%	5.6%
65 to 74 years	14.0%	19.5%	9.9%	11.6%	7.3%
75 to 84 years	6.1%	10.2%	5.7%	6.0%	4.1%
85 years and over	1.5%	3.4%	1.9%	2.3%	1.5%
Median Age	47.3	48.3	44.0	46	37.4

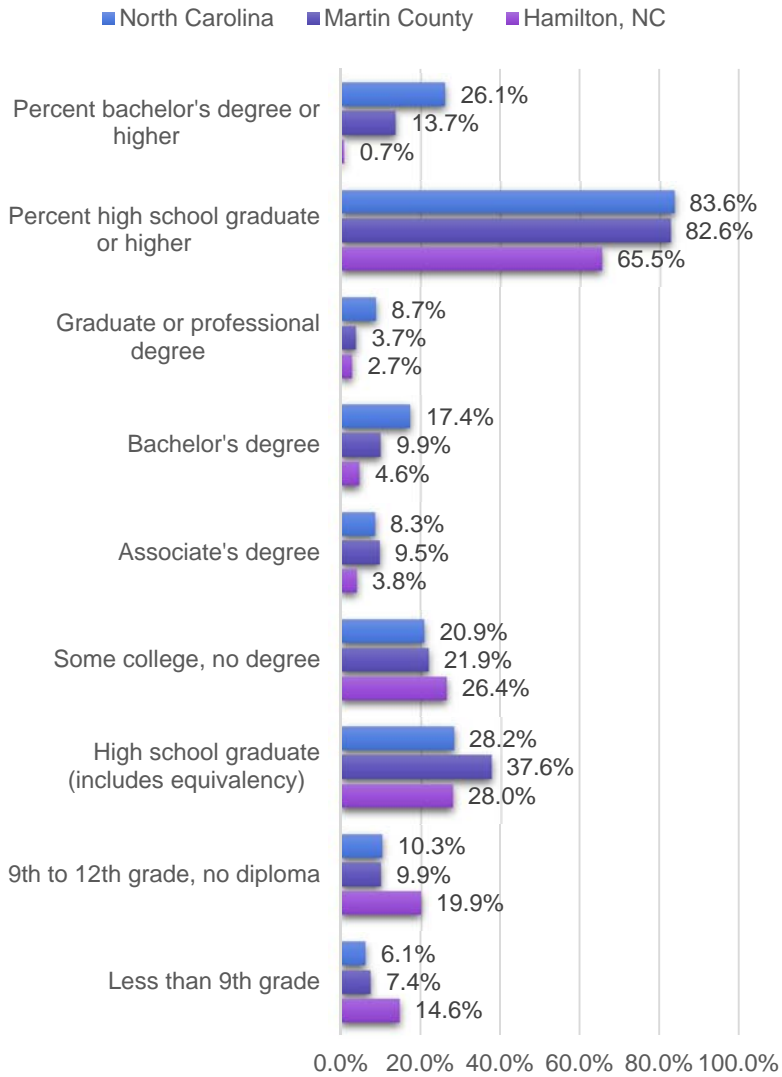
Source: www.census.gov (American Fact Finder 2010 and 2015 Data) (American Community Survey 5-year estimates)



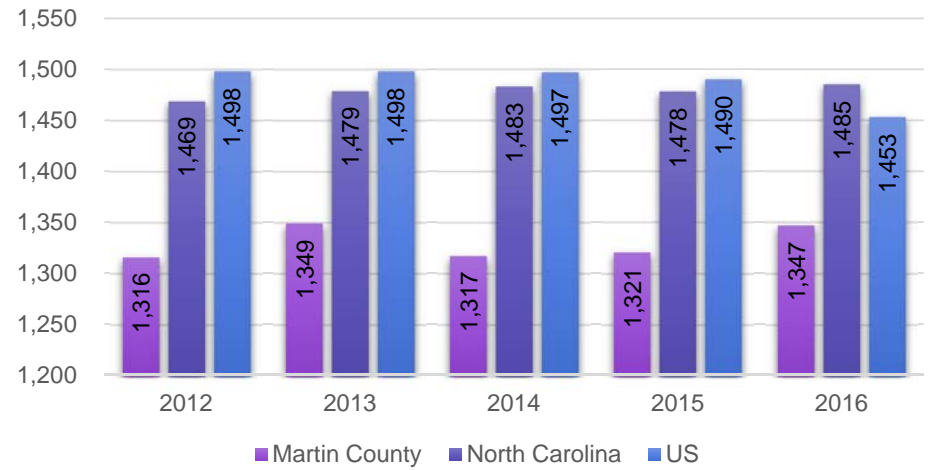
Race Distribution	Hamilton, NC		Martin County		North Carolina
	2010	2015	2010	2015	2010
White Alone	56.0%	41.9%	52.8%	53.3%	65.3%
Black Alone	43.6%	57.6%	43.3%	43.6%	21.2%
American Indian Alone	0.0%	0.0%	0.3%	0.4%	1.1%
Asian Alone	0.0%	0.0%	0.2%	0.2%	2.2%
Pacific Islander Alone	0.0%	0.0%	0.0%	0.0%	0.1%
Some Other Race Alone	0.4%	0.5%	1.9%	1.4%	0.2%
Two or More Races	0.0%	0.0%	1.5%	0.8%	1.6%
Hispanic Origin	0.0%	4.7%	3.0%	3.5%	8.4%

Source: www.census.gov (American Fact Finder 2010 and 2015 Data) (American Community Survey 5-year estimates)

Educational Attainment 25 Years & Older

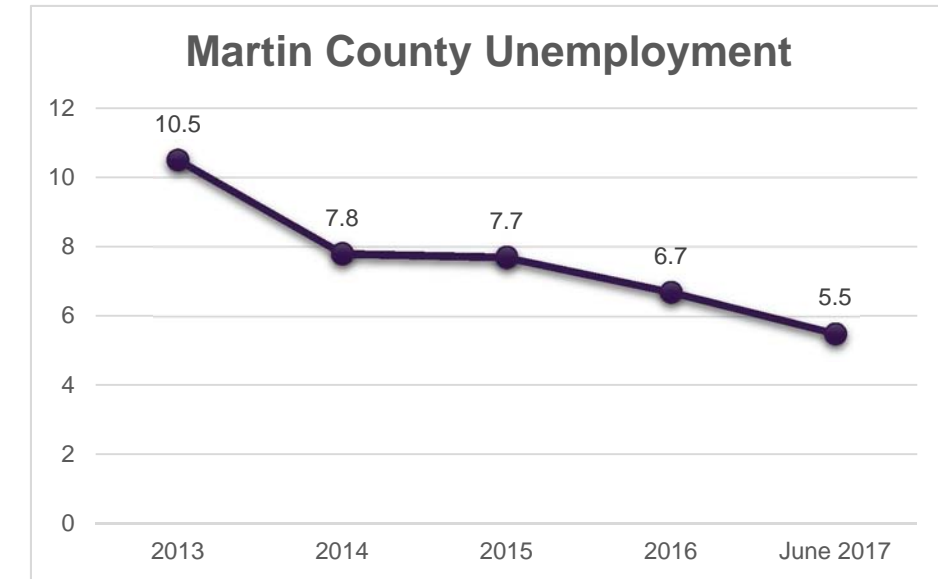
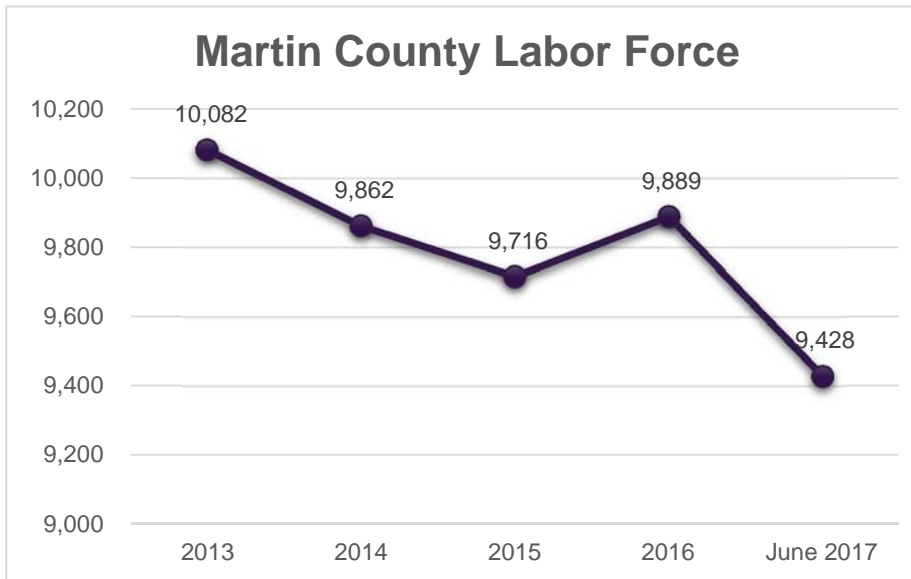
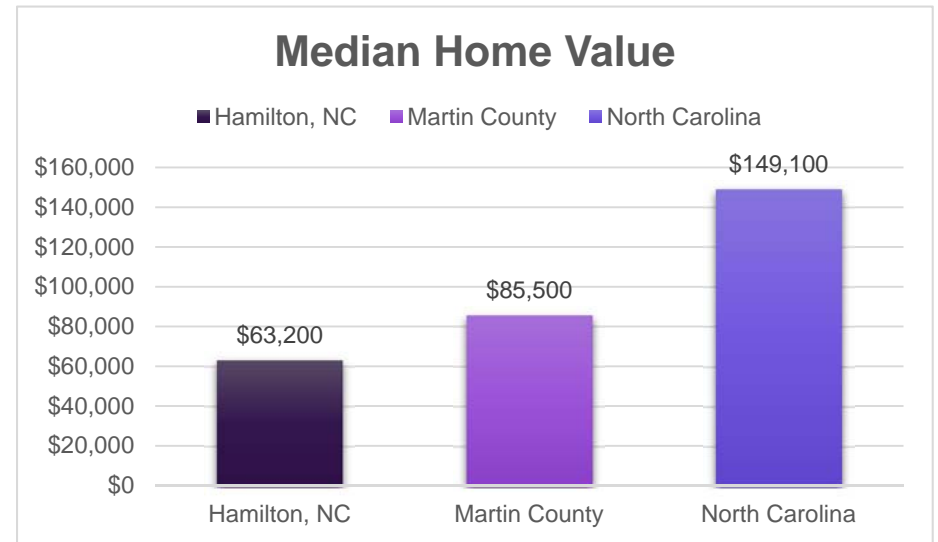
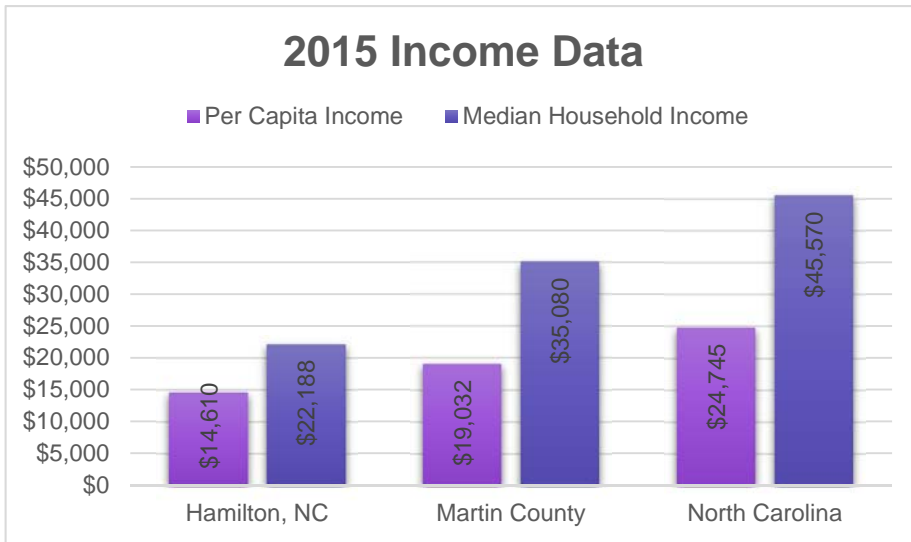


SAT Score



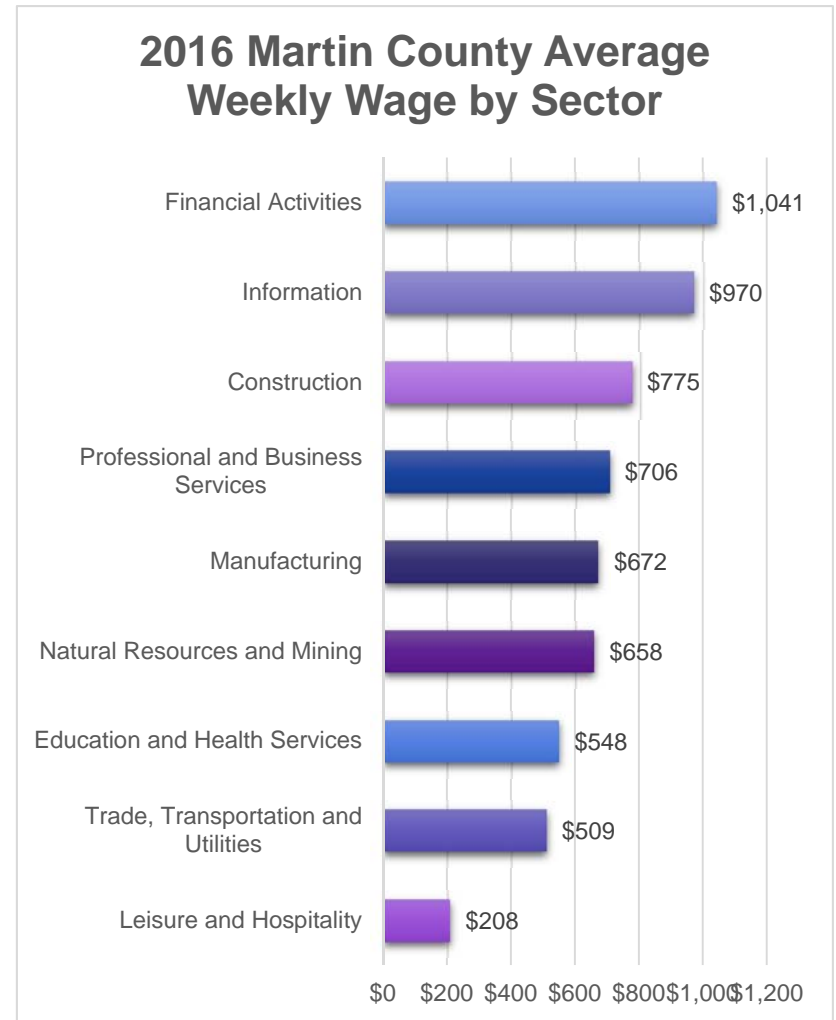
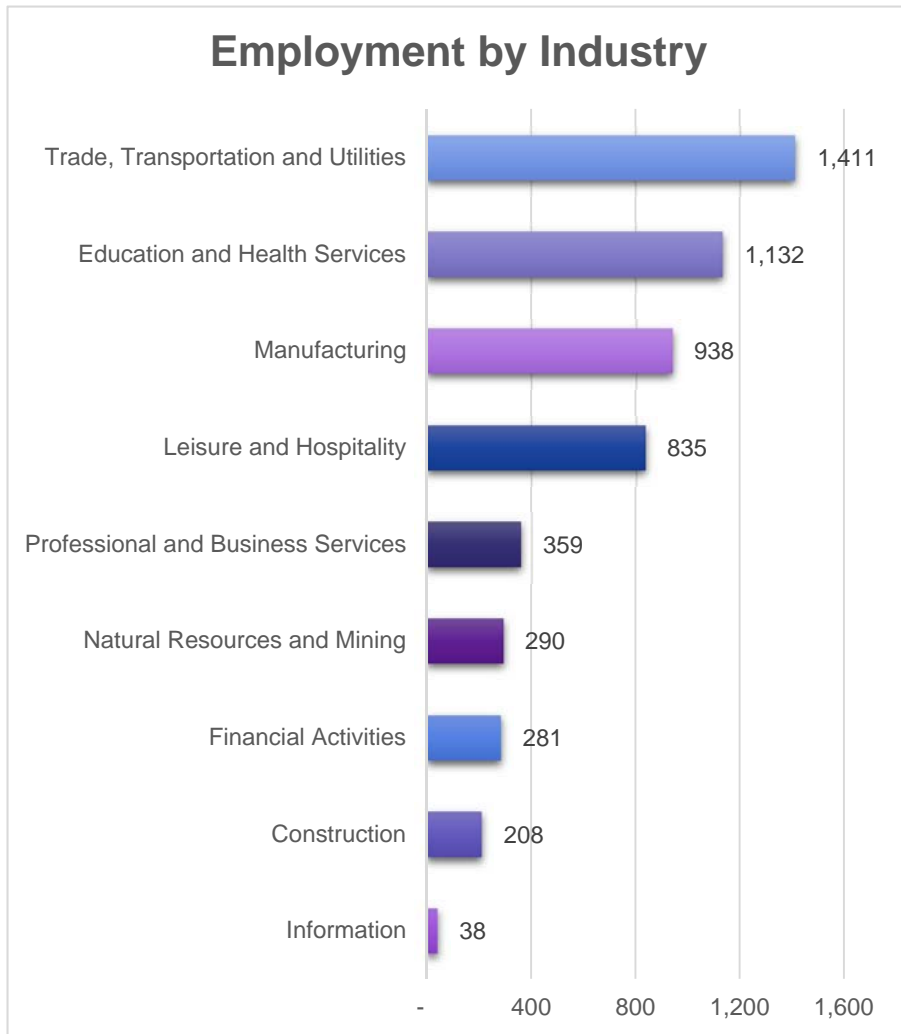
Source: NC Department of Public Instruction

Source: www.census.gov (American Fact Finder 2010 and 2015 & American Community Survey Data)



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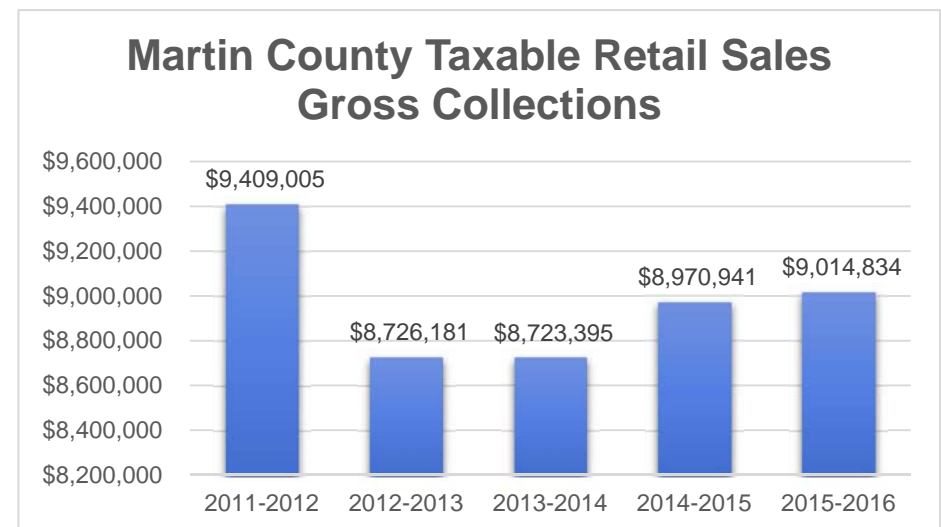
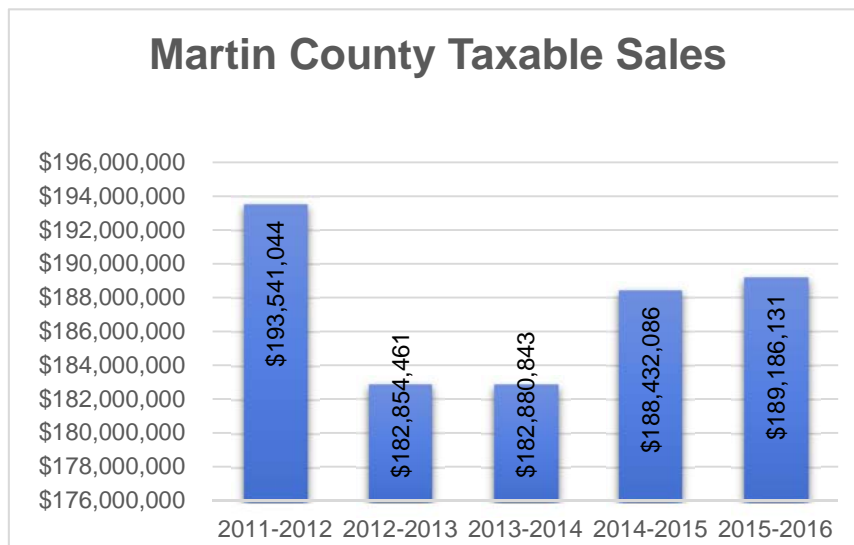
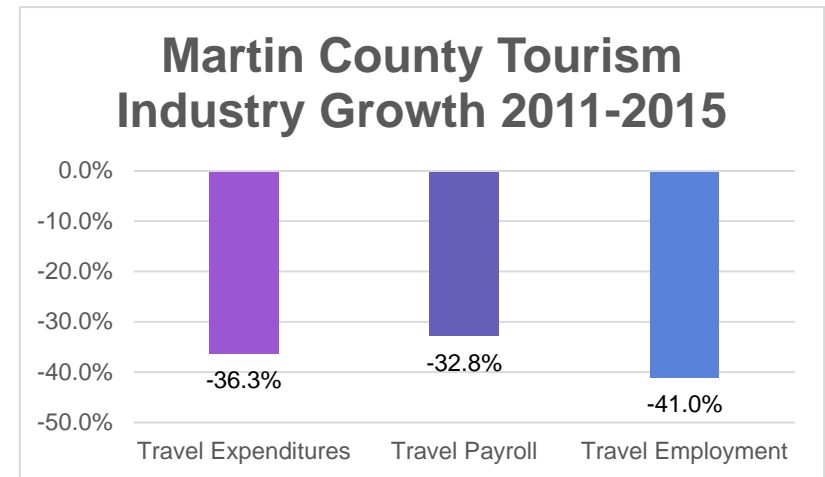
Source: Bureau of Labor Statistics (www.bls.gov)

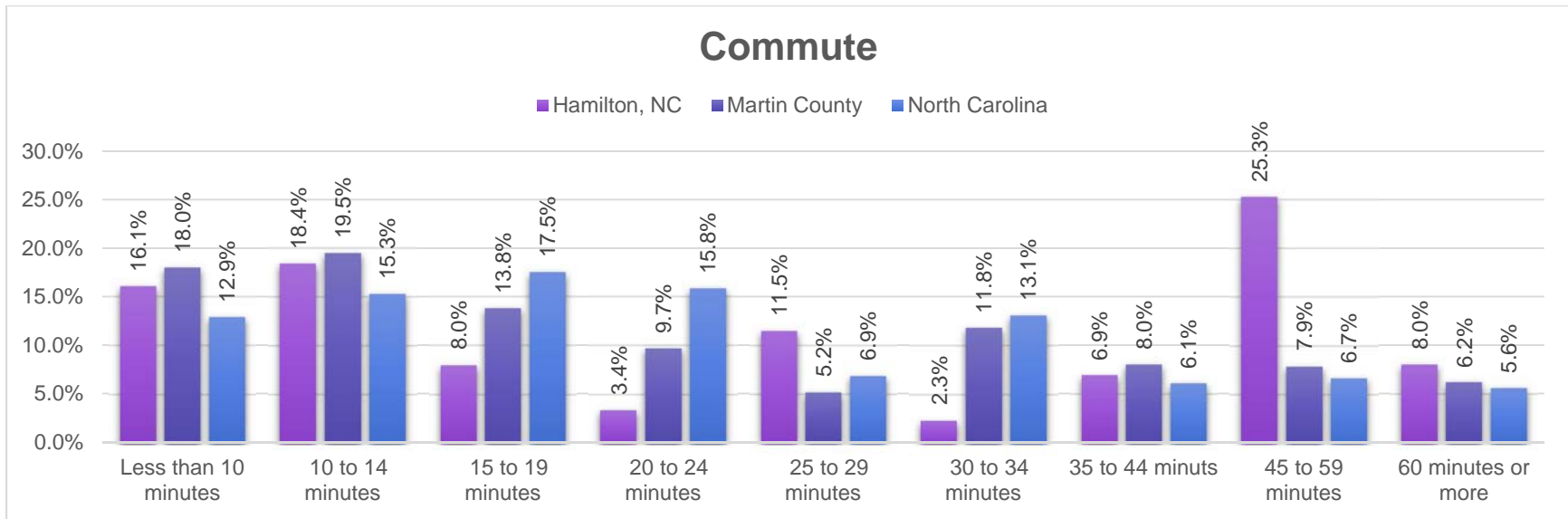


Source: Bureau of Labor Statistics (www.bls.gov)

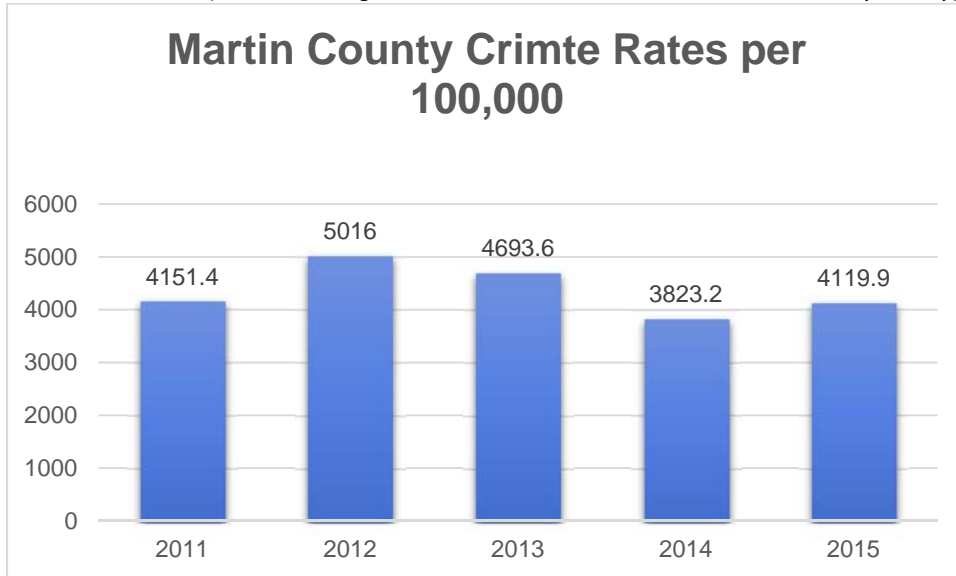
Martin County Top Employers			
Rank	Company Name	Industry	Employment Range
1	Martin County Board Of Education	Education & Health Services	500-999
2	Snacks Holdings	Manufacturing	500-999
3	Wal-Mart Associates Inc	Trade, Transportation, & Utilities	100-249
4	Martin General Hospital	Education & Health Services	100-249
5	County Of Martin	Public Administration	100-249
6	Martin Community College	Education & Health Services	100-249
7	Industrial Manufacturing Co LLC	Manufacturing	100-249
8	Care Services LLC	Professional & Business Services	100-249
9	Piggly Wiggly	Trade, Transportation, & Utilities	100-249
10	Town Of Williamston	Public Administration	100-249
11	Food Lion	Trade, Transportation, & Utilities	100-249
12	Merastar Insurance Company	Financial Activities	50-99
13	Home Life Care Inc	Education & Health Services	50-99
14	Parkdale America LLC	Manufacturing	50-99
15	NC Department Of Transportation	Public Administration	50-99
16	Bojangles Famous Chicken & Biscuits	Leisure & Hospitality	50-99
19	NC Dept Of Health & Human Services	Public Administration	50-99
19	Principle Long Term Care Inc	Education & Health Services	50-99
19	Martin Enterprises	Education & Health Services	50-99
20	Quality Home Staffing Inc	Education & Health Services	50-99
21	NC Dept Of Agriculture & Consumer S	Public Administration	50-99
22	Victorian Senior Care Communities	Professional & Business Services	50-99
23	Syfan Manufacturing Inc	Manufacturing	50-99
24	Williams Fire Sprinkler Co Inc	Construction	50-99
25	Speedway LLC	Trade, Transportation, & Utilities	50-99
<i>Source: North Carolina Department of Commerce (www.nccommerce.com)</i>			

Martin County 2012-2016 Employment Stages				
ESTABLISHMENTS	2012	% of TOTAL	2016	% of TOTAL
ALL	1,555	100	1,409	100
Self-Employed (1)	225	14.5	199	14.1
Stage 1 (2-9)	1,114	71.6	961	68.2
Stage 2 (10-99)	2,098	13.4	241	17.1
Stage 3 (100-499)	7	0.5	8	0.6
Stage 4 (500+)	0	0	0	0
Source: Your Economy Data (www.youreconomy.org)				





Source: US Census (www.census.gov American Fact Finder/American Community Survey)



Source: NC Department of Justice

Retail Market Place Profile-Hamilton, NC						
Summary Demographics						
2017 Population						400
2017 Households						175
2017 Median Disposable Income						\$32,387
2017 Per Capita Income						\$21,025
NAICS Industry Summary		Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$4,861,391	\$470,852	\$4,390,539	82.3	2
Total Retail Trade	44-45	\$4,474,139	\$470,852	\$4,003,287	81.0	2
Total Food & Drink	722	\$387,252	\$0	\$387,252	100.0	0
NAICS Industry Group		Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$1,066,229	\$0	\$1,066,229	100.0	0
Automobile Dealers	4411	\$885,283	\$0	\$885,283	100.0	0
Other Motor Vehicle Dealers	4412	\$89,528	\$0	\$89,528	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$91,418	\$0	\$91,418	100.0	0
Furniture & Home Furnishings Stores	442	\$139,907	\$0	\$139,907	100.0	0
Furniture Stores	4421	\$85,007	\$0	\$85,007	100.0	0
Home Furnishings Stores	4422	\$54,900	\$0	\$54,900	100.0	0
Electronics & Appliance Stores	443	\$106,836	\$0	\$106,836	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$341,512	\$115,581	\$225,931	49.4	1
Bldg Material & Supplies Dealers	4441	\$318,750	\$115,581	\$203,169	46.8	1
Lawn & Garden Equip & Supply Stores	4442	\$22,762	\$0	\$22,762	100.0	0
Food & Beverage Stores	445	\$758,964	\$0	\$758,964	100.0	0
Grocery Stores	4451	\$711,357	\$0	\$711,357	100.0	0
Specialty Food Stores	4452	\$27,431	\$0	\$27,431	100.0	0
Beer, Wine & Liquor Stores	4453	\$20,176	\$0	\$20,176	100.0	0
Health & Personal Care Stores	446,4461	\$295,923	\$0	\$295,923	100.0	0
Gasoline Stations	447,4471	\$526,439	\$355,271	\$171,168	19.4	1
Clothing & Clothing Accessories Stores	448	\$165,380	\$0	\$165,380	100.0	0
Clothing Stores	4481	\$113,073	\$0	\$113,073	100.0	0
Shoe Stores	4482	\$28,476	\$0	\$28,476	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$23,831	\$0	\$23,831	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$101,228	\$0	\$101,228	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$87,577	\$0	\$87,577	100.0	0
Book, Periodical & Music Stores	4512	\$13,651	\$0	\$13,651	100.0	0
General Merchandise Stores	452	\$676,007	\$0	\$676,007	100.0	0
Department Stores Excluding Leased Depts.	4521	\$470,342	\$0	\$470,342	100.0	0
Other General Merchandise Stores	4529	\$205,665	\$0	\$205,665	100.0	0
Miscellaneous Store Retailers	453	\$218,327	\$0	\$218,327	100.0	0
Florists	4531	\$5,385	\$0	\$5,385	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$34,462	\$0	\$34,462	100.0	0
Used Merchandise Stores	4533	\$16,712	\$0	\$16,712	100.0	0
Other Miscellaneous Store Retailers	4539	\$161,768	\$0	\$161,768	100.0	0
Nonstore Retailers	454	\$77,387	\$0	\$77,387	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$49,473	\$0	\$49,473	100.0	0

Vending Machine Operators	4542	\$4,059	\$0	\$4,059	100.0	0
Direct Selling Establishments	4543	\$23,855	\$0	\$23,855	100.0	0
Food Services & Drinking Places	722	\$387,252	\$0	\$387,252	100.0	0
Special Food Services	7223	\$3,671	\$0	\$3,671	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$20,648	\$0	\$20,648	100.0	0
Restaurants/Other Eating Places	7225	\$362,933	\$0	\$362,933	100.0	0

Source: Esri and Infogroup. Retail MarketPlace 2017. Copyright 2017 Infogroup, Inc. All rights reserved.

Appendix B: Study Sponsor and Consultant



ElectriCities of N.C. Inc. sponsored the Town of Hamilton Economic Development Strategic Plan. ElectriCities offers a variety of services to promote NC Public Power communities to businesses and economic developers. They help communities recruit business and industry by providing:

- ⊙ Target Marketing
- ⊙ Marketing/Collateral Assistance
- ⊙ Aerial Photography
- ⊙ Proposals for Prospects/Clients
- ⊙ Advertising Opportunities
- ⊙ Target Sectors
- ⊙ Trade Show Opportunities
- ⊙ Direct Marketing
- ⊙ Retail/Commercial Developments

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