

# CASE STUDY UPDATE | SCOTLAND NECK, NC

## 2018



**Through successful business and community collaboration, Scotland Neck can continue to revitalize its economy and downtown.**

Scotland Neck continues to recruit industries that employ the local workforce, leverage its natural resources to attract tourists, and support small businesses through local initiatives. The town promotes itself as an “outdoor paradise” with the Roanoke River, farmland and hunting preserves nearby. The Sylvan Height Bird Park – an eighteen acre facility with birds from around the world and a large waterfowl collection - is also nearby and attracts 60,000 visitors a year.

In response to decades of economic decline, the town launched the “Developing Our Own Resources” Initiative in 2002. The purpose of the initiative was to leverage the town’s existing assets and resources to stimulate sustainable economic development. As part of the DOOR initiative, the town sought to expand local fishing and hunting guide services through improved access to the Roanoke River and deliberate marketing and advertising to hunting and fishing enthusiasts. Furthermore, the town began several events to attract tourist including the Country Roads Bike Tour, the Crepe

Myrtle Festival, and the Classic Car show. While many of those events continue today, a fruitful partnership with NC Wildlife has ended due to lack of funding which has reduced marketing reach and ended the annual Hunter’s Appreciation Dinner, which took place every year.

In addition to its economic development initiatives, the town participated in the STEP for Small Business program through the NC Rural Center between 2014 – 2018. STEP for Small Business strives to boost entrepreneurship and small business development through community coaching, technical assistance, leadership training and capital formation.<sup>1</sup> The town launched a \$100,000 small business community loan fund in late 2015.

Although Scotland Neck does not have an official incentive program, town officials as well as the local business association have sought to recruit industrial employers into the community. In 2005, AirBoss, a

<sup>1</sup> <https://www.ncruralcenter.org/engagement/step-for-small-business/>

## CONTACT INFORMATION

### **Nancy Jackson**

Town Administrator/  
Clerk

Scotland Neck, NC  
njackson@townofscotlandneck.com

rubber manufacturer, decided to locate in Scotland Neck, bringing 86 jobs to the area. The company is still in operation and intends to expand. In December 2018, the company announced its plans to invest \$5.2 million in Scotland Neck and create an additional 42 jobs with an average salary of \$32, 136. The state gave the company \$125,000 from the One North Carolina Fund for the project.<sup>2</sup> Through successful business and community collaboration, Scotland Neck can continue to revitalize its economy and downtown.

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<sup>2</sup> Zachary Eanes, "Halifax County gets spurt of manufacturing jobs after Cooper grants incentive money," The News & Observer, Dec 12, 2018, <https://www.newsobserver.com/news/business/article222968540.html>