



# Hoffman, North Carolina

## Report of Economic Development Assessment February 13-14, 2018



April 4, 2018

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## Section 1. Introduction

The Town of Hoffman invited the NC Main Street & Rural Planning Center to develop an Economic Development Assessment. The two-member Rural Planning Team visited Hoffman on February 13-14, 2018. Each member has extensive experience in community planning and economic development.

During the two-day visit, the Rural Planning Team toured the community, and conducted interviews with members of the community; elected officials, property and business owners, citizens and Town staff who are listed in the Appendix.

### Rural Planning Team

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615 Concord Road  
Albemarle, NC 28001

### Hoffman Town Commissioners

Tommy Hart, Mayor  
Daniel Kelly, Mayor Pro tem  
Ricardo Anderson, Commissioner

(Rory) Kevin Jones, Commissioner  
John Taylor, Commissioner  
Cynthia Norcutt, Commissioner

The Rural Planning Team would like to thank the **Local Work Group** members who generously gave up two full mornings and an early afternoon to work with us through this process:

Maggie Bethea, Town Clerk  
Don Bryant, Richmond County Commissioner  
Robert Dockery, Pastor, Macedonia MBC  
Tommy Hart, Mayor  
Daniel Kelly, Mayor Pro-tem

Sandy Marsh, Southern Mission Ministries  
Cynthia Northcutt, Town Council  
Robbie Rivers, Act of Kindness Adult Care  
John Taylor, Town Council  
Mable Townsend, Elegant Occasions

We offer this report as a working document to guide you through the on-going activity of focusing and successfully implementing the recommendations found in this Economic Development Assessment. The residents of Hoffman have a keen sense of community pride. We hope this report inspires the community to support the economic development efforts of the Town of Hoffman.

## North Carolina Department of Commerce

[www.nccommerce.com](http://www.nccommerce.com)

The North Carolina Department of Commerce is the state's lead agency for economic, community and workforce development. The Department works with local, regional, national and international organizations to fulfill its mission to improve the economic well-being and quality of life for all North Carolinians.

Taking a comprehensive approach to economic development, the Department's work reaches many areas. The Department helps people find jobs and employers find and retain a qualified workforce. The Department administers the state's employment security system, supporting workers during career transitions. The Department provides local communities with grants and planning services to spur infrastructure development and economic growth, and administers the state's economic incentive programs.

The Department is also responsible for recruiting companies to the state, helping existing North Carolina companies expand, encouraging business start-ups, enabling companies to export, and marketing North Carolina as a business and visitor destination. In October 2014, the Department entered a contract with a new public-private organization, the [Economic Development Partnership of North Carolina](http://www.edpnc.com) ([www.edpnc.com](http://www.edpnc.com)) to take the lead in these recruitment and marketing functions.

The Department also publishes data, statistics, information and reports for citizens and policymakers interested in the state's economy.

The Department of Commerce, an executive branch agency of the State of North Carolina, is headquartered in Raleigh.

### The NC Main Street & Rural Planning Center

The *NC Main Street and Rural Planning Center* (MS&RPC) is part of the NC Department of Commerce, the state's lead agency for workforce, community, and economic development. In this capacity, the Center provides downtown revitalization and planning assistance to communities across the state, primarily in economic development planning.

The Center has offices throughout the state, in the West (Asheville and Sylva), Northwest (N. Wilkesboro), the Piedmont (Winston-Salem), Southwest (Albemarle), North Central (Raleigh and Wilson), South Central (Fayetteville) and the East (Washington, Jacksonville, and Wilmington).

Recognizing that economic prosperity is the number one priority in most communities, our experienced staff partners with community leaders to add value to their economic development efforts through a variety of services and assistance.

Whether rural communities are planning future economic expansion, injecting life into existing structures, or developing in an economically challenged area, the MS&RPC staff can help attain those goals through targeted assistance with these services:

- > Economic Development Assessment
- > Strategic Economic Development Planning
- > Implementation Services
- > Local & Regional Market Analysis
- > Small Area Planning for High Impact Areas
- > GIS & Custom Mapping

## **Section 2. The Six Economic Factors**

There are six basic factors that should be considered when undertaking any economic activities. Without an understanding of these factors, it will be difficult to determine the direction that economic activity must take to bring about a successful effort. These factors are as follows:

### **Factor 1      Market Conditions and Business Climate**

Assessing this factor helps determine the status of the retail, residential and office markets and their potential in your town. Information gathered related to retail sales, occupancies and rents is used to develop recruitment materials for attracting new business to town and downtown.

### **Factor 2      Retail Mix**

A market assessment and merchant's survey can provide information related to the number and types of businesses currently in the downtown area. From this information, the potential for success of additional or different retail businesses can be determined. Additionally, a personal observation should be made to determine the best locations to site additional businesses.

### **Factor 3      Real Estate Availability and Condition**

This factor addresses the ability to recruit development and business. If there are no available buildings or if they are overpriced or in poor condition, then it will be difficult to carry out the economic development/revitalization effort.

### **Factor 4      Physical Environment and Amenities**

The physical environment in which a business must function is critical to its success. Even the best businesses will not be successful if the surrounding environment is run down, with few amenities, and is difficult to access.

### **Factor 5      Availability of Capital/Financing**

It is critical that adequate investment capital and attractive financing be available for projects. In addition to public financing tools, local financial institutions must be actively involved and supportive of development and business in town and downtown.

### **Factor 6      Business and Development Assistance**

Business and investment decisions must be made based on complete and factual information. One of the most important services that can be offered to potential investors is the provision of professional business and development assistance along with a coordinated promotional effort.

## Section 3. Demographics

### Location

Hoffman is a municipality located in Richmond County. The town is located approximately 82 miles from the state capitol in Raleigh; approximately 91 miles from Charlotte, the state's largest city; and 15 miles from Southern Pines and Pinehurst. Hoffman is also just 40 miles from Fort Bragg in Cumberland County and 10 miles from Aberdeen in Moore County. In Richmond County, Hoffman is 16 miles from the county seat of Rockingham to the southwest. US-1 runs through Hoffman.

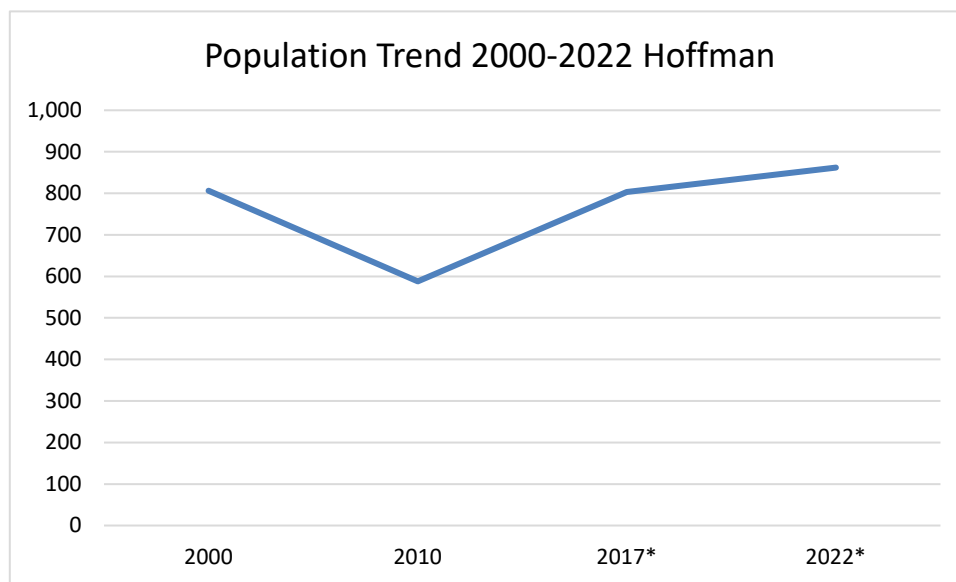
### Population

The population of Hoffman has shown consistency since the 2000 Census (*Table 3-1*) at around 800 people, with a slight dip in 2010 to just under 600 people. Within the 5-mile Primary Trade Area (*Map 4-1*), the population shows similar consistency from 2,827 people in 2000 to 2,847 in 2017. *Please note: a full-page map of the Primary Trade Area can be found in the Appendix.*

Table 3-1. Population Change in the Town of Hoffman				
Year	2000	2010	2017*	2022*
Population	806	588	803	862

*U.S. Census Data* *\*ESRI Forecast*

**Figure 3-1. Population Change in the Town of Hoffman**

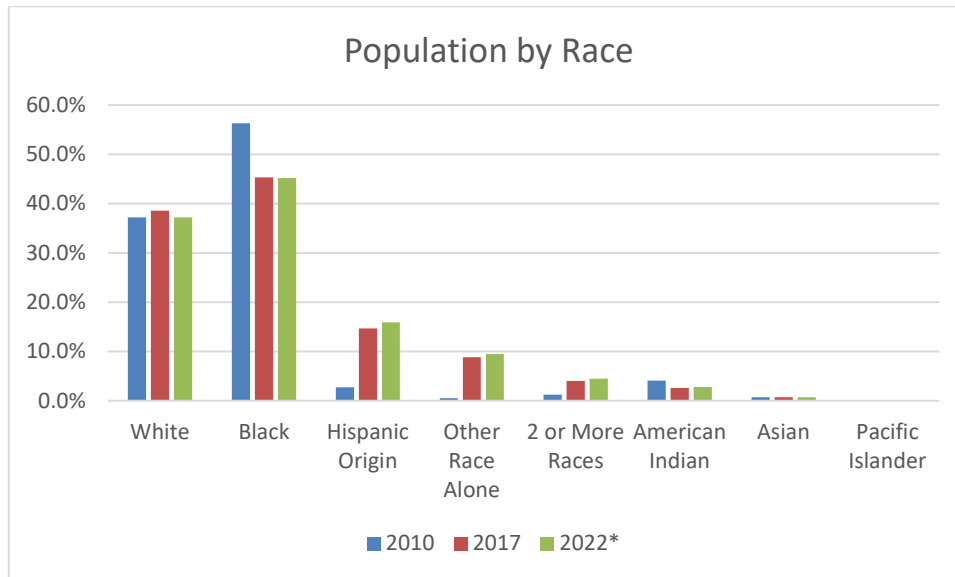


### Race

Table 3-2 shows the racial composition in Hoffman. In 2010, 56% of the population was black and 37% was white. By 2017, the projected population was 45% black and 38% white, an 11% decline black population and 1.4% increase in white population. Hispanic populations increased by 12%; populations of “Other Races Alone” and “2 or More Races” increased by 8.75% and 2.8% respectively, during the same time-frame.

**Figure 3-2 Population by Race**

Year	White	Black	Hispanic Origin	Other Race Alone	2 or More Races	American Indian	Asian	Pacific Islander	Total Population
2010	37.2%	56.3%	2.7%	0.5%	1.2%	4.1%	0.7%	0.0%	588
2017	38.6%	45.3%	14.7%	8.8%	4.0%	2.6%	0.7%	0.0%	804
2022*	37.2%	45.2%	15.9%	9.5%	4.5%	2.8%	0.7%	0.0%	862



### Age

The census data in Table 3-3 shows that Hoffman's population has remained steady since 2010 at a median age of 36.6 years old. There appears to be a declining trend of the younger ages, birth to 24 years old.

**Table 3-3. Median Age**

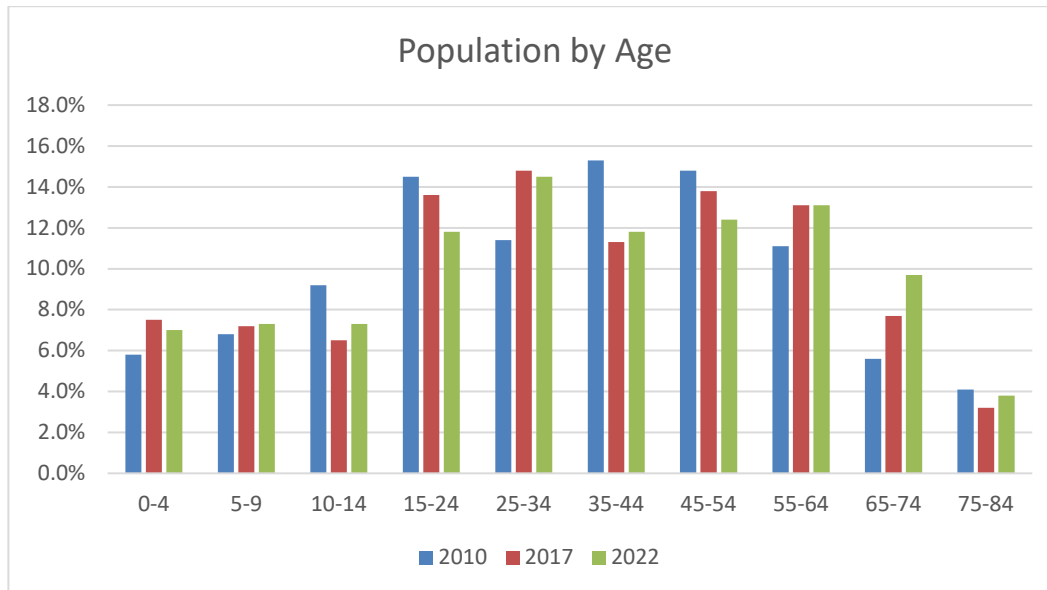
Year	2010	2017	2022	
Age (years)	36.6	35.3	36.6	
Change	n/a	-1.3	+1.3	No net change

Table 3-4 and Figure 3-2 show trends from the US Census in 2010 and projections in 2017 and 2022 by ESRI.

**Table 3-4. Population by Age**

Total Population	588	802	862
	2010	2017	2022
0-4	5.8%	7.5%	7.0%
5-9	6.8%	7.2%	7.3%
10-14	9.2%	6.5%	7.3%
15-24	14.5%	13.6%	11.8%
25-34	11.4%	14.8%	14.5%
35-44	15.3%	11.3%	11.8%
45-54	14.8%	13.8%	12.4%
55-64	11.1%	13.1%	13.1%
65-74	5.6%	7.7%	9.7%
75-84	4.1%	3.2%	3.8%

**Figure 3-2 Age Group Comparison**



### Households

**Median Household Income\*** was \$39,721 in 2017 and with a slight increase by 2022 at \$41,635. *\*Income represents the previous year, expressed in current dollars. Household income includes wages and salary earnings, interest dividends, net rents, pensions, SSDI and welfare payments, child support, and alimony. **Median income** is the amount which divides the **income** distribution into two equal groups, half having **income** above that amount, and half having **income** below that amount.*

In 2000, Hoffman had 223 households and an estimated 290 in 2017, an increase of 67 households. The number of housing units increased from 238 to an estimated 319 in 2017, an increase of 81 housing units.

Table 3-5. Household & Housing Unit Summary				
Year	2000	2010	2017*	2022*
Household	223	212	290	311
Units	238	237	319	345

U.S. Census Data

\*ESRI Forecast

Owner occupied units are trending downward by 13.6% since 2000 with no projected change into 2022. Renter occupied units increased by 10.8% since 2000, with a very slight decrease projected by 2022.

Table 3-6. Hoffman Owner versus Renter Comparison				
Year	2000	2010	2017*	2022*
Owner Occupied	74.4%	67.1%	60.8%	60.9%
Renter Occupied	19.3%	22.4%	30.1%	29.3%

U.S. Census Data

\*ESRI Forecast

Please Note: Additional demographic data is available in **Appendix D Community Profile Detail – Hoffman**



## Section 4. Market Analysis

### Income

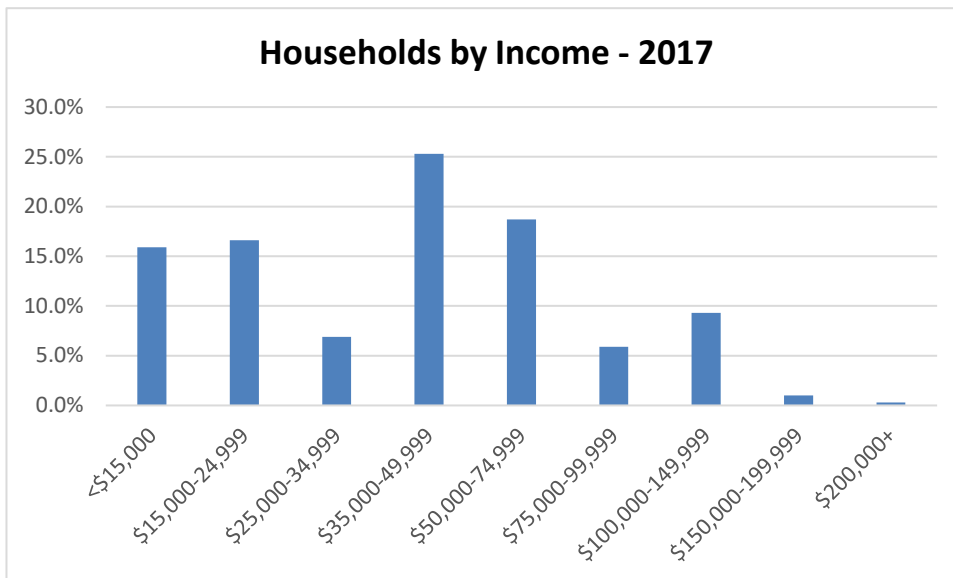
Personal household income\* is shown in Table 4-1 and Figure 4-1. The highest household income brackets are in the \$35,000-49,999 (25.3%) and \$50,000-74,999 (18.7%) ranges. That comprises approximately 44% of the households.

**Table 4-1**

Households by Income - 2017	
<\$15,000	15.9%
\$15,000-24,999	16.6%
\$25,000-34,999	6.9%
\$35,000-49,999	25.3%
\$50,000-74,999	18.7%
\$75,000-99,999	5.9%
\$100,000-149,999	9.3%
\$150,000-199,999	1.0%
\$200,000+	0.3%
<b>Average Household Income*</b>	<b>\$48,727</b>

*\*ESRI Community Profile & US Census Data - Income represents the previous year, expressed in current dollars. Household income includes wages and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.*

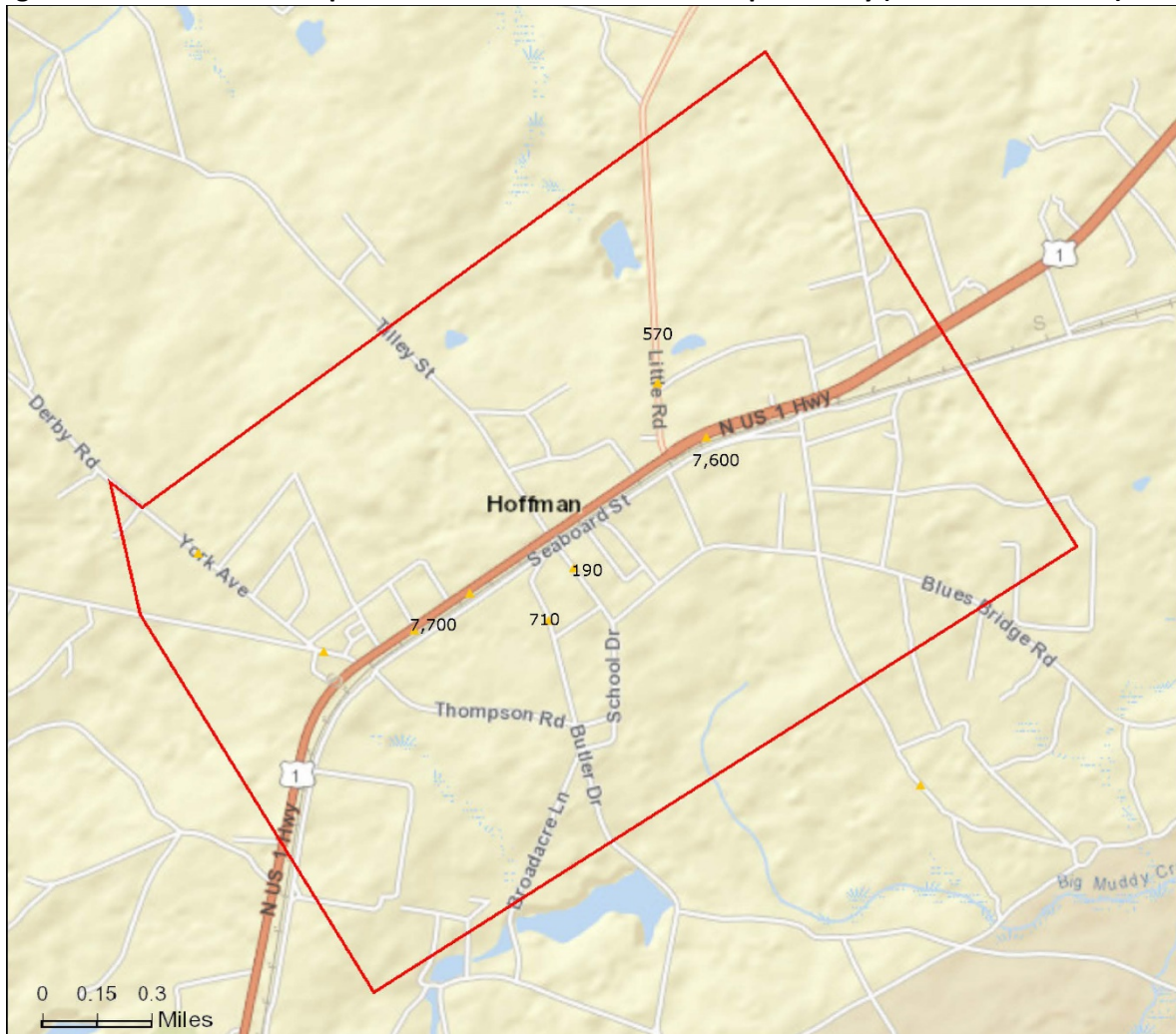
**Figure 4-1**



### Traffic Counts

Traffic counts (Figure 4-2) show that US1 in Hoffman (Figure 4-2) are in the approximate range of 7,600 to 7,700 vehicle trips per day. 710 vehicle trips per day on Butler Drive; 570 on Little Road and 190 on Tilley Street.

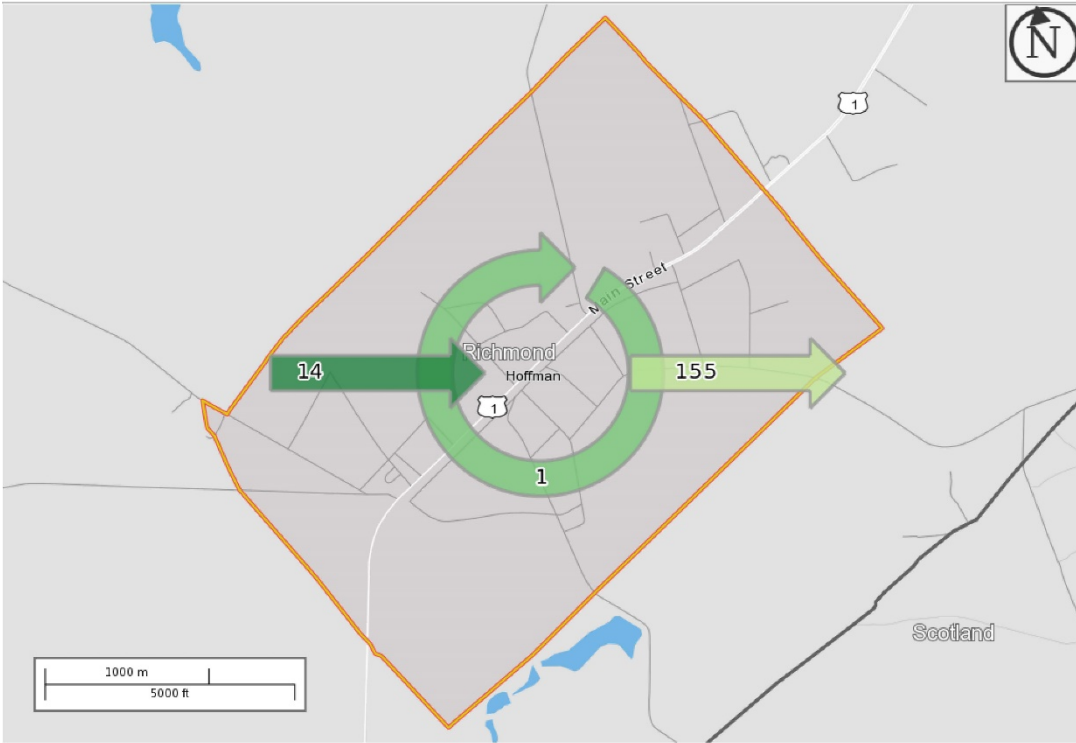
**Figure 4-2. Traffic count map of Hoffman viewed in Vehicle Trips Per Day (NCDOT- 2017 data).**



## Jobs – Inflow and Outflow - 2015

The following Map 4-1 shows a 2015 jobs analysis with inflow and outflow where: 14 persons are employed in Hoffman and commute in from outside the town for work; 155 persons live in Hoffman and commute outside the town for work; and 1 person was employed and lives in Hoffman.

**Map 4-1. Jobs inflow and outflow analysis of Hoffman – 2015.**



Rockingham, Southern Pines and Pinehurst were the most popular destinations for commuting to work from Hoffman in 2015, which is the most recent data collected.

**Table 4-2**

Hoffman Residents Commute		
Commute to Work	Count	Percentage
Rockingham	17	10.9%
Southern Pines	12	7.7%
Pinehurst	10	6.4%
Raleigh	9	5.8%
Hamlet	8	5.1%
Aberdeen	7	4.5%
Charlotte	7	4.5%
Asheboro	3	1.9%
Greensboro	3	1.9%
Albemarle	2	1.3%
All Other Locations		50.0%

*US Census – On The Map*

### Largest Town Employers

Table 4-3 shows the top 11 largest employers in Hoffman by number of employees. The top employer is a cut stone and stone products manufacturer (Southern Products & Silica Co.) followed by railroad and landscape contractors: CSX Transportation, Pratt Lawn Service and Reaves Landscaping & Design.

**Table 4-3. Top 11 Largest Employers in Hoffman**

Company Name	Business Description	FT Employees
Southern Products & Silica Co	Cut Stone & Stone Products (Mfg.)	25
CSX Transportation	Railroads	12
Pratt Lawn Service	Landscape Contractors	11
Reaves Landscaping & Design	Landscape Contractors	10
Bostic BP & Towing	Service Stations-Gasoline & Oil	8
Wallace Parts & Salvage	Automobile Parts-Used & Rebuilt (whls)	7
Co Health/Moore Care	Mental Health Clinics	5
Fletcher's Chapel	Churches	3
Macedonia Baptist Church	Churches	3
Oakley Grove Freewill Baptist	Churches	3
Prancing Horse Center	Horse Therapeutic Riding	3

NC Department of Commerce – Labor and Economic Analysis Division - AccessNC

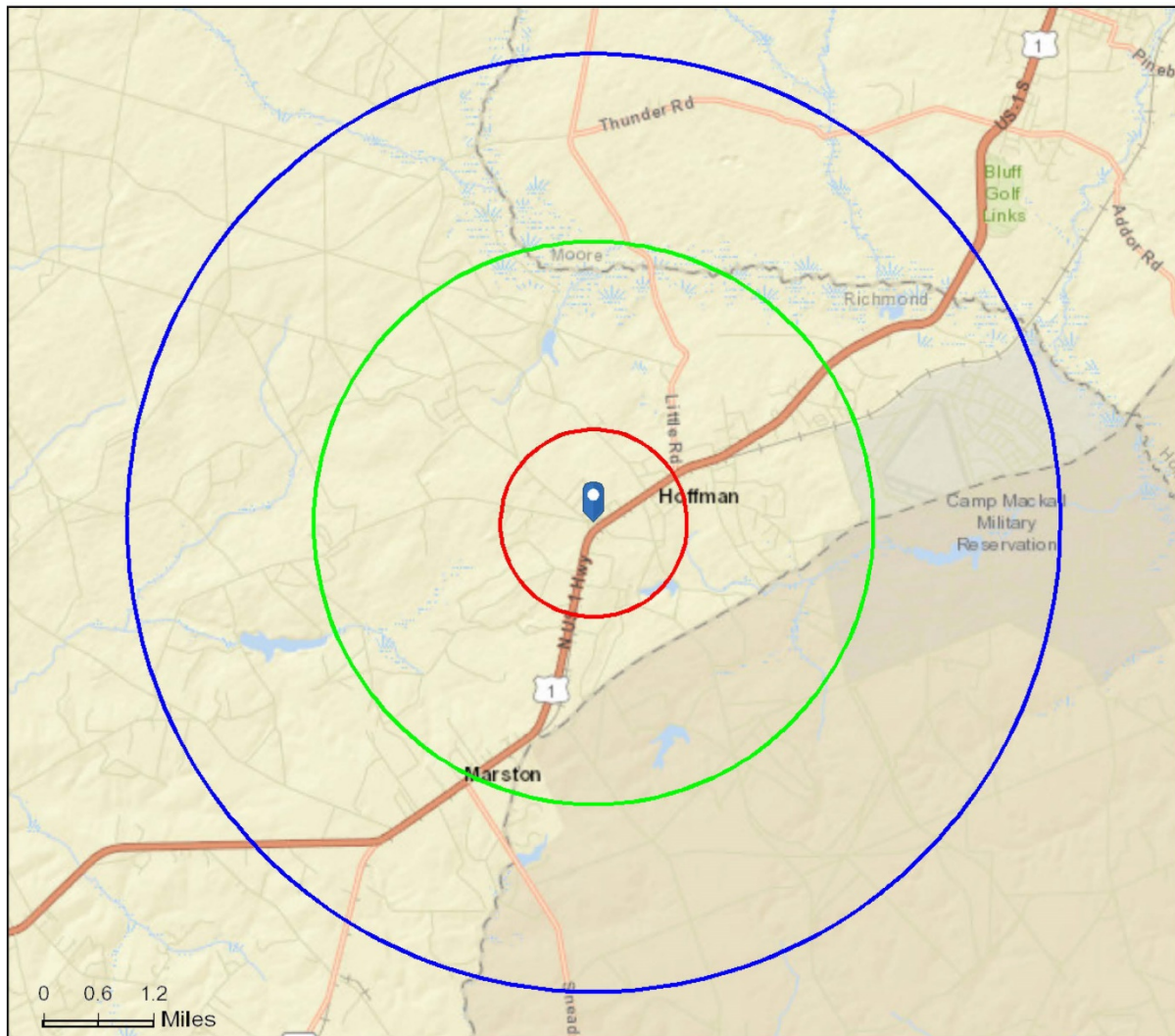
### Retail Market Profile

A Retail Market Profile for Hoffman reflects areas of potential un-met demand for almost ALL services, within the five-mile Primary Trade Area of Hoffman. This is not surprising considering Hoffman has mostly been a residential community for many years.

### Primary Trade Area

A Primary Trade Area (PTA) is simply the contiguous geographic area around a site that generates most of the customers for a business, shopping center or business district. Customer concentrations tend to decline rapidly beyond the bounds of the primary trade area. The rings on the map below (*Map 4-2*) represent **1 mile (red)**, **3 miles (green)** and **5 miles (blue)** using Hoffman Town Hall as the “center” of Town. For the purposes of this report, we are using the 5 mile Primary Trade Area data.

**Map 4-2. Primary Trade Area Map 1, 3, 5 Mile Rings**



#### **Hoffman Retail Summary Demographics & Retail Supply and Leakage**

Table 4-4 shows a summary of the Demographics within the 5-mile radius of Hoffman Town Hall.

**Table 4-4.**

<b>Summary Demographics &amp; Retail Leakage for 5 Mile Radius Hoffman</b>	
2017 Population	2847
2017 Households	789
2017 Median Disposable Income	\$35,366
2017 Per Capita Income	\$20,947

Table 4-5 shows the total amount people are willing to spend on retail trade, food and drink, or **Demand** which is \$21,299,312 within Hoffman's 5-mile Primary Trade Area (PTA). The amount spent or **Supply**, \$4,480,080, by customers drawn in from outside the 5-mile PTA and the amount residents are spending \$16,749,232 outside the 5-mile PTA (**Leakage**).



**Table 4-5 Industry Summary – 5 Mile Radius (Primary Trade Area)**

Industry Group*	Demand	Supply	Surplus/Leakage
Total Retail Trade, Food & Drink	\$21,229,312	\$4,480,080	<b>\$16,749,232</b>
Total Retail Trade	\$19,285,071	\$4,288,530	<b>\$14,996,541</b>
Total Food & Drink	\$1,944,240	\$191,550	<b>\$1,752,690</b>

Under the “**Surplus/Leakage**” column, **negative numbers (in red)** represent the “Surplus” or dollars that residents are spending within the 5-mile Primary Trade Area. The **positive numbers (green)** are the dollars “leaking” out of the Primary Trade Area to purchase products that may not be available within the 5-mile PTA. (Please note: Table 4-6 is edited to show the Industry Groups that are “leaking” more than \$1,000,000 outside the 5 mile PTA.)

**Table 4-6. Retail Demand, Supply & Leakage for 5-Mile Radius**

Industry Group	Demand	Supply	Surplus/Leakage
General Merchandise Stores	\$3,117,927	\$0	<b>\$3,117,927</b>
Food & Beverage Stores	\$3,316,886	\$359,775	<b>\$2,957,111</b>
Grocery Stores	\$3,089,877	\$270,813	<b>\$2,819,064</b>
Motor Vehicle & Parts Dealers	\$4,272,803	\$1,533,085	<b>\$2,739,718</b>
Automobile Dealers	\$3,520,401	\$897,489	<b>\$2,622,912</b>
Department Stores Excluding Leased Depts.	\$2,230,283	\$0	<b>\$2,230,283</b>
Restaurants/Other Eating Places	\$1,802,907	\$0	<b>\$1,802,907</b>
Food Services & Drinking Places	\$1,944,240	\$191,550	<b>\$1,752,690</b>
Bldg Materials, Garden Equip. & Supply Store	\$1,434,197	\$0	<b>\$1,434,197</b>
Bldg Material & Supplies Dealers	\$1,347,051	\$0	<b>\$1,347,051</b>
Health & Personal Care Stores	\$1,234,031	\$0	<b>\$1,234,031</b>
Special Food Services	\$17,906	\$122,829	<b>(\$104,923)</b>
Gasoline Stations	\$2,145,876	\$2,257,366	<b>(\$111,490)</b>
Other Motor Vehicle Dealers	\$348,808	\$635,596	<b>(\$286,788)</b>

#### *ESRI Retail Marketplace Profile – 2017*

As shown in Table 4-6, the Town loses (or leaks) outside the Primary Trade Area approximately \$3.1 million in “General Merchandise Stores” and just under \$3 million in “Food & Beverage Stores” categories. These categories represent potential business or expansion opportunities, for growth within the Primary Trade Area because of the customer demand, and current dollars being lost to outside area.

Before drawing conclusions, however, about potential business expansion or recruitment opportunities, qualitative considerations, such as additional sources should be more closely studied. This could be additional information from ESRI data and additional sources that the county or regional economic development office may have. This report is based on the data collected and should serve only as a starting point.

## Section 5. Assessment Input

### Assets

The following information was recorded from the Local Work Group and Stakeholder Interviews on February 13, 2018.

#### Economic Assets

Act of Kindness (AOK) Adult Care Services  
Beaver Dam Community Center  
Beaver Dam School, All Black k-8  
Bostik BP & Towing  
Brown Land Care  
Brown Moulding Co. Inc.  
Camp Mackall  
Dog Training Farm  
Dr. Cynthia Wells Mclemore, MD  
Elegant Occasions  
Elizet Auto Overhaul  
Fogg Landscaping  
Hoffman Complex (School)  
Issac Auto Overhaul  
Longleaf Lodge-Bed Breakfast  
Macedonia Missionary Baptist Church  
Marsh Food Band  
Prancing Horse Inc  
Professional Care  
Railway CSX Line  
Southern Products & Silica Co  
Swann Land Care  
Wallace Auto Parts and Salvage

#### Cultural Assets

Camp Mackall  
Former Peach Orchard  
Gospel Music in Churches  
Hoffman Town Park (future)  
Multi-Generational Families  
Turpentine  
Ty Cobb-hunting trips?  
United Gospel Singers  
Written History of Town

#### Natural / Recreational Assets

4-H Camp  
Broad Acres Lake Dam  
Camp (Former Girl Scout Camp)  
Hoffman Complex Recreation Center  
Hoffman Sand Pit  
Indian Camp Lake  
Sandhills Wildlife Depot  
Shooting Range

#### Institutional Assets

Cameron Morrison Correctional Institute  
Hoffman Recreational Complex

#### Community / Human Resources Assets

7 Churches  
Masonic Lodge  
Red Hat Society  
Southern Mission Ministry

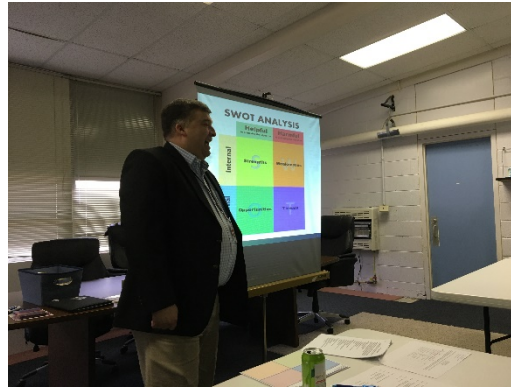
#### Governmental Assets

Camp Mackall  
Game Land, Horse riding  
Hoffman Complex Recreational Center  
US Post Office  
State Land  
Hoffman Town Hall  
Hoffman Volunteer FD  
Sandhills Wildlife Depot

**Note: The Hoffman Asset Map is in Appendix B.**

## SWOT Analysis

The following information was recorded during the Local Work Group meeting on February 13, 2018 at the Hoffman Recreation Complex. The input information is in four SWOT categories: strengths, weaknesses, opportunities, and (outside external) threats. This is followed by some general input comments stakeholder interviews that same afternoon.



STRENGTHS	WEAKNESSES
US 1 Highway	Lack of infrastructure (sewer)
CSX Railroad	Lack of sidewalks
Other towns being by-passed (Southern Pines/Aberdeen)	No community school
Business growth opportunities	Lack of job opportunities
county water	Lack of jobs
sewer system being installed	Lack of interest
low tax rate	Lack of transportation
clean air/water	Lack of County funding
Camp Mackall expansion	Lack of State funding
low crime rate	Local tax collection
Churches	lack of incentive for people to move to town
Recreational activities - horse riding, dog training, hunting	Lack of regular law enforcement/patrol
OPPORTUNITIES	THREATS
Opportunities for business growth	Young people leaving for jobs
Location centrally located between 4 counties	Competition from Moore County - locals shop in Moore County
Location could lead to additional business growth	No vocational training in high school
New highway will bring more traffic through town	Roadway Infrastructure on US 1 (exits)
Camp Mackall expansion investment in housing	
Recreational - horse and dog training opportunities	
Take advantage of natural resources	
government jobs	
Land owners	



## Stakeholder Interview Comments

These are the full comments from stakeholder interviews on February 13, 2018. The list of questions asked of each stakeholder follows the comments.



We compiled all the comments and then sorted them in category types. The responses, in this order, provides the opportunity to see topical responses (i.e. jobs) in a group without having to search for similar responses.

Combined Comments	Category	Question
Christmas lights, tree lighting	Amenities	Strengths
Hoffman Complex (rec center)	Amenities	Strengths
Hunting, fishing	Amenities	Strengths
Limited activities for activities - sports, Scouts, etc.	Amenities	Weaknesses
Need more recreational activities - have made improvements	Amenities	Weaknesses
Retirement	Amenities	Opportunities
Fishing and wildlife	Amenities	Opportunities
Take advantage of Wildlife	Amenities	Opportunities
Park development	Amenities	Quality of Life
Town Concert Series	Amenities	Programs & Service Improvements
"Bloom Again"	Branding	Strengths
Small country town	Branding	Strengths
Horse training	Business	Strengths
Potential to grow	Business	Strengths
Space	Business	Strengths
Horse training facilities	Business	Strengths
Opportunities for growth	Business	Strengths
Land for development	Business	Strengths
Growth potential	Business	Strengths
Daycare opportunities - must go to Moore County or Rockingham	Business	Weaknesses
Daycare for seniors	Business	Weaknesses

Limited available property	Business	Weaknesses
Hard to sell a home because of lack of local businesses	Business	Weaknesses
Noise from Camp Mackall	Business	Weaknesses
Couple of more businesses	Business	Opportunities
Growth - residential & commercial	Business	Opportunities
Camp Mackall - properties for sale	Business	Opportunities
New businesses - entrepreneurship	Business	Opportunities
Unlimited!	Business	Opportunities
Prepare land owners to be involved in growth opportunities	Business	Opportunities
Horses	Business	Opportunities
Horse owners - recreational opportunities	Business	Opportunities
Room for growth	Business	Opportunities
Dog training, wagon train, field trial area	Business	Opportunities
Attract small businesses	Business	Opportunities
Take advantage of Camp Mackall expansion	Business	Opportunities
Available land for development	Business	Opportunities
Build on horse business that is here	Business	Opportunities
Young people graduate college and don't return to Hoffman	Business	Threats
Unwanted businesses	Business	Threats
Moore County - people spend their money in Moore County	Business	Threats
General food store (Family Dollar/Dollar General)	Business	Quality of Life
Land development	Business	Quality of Life
Local investment in existing businesses/industry (what can we do as residents?)	Business	Quality of Life
Dollar General	Business	Quality of Life
Having essential businesses	Business	Quality of Life
Take advantage of open space	Business	Quality of Life
Business improvement	Business	Quality of Life
Attract more businesses within city limits	Business	Programs & Service Improvements
Recruit general store	Business	Other Suggestions
Recruit restaurants	Business	Other Suggestions
Recruit laundromat and daycare	Business	Other Suggestions
Reach out to existing businesses to "give back" to Town	Business	Other Suggestions
Need grocery stores	Business	Other Suggestions

Find ways to entice young people who want to come back	Business	Other Suggestions
Get value of types of businesses passing through Hoffman	Business	Other Suggestions
Lack of communication with citizens	Communication	Weaknesses
Lack of interest from residents	Communication	Threats
Communication between government and residents	Communication	Quality of Life
Communication	Communication	Programs & Service Improvements
Pique the interest of residents to be involved in community and government ie. Planning Board	Communication	Programs & Service Improvements
Continue with current activities but encourage people to participate	Communication	Programs & Service Improvements
Better communication of services and programs that exist like the Food Bank	Communication	Programs & Service Improvements
Communicate and be more involved with citizens	Communication	Programs & Service Improvements
Improve communications	Communication	Programs & Service Improvements
Promote services provided by Town	Communication	Programs & Service Improvements
Leadership should tell people what's going on	Communication	Programs & Service Improvements
Meet and greet the public	Communication	Programs & Service Improvements
More involvement from citizens	Communication	Programs & Service Improvements
Strive to gather input from citizens	Communication	Other Suggestions
Public awareness	Communication	Other Suggestions
Quiet	Community	Strengths
Used to know everyone	Community	Strengths
Community feel	Community	Strengths
Family-oriented	Community	Strengths
People	Community	Strengths
Church, strong beliefs	Community	Strengths
People	Community	Strengths
Sense of Community	Community	Strengths
Friendly people	Community	Strengths

Sense of community here	Community	Strengths
Real friendly people	Community	Strengths
Lack of resident participation	Community	Weaknesses
People's lack of participation	Community	Weaknesses
Lack of knowledge about the Town and its history - county history	Community	Weaknesses
Lack of interest	Community	Weaknesses
People moving here in mobile homes	Community	Threats
Get whole community involved - what are next steps	Community	Other Suggestions
Town needs to stick together	Community	Other Suggestions
Come together as one - citizen involvement	Community	Other Suggestions
Churches need to be focal point	Community	Other Suggestions
Drug issues - taking/selling	Crime	Threats
Increased crime	Crime	Threats
Citizens running from the law	Crime	Threats
Lack of schools - loss of a sense of community	Education	Weaknesses
Loss of schools - detract from attracting young families	Education	Weaknesses
no school in Hoffman	Education	Weaknesses
Need a community school	Education	Weaknesses
Loss of educational system in town-kids have to travel to Ellerbe	Education	Threats
School travel times	Education	Threats
Continuing education opportunities	Education	Quality of Life
Additional training/schooling for young people	Education	Programs & Service Improvements
Recruit learning center, vocational programs	Education	Programs & Service Improvements
Accessible training opportunities	Education	Programs & Service Improvements
Leadership, experience, business knowledge, finances	Government	Strengths
Low tax rate	Government	Strengths
Good town governing body	Government	Strengths
Low tax rate	Government	Strengths
Lack of local law enforcement	Government	Weaknesses
Town management - spends frivolously and not always in the Town's best interest	Government	Weaknesses
No town police protection	Government	Weaknesses
Tax base / collection	Government	Opportunities
What are needs?	Government	Opportunities
Can become a productive town	Government	Opportunities

Safety, police	Government	Threats
No ETJ	Government	Threats
Churches property values	Government	Threats
Deaf ear from State agencies	Government	Threats
Hire a town administrator	Government	Programs & Service Improvements
Town does a lot - school/training programs	Government	Programs & Service Improvements
Need funding assistance	Government	Programs & Service Improvements
During disasters (snow, etc.) check on homebound citizens	Government	Programs & Service Improvements
Search for grants	Government	Programs & Service Improvements
To continue to seek grants to maintain low tax rate	Government	Programs & Service Improvements
Ask CSX to contribute to Town in lieu of building damages (cracked walls, etc.)	Government	Other Suggestions
Assessment could be catalyst for some positive changes	Government	Other Suggestions
Make better use of what we have	Government	Other Suggestions
Rec Center uses - Incubator - town hall	Government	Other Suggestions
Work with County to improve economic conditions	Government	Other Suggestions
Do not over extend ourselves	Government	Other Suggestions
Do not get too overly ambitious	Government	Other Suggestions
Drug counseling center/mental health	Health	Quality of Life
House visits from doctors	Health	Quality of Life
Additional housing	Housing	Opportunities
No adequate housing	Housing	Threats
Housing	Housing	Quality of Life
US 1 poised for industry	Industry	Strengths
Railroad thru town	Industry	Strengths
No industries	Industry	Threats
Ground-water supply - 6 lakes	Infrastructure	Strengths
Public water	Infrastructure	Strengths
Lack of sidewalks on US 1	Infrastructure	Weaknesses
Median on US 1 - should have been a middle lane	Infrastructure	Weaknesses
No sewer	Infrastructure	Weaknesses
Sewer system project	Infrastructure	Opportunities
Sewer project	Infrastructure	Opportunities
To grow utilizing public water and sewer	Infrastructure	Opportunities

With sewer, take advantage of military training	Infrastructure	Opportunities
More businesses due to sewer	Infrastructure	Opportunities
Growth is linked to sewer for residents and businesses	Infrastructure	Opportunities
Growth due to available sewer	Infrastructure	Opportunities
Septic issues	Infrastructure	Threats
Broadband issues?	Infrastructure	Threats
Highway plans - median keeps people from turning conveniently	Infrastructure	Threats
Need better roads	Infrastructure	Threats
Better infrastructure in other areas	Infrastructure	Threats
Sewer	Infrastructure	Quality of Life
Sewer installation/density changes	Infrastructure	Quality of Life
Have new sewer system	Infrastructure	Quality of Life
Complete sewer system	Infrastructure	Quality of Life
Finish 4-lanes on US 1 to Rockingham	Infrastructure	Quality of Life
Sewer	Infrastructure	Quality of Life
Improved infrastructure	Infrastructure	Quality of Life
Complete sewer system	Infrastructure	Quality of Life
Need more good jobs	Jobs	Weaknesses
Recruit more jobs	Jobs	Other Suggestions
Location	Location	Strengths
Location	Location	Strengths
Country-living	Location	Strengths
Natural setting	Location	Strengths
Good place to live	Location	Strengths
Centrally located	Location	Strengths
Close to other towns & cities	Location	Strengths
Less expensive than Moore County	Location	Strengths
No access to shopping - have to travel quite a distance to get to a store	Location	Weaknesses
Take advantage of location	Location	Opportunities
Being bypassed by other towns	Location	Threats
Disconnect between black and white residents - are we communicating to all residents or only a segment?	Populations	Weaknesses
Racial division - more communication needed to bring together (find common ground)	Populations	Weaknesses
Need diversity in population	Populations	Quality of Life
Recreational opportunities	Recreation	Quality of Life
Traffic control	Transportation	Strengths
US 1 - uncontrollable traffic	Transportation	Weaknesses

No lights to control traffic	Transportation	Weaknesses
Possible train derailments - environmental concerns	Transportation	Threats
Trains occasionally block crossings limiting access to emergency vehicles	Transportation	Threats
Better transportation for citizens	Transportation	Quality of Life
Transportation to and from work - a shuttle service	Transportation	Quality of Life
Control US 1 traffic	Transportation	Quality of Life

Stakeholder Interview Questions  
Biscoe NC  
1/29/2018

Name: \_\_\_\_\_

Address: \_\_\_\_\_ Town \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Interest/Title: \_\_\_\_\_

~~~~~

1. What are the Town's strengths?
2. What are the Town's weaknesses?
3. What are opportunities for the Town?
4. What are the threats, from outside of Town, with little to no control of, by the Town?
5. What changes do you think could improve the quality of life in the Town in the next 5 years?
6. What could the Town do to improve its programs and services over the next 5 years?
7. The Town is undergoing an economic development assessment. Do you have any other comments or suggestions that will help the Town in its economic development and planning efforts?

## Section 6. Assessment Recommendations

*“Growth can be planned to enhance and maintain a community’s soul”*

This Economic Development Assessment provides the Town of Hoffman, North Carolina with a focused approach to getting started with the on-going project of community and economic development. To establish a starting point, it is the recommendation of the Rural Planning Team to begin your effort focusing directly on the following actions as first steps:

- 1) **Extend Extra Territorial Jurisdiction (ETJ)**
  - a. Provides planning/zoning control
  - b. Thorough review of Town’s existing zoning ordinances
  - c. Update and revise as necessary
  - d. Develop Land Use Plan
- 2) **Community Economic Visioning/Positioning Forum**
  - a. Based on SWOT and Stakeholder comments there is a need to get citizens involved
  - b. The community visioning forum is a first step in bringing diverse elements of the community together to define a *shared* vision of Town.
  - c. It requires the involvement of Hoffman’s residents
  - d. Participants will gain a sense of “ownership” in the vision and feel a responsibility to help move it forward
  - e. It will provide action statements the Town can utilize in decision-making and planning
  - f. It will create a database of potential volunteers, committee members and others who can remain involved in helping organize Town activities.
- 3) **Camp Mackall**
  - a. Arrange meeting between Town of Hoffman leadership and RLUAC (*Regional Land Use Advisory Commission*) officials to discuss planning and growth issues related to Camp Mackall
  - b. Host informational meeting between County Commissioners, Benchmark Planning (consultant) and others regarding the draft *Joint Land Use Study* (JLUS).
  - c. Consider becoming a member of RLUAC and attending quarterly meetings.
- 4) **Equine Business Development**
  - a. Research opportunities to expand on existing businesses
  - b. Work with existing business owners to discuss ways to grow and recruit
  - c. Develop planning/zoning designations (land use planning)

The recommended actions are all achievable within the next 12 months and will benefit Hoffman’s positioning for growth. The Rural Planning Center (NC Department of Commerce) is available to assist and provide guidance in the implementation of these recommendations.



## **Section 7. Potential Uses of Hoffman Complex**

As a part of the Economic Development Assessment, Town Commissioners asked the MS&RPC to determine some potential uses of the Hoffman Complex. The facility, formerly Hoffman Elementary School, appears to be able to accommodate several uses. In addition to the current reception/event rentals, the Town could consider these additional potential uses:

### **1) Town Hall Relocation**

- a. Instead of building a new Town Hall, consider utilizing the existing office facilities at the Hoffman Complex
- b. Hoffman Complex has more available space for public meetings than currently exist at Fire Department.
- c. Designate Commissioners Meeting Room
- d. Plenty of parking
- e. Provide necessary security measures in Town Hall section

### **2) Business Incubator**

- a. Designate 2 or more rooms as incubator space for emerging businesses
- b. These rooms should be in the back section of the building
- c. Research existing incubators such as:
  - i. UNC-Pembroke Entrepreneur Incubator, Pembroke, NC (910) 775-4065
  - ii. Triangle South Enterprise Center, Dunn NC [www.trianglesouth.com](http://www.trianglesouth.com)
  - iii. Business Development Center, Tabor City NC (910) 642-7141

### **3) Daycare Center**

- a. An emerging need based on SWOT and Stakeholder interviews
- b. Existing centers are out of town
- c. New businesses will need to be assured employees will have adequate childcare resources
- d. Town could incentivize an accredited business to provide the service with no or low facility rent
- e. A related incentive could be to utilize existing Town property for a new daycare facility

### **4) Additional Military Uses**

- a. Engage in discussions with military to negotiate additional uses of the building for training exercises

The Rural Planning Center (NC Department of Commerce) is available to assist and provide guidance in the implementation of any of these uses.

## Section 8. Assessment Adoption, Monitoring and Implementation

The following steps are recommended to adopt, monitor, and implement Recommendations in the 2018 Hoffman Economic Development Assessment.

### Assessment Items to Address and Follow

- ✓ Town Council should review, make any changes, and adopt the Recommendations in Section 6 of the 2018 Hoffman Economic Development Assessment.
- ✓ We recommend that six (6) months after the Recommendations are adopted the Town Council receive a progress update from the Mayor.
- ✓ If the municipality would like the NC Commerce Rural Planning Center to provide assistance or guidance in the implementation of any of the Recommendations, the Mayor should direct that request in writing (e-mail) to the Community Economic Development Planner for the Sandhills (South Central) Prosperity Zone or to the Main Street & Rural Planning Center.
- ✓ After a specified period, 6 months to 1 year, the Project Leader and municipality will determine if a full-scale strategic planning process is needed or desired by the municipality, or if the municipality might benefit from other asset-based, local economic development technical assistance.
- ✓ On the 1-year anniversary of adoption of the Assessment and Recommendations, the Rural Planning Center Project Leader will conduct a review of the municipality's progress and results.
- ✓ If Goals or Action items in Section 6 need revisions or adjustments the Plan should be amended by the Town. These amendments should also be adopted by the Town Board.
- ✓ We suggest that the easiest recommendations in Section 6 be addressed and accomplished. The more difficult items will take some persistence, time, and working together by the person(s) or groups responsible identified in Section 6 for each of the items.

Bruce Naegelen  
Community Economic Development Planner  
Sandhills (South Central) Prosperity Zone  
558 Gillespie Street  
Fayetteville, NC 28301  
(910) 391-1298

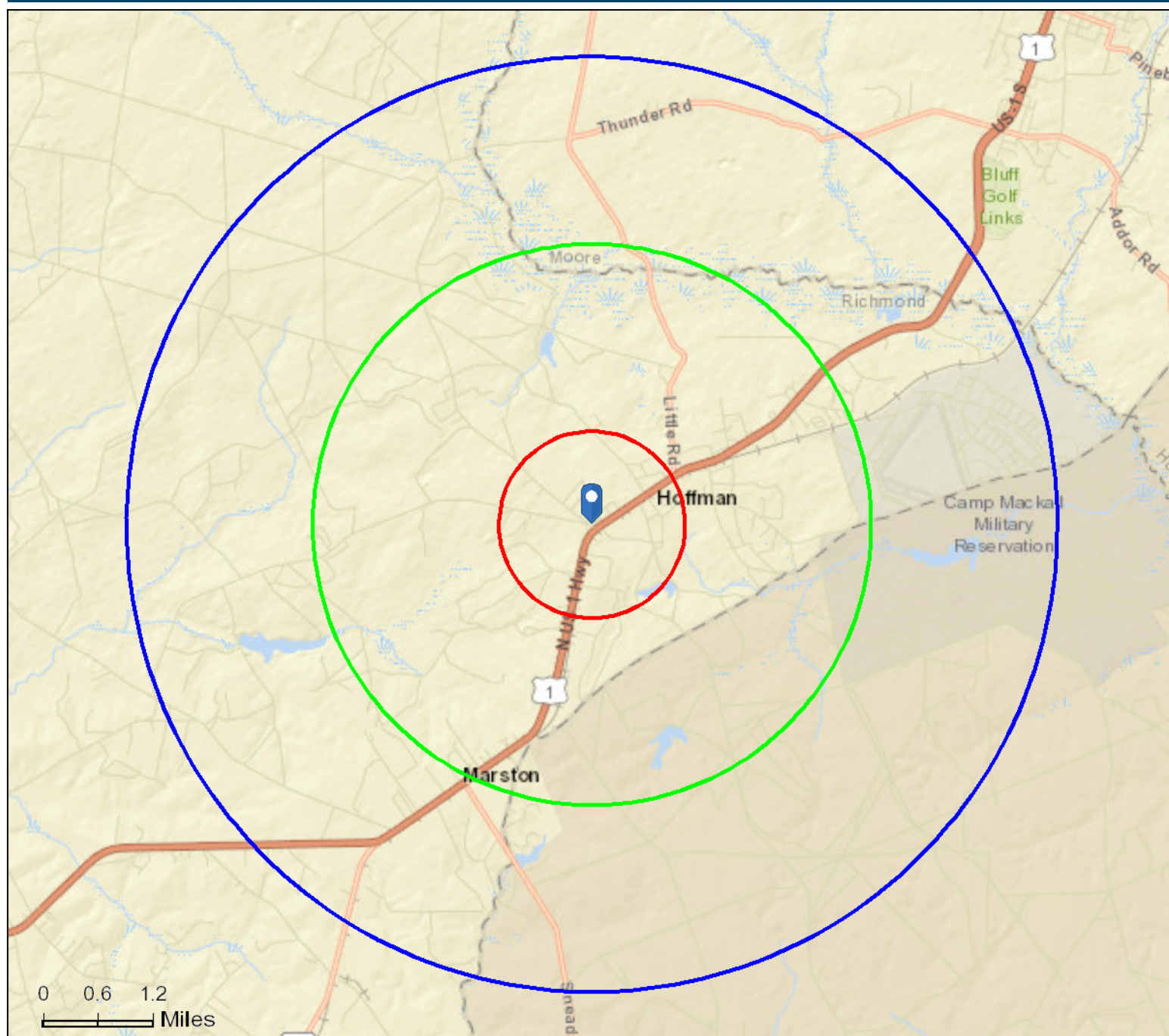
NC Main Street & Rural Planning Center  
4346 Mail Service Center  
Raleigh, NC 27699-4346  
(919) 814-4658



## Site Details Map

2176 Caddell Rd, Hoffman, North Carolina, 28347  
Rings: 1, 3, 5 mile radii

Prepared by NC MSRP  
Latitude: 35.02627  
Longitude: -79.56080



### This site is located in:

**City:** Hoffman  
**County:** Richmond County  
**State:** North Carolina  
**ZIP Code:** 28347  
**Census Tract:** 37153970100  
**Census Block Group:** 371539701002  
**CBSA:** Rockingham, NC Micropolitan Statistical Area

February 11, 2018

## Appendix B

This page is a placeholder for the Hoffman Asset data and map that is being updated and finalized.

Once it is available, the data will be incorporated into the final document.

Dated: 4/3/18

# Appendix C

## Stakeholder Interviewees

The Rural Planning Team thanks and appreciates the following individuals for their time and candid responses to our questions about Hoffman. Each person was interviewed one-on-one and responded to the following questions:

- 1) What are the Town's strengths?
- 2) What are the Town's weaknesses?
- 3) What are opportunities for the Town?
- 4) What are the threats, from outside of Town, with little or no control by the Town?
- 5) What changes do you think could improve the quality of life in the Town in the next 5 years?
- 6) What could the Town do to improve its programs and services over the next 5 years?
- 7) Do you have any other comments or suggestions that will help the Town in its economic development and planning efforts?

|         |           |                                     |                              |
|---------|-----------|-------------------------------------|------------------------------|
| Maggie  | Bethea    | Town of Hoffman                     | Town Clerk                   |
| Don     | Bryant    | Resident                            | Richmond County Commissioner |
| Robert  | Dockery   | Macedonia Baptist Church            | Pastor                       |
| Tommy   | Hart      | Town of Hoffman                     | Mayor                        |
| Sandy   | Marsh     | Southern Mission Ministries         | Exec Dir / Former Town Clerk |
| Cynthia | Northcutt | Town of Hoffman                     | Commissioner                 |
| Robbie  | Rivers    | Act of Kindness Adult Care Services | Business owner               |
| John    | Taylor    | Town of Hoffman                     | Commissioner                 |
| Mable   | Townsend  | Elegant Occasions                   | Business owner               |
| Lois    | Jones     | Raised in Hoffman                   | Business owner               |
| Daniel  | Kelly     | Town of Hoffman                     | Mayor Pro-Tem                |
| Spencer | Willard   | Longleaf Lodge                      | Business owner               |

## Appendix C-a

*Please note: This list of questions and notes was delivered during the Stakeholder Interviews on 2/13/18. There was no consistent way to incorporate this information into the main document so we have added it here. It is highly recommended that a committee of Commissioners review this information with the owners of Longleaf Lodge since the document contains valuable economic development, traffic and safety questions and information. – Bruce Naegelen, Community Economic Development Coordinator.*

Hoffman Economic Assessment Statement from  
Longleaf Lodge, 131 Little Road, Hoffman, N.C. 28347

Presented during stakeholder interview on 2/13/18

### Questions, with notes following

#### **HORSES AND DEER**

**Question: Why the lack of Horse and Deer signs in the Hoffman area compared to Moore and Scotland Counties?**

**examples:** Take a drive down Marston-Snead's Grove road to Laurinburg and notice the horse signs on both sides of the road (going and coming at each site) where ever there are horses. Same on Little-Hoffman road. Prime example is *Prancing Horse* just across Drowning Creek as you cross into Moore Co. on Little Road.

**Notes:** Longleaf Lodge has requested deer and horse signs for Little Road when requesting a reduction in speed. The reduction in speed occurred, but not the deer and horse signs. A hunt club sits at the top of the hill on Little road approximated 200 yards from US 1. Logging trucks even after the speed reduction are climbing that hill at high rates of speed and then applying their brakes right in front of Longleaf Lodge and boarding horse facility. This is a threat to bikers, hunters, horses, horse trailers and et. al. Logging trucks are non-stop year-round!

#### **BIKERS AND THE STATE BIKE TRAIL**

**Question: What good are PL signs for bikers when there is no attempt to slow traffic on U.S. 1 and the biking trail itself/**

**Notes:** Has a study been done on the numbers of bikers that use the biking trail? Our observation at the Lodge is certainly not scientific, but we see bikers all year long. Bike traffic is especially heavy many weeks in the spring, summer and fall. Should not there be some other form of warning or information signs along this state trail for bikers.

#### **PROFESSIONAL AND STATE AND MILITARY DOG TRAINING**

**Notes:** There are more professional dog trainers in NC than any state east of the Mississippi. The core of them are between Raeford, Laurinburg, Cheraw, SC, Rockingham and Asheboro. Not only do they use this area, but so do numerous trainers from the upper mid-west and the New England area. This is not counting drug dog training by the State of NC of its drug dogs and numerous other states training here as well.

#### **SAND TRUCKS, GLASS TRUCKS**

**Question: Does anybody have an idea on the diversity of companies and numbers of trucks that travel to the junction of U.S. 1, Caddell road, and Derby Roads headed down U.S. 1 to the sand pits and Uniman on a daily or weekly basis?**

**Notes:** Trucks come down Derby road off 220 from Winston-Salem and Greensboro in tandem. As many as 10-12 in a row. They leave in tandem as well.

## **HORSES AND HORSE TRAILERS**

**Notes;** Gavilan Farms is a world class horse and Olympic-level training facility. Horses and riders come from all over the country to train at this facility. Some board at Lingleaf Lodge. This traffic is year round. Riders come here to train with several others training facilities on Derby road also.

## **THE TRAFFIC PROBLEM WITH THE ADVENT OF THE ACTIVE PLAYGROUND AND WALKING TRACK FACILITY**

### **MORNING AND AFTERNOON WORK TRAFFIC**

### **DAILY TRAFFIC**

### **THE PIECES FOR TRAGIC OCCURRENCES ON U.S. 1: CONVERGENCE OF TRAFFIC AND EVENTS.**

### **MARCH AND APRIL ARE TWO KEY MONTHS FOR THE CONVERGENCE.**

The event calendar for this area is fully loaded during these two months. Add sand trucks, logging truck, peak biking, et. al. It's a tragedy waiting to happen. It seems the traffic on U.S. 1 will continue to grow as the surrounding area continues to develop. The addition of the German wood pellet company on 177 in the near future will certainly add to the traffic congestion.

**Respectfully submitted by The Willards and the Bockovens of Lingleaf Lodge.**



## Community Profile

Hoffman Town, NC  
Hoffman Town, NC (3731920)  
Geography: Place

NC MS&RPC

### Hoffman town,...

#### Population Summary

|                               |       |
|-------------------------------|-------|
| 2000 Total Population         | 806   |
| 2010 Total Population         | 588   |
| 2017 Total Population         | 803   |
| 2017 Group Quarters           | 7     |
| 2022 Total Population         | 862   |
| 2017-2022 Annual Rate         | 1.43% |
| 2017 Total Daytime Population | 597   |
| Workers                       | 155   |
| Residents                     | 442   |

#### Household Summary

|                             |       |
|-----------------------------|-------|
| 2000 Households             | 223   |
| 2000 Average Household Size | 2.86  |
| 2010 Households             | 212   |
| 2010 Average Household Size | 2.75  |
| 2017 Households             | 290   |
| 2017 Average Household Size | 2.74  |
| 2022 Households             | 311   |
| 2022 Average Household Size | 2.75  |
| 2017-2022 Annual Rate       | 1.41% |
| 2010 Families               | 145   |
| 2010 Average Family Size    | 3.28  |
| 2017 Families               | 202   |
| 2017 Average Family Size    | 3.29  |
| 2022 Families               | 216   |
| 2022 Average Family Size    | 3.30  |
| 2017-2022 Annual Rate       | 1.35% |

#### Housing Unit Summary

|                               |       |
|-------------------------------|-------|
| 2000 Housing Units            | 238   |
| Owner Occupied Housing Units  | 74.4% |
| Renter Occupied Housing Units | 19.3% |
| Vacant Housing Units          | 6.3%  |
| 2010 Housing Units            | 237   |
| Owner Occupied Housing Units  | 67.1% |
| Renter Occupied Housing Units | 22.4% |
| Vacant Housing Units          | 10.5% |
| 2017 Housing Units            | 319   |
| Owner Occupied Housing Units  | 60.8% |
| Renter Occupied Housing Units | 30.1% |
| Vacant Housing Units          | 9.1%  |
| 2022 Housing Units            | 345   |
| Owner Occupied Housing Units  | 60.9% |
| Renter Occupied Housing Units | 29.3% |
| Vacant Housing Units          | 9.9%  |

#### Median Household Income

|      |          |
|------|----------|
| 2017 | \$39,721 |
| 2022 | \$41,635 |

#### Median Home Value

|      |           |
|------|-----------|
| 2017 | \$124,107 |
| 2022 | \$136,667 |

#### Per Capita Income

|      |          |
|------|----------|
| 2017 | \$17,987 |
| 2022 | \$20,427 |

#### Median Age

|      |      |
|------|------|
| 2010 | 36.6 |
| 2017 | 35.3 |
| 2022 | 36.6 |

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.





## Community Profile

Hoffman Town, NC  
Hoffman Town, NC (3731920)  
Geography: Place

Prepared by Esri

|                                                   |  | Hoffman town,... |
|---------------------------------------------------|--|------------------|
| <b>2017 Households by Income</b>                  |  |                  |
| Household Income Base                             |  | 289              |
| <\$15,000                                         |  | 15.9%            |
| \$15,000 - \$24,999                               |  | 16.6%            |
| \$25,000 - \$34,999                               |  | 6.9%             |
| \$35,000 - \$49,999                               |  | 25.3%            |
| \$50,000 - \$74,999                               |  | 18.7%            |
| \$75,000 - \$99,999                               |  | 5.9%             |
| \$100,000 - \$149,999                             |  | 9.3%             |
| \$150,000 - \$199,999                             |  | 1.0%             |
| \$200,000+                                        |  | 0.3%             |
| Average Household Income                          |  | \$48,727         |
| <b>2022 Households by Income</b>                  |  |                  |
| Household Income Base                             |  | 310              |
| <\$15,000                                         |  | 15.8%            |
| \$15,000 - \$24,999                               |  | 16.1%            |
| \$25,000 - \$34,999                               |  | 5.8%             |
| \$35,000 - \$49,999                               |  | 22.6%            |
| \$50,000 - \$74,999                               |  | 18.4%            |
| \$75,000 - \$99,999                               |  | 7.1%             |
| \$100,000 - \$149,999                             |  | 12.3%            |
| \$150,000 - \$199,999                             |  | 1.6%             |
| \$200,000+                                        |  | 0.3%             |
| Average Household Income                          |  | \$55,475         |
| <b>2017 Owner Occupied Housing Units by Value</b> |  |                  |
| Total                                             |  | 195              |
| <\$50,000                                         |  | 20.5%            |
| \$50,000 - \$99,999                               |  | 22.6%            |
| \$100,000 - \$149,999                             |  | 14.4%            |
| \$150,000 - \$199,999                             |  | 12.3%            |
| \$200,000 - \$249,999                             |  | 8.7%             |
| \$250,000 - \$299,999                             |  | 7.7%             |
| \$300,000 - \$399,999                             |  | 7.7%             |
| \$400,000 - \$499,999                             |  | 5.6%             |
| \$500,000 - \$749,999                             |  | 0.5%             |
| \$750,000 - \$999,999                             |  | 0.0%             |
| \$1,000,000 +                                     |  | 0.0%             |
| Average Home Value                                |  | \$157,821        |
| <b>2022 Owner Occupied Housing Units by Value</b> |  |                  |
| Total                                             |  | 210              |
| <\$50,000                                         |  | 18.1%            |
| \$50,000 - \$99,999                               |  | 21.4%            |
| \$100,000 - \$149,999                             |  | 14.3%            |
| \$150,000 - \$199,999                             |  | 12.4%            |
| \$200,000 - \$249,999                             |  | 9.5%             |
| \$250,000 - \$299,999                             |  | 9.5%             |
| \$300,000 - \$399,999                             |  | 9.0%             |
| \$400,000 - \$499,999                             |  | 5.2%             |
| \$500,000 - \$749,999                             |  | 0.5%             |
| \$750,000 - \$999,999                             |  | 0.0%             |
| \$1,000,000 +                                     |  | 0.0%             |
| Average Home Value                                |  | \$165,952        |

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



## Community Profile

Hoffman Town, NC  
Hoffman Town, NC (3731920)  
Geography: Place

Prepared by Esri

|                               |  | Hoffman town,... |
|-------------------------------|--|------------------|
| <b>2010 Population by Age</b> |  |                  |
| Total                         |  | 588              |
| 0 - 4                         |  | 5.8%             |
| 5 - 9                         |  | 6.8%             |
| 10 - 14                       |  | 9.2%             |
| 15 - 24                       |  | 14.5%            |
| 25 - 34                       |  | 11.4%            |
| 35 - 44                       |  | 15.3%            |
| 45 - 54                       |  | 14.8%            |
| 55 - 64                       |  | 11.1%            |
| 65 - 74                       |  | 5.6%             |
| 75 - 84                       |  | 4.1%             |
| 85 +                          |  | 1.5%             |
| 18 +                          |  | 73.5%            |
| <b>2017 Population by Age</b> |  |                  |
| Total                         |  | 802              |
| 0 - 4                         |  | 7.5%             |
| 5 - 9                         |  | 7.2%             |
| 10 - 14                       |  | 6.5%             |
| 15 - 24                       |  | 13.6%            |
| 25 - 34                       |  | 14.8%            |
| 35 - 44                       |  | 11.3%            |
| 45 - 54                       |  | 13.8%            |
| 55 - 64                       |  | 13.1%            |
| 65 - 74                       |  | 7.7%             |
| 75 - 84                       |  | 3.2%             |
| 85 +                          |  | 1.1%             |
| 18 +                          |  | 75.2%            |
| <b>2022 Population by Age</b> |  |                  |
| Total                         |  | 862              |
| 0 - 4                         |  | 7.0%             |
| 5 - 9                         |  | 7.3%             |
| 10 - 14                       |  | 7.3%             |
| 15 - 24                       |  | 11.8%            |
| 25 - 34                       |  | 14.5%            |
| 35 - 44                       |  | 11.8%            |
| 45 - 54                       |  | 12.4%            |
| 55 - 64                       |  | 13.1%            |
| 65 - 74                       |  | 9.7%             |
| 75 - 84                       |  | 3.8%             |
| 85 +                          |  | 1.2%             |
| 18 +                          |  | 74.8%            |
| <b>2010 Population by Sex</b> |  |                  |
| Males                         |  | 281              |
| Females                       |  | 307              |
| <b>2017 Population by Sex</b> |  |                  |
| Males                         |  | 398              |
| Females                       |  | 404              |
| <b>2022 Population by Sex</b> |  |                  |
| Males                         |  | 426              |
| Females                       |  | 436              |

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



## Community Profile

Hoffman Town, NC  
Hoffman Town, NC (3731920)  
Geography: Place

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|                                                           |  | Hoffman town,... |
|-----------------------------------------------------------|--|------------------|
| <b>2010 Population by Race/Ethnicity</b>                  |  |                  |
| Total                                                     |  | 588              |
| White Alone                                               |  | 37.2%            |
| Black Alone                                               |  | 56.3%            |
| American Indian Alone                                     |  | 4.1%             |
| Asian Alone                                               |  | 0.7%             |
| Pacific Islander Alone                                    |  | 0.0%             |
| Some Other Race Alone                                     |  | 0.5%             |
| Two or More Races                                         |  | 1.2%             |
| Hispanic Origin                                           |  | 2.7%             |
| Diversity Index                                           |  | 56.7             |
| <b>2017 Population by Race/Ethnicity</b>                  |  |                  |
| Total                                                     |  | 804              |
| White Alone                                               |  | 38.6%            |
| Black Alone                                               |  | 45.3%            |
| American Indian Alone                                     |  | 2.6%             |
| Asian Alone                                               |  | 0.7%             |
| Pacific Islander Alone                                    |  | 0.0%             |
| Some Other Race Alone                                     |  | 8.8%             |
| Two or More Races                                         |  | 4.0%             |
| Hispanic Origin                                           |  | 14.7%            |
| Diversity Index                                           |  | 73.4             |
| <b>2022 Population by Race/Ethnicity</b>                  |  |                  |
| Total                                                     |  | 862              |
| White Alone                                               |  | 37.2%            |
| Black Alone                                               |  | 45.2%            |
| American Indian Alone                                     |  | 2.8%             |
| Asian Alone                                               |  | 0.7%             |
| Pacific Islander Alone                                    |  | 0.0%             |
| Some Other Race Alone                                     |  | 9.5%             |
| Two or More Races                                         |  | 4.5%             |
| Hispanic Origin                                           |  | 15.9%            |
| Diversity Index                                           |  | 74.8             |
| <b>2010 Population by Relationship and Household Type</b> |  |                  |
| Total                                                     |  | 588              |
| In Households                                             |  | 99.0%            |
| In Family Households                                      |  | 83.2%            |
| Householder                                               |  | 24.7%            |
| Spouse                                                    |  | 13.8%            |
| Child                                                     |  | 36.2%            |
| Other relative                                            |  | 6.1%             |
| Nonrelative                                               |  | 2.4%             |
| In Nonfamily Households                                   |  | 15.8%            |
| In Group Quarters                                         |  | 1.0%             |
| Institutionalized Population                              |  | 0.0%             |
| Noninstitutionalized Population                           |  | 1.0%             |

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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|                                                      |  | Hoffman town,... |
|------------------------------------------------------|--|------------------|
| <b>2017 Population 25+ by Educational Attainment</b> |  |                  |
| Total                                                |  | 524              |
| Less than 9th Grade                                  |  | 17.7%            |
| 9th - 12th Grade, No Diploma                         |  | 11.6%            |
| High School Graduate                                 |  | 24.8%            |
| GED/Alternative Credential                           |  | 6.7%             |
| Some College, No Degree                              |  | 16.2%            |
| Associate Degree                                     |  | 11.3%            |
| Bachelor's Degree                                    |  | 7.6%             |
| Graduate/Professional Degree                         |  | 4.0%             |
| <b>2017 Population 15+ by Marital Status</b>         |  |                  |
| Total                                                |  | 634              |
| Never Married                                        |  | 44.8%            |
| Married                                              |  | 36.9%            |
| Widowed                                              |  | 7.4%             |
| Divorced                                             |  | 10.9%            |
| <b>2017 Civilian Population 16+ in Labor Force</b>   |  |                  |
| Civilian Employed                                    |  | 91.1%            |
| Civilian Unemployed (Unemployment Rate)              |  | 8.9%             |
| <b>2017 Employed Population 16+ by Industry</b>      |  |                  |
| Total                                                |  | 316              |
| Agriculture/Mining                                   |  | 1.9%             |
| Construction                                         |  | 18.4%            |
| Manufacturing                                        |  | 11.7%            |
| Wholesale Trade                                      |  | 1.9%             |
| Retail Trade                                         |  | 10.2%            |
| Transportation/Utilities                             |  | 1.3%             |
| Information                                          |  | 0.0%             |
| Finance/Insurance/Real Estate                        |  | 1.3%             |
| Services                                             |  | 49.5%            |
| Public Administration                                |  | 3.8%             |
| <b>2017 Employed Population 16+ by Occupation</b>    |  |                  |
| Total                                                |  | 315              |
| White Collar                                         |  | 35.2%            |
| Management/Business/Financial                        |  | 2.5%             |
| Professional                                         |  | 19.0%            |
| Sales                                                |  | 6.0%             |
| Administrative Support                               |  | 7.6%             |
| Services                                             |  | 28.9%            |
| Blue Collar                                          |  | 35.9%            |
| Farming/Forestry/Fishing                             |  | 6.7%             |
| Construction/Extraction                              |  | 17.1%            |
| Installation/Maintenance/Repair                      |  | 3.5%             |
| Production                                           |  | 8.6%             |
| Transportation/Material Moving                       |  | 0.0%             |
| <b>2010 Population By Urban/ Rural Status</b>        |  |                  |
| Total Population                                     |  | 588              |
| Population Inside Urbanized Area                     |  | 0.0%             |
| Population Inside Urbanized Cluster                  |  | 0.0%             |
| Rural Population                                     |  | 100.0%           |

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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|                                                      |  | Hoffman town,... |
|------------------------------------------------------|--|------------------|
| <b>2010 Households by Type</b>                       |  |                  |
| Total                                                |  | 212              |
| Households with 1 Person                             |  | 23.6%            |
| Households with 2+ People                            |  | 76.4%            |
| Family Households                                    |  | 68.4%            |
| Husband-wife Families                                |  | 38.2%            |
| With Related Children                                |  | 16.5%            |
| Other Family (No Spouse Present)                     |  | 30.2%            |
| Other Family with Male Householder                   |  | 6.1%             |
| With Related Children                                |  | 4.2%             |
| Other Family with Female Householder                 |  | 24.1%            |
| With Related Children                                |  | 17.0%            |
| Nonfamily Households                                 |  | 8.0%             |
| All Households with Children                         |  | 38.7%            |
| Multigenerational Households                         |  | 5.7%             |
| Unmarried Partner Households                         |  | 5.7%             |
| Male-female                                          |  | 5.2%             |
| Same-sex                                             |  | 0.5%             |
| <b>2010 Households by Size</b>                       |  |                  |
| Total                                                |  | 212              |
| 1 Person Household                                   |  | 23.6%            |
| 2 Person Household                                   |  | 29.7%            |
| 3 Person Household                                   |  | 20.3%            |
| 4 Person Household                                   |  | 14.2%            |
| 5 Person Household                                   |  | 7.5%             |
| 6 Person Household                                   |  | 1.9%             |
| 7 + Person Household                                 |  | 2.8%             |
| <b>2010 Households by Tenure and Mortgage Status</b> |  |                  |
| Total                                                |  | 212              |
| Owner Occupied                                       |  | 75.0%            |
| Owned with a Mortgage/Loan                           |  | 42.0%            |
| Owned Free and Clear                                 |  | 33.0%            |
| Renter Occupied                                      |  | 25.0%            |
| <b>2010 Housing Units By Urban/ Rural Status</b>     |  |                  |
| Total Housing Units                                  |  | 237              |
| Housing Units Inside Urbanized Area                  |  | 0.0%             |
| Housing Units Inside Urbanized Cluster               |  | 0.0%             |
| Rural Housing Units                                  |  | 100.0%           |

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.