



# MORGANTON, NC

## Marketing Guide



### Market Highlights

#### Quick Facts

Residents of Morganton, North Carolina fall into the Southern Satellites Tapestry Segmentation (20.0%). Southern Satellites is the second largest market found in rural settlements but within metropolitan areas located primarily in the South. This market is typically nondiverse, slightly older, settled married-couple families, who own their homes. Workers are employed in a variety of industries, such as manufacturing, health care, retail trade, and construction. Residents enjoy country living, preferring outdoor activities and DIY home projects. Use Walmart for all their shopping needs (groceries, clothing, pharmacy, etc.). Partial to eating at low-cost family restaurants and drive-ins.

(Source: ESRI Tapestry Segmentation: 10 Minute Drive Time)

According to NC Division of Tourism, Burke County ranked first in tourism related job growth and second in increase tourism spending in NC at \$86 million in tourism expenditures.

#### Morganton Area Employers

Employer	Service	# of Employees
Burke County Schools	Public education	2,200
Blue Ridge Health Care	Health Care	1,400
Broughton Hospital	Mental health care	1,200
J Iverson Riddle Dev. Center	Mental health care	1,000
Case Farms	Food	725
Leviton	Electrical	620
Western Piedmont	College system	560
Burke County	County government	499
Continental Teves	Anti-lock brakes	450
Viscotec Automotive	Automotive	250

#### Morganton Area Schools

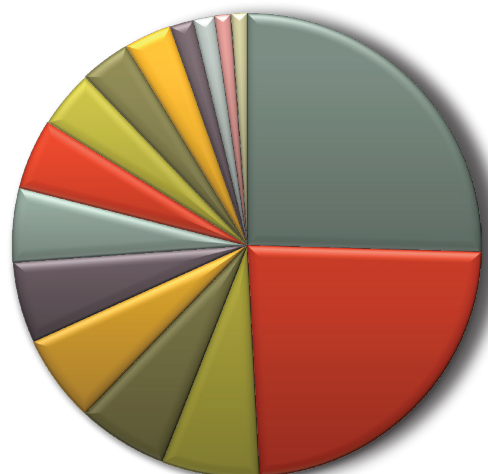
School	Address	# of Students
Burke County Public Schools	700 East Parker Road, Morganton	13,139
New Dimensions Charter	550 Lenoir Road, Morganton	231
Morganton Day	305 West Concord St., Morganton	80
Silvercreek Adventist	2195 Jamestown Road, Morganton	35
Morganton Christian Academy	201 Believers Way, Morganton	75
Western Piedmont Community College	1001 Burkemont Avenue, Morganton	3,195

#### Commercial Retail Sites

Site Name	Property Type	Address	GLA	Contact	Phone Number
The Alpine Cotton Mill	Mixed-Use	109 East Fleming Drive	100,000 SF	Ginny Erwin	828-390-6151
Bi-Lo Excess Land	Land	1555 East Union Street	2,29 AC	The Shopping Center Group	704-335-5455
Morganton Heights	Power Center Outparcel	400 Henredon Road	2,21 AC	WRS Inc	843-654-7888
Summit Point Outparcel	Land	1620 Highway 70	1.1 AC	-	336-667-8000
Kmart Outparcel	Land	120 Bost Road	1 AC	Faison	714-972-2634
Morganton Heights	Power Center	400 Henredon Road	462,373 SF	WRS Inc	843-654-7888
Fiddlers Run	Community Center	110 Fiddler's Run Boulevard	232,000 SF	Investment Properties	704-556-1726
Salem Station	Power Center	1226 Burkemont Avenue	200,000 SF	Venture Properties	336-667-8000
Magnolia Plaza	Former Power Center	1247 Burkemont Avenue (US 64)	104,539 SF	Brixmor	770-360-8406
Mimosa Hills Shopping Center	Neighborhood	915 West Union Street	101,719 SF	Norvell Properties	828-433-9125
Morganton Plaza	Neighborhood	108 Fleming Drive	86,628 SF	The Rosemyr Corp.	252-430-6161
Independence Crossing	Strip Center	105 Independence Boulevard	60,000 SF	Ginny Erwin	828-390-6151
Summit Pointe	Convenience Center	-	55,000 SF	Income Properties	919-782-4798
BILCO Center	Convenience Center	1555 East Union Street	50,400 SF	SouthEast Commercial RE	714-370-3000
Quaker Meadows	Strip Center	120 Bost Road	49,504 SF	Aston Properties, Inc.	704-319-7337
Available Land	Land	-	-	Walton Realty	-
Former 105 Grill	Building	2101 South Sterling Street	-	Norvell Properties	828-433-9125
Former Abele's Family Restaurant	Building	2204 South Sterling Street	-	Carolina Property Commercial	828-443-4861
Ingle's Shopping Center	Convenience Center	-	-	Carolina Property Commercial	828-443-4861
Mull Tower Center	Strip Center	-	-	Mull Inc.	828-433-6412
River Village on the Green	Neighborhood	-	-	-	-
The Shoppes at Tannery Square	Neighborhood	406 West Fleming Drive	95,670 SF	Ginny Erwin	828-390-6151

### GAP ANALYSIS

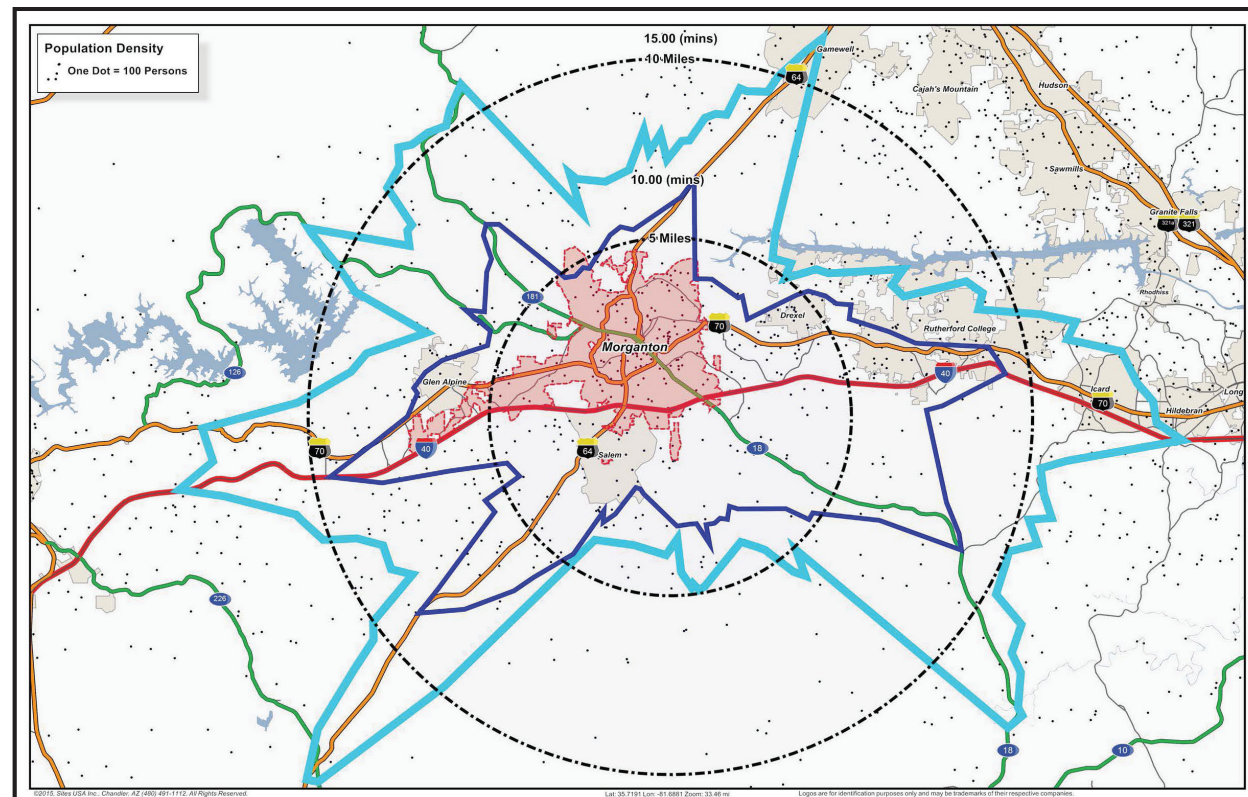
The Gap Analysis is a summary of the primary spending gaps segmented by retail category. It measures actual consumer expenditures within the city's trade area and compares it to the potential retail revenue generated by retailers in the same area. The difference between the two numbers reflects leakages, or the degree to which consumers travel outside the community for certain retail goods and services. The Gap Analysis is a useful tool to gauge retail supply and demand within the community.



Distance: 15 Minute Drive Time

General Merchandise Stores \$28,834,757	Outdoor Power Equipment Stores \$4,572,507
Full-Service Restaurant \$26,855,091	Hobby, Toy & Game Stores \$3,924,914
Home Furnishing Stores \$7,617,460	Health & Personal Care Stores \$3,725,018
Hardware Stores \$7,024,373	Optical Goods Stores \$1,859,322
Sporting Goods Stores \$6,902,457	Shoe Stores \$1,670,779
Nursery & Garden Centers \$6,401,280	Children's, Infants' Clothing Stores \$1,241,403
Furniture Stores \$5,826,573	Cosmetics, Beauty Supplies, Perfume Stores \$1,239,329
Appliance, TV, Electronics Stores \$5,566,756	

### Morganton, North Carolina - Burke County



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#### DEMOGRAPHIC PROFILE

2014 Estimated Population  
Total Number of Employees  
Median HH Income

5 Mile  
Radius

35,346  
23,929  
\$37,025

10 Mile  
Radius

73,907  
33,533  
\$38,234

10 Minute  
Drive Time

39,953  
25,324  
\$36,639

15 Minute  
Drive Time

65,091  
33,177  
\$37,657



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