

NORTH CAROLINA

Named 2020 and 2022 State of the Year for business facilities. Come find out why!



BUSINESS RESOURCE GUIDE

REIDSVILLE, NC





Table of Contents

We've created the Doing Business in Reidsville Guide to equip you with the essential tools for relocating or starting a new business in our community. Numerous resources and support options are available to assist you. Reach out to us anytime. Welcome to Reidsville!

Why Reidsville?

- Location and Connectivity
- Business Climate and Economy
- Business Support and Resources
- Reidsville Quick Facts and Map
- Revitalize Reidsville

Opening a Business Guide

- Step-by-Step Scenarios
- Brick and Mortar
- Mobile Food
- Zoning and Permitting Tips

Starting a Business Guide

- How to get started
- Local Information and Demographics
- Resources and Grants
- Business Startup Checklist
- Business Plan Outline
- Marketing Plan Outline
- Things to Know



Welcome!

This guide serves as a resource for entrepreneurs, business owners, and investors looking to establish, expand, or relocate their businesses in our city. From financial incentives to networking opportunities, we are committed to providing the tools needed for business success.

We have access to the right people, resources and answers from your most basic to your toughest questions. All you have to do is ask!

We hope this guide provides you with just enough information to pick up the phone and call us to talk about your business needs!

Montana Brown

Director of Marketing & Economic Development
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Why do business in Reidsville?

Reidsville leaders have worked tirelessly with federal, state and local partners to build relationships and networks on behalf of our entire business community. We do this because we want you to be a part of something even greater - the community we have built in Reidsville that supports each other and works together toward the common goal of continuing to make Reidsville an ideal place to live and work.

Our Community

Reidsville is not only a great place to do business, it also checks off many of the boxes for top places to relocate. Things that have become increasingly important such as:

- Affordable housing
- Access to outdoor recreation (Reidsville boasts two lakes that provide numerous outdoor activities including boating, kayaking, hiking, etc.)
- Simplified living with less traffic, shorter commutes and smaller school classroom size

Business Support

The City of Reidsville has built out an exceptional business support team that works to help you establish and grow your business. This includes strategic partners such as:

- Reidsville Marketing and Economic Development
- Reidsville Chamber of Commerce
- Reidsville Downtown Corporation (RDC)
- Rockingham County Economic Development
- City Planning and Zoning
- Rockingham Community College Small Business Center (workforce development)



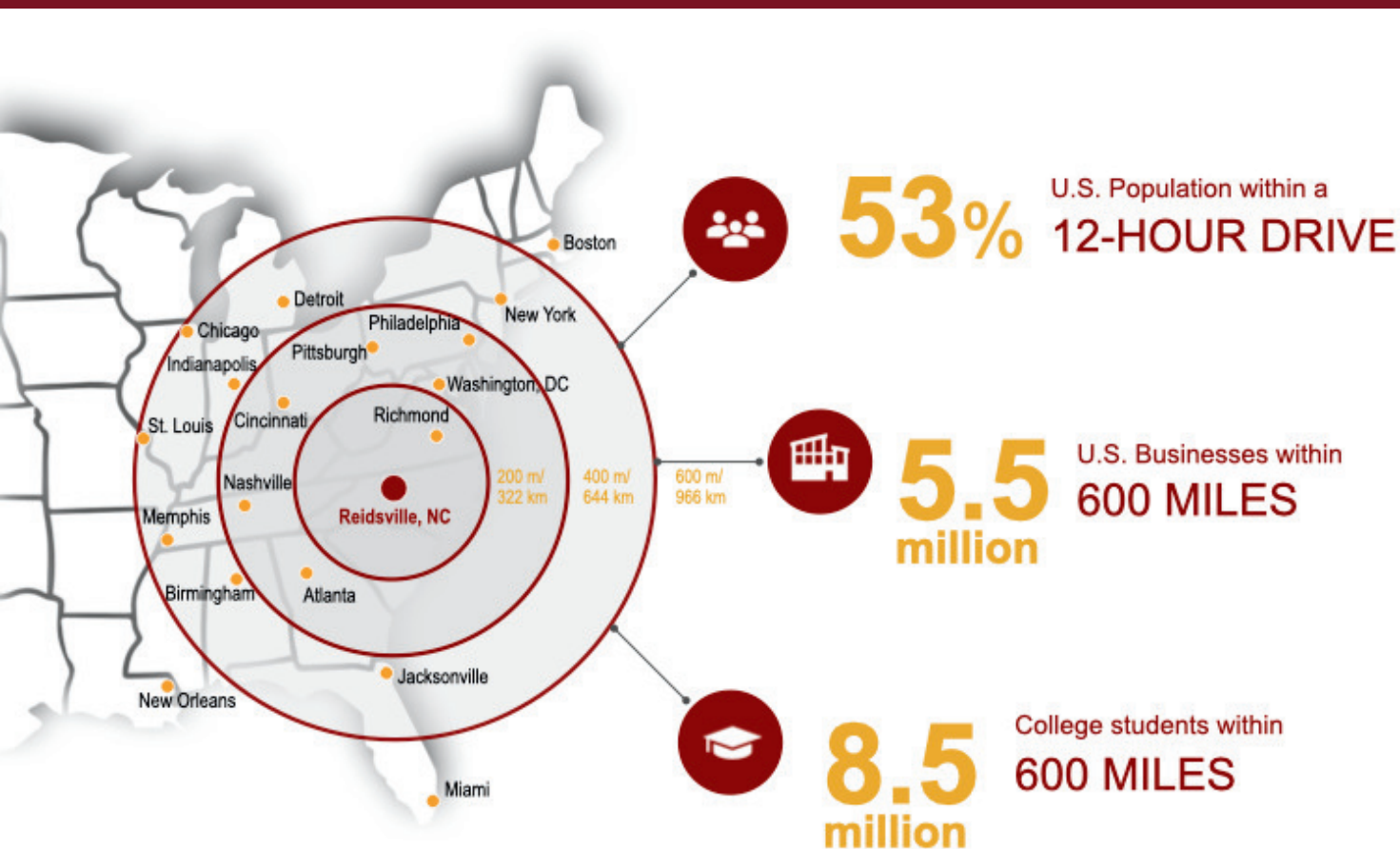
Location & Connectivity

Selecting the ideal location plays a crucial role in achieving business success, and Reidsville offers several benefits for companies thanks to its strategic positioning in the center of the state.

- Easy access to major markets like Raleigh/Durham, Greensboro, and Charlotte.
- Within a 12-hour drive of 53% of the U.S. population.
- Convenient access to Interstates I-73, I-40, I-85, and I-785 for streamlined travel.

- Piedmont Triad International Airport (PTI)
- Charlotte Douglas International Airport (CLT)
- Raleigh-Durham International Airport (RDU)

- Norfolk, VA (217 miles)
- Wilmington, NC (222 miles)
- Charleston, SC (305 miles)



Favorable Climate. Strong Economy.

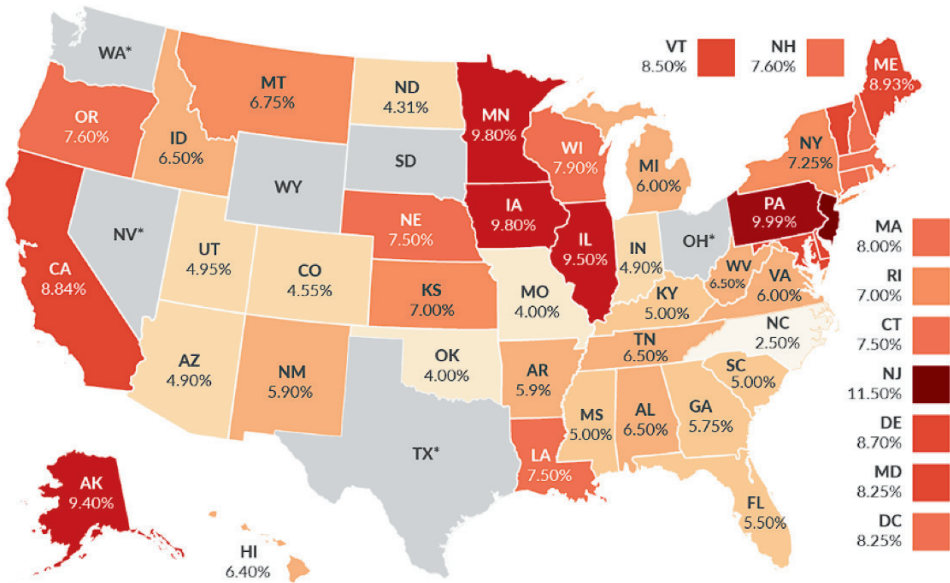
North Carolina has worked tirelessly to create an advantageous climate for businesses. Over the last five years, NC has been consistently recognized as a strong state for businesses, mostly based on its commitment to workforce and economic development.

- Ranked as America's Top State for Business in 2022 and 2023 by CNBC
- Named State of the Year in 2020 and 2022 by Business Facilities
- One of the lowest corporate tax rates in the country at 2.25%
- Reidsville partners directly with Rockingham Community College and area schools to recruit and train today's workforce in a variety of skills and industries

Industrial - \$3,556,933
Commercial - \$8,714,218
Residential - \$16,082,088



Over \$28 million in private investment in 2024!



NORTH CAROLINA'S 2.25 %
FLAT RATE IS THE
LOWEST IN THE COUNTRY!

BY 2030, THAT WILL BE
REDUCED TO ZERO!

Reidsville generates
39.7% of Rockingham
County's retail sales,
while only comprising
15.7% of its population

Location	Per Capita Retail Sales
United States	\$20,928
North Carolina	\$19,567
Rockingham County	\$13,656
Reidsville	\$34,259

Year	Individual Income Tax	Corporate Income Tax
2021	5.25%	2.50%
2022	4.99%	2.50%
2023	4.75%	2.50%
2024	4.60%	2.50%
2025	4.50%	2.25%
2026	4.25%	2%
2027	3.99%	2%
2028	3.99%	1%
2029	3.99%	1%
2030	3.99%	0%

Extensive Support & Robust Resources

Establishing and operating a business in a new environment presents unique challenges. That's why we're making it easy for you – let us connect you to the answers!

- Dedicated Marketing and Economic Development Department
- Business Development Manager providing hands-on assistance and guidance
- NC Main Street Community Manager with direct connection to state resources and funding
- Facade and revitalization grant programs
- Established relationships with key agencies and funding partners throughout the state
- Dedicated Small Business Center and Workforce Development programs through partnership with Rockingham County Community College



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CHASE LEMONS

Business Development
Manager
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Planning & Operations

- Business Plan assistance
- Traditional and Non-traditional Financing Resources
- Financial Incentives (Grants, Loans and Tax)
- Building and Site Selection



Training & Marketing

- Small Business Center training/workshops
- Workforce Recruitment and Training
- Networking and Marketing Opportunities
- Market & Demographic Research



Other Resources

- Local utility providers and planning/zoning officials
- Relocation Guide
- Healthcare providers
- Small Business organizations (SBA, SCORE, SBTDC)
- Educational resources (schools, colleges, etc.)

Key Resources

CITY AND COUNTY PARTNERS IN SUCCESS

City of Reidsville

Economic Development & Marketing Department

- Leads business recruitment and retention.
- Oversees incentives and funding opportunities.
- Coordinates Main Street and downtown revitalization efforts.
- **Call Chase Lemons as your Point of Contact first - 336-349-1039.** He can help direct and connect you to other departments that you may need to reach.

Community Website

City Planning & Zoning

- Provides guidance on permits, zoning, and change of use.
- Businesses looking to repurpose existing properties must follow zoning and permit requirements.
- Examples include converting retail spaces into office use or industrial properties into mixed-use developments.
- The City Planning & Zoning Department can provide guidance on required approvals.

Community Development Website

Phone:(336) 349-1065

Fax:(336) 347-2355

Email: planning@reidsvillenc.gov (planning & zoning)

Email: inspections@reidsvillenc.gov (building permits & inspections)

City of Reidsville

Finance Department

- Issues business registrations, privilege licenses for those selling beer and wine, and peddler licenses as well as sending out the water and sanitation bills.
- **Customer Service - Mon-Fri 8:30am-5:00pm - (336) 349-1054**

Fire Department

- The Reidsville Fire Department operates three fire stations within the City.
- **(336) 349-1024 (Non-Emergency Dispatch)**

Public Works Department

- Oversees a variety of services provided by the City -- from water and sewer issues to snow removal and trash pickup.
- The City's Public Works supervises and coordinates the department's five operational divisions: Garage, Public Services, Solid Waste Management, Wastewater and Water Treatment Plant.
- **Mon-Fri 7:00am-3:30pm - (336) 349-1070**

Administration

- Located in City Hall and includes the office of the City Manager, City Clerk and Deputy City Clerk.
- Specific services provided are aiding citizens in getting streetlights repaired and assisting those wishing to close a street temporarily for a parade or street event.
- The City's Code of Ordinances is also maintained by the City Clerk's Office and questions about City Ordinances can be answered through this office.
- **Mon-Fri 8:30am-5:00pm - (336) 349-1035**

Rockingham County

Chamber of Commerce

- Advocacy and representation at local, state, and national levels.
- Networking opportunities, business directory, and marketing support.

Chamber Website

Rockingham Community College Small Business Center

- Free business counseling and workshops.
- Assistance with business plans, marketing strategies, and financial planning.
- Helps businesses navigate loan applications and funding sources.

RCC Small Business Center

Rockingham County Economic Development

- Support for new and expanding businesses.
- Site selection assistance and access to large industrial properties.
- Transportation and infrastructure planning.

Rockingham County Economic Development

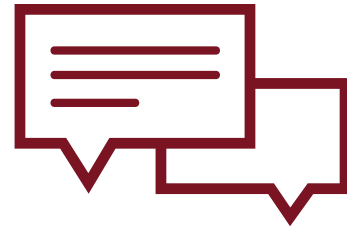
Rockingham County Tourism

- Supports businesses in the hospitality, retail, and entertainment sectors.
- Provides marketing and promotional resources.
- Visitor guides, things to do, top attractions

Rockingham County Tourism

Breakdown

REIDSVILLE QUICK FACTS



Area Summary

Population:

- City: 14,600
- Median Age: 41.4

Top Private Employers:

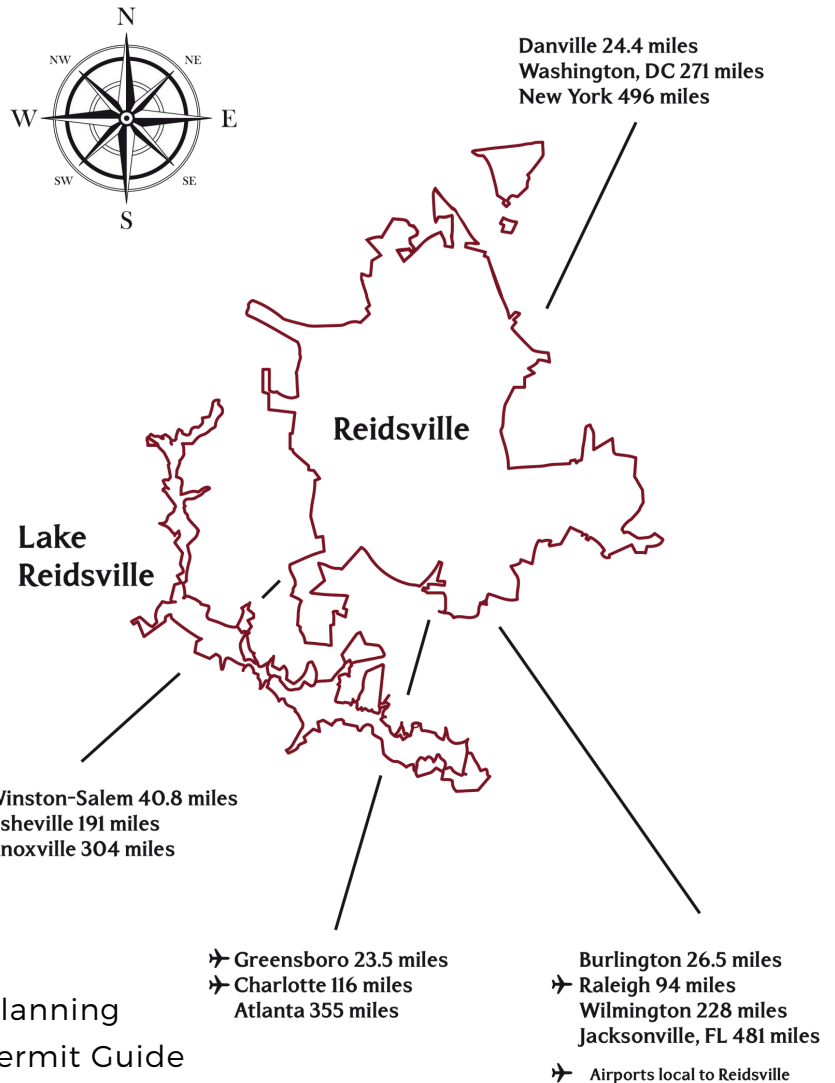
- Top Private Employers:
- Dorada Foods (425)
- Henniges Automotive (400)
- Pella Corp. (300)
- UNIFI, Inc. (300)

Tax Rate: \$0.739

Quick Links

You can find the following resources online on our website at riseupreidsville.com/business-resources.

- Starting a New Business Guide and Planning
- Opening a New Business: Zoning & Permit Guide
- Quick link to State Incentives and Reidsville Grants
- Relocation Guide
- Information on the new I-785 corridor
- Available properties and vacant land listings
- Stories of Success from other businesses that have chosen to call Reidsville home





Join Us!

The "Revitalize Reidsville" initiative is a collaborative downtown economic development campaign aimed at uniting our community, setting aside past differences, and focusing on a shared vision for a better future. This plan is not just about the physical revitalization of our city—it's about reimagining Reidsville as a place where every citizen, business owner, and visitor feels pride in the progress we make together.

This campaign invites every stakeholder to come together for what we all want: more shopping options, diverse restaurants, exciting entertainment choices, and better living spaces. The city will take ownership of the challenges that have held us back in the past, ensuring accountability, enforcing ordinances fairly, and fostering a spirit of inclusivity for all residents.

RiseupReidsville.com/Revitalize-Reidsville

How To Get Involved?

We're thrilled that you're interested! We would love to have you join our team. To get involved, please visit our website at RiseupReidsville.com/revitalize-reidsville, scroll down to the bottom, and complete the Volunteer Form.

This campaign, which began in May 2025, represents a long-term commitment to enhancing Reidsville. Come and be a part of this exciting journey!

Our Goals:

- Reduce building vacancy to 0%
- Revitalize and rehabilitate deteriorating buildings and facades
- Encourage upper-floor living projects in the downtown corridor
- Recruit more restaurants, shops and unique experiences for our residents and visitors
- Expand parking options and improve streetscapes
- Launch business and residential projects in the new Depot District
- Incorporate additional art and green spaces in downtown

