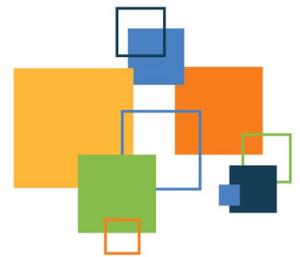




HENDERSON COUNTY

NORTH CAROLINA





DOWNTOWN HENDERSONVILLE

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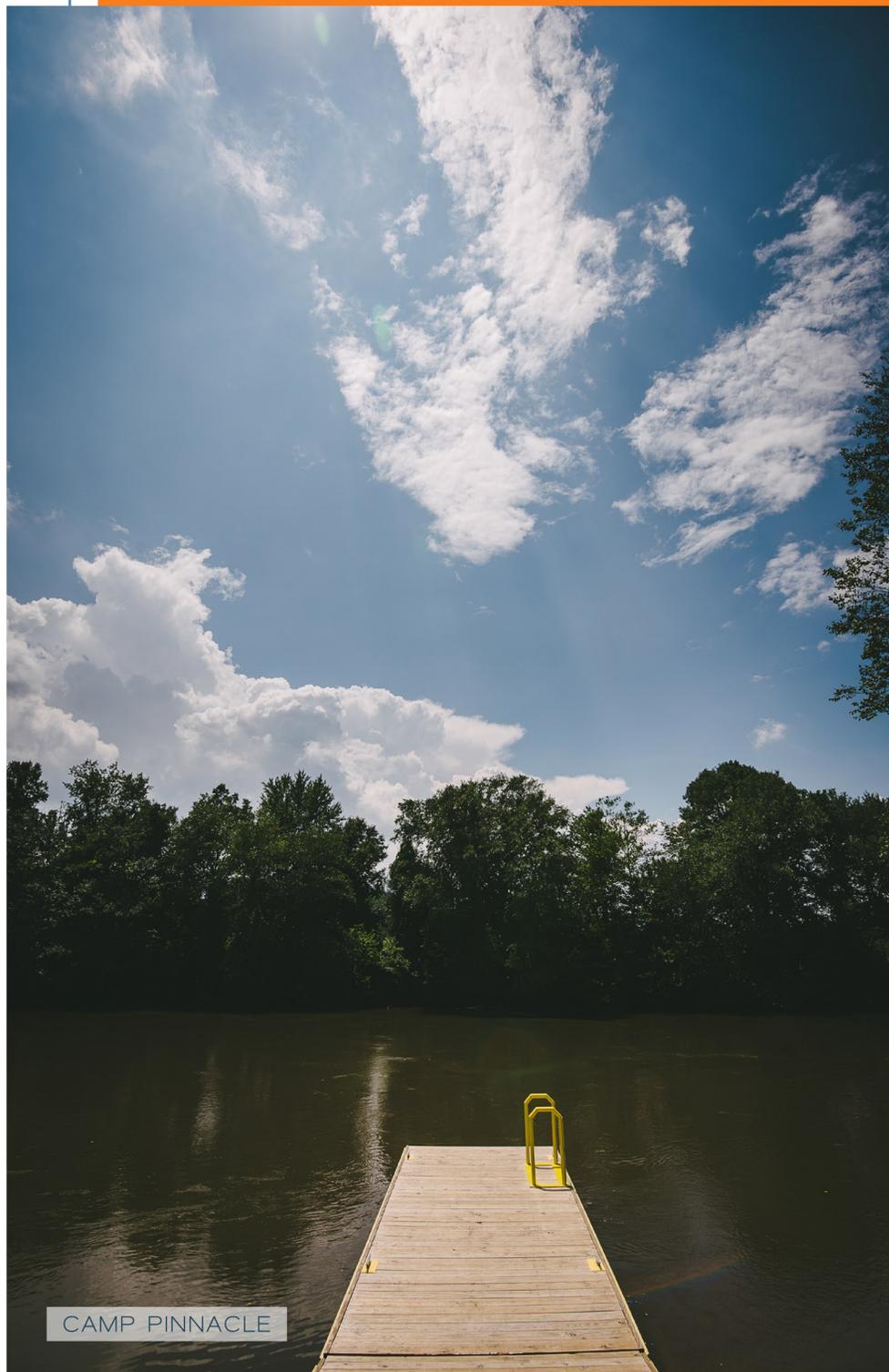


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CAMP PINNACLE

WELCOME TO HENDERSON COUNTY.

Located in the picturesque Blue Ridge Mountains of Western North Carolina, Henderson County offers a unique quality of life that speaks to a variety of people. The mountains are not our only draw. Henderson County promises a balanced lifestyle full of adventure by day and serenity by night. We are lucky to experience four seasons, each bringing its own beauty to the area. The cool air of spring and summer are perfect for those who want to escape the humidity of cities, and our mild winters are perfect for those who love the idea of living in the mountains, but do not appreciate the frigid cold. Our place offers a combination of quality life, dynamic workforce, and economic vitality.

Henderson County is geographically located in the heart of the Asheville Metropolitan Statistical Area and is notably safe. Compared to similar communities in size and population, our annual violent crime rate per 100,000 residents is 121. Just 45 minutes north of Greenville, SC, Henderson County is located directly along Interstate 26 and borders one of the busiest regional airports in the country, the Asheville Regional Airport. Charlotte, NC is just under two hours from Downtown Hendersonville and Atlanta, GA is an easy three-hour drive. A prime location, we are situated within a day's drive to all major metros along the eastern seaboard.

As part of the Asheville Metropolitan Area, our region's population has grown over 1.5% every year for the last 45 years. As a new resident, you're in good company here. You will find friends in a growing population of young people and families that have recently moved to Western North Carolina for our distinctive culture, incredible access to outdoor recreation, and our rapidly growing, diverse economy.



UNEMPLOYMENT
RATE
2.7%

POPULATION
115,613

MEDIAN HOUSEHOLD
INCOME
\$59,928

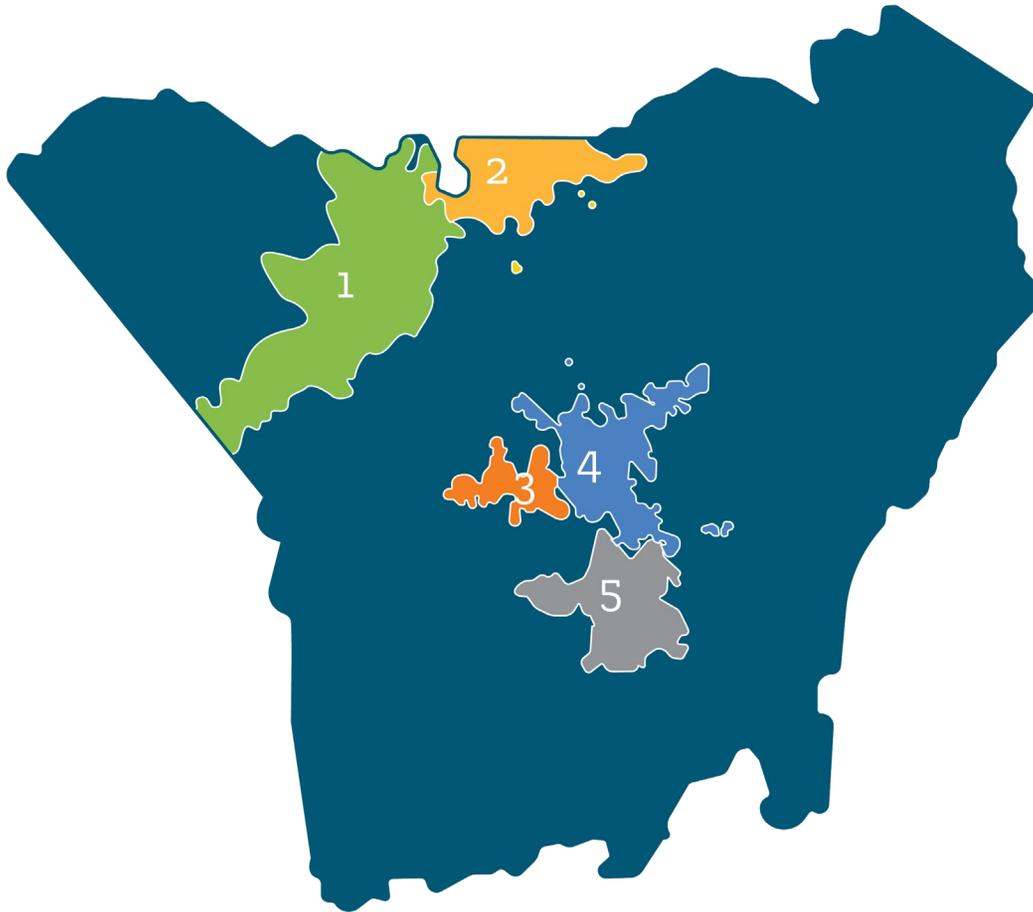
LAND AREA
375 mi²

Source: JobsEQ®, chmuraecon.com, 1/10/2024
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ASHEVILLE REGIONAL AIRPORT

MUNICIPALITIES



2 FLETCHER

One of the fastest growing municipalities in one of the fastest growing metro areas in the Southeast, the Town of Fletcher is smack-dab in the middle of the region. It is located between the City of Hendersonville and the City of Asheville, directly off Interstate 26 and Highway 25. Fletcher has a little bit of everything: eclectic dining, major employers, vibrant neighborhoods, charming apartments, natural greenways, and the very popular Bill Moore Park.



1 MILLS RIVER

The Town of Mills River is an expansive agricultural community known for its open pastures, rolling hills, and the winding French Broad River and Mills River, which meander through the area. Residents of Mills River enjoy low density residential communities, views of Pisgah National Forest, and easy access to other parts of the region such as Brevard and Asheville. Northern Mills River is a major employment center serving the heart of the Asheville Metro Area. In addition to its outdoor recreation access, Mills River offers a large park with amenities for both humans and their four-legged friends.



3 LAUREL PARK

The Town of Laurel Park is known as the small town on a mountain, but that would be selling the charm of this residential community short. Laurel Park, historically a vacation destination and mountain retreat, has transitioned over time to support high quality mountain living. Laurel Park boasts three parks (one of which includes a spectacular overlook called Jump Off Rock) and gorgeous mountain vistas from your front porch. A recent influx of young families has moved into Laurel Park marking the community's transition away from a retirement destination.



4 HENDERSONVILLE

The City of Hendersonville is the commercial and economic center of Henderson County and is no stranger to national recognition for its iconic Main Street and mountain charm. Historic Downtown Hendersonville offers a variety of dining, shopping and nightlife opportunities, live music during the summer months, and a full schedule of annual street festivals. Be sure to check out Historic Seventh Avenue District for even more to see and do or visit one of the several museums along Main Street.



5 FLAT ROCK

The Village of Flat Rock is a charming historic residential village three miles south of Hendersonville. Once a trading post for Cherokee Indians, it's home today to the Carl Sandburg National Historic Site, the Flat Rock Playhouse (the state theatre of North Carolina) the expansive Flat Rock Park and some of the most popular restaurants and shopping destinations in Henderson County. Flat Rock offers several premier residential golf communities and is the crossroads to the vibrant summer camp industry that flocks to Henderson County during the warmer months.

COMMUNITIES



- 1 Etowah
- 2 Horse Shoe
- 3 Naples
- 4 Mountain Home
- 5 Valley Hill
- 6 Tuxedo
- 7 Zirconia
- 8 Dana
- 9 Edneyville
- 10 Bat Cave
- 11 Gerton

LIVING IN HENDERSON COUNTY

Living in Henderson County is unlike anywhere else. Nestled in the beautiful Blue Ridge Mountains of Western North Carolina, Henderson County is home to a variety of unique, locally owned restaurants and businesses, world class craft beer, and endless, year-round outdoor recreational activities.

We are lucky enough to experience four seasons, and as a new resident, you will make connections in a growing population of young people and families that have located to the area to enjoy the abundance of outdoor recreation. Despite an elevation of 2,152 feet, our winters are mild, and we are fortunate to be able to escape the summer heat!

This is a place deeply invested in its citizens and their overall quality of life. Our county has long been devoted to providing its citizens with top-tier schools for their children and flourishing infrastructure in both the city of Hendersonville and the surrounding areas.

Henderson County provides the opportunity to live and work in a resourceful, diverse, and inclusive community that provides access to both city life and boundless nature spaces.



DUPONT STATE FOREST



NC APPLE FESTIVAL

ARTS & CULTURE

From the Rhythm & Brews Concert series in the summer, to the Garden Jubilee and North Carolina Apple Festival that take over Downtown Henderson for entire weekends, there is almost always something going around Henderson County to enjoy. We have community-wide public art projects, weekly bluegrass jam sessions and open mic nights, and the state theatre of North Carolina offering our residents an endless supply of entertainment from the stage.

COURTESY OF HENDERSON COUNTY TOURISM DEVELOPMENT AUTHORITY



HOUSING

Downtown condo? A porch with a view of the mountains? An apartment with all the amenities? We have a little bit of everything in Henderson County to match your needs. Once you have settled on which part of Henderson County you want to live in, it is time to find a place to lay your head. Our median house value is \$251,800, lower than the national average. You'll find Henderson County to be an attractive place to live, while offering amenities that most places don't.

DINING & LIBATIONS

Over the past decade, Western North Carolina has transformed into the epicenter of the craft brewing industry in the US. We don't say that lightly, instead we let our beer tell our story: Sierra Nevada Brewing, New Belgium Brewing and Oskar Blues Brewing all call our region home, as well as hundreds of smaller operations in communities throughout the region.

Not a fan of craft beer? Not a problem. Bold Rock Hard Cider has a major cidery in Mills River, and local craft distilling has exploded in the region in recent years with multiple distilleries that are all making spirits in the metro area. Looking for an award-winning winery? Maybe you have heard of Biltmore Winery, but our region also has plenty of gorgeous smaller wineries and vineyards to choose from to enjoy a glass.

Our liquid inspiration can also be tasted in the form of garden-meets-glass through a perfectly crafted cocktail. We have several spots that source local ingredients to perfect their art and sure to please your taste-buds!

We are eclectic enough to have dining options to suit all dietary preferences, but southern enough to offer an assortment of comfort food, old-school country diners and fantastic (authentic, NC-style) BBQ. We are proud to claim that busiest restaurant in North Carolina (Sierra Nevada Brewing's Taproom) is in Henderson County, and that the strong network of farms settled across the French Broad River valley are always showcased by local chefs.

HENDERSON COUNTY BY THE NUMBERS

 12+
Breweries

 6+
Wineries

 3+
Cideries



WELLNESS & RECREATION

Western North Carolina is the outdoor hub of the east coast and Henderson County is in the middle of it all. Dupont State Forest is an acclaimed mountain biking, hiking and waterfall lover's paradise (Best Part: you can be on a Dupont trail in less than 20 minutes from Downtown Hendersonville.) Pisgah National Forest is one of the most visited National Forests in the country and offers multiple trailheads, recreation areas and pristine trout fishing streams in Henderson County.

For paddling enthusiasts, the French Broad River and Mills River gently twist through the northern part of the county and beg to be floated down on a hot summer day. The Green River, which passes through the southern end of Henderson County offers world-renown, technical whitewater kayaking. If that is not enough for you, Great Smoky Mountains National Park is an hour drive offering endless opportunities for outdoor enthusiasts of all age, skill levels and interests.

Henderson County has plenty of options to match your health and wellness interests. You will have a variety of yoga studios, gyms, and fitness clubs to choose from, or you can stretch your legs on the Oklawaha or Cane Creek Greenways. Locals are passionate about the disc golf course at Jackson Park and the top-ranked golf course at Champion Hills. We have two hand-groomed mountain bike parks and pump tracks, and you can practice your rock-climbing skills at our indoor rock climbing gym in Mills River.





FRENCH BROAD RIVER

OUTDOOR ATTRACTIONS

Pisgah National Forest
 DuPont State Forest
 Florence Nature Preserve
 Green River & Green
 River Gamelands
 Mills River
 Lazy Otter Outfitters
 French Broad Adventures
 Pura Vida Adventures
 Cognitive MTB Clothing
 Epic Cycles
 Zen Tubing
 BIG Adventures

OTHER NEARBY ATTRACTIONS

Mt. Mitchell State Park
 Linville Gorge
 Nantahala Outdoor Center
 Nantahala National Forest
 Great Smoky Mountains
 National Park
 Headwaters State Forest
 Jones Gap State Park

PARKS, GREENWAYS & BEYOND

Cane Creek Greenway

The Riveter

Henderson County
Community Parks

Biltmore Park

Patton Park

Mills River Town Park

Jackson Park

Oklawaha Greenway

Bill Moore Park

Carl Sandburg National
Historic Site

Rhododendron Lake
Nature Park

And more...



EDUCATION

Henderson County Public Schools consistently ranks within the top 25 school districts in North Carolina across different ranking systems and sources. With an enrollment just shy of 13,000, Henderson County Public Schools saw an average SAT score of 1,180 in 2023, which is above the North Carolina average of 1,416 and the US average of 1028. The average Henderson County ACT score was 25, compared to the state average of 19. Additionally, students enrolled in Career & Technical Education tracks earned 1,696 CTE credentials in the 2021-22 school year.

There are an abundance of four-year colleges and universities within a 150-mile radius of Henderson County ranging from major public research universities to small liberal arts colleges. There is no shortage of higher educational opportunities for Western North Carolinians.

HIGHER EDUCATION

LOCAL (<60 MI)

Blue Ridge Community College
Brevard College
Clemson University
Furman University
Gardner Webb University
Lenoir-Rhyne University Asheville
Mars Hill University
Montreat College
North Greenville University
University of North Carolina at Asheville
University of South Carolina Upstate
Warren Wilson College
Western Carolina University in Asheville
Wingate University Hendersonville

REGIONAL (<150 MI)

Appalachian State University
Carson-Newman University
East Tennessee State University
Johnson University
King University
Lees-McRaw College
Lenoir-Rhyne University
Milligan College
University of Georgia
University of North Carolina at Charlotte
University of South Carolina
University of Tennessee
Western Carolina University

PUBLIC SCHOOLS

Henderson County is home to 23 public schools, including 13 elementary schools, 4 middle schools, and 6 high schools. With one of the highest state graduation rates, the Henderson County Public School system provides an opportunity for all students to learn in a safe and supportive environment and succeed in their educational goals.

PRIVATE SCHOOLS

Henderson County has 8 accredited K-12 private schools, including independent, religious and non-religious affiliated charter schools as well as boarding schools.

CHILDCARE

There are many excellent options for childcare in Henderson County. Parents with young children have the option of full day as well as half day child care programs, and after school programs.

ECONOMY

Henderson County Largest Employers

Henderson County Public Schools	Education	1922
Pardee UNC Health Care	Healthcare	1500
Ingles Markets	Food Retail	1300
AdventHealth	Healthcare	1300
Henderson County Government	Local Government	836
Meritor	Automotive Manufacturing	580
Wilsonart International	Laminate Manufacturing	600
Manual Woodworkers & Weavers, Inc.	Textiles Manufacturing	600
Sierra Nevada Brewing Co.	Brewery	450
Kimberly-Clark, Berkeley Mills	Healthcare Manufacturing	350
UPM Raflatac	Paper & Laminate Manufacturing	250
Current, by GE	R&D Manufacturing	200
Linamar Light Metals, Automotive Manufacturing	RFID Manufacturing	550
WestRock	Paper & Packaging Manufacturing	220

LEADING BUSINESS SECTORS

MANUFACTURING

Henderson County is home to a robust cluster of over 130 advanced manufacturing companies, making a wide range of products. Manufacturing employs over 12% of the workforce and compensates employees nearly \$20,000 more than the average of all other employment sectors in the area. The Made in Henderson County program seeks to raise awareness of manufacturing careers and connect job seekers with manufacturing career opportunities in Henderson County. The program responds directly each year to the workforce demands of manufacturing employers in Henderson County, focusing on students of Henderson County Public Schools, unemployed and underemployed members of the general public. Made in Henderson County programs offer career readiness collateral to high school students, annual industry tours for students and educators, and the flagship MIHC Apprenticeship program. Over 7,000 individuals have participated in Made in Henderson County since 2012.

AGRICULTURE

Henderson County's rich agricultural foundation helped establish the community as a destination for high-tech greenhouse production of various crop products. With the combination of the perfect climate, location, and infrastructure, Henderson County is a premier destination for agriculture. With around 200 apple growers producing 65% of all apples grown in North Carolina, Henderson County ranks 7th in the country amongst top apple producing counties. Henderson County also is home to many vineyards due to the success of grape growing in the area, as well as other innovative greenhouse agribusinesses.

PROFESSIONAL SERVICES

Engineering, Financial Services, and Technology all blossom in Western North Carolina due to the robust manufacturing sector. Not only do stand alone firms thrive in our community, the existing industry base employs numerous positions for the tech and business savvy individual. As the importance and prevalence of technology increases, the availability of professional services grows and brings more talent to love and work in one of the most beautiful places in the country.

HEALTHCARE

Henderson County is home to two major hospitals: Pardee UNC Health Care and AdventHealth. By fostering a healthy and thriving community, these hospital systems not only engage in innovative ways to maintain the well-being of community members, but also provide healthcare workers a supportive work environment with constant opportunities for professional growth. Highlighting the importance of supporting and educating healthcare workers, Pardee UNC Health Care and AdventHealth also offer an extensive network of specialized care providers and social service career opportunities as well as innovative collaborations for unlimited opportunities for students and healthcare workers.

LEADERSHIP MOBILITY

Make your mark on Henderson County and get plugged in with the business community. There are many ways you can advance professionally in Henderson County through leadership training and networking.

Below are some programs that can help you get involved and engaged:

- Vision Henderson County
- United Way Rising Leaders
- Young Professionals of Henderson County
- Business After Hours



AVERAGE ANNUAL SALARIES IN HENDERSON COUNTY

Construction	\$56,110
Manufacturing	\$65,374
Transportation & Utilities	\$53,682
Information	\$64,753
Finance & Insurance	\$71,072
Educational Services	\$42,804
Health Care & Social Assistance	\$59,881
Accommodation & Food Services	\$26,444
Professional, Scientific, & Technical Services	\$69,733
Public Administration	\$56,341
Retail Trade	\$39,732
Agriculture, Forestry, Fishing and Hunting	\$36,527
Management of Companies and Enterprises	\$95,940

Source: JobsEQ®, chmuraecon.com, 1/10/2024
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RESOURCES

ONLINE

Henderson County Events:

acofhc.org
visithendersonvillenc.org.org/calendar-of-events
hendersonvillenc.gov/downtown-hendersonville

Libations, Dining & Things to Do:

visithendersonvillenc.org

Employment:

hendersoncounty.jobs
ncworks.gov

Local Government:

millsriver.org
fletchernc.org
laurelpark.org
hendersonvillenc.gov
villageofflatrock.org
hendersoncountync.gov

Education:

hendersoncountypublicschoolsnc.org
blueridge.edu
childrenandfamily.org

IN-PERSON SERVICES

Auto:

Department of Motor Vehicles Office
125 Baystone Drive
Hendersonville, NC 28791

145 Four Seasons Mall
Hendersonville, NC 28792

Hospitals:

Pardee UNC Health Care
800 N Justice Street Hendersonville, NC 28791

AdventHealth
100 Hospital Drive Hendersonville, NC 28792

Voter Registration:

Henderson County Board of Elections
75 E Central Street Hendersonville, NC 28792

FOR MORE INFORMATION ON ECONOMIC DEVELOPMENT
IN HENDERSON COUNTY, VISIT: HCPED.ORG

the
partnership

Henderson County, NC
Economic Development

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(828) 692-6373
hcped.org