

Economic Outlook for Halifax County

January 2026

Halifax County's strategic location along Interstate 95, supported by extensive rail infrastructure and proximity to key intermodal hubs and port facilities, continues to fuel significant economic development in the region. The local economy is anchored by prominent sectors such as healthcare, tourism, manufacturing, and agriculture. Notably, Halifax County leads North Carolina in cotton production and peanut output.



The county's economy remains well diversified, with major employment sectors including agriculture, healthcare and social assistance, manufacturing, retail trade, accommodations and food services, and educational services. The manufacturing sector in Halifax County is diverse, encompassing industries such as plastics, forest products (including paper), food processing, and advanced manufacturing. Key healthcare providers, ECU Health North Hospital and Rural Health Group, contribute significantly to improving the quality of life for residents and serve as major employers in the County.

Halifax County is a part of the **Roanoke Rapids Micropolitan Statistical Area** consisting of Halifax and Northampton counties and anchored by the city of Roanoke Rapids as the urban center of commerce and trade. This urban center draws workers and shoppers from a wide area.

Economic Indicators

In the past year, Halifax County has experienced steady economic growth, demonstrated by stable employment, increased retail sales, and consistent building construction in both volume and value. Halifax County major employers tax base has increased by 82% over the past five years from \$485,246,649 to \$884,286,186 reflecting the growth of major industry in Halifax County as a result of new company announcements (Roseburg Forest Products, Stella-Jones, JBB Packaging, Binderholz) and expansion of existing industry (Meherrin River Forest Products, Airboss Rubber Compounding, and PCB Piezotronics). This sustained capital investment, major industrial expansions, and reinvestment by existing employers underscores long-term confidence in the county's business climate.

In comparison to 2024, the unemployment for the latest period available (November 2025) reflects unemployment at 6.0% compared to 5.0 % in the previous fiscal year. Gross retail sales for 2025 through November were \$715,547,400 compared to \$671,276,726 for the same period in the previous year, a 6.6% increase.

Commercial & Housing Development

Carolina Star Hospitality opened the doors for a new \$15 million Fairfield by Marriott Inn & Suites in the fall of 2025. New small businesses, including restaurants (Café Weldon), breweries (Timber Waters Brewery), service companies, restaurants and mercantile centers are playing a key role in revitalizing communities across Halifax County.

New Housing – 16 housing units are under construction at Rivers Edge Subdivision in Roanoke Rapids with sales prices ranging from \$350,000 to \$450,000. Takoda Development has started construction of 24 of 84 planned patio homes on NC 125 near the Villages of Cross Creek subdivision. Stateside Landing recently opened with 64 new rental housing units on NC 48 in Roanoke Rapids. These investments expand options for both workforce and executive-level housing, supporting talent attraction and retention.

There is currently over \$112 million in construction ongoing for school facilities for Halifax County Public Schools and Weldon City Schools.

Future Economic Development Opportunities

Halifax County is currently engaged in exclusive due diligence with a major advanced manufacturing prospect representing a potential investment of approximately \$250 million, signaling strong market interest in the county's industrial assets.

Ongoing broadband expansion efforts are improving connectivity across both urban and rural areas of the county, enhancing site readiness, supporting existing businesses, and enabling future technology-driven investment.

Halifax County continues to collaborate with the North Carolina Department of Transportation and the Town of Weldon to prioritize the Weldon Passenger Rail project for the upcoming State Transportation Improvement Program (STIP). A key focus of this project is establishing a Raleigh-to-Weldon connection, which will help meet transportation needs and improve access to healthcare, education, and commerce for county residents.

The US 301 Industrial Site, a 250-acre industrial site owned by Halifax County, was recently named one of 15 Selectsites for North Carolina. This designation means the US 301 Industrial Site, located on US Highway 301 north of Enfield, will be targeted for major advanced manufacturing projects and receive increased development and marketing support from the state and the EDPNC.

For additional information, contact:

Cathy A. Scott, Executive Director
Halifax County Economic Development Commission
260 Premier Boulevard, Roanoke Rapids, NC 27870
Phone: 252-519-2630
Email: CathyScott@HalifaxDevelopment.com



www.halifaxdevelopment.com