

City of Reidsville Press Release – Release Date September 3, 2019



# Reidsville offers a great social scene for retirees

*City ranked in top 10 for second year in a row*

For the second year in a row, SmartAsset has named the City of Reidsville one of the top 10 best social scenes for seniors in North Carolina.

SmartAsset, a financial technology company, offers personal finance advice on the web. The company looked at a variety of factors and ranked the top 10 cities in North Carolina with the most recreational and social opportunities for retirees. Hendersonville came in first again, but Reidsville ranked ninth, sandwiched between Black Mountain and Mount Airy, North Carolina.

Other cities in the top 10 include Brevard, Southern Pines, Hickory, Pinehurst, Williamston and Marion.

“We are thrilled to be recognized by SmartAsset for the second year in a row,” said Reidsville Mayor Jay Donecker. “As a Certified Retirement Community by the State of North Carolina, we believe we have a lot to offer active seniors, especially with our state-of-the-art senior center, RCARE. With amenities like Lake Reidsville and our network of walking trails and parks, combined with a vibrant downtown and proximity to urban areas, Reidsville is ideal not only for retirees but also for all ages.”

Reidsville Economic Development Director Jeff Garstka agrees.

“Reidsville has experienced a housing boom over the past few years, which has resulted in significant population growth compared to many other rural cities,” Garstka said. “We expect this trend to continue across all demographics, including active older adults.”

SmartAsset reportedly gathered data on three separate regional factors that affect the quality of life for retirees. First, it looked at state and local tax rates, considering both income and sales tax. Based on a typical retiree earning \$35,000 annually either from retirement savings, social security or part-time employment and spending their disposable income on taxable goods, the company calculated effective rates. Secondly, SmartAsset determined the number of doctors’ offices, recreation center and retirement centers per 1,000 residents in each area. Finally, they found the number of seniors in each area as a percentage of the total population.

Each county and city was ranked on these three factors. An average ranking was calculated, weighting the three factors equally. Those areas with the lowest average ranking were determined to be the best place to retire.

City Marketer Judy Yarbrough explains that Reidsville has been a part of the Retire NC Program for three years and is one of 18 cities in the State in the program. To be designated, cities have to go through an intensive application process where they are vetted to ensure they all have the qualities a retiree is seeking in a city to relocate, she said.

“Small cities are making a huge comeback and most of the people relocating here are coming from areas where the population and taxes are very high, and the cost of living is higher, Yarbrough said. “Reidsville offers lower taxes, a great quality of life where you know your neighbor if you choose, and you can be in a metro in 20 minutes.”

Yarbrough added that the City launched its Reside in Reidsville, a new resident program, in 2018. Welcoming events are held a couple of times a year, and new residents are invited to come out and meet City staff, their local City Council members and many community partners and businesses, she noted.

“It’s a great way for people to connect to their new community, get to know other new residents and get plugged into volunteer opportunities,” Yarbrough stressed. “Since launching the program, we have had over 100 families relocate to Reidsville. We can see they are made up of retirees and families with children. We have had people relocate from Ohio, California, New Jersey, New Hampshire, Pennsylvania, Virginia and more.”