

North Carolina Department of the Secretary of State

NEWS

Mar. 7, 2024

Elaine F. Marshall
Secretary of State

For Immediate Release

Contact: Tim Crowley [\(919\) 814-5342](tel:(919)814-5342)

Liz Proctor [\(919\) 814-5341](tel:(919)814-5341)

New Business Creations Reach 2 Million Under Secretary Marshall's Administration *NC Off to a Record-Setting Start in January and February*

RALEIGH – North Carolinians have created 2 million new businesses under the twenty-seven year leadership of Secretary of State Elaine F. Marshall, with more than half of those created in the last seven years. North Carolina reached that mark in January.

“My top priority when I first took office in 1997 was to ensure the agency was meeting the crucial demands of citizens conducting business in our state, and that continues to be my top priority today,” said Secretary Marshall. “Innovation and the positive impact of small businesses on our state is alive and well. The Secretary of State’s Office has opened the doors on more than 2 million new businesses across North Carolina since 1997. That’s 2 million dreams for business owners, countless jobs created, and incredible growth charted for North Carolina’s economy. Those dreams also build families and communities.”

New business creation has accelerated substantially since the beginning of the global pandemic in early 2020. In fact, new business creations are on a record pace through the first two months of 2024. Through February, new business creations topped 31,000 for the first time ever for the first two months of the year at 31,046. The previous record for that same period was last year at 30,569, and it’s nearly twice as high as the 16,973 created in 2020.

The Department of the Secretary of State under Secretary Marshall’s direction has taken significant action to meet the increasing citizen needs. The agency created online wizards to guide customers through the business creation process. Document rejection rates for customer errors have been cut over two-thirds since the online wizards have been available, greatly speeding the time that citizens can get in business.

Secretary Marshall’s administration has been a continuing leader across the country in designing and offering innovative and efficient e-government services for businesses and other customers.

