

First Things First

▶ UNITED WAY GOES “BACK TO BASICS.” The United Way of Lee County kicked off its annual fundraising campaign on Aug. 27 with a “Business After Hours” reception at Depot Park. The theme this year: “Back to Basics.”



Executive director Jan Hayes says community volunteers suggested focusing this fall’s effort on helping local residents in a difficult economy meet their basic needs — including food, shelter and emergency health care. Companies and other organizations interested in conducting a campaign should contact Michele Bullard at 919.776.5823 or info@leecountyunitedway.org

▶ “BINGO!” OPENS TEMPLE SEASON. Broadway veteran Peggy Taphorn stars in “Bingo! The Musical” to open the Temple Theatre season on Sept. 3. Other shows include “Stones In His Pockets,” “A Christmas Carol,” “Blood Done Sign My Name,” “Marty’s ‘El Paso,’” and a Rogers and Hammerstein masterpiece to be announced soon. Discounted season packages are on sale through September. Call 919.774.4155.

Inside this issue

2 AFFLUENT RETIREES are on the way, according to Patrick Mason. But will they settle here?

3 GREEN BUILDING grows at CCCC thanks to a \$200K grant from The Golden LEAF Foundation.

100 Economic Indicators

GREEN

There’s no doubt that some products and causes promoted to “save the environment” don’t actually make much sense and few aren’t good at all, once you consider all of the unintended consequences.

But any community’s success depends on creating an attractive setting, and many initiatives labeled as “environmentally-friendly” do make good sense, both ecologically and financially.

Throw in the fact that environmental efforts signal a heightened community awareness and sophistication that’s attractive to business and potential residents, and you see why so much attention is paid to “going green.”

going green in lee

You don’t hear all that much about green projects in Lee County, but that doesn’t mean they’re not happening around every corner. Here is just a sampling

● Central Carolina Community College. From the nation’s first associates degree in sustainable agriculture to ecotourism and green building, the Sanford-based college has been in the forefront of environmental education. For more, visit cccc.edu/green/.

● Caterpillar. Not only is the company

recycling 85 percent of its waste, but recent innovations have saved 30 percent in waste management expenses and slashed the transportation required to dispose of cardboard and wood waste.

● Wyeth. Reverse osmosis allows the company to reuse water. The café moved from plastic and foam tableware to bio-

degradable products made from sugar and corn. And 17 different projects help reduce carbon dioxide emissions.

● City of Sanford. In addition to curbside recycling, water reuse and other common initiatives, Sanford has recycled all of its motor oil since 1995 — an average of 3,000 gallons each year. The city’s new wastewater plant expansion is designed to meet the Leadership in Energy

and Environmental Design (LEED) Gold certification for green buildings.

telling the story

With so much value placed on being green, it’s important to show everyone how our community has embraced environmental stewardship. But it’s equally important to look for sensible new ways to further enhance our community and perhaps even save money in the process.



ASHLEY GARNER The Sanford Herald



BUD MARCHANT

Green: A Healthy Future

Lee County and the surrounding areas are growing, and as we know from looking at older, urban areas in our nation, growth can have negative impacts, such as increased air pollution, more energy-inefficient homes, jobs in dirty industries and lack of a local food supply.

By contrast, for Lee County and the surrounding areas, growth is the motivation for doing things in new ways — green, sustainable ways — that benefit residents, workplaces, farmers, communities and the environment we all share. People want to stay, or move into, communities that enjoy the many benefits of sustainable lifestyles and healthy environments. Corporations and businesses prefer to remain in or relocate to these areas.

Federal, state and local governments are now actively promoting sustainability and providing funding to train workers for jobs in “green-collar” industries.

Known as “Green Central,” Central Carolina Community College has been a long-time leader in promoting sustainability through education and partnerships with government, business and industry.

Clean-fuel burning vehicles on the roads, well-weatherized homes in the neighborhoods, food fresh from a local farm or garden on the family tables, and a workforce trained for careers in clean, green industries — all add to the quality of life and the sustainability of communities.

Central Carolina Community College provides education in all these areas. We are proud to be a partner in building a sustainable future.

Dr. Bud Marchant is president of Central Carolina Community College.

Drawing the Dough

Tourism key to attracting affluent residents

“We’ve never had an ‘in-migration’ like we’ll have. I don’t want to overuse the term ‘invasion,’ but that’s what it is.”

That’s how Patrick Mason kicked off his presentation to the Committee of 100 in June, before going on to explain how affluent retirees will begin flocking to the Carolinas some time next year.

More than 6 million out-of-state visitors plan to relocate or build a second home here, said the cofounder of the Center for Carolina Living, and that creates an enormous opportunity to attract well-educated residents and new business.

They’ll choose where to live based on earlier visits as a tourist, and that’s why Mason believes it’s essential for attractive communities like Sanford to establish a tourism outreach to make sure visitors don’t simply drive by the city.

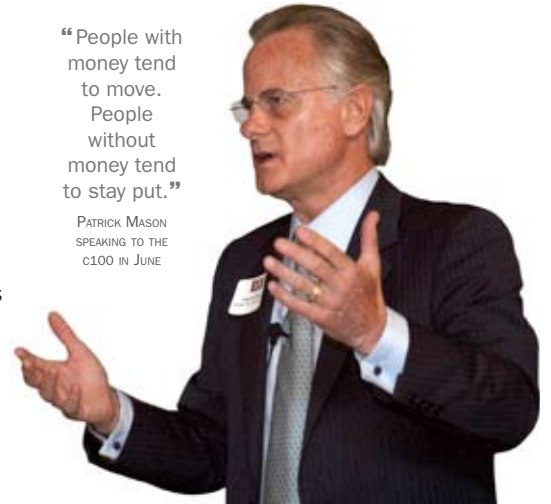
“This is a sunrise industry,” he explained. “It’s your choice whether you do something to get them to land here.”

In a fact-filled talk that touched on tourism, retirement and national migration patterns, he noted that:

▶ Significant in-migration will begin in 2010 and last until about 2025.

“People with money tend to move. People without money tend to stay put.”

PATRICK MASON
SPEAKING TO THE
C100 IN JUNE



▶ The Carolinas are perceived as a good alternative to Florida, and many Floridians are now actually moving north.

▶ Scenic beauty and climate are the top reasons why people move to the Carolinas. Recreation, cultural amenities, modest taxes and a low cost of living are also important.

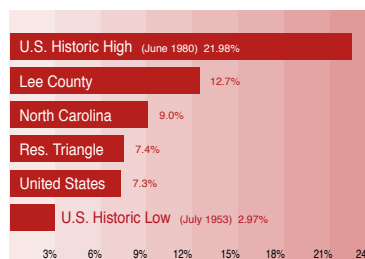
▶ The perception that the Carolinas “cut corners” in education hurts our prospects.

▶ Every household moving here for retirement brings 1.5 jobs, \$44,868 in bank deposits, a \$198,000 investment portfolio and many other economic benefits.

CURRENT MISERY INDEX

MEASURING ECONOMIC “PAIN”

Created as a gauge of general economic discomfort, the “Misery Index” — now 7.3 percent nationally and 12.7 percent in Lee County — combines the unemployment and inflation rates (-2.1 percent). The high was 21.98 percent in June 1980. Sources: U.S. Department of Labor, N.C. Employment Security Commission and InflationData.com.



Economic Indicators

Economic Indicators is a quarterly newsletter of the Lee County Committee of 100, an organization of business leaders committing their time, energy and resources to enhance the economic well-being of Lee County and its citizens.

For information about membership, contact the Lee County Committee of 100 Inc., P.O. Box 4846, Sanford, N.C., 27331-4846. 919.774.8439 (phone). 919.775.5410 (fax). info@lcedc.com (e-mail). News and letters for *Economic Indicators* may be sent to the editor at news@lcedc.com.

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September 2009

1 Downtown Sanford Inc. Board.
8 a.m. Lee County EDC Office, 226 Carthage Street, Sanford. Contact David Montgomery, 919.775.8332 or downtown@sanfordnc.net.

2 RTRP Economic Developers Assoc. 10 a.m. 1000 Trade Drive, RDU International Airport. Contact Jane Haber, 919.774.8439 or info@lcedc.com.

10 Central Carolina Society for Human Resources Management.
Monthly meeting. 11:30 a.m. to 1 p.m. Chef Paul's Café, 610 E. Main Street, Sanford. Contact Jane Haber, 919.774.8439.

14 Public Policy Luncheon. State Representative Jimmy Love on the legislative session and economy. \$10 to \$20. 11:30 a.m. to 1 p.m. Chef Paul's Café, 610 E. Main Street, Sanford. Contact the Sanford Area Chamber of Commerce, 919.775.7341.

16 Lee County Economic Development Board. 4 p.m. Lee County EDC Office, 226 Carthage Street, Sanford. Contact Jane Haber, 919.774.8439 or info@lcedc.com.

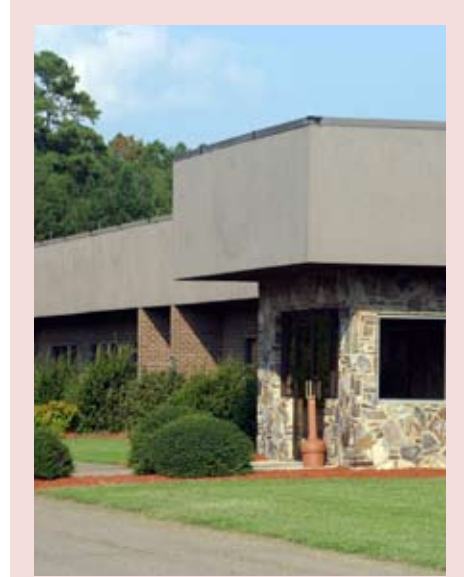
October 2009

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10 FAMILY FUN DAY @ the airport.
Day-long celebration of aviation features free airplane rides by EAA Young Eagles for youth ages 8 to 17, rides in other aircraft at a nominal fee and military parachute jumps. Refreshments available. 8 a.m. to 5 p.m. RaleighExec: The Raleigh Executive Jetport @ Sanford-Lee County. Contact Dan Swanson, 919.776.2939 or info@sanford-leecoairport.com.

**FOCUS on Industrial Sites**

The Colfax/Zenith Pumps building offers 14,891 square feet of office space and 34,122 square feet with 22-foot ceilings for light manufacturing on 12 acres in the Lee County Industrial Park. For other available sites in Lee County, visit www.lcedc.com, click on "Buildings & Sites," and select either buildings or sites.

Economic Indicators

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P.O. Box 4846
Sanford, NC 27331-4846