

THE HEALTH of LEE COUNTY 2011

Staggering unemployment. Dropping Dow, Layoffs. Foreclosures. Tight budgets. Fiscal hoarding. What else could possibly go wrong?

Oh, right, a tornado.

Have things ever been this bad before? And when ... no, well ... this ever end?

Our frustration is palpable — and understandable. It's not been four full years since The Great Recession descended on the entire world, not just us, and the economic tunnel has worn everyone down.

But frustration can distort our perspective, preventing us from appreciating the good news and seeing reality. When times are good, we often overlook the bad. And the same thing could be happening now, just in reverse.

We understand things aren't all that great, so don't accuse us of sugar-coating a tough economy. At the same time, there are some *stupid* things happening here. If we don't see them and get a true perspective, we could lose opportunities to make us stronger.

What are those things?

Caterpillar is now entering the hiring-and-training phase of an expansion that's adding hundreds of jobs and more than \$28 million in investment. The venture was as strong that Cal and Lee County Economic Development received

the 2011 Space Award for the Research Triangle Region's top economic development project.

Major expansions were announced this year by Magneti Marelli (\$15 million, 65 jobs) and Zurn (\$400K and 10 jobs, and others announced late last year are now under way — including City's \$12 million project adding 140 jobs. Significant expansions at State Control and several other companies continued.

All of this in a tough economy, where some commentators are seeing their few remaining companies shut down by good, hard-to-replicate success events, attracted two international news organizations, CBS News and BBC, to film economic stories here.

Then, there's The Innovation Center of Lee County, which now provides a hub for industrial training, new-business startups and economic development. It's already in business and, within weeks, will be *truly* humming.

As we enter a new year, this is our chance to get a clear and sober perspective, to see the bad and the good, so we can grasp opportunities that may arise. And, perhaps, even create some new ones for our future.

The year's "The Health of Lee County 2011" photo feature was made possible by generous donations from the 100 top business owners and job-boosters in the county.

The Economy

▶ More light! Are we leaving the tunnel?

Before you panic, read this week's disclaimer very carefully: The economy is not great and certainly not where everyone wants it to be. (If you missed that, please give it one more quick read.)

Why the solemn caveat up front? It's because our local economy is getting better on just about every measure. And you can bet, as we run through the latest statistics, that somebody will mistake the cascade of encouraging news for us saying we've somehow reached utopia.

So, what are the latest stats? Unemployment ... down. Lee County's 12.0 rate in October, the latest report, is down significantly from the start of this year (12.7 in January), the start of last year (14.7 percent in January '10), and the high

Labor

▶ Good wages, but more education is needed.

Some people say we shouldn't pay as much attention to manufacturing, if it's a dead-end job, they argue. It doesn't pay well. American industry is dying.

Those folks clearly haven't walked through a high-tech facility in the last decade or paid close attention to recent figures and developments.

Not long ago, in fact, the BEC government (\$42,137) and retail trade (\$25,290), which round out Lee's top four employment sectors.

Today's lean, high-tech workforce needs people who are highly educated and adaptable to meet ever-changing demands. This may be our greatest challenge ahead, with just 32.4 percent of residents having an associate degree or higher.

There's still work to be done.

The Bottom Line

It's far too early to predict good times ahead, but you simply can't ignore the numbers. With unemployment rates down (even with an expanding labor force) ... the highest net job growth in a decade ... and annual taxable sales much higher than one year before, the trends are looking good. Is long-term frustration making it hard for us to see an improving economy?

The Bottom Line

Two years ago, a small drop in the proportion of manufacturing jobs gave us a big scare, but the sector and its wages remain strong. Overall, the labor force is up, wages are up and more people are employed now than at any time since the fall of '08. But can the positive trends be sustained? The answer may depend on how well we educate our local workforce.

The HEALTH of Lee County 2011 ▶ 2

Education

► We're awash with numbers and most are good.

Here we go again, trying to dive through the harbled sea of educational statistics and do the impossible: emerge with some clear assessment of our schools.

The idea continues to rise. All but one of the Lee County Schools made "inspected" or "high" growth in the statewide ABCs report, one key performance measure.

The graduation rate sagged yet again, to 85.4 percent, and if you "drill into those numbers," as pundits like to say, you'll find that rates created for Hispanic, Black and economically disadvantaged students by 10 to 12 points each. All three groups swelled well above state averages.

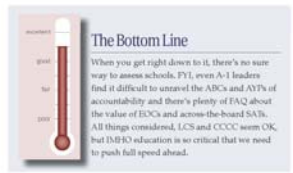
It is important, though, to remember that state averages

aren't the best guide when you're competing globally as part of the famed Research Triangle Region.

And, back in the murky soup of educational statistics, SAT scores ebbed a bit and only three of the 18 schools made AYP or "adequate yearly progress," a federal standard requiring that every goal be met by every subgroup in the school.

Central Carolina Community College also made waves by meeting or exceeding all performance measures in an annual report published by the North Carolina Community College System.

In other news, the college welcomed Professor Ling Huang as its latest instructor for the innovative Confucius Classroom for Chinese language and culture.



Quality of Life

► Tornado recovery reveals a caring community.

This community really needs to be proud of itself, because I have been humbled by the outpouring of kindness, the giving of this county and the people of Sanford, it has just been overwhelming at how this love and support came out of nowhere.

Phillip Smith, female survivor, at the United Way campaign kickoff

It's hard to talk about this year without mentioning the tornado. It teaches us on the economy and labor, to be sure, but speaks most about our quality of life. So, we won't comment ourselves, but let Phillip Smith, as someone affected by the storm, provide the proper perspective.

Many of the countless quality of life developments are positive.

Remember when a high crime rate created shiver panic? Well, it declined for the eighth straight year, tumbling from about 7,000 crimes per 100,000 inhabitants in '02 to 2,954 last year.

Central Carolina Hospital earned accolades for improving its quality of care; the Endeavor Furnace Trail expanded and the Sanford Pottery Festival, a key to attracting tourists and promoting the city, marked its 10th successful anniversary.

Other developments are not. The Temple Theatre, another linchpin in our economy and quality of life, still struggles to survive.

And poverty, which has hovered around 14 percent for years, shot up to 18.6 in '10. Why? Nobody can say for sure, though the economy is a suspect. This must be reversed.



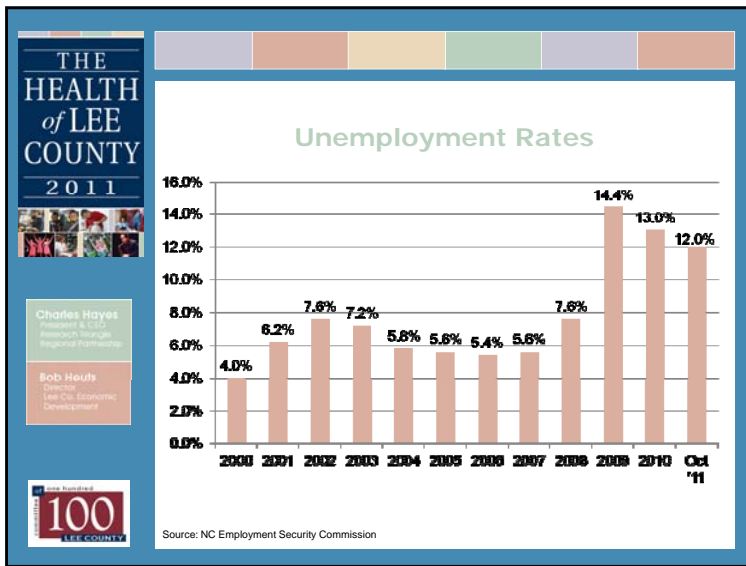
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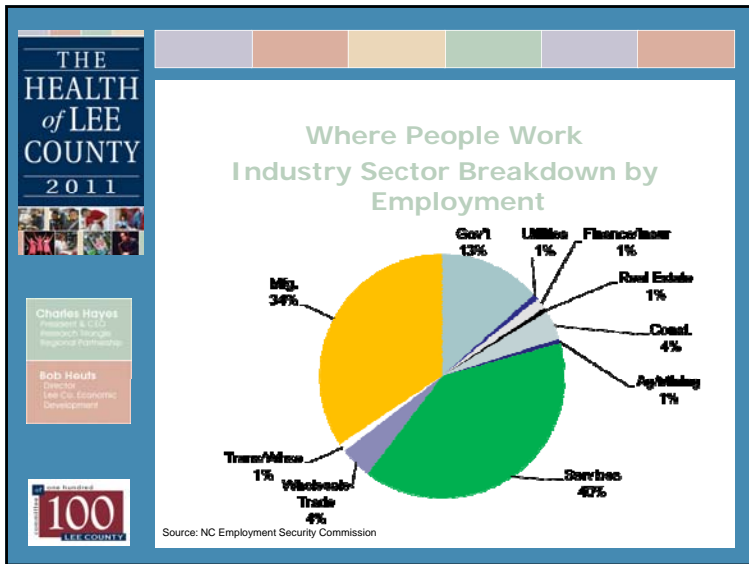
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Labor Force



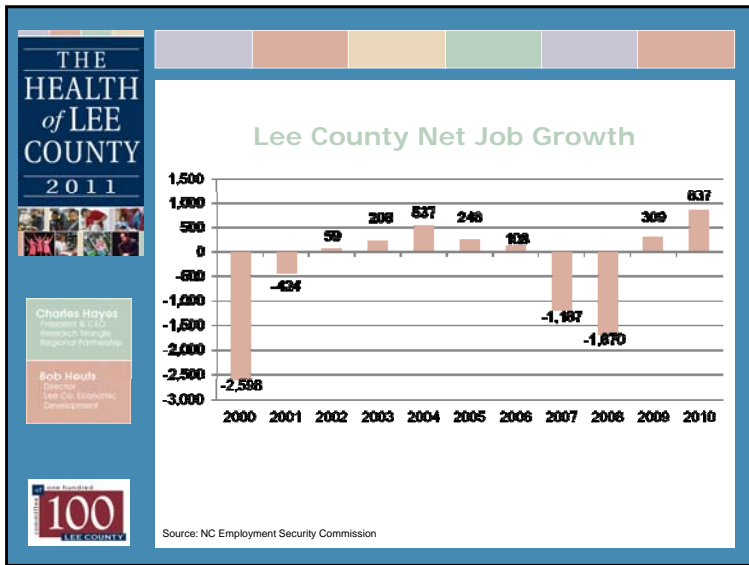


THE HEALTH of LEE COUNTY 2011

Lee County Industry Sector Base

Industry	Employment	Establishments	Average Wage
Total of All Industries	25,143	1,3988	\$41,132/Year
Manufacturing	8,659	84	\$49,318/Year
Construction	967	147	\$39,288/Year
Utilities	191	6	\$79,018/Year
Wholesale Trade	1,063	79	\$68,013/Year
Retail Trade	2,897	241	\$25,250/Year
Transportation & Whse	262	27	\$42,719/Year
Information	124	11	\$45,936/Year
Government	3,382	49	\$42,137/Year
F.I.R.E.	510	137	\$42,310/Year
Services	9,694	627	\$30,968/Year

Source: NC Employment Security Commission, 4th Qtr. 2010



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Major Private Employers

Pfizer
 BiGrains PRIDE
 Tyson
 MAGNET MARELLI POWERTRAIN USA
 CATERPILLAR
 COTY
 frontier Spinning Mills
 MOEN
 CCH Central Carolina Hospital
 STATIC CONTROL
 KANGAROO
 Pentair Pool Products®

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New & Expanding Industry

MAGNET MARELLI
POWERTRAIN USA

ZURN

CATERPILLAR

PORTAL
IDEA NAVIGATION

JMS
tool & machine co.

COTY

STATIC CONTROL

The Challenge Printing Company
Since 1911

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Education

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Central Carolina Community College

A catalyst for personal, community, and economic development in Lee County for 50 years.

50 Years
Central Carolina Community College

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CCCC: A Partner with Industry

Since 1988, CCCC has helped to attract industries to Lee County by providing specialized workforce training. In 2011, among other partnerships, it began training the workforce for Caterpillar's new fabrication plant in the Lee County Industrial Park. The plant will hire about 325 workers. In 2011, 100 percent of industries receiving Customized Training Services through CCCC rated the services as 'excellent or very good.'

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CCCC: Promoting Business Growth

Central Carolina Community College's Small Business Center offers free counseling and business expertise to entrepreneurs at no cost. During fiscal 2010-11, it helped start 40 new businesses and saved or created 290 jobs in its service area, the highest level of job creation/retention among the state's 58 SBCs. In 2011, 97 percent of businesses served by CCCC's Small Business Center said the services were "excellent or very good."



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CCCC: Denis A. Wicker Civic Center

The college's Dennis A. Wicker Civic Center attracts business expositions, entertainment, and events, bringing revenue and recognition to Lee County.



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CCCC: Bringing the World to Lee County

Central Carolina Community College is home to the first Confucius Classroom at a community college in the United States, helping to prepare a workforce for the global economy.



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CCCC: The Future in Lee County

In its 50-year history of service to people, businesses and industries, Central Carolina Community College has grown from one building to three campuses and numerous centers; from one class to more than 30 degree programs and numerous non-degree vocational, educational, and enrichment offerings.

Plans for facility expansion in Lee County include a new Continuing Education Building, Shop Building, Allied Health Building, Library, park, and an amphitheater to better serve the community.



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LCS: Raising Expectations

- 14 of 15 schools made expected or high growth for the 3rd year in a row.
- 90% of schools met expected or high growth.



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LCS: Graduation Rates

Graduation rates increased for specific subgroups:

- Black students improved from 69.4% to 81.2%, 9.9% above the State average.
- Hispanic students improved from 63.3% to 75.7%, 7% above the State average.
- White students also saw an increase in the rate moving from 78.4% to 82.4%, which is equal to the State average.
- Economically disadvantaged students rose from 67.8% to 78.2%, 7.2% above the State average.

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LCS: 8th Grade Accomplishments

- 48% of 8th graders took Algebra I for the first time. 94.4% of them were proficient on the End of Course Assessment.
- 41% of 8th graders took English I for the first time. 99% of them were proficient on the End of Course Assessment.



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Lee County Schools invites you to the
Lee County High School
RIBBON CUTTING Ceremony
1708 Nash Street
WEDNESDAY, DECEMBER 14, 2011
4 - 5:30 pm



RECEPTION & TOUR FOLLOWING THE CEREMONY
Visit the Administration and Classroom Buildings,
McLeod Auditorium, and
Donald E. Packard

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THE HEAD of CLASS PROJECT

*Achieving academic goals,
enhancing student performance.*

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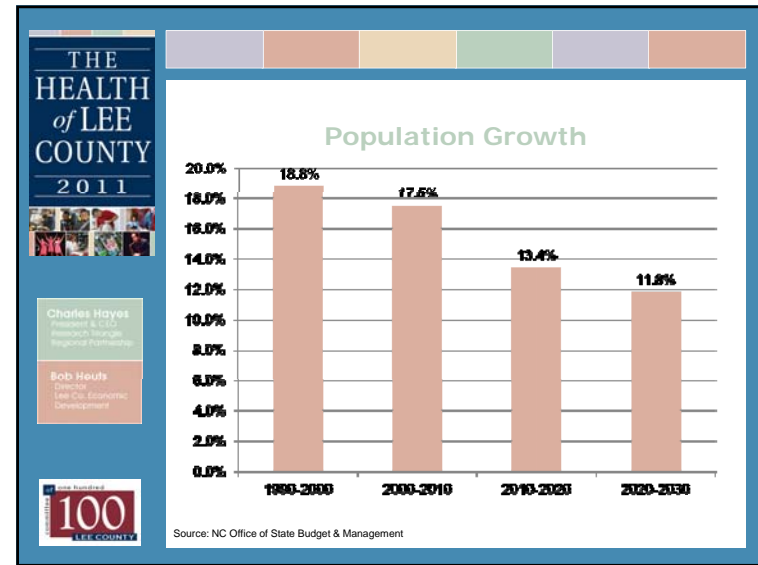
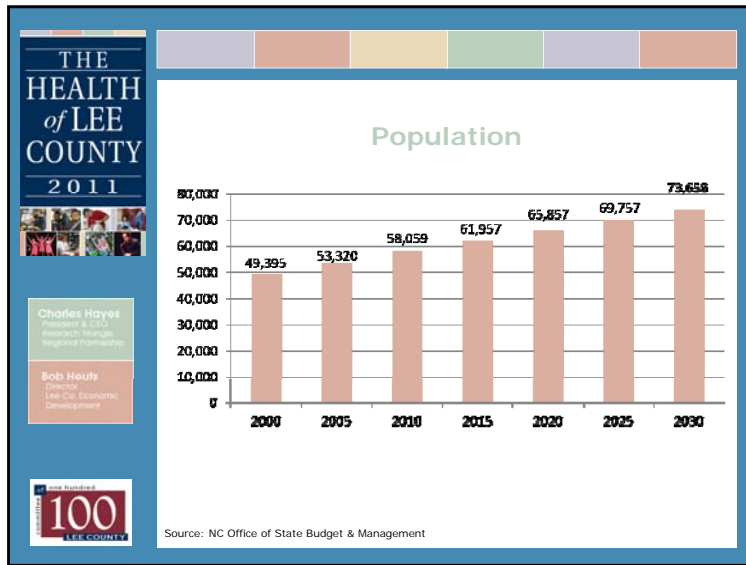
Education Brochure

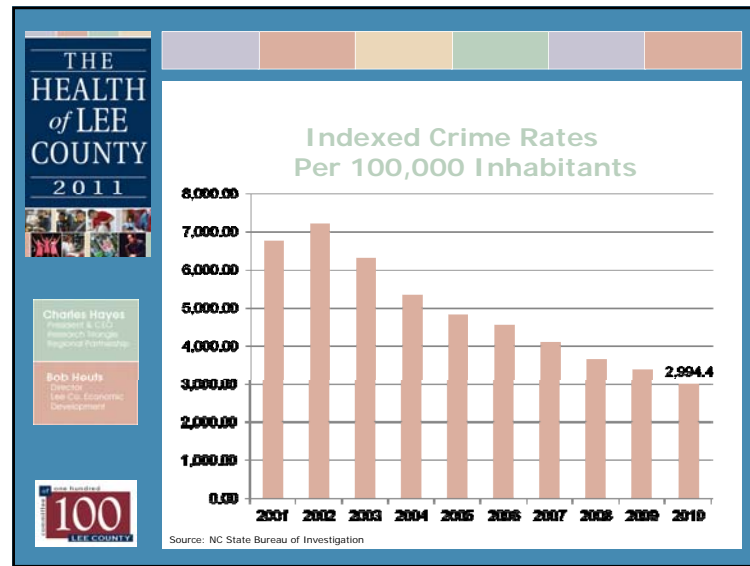
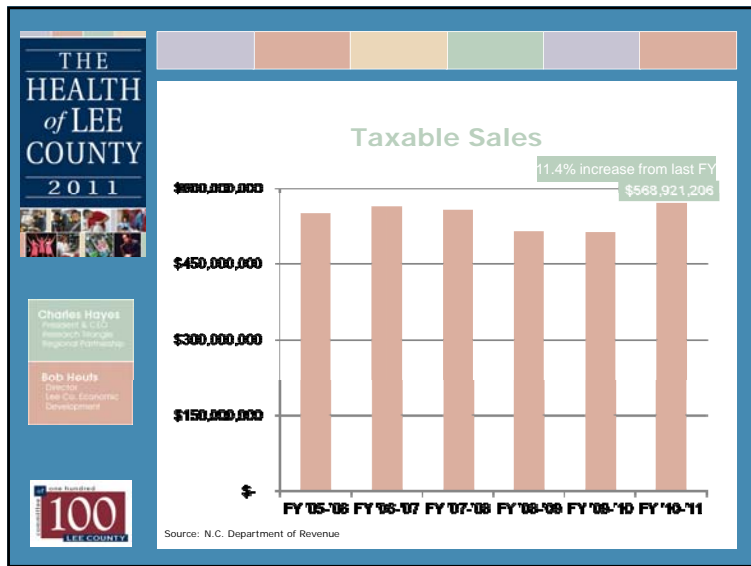
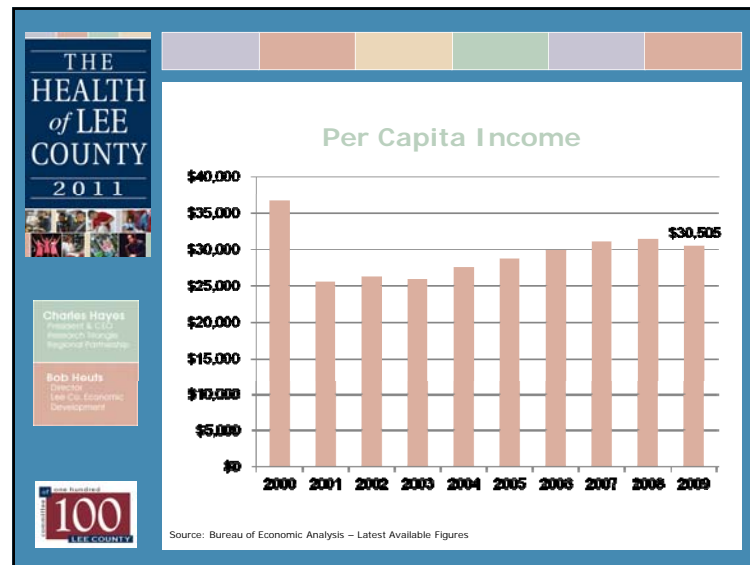
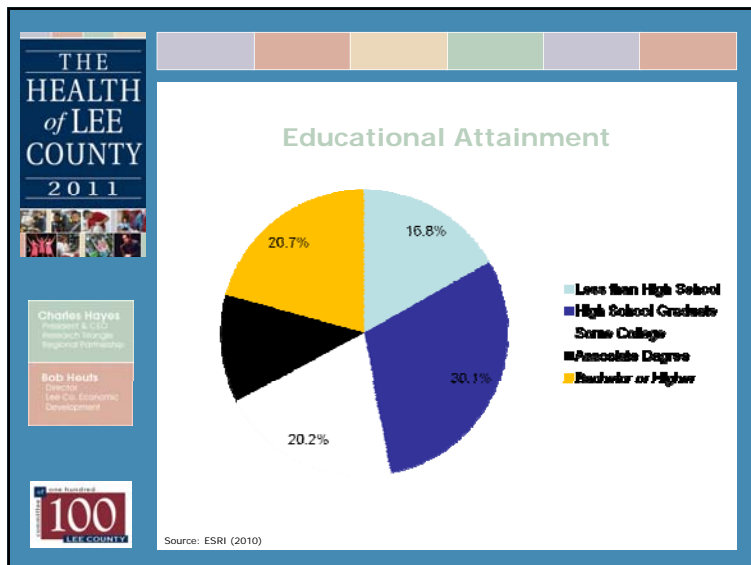
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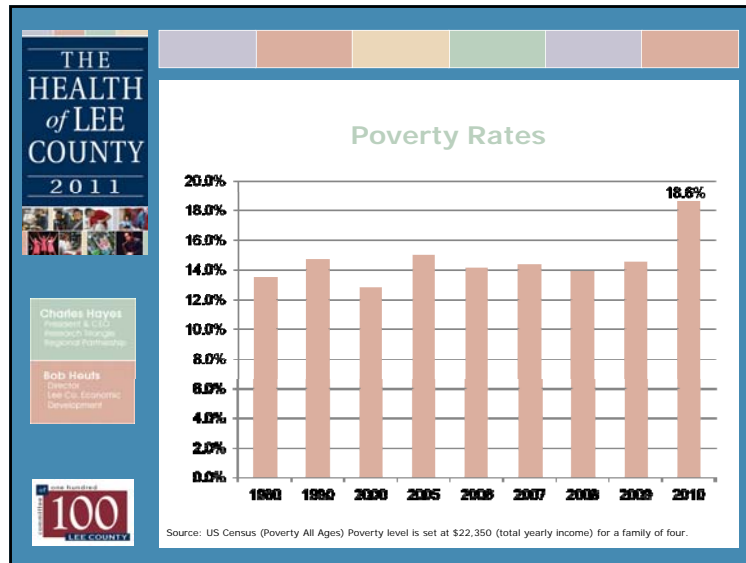
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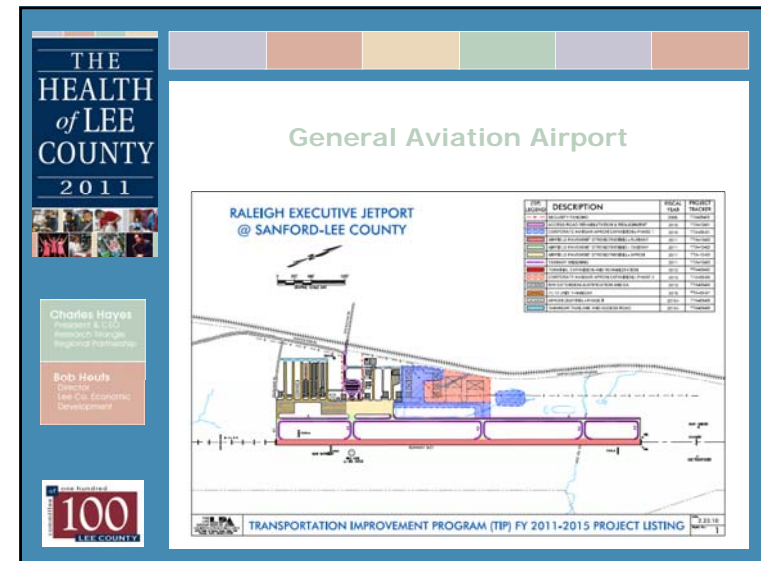
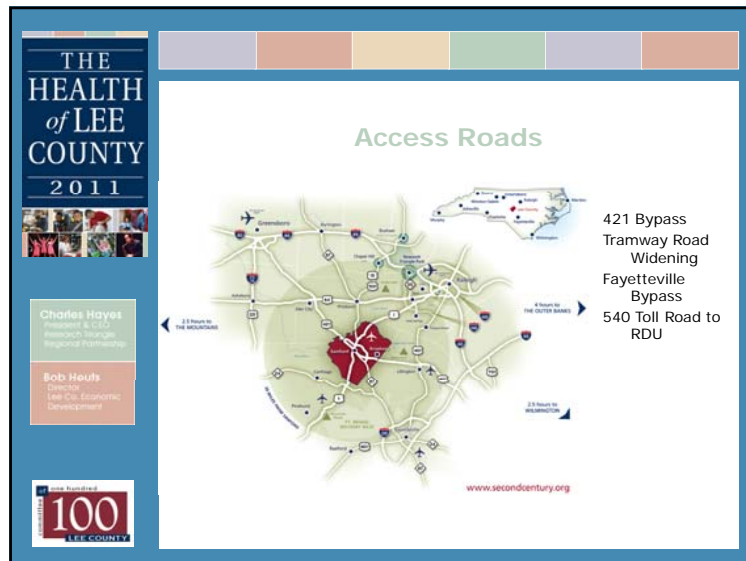







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Infrastructure





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General Aviation Airport Family Day



At least 5500 people attended the Second Annual event. 320 kids got free rides through Young Eagles. 200 got free rides outside of YE, so over 500 free airplane rides. There were 800 flight operations, according to the Air Boss.

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Tax Base

Year	Calendar Year		
	Number of Planes	Value Including Hangars	Revenue Including Hangars
2000	36	\$3,706,000	\$27,795
2001	50	\$5,958,800	\$46,479
2002	61	\$7,930,800	\$61,860
2003	56	\$8,737,850	\$64,700
2004	79	\$17,024,617	\$114,065
2005	83	\$31,131,437	\$208,580
2006	86	\$27,475,417	\$217,055
2007	104	\$28,667,825	\$215,009
2008	99	\$18,448,872	\$138,366
2009	120	\$30,779,917	\$230,849
2010	116	\$25,928,384	\$194,463
2011	131	\$18,771,159	\$140,784

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Wastewater Treatment Expansion




With normal growth, the Big Buffalo plant will be at capacity by 2015 or in eight years. The City will expand the existing plant that is permitted for 6.8 million gallons a day to 12 million gallons a day to withstand expected growth through 2030.


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The Resilience of Lee County Agriculture



The April 16th tornado brought many challenges to Lee County Agriculture, affecting it's row crop, nursery, forestry, and livestock industry.

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18.04.2011

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Permits Issued

January - December 2009	January - December 2011
Residential Permits Issued: 279 Valuation: \$22,441,714	Residential Permits Issued: 367 Valuation: \$24,422,099
Commercial Permits Issued: 133 Valuation: \$20,814,746	Commercial Permits Issued: 122 Valuation: \$57,426,075

January - December 2010

Residential Permits issued: 291 Valuation: \$23,250,393	
Commercial Permits Issued: 126 Valuation: \$59,636,394	

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Greenway

ENDOR IRON FURNACE TRAIL



THIS MULTIPURPOSE TRAIL IS APPROXIMATELY 1.45 MILES LONG

When using the greenway, please:

- Use trail during daylight hours only.
- Dispose of trash properly and help keep the greenway clean.
- Yield to vehicular traffic at street intersections. Use caution when crossing.
- Do not use alcoholic beverages.


- Keep pets on a leash at all times.
- Stay on designated trails and respect plants and wildlife.
- Be courteous to other greenway users, and request that this is a multi-use trail (bicycles, pedestrians and wheelchairs).

ENDOR TRAIL 1.45

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Endor Iron Furnace Trail



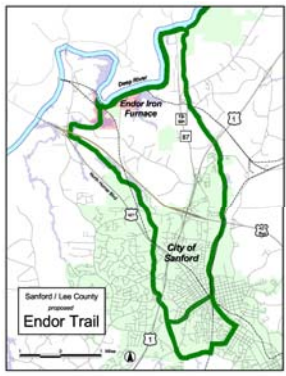
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Proposed Endor Iron Furnace Trail



Sanford / Lee County
proposed
Endor Trail

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Endor Iron Furnace Trail



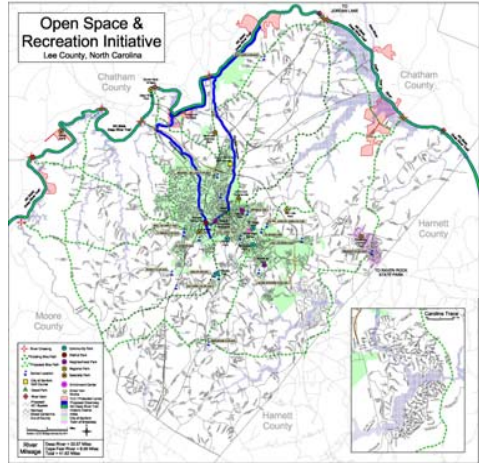

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Open Space & Recreation Initiative
Lee County, North Carolina



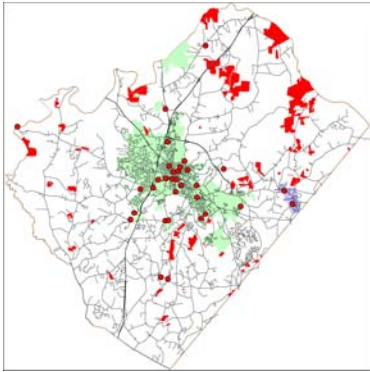
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Lee County Parks



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Lee County Parks

771 acres owned by State of NC that includes the Endor Iron Furnace and the NC Deep River Trail future trail head properties

1625 acres in protected NC State Conservation Easements

4875 acres in local Lee Co Voluntary Agriculture Districts

33 parks / recreational areas comprising 550+ acres

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**Central Carolina Hospital
Fast Facts**

- ER Volume = 36,778
- Inpatient Admissions = 5,439
- Surgeries = 4,498
- Number of Employees = approx. 700
- Number of Physicians = approx. 120

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Central Carolina Hospital

CCH Earns Triple Golds!

2011 GET WITH THE GUIDELINES. STROKE GOLD PLUS

2010 GET WITH THE GUIDELINES. HEART FAILURE GOLD PLUS

2010 GET WITH THE GUIDELINES. CHRONIC KIDNEY DISEASE GOLD

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**CCH: Customer Service
Focused Technologies**

- **Schedule Maximizer** – a real-time scheduling system linked to physician offices. While patients are visiting their physician, we can schedule their hospital procedures at that time.
- **ER Wait Times online** – see our ER Average Wait Times online at www.CentralCarolinaHospital.com
- **Smartphone App** – This useful tool stores your important medical information so you have what you need at the touch of your hand.
- **InQuicker**.... Hold your place online in the ER for free ...

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**Your couch, your bed, your home...
your very own personal ER waiting room**

InQuicker
HOLD YOUR PLACE ONLINE

**Hold your place in line for free at
www.MyCCH.com**

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CCH: Business & Community Wellness

- **Industrial/B2B Wellness programs** – our community wellness educator provides free health screenings and education to our business community.
- **Free Lipid Screenings** – CCH provides free quarterly lipid panels which include HDL, LDL, Total Cholesterol, Triglycerides, and Glucose.
- **Heart Risk (EKG) Screenings** – CCH celebrates American Heart Month by providing free EKG Screenings to our community in February.
- **Free Community Classes** – CCH provides free community classes on a variety of topics on (most) Tuesday nights at 6pm in the classroom.


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Sustainable Buildings - Haven




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Sustainable Buildings - Bankingport




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Sustainable Buildings - Adcock



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Medical Arts Village

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Medical Arts Village

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Medical Arts Village

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Innovation Center


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The Building




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EDC Offices




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Nova Materials



Nova Materials, LLC is a North Carolina-based materials science company formed in 2009. Nova focuses on furthering the science of converting various metal-bearing ores into specialized alloys by employing proprietary and advanced thermal processing techniques.

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CCCC Welding Training



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Caterpillar Expansion



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Project Activity

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LEE COUNTY

THE HEALTH of LEE COUNTY 2011

Projects

Source	2007	2008	2009	2010	2011
BRAC	4	2	2	3	2
Consultant	19	12	7	9	10
Div. Of Aviation	0	2	0	0	0
Dept. of Commerce	4	13	4	12	10
Phone Call	19	29	8	22	18
RTRP	26	21	13	29	27
TOTAL	71	79	55	75	66

Charles Hayes
President & CEO
Regional Programs
Regional Partnerships

Bob Heuts
Director
Lee Co. Economic
Development

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Projects

Type	2007	2008	2009	2010	2011
Aviation	2	4	2	2	1
Expansion	1	2	4	8	6
Life Science	7	2	4	5	2
Manufacturing	42	25	30	44	51
Office	8	8	6	1	3
Processing	12	4	3	4	3
Retail	0	2	0	0	1
Service	6	0	0	8	3
Warehouse/Dist.	3	5	6	3	3
TOTAL	71	79	55	75	73

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Product

Sites:

- Lee County Industrial Park – 300 Acres
- South Park – 400 Acres
- Cherokee Site – 122 Acres
- Brown Road Site – 180 Acres
- Triassic Site – 400 Acres

Buildings:
Ranging from 5,000 square feet to 265,000 square feet



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Recipe for Success

- Support for Pre-K-14 Education
- Proactive, Positive Business Climate
- Shovel Ready Sites
- Business Parks
- Water, Sewer Capacity Collection and Delivery

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Statistics

- Population – 60,000
- Growth – 1.5%
- Per Capita Income – Down to \$30,505 from \$31,000
- Taxable Sales – 11.4% increase from last year at \$568,921,206
- County Revenue from Sales Tax -- \$8.5 million from \$7 million in 2009-2010. Predicted to be \$9 million in 2011-2012.
- County Assessed Value Tax Base -- \$4.7 billion

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Airport: New Security Fence



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Central Carolina Hospital

- 120 Physicians
- 700 Employees
- Excess of \$30 Million in Payroll Annually



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Agriculture

- 2009 -- \$35 million revenue generated
- 2010 -- More expected
- 2011 Tornadoes -- Over \$8 million in damage to buildings, livestock and crops

Steve Thomas Farm Watson's Nursery
Gary Thomas Farm Misty Creek Ranch



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THE HEALTH of LEE COUNTY 2011

Sanford Business Join Now Shop QA

- Benefits – Directory of All Local Businesses
- Private Business Page
- Reviews and Articles of Your Business
- Social Networking
- Citizens Can Subscribe to Your Business



Rack Card for Visitors Center

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Activity

- Bragg Regional Alliance – Continued Cooperation. Projects mostly consulting and service.
- Research Triangle Regional Partnership – Continued Project Flow
- Lee County Loan Program – Money from Golden Leaf Grant to Frontier Spinning
- Caterpillar – Grants for Education and Infrastructure
- Building Reuse and Restoration Grants

GOLDEN LEAF 

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