

First Things First



▶ THOUSANDS ATTEND SHOOTING CHAMPIONSHIP. Visitors from around the world descended on Deep River Sporting Clays in April for the 10th annual Southern Side by Side Spring Classic, a three-day shooting championship for shotgun aficionados. Event organizers welcomed more than 1,200 contestants, hundreds of spectators and 65 vendors — including companies from England, Spain, Italy and Germany — to one of Lee County's top annual tourism draws. Next year's competition is scheduled for April 29 to May 1.

▶ INDUSTRIAL EDITION TO FEATURE "10 TRENDS FOR '10." Set for publication in September, The Sanford Herald's annual Industrial Edition will highlight local manufacturing trends

10 TRENDS FOR '10

along with many of the area's top companies. For details on having your company featured in the edition, which is used by

Lee County Economic Development to attract industry and enhance local opportunity, contact advertising director Josh Smith at 718.1259 or joshsmith@sanfordherald.com.

Inside this issue

2 RECENT INVESTMENTS, says Central Carolina Hospital CEO Doug Doris, pay off in quality care.

3 GOOD NEWS EMERGES locally from CCCC, crime statistics and the unemployment rate.

100 Economic Indicators

healthcare

Baby boomers are aging and that will cause significant shifts in our economy. It's a truth we've heard for a long time now and it's one reason, along with new technology and others, that healthcare has emerged as one of the nation's largest industries.

Hospitals. Nursing care facilities. Physician and dental offices. Home and ambulatory healthcare services. Allied health practitioners. About 600,000 establishments in all comprised the healthcare industry in 2008, according to the Bureau of Labor Statistics, and its influence is growing.

some numbers

If you're still thinking about the healthcare industry of years gone by, consider its scope and influence today:

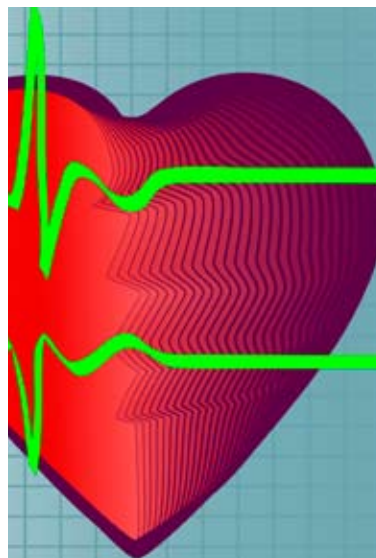
- ▶ Healthcare provided 14.3 million jobs nationwide in 2008, with another 3.2 million expected by 2018 — more new jobs than in any other industry.
- ▶ Ten of the fastest-growing occupations are in healthcare.
- ▶ Earnings for nonsupervisory workers in most healthcare segments are higher than the average for all private industry.

the local scene

Though hospitals are just 1 percent of all healthcare establishments, they employ 35 percent of all healthcare workers and serve as magnets for other health practitioners, which is one reason Central Carolina Hospital is a vital element of the Lee County economy.


The hospital employs more than 680 people directly and pays \$30.5 in salaries, according to CEO Doug Doris, but a drive by medical offices clustered around the hospital shows its broader influence.

Central Carolina Community College offers degrees in nursing, health assisting and dental hygiene, and operates a dental clinic at its W.B. Wicker Center in Sanford.



why it's important

Cultivating a vibrant local hospital and community college can accelerate growth in this burgeoning industry and help attract families and businesses enticed by a strong local healthcare system — where they can receive top-quality care without having to travel a long distance.

 on page two, ceo doug doris discusses the economic impact of central carolina hospital.



DOUG DORIS **Hospital investments and improvements**

Hospitals are a vital part of the economy in every community they serve. They are major employers in their communities, offer the largest access to health care and support local businesses that rely on them for purchased goods and services.

Central Carolina Hospital currently employs over 680 people which translates into over \$30.5 million in salaries. Additionally, significant capital investments in technology, aesthetic improvements and infrastructure over the past four years exceeded \$17 million.

These investments, as well as system improvements, have allowed for a more than 10 percent growth in services this year. The hospital will treat 38,000 patients in our emergency room, admit 6,000 patients and provide outpatient services to 35,000 people in 2010. The recent growth requires additional physicians and specialists; and since 2006, we've seen more than 50 new physicians join our medical staff.

As a community hospital, our goal is to provide the highest level of quality and service. We've dedicated the past few years to earning national quality designations from organizations such as the American Heart Association, Society of Chest Pain Centers and The Joint Commission. This effort has led to our community hospital being nationally recognized as the first hospital in North Carolina to receive the AHA Gold Award for Heart Failure Care. We want the residents of Lee County to be confident in using the healthcare providers and facilities here in Lee County.

Doug Doris is CEO of Central Carolina Hospital in Sanford.

Sustainable Strategies

James Johnson featured at C100 in August

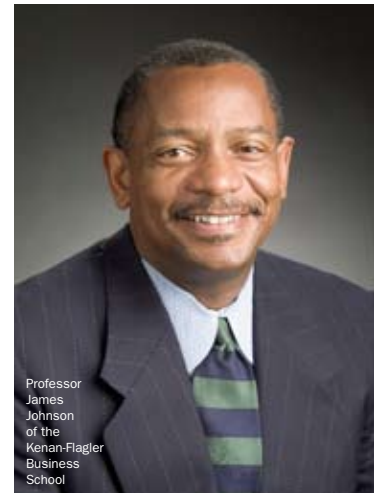
When you think about Detroit, the automobile industry usually comes to mind. When you hear about Pittsburgh, the image quickly shifts to steel.

But times have changed. No longer can communities build themselves around a single industry or image. Local officials must constantly reposition their communities to compete for business and talent in today's highly volatile, knowledge-intensive and speed-driven economy.

James Johnson, director of the Urban Investment Strategies Center in Chapel Hill, says the most competitive communities are using the concept of "sustainability" as a branding tool, and he will explain how it all works as featured speaker for the Committee of 100's summer luncheon on Aug. 5, noon, in Sanford.

"I provide a general overview of the characteristics of a sustainable community and present a planning tool — a civic entrepreneurial model of sustainability developed here," he says.

The model provides an approach that governmental officials and economic development leaders can use to reposition their communities as a highly



Professor James Johnson of the Kenan-Flagler Business School

competitive and sustainable place to live and do business.

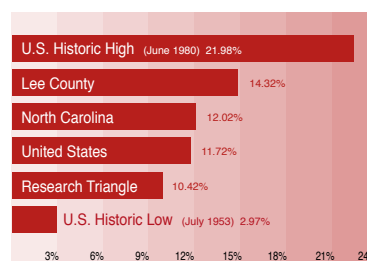
Johnson is the William R. Kenan Jr. Distinguished Professor of Strategy at the Urban Investment Strategies Center, part of the Frank Hawkins Kenan Institute of Private Enterprise at the University of North Carolina at Chapel Hill. He received his Ph.D. from Michigan State University and is frequently cited by the national media.

► For reservations or more information, contact Jane Wesley at 919.774.8439 or info@lcedc.com.

CURRENT MISERY INDEX

MEASURING ECONOMIC "PAIN"

Created as a gauge of general economic discomfort, the "Misery Index" — 11.72 percent nationally and 14.32 percent in Lee County for June — combines the unemployment and inflation rates (2.02 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.

Copyright © 2010 by the Lee County Committee of 100. All rights reserved.

Parkdale incentives return jobs

One year ago, Parkdale America had closed its three local plants and effectively pulled out of Sanford. Now, thanks largely to incentives approved by the Lee County Board of Commissioners and Sanford City Council, the yarn manufacturer has returned.

The results: a new, \$6.7 million total investment in the local economy, additional tax revenue for local governments and more than 100 people working in jobs that wouldn't have been here otherwise.

And that could be just the beginning. "Business has been good for Parkdale since it reopened," says economic development director Bob Heuts. "This could set the stage for more growth in the future."

Sanford crime rate drops once again

Sanford's crime rate, a key element in the "quality of life" calculation influencing business relocations, dropped for the seventh straight year in '09, according to statistics released in July by the North Carolina Department of Justice.

The city's crime rate was 4,437.9 crimes per 100,000 residents, down 4.8 percent from the year before. Lee County's rate also tumbled — about 7 percent to 3,393.0.

Local unemployment lowest since Dec '08

Lee County unemployment fell one-tenth of a point in June to 12.3 percent, continuing steady decline since reaching its peak of 14.6 percent in January. June's figure is the lowest

WHO YOU GONNA CALL?



Felix Batts, left, chairman and CEO of MSI Delivery Systems Inc., prepares Fire Chief Wayne Barber, for a demo of the Afterburner 2000, a smoke delivery system used for emergency training and response. Red Wolf, which manufactures the product in Sanford under a contract with MSI, recently donated a \$12,000 system to Lee County Emergency Services.

since the 11.2 percent posted in December 2008.

Lee County maps attract web traffic

More than 19,000 users visited the Lee County interactive mapping website over last fiscal year, generating custom maps showing everything from school and election districts to highways, railroads, sewer lines, physical structures and hydrology.

"We have a diverse clientele," says strategic services director Don Kovasckitz. "If you can think of a reason for using the service, we've heard it."

Sanford makes list of top 'micropolitans'

Sanford ranks 81st in

economic strength among small cities in the United States, according to POLICOM, an independent research firm.

This year's position places Sanford among the top 14 percent of the nation's "micropolitans," cities with 10,000 to 50,000 residents.

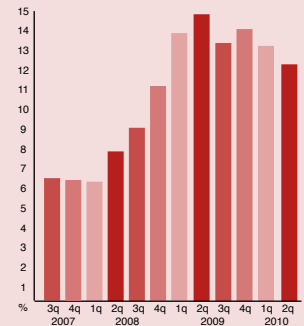
CCCC exceeds all performance standards

Central Carolina Community College once again exceeded all performance standards for student success set by the State Board of Community Colleges.

Only 24 of the 58 institutions met all eight standards, which include passing rates on courses and licensing tests, the performance of students after leaving college and customer satisfaction with services.

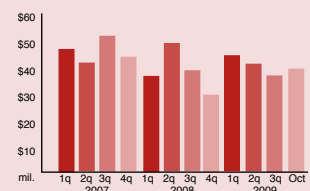
Economic Indicators

unemployment



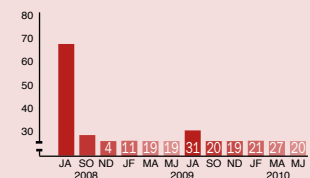
Lee unemployment was 12.3 percent in June, the most recent report, marking the fifth month without an increase since a high of 14.6 in January. The labor force estimate was 25,848. The state's seasonally-unadjusted rate was 10.0 percent in June, with the regional figure at 8.5 for June. Data from the last month of each quarter.

taxable sales



Taxable sales for Lee County were estimated at \$40.00 million in October, the latest report, down from \$46.64 million one year before. The N.C. Department of Revenue has not issued a report since October. Figures reported from last month of each quarter.

building permits



Lee County issued 20 building permits for new residential construction in May and June combined, reflecting a steady number since last fall. Changes in the way permits are reported may affect some estimates. Figures are for permits issued over a two-month period for new home construction, including modular homes.

area industrial closings

None.

August 2010

3 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.

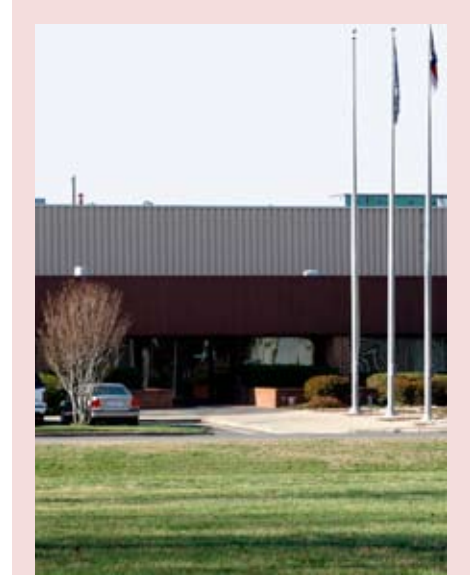
5 COMMITTEE OF 100 PRESENTS “Sustainable Sanford?” James H. Johnson Jr., director of the Urban Investment Strategies Center for the Frank Hawkins Kenan Institute of Private Enterprise in Chapel Hill, shows how some of the most competitive communities are now using the concept of “sustainability” as a branding tool. He also explains an approach developed by the Institute that allows communities to reposition themselves to attract business and talent in our volatile, knowledge-intensive and speed-driven economy. noon. Chef Paul’s Café, 610 E. Main Street, Sanford. \$15 includes lunch, \$10 for members. Contact Jane Wesley, 919.774.8439 or info@lcedc.com.

5 United Way 50th Anniversary Campaign Kickoff: Business After Hours & Function at the Junction

Concert. 5 to 7 p.m. The United Way celebrates its 50th anniversary and kicks off this year’s annual campaign with a free Business After Hours, sponsored by the Sanford Area Chamber of Commerce and First Bank, with refreshments and door prizes. The celebration continues at 7 p.m. with a “Function at the Junction” free outdoor concert, sponsored by Downtown Sanford Inc. and featuring RN5P, a band playing beach music and oldies. Depot Park, Downtown Sanford. Contact the Sanford Area Chamber of Commerce, 919.775.7431 or frontdesk@sanford-nc.com.

11 RTRP Economic Development Advisory Committee. County economic developers meet to plan and implement marketing efforts for the Research Triangle region. 10 a.m. 1000 Trade Drive, RDU International Airport. Contact Jane Wesley, 919.774.8439 or info@lcedc.com.

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

**FOCUS on Industrial Sites**

Prime industrial space is now available in the Lee County Industrial Park at the former GKN Driveline building, offering 260,486 square feet with several amenities on about 39 acres. For other available sites in Lee County, visit www.lcedc.com, click on “Buildings & Sites,” and select either buildings or sites.

Economic Indicators

Lee County Committee of 100 Inc.
P.O. Box 4846
Sanford, NC 27331-4846