



# Prosperity Building

The Impacts of Quality of Life

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Real Estate

Economic Development

Land Use

*“**Economic development** generally refers to the sustained, concerted actions of policymakers and communities that promote the standard of living and economic health of a specific area.*

*Economic development can also be referred to as the quantitative and qualitative changes in the economy. Such actions can involve multiple areas including development of human capital, critical infrastructure, regional competitiveness, environmental sustainability, social inclusion, health, safety, literacy, and other initiatives.*

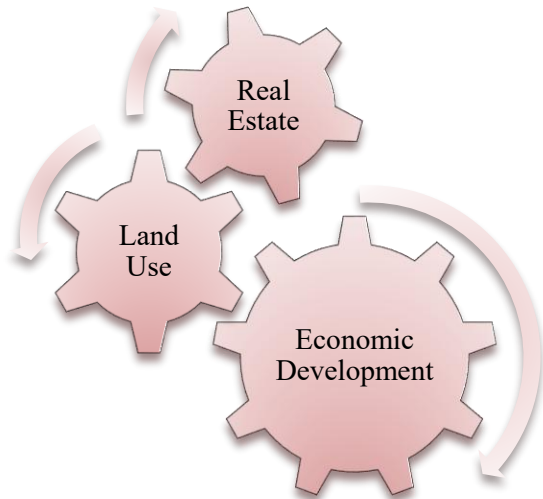
*Economic development differs from economic growth. Economic development is a policy intervention endeavor with aims of the **economic and social well-being of people.**”*

~International Economic Development Council

# Defining Prosperity

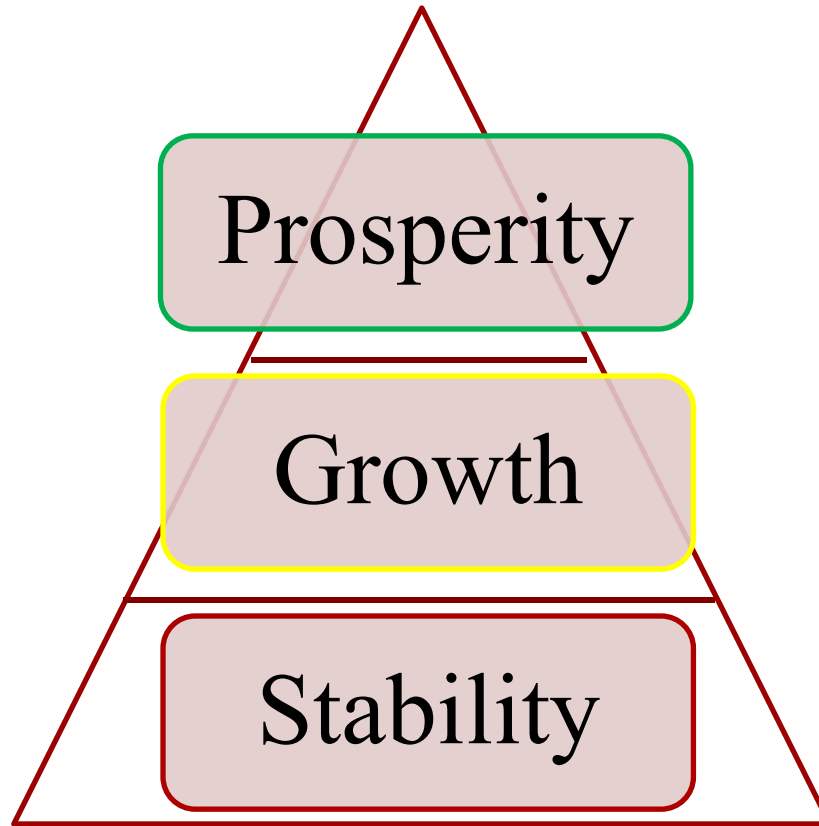
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- **Who** is our customer?
- **What** is our vision and mission?
- **Where** do people want to be and what do we want to attract?
- **When** and how should we take action?
- **Why** does it matter?



# Challenge

*Corridor Study*  
*Market Analysis*  
*Retail*  
*Downtown Plan*  
*Economic Development*  
*Housing Needs Assessment*  
*Tourism*  
*Land Use Plan*  
*Branding & Marketing*  
*Small Area Plan*



***“The best  
way to predict  
the future is  
to create it”***

**~ Abraham Lincoln**

# **Prosperity Pyramid**

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## EXECUTIVE SUMMARY

# LEE COUNTY SECOND CENTURY PROJECT

## 2008 Market Analysis & Community Brand Identity CAMPAIGN

Prepared by

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# History

## QUALITY OF LIFE MATRIX

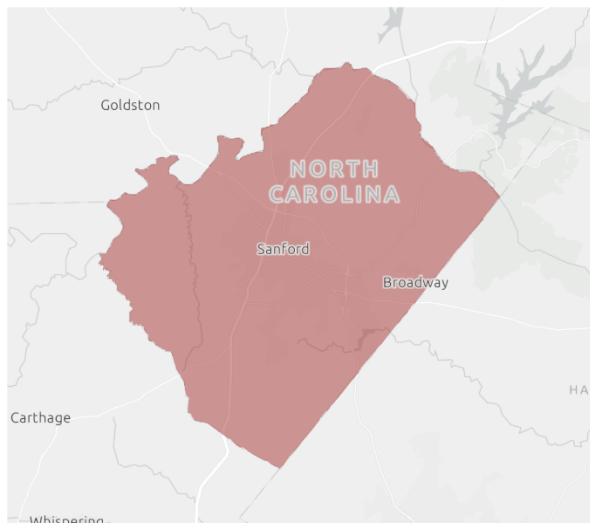
QUALITY OF LIFE FACTOR ** - Action Plan priority area	SANFORD/LEE COUNTY	INDICATORS A-Excellent; B-Good; C- Fair; D - Needs attention/improvement
Education **	Community & Technical Colleges - a strong component for Higher Education & job training. While colleges enjoy solid reputations, local school district (grades K-12) is underperforming in some schools.	C. Fair Suggestions: Actively collaborate with colleges. Expand relationships between public educational organizations.
Crime **	Challenged but improving with continued efforts by local and county officers.	B. Good Focus on Public Safety; neighborhood watch programs.
Medical Care **	CCH - Tenet Hospital under new leadership of CEO Doug Doris making strong improvements in health care.	B. Good Suggestions: Continue to communicate changes and successes.
Accessibility & Transportation	Interstates (2) ; Air (2) ; Rail (2); Expansion of major corridors has created excellent location and accessibility.	B. Good Suggestions: Review connectivity & gateway improvements and quality.
Labor & Employment Opportunities	Strong and successful Economic Development program.	B. Good Suggestions: Continue to diversify economy; include job training.
Public Open Space & Recreation	Greenway initiative by Planning Dept. with Parks & Recreation. Additional land acquired for trail system; Endor Furnace Trail and significant greenway.	A. Excellent Suggestions: Review programming and connectivity - promote and expand public awareness.
Arts & Culture	Strong arts sector; Temple Theatre; Organized artists; Pottery Festival	A. Excellent Suggestions: Target this sector. Review connectivity- expand public participation/ awareness.
Historic Preservation	Exploring historic preservation in downtown. Little neighborhood focus.	C. Fair Suggestions: Review registry for neighborhoods surrounding downtown and create incentives for Historic Preservation.
Preservation of Ecosystems	To be determined; expand on Greenway initiative	C. Fair Suggestions: Focus area for planning.
Goods & Services	Emerging retail and restaurants; hospital & medical nearby	C. Fair Suggestions: Connect and cluster uses; expand shopping, dining & arts.

MARKETING & BRANDING CAMPAIGN

3

# Population Trends and Key Indicators

Lee County, NC  
Geography: County



66,330

Population

26,120

Households

2.50

Avg Size  
Household

40.4

Median  
Age

\$57,774

Median  
Household Income

\$275,875

Median  
Home Value

77

Wealth  
Index

82

Housing  
Affordability

73

Diversity  
Index

## EMPLOYMENT



53%

White Collar



32%

Blue Collar

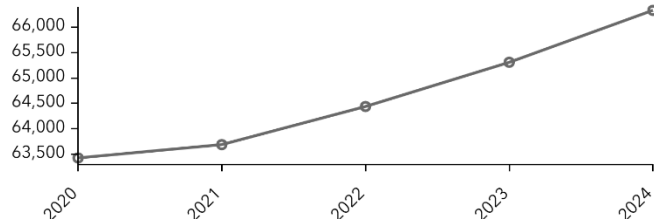


15%

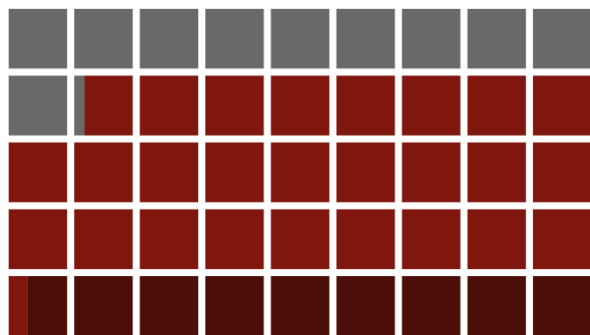
Services

4.1%

Unemployment  
Rate



## POPULATION BY AGE



■ Under 18 (22.6%) ■ Ages 18 to 64 (58.1%)  
■ Aged 65+ (19.3%)

## POPULATION BY GENERATION



5.1%

Greatest Gen:  
Born 1945/Earlier



20.8%

Baby Boomer:  
Born 1946 to 1964



19.6%

Generation X:  
Born 1965 to 1980



22.3%

Millennial:  
Born 1981 to 1998



22.7%

Generation Z:  
Born 1999 to 2016



9.6%

Alpha: Born  
2017 to Present

## EDUCATION

12%

No High School  
Diploma



28%

High School  
Graduate



36%

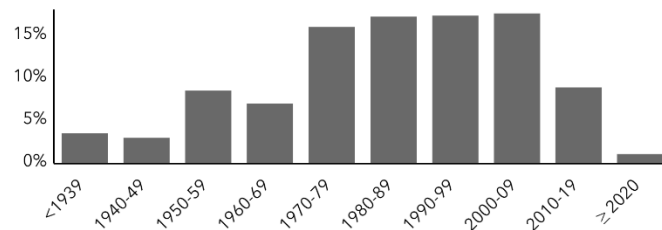
Some College



24%

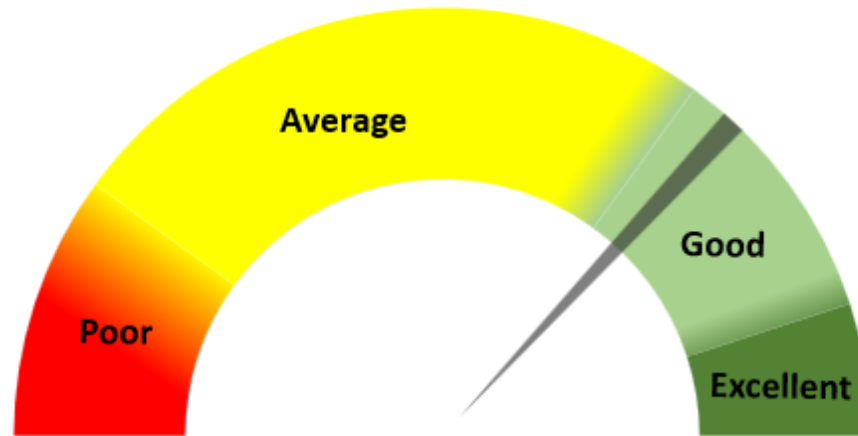
Bachelor's/Grad/Prof  
Degree

## Housing: Year Built



Source: This infographic contains data provided by Esri (2024, 2029), ACS (2018-2022). © 2025 Esri





**74**

**Lee County, North Carolina**  
**Overall Score**

# **Prosperity Builder Scorecard™**



Score:



#### Accessibility & Transportation

*How well can residents, visitors and workers move in and around your community.*



Score:



#### Healthcare & Wellness

*What is the status of public health and access to medical care.*



Score:



#### Arts & Culture

*Does your community foster and support local and visiting artists.*



Score:



#### Historic Preservation

*Does your community preserve and honor its historic assets.*



Score:



#### Crime & Public Safety

*Do residents, visitors and workers feel safe in your community.*



Score:



#### Population & Housing

*Is there adequate and affordable housing for all generations.*



Score:



#### Education

*Does your community provide resources for educational attainment.*



Score:



#### Infrastructure

*Does your current infrastructure meet the needs of your community and expansion for the future.*



Score:



#### Employment & Labor

*Is there a balanced workforce that provides business opportunity and expands*



Score:



#### Open Space & Recreation

*Are there ample opportunities for both passive and active recreation in your community.*



Score:



#### Goods & Services

*Are there adequate offerings for food, beverages and other goods.*



Score:



#### Planning & Land Use

*Does your land use provide for preservation and a balanced tax base.*

# Prosperity Builder Scorecard™

Score:

80



### Accessibility & Transportation

*How well can residents, visitors and workers move in and around your community.*

Accessibility & Transportation	Nation	Local Data
<b>Major Routes (#)</b>		
Interstate	I-40	1
US Highway	US-1, 421, 501	3
State Highway	-	4
<b>Households w/o a Vehicle</b>	8.3% (ACS 2017-2021)	4.0%
<b>Average commute time (min.)</b>	26.8 (2023)	25.7
<b>Public transportation options (#)</b>		
Airports	-	1
Trains (Amtrak)	-	1
Rapid Bus Transit	-	-
City Bus	-	1
Trolley/Other	-	-
Local Rideshare/Micro Transit	-	0.5
<b>State transportation funds (# of STIP projects)</b>	-	12
<b>Bike and Ped Plan</b>	2023	Yes

# Accessibility & Transportation



Score:

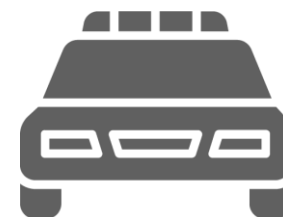


### Arts & Culture

*Does your community foster and support local and visiting artists.*

Arts & Culture	Nation	Local Data
<b>Public Art installations (#)</b>	-	
Public Art		Y
Murals		30
<b>Public Art Map</b>		Y
<b>Cultural facilities (Theatre, museum, art, music)</b>	-	
Arts/Community Center		-
Museum		1
Theatre		2
Event Venues		4
<b>Event Programs (Festivals, etc)</b>	-	7
<b>% of employment in Arts, Entertainment Sector</b>	1.89%	0.9%

# Arts & Culture



Score:

61

### Crime & Public Safety

*Do residents, visitors and workers feel safe in your community.*

Crime & Public Safety	Nation	Local Data
Personal Crime Index	100	85
Property Crime Index < 100	100	92
<i>Bonus: Officer to Resident Ratio (per 1,000 residen</i>	2.8	2.9

# Crime & Public Safety



Score:

63

## Education

*Does your community provide resources for educational attainment.*

Education	Nation	Local Data
HS Graduation	23.3%	28.2%
College		
Some college, no degree	17.7%	21.2%
Associates Degree	9.5%	14.6%
Bachelor Degree	22.3%	16.6%
Graduate/PhD	13.9%	6.9%
K-12 Performance (Low Performing Schools)	-	28.6%
K-12 Chronic Absentism	-	23.24%
Secondary Education (Trade Schools, Community College,		
Community College/Trade School	-	1
College/Universities	-	0

# Education

Score:

53



### Employment & Labor

*Is there a balanced workforce that provides business opportunity and expansion.*

Employment & Labor	Nation	Local Data
% White Collar Employed	65%	50.1%
% Blue Collar Employed	22%	32.2%
% Services Employed	14%	17.7%
Unemployment Rate*	4.3%	3.5%
Labor Participation	63.0%	60.1%
Average HH Income	\$107,008	\$83,474
Median HH Income	\$72,603	\$57,774
Per Capita Income	\$41,310	\$32,898
Certified Pad Ready Sites	-	2000 Acres
Available buildings > 5000 SF	-	5
Large Employers 500+	-	4
Large Employers 1000+	-	4
BONUS: HQ/Fortune 500/100	-	3

# Employment & Labor



Score:



## Goods & Services

*Are there adequate offerings for food, beverages and other goods.*

Goods & Services	Nation	Local Data
% Employed in Retail Trade	12.2%	9.8%
% Employed in Accommodations & Food Services	9.4%	10.3%
% Employed in Arts, Entertainment & Recreation	2.4%	0.9%
Retail Vacancy	4.0%	2.1%

# Goods & Services





Score:



## Healthcare & Wellness

*What is the status of public health and access to medical care.*

Healthcare & Wellness		Nation	Local Data
Hospitals	135 Beds	2.9 Beds/ 1000 population	2.0
Clinics, Medical Facilities		-	5
County Health Factors		-	57
Air Quality Index	NC = 7.8mcg	-	8.3
Households Below Poverty Level (ACS 5 Year)		11.1% (2023)	15.0%
Access to Healthy Food		-	Y
% Employed in Healthcare Sector		14.9% (2023)	11.3%

# Healthcare & Wellness



Score:



### Historic Preservation

*Does your community preserve and honor its historic assets.*

Historic Preservation	Nation	Local Data
Historic Districts	-	4
Main St. Designation	-	Y
Downtown or Main St. Manager	-	Y
Registered Buildings	-	16
Municipal Service or Business Improvement District (MSD/BID)		Y
<i>Historic Tour Map</i>		Y

# Historic Preservation



Score:



### Population & Housing

*Is there adequate and affordable housing for all generations.*

Population & Housing	Nation	Local Data
Housing Units Renter Occupied	35.1%	32.3%
Median Home Value	\$308,943 (2023)	\$275,875
Median Rent Price	\$1,348	\$962
Housing Structure Built (% newer than 1979)	47.9% (2017-2021)	62.0%
Cost Burdened Households	22.1% (2017-2021)	17.3%
<i>BONUS: Diversity Index</i>	-	73

# Population & Housing



Score:

81

### Infrastructure

*Does your current infrastrucure meet the needs of your community and future expansion.*

Infrastructure	Nation	Local Data
Public Sewer Capacity (Availability)	-	Y
Public Water Capacity (Availability)	-	Y
Public Electric Capacity (Availability)	-	Y
Broadband Availability	-	67.44
Expansion Plans	-	Y
Roadways (STIP)	-	Y
Water Quality (Stormwater)	-	B
Emergency Planning	-	Y
<i>BONUS: Green Energy Alternatives</i>	-	Y

# Infrastructure



Score:



### Open Space & Recreation

*Are there ample opportunities for both passive and active recreation in your community.*

Open Space & Recreation	Nation	Local Data
Recreation Plan	-	Y
Parks and Rec Director	-	Y
Greenway	-	Y
Natural/Recreational Assets	-	Y
Open Space/Parks	-	18
Conservation Ordinances	-	Y
<i>BONUS: National or State Park</i>	-	1

# Open Space & Recreation



Score:

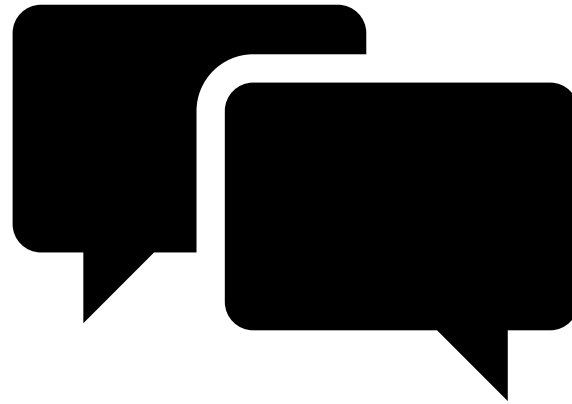


### Planning & Land Use

*Does your land use provide for preservation and a balanced tax base.*

Planning & Land Use	Nation	Local Data
Voluntary Agricultural Districts (VAD) or (EVAD)	-	Y
% Agricultural Employment Sector	0.5%	1.3%
% Residential Property Tax Value	-	65.8%
% Commercial Property Tax Value	-	34.2%
Vacant Land (acres)	-	Y
Tax Exempt Acreage (institutions, churches, sch	-	
Comprehensive Land Use Plan (Year)	2018	Y

# Planning & Land Use



**Thank you!**

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## Reality Check

- Trends & Indicators
- SWOT Exercise
- **QOL Scorecard**

1.

Scorecard



## Plan Blueprint

- Asset Inventory
- Market Analysis
- Vision & Mission
- Strategic Plan

2.

Plan



## Ground Breaking

- Work Plan
- Supporting Studies
- Catalyst Sites
- Progress Dashboard

3.

Dashboard

# Prosperity Builder Program <sup>TM</sup>

- Strategic Planning
- Prosperity Builder Scorecard™
- Real Estate Market Analysis
- Economic Development
- Land Use Strategy
- Local Government Development
- Public-Private Partnership



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# Value Builders.