



**ROWAN COUNTY COMMISSION AGENDA
SPECIAL MEETING
ANNUAL PLANNING WORKSESSION
February 6, 2023: 10:00 AM**

**Join from a PC, Mac, iPad, iPhone or Android device:
<https://bit.ly/rowanbocplanning0206>
Password: 020623**

**Or join by phone:
Dial: (602) 753-0140 (720) 928-9299 (213) 338-8477**

Webinar ID: 985 8554 9009

Password: 020623

Call to Order

Invocation

1 Retreat Agenda

Adjournment

Individuals with disabilities who need modifications to access the services or public meetings of Rowan County Government may contact the Clerk to the Board of Commissioners three days prior to the meeting by calling (704) 216-8181 or by utilizing the North Carolina relay number at 1-800-735-2962 (English) or 1-888-825-6570 (Spanish). For additional communication options, please consult: <https://relaync.com>.

ROWAN COUNTY
A COUNTY COMMITTED TO EXCELLENCE



130 West Innes Street - Salisbury, NC 28144
TELEPHONE: 704-216-8180 * FAX: 704-216-8195

MEMO TO COMMISSIONS:

FROM:

DATE:

SUBJECT: Retreat Agenda

ATTACHMENTS:

Description

Upload Date

Type

Agenda

2/3/2023

Cover Memo

Transit Department Presentation

2/3/2023

Cover Memo

Powerpoint Presentations

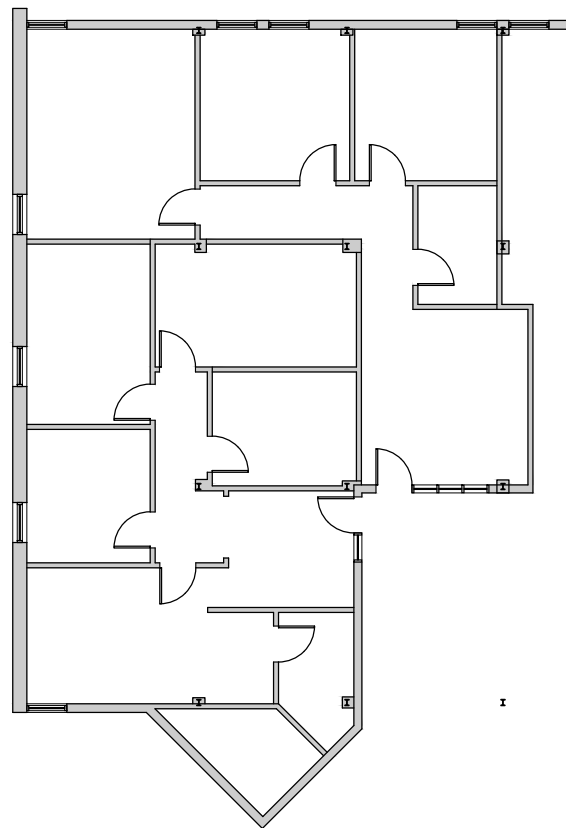
2/7/2023

Cover Memo



Rowan County Commissioners Retreat Summary Agenda – February 6, 2023

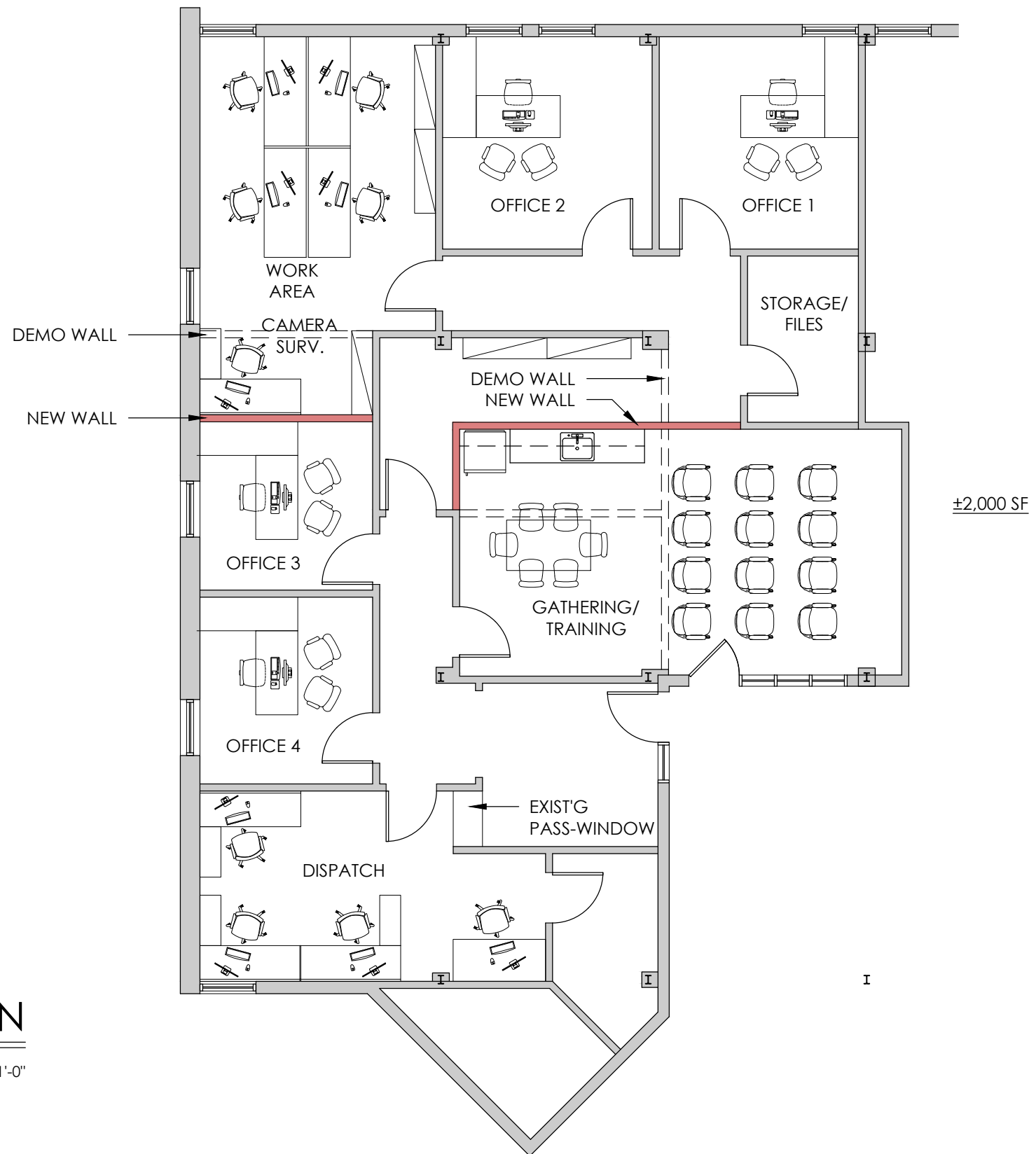
Welcome & Agenda Review	5 min	10:00-10:05am
Accomplishments	15 min	10:05-10:20am
Tax Assessor - Reval	30 min	10:20-10:50am
Budget Updates	30 min	10:50-11:20am
Sheriff Updates	15 min	11:20-11:35am
<i>BREAK</i>	<i>10 min</i>	<i>11:35-11:45am</i>
Planning & Building Inspection Updates	15 min	11:45-12:00pm
Long-Term Planning	15 min	12:00-12:15pm
New Transit Building	15 min	12:15-12:30pm
Working Lunch – Commissioner’s Topics	60 min	12:30-1:30pm
Economic Development Commission	20 min	1:30-1:50pm
<i>BREAK</i>	<i>10 min</i>	<i>1:50-2:00pm</i>
Prioritization	25 min	2:00-2:25pm
Wrap-Up	5 min	2:25-2:30pm



A1.1-01

EXISTING PLAN

SCALE: 1/16" = 1'-0"



A1.1-02

OPTION 1 FLOOR PLAN
SELECTIVE DEMOLITION

SCALE: 1/8" = 1'-0"

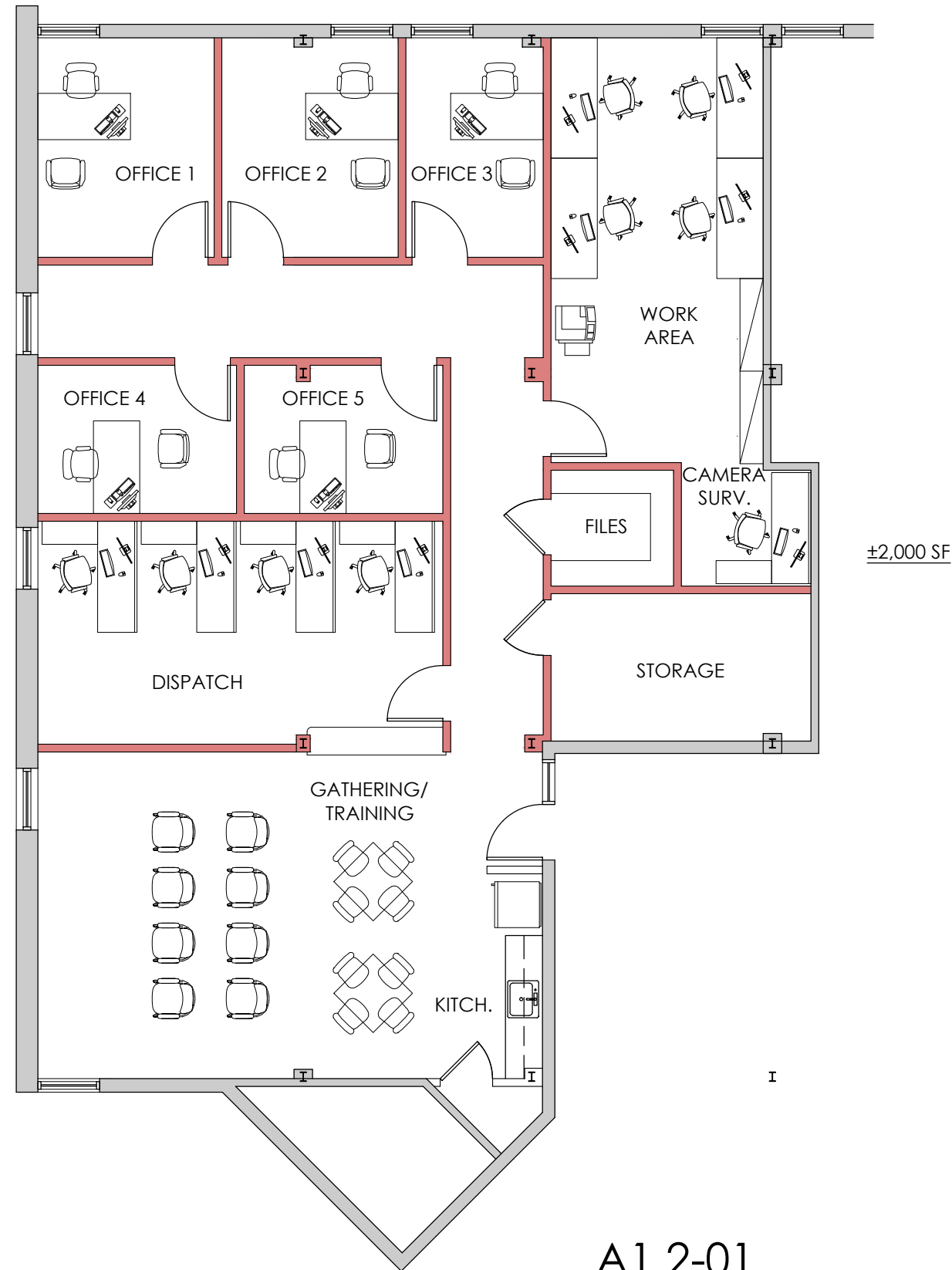
OPTION 1
AG. BUILDING WEST
FLOOR PLAN
SELECTIVE DEMO.

ROWAN
TRANSIT
SYSTEM
2727 Old Concord Rd.
Salisbury, NC 28146

SHEET

A1.1

DATE: 1/24/2023



A1.2-01

OPTION 2 FLOOR PLAN FULL DEMOLITION

SCALE: 1/8" = 1'-0"



110 N. MAIN ST. SUITE 200
SALISBURY, NC 28144

pete@boglefirm.com
www.boglefirm.com
704.638.2015

PUBLICATION OR REUSE OF THESE DRAWINGS OR ANY INCLUDED DETAILS MUST BE WITH THE WRITTEN CONSENT OF THE FIRM'S PRINCIPAL ARCHITECT.

OPTION 2
AG. BUILDING WEST
FLOOR PLAN
FULL DEMO.

ROWAN
TRANSIT
SYSTEM

2727 Old Concord Rd.
Salisbury, NC 28146

SHEET

A1.2

DATE: 1/24/2023

OPTION 3
AG. BUILDING EAST
FLOOR PLAN
SELECTIVE DEMO.

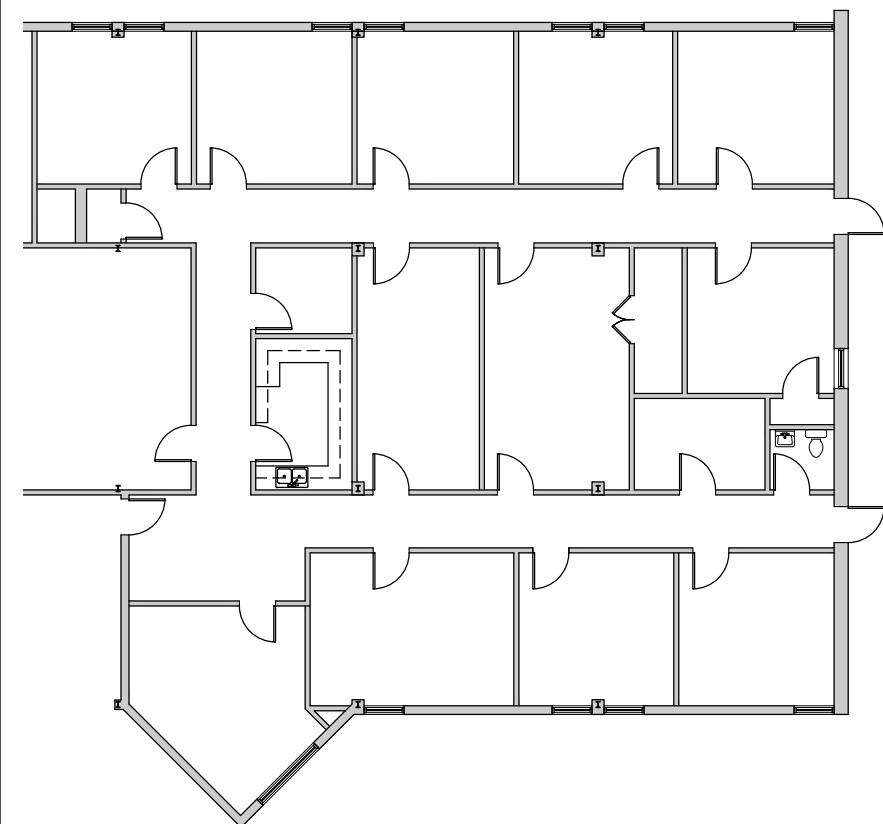
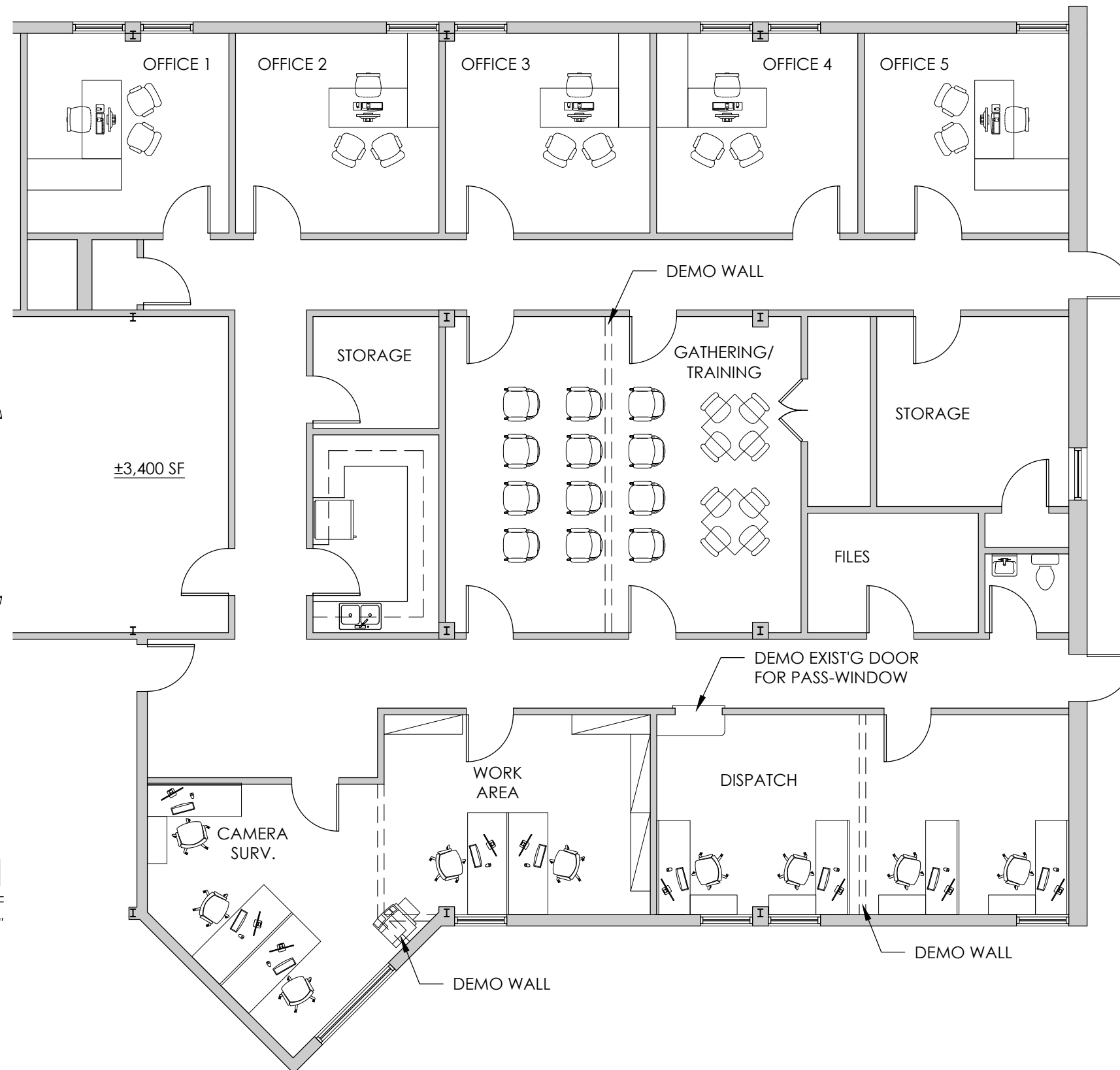
ROWAN
TRANSIT
SYSTEM

2727 Old Concord Rd.
Salisbury, NC 28146

SHEET

A1.3

DATE: 1/24/2023



A1.3-01

EXISTING PLAN

SCALE: 1/16" = 1'-0"

A1.3-01

OPTION 3 FLOOR PLAN
SELECTIVE DEMOLITION

SCALE: 1/8" = 1'-0"



A1.4-01

OPTION 4 FLOOR PLAN
FULL DEMOLITION

SCALE: 1/8" = 1'-0"

the BOGLE FIRM
ARCHITECTURE

110 N. MAIN ST SUITE 200
SALISBURY, NC 28144

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PUBLICATION OR REUSE OF THESE DRAWINGS OR ANY INCLUDED DETAILS MUST BE WITH THE WRITTEN CONSENT OF THE FIRM'S PRINCIPAL ARCHITECT.

OPTION 4
AG. BUILDING EAST
FLOOR PLAN
FULL DEMOLITION

ROWAN
TRANSIT
SYSTEM

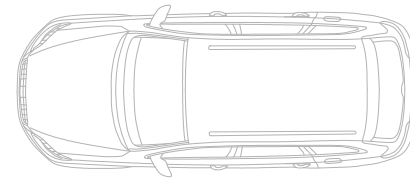
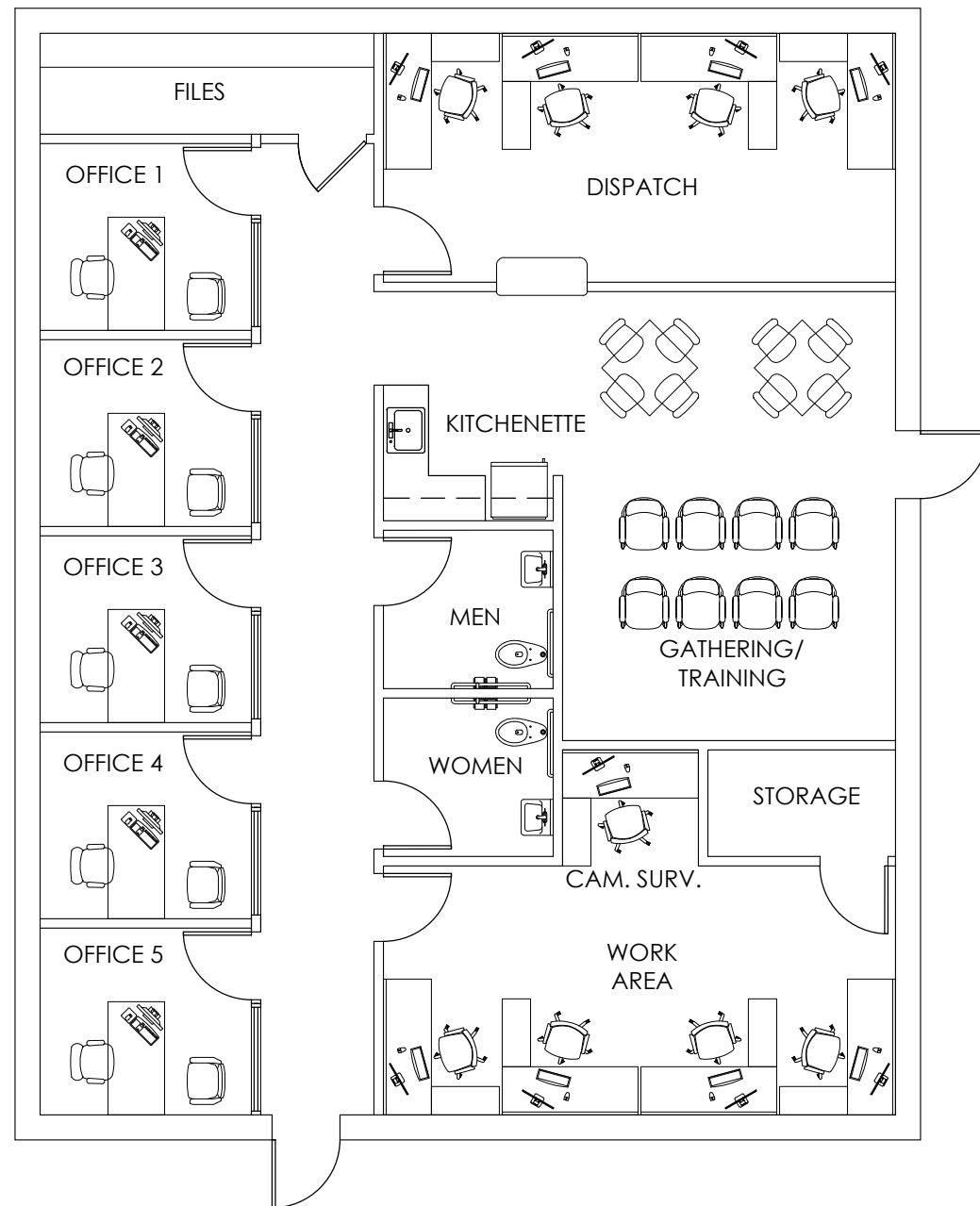
2727 Old Concord Rd.
Salisbury, NC 28146

SHEET

A1.4

DATE: 1/24/2023

2,000 SF



A1.5-01

OPTION 5 FLOOR PLAN

SCALE: 1/8" = 1'-0"

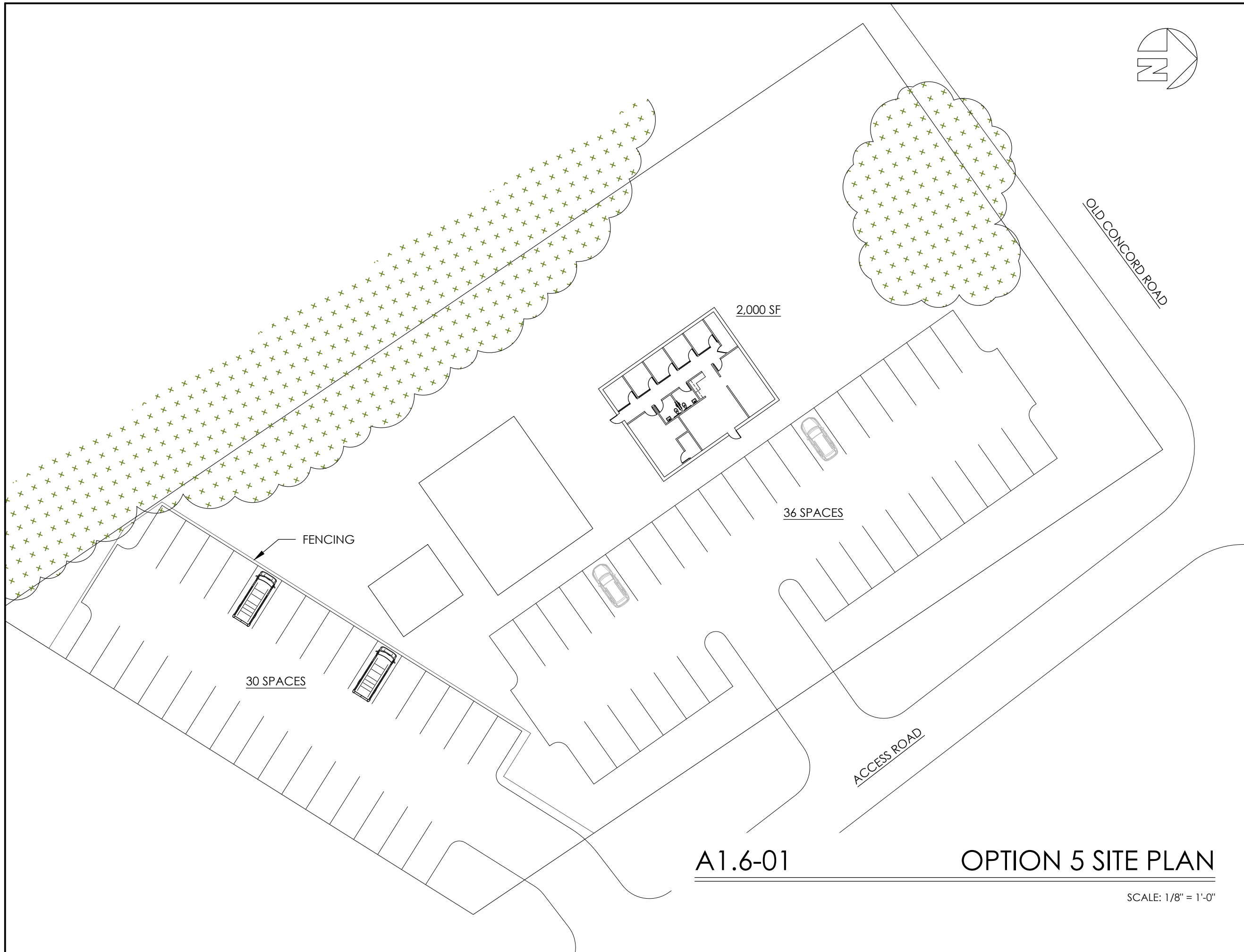
OPTION 5
DONLEY HOUSE
FLOOR PLAN

ROWAN
TRANSIT
SYSTEM
2726 Old Concord Rd.
Salisbury, NC 28146

SHEET

A1.5

DATE: 1/24/2023



ARCHITECTURE

110 N. MAIN ST SUITE 200 SALISBURY, NC 28144
pete@boglefirm.com www.boglefirm.com 704.638.2015

PUBLICATION OR REUSE OF THESE DRAWINGS OR ANY INCLUDED DETAILS MUST BE WITH THE WRITTEN CONSENT OF THE FIRM'S PRINCIPAL ARCHITECT.

OPTION 5
DONLEY HOUSE
SITE PLAN

ROWAN
TRANSIT
SYSTEM

2726 Old Concord Rd.
Salisbury, NC 28146

SHEET

A1.6

DATE: 1/24/2023

A1.6-01

OPTION 5 SITE PLAN

SCALE: 1/8" = 1'-0"

Rowan County Agriculture Building Remodel (West)

		FULL DEMO				SELECT. DEMO				NEW FINISHES ONLY			
		LOWER PRICE	UPPER PRICE	LOWER BUDGET	UPPER BUDGET	LOWER PRICE	UPPER PRICE	LOWER BUDGET	UPPER BUDGET	LOWER PRICE	UPPER PRICE	LOWER BUDGET	UPPER BUDGET
DESCRIPTION													
Office	2,000	\$ 125	\$ 130	\$ 250,000	\$ 260,000	\$ 50	\$ 75	\$ 100,000	\$ 150,000	\$ 20	\$ 25	\$ 40,000	\$ 50,000
Vans	450	\$ 7	\$ 12	\$ 3,150	\$ 5,400	\$ 7	\$ 12	\$ 3,150	\$ 5,400	\$ 7	\$ 12	\$ 3,150	\$ 5,400
(linear ft. fencing)				\$ -	\$ -			\$ -	\$ -			\$ -	\$ -
				\$ -	\$ -			\$ -	\$ -			\$ -	\$ -
				\$ -	\$ -			\$ -	\$ -			\$ -	\$ -
				\$ -	\$ -			\$ -	\$ -			\$ -	\$ -
				\$ -	\$ -			\$ -	\$ -			\$ -	\$ -
				\$ -	\$ -			\$ -	\$ -			\$ -	\$ -
				\$ -	\$ -			\$ -	\$ -			\$ -	\$ -
				\$ 253,150	\$ 265,400			\$ 103,150	\$ 155,400			\$ 43,150	\$ 55,400
Furniture, Fixt., & Equip. (allowance)				\$ 17,000	\$ 22,000			\$ 17,000	\$ 22,000			\$ 17,000	\$ 22,000
SUBTOTAL				\$ 270,150	\$ 287,400			\$ 120,150	\$ 177,400			\$ 60,150	\$ 77,400
General Contingency (10%)				\$ 27,015	\$ 28,740			\$ 12,015	\$ 17,740			\$ 6,015	\$ 7,740
TOTAL				\$ 297,165	\$ 316,140			\$ 132,165	\$ 195,140			\$ 66,165	\$ 85,140

Rowan County Agriculture Building Remodel (East)

		FULL DEMO		LOWER BUDGET	UPPER BUDGET	SELECT. DEMO		LOWER BUDGET	UPPER BUDGET	NEW FINISH. ONLY		LOWER BUDGET	UPPER BUDGET
		LOWER PRICE	UPPER PRICE			LOWER PRICE	UPPER PRICE			LOWER PRICE	UPPER PRICE		
DESCRIPTION													
Office	3,400	\$ 125	\$ 130	\$ 425,000	\$ 442,000	\$ 50	\$ 75	\$ 170,000	\$ 255,000	\$ 20	\$ 25	\$ 68,000	\$ 85,000
Vans	450	\$ 7	\$ 12	\$ 3,150	\$ 5,400	\$ 7	\$ 12	\$ 3,150	\$ 5,400	\$ 7	\$ 12	\$ 3,150	\$ 5,400
(linear ft.				\$ -	\$ -			\$ -	\$ -			\$ -	\$ -
				\$ -	\$ -			\$ -	\$ -			\$ -	\$ -
				\$ -	\$ -			\$ -	\$ -			\$ -	\$ -
				\$ -	\$ -			\$ -	\$ -			\$ -	\$ -
				\$ -	\$ -			\$ -	\$ -			\$ -	\$ -
				\$ -	\$ -			\$ -	\$ -			\$ -	\$ -
				\$ -	\$ -			\$ -	\$ -			\$ -	\$ -
				\$ 428,150	\$ 447,400			\$ 173,150	\$ 260,400			\$ 71,150	\$ 90,400
Furniture, Fixt., & Equip. (allowance)				\$ 17,000	\$ 22,000			\$ 17,000	\$ 22,000			\$ 17,000	\$ 22,000
SUBTOTAL				\$ 445,150	\$ 469,400			\$ 190,150	\$ 282,400			\$ 88,150	\$ 112,400
General Contingency (10%)				\$ 44,515	\$ 46,940			\$ 19,015	\$ 28,240			\$ 8,815	\$ 11,240
TOTAL				\$ 489,665	\$ 516,340			\$ 209,165	\$ 310,640			\$ 96,965	\$ 123,640

ROWAN TRANSIT SYSTEMS

CONCEPTUAL CONSTRUCTION BUDGET

Donley House

	PRICE/SF			LOWER BUDGET	UPPER BUDGET
	SF	LOWER PRICE	UPPER PRICE		
DESCRIPTION					
Office	2,000	\$ 175.00	\$ 200.00	\$ 350,000.00	\$ 400,000.00
Vans (linear ft. fencing)	14,200	\$ 4.25	\$ 4.75	\$ 60,350.00	\$ 67,450.00
Van Parking (30 spaces; fenced)	11,500	\$ 5.50	\$ 6.10	\$ 63,250.00	\$ 70,150.00
Site Prep (tree removal, etc.; allowance)	1	\$ 4,500.00	\$ 7,000.00	\$ 4,500.00	\$ 7,000.00
				\$ -	\$ -
				\$ -	\$ -
				\$ -	\$ -
				\$ -	\$ -
				\$ -	\$ -
				\$ -	\$ -
				\$ 478,100.00	\$ 544,600.00
Furniture, Fixtures, & Equipment (allowance)				\$ 17,000.00	\$ 22,000.00
SUBTOTAL				\$ 495,100.00	\$ 566,600.00
General Contingency (10%)				\$ 49,510.00	\$ 56,660.00
TOTAL				\$ 544,610.00	\$ 623,260.00



**ROWAN
COUNTY**

NORTH CAROLINA

Be an original.



THE **BOGLE FIRM,**
ARCHITECTURE

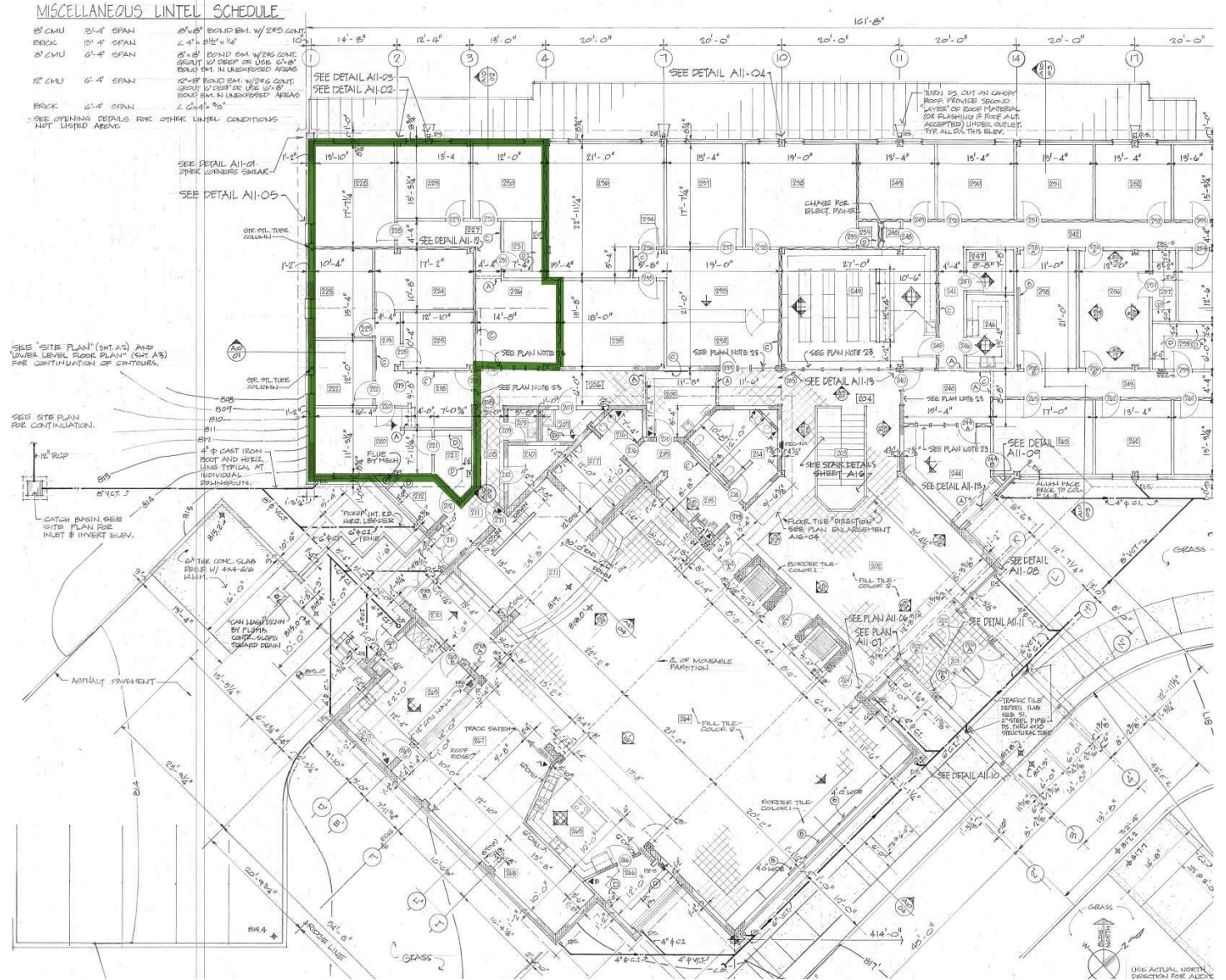
Existing

Ag. Building West

New Finishes Only

SF	LOWER PRICE	UPPER PRICE	LOWER BUDGET	UPPER BUDGET
----	----------------	----------------	-----------------	-----------------

DESCRIPTION					
Office	2,000	\$ 10	\$ 15	\$ 20,000	\$ 30,000
Vans (linear ft.	450	\$ 28	\$ 33	\$ 12,600	\$ 14,850
fencing +				\$ -	\$ -
gate)				\$ -	\$ -
				\$ -	\$ -
				\$ -	\$ -
				\$ -	\$ -
				\$ -	\$ -
				\$ -	\$ -
				\$ 32,600	\$ 44,850
Furniture, Fixt., & Equip. (allowance)				\$ 17,000	\$ 22,000
SUBTOTAL				\$ 49,600	\$ 66,850
General Contingency (10%)				\$ 4,960	\$ 6,685
TOTAL				\$ 54,560	\$ 73,535



Option 1

Ag. Building West

Selective Demolition

	SF	SELECT. DEMO		LOWER BUDGET	UPPER BUDGET
		PRICE	PRICE		
DESCRIPTION					
Office	2,000	\$ 40	\$ 65	\$ 80,000	\$ 130,000
Vans (linear ft.	450	\$ 28	\$ 33	\$ 12,600	\$ 14,850
fencing + gate)				\$ -	\$ -
				\$ -	\$ -
				\$ -	\$ -
				\$ -	\$ -
				\$ -	\$ -
				\$ -	\$ -
				\$ -	\$ -
				\$ -	\$ -
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				\$ -	\$ -
				\$ -	\$ -
				\$ -	\$ -
				\$ -	\$ -
Furniture, Fixt., & Equip. (allowance)				\$ 92,600	\$ 144,850
SUBTOTAL				\$ 17,000	\$ 22,000
General Contingency (10%)				\$ 109,600	\$ 166,850
TOTAL				\$ 120,560	\$ 183,535



Option 2

Ag. Building West

Full Demolition

[illegible]

*Including new HVAC system



Existing

Ag. Building East

New Finishes Only

NEW FINISH. ONLY

SF	LOWER PRICE	UPPER PRICE	LOWER BUDGET	UPPER BUDGET
----	----------------	----------------	-----------------	-----------------

DESCRIPTION

[illegible]

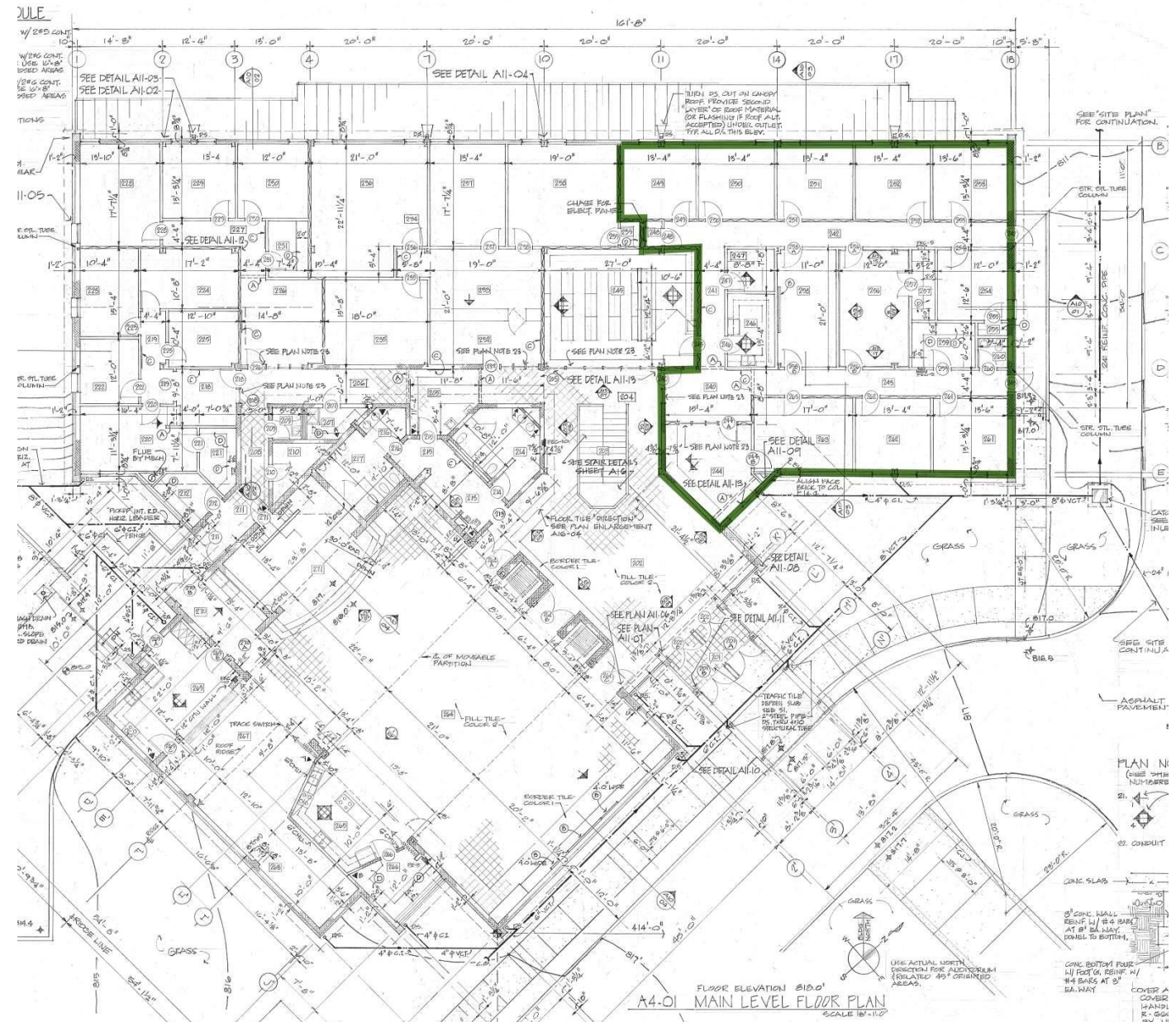
\$46,600 \$ 65,850

Furniture, Fixt., & Equip. (allowance)

\$ 63,600 \$ 87,850

General Contingency (10%)

\$69,960 \$ 96,635



Option 3

Ag. Building West
Selective Demolition

	SF	SELECT. DEMO		LOWER BUDGET	UPPER BUDGET
		PRICE	PRICE		
DESCRIPTION					
Office	3,400	\$ 30	\$ 45	\$ 102,000	\$ 153,000
Vans (linear ft.	450	\$ 28	\$ 33	\$ 12,600	\$ 14,850
fencing +				\$ -	\$ -
gate)				\$ -	\$ -
				\$ -	\$ -
				\$ -	\$ -
				\$ -	\$ -
				\$ -	\$ -
				\$ -	\$ -
				\$ -	\$ -
				\$ -	\$ -
				\$ -	\$ -
				\$ -	\$ -
				\$ -	\$ -
				\$ -	\$ -
Furniture, Fixt., & Equip. (allowance)				\$ 17,000	\$ 22,000
SUBTOTAL				\$ 131,600	\$ 189,850
General Contingency (10%)				\$ 13,160	\$ 18,985
TOTAL				\$ 144,760	\$ 208,835



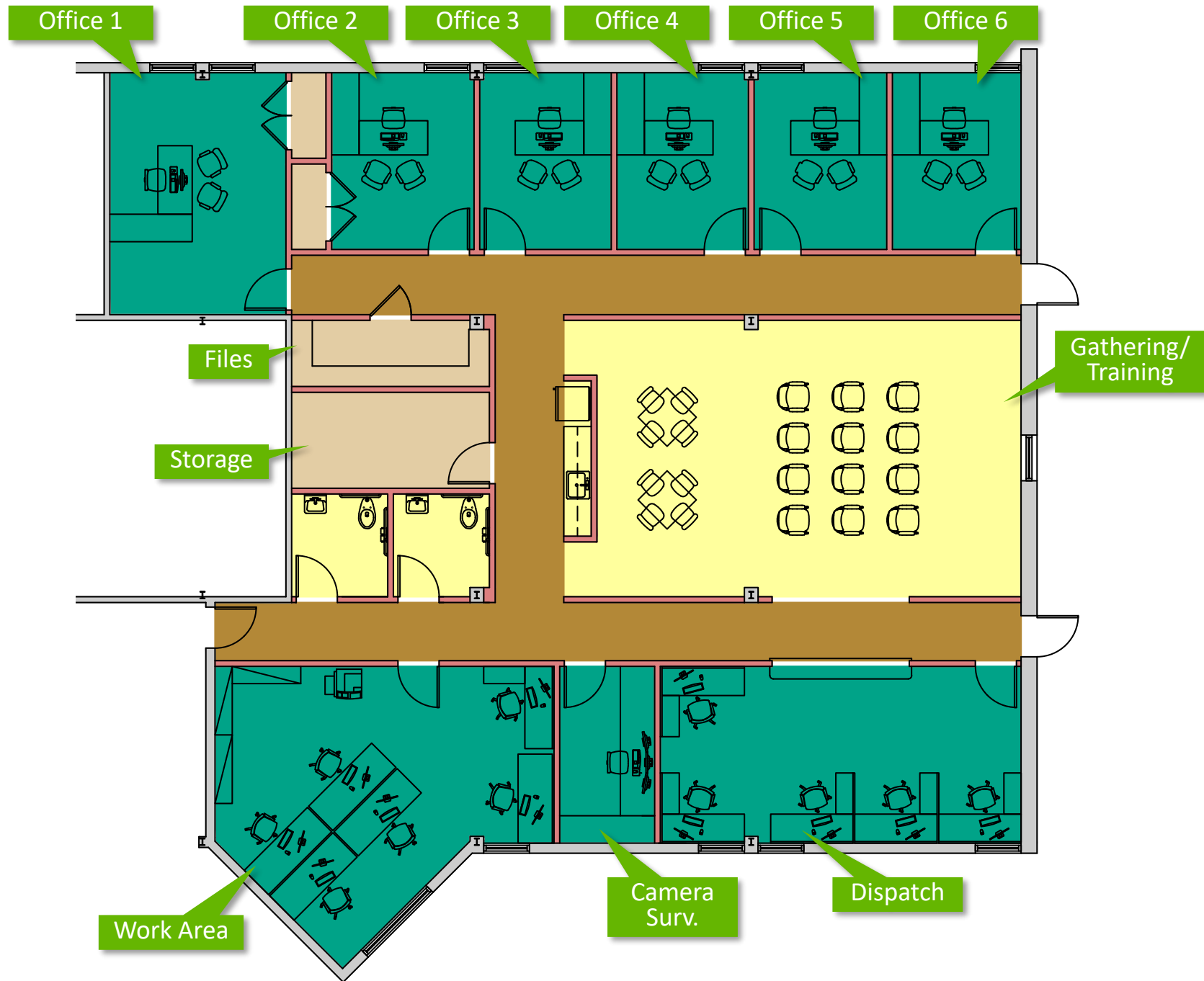
Option 4

Ag. Building West

Full Demolition

	SF	FULL DEMO		LOWER BUDGET	UPPER BUDGET
		LOWER PRICE	UPPER PRICE		
DESCRIPTION					
Office	3,400	\$ 125	\$ 130	\$ 425,000	\$ 442,000
Vans (linear ft.	450	\$ 28	\$ 33	\$ 12,600	\$ 14,850
fencing + gate)				\$ -	\$ -
				\$ -	\$ -
				\$ -	\$ -
				\$ -	\$ -
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				\$ -	\$ -
				\$ -	\$ -
				\$ -	\$ -
				\$ -	\$ -
				\$ -	\$ -
Furniture, Fixt., & Equip. (allowance)				\$ 17,000	\$ 22,000
SUBTOTAL				\$ 454,600	\$ 478,850
General Contingency (10%)				\$ 45,460	\$ 47,885
TOTAL				\$ 500,060	\$ 526,735

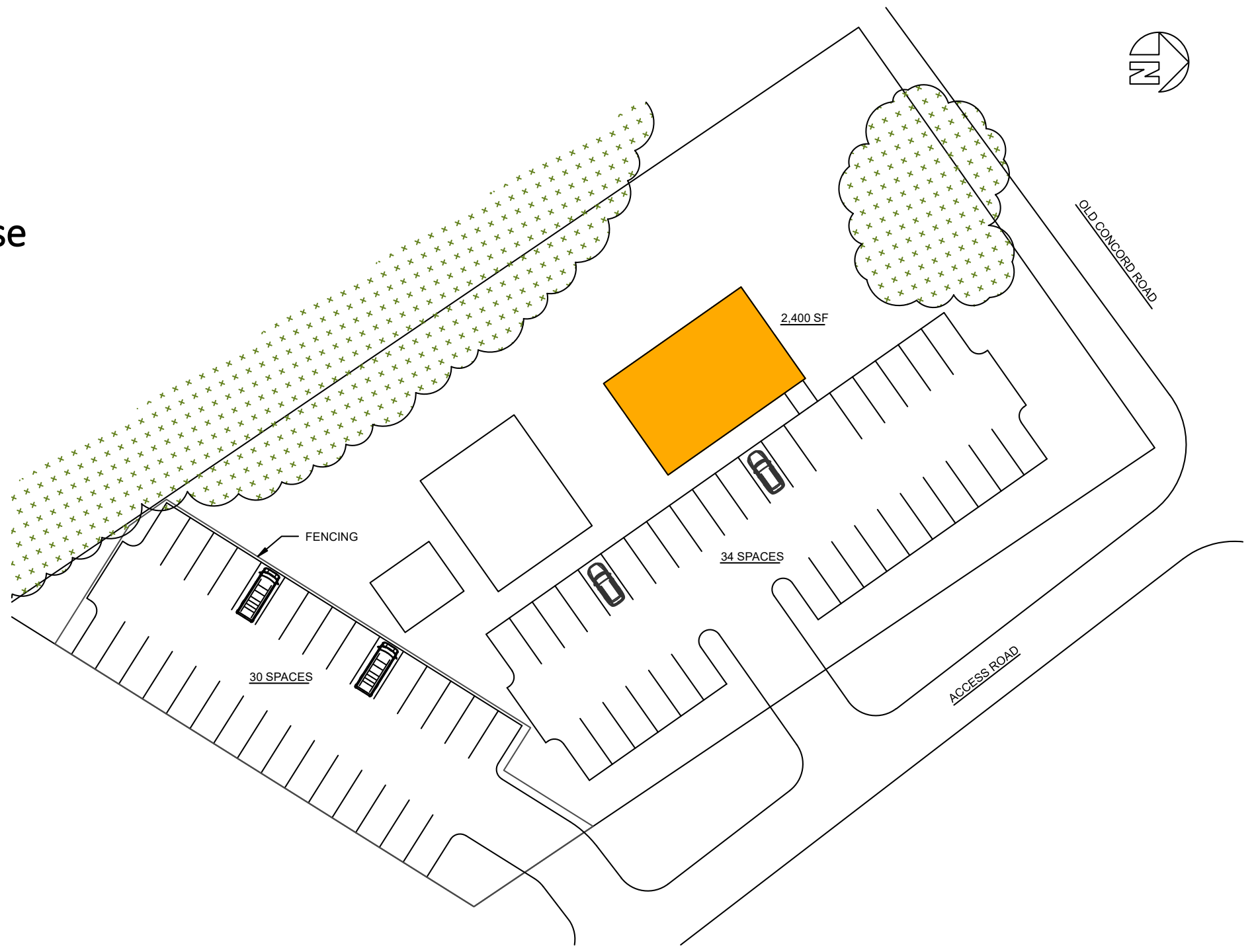
*Including new HVAC system





Option 5

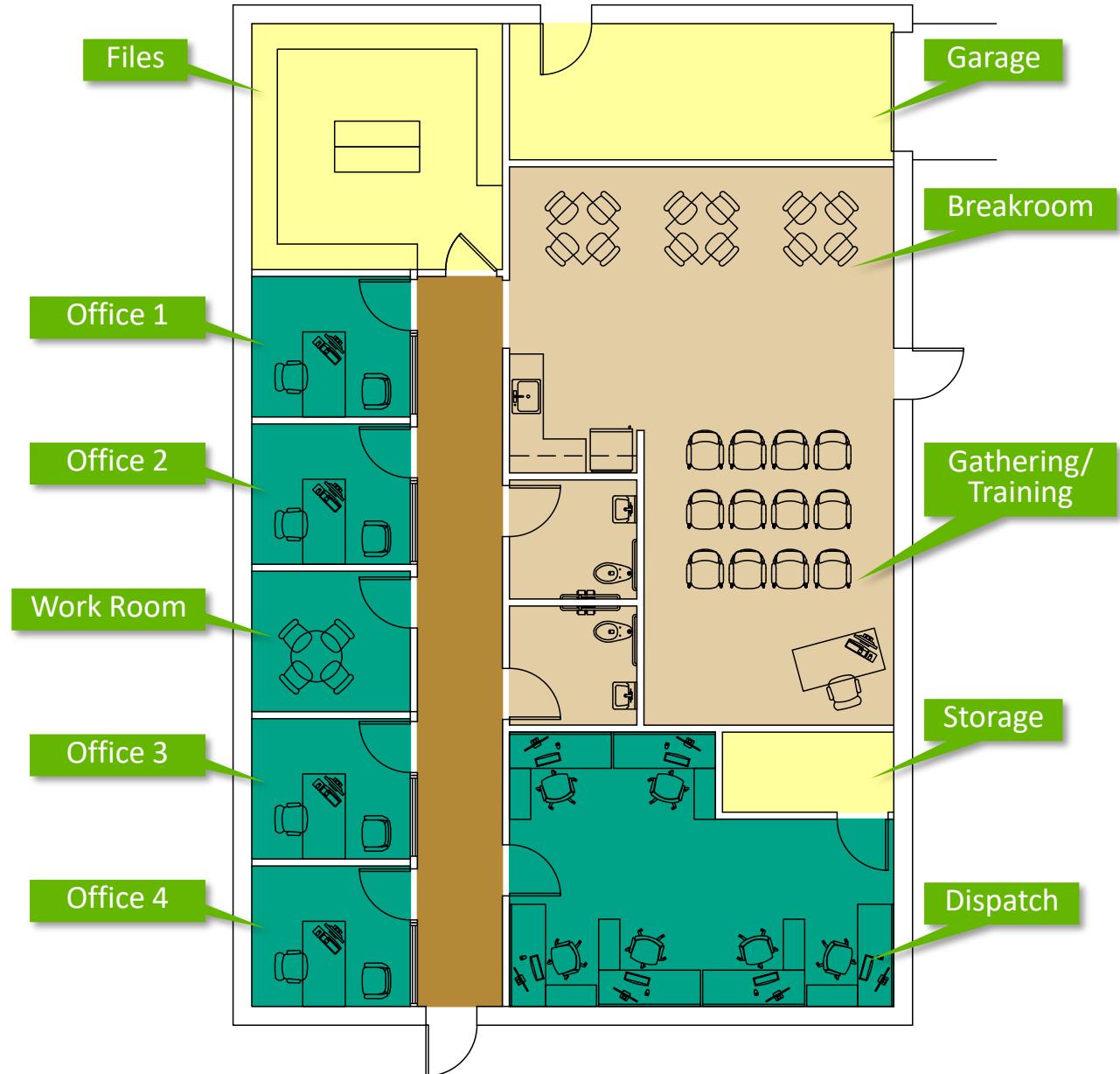
Donley House



Option 5

Donley House

	SF	LOWER PRICE	UPPER PRICE	LOWER BUDGET	UPPER BUDGET
DESCRIPTION					
Office	\$ 2,400	\$ 175	\$ 200	\$ 420,000	\$ 480,000
Parking (34 employees, 30 vans)	\$ 25,700	\$ 6.52	\$ 7.30	\$ 167,564	\$ 187,610
Vans (linear ft. fencing + gate)	\$ 450	\$ 28	\$ 33	\$ 12,600	\$ 14,850
Site Prep (tree removal, etc.; allowance)	\$ 1	\$ 30,000	\$ 40,000	\$ 30,000	\$ 40,000
				\$ -	\$ -
				\$ 630,164	\$ 722,460
Furniture, Fixtures, & Equipment (allowance)				\$ 17,000	\$ 22,000
SUBTOTAL				\$ 647,164	\$ 744,460
General Contingency (10%)				\$ 64,716	\$ 74,446
TOTAL				\$ 711,880	\$ 818,906



2023 Rowan County Revaluation

**Rowan County
Assessor's Office**

Rowan County 2023 Revaluation (Reappraisal)



- This is the process of updating Rowan County's real property values to reflect fair market value as of January 1, 2023.
- Reappraisal reestablishes the fairness of the tax burden between properties which typically change in value at different rates by location and property type.
- It is required by N.C.G.S. 105-286 at least once every eight years.
- Rowan County is currently on a 4 year reappraisal cycle.
- The last countywide reappraisal was conducted 4 years ago with an effective date of January 1, 2019.

Rowan County Tax Base

- Rowan County Tax Base is Derived from:
 - 80,632 Parcels (Real Property)
 - 6,476 Commercial or Industrial Parcels
 - 52,265 Residential Properties
 - 748 Leasehold Properties
 - 4,464 Present Use Value Properties
 - 16,679 Vacant Land Properties
 - Personal Property
 - 19,259 Individual Personal Property Accounts
 - 7,697 Business Personal Property Accounts
 - 403 Public Service Accounts
 - 142,728 Vehicles

Appraisal Facts

- Properties are appraised at 100% market value at the time of a county-wide revaluation. Data is reviewed from the most recent qualified sales leading up to the reappraisal date.
- The **Schedule of Values, Standards and Rules** are manuals to describe the methodology and procedures for appraising real estate at market value at the time of the county's most recent General Reappraisal.
- In order to reappraise all parcels, a process referred to as **mass appraisal** is employed. Mass appraisal is the process of grouping uniform or similar properties together to ensure fair and equitable property values.
- Real property values remain the same until the next reappraisal unless physical changes are made to the property between revaluation years.
- New buildings and other improvements are appraised according to the degree of completion on January 1 of each year.

Approaches to Value

- **Market:** analyzing sales of comparable properties and adjusting for differences to establish value for a specific property
- **Cost:** using the total material and labor cost (minus depreciation) and the land costs to establish value for a specific property
- **Income:** incorporating consideration of a property's rental income, expenses, vacancy rates, and rate of monetary return to establish value for a specific property

Sale Verification

A **qualified sale** is an arms length transaction between a willing buyer and seller.

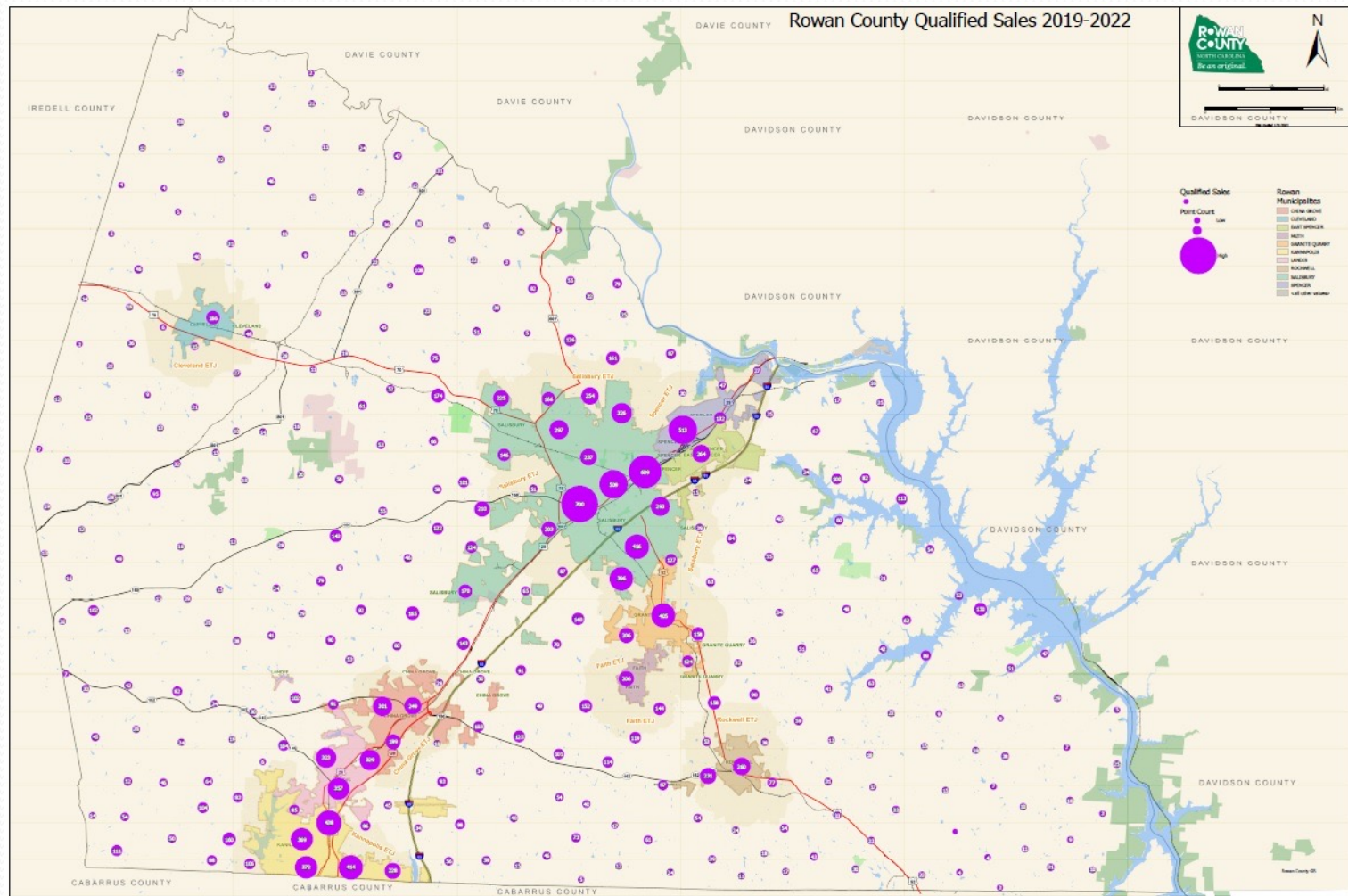
Reasons a sale could be unqualified: *(all sales must be considered)*

- Sales in connection with foreclosures, bankruptcies, and condemnations
- Sales that occur between relatives or affiliated companies
- Properties sold at public auctions
- Special financing/land contracts

Volume of Sales since 2019

- Residential: 16,706
 - Qualified: 11,941
 - Unqualified: 4,765
- Commercial: 1,137
 - Qualified: 714
 - Unqualified: 423

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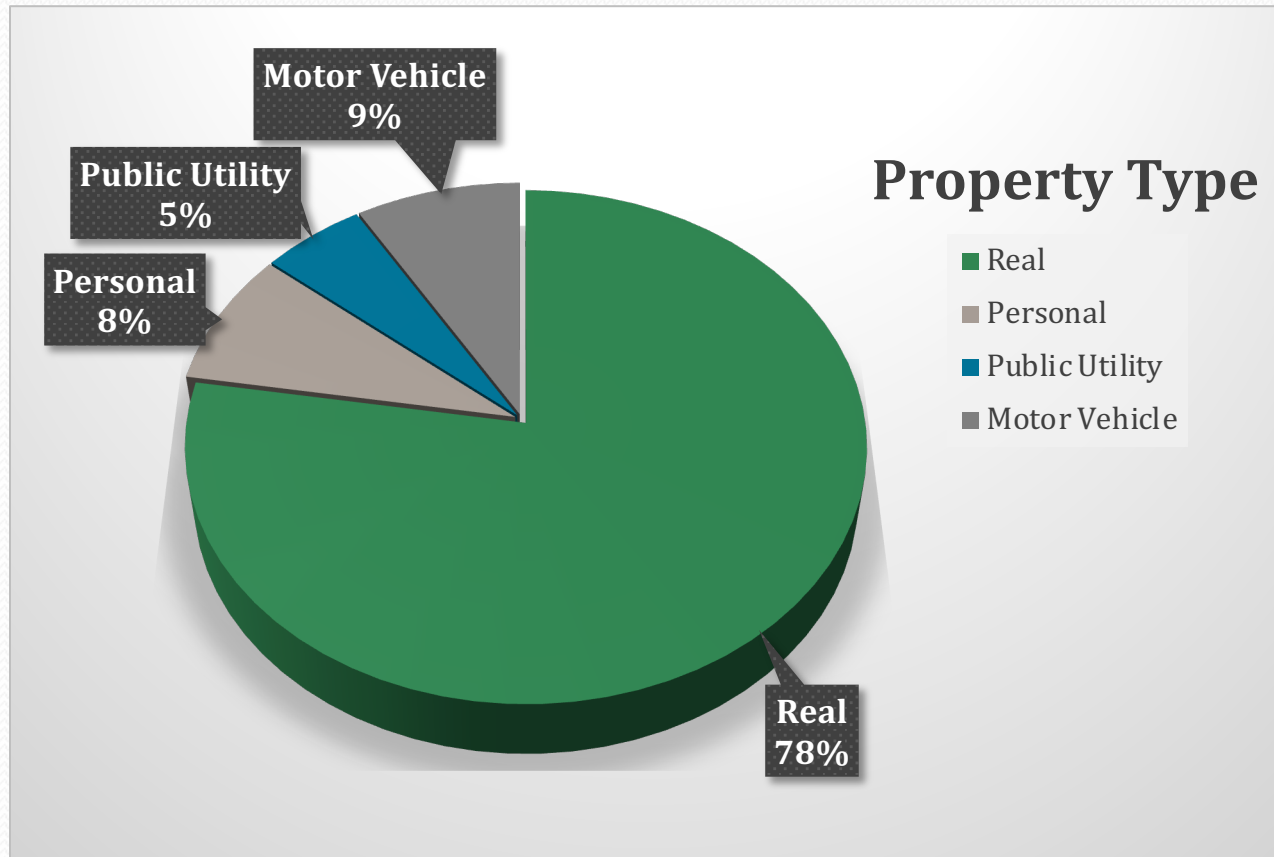


2023 Revaluation

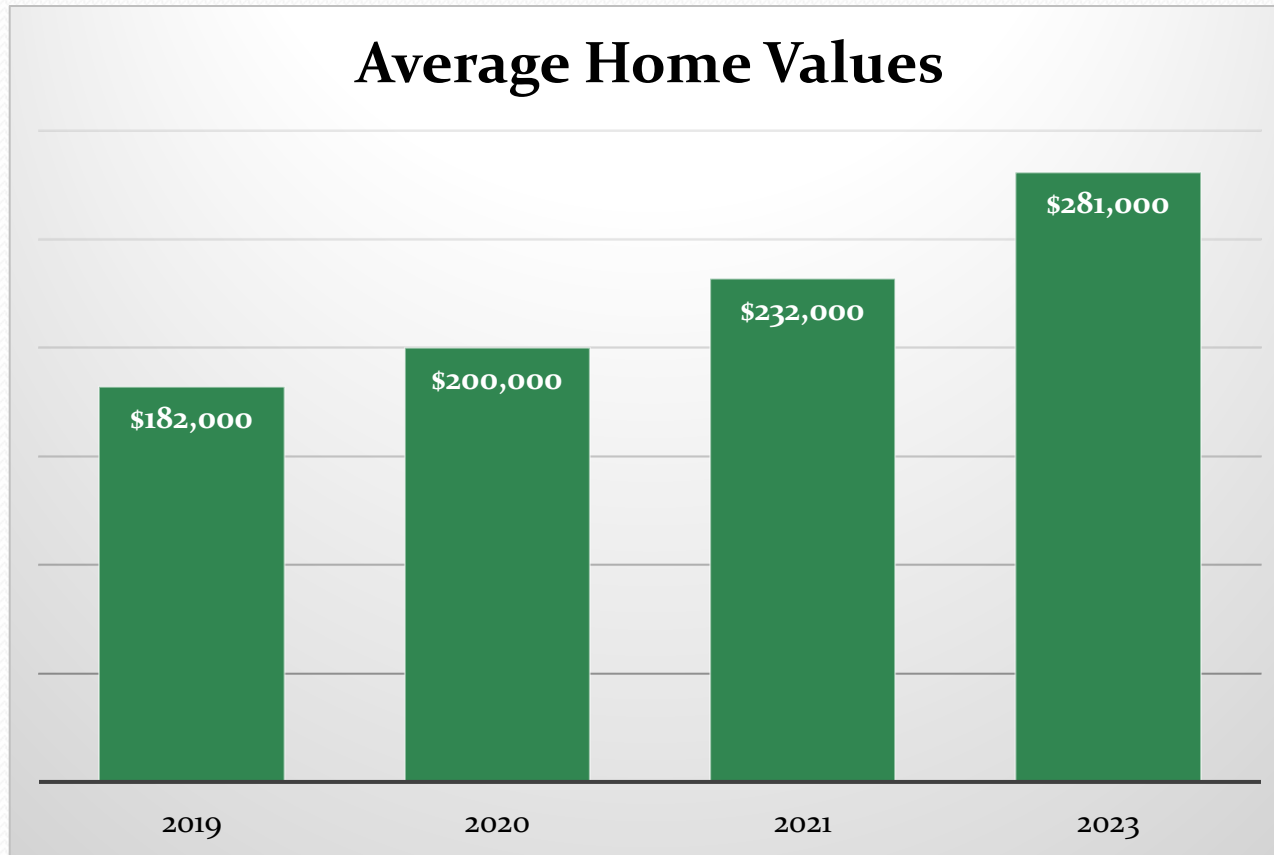
22 Counties

- Alamance
- Alexander
- Ashe
- Brunswick
- Burke
- Camden
- Craven
- Gaston
- Graham
- Henderson
- Iredell
- Lee
- Lincoln
- Macon
- McDowell
- Mecklenburg
- Moore
- North Hampton
- Randolph
- Rowan
- Rutherford
- Yadkin

Property Value Percentage of Tax Base in Rowan County



Average Home Values



2023 Revaluation Results

- County-wide real property value increase: 44.96%
- **Individual property values will not change at the same rate due to market area and property type.**
- Value change is market driven
- Property value is just **one** component of the property tax bill.

Important Upcoming Dates

- **February – March 2023:**
 - Notices of value mailed to property owners
 - Appeal period begins
- **April 2023:**
 - Board of Equalization and Review convenes to hear formal appeals
- **June 2023:**
 - Board of Equalization and Review adjourns (appeal period ends)

Appeal Reasons

Assessed real property values may be appealed for the following reasons:

<u>Yes</u>	<u>No</u>
Assessed value is higher than market value	The percentage increase from previous assessment
Assessed value is less than market value	Financial ability to pay the taxes
Assessed value is inequitable with similar properties	Historical construction cost
	Economic conditions

What does the Process Look Like?

Notification Mailed

All persons owning real property in the county will receive a notification of their new value.

Notices Reviewed

Property owners should review information within the notification of value sent.

Office Review

Property owners wishing to file for an office review may do so online, by mail, in person, or by phone.

Board of E&R

If a property owner does not agree with the office review decision, they may file an appeal to the Board of Equalization and Review.

Property Tax Commission

If a property owner does not agree with the decision from the Board of Equalization and Review, they may file an appeal to the Property Tax Commission.

Finding Online Appeal Form

The screenshot shows a web browser window with the URL rowancountync.gov/1139/Tax-Administration. The website header includes the Rowan County logo, social media icons, a search bar, and navigation links for GOVERNMENT, COMMUNITY, SERVICES, and I WANT TO... The main content area features a large background image of a snowy forest. On the left, a green sidebar lists 'Tax Assessor' and 'Tax Collector'. The 'Tax Assessor' link is highlighted with a yellow box. To the right, the 'Tax Administration' section is displayed, with 'Tax Assessor' also highlighted in a yellow box. Below this, the 'Tax Assessor' description is shown: 'The Assessor's office is responsible for the listing, assessing and billing of all taxable property within Rowan County.' The 'Tax Collector' description is also visible: 'The Tax Collector's office collects Ad Valorem tax for Rowan County, 10 municipalities, and 23 fire districts.' At the bottom, there are five icons representing different services: Agendas & Minutes, Transparency, Maps/GIS, Pay Online, and Media.

Tax Administration | Rowan County

rowancountync.gov/1139/Tax-Administration

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GOVERNMENT COMMUNITY SERVICES I WANT TO...

Home » Government » Departments » Tax Administration

Tax Administration

Tax Assessor

The Assessor's office is responsible for the listing, assessing and billing of all taxable property within Rowan County.

Tax Collector

The Tax Collector's office collects Ad Valorem tax for Rowan County, 10 municipalities, and 23 fire districts.

Agendas & Minutes Transparency Maps/GIS Pay Online Media

Finding Online Appeal Form

The screenshot shows a web browser window with the URL rowancountync.gov/466/Tax-Assessor. The website header features the Rowan County logo, social media icons, a search bar, and navigation links for GOVERNMENT, COMMUNITY, SERVICES, and I WANT TO... A large background image of a snowy forest is visible. On the left, a green sidebar menu lists various options, with 'Electronic Appeal' highlighted. The main content area is titled 'Tax Assessor' and includes a breadcrumb trail: Home > Government > Departments > Tax Administration > Tax Assessor. Below the title, there is a section for 'Responsibilities' and a photograph of the County of Rowan building. To the right, a 'CONTACT US' section provides the Tax Assessor's contact information, including physical address, phone, fax, and hours of operation. At the bottom, a note states that those with questions or concerns regarding the following areas can contact the Tax Assessor's office here:

Appeals


- Board of Equalization & Review
- Contact Us
- Electronic Appeal**
- Electronic Business/Individual Listing
- Exemptions
- FAQs
- Forms
- MyDMV Portal
- NCDOR Property Tax Forms

Home > Government > Departments > Tax Administration > Tax Assessor

Tax Assessor

Responsibilities

The County Assessor's office has been an integral part of Rowan County since the beginning of county government. The Assessor's office is responsible for the listing, assessing and billing of all taxable property within Rowan County.



Those with questions or concerns regarding the following areas can contact the Tax Assessor's office here:

CONTACT US

Tax Assessor
[Contact Tax Assessor's Office](#)

Physical Address
402 N Main Street
Suite 201
Salisbury, NC 28144

Phone: : 704-216-8558
Fax: : 704-216-7984

Hours of Operation
Monday - Friday
8 a.m. - 5 p.m.

Finding Online Appeal Form

**ROWAN
COUNTY**
NORTH CAROLINA
Be an original.

Rowan County Electronic Appeal
To obtain the information needed to complete this form, please refer to your rezoning notice. If you need additional information, please call the Appraisal Department at 704-216-6366.

Name *

First

Last

Email Address *

Confirm Email

Phone *

Alternate Phone

Parcel ID # *

Code #

Property Address *

In your opinion, what is the market value of the parcel? *

Opinion of Value and Basis for Appeal (check as appropriate) *
☐ Recent appraisal (attach complete copy)
☐ Recent construction cost (attached cost information including contractor)
☐ Recent comparable sales (attached detailed information)
☐ Recent purchase
☐ Recent asking price (attach copy of listing agreement)
☐ Photos to support reason for appeal (attach photos)
☐ Other (add comments below)

Comments

File Upload

Choose File | No file chosen

File Upload

Choose File | No file chosen

File Upload

Choose File | No file chosen

File Upload

Choose File | No file chosen

In your opinion, what is the market value of the parcel? *

Opinion of Value and Basis for Appeal (check as appropriate) *
☐ Recent appraisal (attach complete copy)
☐ Recent construction cost (attached cost information including contractor)
☐ Recent comparable sales (attached detailed information)
☐ Recent purchase
☐ Recent asking price (attach copy of listing agreement)
☐ Photos to support reason for appeal (attach photos)
☐ Other (add comments below)

Comments

File Upload

Choose File | No file chosen

File Upload

Choose File | No file chosen

File Upload

Choose File | No file chosen

File Upload

Choose File | No file chosen

For commercial, industrial and rental properties please complete the following information.
Attach income and expense statement for previous 3 years (Not Federal Schedule C)

Gross rent per year

Expenses per year

Number of units

Term of lease

Leasable space (sq ft)

Tenant / Lessee Pays
☐ Insurance
☐ Taxes
☐ Maintenance
☐ Heat & Air
☐ Water & Sewer
☐ Garbage
☐ Other

File Upload

Choose File | No file chosen

File Upload

Choose File | No file chosen

File Upload

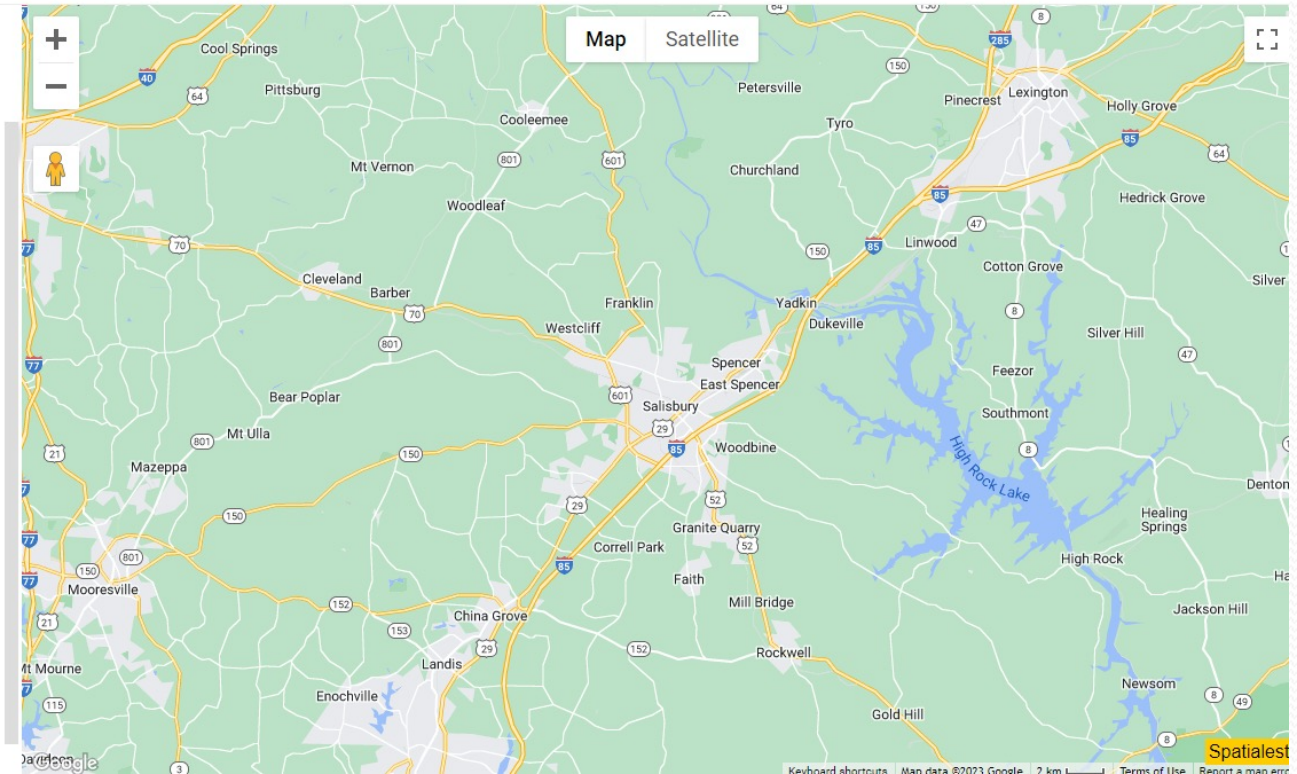
Choose File | No file chosen

Additional information - please enter any additional information

SUBMIT

COMPER Software


Property Search



COMPER Software

Refine By: Distance 1 miles Sale Date 2019-01-01 - 2020-12-31 Building Type Finished Area Bedrooms Full Baths Actual Age My Neighborhood

Subject Property



102 Jones Creek Pl
Distance: N/A
Parcel ID: 9870120732
SalesValidity: Unqualified

Sale Date: 29 Dec 2006


Sale Price: \$365,000

Year Built: 2004

Comparables: Empty

Nearby Sales


Sort



110 Towne Ridge Ln
Distance: 237 ft
Parcel ID: 9870120512
SalesValidity: Qualified

Add Comp


\$315,000



221 Towne Ridge Ln
Distance: 301 ft
Parcel ID: 9870123734
SalesValidity: Qualified

Add Comp


\$400,000



111 Towne Ridge Ln
Distance: 301 ft
Parcel ID: 9870028513
SalesValidity: Qualified

Add Comp

\$358,500



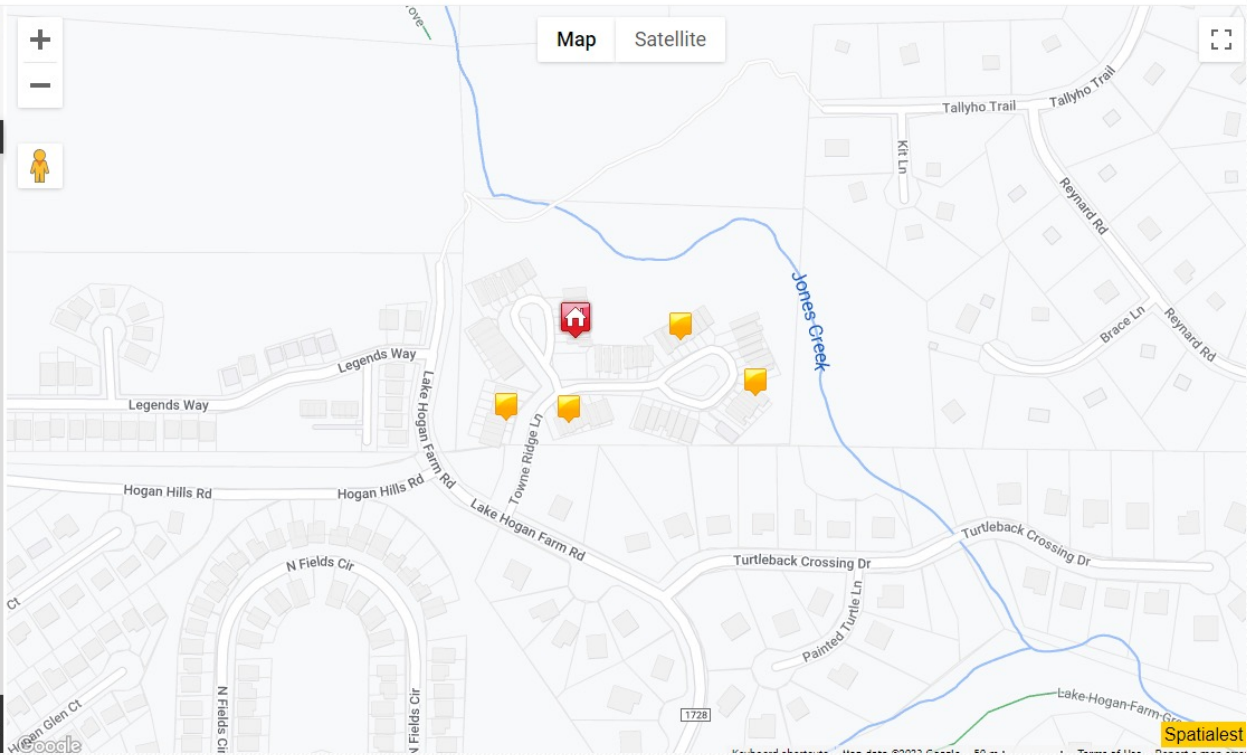
236 Towne Ridge Ln
Distance: 538 ft
Parcel ID: 9870125558
SalesValidity: Qualified

Add Comp

\$432,000

Comparables

Map Satellite



Recap of Important Dates

- **February – March 2023:**
 - Notices of value mailed to property owners
 - Appeal period begins
- **April 2023:**
 - Board of Equalization and Review will convene to hear formal appeals
- **June 2023:**
 - Board of Equalization and Review adjourns (appeal period ends)

Revenue Estimates

Rowan County Tax Base			Estimated as of 1/27/23		
	Fiscal Year			Fiscal Year	
	2022-23			2023-24	
					%Change
Real Property	\$10,664,114,355.00		Real Property	\$15,458,607,565.00	44.96%
Personal Property	\$1,590,126,243.00		Personal Property	\$1,510,619,930.85	
Public Utility	\$880,944,707.00		Public Utility	\$836,897,471.65	
Registered Motor Veh	\$1,545,910,398.00		Registered Motor Veh	\$1,526,759,960.46	
Total Tax Base Value	\$14,681,095,703.00		Total Tax Base Value	\$19,332,884,927.96	
Less Adjustments	\$291,601,113.77			\$830,566,699.11	
Actual Tax Base	\$14,389,494,589.23		Prelim Estimated Tax Base	\$18,502,318,228.85	28.58%
Adjustments include the following:					
	Personal Property listing will be ongoing til June 30.				
	Appeals of property can occur for entire year.				
	Applications for Exemption, Exclusion or Deferrment accepted till June 1.				
	Tax Collection rate.				
Part of Real Property increase was 912 new construction homes completed for 2023 with an Improvement value of \$208,993,934. Combined with all other new construction total over \$300,000,000.					

Change in Value Notice

Rowan County Tax Assessor 402 N Main Street Suite 201 Salisbury, NC 28144-4341	ROWAN COUNTY REAL PROPERTY CHANGE OF ASSESSED VALUE NOTICE Effective January 1, 2023 E-mail address: ta-appraisals@rowancountync.gov	Date of Notice Phone: 704-216-8586 Fax: 704-216-7984
---	--	--

Physical Address	Parcel	Property Description
Real Estate Market Value	Deferred Value	Assessed Value as of 1/01/23

THIS IS NOT A BILL

In accordance with N.C. General Statute 105-287 you are hereby notified that your assessed value has changed on the above-described real property. The value of your property represents 100% true market value as of January 1, 2023.

DETACH HERE ONLY IF YOU WISH TO APPEAL

ROWAN COUNTY INFORMAL APPEAL FORM		
Appeals Must Be Made Within 15 Days Of This Notice		
Physical Address	Parcel	Property Description
Real Estate Market Value	Deferred Value	Assessed Value as of 1/01/23

If you have questions concerning this form, call 704-216-8586. If you disagree with your assessed value, this form **MUST** be completed in its entirety and returned with supporting documentation to the address shown below. An appeal of property value may result in the assessment being unchanged, reduced or increased in value.

YOU CANNOT APPEAL YOUR PROPERTY VALUE BASED ON:
(1) ITS PERCENT OF INCREASE OR (2) YOUR ABILITY TO PAY THE ANTICIPATED TAX.

1. Do you feel the market value above is correct? Yes _____ No _____ If Yes, no appeal is necessary. Do not return this form. IF NO, complete this form in its entirety.
2. What is your opinion of the fair market value as of January 1, 2023? _____
3. What is the basis of your opinion? (Check where appropriate) ____ Appraisal (attach copy) _____ Purchase price (attach copy of closing statement) ____ Asking price (attach copy of listing form) _____ Comparable sales (attach detailed information)
4. If this is residential property, complete the following: Year Built _____ # of Baths _____ # of Half Baths _____ Heated Sq. Ft. _____ Additional Comments: _____ _____
5. If this is commercial or income producing property, please include the three most current year's income and expense information.
6. Daytime Phone _____ Home Phone _____ Cell phone _____ Email Address _____

If you are appealing the new market value, this form must be completed in its entirety and returned within 15 days of the date of this notice to: Rowan County Tax Assessor, 402 N Main St., Suite 201, Salisbury NC, 28144. Make sure to attach copies of any appraisals, closing statements, real estate listings, income and expense statements, etc. Appellants who do not hold an ownership interest in the subject must file a completed power of attorney form signed by the owner(s) with this office.

Owner's Signature: _____ Date: _____

80802CAN 1/15/23 CAN/K part 7/5

In Conclusion

- Although all property types will not change at the same rate, the state sales ratio assessment indicates an increase for all property types.
- Property Revaluation is mandated by North Carolina General Statute 105-286.
- Property value is just one component of the budget process.
- Exemptions and exclusions are available.
- Staff will work with citizens through this process by informal and formal appeals.
- Questions?



Be

an

original.

Additional Questions

Contact:

Rowan County Assessor's Office

704-216-8586

Wendell R. Main II "Chip"

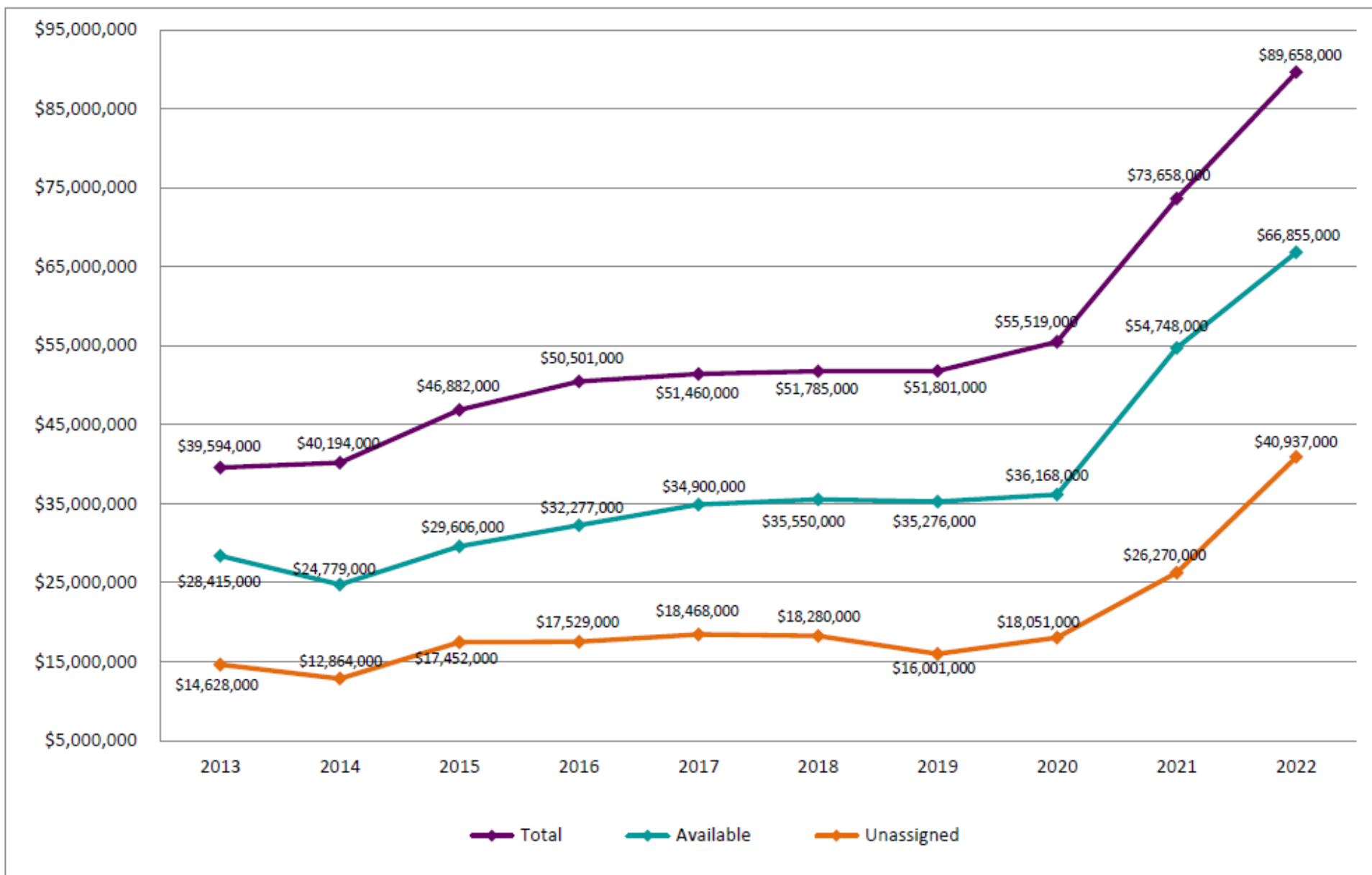
Rowan County Assessor

Important Dates

- 2/3 - Budget to Departments
- 3/3 - All Department Request Entered
- 3/20 - 4/6 - Department Meetings with Manager and Finance
- 5/15 - Proposed Budget Delivered to Board
- 6/5 - Public Hearing on Proposed Budget
- 6/19 - Board to Adopt Budget

ROWAN COUNTY
GENERAL FUND
FISCAL YEARS 2013 - 2022

FUND BALANCES



Capital Improvement Plan (CIP)

Bond Issue - Rating update Moody's, S&P and Fitch

Capital Improvement Plan should help increase Rowan County's rating to AAA

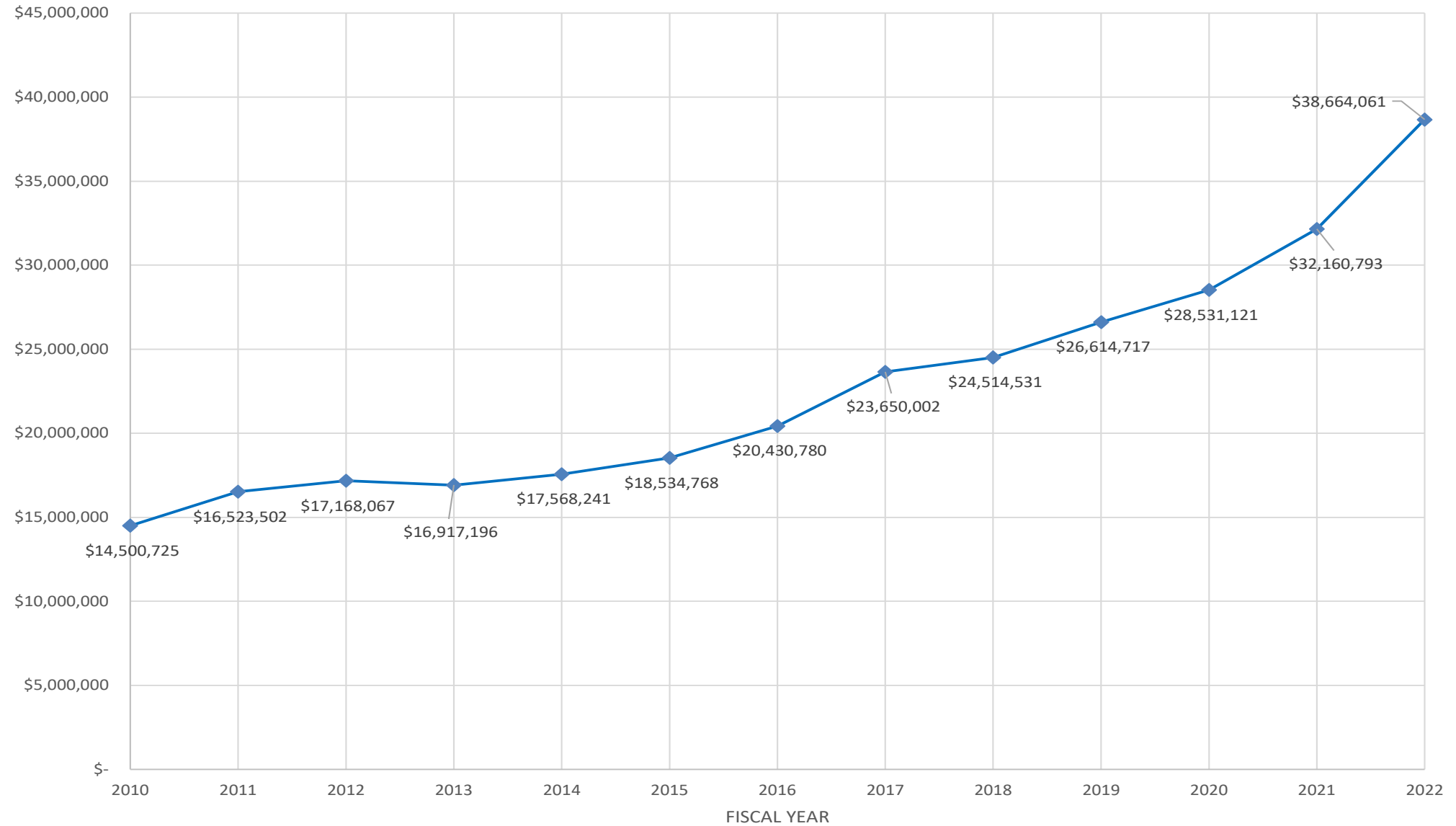
Healthy Fund Balance

Location to Charlotte Metro Area

Prioritize a list of Capital Projects for next 5 to 10 years

Provides plan for Budgeting

ANNUAL CUMULATIVE SALES TAX 2010-2022



		PERCENTAGE
	NUMBER OF	OF TOTAL
<u>COMPANY</u>	<u>LAYOFFS</u>	<u>EMPLOYEES</u>
IBM	3,900	1.5%
Google	12,000	6.0%
Microsoft	10,000	5.0%
Salesforce	8,000	10.0%
Amazon	18,000	6.0%
Paypal	2,000	7.0%
Pinterest	150	5.0%
Hasbro	1,000	15.0%
Dow Chemical	2,000	5.0%
Spotify	600	6.0%
Wayfair	1,750	10.0%
Goldman Sachs	3,200	6.5%
BNY Mellon	1,500	3.0%
AVERAGE NUMBER OF LAYOFFS		6.6%

President and CEO Dan Schulman wrote in the release that PayPal is working to address the “challenging macroeconomic environment.”

<https://www.cnbc.com/2023/01/31/paypal-to-lay-off-2000-employees-in-coming-weeks-about-7percent-of-workforce.html>

Hasbro projected holiday-quarter results to be well below Wall Street expectations

<https://www.reuters.com/business/retail-consumer/hasbro-cut-1000-global-full-time-jobs-2023-2023-01-26/>

In the second half of the year, economic conditions deteriorated, driven by record inflation, rising interest rates, ongoing pandemic lockdowns in China and continued geopolitical tensions," Dow Chairman and CEO

<https://www.detroitnews.com/story/business/2023/01/26/dow-is-cutting-about-2000-jobs-or-5-of-workforce/69843803007/>

Other investment banks are adopting a “wait and see” attitude in the coming weeks. If revenues are tracking below estimates in February and March, the industry could cut more workers, said a person with knowledge of a leading Wall Street firm’s internal processes

<https://www.cnbc.com/2023/01/09/goldman-sachs-job-cuts-up-to-3200-employees-laid-off-this-week-.html>

Technology

Dell to Cut About 6,650 Jobs, Battered by Plunging PC Sales

- Headcount will be lowest since 2017 after reduction complete
- IBM, Cisco, HP previously announced major employee cuts

By [Brody Ford](#)

February 6, 2023, 1:45 AM EST *Updated on February 6, 2023, 6:53 AM EST*

● LIVE ON BLOOMBERG

[Watch Live TV >](#)

[Listen to Live Radio >](#)



+

Inflation
High Interest Rates
Reduced Spending
Hawkish Federal Reserve
uncertainty

If Rowan County were to follow suit with the average lay off rate we would need to eliminate 62 positions in the coming year.

Rowan County Sheriff's Office Operations Briefing 2023

- *Where are we now?
- *Where have we been?
- *Where are we going?
- *How do we get there?



Where are we now?

Population of Rowan County -148,150 as of 2021

Out of 100 Counties Rowan is the 20th largest

115 Sworn Positions

70 Detention Positions

10 Civilian Positions

30+ Part Time Positions

How do we compare?

2017 FBI uniform crime reports that County Agencies are staffed at a level of 1.6 sworn employees per 1000 population.

Rowan County 115 sworn =	.76 per 1000
Salisbury City Police 82 sworn =	2.27 per 1000
Concord City Police 186 sworn=	1.71 per 1000
Cabarrus County Sheriff 225 sworn=	.97per 1000
Kannapolis Police 86 sworn=	1.56 per 1000

Fun Fact

Defund the Police Web site says that we should have 148 based on their formulas.

Today compared to yesterday

Case Reports 2010

134% increase

Calls Dispatched 2014

18.9% increase

Overdose calls 2019

214% increase

Courts Operations 2010

46% increase

Civil Revenue Collection 2013

124% increase

Today's Challenges

- *Extra Duty at all time highs
 - *3 SROs needed now
- *2nd largest recreational lake and no operations
 - *Parks
- *Contracted coverage for small municipalities (what the future holds)
 - *Court House Security
- *ICAC & Child Abuse at all time highs
 - *Patrol Operations / manpower
 - *Narcotics and Gang Investigations

We need a growth plan for the future.

***Tremendous growing pains are here and will continue to increase with future anticipated growth.**

***25 positions over the next 3 to 4 years**

***11 immediately need positions**

- 2 - Child Abuse and Child Offense Detectives 0 in 10 years
- 4 - Patrol Deputies (1 per squad) 0 in 9 years (4 in 2013)
- 1 - Civil Deputy 0 in 10 years
- 1 - Bailiff- 0 in 10 years
- 3 - SROs (Faith, Salisbury High, Knox)
- 11 Total --- (7 funded by County)

Planning, Permitting and Inspections Technology Update

Randy Cress, Assistant County Manager / CIO
February 6, 2023



Technology Task Highlights

- Online Portal for Development and Permitting
 - Permit applications available online for Building Inspections
 - Environmental Health and Zoning Permits in testing
 - Credit Card submissions for one-time and recurring payments
- Electronic Plan Review
 - Project in progress with Tyler Energov and BlueBeam for ePlan Review
 - All plans ultimately in digital format and available cross department



ROWAN COUNTY CITIZEN SELF-SERVICE PORTAL



Login or Register

Login to an existing or create a new account. You can also find help if you forgot your login information.



Search Public Records

This tool can be used to search for existing permits, plans, inspections, code cases, requests and licenses.



Apply

This tool can be used to apply for several trade permits online. More permit types will be coming soon!



How-To Guides

Explore frequently asked questions. Learn how to register, apply and more here.



Request Inspection

If you have an existing portal account, click here to request an inspection for an approved permit.



Pay for a Permit

The Shopping Cart Feature is NOT available. Click here to pay for an invoiced permit.



Today's Inspections

Displays a listing of Inspections scheduled for a specific date.



GIS

Residential Development Data including active permits by trade, county, or jurisdiction, certificates of occupancy, etc.



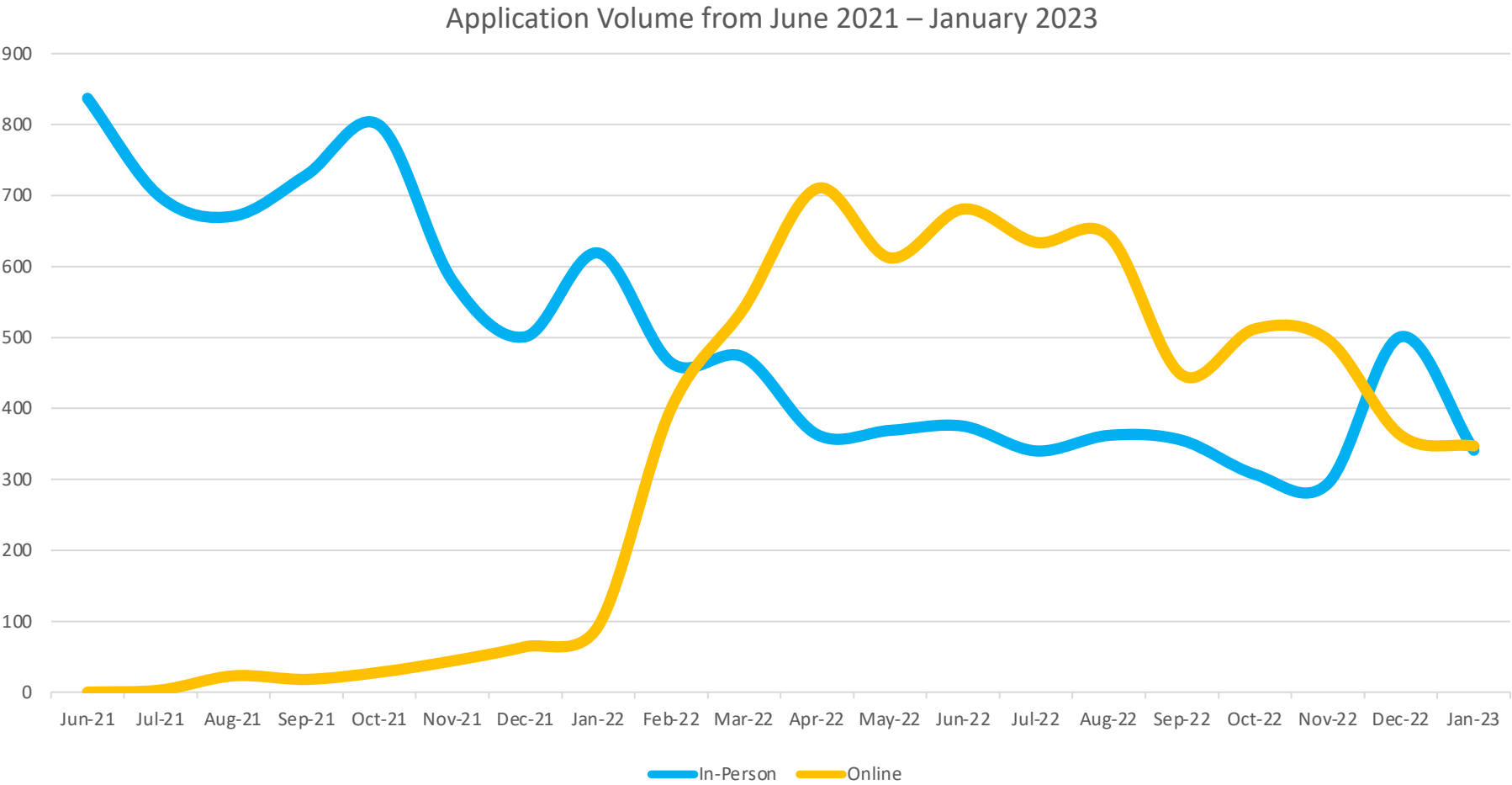
Planning & Development

COMING SOON - Planning & Zoning, Code Enforcement, Erosion Control Program



<https://rowancountync.gov/css>

All Building Permit Applications Available Online




Year 2021
In-Person: 8688
Online: 180

Year 2022
In-Person: 4821
Online: 6133




Zoning and Environmental Health Currently in Testing



Zoning Permit - Residential

Category Name:
Planning & Zoning


Description:
Zoning permit application for work associated with a residential u
dwellings, additions, renovations, accessory structures, pools, ar
projects that require zoning approval in the Rowan County Zon
application for proposed Home Occupations contained comp
Zoning Permit - Non-Residential for Rural Home Occupatio
of each.



Zoning Permit

Category Name:
Zoning

Description:
TBD




Environmental Health Non-Residential Septic Improvement Permit

Category Name:
Environmental Health

Description:
Application to determine if a new septic system can be installed on a specific property. This
is the first step in the three-step septic permitting process for a residential/commercial
structure on a septic system. A lot/soil evaluation will be performed to see if the property
meets the minimum requirements with respect to site and soil characteristics. If approved
for a Septic Improvement Permit a Septic Construction Authorization must be obtained for
a building permit release.

[Apply](#)




Environmental Health Residential Septic Improvement Permit

Category Name:
Environmental Health

Description:
Application to determine if a new septic system can be installed on a specific property. This
is the first step in the three-step septic permitting process for a residential/commercial
structure on a septic system. A lot/soil evaluation will be performed to see if the property
meets the minimum requirements with respect to site and soil characteristics. If approved
for a Septic Improvement Permit a Septic Construction Authorization must be obtained for
a building permit release.

[Apply](#)




New Well Permit

Category Name:
Environmental Health

Description:
Well Permit (part of a building, subdivision or commercial site process): Application to
determine if/and where a well can be permitted on a property based on well setbacks per
Subchapter 15A NCAC 02C Well Construction Standard Rules. To complete your
application you will need to upload a: #1 - completed copy of the Checklist for Application
for a well permit; #2 - plat or site plan drawn to scale showing all appurtenances, driveways,
and easements; and, #3 - under appropriate circumstances, documentation as a legal
representative.

[Apply](#)




Non-Res Construction Authorization

Category Name:
Environmental Health

Description:
Application for a Septic Construction Authorization Permit. This permit is required before
a building permit can be issued and after all conditions of the Septic Improv
have been completed. Do not apply for a Construction Permit with
Improvement Permit.

[Apply](#)



Res Construction Authorization

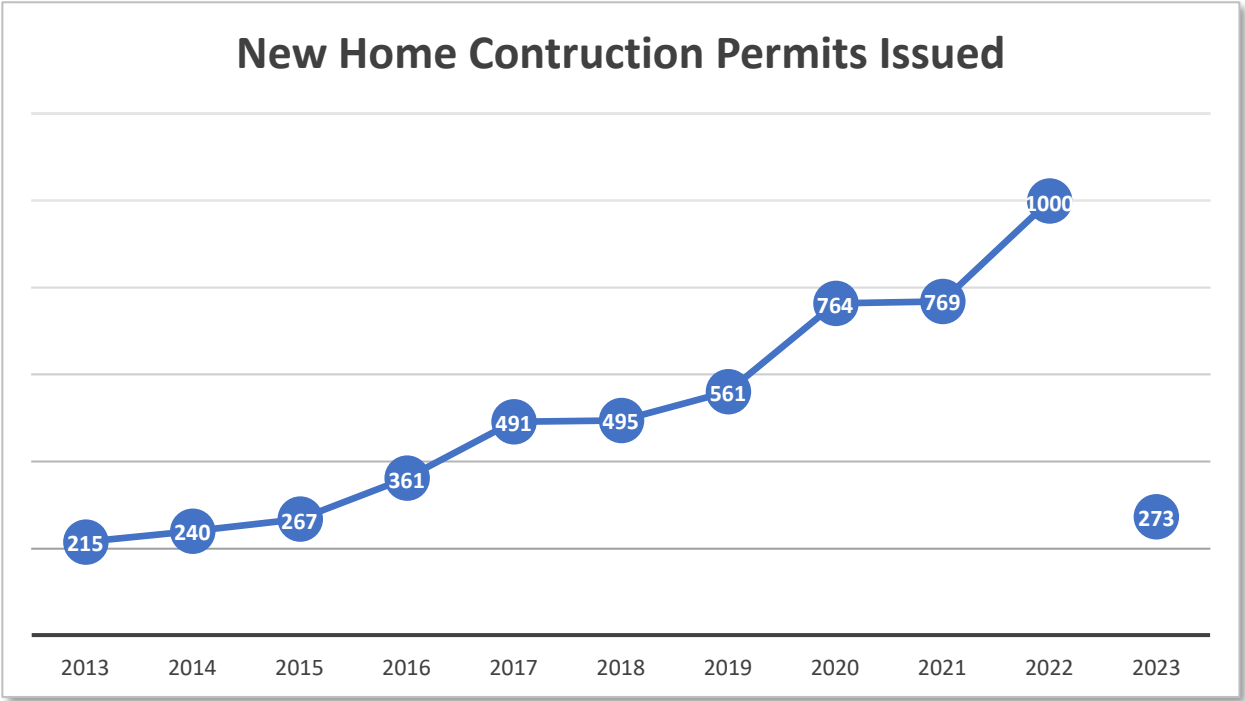
Category Name:
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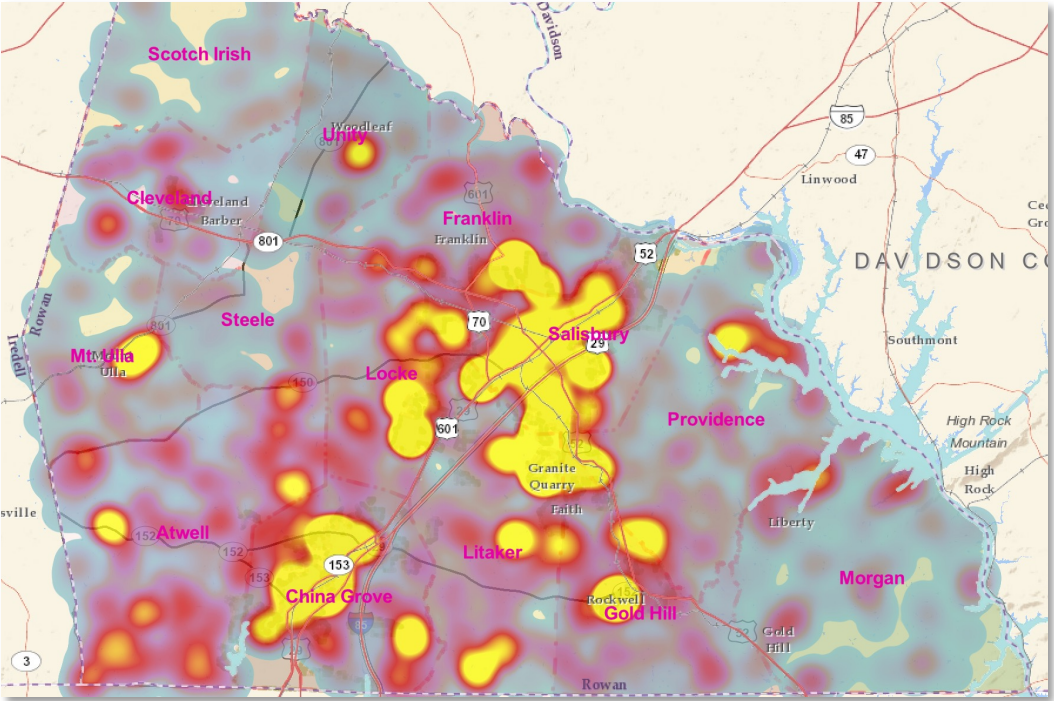
[Apply](#)

Residential Development Dashboard – Data Review

2013-2023 – 10 Year History



Heat Map



In progress items...

- Tyler Payments – Consistent Platform across many departments
 - In-Person Cash, Checks and Credit Cards
 - Online Credit Card Payments
- Scanning of paper records in Environmental Health
- Digital Plan Reviews for Planning, Inspections, Fire Division, Environmental Health and Erosion Control
- Environmental Health and Fire Division in for Permits

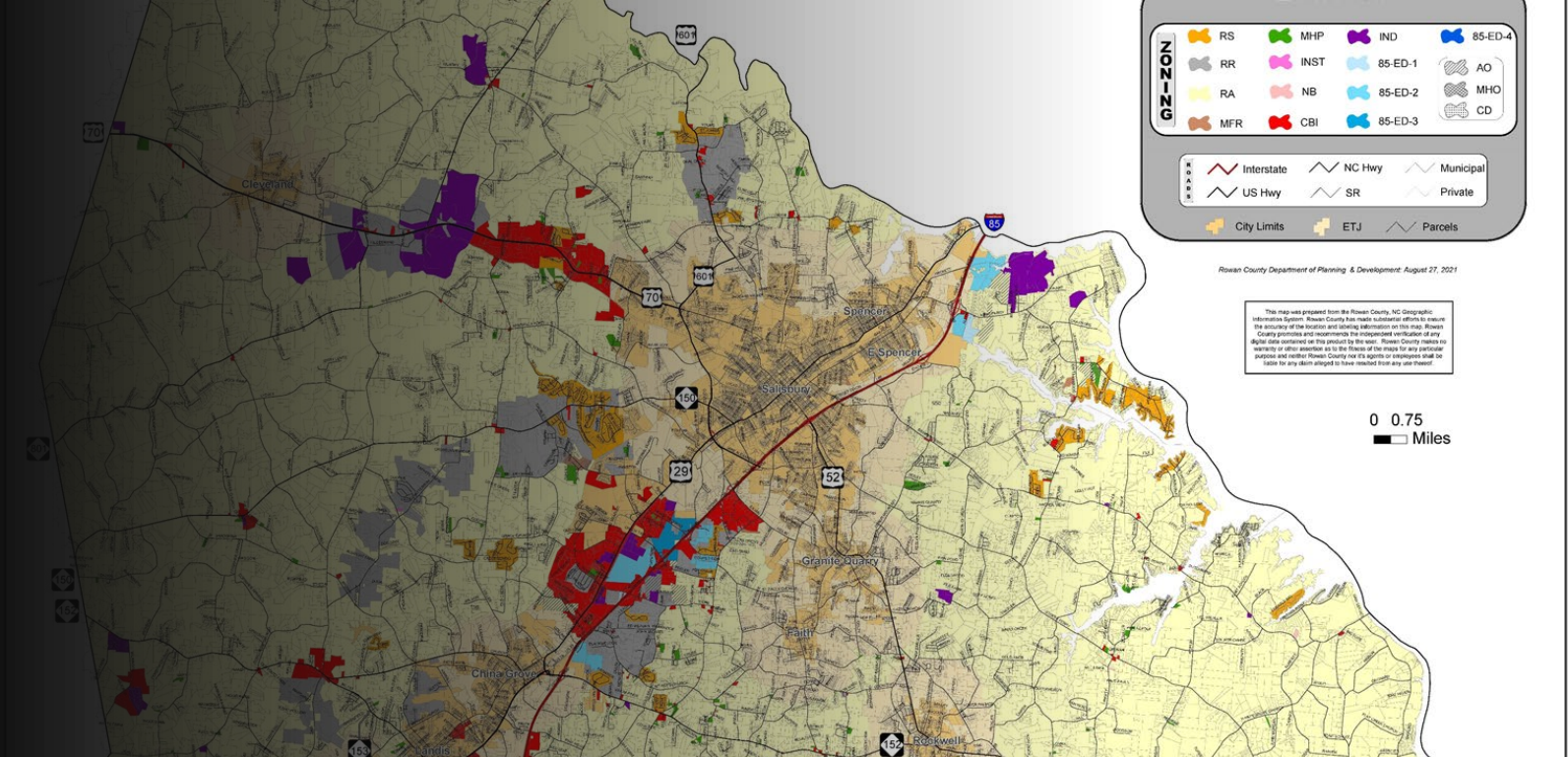


Board Feedback?

- Will continue to update through significant changes and developments

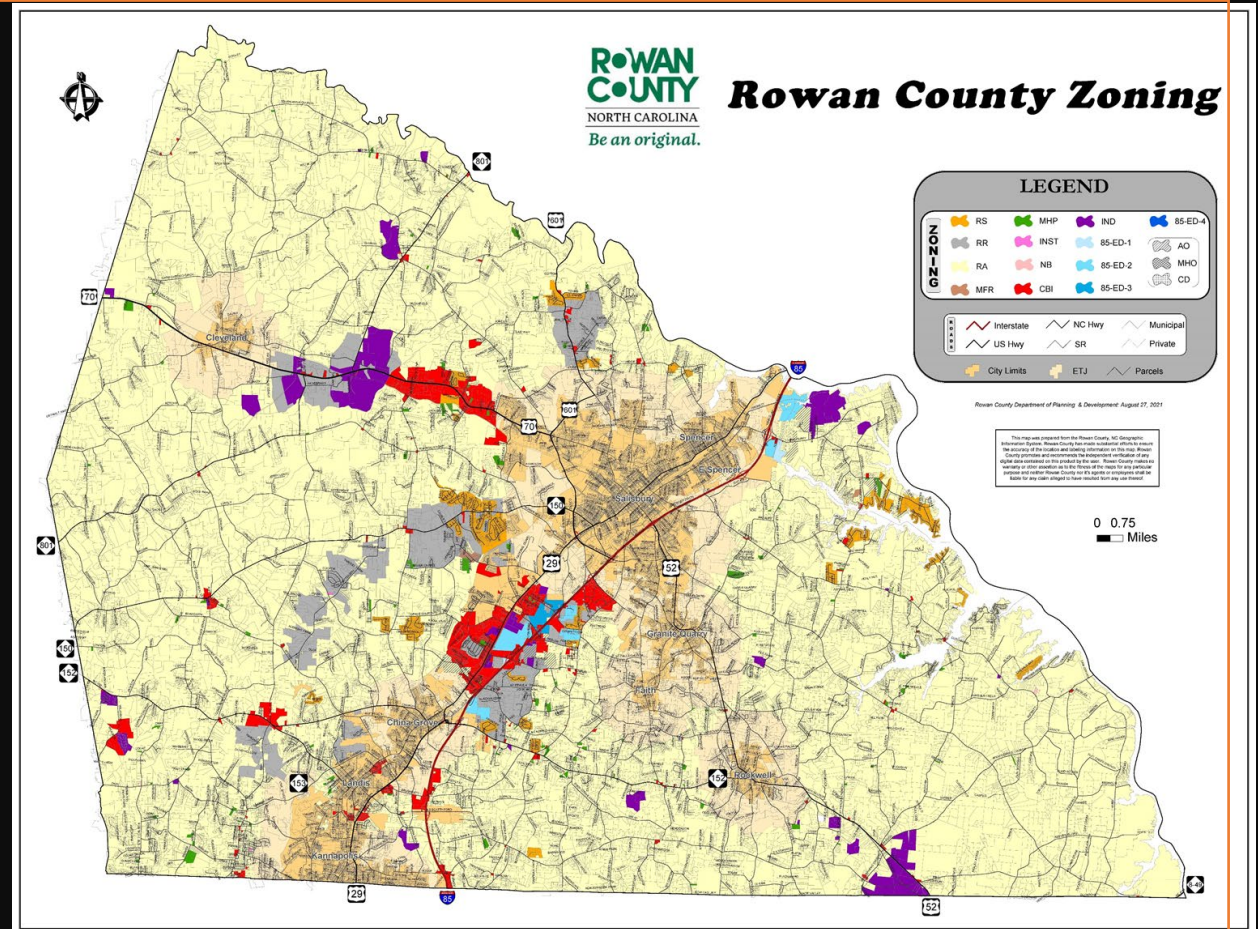
2023 Commission Work Session

Land Use
Planning
Discussion



Countywide Zoning

- Adopted January 1998
- Effective February 1998
- × Not based on an adopted Land Use Plan
- ✓ Map and Text



Land Use Plans

- Western LUP – 2009
- Eastern LUP - 2012
- I-85 South Corridor – 2017
- Long Ferry Rd Corridor – 2023

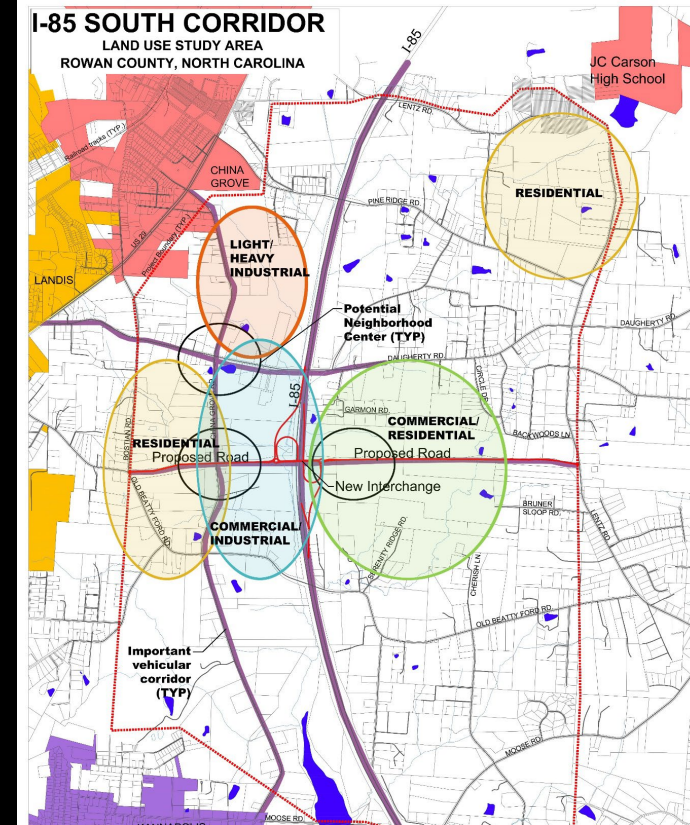
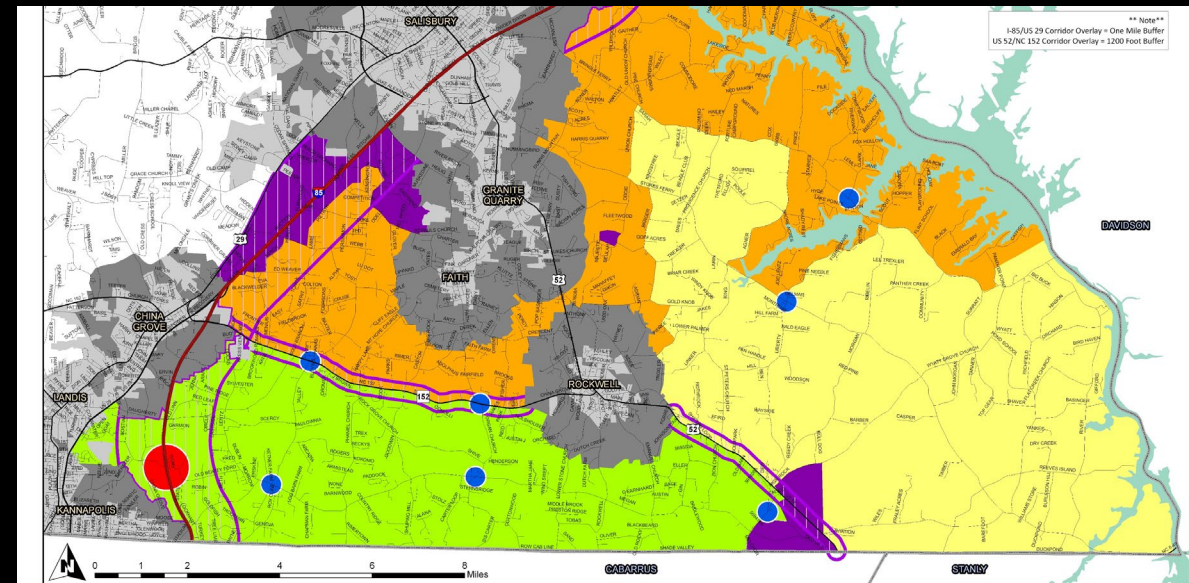
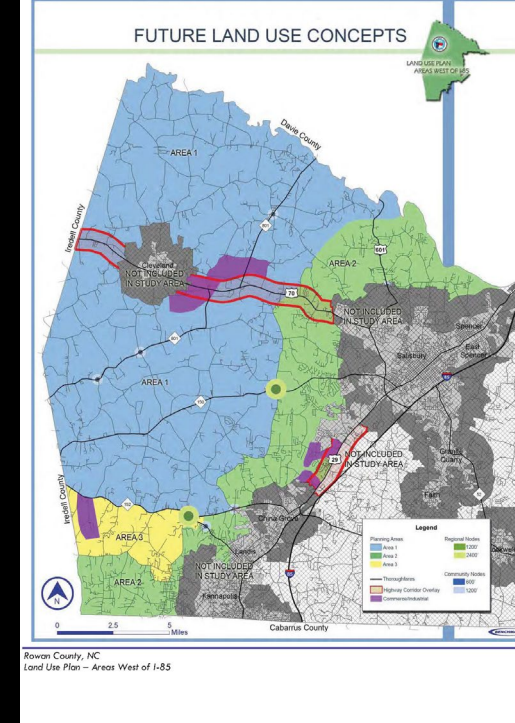


Figure 4.1.1 – Future Land Use Concepts

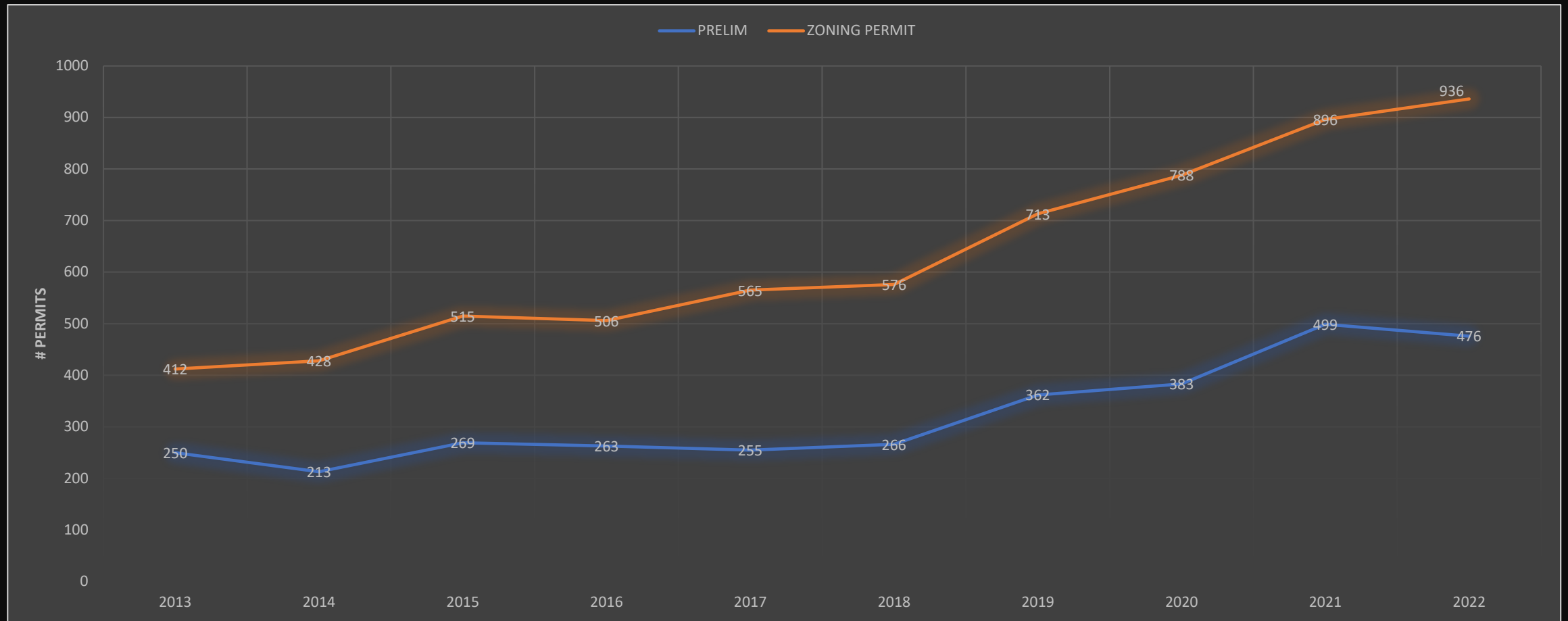


Statutory Provisions

- NCGS 160D-501 LUP requirement
 - Adopt and reasonably maintain as a condition of applying zoning regulations
 - “...intended to guide coordinated, efficient, and orderly development...based on an analysis of present and future needs”
 - Comprehensive Plan or Land Use Plan
 - Inventory existing conditions and assess future trends related to demographics, economic, environmental and cultural factors
 - Opportunities for citizen engagement in preparation and adoption
 - Review / Recommendation by Planning Board and Adoption by the Commission
-



2013 -2022 Permit Trends

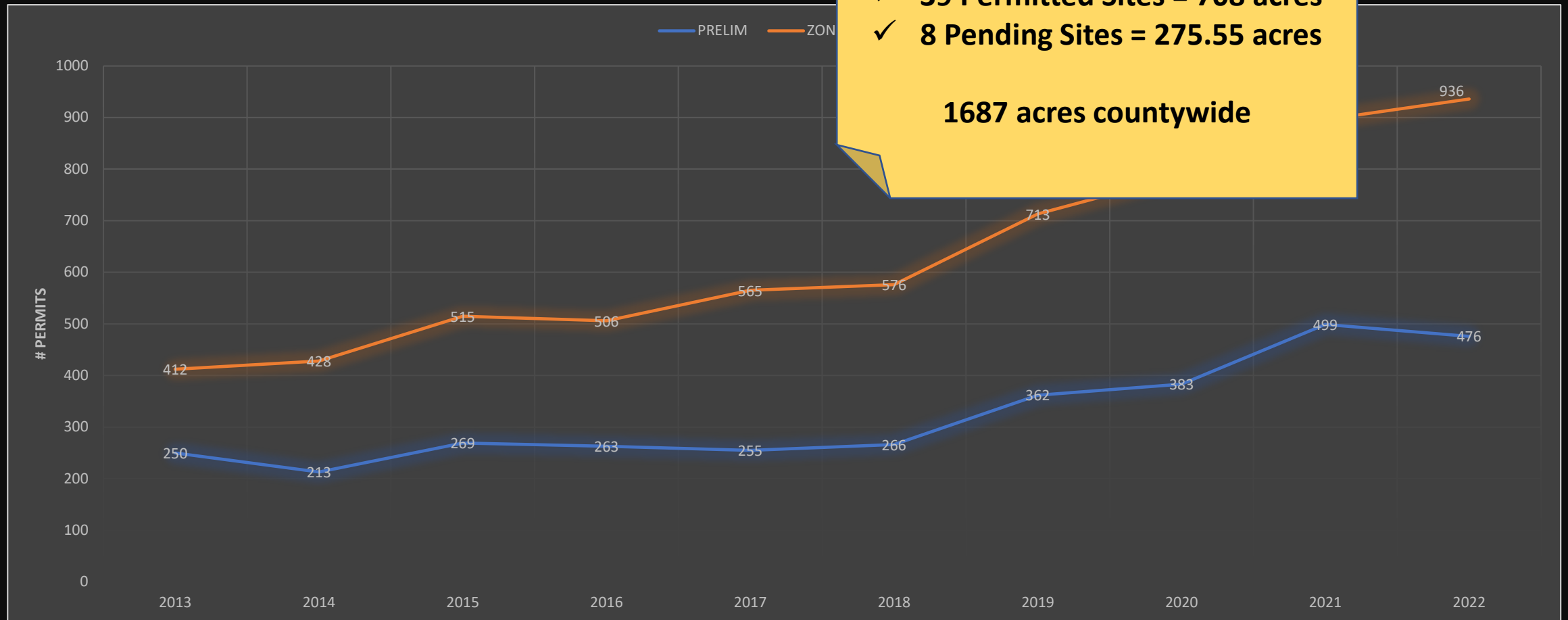


2013 -2022 Permit Trends

Erosion Control Program

- ✓ 49 Active Sites = 703.47 acres
- ✓ 39 Permitted Sites = 708 acres
- ✓ 8 Pending Sites = 275.55 acres

1687 acres countywide



Cost Comparison

- Cabarrus \$115K - \$165K
- Davie \$90K
- Iredell \$210K
- Stanly \$75K

Options

- Long Range Planner
- RFP for Consulting Services





**ROWAN
COUNTY**

NORTH CAROLINA

Be an original.



THE **BOGLE FIRM**,
ARCHITECTURE

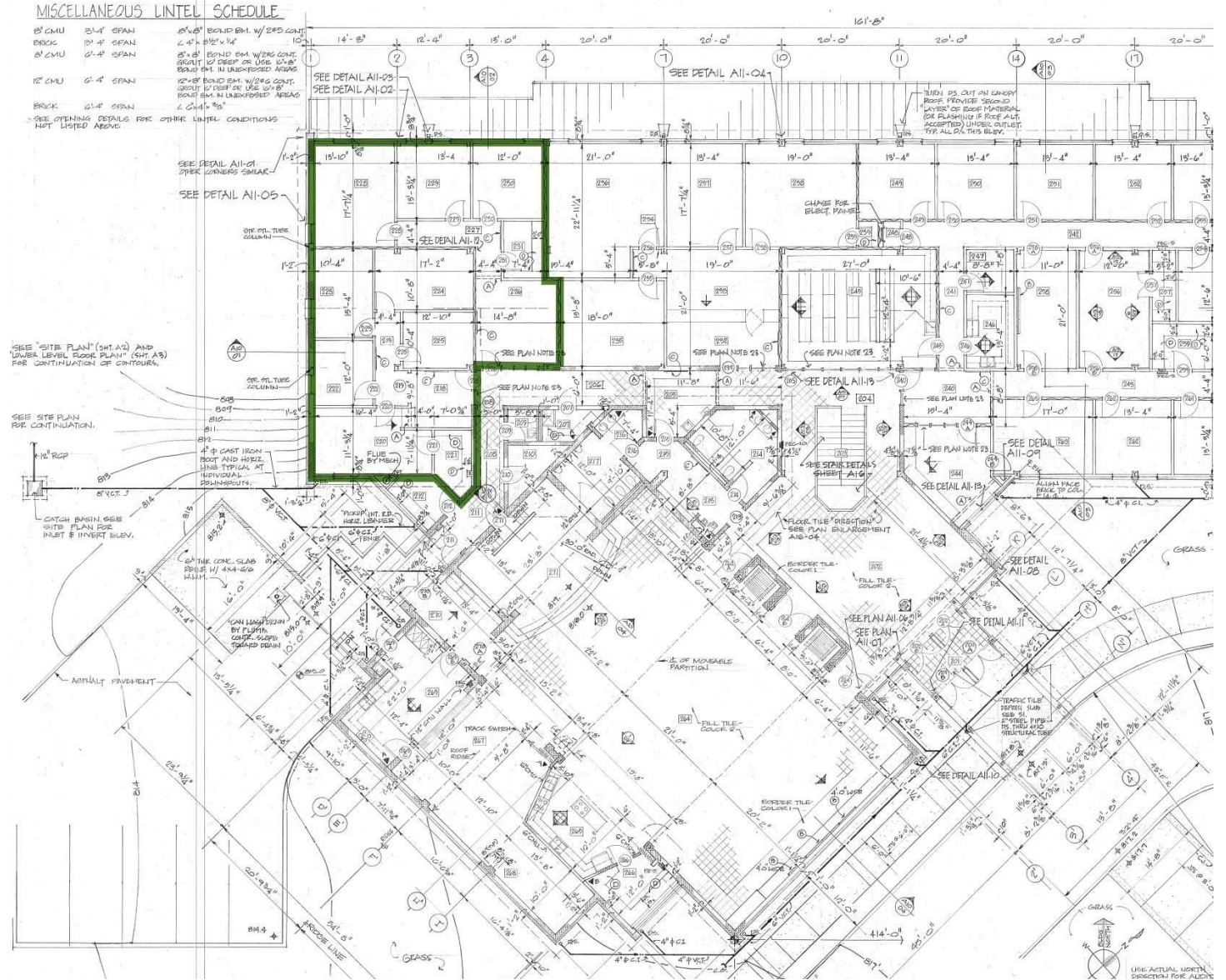
Existing

Ag. Building West

New Finishes Only

SF	LOWER PRICE	UPPER PRICE	LOWER BUDGET	UPPER BUDGET
----	----------------	----------------	-----------------	-----------------

DESCRIPTION					
Office	2,000	\$ 10	\$ 15	\$ 20,000	\$ 30,000
Vans (linear ft.	450	\$ 28	\$ 33	\$ 12,600	\$ 14,850
fencing +				\$ -	\$ -
gate)				\$ -	\$ -
				\$ -	\$ -
				\$ -	\$ -
				\$ -	\$ -
				\$ -	\$ -
				\$ -	\$ -
				\$ -	\$ -
				\$ 32,600	\$ 44,850
Furniture, Fixt., & Equip. (allowance)				\$ 17,000	\$ 22,000
SUBTOTAL				\$ 49,600	\$ 66,850
General Contingency (10%)				\$ 4,960	\$ 6,685
TOTAL				\$ 54,560	\$ 73,535



Option 1

Ag. Building West

Selective Demolition

[illegible]

Option 2

Ag. Building West

Full Demolition

[illegible]

*Including new HVAC system



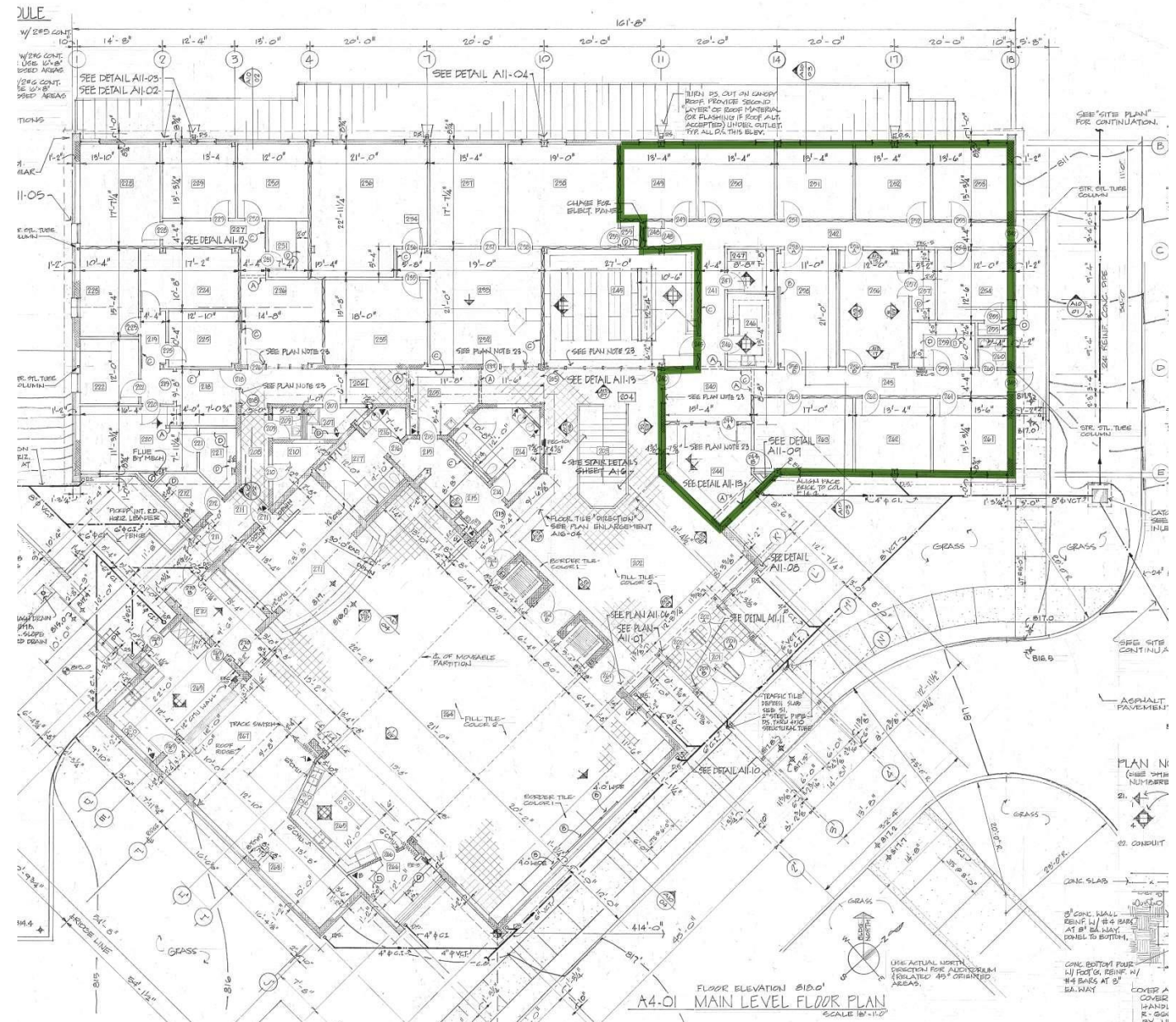
Existing

Ag. Building East

New Finishes Only

SFUPPER
PRICEUPPER
BUDGET[illegible]

	\$ 46,600	\$ 65,850
Furniture, Fixt., & Equip. (allowance)	\$ 17,000	\$ 22,000
SUBTOTAL	\$ 63,600	\$ 87,850
General Contingency (10%)	\$ 6,360	\$ 8,785
TOTAL	\$ 69,960	\$ 96,635



Option 3

Ag. Building West
Selective Demolition

	SF	SELECT. DEMO		LOWER BUDGET	UPPER BUDGET
		PRICE	PRICE		
DESCRIPTION					
Office	3,400	\$ 30	\$ 45	\$ 102,000	\$ 153,000
Vans (linear ft.	450	\$ 28	\$ 33	\$ 12,600	\$ 14,850
fencing + gate)				\$ -	\$ -
				\$ -	\$ -
				\$ -	\$ -
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				\$ -	\$ -
				\$ -	\$ -
Furniture, Fixt., & Equip. (allowance)				\$ 17,000	\$ 22,000
SUBTOTAL				\$ 131,600	\$ 189,850
General Contingency (10%)				\$ 13,160	\$ 18,985
TOTAL				\$ 144,760	\$ 208,835



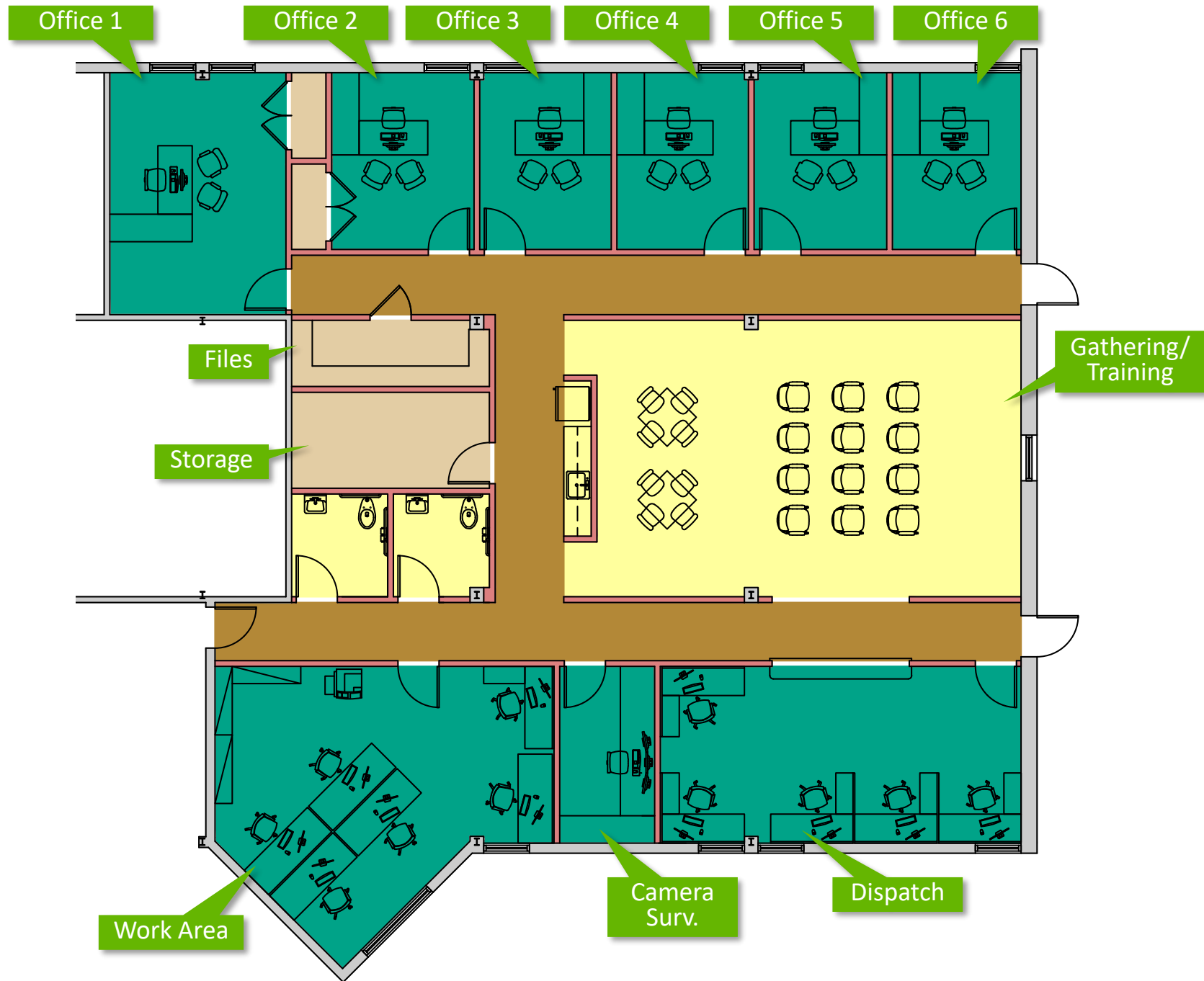
Option 4

Ag. Building West

Full Demolition

[illegible]

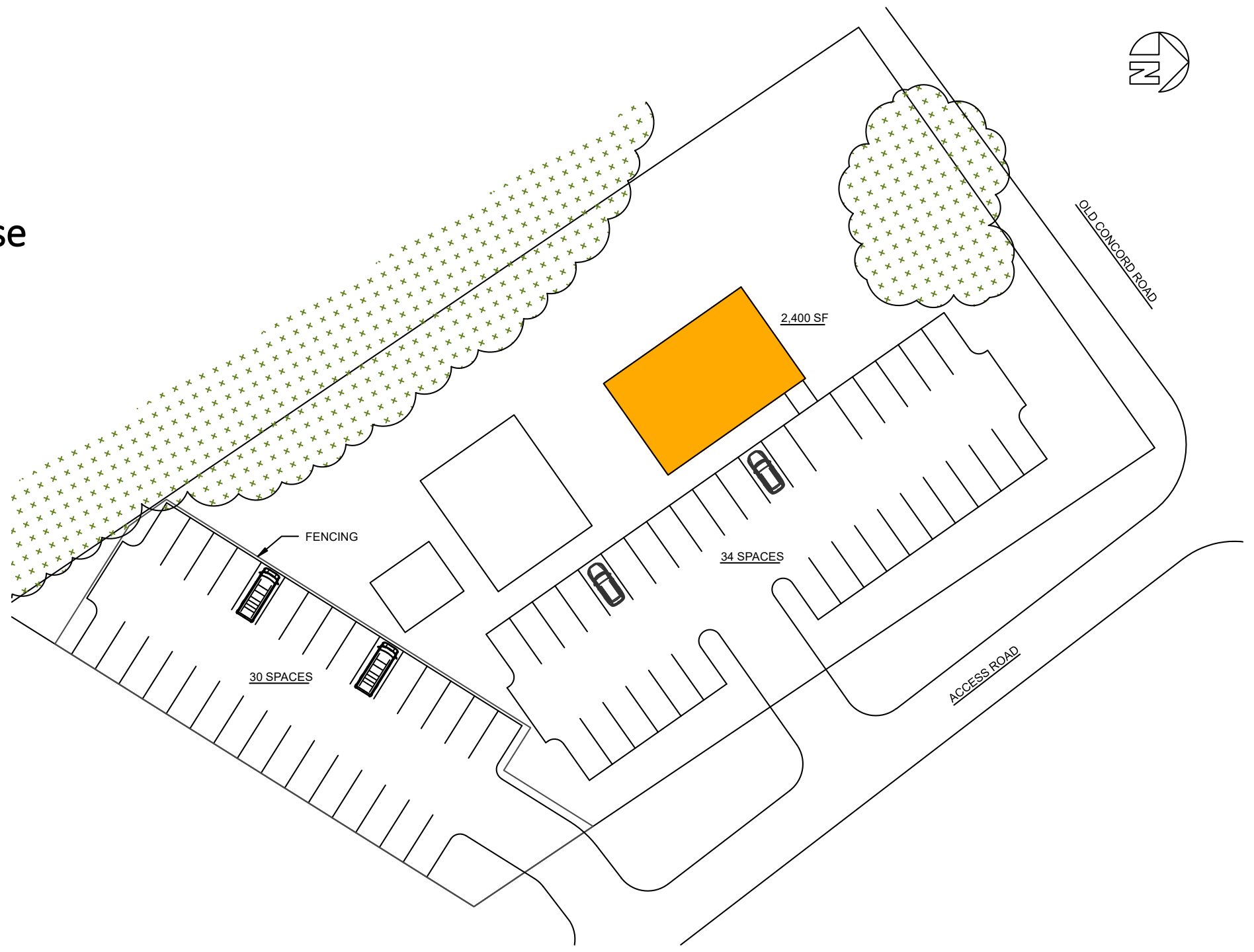
*Including new HVAC system





Option 5

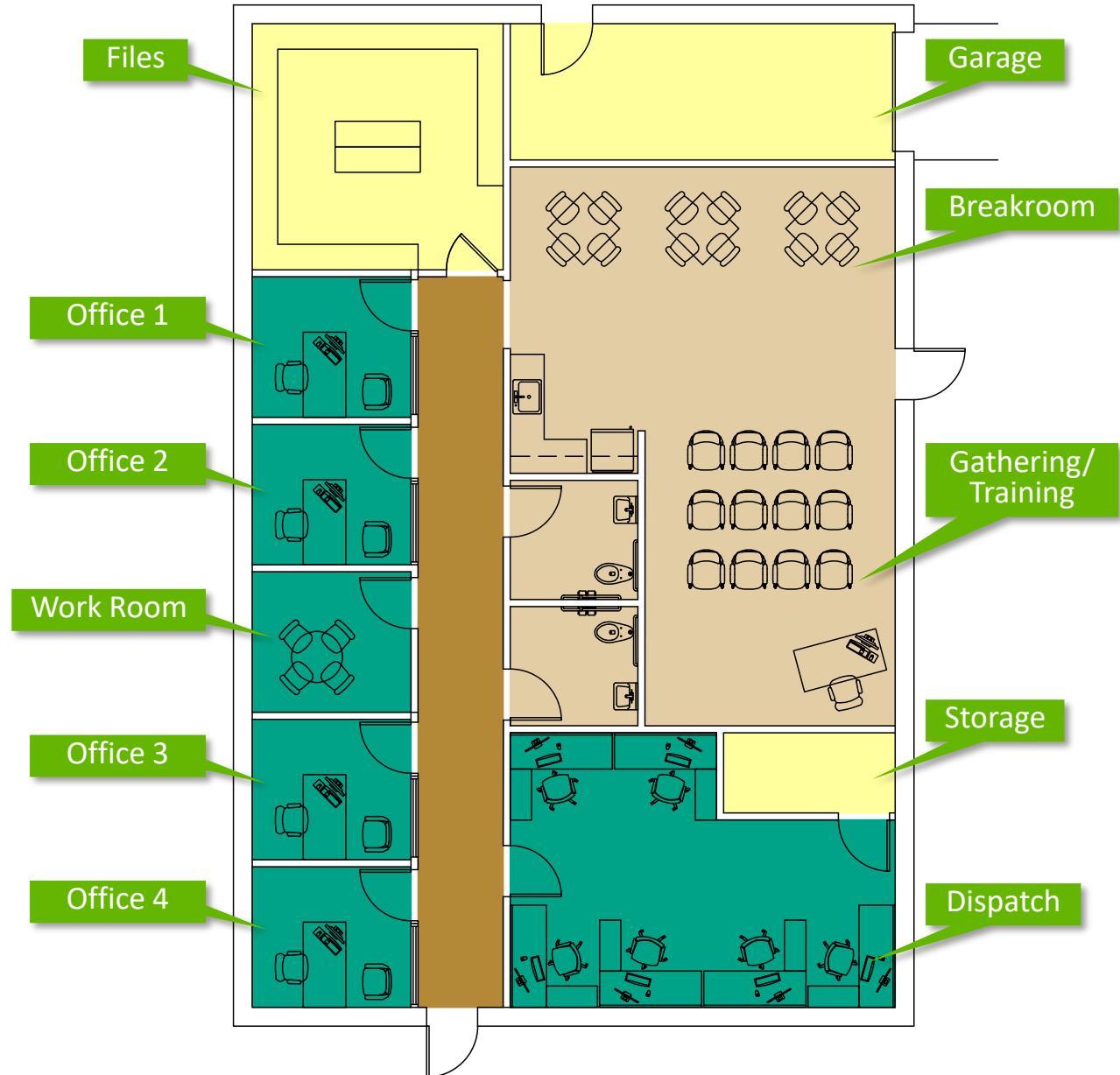
Donley House



Option 5

Donley House

	SF	LOWER PRICE	UPPER PRICE	LOWER BUDGET	UPPER BUDGET
DESCRIPTION					
Office	\$ 2,400	\$ 175	\$ 200	\$ 420,000	\$ 480,000
Parking (34 employees, 30 vans)	\$ 25,700	\$ 6.52	\$ 7.30	\$ 167,564	\$ 187,610
Vans (linear ft. fencing + gate)	\$ 450	\$ 28	\$ 33	\$ 12,600	\$ 14,850
Site Prep (tree removal, etc.; allowance)	\$ 1	\$ 30,000	\$ 40,000	\$ 30,000	\$ 40,000
				\$ -	\$ -
				\$ 630,164	\$ 722,460
Furniture, Fixtures, & Equipment (allowance)				\$ 17,000	\$ 22,000
SUBTOTAL				\$ 647,164	\$ 744,460
General Contingency (10%)				\$ 64,716	\$ 74,446
TOTAL				\$ 711,880	\$ 818,906





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Rowan County Board of Commissioners Retreat

February 6, 2023

Increasing
Prosperity



Reducing
Poverty



Improving
Quality of Life





Strategy I: Targeted Economic Growth

Goal: Increase prosperity for all Rowan Countians through business retention and attraction efforts.

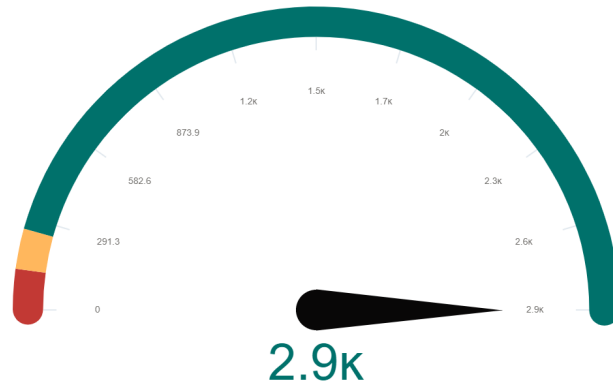
Key Objectives

- Grow existing businesses.
- Attract new firms and investments.
- Maintain competitive locational advantages.



2022 Results

New Jobs



Goal - 2500
(147% met)

Capital Investment



Goal = \$350m
(172% met)

New Payroll



Goal - \$15.86 avg. wage
Actual - \$18.31

NOTABLE PROJECT WINS FOR 2022



14 jobs - \$2.9 million investment



NEW YORK AIR BRAKE

Jobs & Investment TBD



2800 jobs - \$584 million investment



40 jobs - \$10.5 million



30 jobs - \$TBD investment

2,913 TOTAL NEW JOBS - \$604.9m TOTAL NEW INVESTMENT

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Project Activity Increasing

	<u>2022</u>	<u>2021</u>
Total Leads	162	156
Qualifying Leads	104	124
Company Visits	22	15

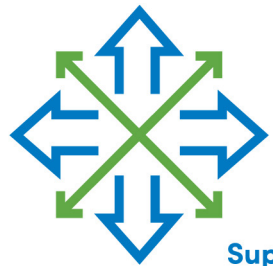
31 Currently Active Projects Potential: 4,839 jobs, \$2.8 billion capex



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Existing BRE Remains Priority One



EXPANDROWAN

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Support for the Retention & Growth of Rowan County Businesses

- 45 Company visits
- 63% of project wins are existing businesses



**ROWAN COUNTY
MANUFACTURING
NETWORK**

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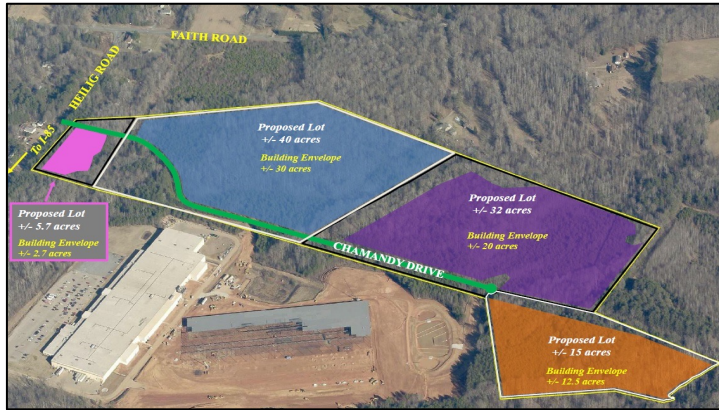
- Manufacturing Network Meetings
 - Manufacturing Wage Survey
 - Manufacturing Day/Week

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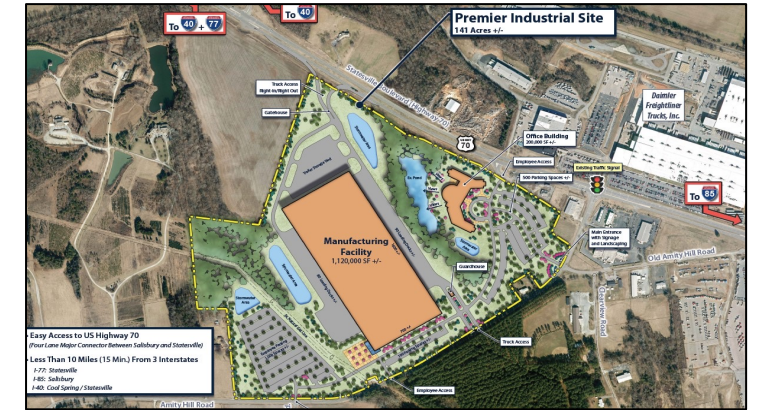
Site readiness initiatives



Granite Industrial Park
55 acres (*in Granite Quarry*)
Endangered Species Report
Cultural Resources Assessment



Former NC Finishing Co. Site
176 acres (*in Spencer*)
Endangered Species Report
Cultural Resources Assessment



Brown Site
141 acres (*in Cleveland*)
Endangered Species Report
Cultural Resources Assessment
Updated Renderings

Anticipated developer interest arrives

Approximately 22 million square feet of speculative industrial space is planned on I-85.



Exit 81 (Long Ferry Rd) – developers considering sites for potentially 4.6 million total SF

Exit 79 (Andrews St) – developers considering sites for potentially 1.5 million total SF

Exit 75 (Jake Alexander Blvd) – developer considering 171 acres for TBD spec project

Exit 74 (Julian Road) – developers considering sites for potentially 950,000 total SF

Exit 72 (Peach Orchard Road) – 500,000 SF Trammel Crow spec building project

Exit 71 (Peeler Road) – two spec buildings from Crow Holdings (1.18 million total SF) +
700,000 SF potential building from other developer

Exit 70 (Webb Road) - 676,000 SF Northpoint building + other developers considering
1.5 million total SF

Exit 68 (US 152) – developers considering sites for 2.85 million total SF

Exit 65 (Old Beatty Ford Road) – Overlook 85 – 4.4 million total SF + other developer
considering sites for 1.6 million total SF

Exit 63 (Lane Street) – Lakeshore Corporate Park & Metro 63 – 1.4 million total

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Strategy II: Talent Attraction & Development



Goal: Support lifelong learning endeavors that increase talent levels in Rowan County through the alignment of education, training, business and social services.

Key Objectives

- Align education and workforce systems.
- Develop homegrown talent.
- Promote the innovation occurring in education systems across Rowan.
- Retain the best and brightest workers.
- Attract talented individuals to Rowan.



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2022 Results



Key Accomplishments:

- Launched the new Talent Attraction website
- Managed and promoted the Work In Rowan job portal
- Participated in the first-ever Career Signing Day with RSSS
- Supported the Rowan Education Collaborative to align education with business
- Provided a community briefing of our proprietary Economic Opportunity analysis that benchmarked Rowan County's performance on several measures of economic opportunity.
- Continued participation with workforce development groups including Rowan Education Collaborative, RSS CTE Advisory group and Workforce Alliance



*In June, our labor force grew to just under 68,000 persons, the highest it has been since December 2009, demonstrating that our workforce is growing towards pre-Great Recession levels.

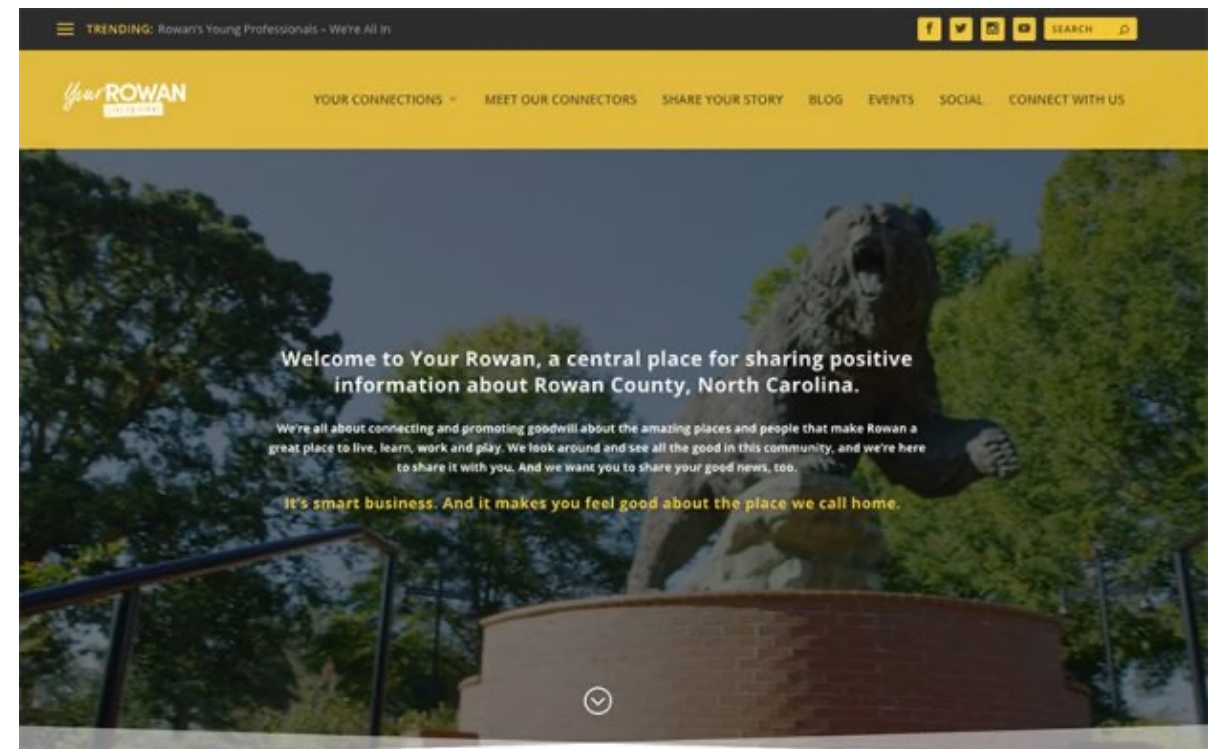
Strategy III: Brand Identity & Storytelling



Goal: Promote Brand Rowan and serve as the chief marketing organization for communicating the brand message to targeted audiences.

Key Objectives

- Promote and accelerate the use of the Rowan County brand elements among local organizations.
- Promote Rowan County to external audiences.
- Build community pride and understanding among our internal audiences.



2022 Results



Key Accomplishments:

- Macy's project received recognition as one of the Top Ten projects in North Carolina for 2022 by Business North Carolina, and was one of the Charlotte Business Journal's Top 25 Stories of the Year
- Macy's also received a national Corporate Investment and Community Impact (CiCi) award from Trade & Industry Development magazine.
- Conducted multi-channel marketing campaign – print, social, direct mail, email, public relations, virtual, and website targeted to the AgBioscience
- Grew our online social media presence and subscribers to the bi-weekly EDC Update newsletter to stakeholders and other interested parties.



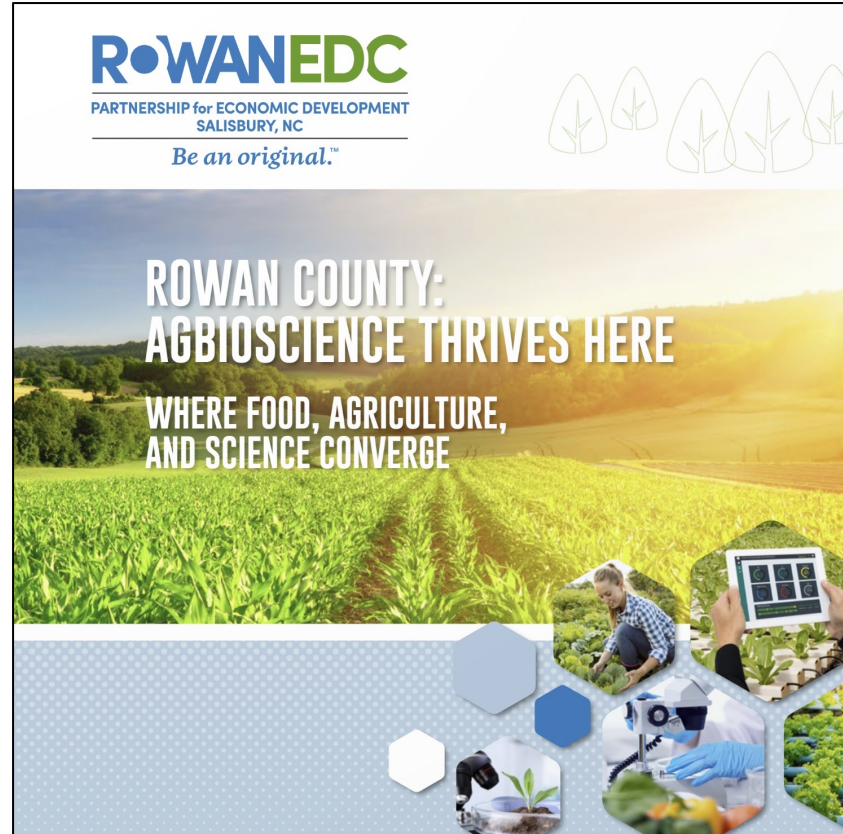
Rowan receives second consecutive national ranking



Business Facilities Magazine released its [18th Annual Rankings Report](#), and Rowan County was rated the No. 8 metro area in North America in food processing. Rowan is also the No. 2 location in the Southeast and No. 4 across the entire U.S. East Coast.



Leveraging local strengths and assets



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**ROWAN COUNTY:
AGBIOSCIENCE THRIVES HERE**

**WHERE FOOD, AGRICULTURE,
AND SCIENCE CONVERGE**

The poster features a large image of a green field under a bright sky. In the bottom right corner, there are several hexagonal icons: a person holding a tablet, a person working in a field, a person using a microscope, and a person working with plants.



**LET'S MAKE THE FOOD
OF THE FUTURE**

Led by the new North Carolina Food Innovation Lab (NCFIL), Rowan County and the Charlotte region are transforming into a world-renowned research, development, and production center for the biosciences.

**Rowan County: Where Food,
Agriculture And Science Converge**

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**2021
BUSINESS FACILITIES®
TOP
RANKED
LOCATION**

rowanedic.com   

The poster features a background image of a laboratory with a microscope and test tubes. A gold award shield is prominently displayed in the lower left.

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LET'S MAKE THE FOOD OF THE FUTURE

**Rowan County: Where Food, Agriculture
and Science Converge**

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The banner features a background image of a laboratory with various glassware and plants.

Leveraging local strengths and assets

Plug Into the Opportunities
with North Carolina's new electric vehicle plants

 **TOYOTA**  **VINFAST**

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Plug Into The Opportunities
with North Carolina's new electric vehicle plants

 **TOYOTA**
 **VINFAST**

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 **VINFAST**






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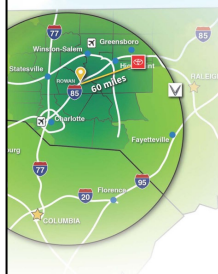
Accelerate your success in the EV supply chain in Rowan County, North Carolina.

Rowan County offers an ideal location for suppliers to the newly announced Vinfast and Toyota facilities in North Carolina. We're located approximately 60 miles from both, so you won't have to compete with your customer for talent. And with 23 million SF of new industrial space under development, we will have a facility that meets your needs and gets you to market faster!

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704.637.5526 | info@rowanedic.com   

Rowan EDC
204 E Innes St., Ste. 220
Salisbury, NC 28144
ADDRESS SERVICE REQUESTED



- Availability of Skilled Labor:** Superior access to a 1.6 million person workforce within a 60 minute drive radius.
- Transportation Accessibility:** Convenient access to I-85, I-77, I-40. 45 minutes from two international airports.
- Available Sites and Buildings:** 45 new buildings totaling over 23 million SF coming to market within 18-24 months.
- Location:** Part of the growing Charlotte metro region and centrally located in the U.S. Southeast.
- Quality Of Life:** Authentic, sustainable, small town character with nearby urban lifestyle amenities.



Strategy IV: High-Performance Service Delivery

Goal: Build an organizational structure that ensures the delivery of high-performance and high-quality economic development services and is supported by Rowan County's public and private sectors.

Key Objectives

- Increase public awareness of the value of the Rowan EDC and the community's growth effort.
- Provide outstanding levels of service to our investors, prospects and existing industries.
- Recruit, retain and develop highly talented staff.
- Develop an organization structure that supports outstanding service levels.



A PROGRAM OF THE ROWAN EDC



2022 Results

Key Accomplishments

- Forward Rowan surpassed \$1.5 million in private sector support – 152% of the original campaign goal.
- Two EDC staffers assumed leadership roles with the Charlotte Regional Business Alliance.
- The EDC President was named to the Charlotte Business Journal's inaugural Power 100 List.
- Hired Mollie Ruf as the new Marketing and Communications Manager to replace Jay Garneau, who relocated to Miami.



2022 - Public-Private Partnership Model Flourishes



Fundraising

Private sector support to date:

45 Cash investors for \$1,401,400

7 In-kind investors for \$ 126,200

Total:

\$1,527,600

Percent of campaign goal: 152.8%

Percent of “stretch” goal: 122.1%

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SALISBURY, NC

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THANK YOU

The Rowan EDC would like to thank the communities, companies, and individuals who have joined in a unique public-private partnership through the Forward Rowan campaign. Their commitment means increasing prosperity, reducing poverty and improving quality of life for Rowan County.

PLATINUM

FOOD LION

GOLD



SILVER



BRONZE



STAKEHOLDERS

A&H Investments | Allen Tate Relocation & Corporate Services | Ameriprise Financial - Stephen Kidd
Catawba College | Century 21 Towne & Country | Chandler Concrete | State Farm Insurance - Greg Edds
First National Bank | Fourth Elm Construction | Holmes Iron & Metal | Imperial Supplies | Livingstone College
Martin Marietta | Dyke Messinger | North Carolina Railroad | Power Curbers | Rowan-Cabarrus Community College
Southern Power | Universal Forest Products | Vulcan Materials | Walser Technology Group

COMMUNITY PARTNERS

Rowan County | Salisbury | Kannapolis | China Grove | Cleveland
East Spencer | Faith | Granite Quarry | Landis | Rockwell | Spencer



www.rowanedic.com | 704.637.5526

Growth Challenges



Planned infrastructure improvements for future growth, inc. water, sewer, schools, roads



Housing – availability and affordability



Business-friendly in planning, permitting and incentives



Place Making and Branding – reinforce a positive image of the community and be deliberate in building the community reputation on authenticity. Quality of life

Thank you!

The Rowan EDC greatly appreciates Rowan County and your continued support of our organization!

Increasing
Prosperity



Reducing
Poverty



Improving
Quality of Life

