

Board Bulletin

September 11, 2015

Building and Land Use Trends

Based on two (2) months of performance data, the County's overall economic development (EDC), land use activity, and real estate transactions are trending ahead of the benchmarks from the same time period last fiscal year.

Land and building development activity (both commercial and residential) have increased significantly over the same time period last year. This is a positive indication of economic growth. At the same time the County's staffing in our various land development agencies is still consistent with recessionary levels. With this said, developers and builders may experience longer wait times as it relates to permit application processing, plan review and inspections. Management is actively monitoring performance to ensure every effort is made to respond in a timely manner.

Indicator	July-Aug (FY 15)	July-Aug (FY 16)	% Diff.
New Active Leads in EDC	6	4	-33.3%
Site Visits and/or Prospect Meetings for EDC	13	11	-15.4%
Building Permits Issued	506	583	15.2%
Total Permit Value (\$ millions)	3.6	14.6	305.5%
Inspections Per Day	35.9	35.9	-
Inspections Per Hour	1.6	2.4*	50.0%
Major Subdivisions	0	1	100%
Permitting Related Phone Calls Received	2,217	2,818	27.1%
Customers Served at Counter – Central	474	669	41.1%

Branding Implementation Begins

Staff has begun the process of incorporating the County's new brand and logo into daily operations, social media and organizational correspondence.

The County's Twitter account, email system, letterhead, agenda cover sheet, and ID badges have all been converted to the new logo. Within the next few weeks additional changes will be made to the County's website, organizational correspondence and vehicle decals (new vehicles being purchased in FY 15-16).

Further, the EDC will showcase the County's new brand and logo at their stakeholder/ally event on Tuesday, September 15 at Lucky Clay Farms.

The plan is to transition the new logo and tag line slowly to mitigate unnecessary expenses.

Upcoming Meetings & Events

Tarheel Challenge Ribbon Cutting	Monday, September 14 10:00 AM New London, TCA
EDC Ally Event	Tuesday, September 15 11:30 AM Lucky Clay Farms
Regular Board Meeting	Monday, October 5 7:00 PM Commons Meeting Room