

DANIEL ROAD SITE REVISED CONCEPTUAL PLAN



Daniel Road – Economic Impact Analysis

6/18/2010

Population radius numbers:

**information provided by Demographics Now (subscription based service)*

10 miles = 52,450

20 miles = 150,730

30 miles = 542,097

Commercial Property

The Property

- 3 Commercial Lots available
Total frontage is 740 LF including 100 LF for the road
 - 1.0 acres
 - 2.5 acres
 - 3.0 acres (non frontage lot)
- Can increase current value of the land by:
 - Realigning the traffic signal on Hwy 74A with the commercial property
 - Engineering and constructing the new road going into the property from Hwy 74A
 - Raise lots to be level with Hwy 74A
 - Keep good visibility by planting shrubbery not trees along frontage

Comparable Property Values (undeveloped land)

<u>Property</u>	<u>Year</u>	<u>Purchase Price</u>	<u>Acres</u>	<u>Current Land Value</u>
○ Chili's	2003	\$450,000	1.1 acres	636,000
○ Bojangles	2003	\$411,000	0.9 acres	576,000
○ Sonic	2004	\$455,000	1.1 acres	644,100
○ Aldi's	2003	\$400,000	1.98 acres	948,000
○ Holiday Inn	2004	\$300,000	3.04 acres	474,000
○ Lowe's Outparcel - For Sale	2010	\$450,000	1.6 acres	464,000
○ Lowe's Outparcel - For Sale	2010	\$980,000	3.1 acres	636,000

**information provided by the Rutherford County Tax Department*

Economic Factors

- Need to consider if the commercial property is for sale or as a ground lease.
- Commercial lots will be graded with all utilities accessible
- The larger 3.0 acre lot could go for less per acre because it is not a front lot.
- The two Lowe's outparcels listed above are for sale but have been on the market for several years and have not sold at current list prices.

Economic Impact

- The commercial lots should be able to sell around the same amount as the purchase prices listed above. However, the current economic slow down in commercial development would play a factor if the county were to try and sell the lots in the near future.
- The properties will most likely increase in value as the rest of the Daniel Road Complex is built out. Retailers will want to see that the complex is going to be completed before they commit to locate on the property.
- Economic growth is anticipated for surrounding local businesses to the complex such as Bubba's Fun Park, Autumn Lanes, Sonic and the Holiday Inn Express. The complex will develop a trail system that will work as a connector to these businesses.
- When commercial businesses are built on these lots, many will use local vendors for purchase of supplies and equipment and contract with local workers.

Farmers Market

Current Situation

**information provided by the Rutherford County Cooperative Extension office*

- The Rutherford County Farmers' Market is open June-October on Tuesday and Friday mornings.
- Seasonally, it averages 325+ individuals a week visiting the Market for produce, plants and handmade goods.
- Last season had approximately 38 different vendors, and of those 21 vendors certified in the North Carolina Farmers Market Nutrition Program (FMNP)
- During 2009, Rutherford County's Market was one of 38 markets across North Carolina involved in FMNP.
- The Tri-City Tailgate Market is open on Saturdays roughly May-October. They are not currently associated with the Rutherford County Farmers Market though talks are ongoing about merging the two markets at one location.
- Foothills Connect is currently running their Farm Fresh Initiative by providing local produce to restaurants in Charlotte. This initiative has an impact on the agricultural growth of Rutherford County, but is not currently associated with the Farmers Market.

Comparable Properties

Burke County Farmers Market, Morganton, NC

Donna Teasley, Extension Agent-Agriculture, Burke County, (828) 439-4460

- Burke County Farmers Market is open mid-May to mid-October on Tuesdays from 12 noon to 5 pm and Saturday mornings from 8 am- 1pm.
- Average 20 vendors per day
- Cost of stall = \$3.00/day
- No full time employees. Other departments help run the Farmers Market as part of their current jobs.
- Currently, looking at enlarging their existing facility due to increased need.

McDowell Farmers Market, Marion, NC

Freddie Killough, McDowell County Farmers' Market, (828) 652-2215

- Constructed in 2009 on property owned by the Town of Marion.
- Market is open May-October on Tuesdays from 3-6 pm, Peak Season (July-August) it opens on Saturdays from 9 am to 12 noon.
- Currently 37 growers (30 from McDowell County, remainder from the surrounding counties).
- Vendors are charged \$20 per season.
- Traffic flow surrounding the Market is at times difficult and usually local police are on hand to facilitate traffic congestion.

Piedmont Triad Farmers Market, Greensboro, NC

Rick Cecil, Market Manager, Triad Farmers Market, (336) 605-9157

- Piedmont Triad Farmers Market is operated by the NC Dept of Agriculture and was opened in May 1995. This is a very large market. NCDR operates two markets (Triad and Asheville).
- Farmers Shed #2 is one of the facilities on the property that is an open-air building for growers.
- Farmers Shed #2 is 427 feet by 25 feet, with 12 foot sides rising to 20 feet at the roof peak.
- Vendor stall size is 12 feet by 18 feet and the facility can house 35 vendors operating from the back and front of the building.
- Farmers Market is open every day
- Average 70-75 vendors per day
- Vendor stall rental is \$15/day for covered area and \$10/day for open space.
- Eleven employees on staff

- Host other events such as: Easter Egg Hunt and Wine Festival
- Retail onsite includes a Garden Center and Restaurant (Moose Café)

Rocky Mount Farmers Market, Rocky Mount, NC

Charlie Tyson, County Extension Director, Nash County, (252) 459-9810

- Rocky Mount's market is most similar to the size of Rutherford County's proposed Farmers Market
- First building was constructed in 2005 with building size of 50 feet by 125 feet (6,250 sf). New Building was constructed and opened July 2009. Building dimensions are 50 feet by 100 feet (5,000 square feet).
- Old building has 18 Vendor Stalls and the new building has 16 Vendor Stalls.
- Building is operated on Saturdays from 8 am to 1 pm April to November. During peak season, also open on Fridays from 3 to 6 pm.
- One part time employee
- 500-600 customers on a Saturday during peak season (June-July)
- Average 35 vendors per Saturday. Friday volume is around 15% of Saturday
- Stalls rent for \$5.00/day or \$3.00 each to share a stall
- Facility is rented for other events at \$300.

Economic Factors

- Farmers Markets are generally not a revenue generator and typically do not create enough income to be self sustaining. (Charlie Tyson, County Extension Director, Nash County)
- Customers consider this a leisure activity and hours of operation should reflect leisure times. For example, people do not run to the farmers market after work or on their lunch hours like they would go to the grocery store. Weekends are ideal times for operation.
- Farmers do not share sales amounts. None of the Farmers Markets identified above could provide any estimated sales volume.

Economic Impact

- The Rutherford County Cooperative Extension estimates that sales could increase by 40-45% with a new facility because of increased visibility and accessibility. The elderly and handicapped have a difficult time getting to the current facility.
- Saturday hours are being pursued through a potential joint use with the Foothills Connect Tri-City Tailgate Market.
- Program statistics note that for every \$3.00 coupon redeemed, an additional \$18 in revenue is expected from family/friends also visiting a market. (source: Food & Nutrition Service of the USDA)
- Proposed Farmers Market has 24 vendor stalls in Phase 1 and an additional 24 stalls in Phase II.
- At full capacity: 48 stalls (x) \$5.00 fee = \$240 (x) 28 weeks a season = \$6720. More revenue could be generated if additional days are open. This formula is just for Saturdays.
- Farmers Markets have little direct revenue but stimulated economic development in other areas. This is not a quantifiable number. However, restaurants and gas stations should benefit from the Farmers Market.
- Foothill Connect could have a possible contract with the Farmers Market to use facility on non-market days as a loading area to consolidate produce for transport to their urban markets.
- Farmers Market is looking to expand vendors to crafts and not just produce. This would be a new market opportunity and provide economic growth. It could also stimulate additional foot traffic for the market.
- Any potential staffing either full time or part time has not been determined at this point.
- The Market could use facility for other events and generate rental fees.

- The growth of the Farmers Market can have a growth effect for the local farmer in that he/she could increase production at their farms and in turn purchase additional local supplies and equipment.
- The NC Department of Agriculture may have additional statistics, but Ron Moore (919-733-7887) was unable to be reached.

Agricultural Arena

**information provided by the Rutherford County Cooperative Extension office*

Planned Facility Uses

- Youth livestock – sheep, goat and beef cattle shows
- Future Farmers of America regional shows and educational training
- American Dairy Goat events
- Registered Breeder located in the county. Plans to bring regional shows.
- Barn and arena areas could be used for other events (concerts, fairs, shows)

Comparable Properties

East Carolina Agriculture Center – Rocky Mount, NC

Art Bradley, County Extension Director-Edgecombe County, (252) 641-7815

- Pricing/Day: Barns = \$500, Show Ring = \$250, Kitchen = \$150
A \$200 Deposit is also required along with 1/2 of the rental fee two weeks before event.
- Banquet Room with seating capacity of 255 and a Sales Ring with 208 seating capacity.
- During the past 5 years the facility has held approximately 154 events.
- Facility is situated on 15 acres with two buildings
- Show Arena is approximately 96 feet x 70 feet (6,720 square feet). Wash Area is 40 feet x 25 feet (1,000 square feet). Adjoining Barn Area to Show Arena is 254 feet x 96 feet (24,384 sf).
- Education Center is comprised of a Meeting Room with drop-down screen, LCD Projector and Sound System that can accommodate 250-300 individuals; Auction Auditorium with Sales Ring with 186 seating capacity/Auction Booth; Restrooms; Kitchen for Concessions and Two Offices.

Gaston County Parks & Recreation Equestrian Facility – Dallas, NC

Cathy Hart, Director, (704) 922-2166

- During 2009, 14 Events (7 Horse Shows); have used the facility for dog shows, Relay for Life, political fundraisers, Ham Fest (over 20,000 in attendance), Cotton Ginning Day, and Reunions.
- They have an In-County & Out-Of-County Fee Schedule. Two years ago, added hook-ups for overnight areas with multi-day events.
- Facility has been established since 1960 as an Open-ring Equestrian Facility with Barns and Recreational Park for county residents.
- Three Barn Facilities with a total of 124 stall capacity. There are five levels of seating.
- Another building houses Rest Room facilities (3 men/3 women) and the Concession Area.
- Parks & Recreation Department has 8 employees that maintain 48 Ball Fields, all of the County's Parks and County Buildings along with the Dallas Park.
- For the Arena Area one person is present during shows/events to oversee the property.
- Most events are free. Parks & Recreation Department does have a fee schedule for use of the facility: an In-County Fee and Out-of-County Fee.

Haywood County Livestock Arena – Waynesville, NC

Bill Skelton, County Extension Director, (828) 456-3575

- From April to October approximately 20 events are held utilizing the facilities, including the largest County Fair lasting 5-days and 20,000+ in attendance. Facility is used for National Envirothon (800 High School participants), flea markets, family reunions, National Cattle Shows, and fundraisers.
- Facility Size: 360 feet x 170 feet (61,200 square feet).
- Sited at the County Fairgrounds, property is owned by the Haywood County and operated by private non-profit Fair Board (26 members).
- A Pole Barn with side extensions is used for housing livestock & wash area. This facility is 125 feet x 200 feet (25,000 square feet).

WNC Livestock Handling Facility-Waynesville, NC

This is a new regional facility that is different than the Haywood Arena mentioned above.

- The WNC Regional Livestock Center, LLC will be a replacement of the Asheville Market's closure in 2004. New facility to open July/August 2010.
- Land is under a 99-year lease from International Paper, 120 acre landfill of fly-ash .
- Facility will be an Operator Lease with profit-share for producers along with an educational component (BQA Program).
- Estimate 12 new jobs, 125 FTE's equivalent to 500 people working part-time on farms.
- Arena size 44,500 square feet with Office/Auction Area of 8,000 square feet.

WNC Agriculture Center-Asheville, NC J. Clayton Davis Arena (WNC Fairgrounds)

Matt Buchanan, Manager, (828) 687-1414

- For Livestock Events:
 - \$600/day or 12% of the gate, whichever is greater.
 - Educational clinics and seminars may receive a 25% discount on rates when facility is left in clean condition.
 - For Non-Livestock Events: \$900/day or 12% of the gate, whichever is greater.
- Mid-size Arena Building: 150 feet x 300 feet (45,000 square feet). Show Ring is 120 feet x 240 feet (28,800 square feet) with removal panels.
- Bleachers are on one side of the facility, having the capacity of 75 individuals.
- Restroom/Storage/Announcer Booth/Small Meeting Room located on opposite side of the Arena from the bleachers.
- Adjoining Barn has the capacity for 80 temporary stalls and has been used for the Sheep Show. Barn dimensions 80 feet x 130 feet (10,400 square feet).

Economic Factors

- Livestock Arena will focus on youth livestock such as sheep, goat and beef cattle shows.
- Facility is not large enough for horses, but could in later expansions to the Arena.
- Key Groups to engage include Future Farmers of America and the American Dairy Goat Association.
- Potential to recruit additional Registered Breeder to the county to help host regional events.

Economic Impact

- Rutherford County Cooperative Extension estimates that there will be shows at the arena on 15-20 weekends per year.
- The majority of shows will be local/regional shows for animals such as sheep with an estimated attendance of 250 people. Approximately 75% of the people would be from Rutherford County.
- Other shows will be registered breed shows and will be regional, drawing from three states with an estimated attendance of 300-400 and 50% of the attendance from outside the county.
- All livestock producers current leave the county for shows and thus every show done locally will keep money in the county and bring in visitors.
- Total direct spending is estimated at \$862,500 per year. That number is based on 15 two-day events (10 local, 5 regulated) and attendance of 250-local, 350-registered and includes entry fees, food, lodging, gas and other direct expenditures.
- **The total economic impact of 15 shows using a multiplier of 2 would be \$1.7 million per year.**
- Revenue from concessions and rental fees for the meeting room will most likely go to the overall operating budget for the Arena and not have a significant economic impact on the community.
- The Arena will stimulate economic development in other areas. It is anticipated that there will be overnight guests with some of the livestock shows, however it is not known if they will stay in local hotels or want to camp in proximity to their livestock or in the area.
- Any potential staffing either full time or part time has not been determined at this point.

- The Arena could be used for other events and generate rental fees. This may include festivals, a county fair, fundraisers, etc.
- The Livestock Arena can have a growth effect for the local agricultural businesses in that they could increase their amount of livestock and in turn purchase additional local supplies and equipment.
- When the Arena is built it could use local vendors for purchase of supplies and equipment and may contract with local construction workers.
- The NC Department of Agriculture may have additional statistics, but Ron Moore (919-733-7887) was unable to be reached.

Athletic/Soccer Fields/Walking Trails

Current Status

- Rutherford County Soccer Association plays league games on fields at Isothermal Community College. The fields are rough, have limited parking and no bathrooms. Challenge (or travel) teams practice and play at a variety of school facilities or out of town. R-S Youth Football currently practices at a softball facility owned by the Town of Spindale and plays at R-S Central High School when the school allows it. Neither organization can effectively host a tournament since no facility with multiple fields exists.

Planned Facility

- 6 full-size (at least high-school sized) mixed use athletic fields.
- Approximately 2 miles of walking trails
- Playgrounds, concession, restrooms, parking

Economic Impact of Athletic Fields

Estimating the economic impact of any facility of this type is difficult, but in speaking with local soccer and youth football organizers it is clear there is a need in this region for small to medium-sized tournaments. The numbers presented are very conservative estimates with a realistic number of teams given the size of the facility and driving distance.

2-day soccer tournament:

- Number of teams – 35
- Average number of players per team – 16
- Total out-of-town visitors (players and parents @ 1.5 additional people per player) – 1,400
- Total team entry fees (\$400 per team) - \$14,000
- Concession sales (\$2 per visitor) - \$2,800
- Total direct spending outside of complex (lodging, restaurants etc @ \$110 per person per day and 1.5 days*) - \$231,000
- Total economic impact (direct spending x 2**) = \$462,000

2-day youth football tournament:

- Number of teams – 30
- Average number of players per team – 30
- Total out-of-town visitors (players and parents @ 1.5 additional people per player) – 2,250
- Total team entry fees (\$300 per team) - \$9,000
- Concession sales (\$2 per visitor) - \$4,500
- Total direct spending outside of complex (lodging, restaurants etc @ \$110 per person per day and 1.5 days*) - \$371,250
- Total economic impact (direct spending x 2) = \$742,500

The total economic impact of the two events is an estimated \$1.2 million.

** The per person number is the low end of the estimated spending as recommended by US Soccer Foundation in determining the impact of a tournament. Other studies put the per person number well over \$200.*

*** The multiplier used here is typically between 2 and 7 and accounts for the additional economic activity such as a restaurant ordering additional food to accommodate the increased customers and increased incomes of workers/owners of those businesses.*

Additional Economic Impacts

- A large flat open space is extremely useful for other recreational and community uses and thus creates opportunities for other tournaments, festivals and concerts either in addition to or in conjunction with events at the agricultural arena.
- A consolidated, modern facility with restrooms and multiple fields will create a 'home' for local soccer and potentially one youth football league and should in turn increase the number of participants in each and thus an increase in local spending for equipment and other needs.
- A facility of this type will allow travel teams to stay at home and invite competitors in from out of town more often.
- Quality of life is a major factor, particularly with small business growth, and areas with quality recreational opportunities are in a better position to grow, retain and recruit new business.
- Many people in the county leave the county to recreate. The Daniel Road Complex should keep more of those people, and their dollars, in the county.

Community Pet Center/Animal Control

Economic Impact

- The new facility should increase the number of animal adoptions in the county because of its central and visible location, disease control and other factors and thus lead to an increased demand for veterinary services and pet supplies and generate more revenue through adoption fees.
- The Community Pet Center plans to maintain paid staff for the adoption center.
- The facility will generate revenue through the crematory. No such facility exists in the county now and would be used by local veterinarians in addition to animal control.
- The quality of life benefits of the new facility are hard to quantify but will certainly reflect extremely well on the county to have such a facility.

From: John Condrey
Sent: Friday, June 18, 2010 1:28 PM
To: Debra Conner
Subject: Updated Building Fund Information on Animal Shelter

The following revised language is included in the County Building Fund report sent to Commissioners on June 18.

(3) Updated Building Fund

Important Note: Sheriff Conner recommended we hold a discussion and explore another option on a revised alternate plan for the animal shelter during the week of June 7. This plan would be as follows. The current animal shelter would continue to operate for the quarantine of dangerous animals. The drop boxes would continue on this site and all animals picked up by Animal Control would be brought to the site. All unadoptable animals remain there. All euthanasia would be done at the site. This facility would not be open to the public. All adoptable animals would be transferred to a proposed new Animal Control/Community Pet Center Adoption Facility. A revised cost estimate for this facility is included in the amount of \$491,000.

It should be recognized that the current Animal Shelter is a minimally standard shelter that the county is in the process of spending approximately \$30,000 to bring it up to this minimal standard. The new adoption facility could be designed so that in the future it could be added onto if the two operations would need located in the same complex.

Pursuant to North Carolina General Statutes, Chapter 132, et. seq., this electronic mail message and any attachment hereto, as well as any electronic mail message(s) that may be sent in response to it may be considered public record and as such are subject to requests for review.