



State of the County

Rockingham County N.C.

February 23, 2011





County & State Facts

POPULATION CHANGE 2000-2009			
Area	2009 Pop.	Change 2000-'09	% Change 2000-'09
N. C.	9,380,884	1,301,501	16.1%
Rock. Co.	92,252	253	0.3%
Hispanic	5,135	2,295	80.8%
Non-Hisp.	87,117	-2,043	-2.3%



Rockingham County Facts

POPULATION CHANGE BY AGE 2000-2009			
	2009	Change	% Change
<25	27,827	-650	-2.3%
25-44	22,768	-4,171	-15.5%
45-64	26,905	3,996	17.4%
65+	17,752	1,078	7.9%



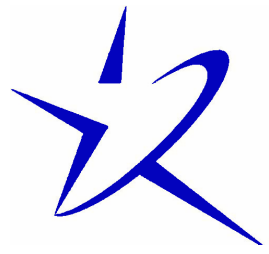
County Facts

EMPLOYMENT TRENDS 1990-2007			
Area	Total Jobs Created	Total Jobs Lost	Net Change
N. C.	6,476,262	5,481,467	994,795
Rock. Co.	50,479	47,870	2,609



County Facts

WORKFORCE			
Area	2001	2006	2010
N. C.	4,174,044	4,538,604	4,465,718
Rock. Co.	46,370	46,763	42,662



County Facts: Health Factors

- Out of 100 Counties 1 being healthiest), Rockingham ranks
 - 71st in overall health outcomes
 - 92nd in health-related behaviors
 - 85th in health factors
 - 83rd in access to clinical care

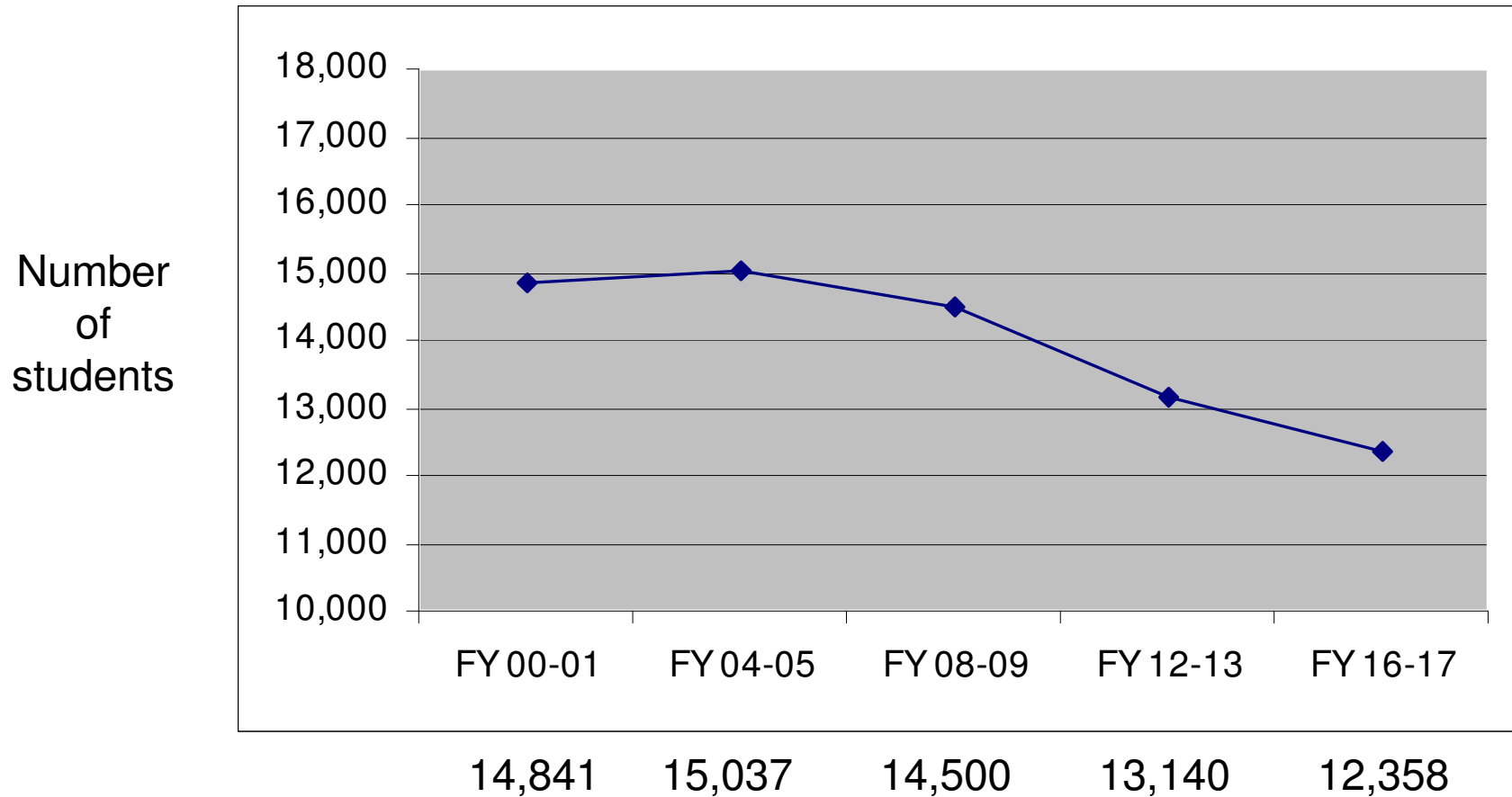


Education

- Only 68.9% of Rockingham County residents over 25 have at least a high school degree
- State Average: 78.1%
- Only 10.8% of Rockingham County residents have a bachelors degree
- State Average: 22.5%



County School Enrollment Projections





County Tax Base Facts

TAX BASE PER CAPITA			
AREA	2001	2005	2010
N. C.	\$59,964	\$81,932	\$105,039
Rock. Co.	53,763 89.6%	62,637 76.4%	69,384 62.9%

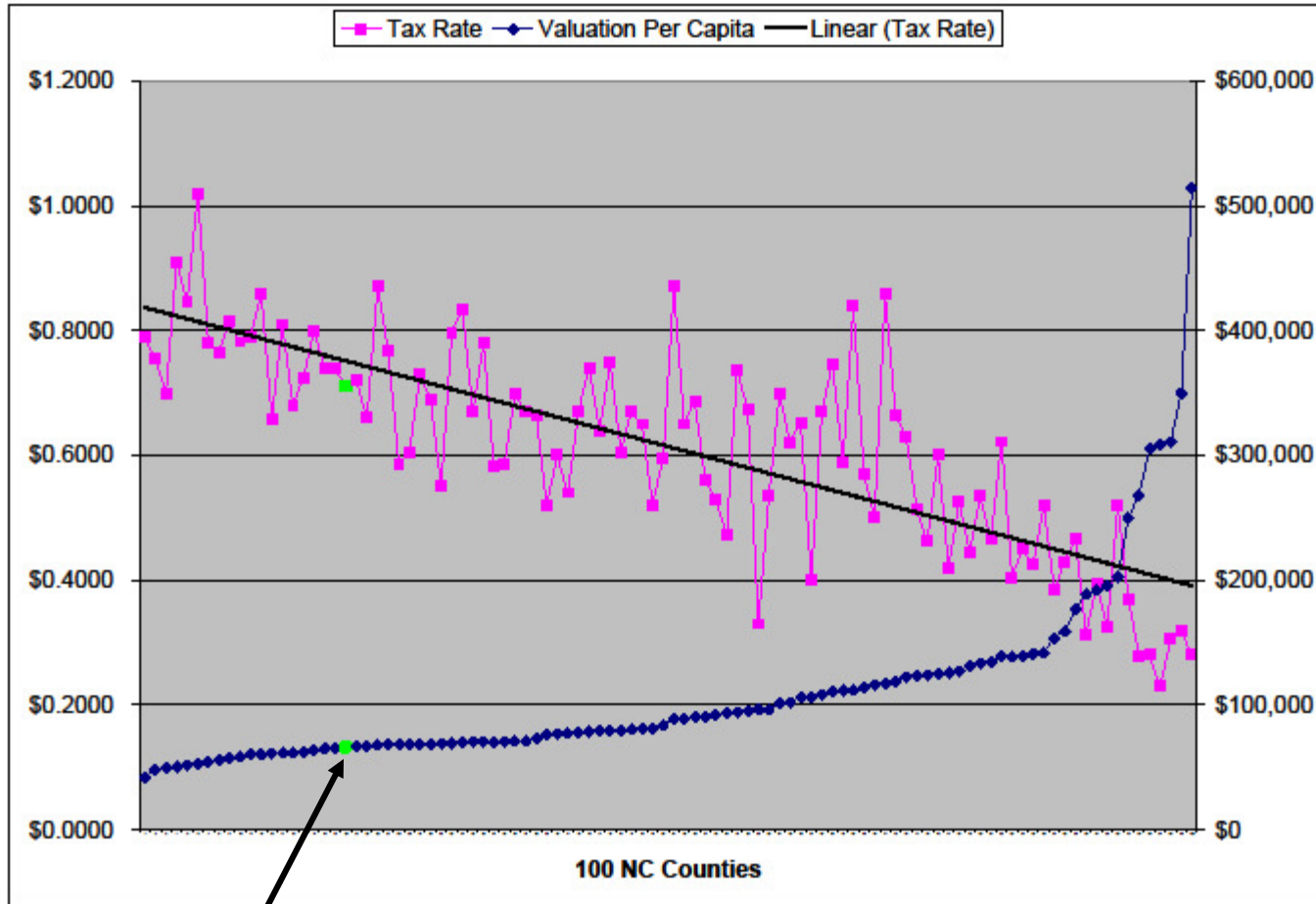


Tax Base per Capita: Neighboring Counties

County	Percent NC Ave.	Tax Base per Capita
Alamance	77%	\$81,773
Caswell	58.5%	61,413
Davidson	73.5%	77,201
Forsyth	90.7%	95,281
Guilford	89.6%	94,152
Randolph	67.5%	70,880
Rockingham	62.9%	66,080
Stokes	73.1%	76,708
NC Average Tax Base Per Capita		\$105,039



Tax Rate/Tax Base



Rockingham County



County Tax Base Facts

- Revaluation will at best add 5% to the overall tax base
- Results + 66% of State average
- If Rockingham County had average County Tax Base per capita, tax rate would only need to be **43.5¢** instead of 71.5¢ to support current year Budget

Tax Base: Who Pays the Bills

TAXES: RESIDENTIAL vs. COMMERCIAL			
	2001	2005	2009
Residential	55%	62.8%	64.1%
Commercial/ Industrial	45%	37.2%	35.9%

- As commercial/industrial growth slows, residential payers must make up more of the difference

Budget & Employment Trends

	2001-02	2005-06	2010-11
Gen. Fund	\$80,923,764	\$94,453,330	\$79,755,745
Total Co. Employees	780	758	650



2010-11 General Fund Budget Overview

Category	Total	Restricted	Unrestricted	% Unrestricted
General Government	\$9,412,245	\$888,175	\$8,524,070	16%
Public Safety	17,651,776	5,397,242	12,254,534	23%
Econ. & Physical Development	1,603,716	213,645	1,390,067	2%
Human Services	26,146,109	17,802,944	8,343,165	15%
Cultural	1,760,367	225,609	1,534,758	3%
Education	19,312,795	769,775	18,543,020	34%
Other	3,883,737	168,150	8,715,587	7%
Total	\$79,770,745	\$25,465,544	\$54,305,201	100%

General Fund Facts

- Education and Public Safety comprise 57% of unrestricted or discretionary funds
- One cent on the tax rate produces \$588,295
- Of the entire General Fund budget, approximately 1/3 is restricted revenues



Rockingham Co. Competitiveness Assessment

Weaknesses/Threats

- Atmosphere of Pessimism
- Failure to leverage Internet
- Contentious political relations/sectionalism
- Low levels of educational attainment
- Old line manufacturing culture
- Skills mismatch
- Poor cell phone and broadband coverage
- Poor health status
- Low financial capacity



Rockingham Co. Competitiveness Assessment Strengths/Opportunities

- Strategic location
- Endowment of built and natural capital assets
- Dedicated labor force
- Water and wastewater infrastructure
- Highway improvements
- Proximity to FedEx Hub
- Opportunities for regional collaboration



Rockingham Co. Competitiveness Assessment Recommendations

- Develop sustainable community economic development strategies – re-brand Rockingham County as a sustainable community
- Embrace diversity and make talent recruitment a core element of the sustainable community economic development re-branding effort
- WEB based re-branding and marketing strategy
- Re-engineer K-12 education – especially around “intellectual entrepreneurship”
- Nurture and grown the local elder care economy
- Aggressively pursue regional collaborations



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