



Courthouse Reuse Committee Meeting

353 N Generals Blvd, Lincolnton, NC 28092

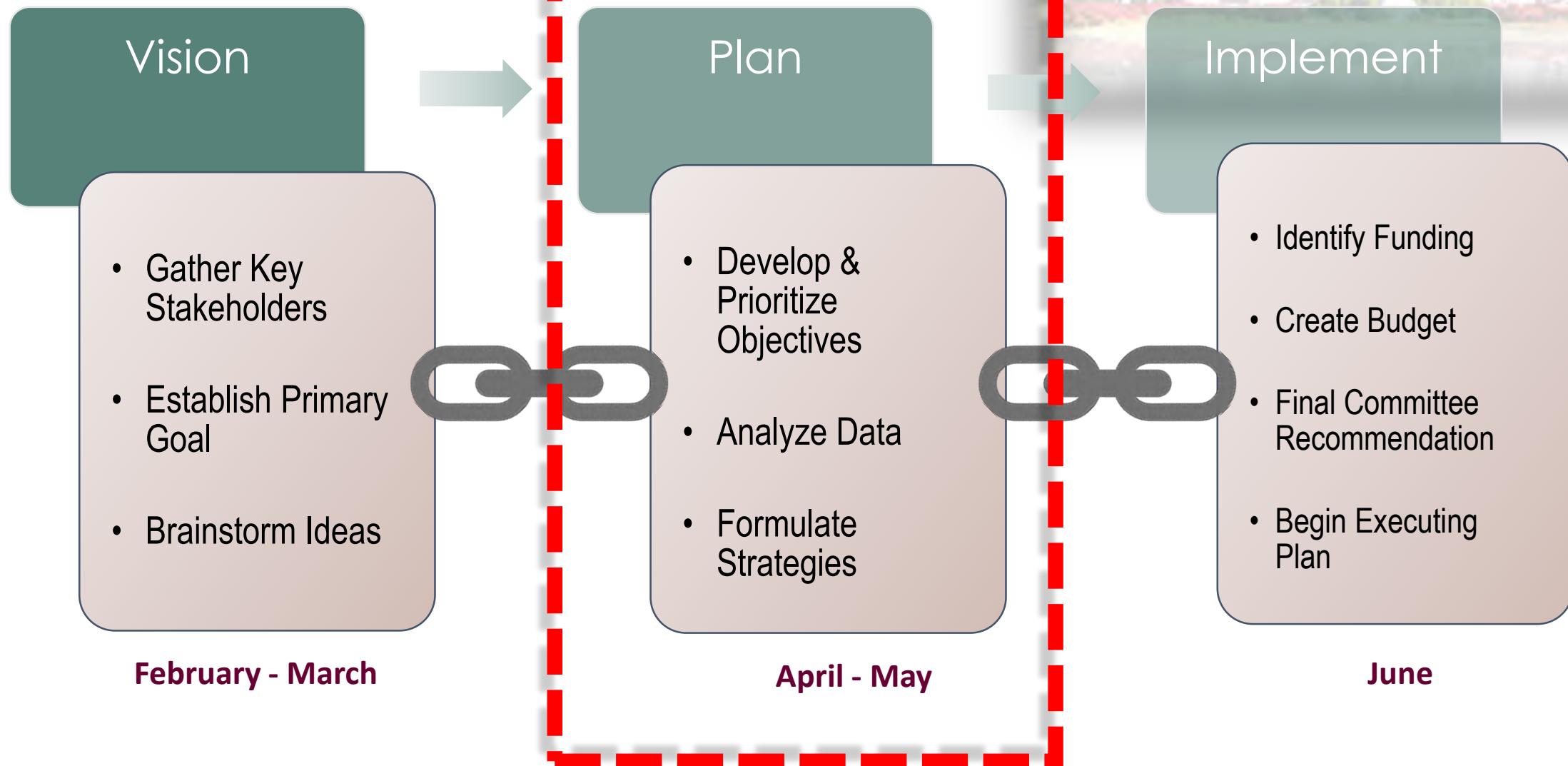
April 29th, 2021

2:00 P.M.

Agenda

- 1. Welcome**
- 2. Refresher**
 - a. Strategic Plan / Timeline / Milestones
 - b. SOAR Results
- 3. Community Survey Results Presentation**
- 4. Preliminary Economic Impact Analysis**
 - a. Report - North Carolina Small Business and Technology Development Center (SBTDC)
 - b. IMPLAN platform
- 5. Recap / Next Steps**
 - a. Refined Economic Impact Analysis
 - b. Developer Potential (Business Plan / Financial Structure Examples)
 - c. Legal Review
- 6. Adjourn**

Strategic Plan Process

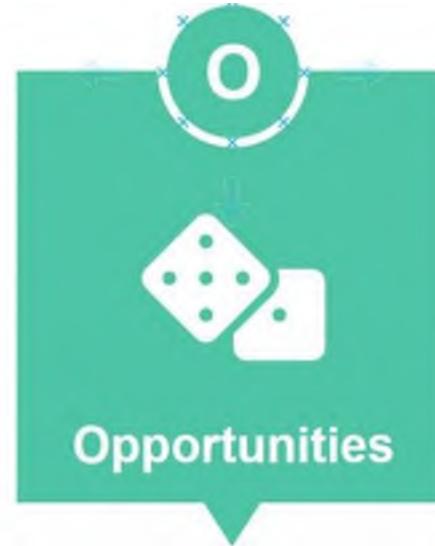




SOAR Exercise Results



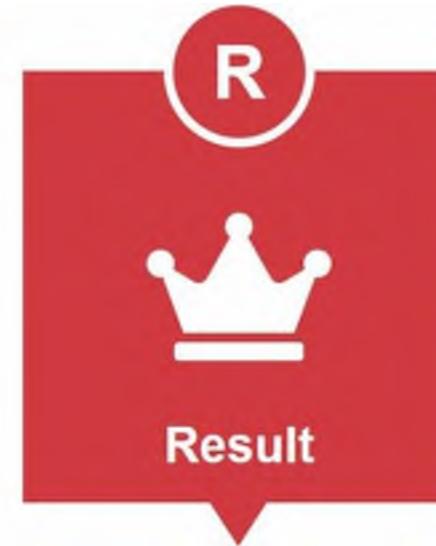
- ❖ Stable Building
- ❖ Center of Downtown
- ❖ Strong Community Spirit
- ❖ Strong recruitment efforts



- ❖ Easy Event Space
- ❖ Long term maintenance presents a challenge
- ❖ Renovation Cost could prevent some ideas
- ❖ Partnering with existing businesses
- ❖ Public / Private Partnerships (developer?)
- ❖ Revenue Generation / Return on Investment
- ❖ Small Business Incubator Startups
- ❖ ElectriCities Funding?



- ❖ Be a Destination
- ❖ Attract visitors to downtown
- ❖ Contribute to local economy
- ❖ Preserve History
- ❖ Cultivate an inviting space
- ❖ Preserve Arts and Culture (Pottery?)

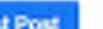
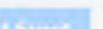
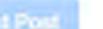
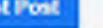


- ❖ Vibrant Downtown
- ❖ Diverse Business Climate
- ❖ Attraction
- ❖ Public Gathering Place
- ❖ Save/Use building
- ❖ Highest and best use of space in the facility



Public Engagement

Social Media Reach

Reach: Organic / Paid							Post Clicks	Reactions, Comments & Shares
Published	Post	Type	Targeting	Reach	Engagement	Promote		
04/23/2021 2:05 PM	 Lincoln County Library	 	358	43 12	 			
04/27/2021 12:12 PM	 https://www.lincolncounty.org/2391/Medicaid-Transformation	 	73	2 0	 			
04/17/2021 9:05 AM	 Community Celebration of the West Lincoln Branch Library	 	183	6 2	 			
04/17/2021 8:04 AM	 Lincoln County Library	 	238	12 1	 			
04/13/2021 7:42 AM	 Lincoln County Library	 	205	4 0	 			
04/09/2021 12:22 AM	 Lincoln County Library	 	215	1 2	 			
04/08/2021 3:21 PM	 Lincoln County Library	 	190	0 1	 			
04/07/2021 2:20 PM	 Lincoln County Library	 	133	1 0	 			
04/02/2021 9:54 AM	 Lincoln County Library	 	176	3 0	 			
04/01/2021 1:24 PM	 Click the link below to participate! Thank you!	 	25.4K	4.6K 831	 			
03/27/2021 4:40 PM	 Jean Latife Revealed: Unveiling One of America's Longest Running	 	175	1 0	 			
03/24/2021 7:05 PM	 Adult Workshop - Creating Engaging Graphic Novels for Kids	 	169	2 0	 			

Social Media Reach

Post Details

 Lincoln County NC
April 1 at 1:24 PM · [Share](#)

Click the link below to participate! Thank you!
<https://www.surveymonkey.com/r/CPC7N72>



Performance for Your Post

25,388 People Reached

831 Reactions, Comments & Shares [View](#)

299	21	278
 Like	On Post	On Shares
15	0	15
 Love	On Post	On Shares
4	0	4
 Wow	On Post	On Shares
297	8	289
Comments	On Post	On Shares
217	217	0
Shares	On Post	On Shares

4,567 Post Clicks

98	1,773	2,696
Photo Views	Link Clicks View	Other Clicks View

NEGATIVE FEEDBACK

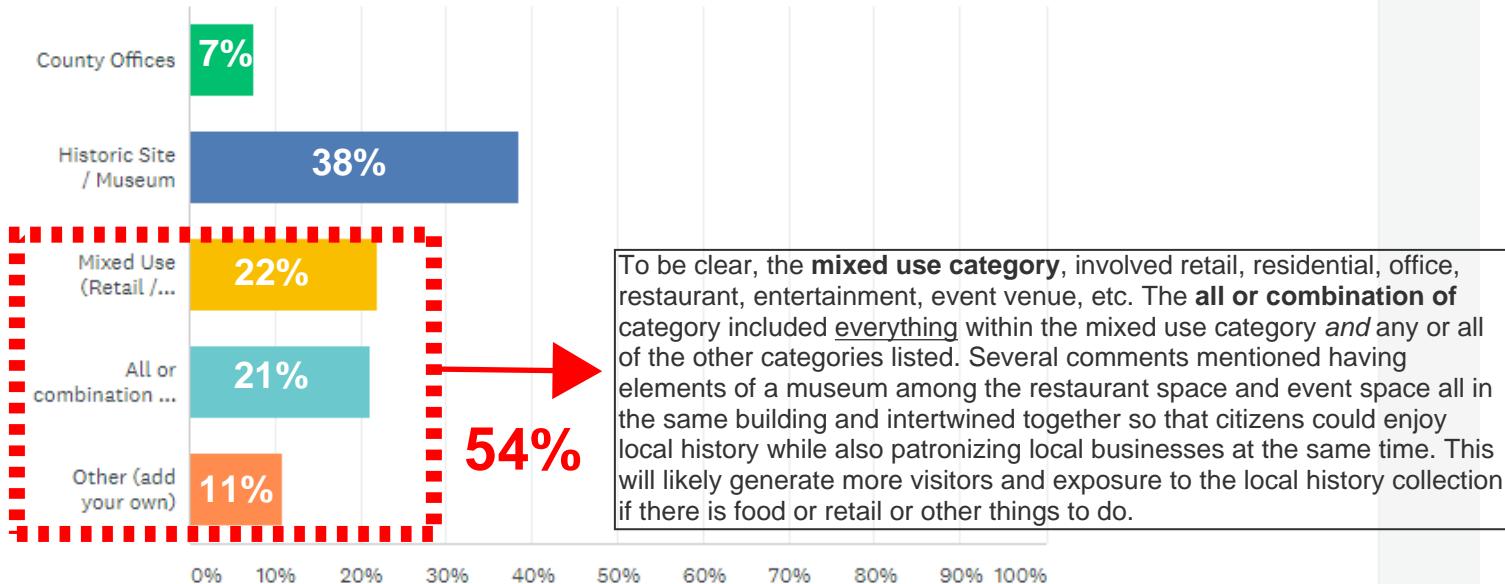
1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Community Survey Results

What type of use do you feel is best suited for the building? (Check one)

Answered: 1,354 Skipped: 8



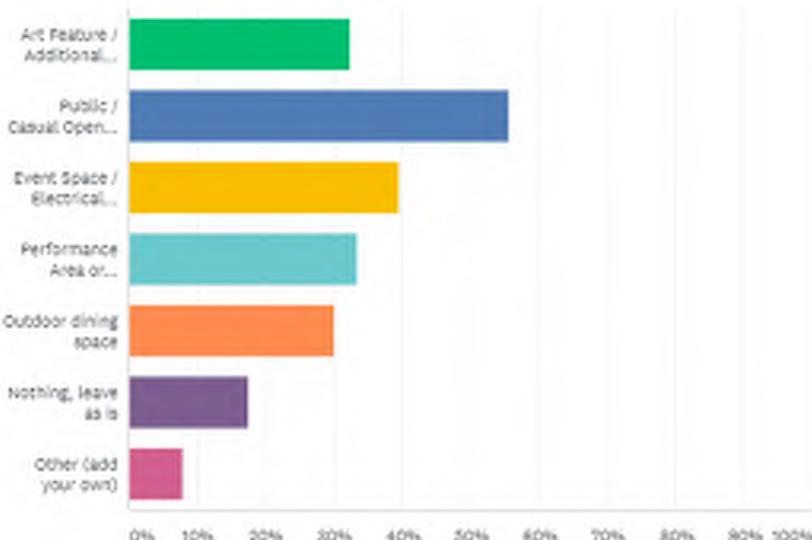
ANSWER CHOICES	RESPONSES
County Offices	7.46% 101
Historic Site / Museum	38.55% 522
Mixed Use (Retail / Hospitality / Event Space / Office Space / Residential Apts.)	21.94% 297
All or combination of the above	21.20% 287
Other (add your own)	10.86% 147
TOTAL	1,354

1,354

Community Survey Results

Considering your answer to question #1, what uses or ideas for the lawn space around the building do you think would compliment it well? (Check all that apply)

Answered: 1,353 Skipped: 9



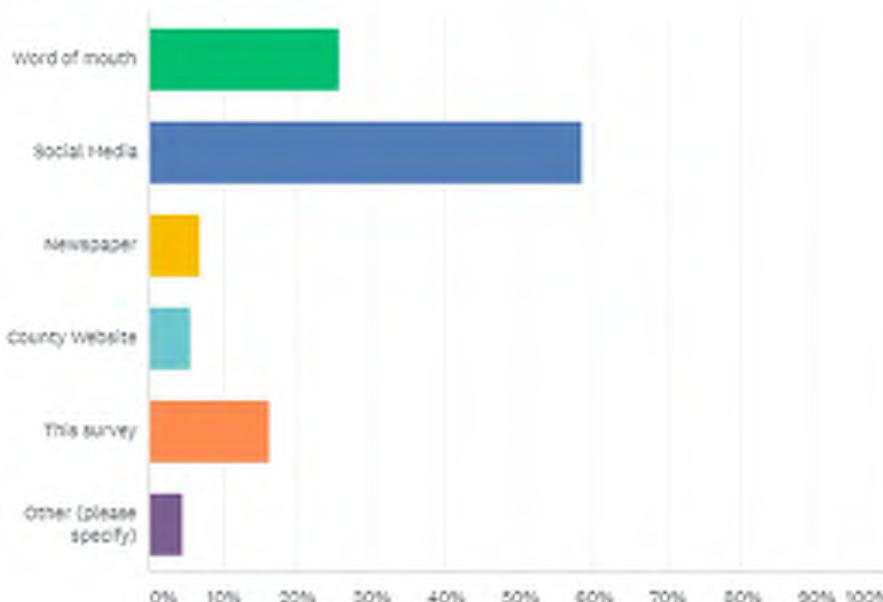
ANSWER CHOICES	RESPONSES
Art Feature / Additional Memorial Space	32.52% 440
Public / Casual Open Space	55.08% 753
Event Space / Electrical hookups for vendors	39.62% 536
Performance Area or Amphitheater	33.41% 452
Outdoor dining space	30.38% 405
Nothing, leave as is	17.82% 237
Other (add your own)	7.86% 105

Total Respondents: 1,353

Community Survey Results

How did you hear about the County's potential to repurpose the courthouse building?

Answered: 1,352 Skipped: 10



ANSWER CHOICES	RESPONSES
Word of mouth	345
Social Media	793
Newspaper	94
County Website	76
This survey	220
Other (please specify)	62
Total Respondents: 1,352	

Community Survey Results

Following up to the previous question, why do you feel that way?

Answered: 1,026 Skipped: 336

Answered: 1,026

WORD CLOUD TAGS (0)

 Sentiments: OFF 



Filter: by tag▼

Search responses



Showing 1,026 responses

It would improve the mix of what is currently available in downtown Lincolnton.

4/27/2021 12:44 PM

[View respondent's answers](#) [Add tags ▾](#)

Lack of local event space

4/27/2021 8:49 AM

[View respondent's answers](#) [Add tags ▾](#)

The space is already conducive for professional workers. No need to build a new building when you can repurpose this one.

4/27/2021 8:27 AM

[View respondent's answers](#) [Add tags ▾](#)

Be a wide variety and get multiple uses out of building

4/24/2021 11:23 PM

[View respondent's answers](#) [Add tags ▾](#)

Community Survey Results

“Mixed use will provide affordable office space while also making a museum available to highlight the history of the area... Since it's a historic building”

Community Survey Results

“ The operational and maintenance costs for the old courthouse are going to be enormous. If the cost can be spread among several different organizations then the likelihood for the old courthouse to be occupied will be enhanced greatly.”

Community Survey Results

“We have enough museum space that is not being utilized presently”

Community Survey Results

“I don't see the strength of any single category (i.e. Retail, Office, Museum) as being enough for long-term sustainability, but an effort of combined forces could minimize the risk.”

Community Survey Results

“Traffic congestion should be the primary concern”

Community Survey Results

“County offices always need more space. This building can house offices without having to build a new structure”

Community Survey Results

“The architecture, history, and location make it most suitable for something such as a museum.”

Community Survey Results

“Offices for the Lincolnton Tourism Board and Tourist welcome center with a Museum is great starting point for visitors”

Community Survey Results

“Our history is a critical element that makes Lincoln County what we are today. It should remain as a museum or in some way be utilized to educate our communities and our county’s visitors on the rich history found in Lincoln County.”

Community Survey Results

“I think using it as hospitality/event space would be a great way to put money back into the community”

Community Survey Results

“Mixed use promotes economic initiatives and lessens the tax burden on government.”

Community Survey Results

“It will take County money to maintain the building, must have multiple sources of income.”

Community Survey Results

“Bring more life into downtown”

Community Survey Results

“Mixed use would give the county an income stream to help defray maintenance costs”

Community Survey Results

“Mix in history with modern,... need ways to keep younger people interested,”

Community Survey Results

“I want everyone to use the beautiful building! Retail and event space is a great way to do that!”

Community Survey Results

“ It’s from 1923 and should be preserved for future generations to enjoy and learn from.”

Community Survey Results

“ It can bring diversity to the building if it's a multi use building. It will bring more people downtown”

Community Survey Results

“Nice spot for summer concerts and events”

Community Survey Results

“This will bring high earning residents downtown to shop and eat locally increasing the tax revenue for the city.”

Community Survey Results

“Part museum and part well kept shops would be such a neat and unique experience. I believe it would be a true staple of Lincolnton!”,

Community Survey Results

“The building has always been a place for business and government activities. I think it would be nice for it to spend it's second life as a place for fun, leisure and socializing”

Community Survey Results

“Living/dining/shopping would continue the trend of revitalization downtown”

Community Survey Results

“What ever would work best”



Preliminary Look

Economic Impact Analysis



Prepared for



Lincoln Economic Development Association
Lincolnton, NC

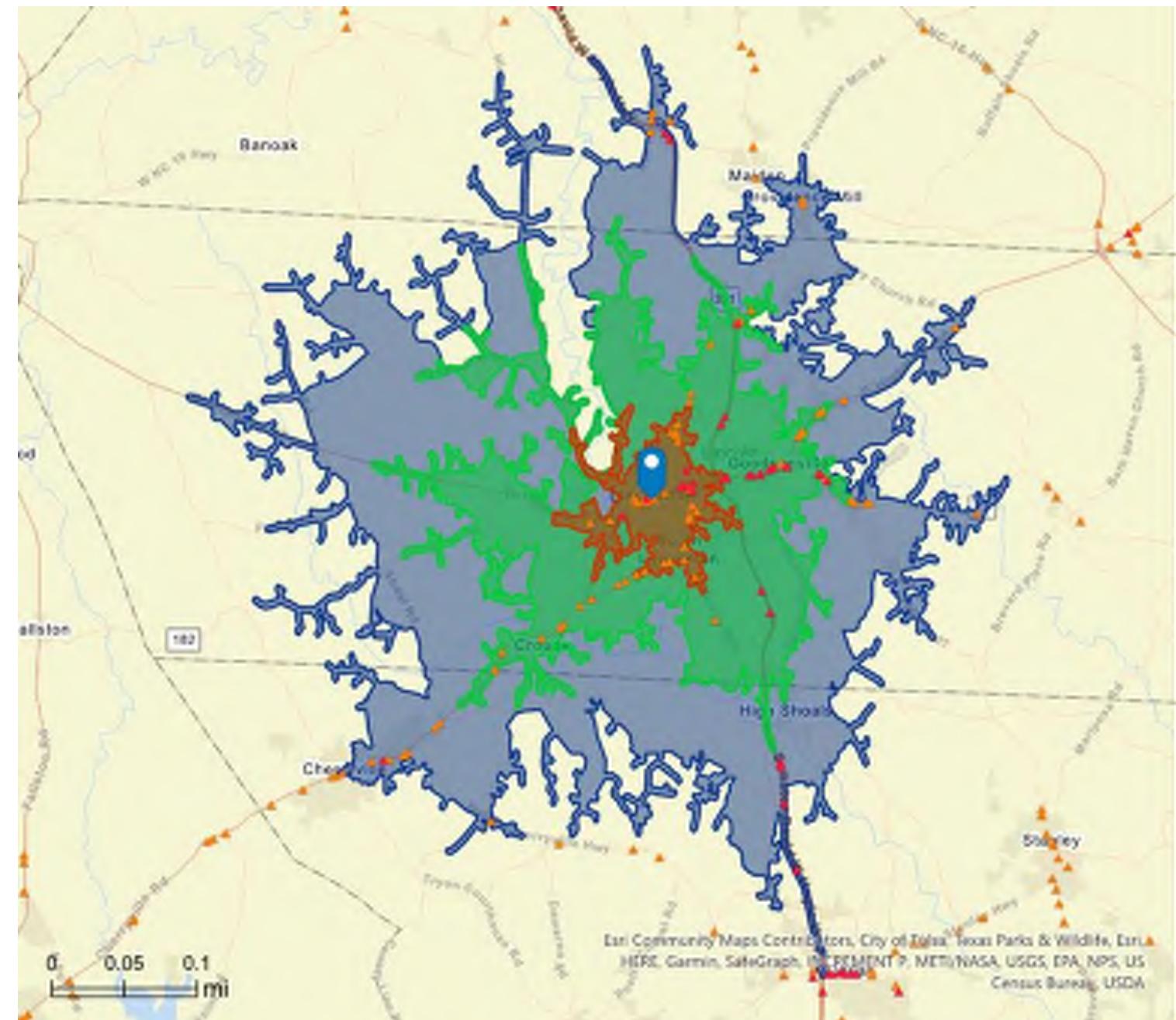


Traffic Count Map

5/ 10 / 15 minute radius

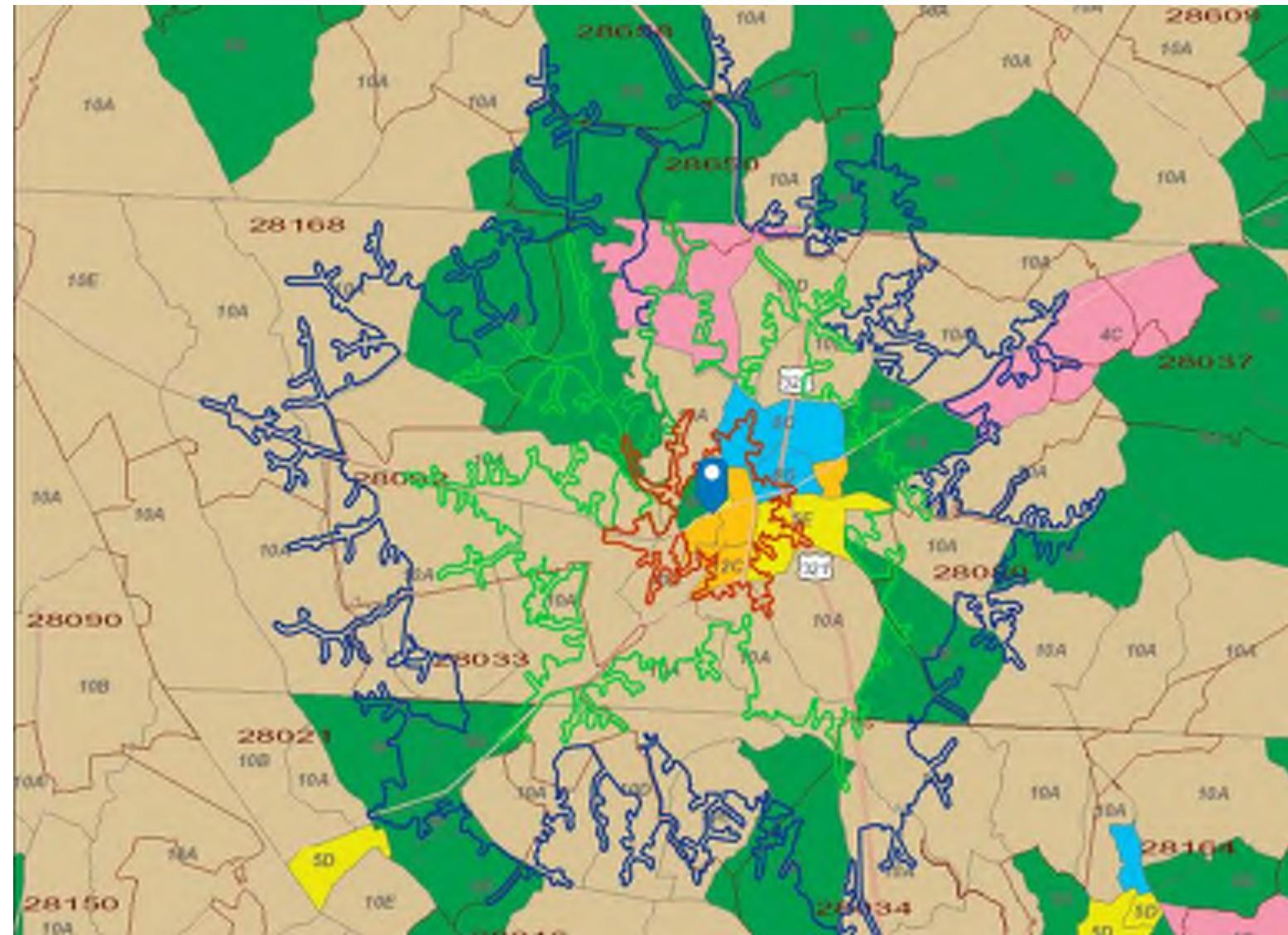
Average Daily Traffic Volume

- ▲ Up to 6,000 vehicles per day
- ▲ 6,001 - 15,000
- ▲ 15,001 - 30,000
- ▲ 30,001 - 50,000
- ▲ 50,001 - 100,000
- ▲ More than 100,000 per day



Dominant Tapestry Map

5/ 10 / 15 minute radius



Who are we?



LifeMode Group: Hometown **Traditional Living**

Households: 2,395,200

Average Household Size: 2.51

Median Age: 35.5

Median Household Income: \$39,300



LifeMode Group: Rustic Outposts **Southern Satellites**

Households: 3,856,800

Average Household Size: 2.67

Median Age: 40.3

Median Household Income: \$47,800



LifeMode Group: Cozy Country Living **Salt of the Earth**

Households: 3,545,800

Average Household Size: 2.59

Median Age: 44.1

Median Household Income: \$56,300



LifeMode Group: Middle Ground **Bright Young Professionals**

Households: 2,750,200

Average Household Size: 2.41

Median Age: 33.0

Median Household Income: \$54,000



LifeMode Group: Middle Ground **Hardscrabble Road**

Households: 1,507,700

Average Household Size: 2.66

Median Age: 32.4

Median Household Income: \$28,200



LifeMode Group: GenXurban **Midlife Constants**

Households: 3,068,400

Average Household Size: 2.31

Median Age: 47.0

Median Household Income: \$53,200



LifeMode Group: Family Landscapes **Middleburg**

Households: 3,511,200

Average Household Size: 2.75

Median Age: 36.1

Median Household Income: \$59,800

Who are we ? (in context)

Alignment of Socioeconomics/Purchasing behaviors/Tendencies with SOAR results and trend toward mixed use of building.

- Prefers to buy American and for a good price.
- Spending priorities focus on family (children's toys and apparel) and DIY projects.
- Contribute to arts/cultural, educational, health, and social service organizations.
- Technology purchases are a focus for some of the younger generation.
- Investment in adventure sports related sporting goods for backpacking, rock climbing, hiking, running, and yoga are noticeable in the market.
- Leisure activities include attending events, enjoying live music, frequenting bars and taprooms.
- Eat out often. Family restaurants and quick lunch café style food.
- Some of the older generation and those entrenched in rural lifestyle such as “salt of the earth” cherish healthy eating, gardening, boating, fishing, hunting, and vehicles.
- Brand loyalty is important to some, but not to others.

Key Findings

- Lincolnton has a daytime population of nearly 10,000 people. **About half of those are working in Lincolnton.** About half are full-time residents.
- **Median disposable income for the 15-mile drive time radius is \$44,021**
- The median household income for the 15-mile drive time radius is \$53,966
- **The unemployment rate for the 15-mile drive time radius is 13%**
- About 35% have some college and 32% have a high school degree within the 15-mile drive time radius.
- Within the five-mile drive time radius the unemployment rate is nearly 18% (17.8%) and the median household income drops to \$45,543.
- **Incomes rise in the county** and so does the average age. The wealth index outside the downtown Lincolnton area is 102. The median age is 43.1
- **The wealth index in the 15-mile drive time radius is 62;** in the immediate downtown area, the wealth index drops to 53. The median age ranges from 41.0 to 42.3
- **Within the 5-minute drive time of Lincolnton center, there are 3,497 housing units (2020).** Of those, 1,500 are owner occupied. More than 10% (458 or 13%) were vacant in 2020. The projection for 2025 is that 479 or nearly 14% will be vacant.

Building Uses to Consider

Other types of business that might attract different shoppers, both local and travelers include:

- Restaurant
- Coffee Shop
- Bakery, Patisserie, Dessert Shop
- Internet Café and Coffee/sweet shop
- Gourmet Grocer
- Book/Gift Store
- Local farmer market type shop with year-round products
- Concierge (dry cleaning, errand, etc. services)
- Library storefront location
- Practice/networking rooms that could be reserved
- Other specialty shops.

sbtdc suggested these multipurpose
properties to review.

Grove Arcade - Asheville, NC



Market Street Indoor Food Hall - Raleigh, NC

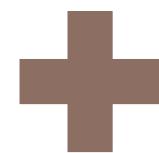


Historic City Market – Charleston, SC





Highest & Best Use



Highest & Best Use
Recommendations

Events (3)

+ Add New Event

Select Event(s) then use the  icon to drag and drop Events to Groups

 Select All Events

0 / 3

SAVE



Groups (1)

+ Add New Group

Title	Type	Specification	Value	Drag & Drop
Courthouse First Floor	Industry Output	406 - Retail - Food and beverage	\$251,000	
Courthouse First Floor	Industry Output	411 - Retail - General merchandise	\$500,000	
Courthouse Basement	Industry Output	106 - Breweries	\$1,000,000	

Output	Employment	Employee Compensation	Proprietor Income
1,000,000	17	Enter a Value	Enter a Value

Margins

Purchaser Price Producer Price

Lincoln County, NC group

Dollar Year Data Year
2021 2019

Lincoln County, North Carolina

Courthouse First Floor

Courthouse First Floor

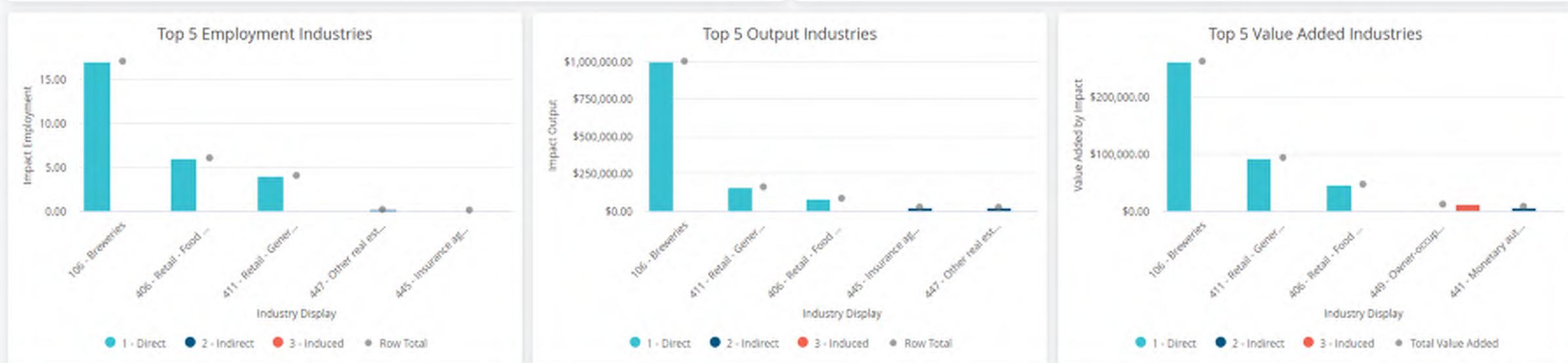
Courthouse Basement

Impact Results Overview



Dollar Year: 2021 Region: is any value Impact: is any value Group Name: is any value Event Name: is any value More ▾

Economic Indicators by Impact						Tax Results							
Impact	^	Employment	Labor Income	Value Added	Output	Impact	^	Sub County G...	Sub County S...	County	State	Federal	Total
1 - Direct		27.00	\$195,096.92	\$398,413.15	\$1,242,229.48	1 - Direct		\$5,190.89	\$0.00	\$55,211.38	\$61,778.84	\$44,217.04	\$166,398.15
2 - Indirect		1.17	\$60,589.59	\$78,277.35	\$195,254.63	2 - Indirect		\$117.31	\$0.00	\$1,245.00	\$2,724.70	\$10,978.32	\$15,065.33
3 - Induced		0.47	\$15,616.16	\$35,556.69	\$61,752.06	3 - Induced		\$168.36	\$0.00	\$1,790.32	\$2,244.78	\$3,489.42	\$7,692.88
Totals		28.64	\$271,302.67	\$512,247.19	\$1,499,236.16	Totals		\$5,476.56	\$0.00	\$58,246.69	\$66,748.31	\$58,684.79	\$189,156.35





Refined
Economic
Impact
Analysis

Potential for
Partnerships

Funding
Opportunities



Thank you!