



Imagine Selma 20 Year View

Town of Selma

Demographics

Population

| Population | 2000 Census | 2010 Census | 2014 Est. (July 1st) | 2019 Projection |
|------------------------|------------------------|------------------------|---------------------------------|----------------------------|
| Town of Selma | 6,022 | 6,073 | 6,257 | 6,450 |
| Johnston County | 121,965 | 168,878 | 181,423 | 194,968 |
| North Carolina | 8,049,313 | 8,955,483 | 9,943,964 | 10,450,749 |
| United States | 281,421,906 | 306,745,838 | 318,857,056 | 326,536,558 |

Source: U.S. Census Bureau: Census 2000 and Census 2010, US Census Annual Population Estimates, and ESRI 2019 projections.

Annual Rate of Growth

| | 2000-2010 | 2010 - 2014 | 2014 - 2019 |
|----------------------|-----------|-------------|-------------|
| Town of Selma | 0.8% | 0.8% | 0.6% |
| Johnston County | 3.3% | 1.8% | 1.5% |
| North Carolina | 1.7% | 1.1% | 1.0% |
| United States | 0.9% | 1.0% | 0.5% |

Source: U.S. Census Bureau: Census 2000 and Census 2010, US Census Annual Population Estimates, and ESRI 2019 projections.

Distribution of Population by Age Group

| | Town of Selma | | | Johnston County | | | North Carolina | | |
|-----------|---------------|------|----------|-----------------|------|----------|----------------|------|----------|
| Age Group | 2000 | 2010 | % Change | 2000 | 2010 | % Change | 2000 | 2010 | % Change |
| 0-19 | 30.5 | 32.9 | 2.4 | 28.2 | 30.1 | 1.9 | 27.2 | 26.8 | (0.4) |
| 20-24 | 8.9 | 7.0 | (1.9) | 6.0 | 5.0 | (1.0) | 7.2 | 6.9 | (0.3) |
| 25-34 | 15.8 | 14.9 | (0.9) | 17.2 | 12.8 | (4.4) | 15.1 | 13.1 | (2.0) |
| 35-54 | 24.8 | 24.3 | (0.5) | 30.1 | 30.8 | 0.7 | 29.5 | 28.5 | (1.0) |
| 55-64 | 8.5 | 10.3 | 1.8 | 8.6 | 11.0 | 2.4 | 9.0 | 11.9 | 2.9 |
| 65+ | 11.5 | 10.6 | (0.9) | 9.9 | 10.3 | 0.4 | 12.0 | 12.8 | 0.8 |

Source: U.S. Census Bureau, 2000 and 2010 Decennial Census

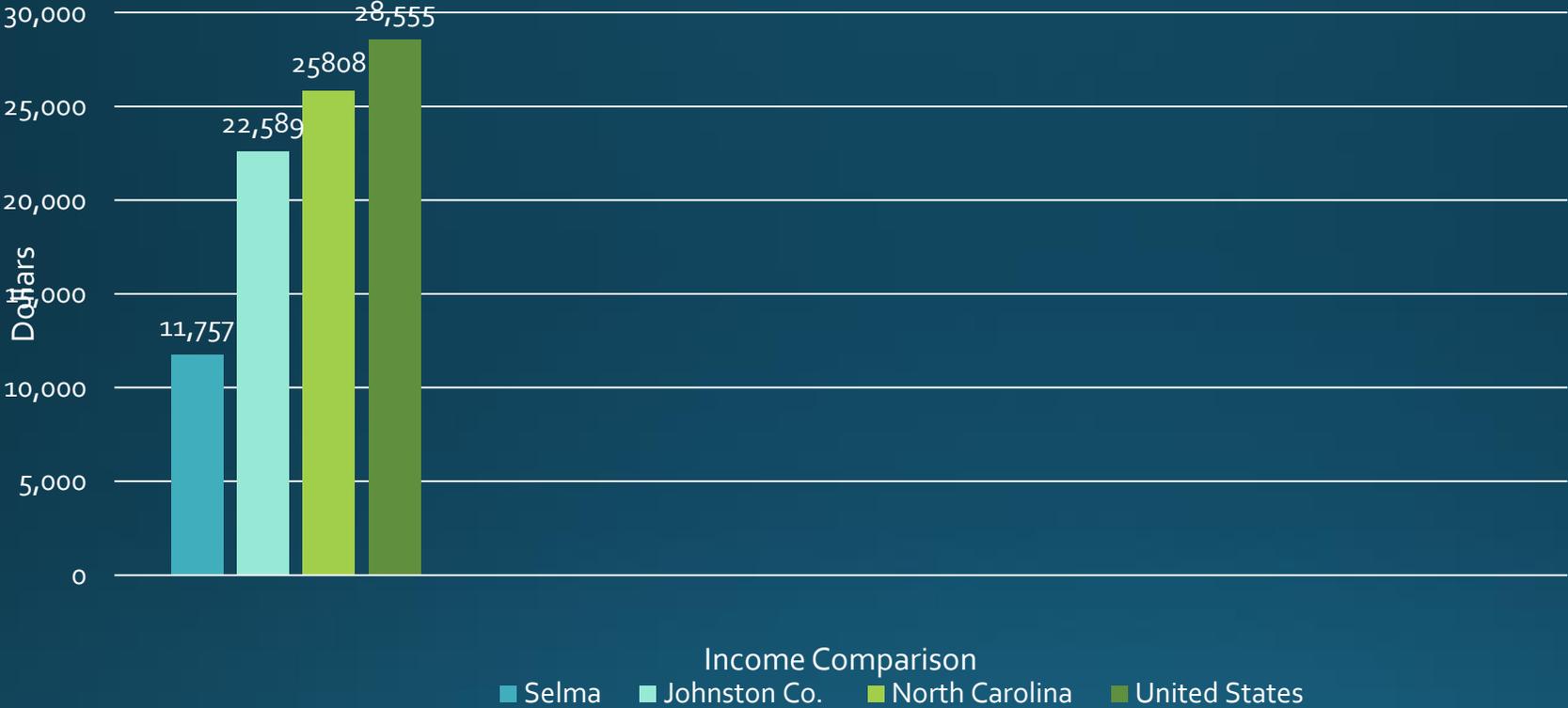
Unemployment Rate

2014 Annual Average

| | Labor Force | Employed | Unemployed | Unemployment Rate |
|-----------------|-------------|----------|------------|-------------------|
| Town of Selma | 2,769 | 2,141 | 618 | 13.5 % |
| Johnston County | 87,314 | 78,546 | 8,768 | 6.6% |
| North Carolina | - | - | - | 6.6% |
| United States | - | - | - | 5.8% |

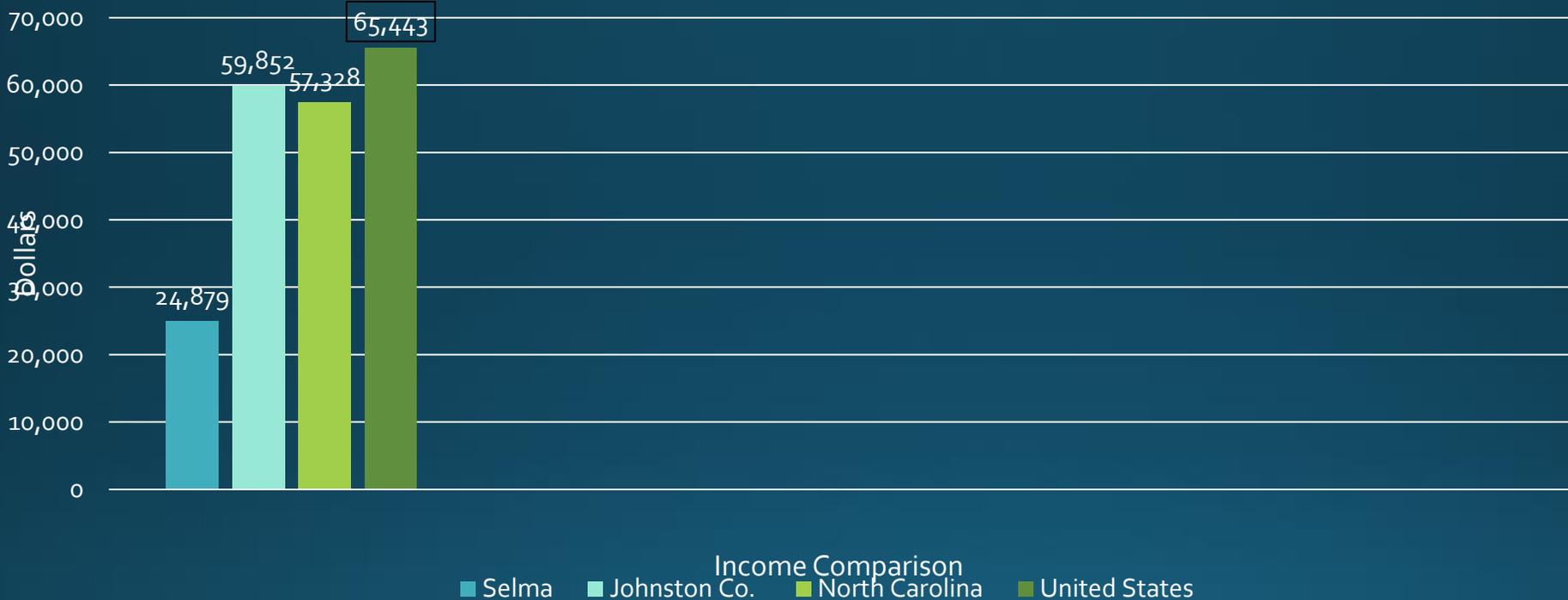
Source: U.S. Census Bureau, 2010 – 2014 American Community Survey Five-Year Estimates

2014 Per Capita Income



Source: U.S. Census Bureau, 2010-2014 American Community Survey Five Year Estimate

2014 Median Family Income

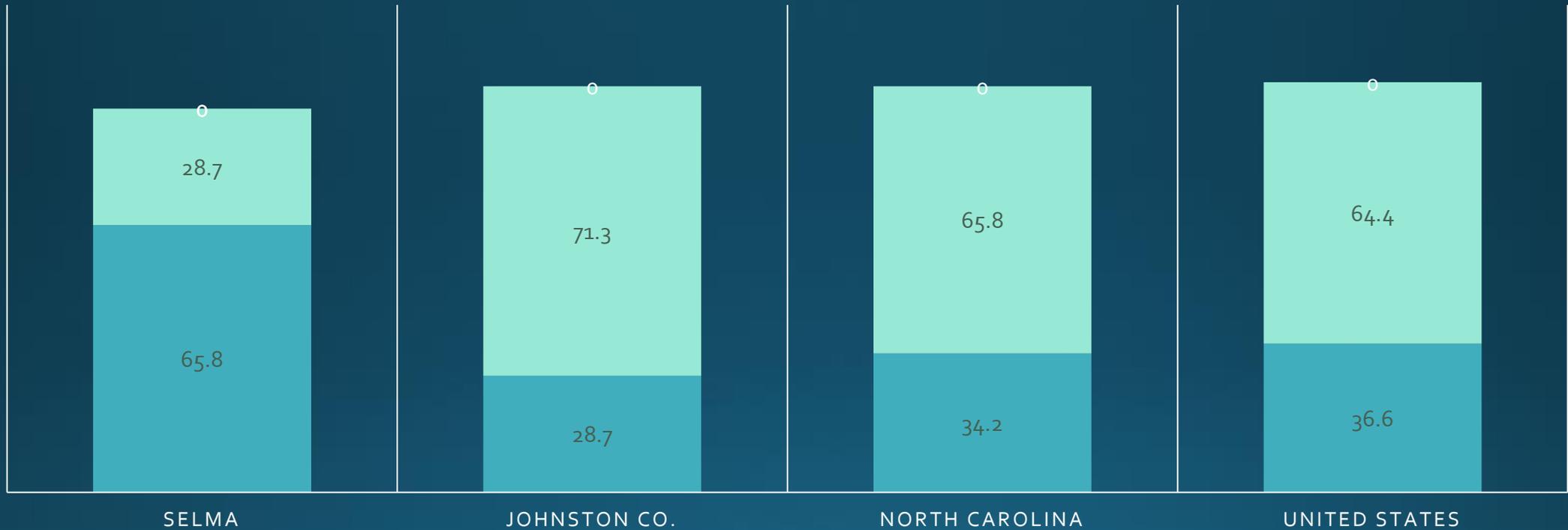


Source: U.S. Census Bureau, 2010-2014 American Community Survey Five Year Estimate

2014 – Housing Units Occupancy

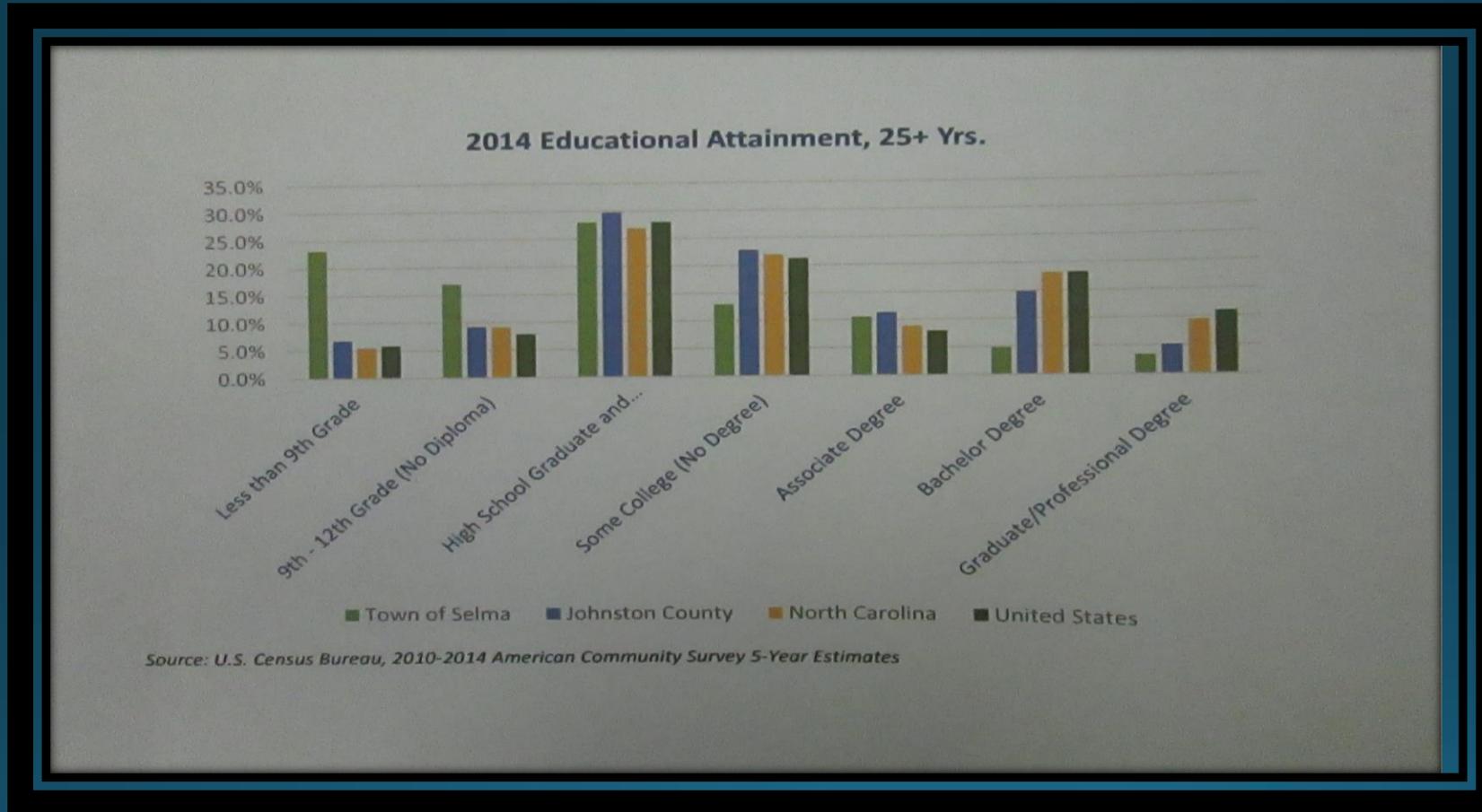
HOUSING UNITS – RENTER VS. OWNER OCCUPIED

■ Renter ■ Owner %



Source: U.S. Census Bureau, 2010-2014 American Community Survey Five Year Estimate

2014 Educational Attainment, 25+ Years



2014 Employment by Industry

| 2014 Employment by Industry | Town of Selma | Johnston County | North Carolina | United States |
|---|---------------|-----------------|----------------|---------------|
| Mining | 0.5% | 1.6% | 1.4% | 2.0% |
| Construction | 27.8% | 10.3% | 6.6% | 6.2% |
| Manufacturing | 14.6% | 11.1% | 12.5% | 10.4% |
| Wholesale Trade | 1.0% | 4.2% | 2.8% | 2.7% |
| Retail Trade | 12.5% | 14.2% | 13.5% | 13.7% |
| Transportation, Warehousing, Utilities | 2.6% | 5.9% | 4.3% | 4.9% |
| Finance, Insurance, Real Estate , Rental & Leasing | 3.2% | 5.9% | 6.3% | 6.6% |
| Professional Scientific Mgmt. , Admin. & Waste Mgmt. Services | 5.9% | 8.3% | 10.1% | 10.9% |
| Educational Services, Health Care & Social Assistance | 14.3% | 21.0% | 23.6% | 23.2% |
| Arts, Entertainment, Recreation, Accommodation & Food Service | 11.8% | 7.6% | 9.4% | 9.5% |
| Other Services except Public Admin. | 4.0% | 3.9% | 4.9% | 5.0% |
| Public Administration | 1.8% | 6.9% | 4.6% | 4.9% |

Source: U.S. Census Bureau, 2010-2014 American Community Survey 5-Year Estimate

Town of Selma

Infrastructure Projects

Overview of Infrastructure Projects

- Water and Sewer Projects
 - Noble Street Sewer Project
 - USDA Grant Awarded
 - Local Government Commission Approval Received
 - Construction Bid Awarded
 - Notice To Proceed Given – February 2016
 - Preston Street Pump Station Upgrade and Ricks Mobile Home Park Sewer project
 - CDBG Grant Funded Project

Overview of Infrastructure Projects

- Transportation Projects
 - Current and/or Near Future
 - Ricks Road
 - Noble Street
 - Pollock Street/Hwy. 301
 - NC Hwy 70
- Other Projects
 - Town Hall Renovation (former First Citizens Bank)
 - Selma Civic Center (former American Legion Building)
 - Fundraising underway
 - IT Town Wide Upgrade
 - Cloud Computing

Financial:

- Water and Sewer Enterprise Funds Self Supporting
- Sale of generation assets to Duke Energy enabled Town to reduce consumer electric rates.

Community Investment Dollars

2015:

\$ 20,832,222

2014:

\$11,000,000

Town of Selma

Economic Development

Economic Development Preparedness Strengths

- Transportation corridors
- Town government positive in promoting growth-major emphasis on economic development
- Location
- Community focus on healthcare
- Availability & cost of real estate
- Hospital/medical facilities
- JCCC/workforce development
- Workforce
- Certified Sites

Economic Development Priorities Identified by 2015 Strategic Economic Development Plan

- New Business Recruitment
- Existing B & I Support
- Retail Development
- Marketing & Advertising
- Residential Development
- Business Park Development

Other

- Downtown Development
- Certified Sites
- Support of Public Schools

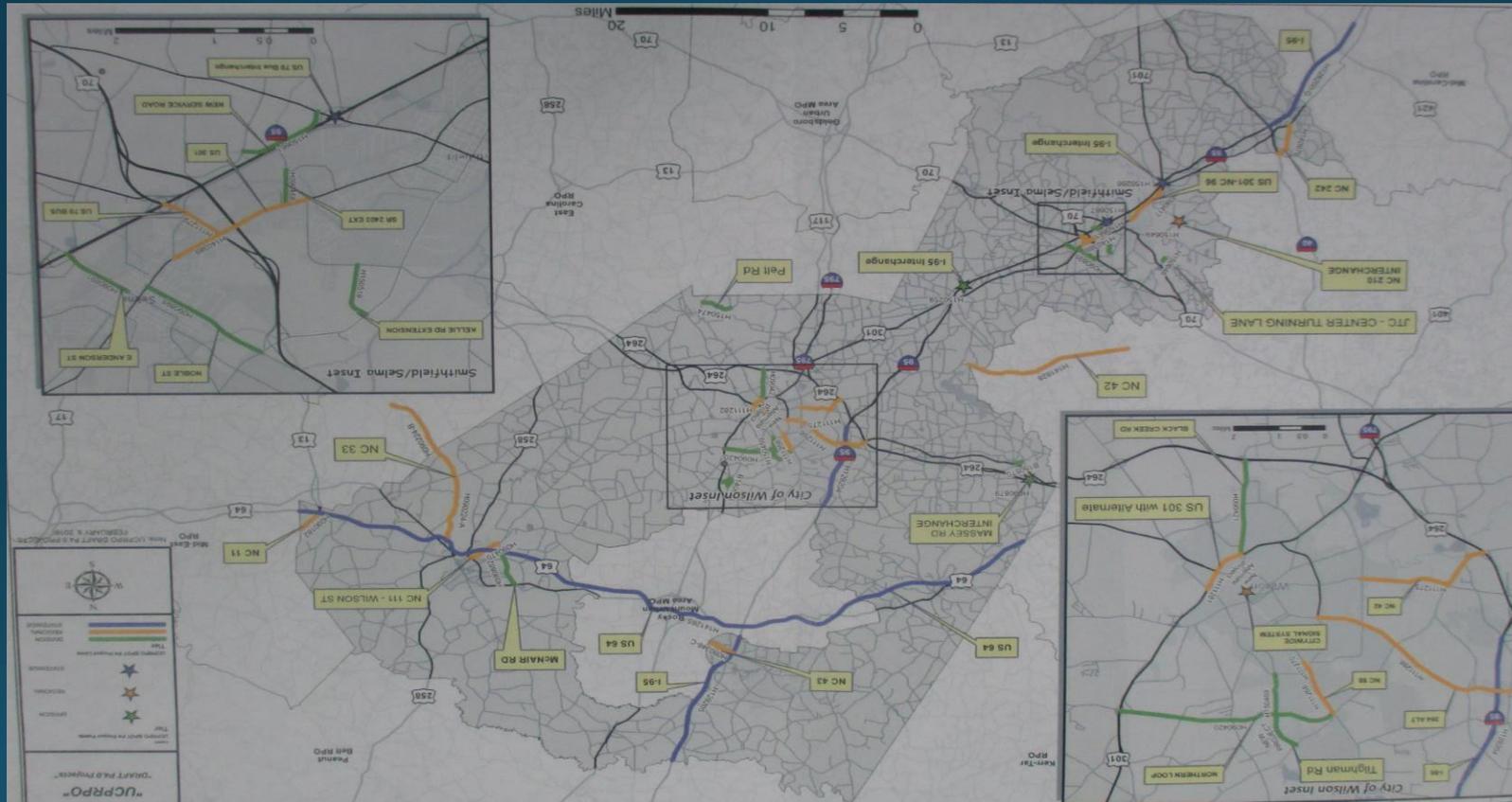
Significant Economic Development Projects

- Bailey's Feed Mill Expansion
- Eco Energy Intermodal Transfer Facility
- Family Dollar
- AutoZone
- Dwayne's Expansion
- Demolition of the Regency
- Johnston Industries Expansion
- Atlantic Coast Pipe Line
- Reliable Tank Oil, LLC
- Go Energies
- Waffle House Renovation
- Other Significant Projects in Permitting Stage:
 - Popeyes
 - Marathon Tank Expansion
 - Interstate Sign Site
 - Carlist, LLC
 - Ormond Plaza

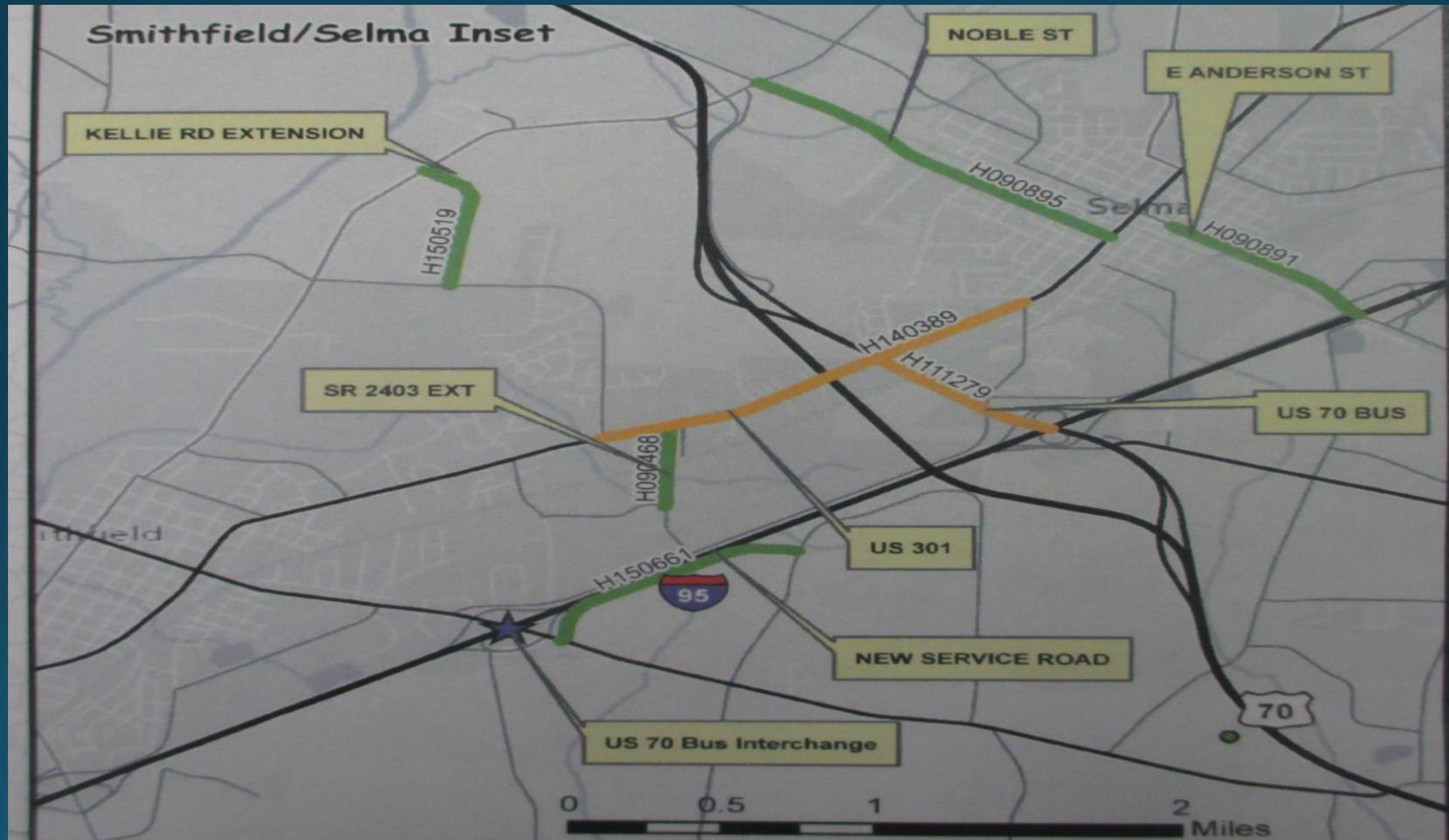
New Businesses



Upper Coastal Plains Rural Planning Organization Highway Project List 9.22.15 Version



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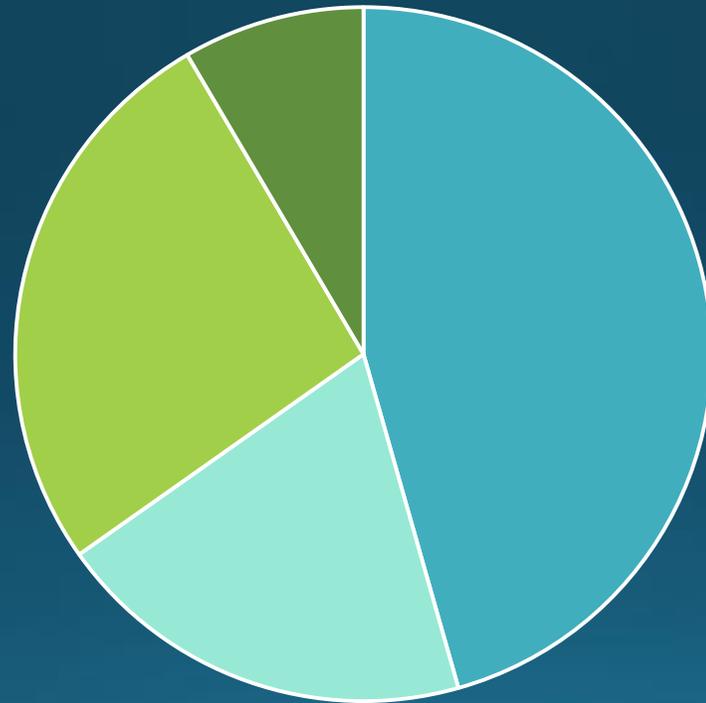
Code Enforcement - 2015

- Planning & Development Department's Codes Administrator investigated complaints of the Town's Municipal Code related to tall grass, weeds, debris, junk, trash, inoperable and junked vehicles.

| 2015 Total | Open | Closed |
|------------|------|--------|
| 279 | 4 | 275 |

2015 - Public Nuisances

Complaint Category



■ Tall Grass/Weeds

■ Trash/Junk

■ Inoperable/Junked/Insufficient Tags

■ Miscellaneous

Code Enforcement

1315 River Road

- Before



- After



Code Enforcement

2048 US Hwy 301 North

- Before



- After



Code Enforcement

1029 East Lizzie St.

- Before



- After



Code Enforcement

2110 NC Hwy 96 North

- Before



- After



Code Enforcement

307 N. Brevard

- Before



- After



Code Enforcement

502 River Road

- Before



- After



Community Gateways

Main Thoroughfares



Future Growth Areas

- Zoning
 - Presentation of Zoning Map
 - Land area per Zoning District
 - 2015 Land Use
 - Other
 - Environmentally Sensitive/Protected Areas
 - Regional
 - Development Ordinance – Old & Antiquated
- Where is the future growth?
 - Presentation of Future Land Use Map