

PRESS RELEASE
For Immediate Release
May 1, 2008
For Information Contact:
Kirk Bradley
kbradley@lmoc.net
919.895.6001

PUBLIC-PRIVATE COLLABORATION TO SET COURSE FOR THE REGION

Sanford, NC – A consortium of business owners and community leaders, in partnership with local government have begun their “2nd Century Project”, a strategic initiative and branding campaign designed to create awareness of and promote Sanford and Lee County. The research team met with consultants last week to set the goals for the project and released them into the community to gather information. Rose & Associates Southeast, Inc., of Davidson, NC, together with ArnettMuldrow & Associates of Columbia, SC are jointly collaborating as the consultants on Phase I of the project.

According to Kirk Bradley, Chair of the research team, “Together with the help of our consultants, we have set the agenda around four primary goals: 1) to create a comprehensive brand for Sanford and Lee County; 2) to incorporate all the studies and efforts of the past three decades into a results oriented action plan; 3) to create a consortium of both public and private stakeholders to implement the action plan; and 4) to make Sanford and Lee County a primary destination to live, work and play in the greater Triangle region.” The team is in the area this week doing their initial reconnaissance, taking photographs, collecting data and reviewing the many plans, initiatives and studies that have been completed and approved over the past 30 years. They will seek input from both inside and outside the County, as consultant Kathleen Rose indicated “it is not only what you say about yourself, but also what others say about you that will build your brand”.

A public kickoff meeting is planned on May 22nd at the Dennis Wicker Civic Center with two sessions being held; one at 12 noon for key stakeholders and Committee of 100 members and a second session at 7:00 pm for all interested citizens. The consultants welcome public participation and input. They have set up a website as a venue for ongoing public information, updates and commentary, and will make surveys/input forms available on the website. “We are ready to see Sanford and Lee County move forward in a positive, healthy direction” according to Sanford Mayor Cornelia Olive.

For further information visit www.secondcentury.org