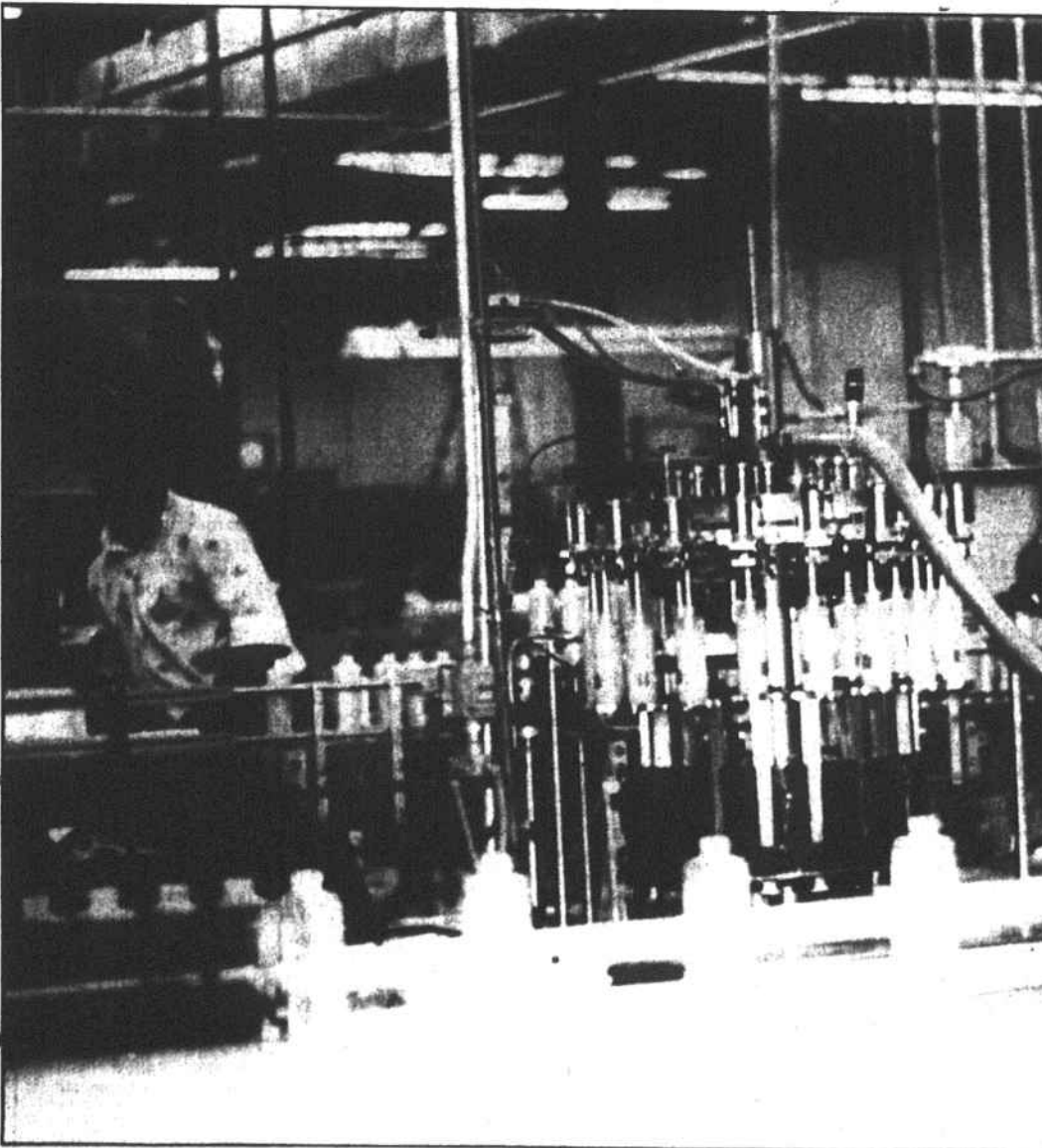


Towering above the rest

This water tank is located at the main city water plant located on Dickson Street in Raeford. The entire water plant produces nearly 2.5 million gallons a day, and according to City Manager Ron Matthews can produce at least 500,000 more without "taxing the system." These modern facilities and capabilities make the City of Raeford and Hoke County attractive to future industry.



Getting it ready

Faberge employees keep a watchful eye on the thousands of products that slide by them during a day. Faberge Industries came to Raeford in 1978 and has expanded its facilities greatly since that time. They are presently planning another \$2 million expansion that will create at least 50-100 new jobs. According to Chamber of Commerce Director Earl Fowler, expansion within a company, like Faberge, is beneficial to the community and also helps attract other industry into the area.

The Selling Of Hoke

Both Raeford And County Tax Funds Are Being Used To Lure Industries

By Sherry Matthews

Hoke County, which was formed in 1911 from Cumberland and Robeson counties, stretches over 389 square miles, has a population of nearly 21,000 people and is ready and waiting for new and diversified industry.

Of the 21,000 people living in Hoke County, 11,679 are between the ages of 18 and 64 making 57.3% of the total population members of the labor force.

All these things make Hoke County "sellable" to industries that may want to hang their shingle in the little county that is nestled in the southeastern section of the state.

Industry is already present and very much felt throughout the community.

Burlington Industries, Faberge, JRA Industries, and the House of Raeford together employ over 3,000 people.

Combined, these industries have brought prestige and pride to the Hoke community.

Chamber of Commerce director Earl Fowler believes that the industries already here are a major asset to attracting further companies into the area.

"The industries we already have are a major tool in drawing more prospective companies into Hoke County," Fowler said.

"Our climate and our labor force are also vital tools in attracting new industry," Fowler added.

A profile of the county, recently distributed to possible future prospects, shows that the climate for the Hoke area could very well be a drawing card.

With a yearly average temperature of 62.4° and an annual snowfall of only 3.0 inches, Fowler believes that this area would be an ideal attraction for out-of-towners looking for a new location.

Another thing that Fowler feels is "vital" in bringing new industry to the county is "community support."

"In order to recruit industry into this area, the community must

want industrial growth," Fowler said.

"We have a good, positive attitude about industrial growth in this area, and that is an asset," Fowler added.

City Manager Ron Matthews agrees.

"We've got what it takes. We have the modern facilities, good weather and a good industry record," Matthews said.

Matthews is "very much in favor" of attracting new industry into the area.

"We need more industrial growth to keep our young people in the area," Matthews said.

In order to get more industry that will utilize "our most valuable resource (the kids)," Matthews believes there are several steps that need to be taken.

According to Matthews, getting the industrial sewer moratorium that was placed against the city lifted, will almost "ensure" good possibilities of growth in the area.

Another asset is Raeford's modern water and sewer facilities.

At present the city's water and sewer systems have a capacity which exceeds the present use.

The sewage treatment plant handles approximately 2.2 million gallons of waste a day.

According to Matthews the plant can actually treat 3 million gallons a day.

"We have an excess capacity of 600,000 or 700,000 gallons a day," Matthews said.

The water plant can also produce more than it does at present.

Matthews said that the water system is producing nearly 2.5 million gallons a day.

"We could easily produce a half million to a million gallons more without taxing our system," Matthews said.

According to Fowler and Matthews, these are the kinds of things that will help to "sell" Hoke County and Raeford to industries.

"Selling" the area is very important to Fowler, Matthews and County Manager James Martin.

Both the city and the county set aside money in their budgets for industrial development.

The county invested \$14,000 towards such development in the 1982-83 year, while the city invested over \$6,000 with plans to budget \$2,000 more for the coming fiscal year.

Although Fowler says there are no "active" prospects at present, everyone seems encouraged that there will be in the "future."

State Industrial Development director Alvah Ward believes that Hoke County can attract new industry.

"That area has an excellent track record," Ward said, adding that he had no reason to believe it would change.

Ward also believes that efforts should be made to "expand existing industry" along with recruiting new companies into the area.

Fowler seems to agree.

"We are having industrial growth within the industries we already have," Fowler said, pointing out the \$2 million expansion that Faberge is now planning.

"From them you generate more industry," Fowler added.

As another stepping stone to bringing new industry to the area, Fowler has sites available for industrial use when the time comes.

"We don't have an industrial park because of the great expense involved, but we have sites ready and waiting," Fowler said.

The sites that have been made available have letters of intent to sale when the time comes, Fowler said.

With all these vital things going in Hoke County's favor, industrial growth should not be a problem.

With modern water and sewer systems, already flourishing industry, vast community support and the lifting of the moratorium, selling Hoke County does not appear to be such a difficult task.

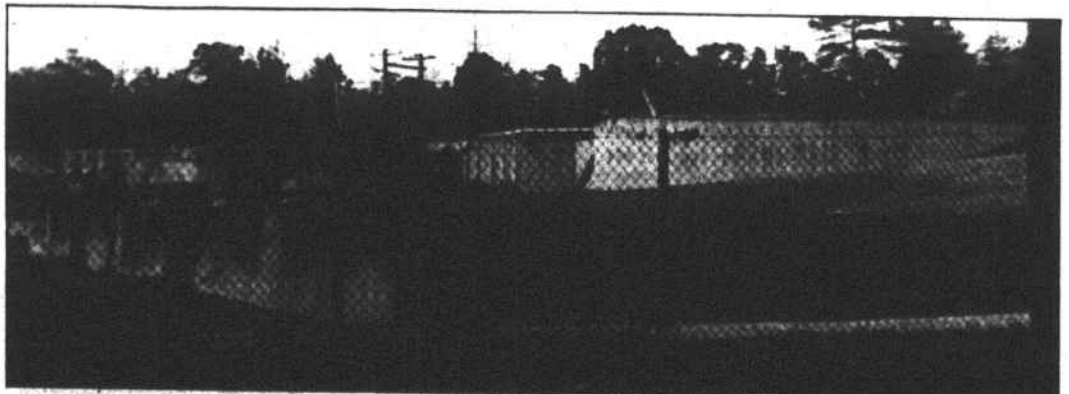
"I constantly sell the City of Raeford everyday," Matthews said.

"I really believe, and I have told this to many people, that we are one of the best kept secrets around the state," Matthews added.



Industrial greetings

North Carolina Secretary of Commerce D.M. "Lauch" Faircloth is greeted by local officials and Faberge staff as he prepares to tour one of Hoke County's most prosperous industries. Faircloth was in Raeford last week to take a tour of the facilities and to speak at the annual Chamber of Commerce dinner which featured some 200 local businessmen and residents.



Sewer ready to treat more waste

The city's sewage treatment facility treats about 2.2 million gallons of waste a day. According to City Manager Ron Matthews, there is about 500,000 gallons in excess capacity. With a new and expanded facility that will treat some 700,000 more gallons than presently sent through the system, industry can be treated well in the Hoke community.