## Vision
The Town of Pilot Mountain is the Piedmont's premier Mountain Town offering unique experiences for outdoor enthusiasts as well as a variety of entertainment, arts, and shopping opportunities, and has a small hometown feel. The Town is business friendly with a Downtown that has something for everyone, residents and visitors alike...a true destination.

### Focus Areas

<table>
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<tr>
<th>BUSINESS SUPPORT AND GROWTH</th>
<th>VISITOR FRIENDLY COMMUNITY</th>
<th>TOWN AND PARK CONNECTIONS</th>
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### Strategic Goals

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<th>Goal I: Be proactive in recruiting new businesses and supporting existing businesses</th>
<th>Goal II: Identify activities, programs, and initiatives that create a visitor friendly community and ensure that town priorities promote a small hometown feel</th>
<th>Goal III: Develop physical and collaborative connections between the Town and State Park</th>
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### Objectives and Actions

**Objective I.A**: Identify incentive policy for business recruitment and/or expansion that focuses on; jobs, capital investment, desired business types, and is rebate based

**Action I.A.1**: Collect other similarly sized or situated communities' incentive policies for commercial, retail, and downtown business retention and recruitment

**Action I.A.2**: Develop pros and cons list of various incentive policies to consider best options

**Objective I.B**: Continue Town support of Downtown promotion of events, businesses, etc.

**Action Item I.B.1**: Identify priorities for supporting Downtown events and programs

**Objective II.A**: Work with Surry County Tourism Development Partnership to make sure visitors to the Pilot Mountain State Park are provided information on Pilot Mountain businesses

**Action Item II.A.1**: Meet with area businesses to determine what information should be shared with visitors

**Action Item II.A.2**: Meet with Partnership to develop plan for sharing information with visitors

**Objective II.B**: Start implementing streetscape plan and continue improvements of sidewalks

**Action Item II.B.1**: Identify funding and phases for streetscape plan

**Objective II.C**: Research and identify approaches to promoting small hometown feel (welcoming and inviting)

**Action Item II.C.1**: Tour 3-6 towns that have a small hometown feel and identify “elements” that can be incorporated into Pilot Mountain

**Objective III.A**: Develop and identify funding for trail connecting State Park and Town

**Action Item III.A.1**: Develop a conceptual connectivity plan

**Action Item III.A.2**: Develop initiatives to connect Town and Park

**Objective III.B**: Pursue co-branding between the Town and State Park (Website, brochures, etc.)

**Action Item III.B.1**: Identify areas where co-branding is possible