

## Town of Pilot Mountain Economic Development Action Plan (2018-2019)

*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

**BUSINESS SUPPORT AND GROWTH**

**VISITOR FRIENDLY COMMUNITY**

**TOWN AND PARK CONNECTIONS**

### Strategic Goals

**Goal I:** Be proactive in recruiting new businesses and supporting existing businesses

**Goal II:** Identify activities, programs, and initiatives that create a visitor friendly community and ensure that town priorities promote a small hometown feel

**Goal III:** Develop physical and collaborative connections between the Town and State Park

### 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