**Town of Boonville**

**Economic Development Strategic Plan (2017-2021) & Year One Implementation Plan (2017-2018)**

**Economic Positioning Statement/Vision:** Boonville is the Crossroads of the Yadkin Valley and the center of small town living, small business opportunity, vibrant community life, recreation, and tourism located in the heart of wine country.

**Five-Year Economic Development Strategic Plan and Year One Implementation Plan:**

The Town of Boonville’s five-Year Economic Development Strategic Plan is built upon the Community Economic Development Strategies shown below. Its Year One Implementation Plan shown below focuses on goals and objectives, as well as actions/projects and tasks (grouped by strategy) that will make the town more economically vibrant.

### Community Economic Development Strategies

<table>
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<tr>
<th>Small Business Development and Downtown Revitalization</th>
<th>Community Events and Marketing</th>
<th>Community Appearance and Recreation</th>
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<tbody>
<tr>
<td><strong>GOAL:</strong> Create a strong environment (infrastructure, available and ready land, etc.) to encourage small business development and support existing businesses</td>
<td><strong>GOAL:</strong> Continue to provide community events and information that promote the community and increases spending in local/downtown businesses</td>
<td><strong>GOAL:</strong> Improve community appearance, and provide more open space and recreational opportunities to promote increased activity in local/downtown business</td>
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<td>Objective 1.1 Encourage growth and vitality in existing local/downtown businesses by offering resources, support, and technical assistance</td>
<td>Objective 2.1 Expand advertisement of festivals and events and information about Boonville to increase attendance at events</td>
<td>Objective 3.1 Create a park space to hold events near downtown and continue beautification efforts</td>
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<td>Objective 3.2 Focus on improving walkability in town through improved sidewalks, promotion of pedestrian safety, and development of greenways</td>
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| Action 1: Assign downtown coordinator to town personnel  
Task 1: Draft description of duties and  
Action 1: Report on economic impact of festivals by tracking attendance and spending  
Task 1: Identify volunteers to staff event booth at community events to survey attendees  
Task 2: Develop surveys to be completed at festivals  
Action 1: Develop beautification plan of back alley (park, trails, etc.)  
Task 1: Review feasibility studies and design renderings to apply to possible site(s)  
Task 2: Talk to property owners about design renderings.  
Task 3: Develop Capital Improvement Plan (CIP) for Parks and Recreation |
|---|---|---|
| Action 2: Identify best practices on how to be prepared for development  
Task 1: Create punch list to certify sites  
Task 2: Work with County Economic Development, NC Commerce, etc. on developing punch list for to certifying sites  
Action 2: Promote festivals and events at other community’s events  
Task 1: Place ads for events on social media, posters, banners, newspapers, etc.  
Task 2: Update experience Boonville brochure and include detailed map  
Action 2: Update façade improvement grant to provide funding for all buildings.  
Task 1: Update façade improvement guidelines  
Task 2: Increase funding for façade improvement fund |
| Action 3: Inventory possible sites for development  
Task 1: Talk to land owners about development interest and opportunities  
Task 2: Find someone to develop site inventory and maintain  
Task 3: Create promotional materials to market development ready sites in town  
Action 3: Research options and develop packages for creating more overnight stays for tourists and visitors  
Task 1: Research travel packages for festivals and overnight lodging providers  
Task 2: Discuss travel packages with lodging providers  
Action 3: Continue implementation of streetscape plan  
Task 1: Identify sidewalks to improve in downtown (and other) areas and coordinate sidewalk improvements with NCDOT |
| Action 4: Start a “Buy Local” campaign  
Task 1: Research “Buy Local” Campaigns for small towns  
Action 4: Obtain an agreement to utilize event space in downtown |
| Action 5: Identify target businesses that would work well in Boonville (i.e. Brewery) and send promotional material to potential business developers  
Task 1: Develop a Market Survey |

**NOTES:** Implementation Steps: 1. Steering Committee Completes Action Planning and Finalizes Draft Plan 2. Present Plan to Town Board for consideration and approval 3. Present Plan to Community Stakeholder Groups and identify implementation partnerships 4. Implement Plan!