

## 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

Small Business Development and Downtown Revitalization	Community Events and Marketing	Community Appearance and Recreation
<p><b>GOAL:</b> Create a strong environment (infrastructure, available and ready land, etc.) to encourage small business development and support existing businesses</p> <p><b>Objective 1.1</b> Encourage growth and vitality in existing local/downtown businesses by offering resources, support, and technical assistance</p>	<p><b>GOAL:</b> Continue to provide community events and information that promote the community and increases spending in local/downtown businesses</p> <p><b>Objective 2.1</b> Expand advertisement of festivals and events and information about Boonville to increase attendance at events</p>	<p><b>GOAL:</b> Improve community appearance, and provide more open space and recreational opportunities to promote increased activity in local/ downtown business</p> <p><b>Objective 3.1</b> Create a park space to hold events near downtown and continue beautification efforts</p> <p><b>Objective 3.2</b> Focus on improving walkability in town through improved sidewalks, promotion of pedestrian safety, and development of greenways</p>

<p><b>Action 1: Assign downtown coordinator to town personnel</b>  <b>Task 1: Draft description of duties and</b></p>	<p><b>Action 1: Report on economic impact of festivals by tracking attendance and spending</b>  <b>Task 1: Identify volunteers to staff event booth at community events to survey attendees</b>  <b>Task 2: Develop surveys to be completed at festivals</b></p>	<p><b>Action 1: Develop beautification plan of back alley (park, trails, etc.)</b>  <b>Task 1: Review feasibility studies and design renderings to apply to possible site(s)</b>  <b>Task2: Talk to property owners about design renderings.</b>  <b>Task 3: Develop Capital Improvement Plan (CIP) for Parks and Recreation</b></p>
<p><b>Action 2: Identify best practices on how to be prepared for development</b>  <b>Task 1: Create punch list to certify sites</b>  <b>Task 2: Work with County Economic Development, NC Commerce, etc. on developing punch list for to certifying sites</b></p>	<p><b>Action 2: Promote festivals and events at other community's events</b>  <b>Task 1: Place ads for events on social media, posters, banners, newspapers, etc.</b>  <b>Task 2: Update experience Boonville brochure and include detailed map</b>  <b>Task</b></p>	<p><b>Action 2: Update façade improvement grant to provide funding for all buildings.</b>  <b>Task 1: Update façade improvement guidelines</b>  <b>Task 2: Increase funding for façade improvement fund</b></p>
<p><b>Action 3: Inventory possible sites for development</b>  <b>Task 1: Talk to land owners about development interest and opportunities</b>  <b>Task 2: Find someone to develop site inventory and maintain</b>  <b>Task 3: Create promotional materials to market development ready sites in town</b></p>	<p><b>Action 3: Research options and develop packages for creating more overnight stays for tourists and visitors</b>  <b>Task 1: Research travel packages for festivals and overnight lodging providers</b>  <b>Task 2: Discuss travel packages with lodging providers</b></p>	<p><b>Action 3: Continue implementation of streetscape plan</b>  <b>Task 1: Identify sidewalks to improve in downtown (and other) areas and coordinate sidewalk improvements with NCDOT</b></p>
<p><b>Action 4: Start a “Buy Local” campaign</b>  <b>Task 1: Research “Buy Local” Campaigns for small towns</b></p>		<p><b>Action 4: Obtain an agreement to utilize event space in downtown</b></p>
<p><b>Action 5: Identify target businesses that would work well in Boonville (i.e. Brewery) and send promotional material to potential business developers</b>  <b>Task 1: Develop a Market Survey</b></p>		

**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!**