

Town of Boonville Economic Development Strategic Plan (2017-2021) & Year Two Implementation Plan (2018-2019)		
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 (Year 2): The Town of Boonville's <i>five-Year Economic Development Strategic Plan</i> is built upon the Community Economic Development Strategies shown below. Its <i>Year One Implementation Plan</i> 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
GOAL: Create a strong environment (infrastructure, available and ready land, etc.) to encourage small business development and support existing businesses Objective 1.1 Encourage growth and vitality in existing local/downtown businesses by offering resources, support, and technical assistance	GOAL: Continue to provide community events and information that promote the community and increases spending in local/downtown businesses Objective 2.1 Expand advertisement of festivals and events and information about Boonville to increase attendance at events	GOAL: Improve community appearance, and provide more open space and recreational opportunities to promote increased activity in local/ downtown business Objective 3.1 Create a park space to hold events near downtown and continue beautification efforts throughout town Objective 3.2 Focus on improving walkability in town through improved sidewalks, promotion of pedestrian safety, and development of greenways

<p>Action 1: Identify best practices on how to be prepared for development Task 1: Make sure sites are shovel ready and services are available</p>	<p>Action 1: Report on economic impact of festivals by tracking attendance and spending Task 1: Utilize report to determine economic impact of festivals (Boonville Bash) and how to grow impact</p>	<p>Action 1: Implement beautification plan of back alley (park, trails, etc.) Task 1: Review feasibility studies and design renderings to apply to possible site(s) Task2: Talk to property owners about design renderings. Task 3: Identify property for Park</p>
<p>Action 2: Inventory possible sites for development Task 1: Utilize land use plan to identify future development sites Task 2 Talk to land owners about development interest and opportunities Task 3: Continue to create promotional materials to market development ready sites in town</p>	<p>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 Task 3: Grow/build database to notify people of future events</p>	<p>Action 2: Update façade improvement grant to provide funding for all buildings. Task 1: Increase funding for façade improvement fund</p>
<p>Action 3: Continue “Buy Local” campaign Task 1: Continue “Buy Local” Campaigns by American Express Task 2: Continue participation in “Showcase Yadkin” campaign</p>	<p>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</p>	<p>Action 3: Continue implementation of streetscape plan Task 1: Identify sidewalks to improve in downtown (and other) areas and coordinate sidewalk improvements with NCDOT Task 2: Obtain an agreement to utilize versatile greenspace in downtown</p>
<p>Action4: Support local business needs. Task 1: Partner with UNCG, Business School (Center for Industry Research and Engagement) to assists local</p>		

<p>businesses with marketing research and other types of services Task 2: Promote benefits of Boonville Business & Downtown Development Association to local businesses</p>		
<p>Action 5: Identify target businesses that would work well in Boonville (i.e. Brewery) and send promotional material to potential business developers Task 1: Identify actionable items from Market Survey to attract new businesses and economic activity</p>		
<p>Action 6: Identify ways to re-develop properties in Town. Task 1: Determined feasibility of partnering with Development Finance Initiative (or other service) to plan for redevelopment of Pinky’s Garage and River Road Property</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. Create Implementation Team 4. Present Plan to Community Stakeholder Groups and identify implementation partnerships 4. Implement Plan.

Year 2: Review Plan for actions that have been completed and/or need revision. Continue implementation steps.