

## Town of Dillsboro

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

**Economic Positioning Statement/Vision:**

*Historic Dillsboro, your family’s base camp for outdoor recreation on the banks of the Tuckasegee River, is a safe, walkable town whose Victorian farmhouses have been transformed into a unique assortment of specialty shops and working studios of potters, artists and artisans, complemented by diverse dining and lodging.*

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

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

#### COMMUNITY ECONOMIC DEVELOPMENT STRATEGIES

Strategy Area 1: Family-oriented Base Camp for Outdoor Recreation	Strategy Area 2: Safe, Walkable Community	Strategy Area 3: Unique Assortment of Specialty Shops, Working Studios, Diverse Dining and Lodging
<p><b>GOAL:</b> Establish Dillsboro as a central location where (and from which) people of all ages can engage in a wide variety of outdoor activities.</p> <p><b>Objective 1.1:</b> Improve and promote Dillsboro’s existing recreation amenities and provide additional, including year-round, recreation opportunities for families and children.</p> <p><b>Objective 1.2:</b> Enhance public access to Dillsboro’s waterways for recreational activities.</p> <p><b>Objective 1.3:</b> Attract more overnight visitors to experience Dillsboro and use it as their “base camp” for other adventures in the area.</p>	<p><b>GOAL:</b> Develop sidewalks and greenways to provide residents and visitors with safe connections to and between businesses, public facilities, parking areas and other destinations while featuring recreational and natural resource amenities.</p> <p><b>Objective 2.1:</b> Improve pedestrian access, mobility and safety in Dillsboro with sidewalks, greenways, traffic calming measures, lighting and other infrastructure.</p> <p><b>Objective 2.2:</b> Provide more opportunities for the public to enjoy Dillsboro’s waterways and other natural areas using greenways.</p> <p><b>Objective 2.3:</b> Make it easier to find public parking areas in Dillsboro from which people can walk, bicycle, etc., to businesses, public facilities, events and other points of interest.</p>	<p><b>GOAL:</b> Support existing businesses and create opportunities for new businesses.</p> <p><b>Objective 3.1:</b> Identify opportunities for expanding existing and recruiting new businesses.</p> <p><b>Objective 3.2:</b> Explore ways to encourage new and existing businesses to offer more early morning and/or evening shopping, dining and entertainment options.</p> <p><b>Objective 3.3:</b> Draw more customers to Dillsboro businesses by attracting visitors traveling by or through the town on highways, greenways/trails and/or waterways.</p>

**COMMUNITY ECONOMIC DEVELOPMENT STRATEGIES**

<p align="center"><b>Strategy Area 1: Family-oriented Base Camp for Outdoor Recreation</b></p>	<p align="center"><b>Strategy Area 2: Safe, Walkable Community</b></p>	<p align="center"><b>Strategy Area 3: Unique Assortment of Specialty Shops Working Studios, Diverse Dining and Lodging</b></p>
<p><b>Action 1:</b> Begin the process of developing a capital improvements plan for parks and public spaces to identify and prioritize future needs and to address funding for new facilities, improvements and maintenance at existing facilities, etc.</p> <p><b>Task 1:</b> Hold a Board of Aldermen workshop to discuss ideas and planning for parks and public spaces in Dillsboro.</p> <p><b>Task 2:</b> Communicate with Jackson County’s Parks and Recreation Department about potential partnership opportunities for planning, funding, installing and maintenance of parks and public spaces in Dillsboro.</p>	<p><b>Action 1:</b> Develop sidewalk and greenways plans with realistic implementation and funding components.</p> <p><b>Task 1:</b> Create a conceptual plan to show potential linkages between downtown Dillsboro, recreational facilities and other points of interest that could be used to develop recommendations and funding requests for future sidewalks and greenways.</p> <p><b>Task 2:</b> Identify local businesses and organizations that could serve as partners for planning and funding sidewalks and greenways in Dillsboro.</p> <p><b>Task 3:</b> Advocate for/work with the NC Department of Transportation to accommodate a future greenway segment during design and construction of the US Hwy 23 Business bridge improvement project.</p> <p><b>Task 4:</b> Work with Jackson County on updating its greenways master plan to include recommendations for Dillsboro and for connecting Dillsboro with the proposed county-wide greenways system.</p>	<p><b>Action 1:</b> Work with local businesses to position themselves and the Town of Dillsboro to respond to potential growth and changes in their customer base and, as a result, the products and services they offer as well as their operating season(s)/hours, marketing strategies, etc.</p> <p><b>Task 1:</b> Work with the Dillsboro Merchants Association (DMA) to find out what opportunities, concerns, needs, etc., local businesses foresee as a result of a proposed outdoor recreation facility and associated commercial development near Dillsboro.</p> <p><b>Task 2:</b> Consult with the NC Small Business and Technology Development Center at Western Carolina University, the Small Business Center at Southwestern Community College and other resources to find out what services and assistance are available to the business community as a whole and to individual establishments to address their opportunities, concerns and needs.</p> <p><b>Task 3:</b> Work with the DMA and identified resources to provide support, training, etc., to businesses, as needed.</p> <p><b>Task 4:</b> Communicate with the business community on a regular basis regarding the status of the outdoor recreation project, anticipated impacts, etc.</p>

## COMMUNITY ECONOMIC DEVELOPMENT STRATEGIES

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<p><b>Action 2:</b> Help visitors find public access points areas along the Tuckaseigee River and Scott Creek in Dillsboro for fishing and other activities.</p> <p><b>Task 1:</b> Find out what signage exists, is available, is permitted, etc.</p> <p><b>Task 2:</b> Determine what, if anything, the Town of Dillsboro can do to develop new or improve existing signage to identify and direct people to public access points and create a plan and budget to do so.</p>	<p><b>Action 2:</b> Add signage, lighting and other enhancements to better identify and guide residents and visitors to and from public parking areas and around Dillsboro.</p> <p><b>Task 1:</b> Determine what issues exist that might be resolved with signage, lighting, etc.</p> <p><b>Task 2:</b> Identify what standards and/or restrictions might apply to such signage, lighting and other enhancements.</p> <p><b>Task 3:</b> Develop a plan for signage, lighting and other enhancements related to parking including design, locations, funding, etc.</p>	<p><b>Action 2:</b> Develop some creative marketing and promotion ideas to entice more travelers to stop and spend time in Dillsboro.</p> <p><b>Task 1:</b> Form a group to work on the project.</p> <p><b>Task 2:</b> Seek assistance with the project (e.g. contact Western Carolina University to see if technical assistance might be available).</p>
<p><b>Action 3:</b> Work with partners to draw overnight guests to Dillsboro businesses, recreation amenities and festivals.</p> <p><b>Task 1:</b> Work with lodging establishments to assess the results of efforts to promote Dillsboro to guests and adjust, as needed.</p> <p><b>Task 2:</b> Continue to work with the Jackson County Tourism Development Authority, Jackson County Chamber of Commerce, Jackson County Office of Economic Development, and other partners involved in attracting and supporting visitors to the area to share information, identify opportunities for cooperative efforts, coordinate event scheduling, etc.</p>	<p><b>Action 3:</b> Lease, purchase or otherwise arrange to use additional property near downtown Dillsboro that can be used for public parking and, perhaps, a future public gathering space.</p> <p><b>Task 1:</b> Study options for additional parking areas near downtown Dillsboro.</p> <p><b>Task 2:</b> Determine what funding might be available to lease or purchase property.</p> <p><b>Task 3:</b> Present parking area proposal to Board of Aldermen for consideration.</p>	