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| **Pinetops Community Development Advisory Board- Economic Development Implementation Plan – FY25-27** | | | | |
| **Economic Positioning Statement/Vision in 2023:** Pinetops NC is the heart of healthy, and sustainable small-town living, with abundant high-speed internet, and an active, inclusive community and downtown. Everyone has something to look forward to growing up in Pinetops, where you can grow your own opportunities and make life-long memories.  As southern Edgecombe County’s destination for rural entrepreneurship, Pinetops is centrally located near four major economic hubs and Interstates 95, 87 and US 264. | | | | |
| **Mission:** n/a | | | | |
| **Implementation Strategy:** The Town of Pinetops has charged the *Pinetops Community Development Advisory Board* with improving downtown and community conditions. The Advisory Board has chosen to use the Main Street America ™ model of establishing economic development strategies and applying the Main Street Four-Point Approach® to downtown and community revitalization: Economic Vitality, Design, Promotion and Organization to implement a plan that achieves measurable results. | | | | |
| **DOWNTOWN ECONOMIC DEVELOPMENT STRATEGIES** | **ORGANIZATION** | **DESIGN** | **PROMOTION** | **ECONOMIC VITALITY** |
| **Economic Development Strategy #1:**  ***Healthy, Sustainable Small-Town Living***  Goal: **Become the Healthy Community of Edgecombe County, offering medical services, healthy nutritional options, and recreational opportunities for healthy living.**  Objective: **Reduce lifestyle health issues in the population by 5% by end of FY 2027** | Action:   1. Collaborate and partner with local medical professionals and County Health Department to collect baseline health data, and inventory medical/health services in Pinetops. 2. Partner with organizations to conduct nutritional and healthy living educational workshops. 3. Encourage a farm to fork restaurant in Pinetops. Partner with Golden Organic Farm, Community Garden, and Conetoe Family Farm. | Action:   1. Assess sidewalks for connectivity, condition, and ADA compliance throughout Town 2. Rail Trail/Greenway development | Action:   1. Increase foot-traffic for weekly Conetoe Family Farm Market 2. Promote usage of Community Garden 3. Promote area recreational facilities and organizations | Actions   1. Inventory all recreational facilities/programs and usage/participation statistics. 2. Determine viability of a Pinetops farmer’s market. 3. Identify retail gaps and develop recruitment plans for business expansion and new business opportunities for healthy food & related products |
| **DOWNTOWN ECONOMIC DEVELOPMENT STRATEGIES** | **ORGANIZATION** | **DESIGN** | **PROMOTION** | **ECONOMIC VITALITY** |
| **Economic Development Strategy #2:**  ***Active, Inclusive Town***  Goal: **Make Downtown an attractive, welcoming destination**  Objective: **Increase downtown foot traffic and business sales by 5% by Dec 2026.** | Action:   1. Develop a Public Art Plan/Policy 2. Develop a fund-raising plan for projects and events 3. Determine appearance incentive programs based on community needs\* | Action:   1. Identify the boundaries of downtown 2. Determine locations for small, medium and larger events/festivals 3. Identify potential locations for rotating public art displays 4. Improve appearance of downtown district    1. Establish design guidelines for the commercial district.    2. Review zoning ordinance for downtown to encourage commercial and mfg development. Include mixed use & upper floor residential.    3. Utilize existing Sidewalk & Streetlight inventory and plan to extend throughout town    4. Consider parking study to max future parking | Action:   1. Promote safety of Pinetops 2. Improve Town communication and marketing with residents and businesses 3. Develop a downtown event to complement the annual tractor pull. *Consult/partner with S. Edgecombe Fire Department.* 4. Develop a series of concerts 5. Schedule Family Movie Nights | Actions   1. Create building & business inventory 2. Identify retail gaps and missing services. 3. Determine annual (anonymous) downtown business sales for 2024 as baseline. 4. Develop a multimedia platform that identifies and maps the location of restaurants, retail and service and points of interest in town. |
| **DOWNTOWN ECONOMIC DEVELOPMENT STRATEGIES** | **ORGANIZATION** | **DESIGN** | **PROMOTION** | **ECONOMIC VITALITY** |
| **Economic Development Strategy #3:**  ***Destination for Rural Entrepreneurship***  Goal: **Position Pinetops to be the Entrepreneurial Center in rural Edgecombe County**    Objective: **Develop Plan for Making Pinetops Entrepreneurial-Ready by 2027** | Action:   1. Engage in Community Entrepreneurial Readiness determination process | Action:   1. Identify buildings as potential locations for new business start-ups, retail incubator and co-working | Action:   1. Develop public engagement tools as needed | Action:   1. Perform a self-assessment about Pinetops' readiness as an entrepreneurial destination. 2. Prepare to start developing a plan to make Pinetops entrepreneurial-ready! |
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