



# JONESVILLE

## CREATING OUTDOOR RECREATION ECONOMIES

STRATEGIC PLAN

2025-2030



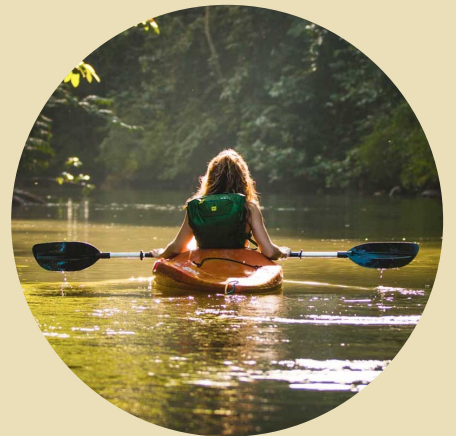


# JONESVILLE

## NORTH CAROLINA

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## Acknowledgements

The Creating Outdoor Recreation Economies (CORE) program is made possible by a U.S. Economic Development Administration State Tourism Grant which awarded \$6 million to the State of North Carolina's Supporting and Strengthening Resiliency in North Carolina's Travel, Tourism, and Outdoor Recreation Sectors Initiative. As a component of this Initiative, the North Carolina Department of Commerce's Rural Economic Development Division (REDD) developed the CORE program. The CORE program offers strategic planning and technical assistance to help rural communities leverage North Carolina's abundant outdoor recreation assets to bolster local economic vitality.



**NC DEPARTMENT  
of COMMERCE**  
**RURAL ECONOMIC  
DEVELOPMENT**

The REDD announced the technical assistance program offering Outdoor Recreation Economy Strategic Planning and Asset Development services in late 2022. Communities from across the state applied to engage with strategic planning services and 34 local governments were accepted to participate. NC Main Street & Rural Planning Center's Rural Planning Program, which is responsible for facilitating strategic economic development planning and implementation services, worked with local government staff to communicate the goals of the program, identify local opportunities, and assemble a planning work group.

*This plan was prepared by the North Carolina Department of Commerce, Rural Planning Program, using Federal funds under award 04-79-07689 from the Economic Development Administration, U.S. Department of Commerce. The statements, findings, conclusions, and recommendations are those of the author(s) and do not necessarily reflect the views of the Economic Development Administration or the U.S. Department of Commerce.*



# Acknowledgements

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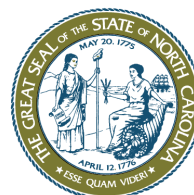
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**CORE Plan Adoption**

Town of Jonesville	May 12, 2025
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**JONESVILLE**  
**NORTH CAROLINA**

*Town of Jonesville*



**NC DEPARTMENT**  
**of COMMERCE**  
**RURAL ECONOMIC**  
**DEVELOPMENT**

*Creating Outdoor Recreation Economies*



# JONESVILLE

## NORTH CAROLINA

### *Economic Positioning Statement:*

*Located on the bluffs of the Yadkin River, Jonesville enjoys natural charm and an abundance of outdoor adventures. We are conveniently located on Interstate 77 and HWY 67, offering both exploration and relaxation on your journey. Discover Jonesville's economic opportunities while forging genuine connections to a small-town community with heart.*

## Executive Summary

Through CORE, the Town of Jonesville collaborated with N.C. Department of Commerce, Rural Economic Development Division, staff members and local stakeholders in a strategic planning process to identify and develop outdoor recreation assets that present economic growth opportunities. Strategy development focused on leveraging outdoor recreation assets to increase tourism, encourage small business development, enhance quality of life for residents, plan for outdoor recreation asset and infrastructure development, and position Jonesville to grow and attract outdoor gear manufacturing industries. The planning process was tailored to meet the specific needs of the Town of Jonesville.

The Town of Jonesville Creating Outdoor Recreation Economies (CORE) Plan proposes strategies, goals, objectives, and actions that Jonesville and its community partners can take to increase economic vitality by leveraging outdoor recreation. For the purposes of this strategic planning program, outdoor recreation is defined as all recreational activities undertaken for leisure that occur outdoors, with an emphasis on those activities that involve some level of intentional physical exertion and occur in nature-based environments. Furthermore, other community assets and economic institutions that benefit from or complement the outdoor recreation economy are addressed in the plan.

The CORE plan makes a total of 41 recommendations for objectives and actions under four priority strategies. These priority strategies and goals, identified by the local work group, include:

⇒ **Strategy 1: Jonesville offers natural charm and an abundance of outdoor adventures.**

**Goal 1: Prioritize connectivity and sustainability of Jonesville’s abundant outdoor/natural assets.**

⇒ **Strategy 2: Jonesville offers economic opportunities.**

**Goal 2: Expand Jonesville’s growing outdoor recreation economy for the benefit of residents, local businesses, and investors.**

⇒ **Strategy 3: Jonesville offers convenient relaxation.**

**Goal 3: Promote Jonesville as a waypoint for road trips in the Yadkin Valley and the foothills of the Blue Ridge in order to draw in travelers from I-77 and HWY 67 for the benefit of the local economy.**

⇒ **Strategy 4: Jonesville offers genuine connections to small-town community.**

**Goal 4: Prioritize community partnership and promotion of small-town living to grow the population and local civic pride.**

These recommendations should serve as guideposts for the Town of Jonesville as it considers future development efforts and should work in collaboration with other planning efforts undertaken by the county, municipalities, and related jurisdictions.



*The CORE plan  
makes a total of  
41  
recommendations  
for objectives and  
actions under four  
priority  
strategies.*



# Background

There is a long tradition of outdoor recreation in North Carolina. From the mountains to the coast and everywhere in between there are incredible landscapes and unique places to pursue a wide variety of outdoor recreation activities. Participation in these activities generates a large economic impact. In recent years statistics show that participation in outdoor recreation is increasing, particularly in the wake of COVID-19.

Continued growth in participation leads to the opportunity for the increased economic impact of outdoor recreation, particularly in rural locations where many of the state's outdoor recreation assets are located. Also, there is great potential to expose and engage people that have historically not participated in outdoor recreation activities at the same rate as others. It is important for all individuals to have the opportunity and access to enjoy recreational pursuits, and to have an opportunity to benefit economically from outdoor recreation. These factors, combined with other on-going outdoor recreation initiatives across the state, make it an ideal time to think critically about how this sector can continue to be leveraged to benefit local economies.

## Economic Impact

Outdoor recreation activity and associated expenditures generate a large economic impact. This is a broad economic sector that comprises a diverse range of industries including manufacturing, retail, arts, entertainment and recreation, as well as many supporting activities such as construction, travel and tourism, accommodation and food service, and many more.

According to the U.S. Department of Commerce Bureau of Economic Analysis' Outdoor Recreation Satellite Account, nationwide, in 2023, the outdoor recreation economy represented 639.5 billion in current-dollar gross domestic product (GDP), or 2.3 percent of the United States' total GDP. The outdoor recreation sector of the economy is growing at a faster rate than the overall economy. "Inflation-adjusted ("real") GDP for the outdoor recreation economy increased 3.6 percent in 2023, compared with a 2.9 percent increase for the overall U.S. economy, reflecting a deceleration from the increase in outdoor recreation of 10.2 percent in 2022. Real gross output for the outdoor recreation economy increased 3.2 percent, while outdoor recreation compensation increased 9.0 percent, and employment increased 3.3 percent (national table 9)." Across all 50 states and the District of Columbia, outdoor recreation employment increased in 49 states and the District of Columbia in 2023, ranging from 7.5 percent in Alaska to -4.8 percent in Indiana. The percentage change was 3.8 percent in the District of Columbia (BEA interactive tables).

At the state level, outdoor recreation created \$16.2 billion in value added for North Carolina, accounts for 2.1% of North Carolina's GDP and includes 145,433 jobs in 2023. According to newly revised data in this year's release, the outdoor recreation economy in North Carolina has grown 9.6% since 2022. <sup>1</sup>



*In 2023 outdoor recreation contributed \$16.2 billion in total value-added economic impact to North Carolina's GDP.*

### Outdoor Recreation Participation

According to the 2022 Outdoor Industry Association 'Outdoor Participation Trends Report', "outdoor participation continues to grow at record levels. More than half (54%) of Americans ages 6 and over participated in at least one outdoor activity in 2021, and the outdoor recreation participant base grew 2.2% in 2021 to 164.2 million participants. This growing number of outdoor participants, however, did not fundamentally alter long-term declines in high frequency or 'core' outdoor participation." <sup>2</sup>

Studies show that approximately 56% of North Carolinians participate in some form of outdoor recreation each year. <sup>3</sup> This includes more than 22.8 million visitors to North Carolina state parks in 2021 — three million more than any other year on record. Many parks, national forests, and other public recreation areas report increased visitation as well. These numbers represent a solid base of individuals participating in outdoor recreation and contributing to associated economic activity. But there is still room to engage more individuals and continue to increase participation in outdoor recreation, particularly among populations that have not historically participated in outdoor recreation at levels comparable to others. Also, people increasingly want outdoor recreation opportunities that are convenient to where they live so they can participate on a regular basis without the need to travel long distances. <sup>4,5</sup>

<sup>1</sup> U.S. Department of Commerce, Bureau of Economic Analysis. Outdoor Recreation Satellite Account, U.S. and States, 2023. [Outdoor Recreation Satellite Account, U.S. and States, 2023 | U.S. Bureau of Economic Analysis \(BEA\)](#)

<sup>2</sup> Outdoor Industry Association. 2022 Outdoor Participation Trends Report. <https://outdoorindustry.org/resource/2022-outdoor-participation-trends-report/>

<sup>3</sup> The Citizen-Times. North Carolina outdoor recreation is a \$28 billion industry, poised for further growth. October 11th, 2019. <https://www.citizen-times.com/story/news/2019/10/11/outdoor-economy-conference-asheville-highlights-28-billion-industry/3923846002/>

<sup>4</sup> Headwaters Economics. Recreation Counties Attracting New Residents and Higher Incomes. <https://headwaterseconomics.org/economic-development/trends-performance/recreation-counties-attract/>

<sup>5</sup> Outdoor Foundation. 2022 Outdoor Participation Trends Report. <https://outdoorindustry.org/wp-content/uploads/2023/03/2022-Outdoor-Participation-Trends-Report.pdf>



# Existing Plans Review

## Piedmont Triad Regional Council Comprehensive Economic Development Strategy (CEDS) Plan

The Piedmont Triad Regional Council is a designated Economic Development District (EDD) through the US Economic Development Administration (EDA) to identify regional priorities for impactful economic development and developing CEDS that supports the region's stakeholders. The goals of the 2023-2028 CEDS Plan include: 1. Boost the Region's Competitive Advantages and Leverage the Marketplace. 2. Establish and Modernize a Robust Regional Infrastructure. 3. **Create and Connect Vibrant, Healthy, and Resilient Communities.** 4. Develop and Retain Talented and Innovative Human Capital.

## Piedmont Triad Outdoor Recreation Plan

The Piedmont Triad Outdoor Recreation Plan was produced by the Piedmont Triad Regional Council and completed in April of 2022. The plan identifies pressing needs for state parks and regional assets within the Piedmont Triad including the Yadkin River State Trail. Pressing needs for the Yadkin River State Trail include: **Additional public access points on the Yadkin River. The NC Wildlife Resources Commission is working on a boat access point in Jonesville (Land needed near Rockford).** The Piedmont Triad Outdoor Recreation Plan is linked here: [NC Triad Outdoors | Piedmont Triad Regional Council, NC \(ptrc.org\)](https://ptrc.org/)

## Yadkin County Comprehensive Parks & Recreation Master Plan

The Yadkin County Comprehensive Parks & Recreation Master Plan was produced by Site Solutions in 2012. The purpose of this master plan was to develop a road map to assist elected officials and County staff as they make decisions on park development and operation. The plan identifies **walking and biking trails as a priority** need in the county. The plan is linked here: [Yadkin-Comp-Master-Plan-Adopted-1312 \(yadkincountync.gov\)](https://yadkincountync.gov/yadkincompmasterplanadopted1312)

## Town of Jonesville Land Use Plan

The Town of Jonesville Land Use Plan was completed in 2024 by the Piedmont Triad Regional Council. Pertaining to the outdoor recreation economy, the plan outlines a goal of **preserving** and conserving natural resources, landscapes, and agricultural areas in Jonesville's jurisdiction and Promote and enhance Jonesville's parks and recreation areas and create active community with **abundant walking and biking opportunities.**

## Double Bluff Recreation Area Master Plan

The Double Bluff Recreation Area Master Plan was completed by Shabeldeen Engineering and Traffic Planning & Design in April of 2023. Double Bluff is a 163.019 acres track of rolling land adjacent to the Yadkin River. Located off Highway 67, the property includes open fields, forests, floodplain, and approximately 775 linear feet of frontage along the Yadkin River. The property also has approximately 2,500 linear feet of Lineberry Creek, a "Class C" stream that runs north / south in the eastern portion of the property. **The Double Bluff plan includes a boat launch, fishing platforms, mountain biking trails, hiking trails, a paved greenway trail, picnic shelters, a natural playground, and disc golf.** The Double Bluff Master Plan is linked here: [DBRA-Master-Plan.pdf \(townofjonesvillenc.com\)](https://townofjonesvillenc.com/DBRA-Master-Plan.pdf)



*“Preserve, enhance and create satisfying living environments that create and maintain strong neighborhoods and encourage attractive new commercial developments that benefit the economy of Jonesville, provide job opportunities, and are convenient for residents and visitors” - Jonesville 2024 Land Use Plan*

### **Town of Jonesville Economic Development Strategy Plan (2019) with Community Economic Recovery & Resiliency (CERRI) Update (2022)**

The Town of Jonesville’s Economic Development Strategy Plan and Community Economic Recovery & Resiliency Update was prepared by the NC Commerce Rural Planning Program (MS&RP) in 2019 and updated in 2022. The plan’s strategic vision/economic positioning statement for Jonesville reads: Jonesville, the heart of the Yadkin Valley Region, the launching point where outdoor recreational experiences and its amenities enhance your adventures. The plan identifies goals, objectives, and actions under three priority strategies: economic growth and development, community appearance and infrastructure, and community promotion and marketing.

### **Yadkin Valley Regional Bike Plan**

The Yadkin Valley Regional Bike Plan was prepared by Alta Planning and Design with Wallace Consulting and Velo Girl Rides in October of 2020. The plan identifies several actions and projects pertaining to Jonesville including an Elkin/Jonesville Greenway Trail (MST) and a Downtown Jonesville Trail. Both conceptual trails from this plan can be found in the appendices of this document. The Yadkin Valley Regional Bike Plan is linked here: [Yadkin Valley Regional Bike Plan.pdf \(ncdot.gov\)](#)

### **Yadkin County Comprehensive Land Use Plan**

The Yadkin County Comprehensive Land Use Plan was adopted in November of 2023 by the Yadkin County Board of Commissioners. One of the goals of this plan is to encourage land uses that are appropriate to on-site environmental conditions and features protecting natural/cultural resources and community character. The Yadkin County Comprehensive Land Use Plan is linked here: [Yadkin-County-Comprehensive-Land-Use-Plan-2023- \(yadkincountync.gov\)](#)



# Setting

## Town of Jonesville

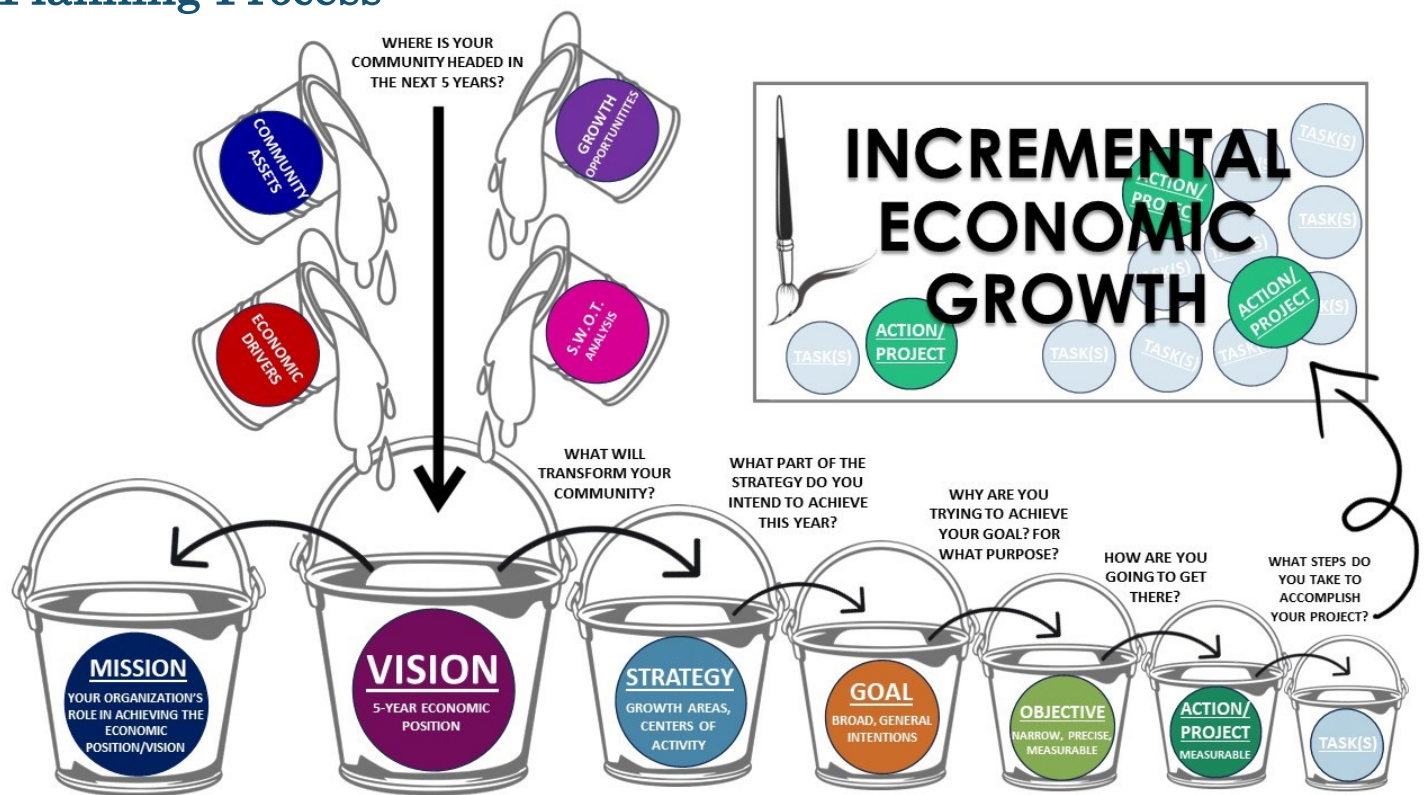
The Town of Jonesville (population 2,308) is situated in the Piedmont Triad Region, just west of Winston-Salem. Located within Yadkin County along the Yadkin River and Interstate 77, Jonesville is known as the “Heart of the Yadkin Valley.” Positioned at the gateway to the Blue Ridge Mountains and the Yadkin Valley Heritage/ Cultural Corridor, Jonesville boasts scenic beauty, rolling foothills, and Yadkin River adventures. Visitors and locals alike enjoy swimming, kayaking, canoeing, fishing, mountain biking, hiking, camping, and the great outdoors.

## Yadkin County

The Town of Jonesville is located in the northwest corner of Yadkin County (population 37,214), just across the Yadkin River from the Town of Elkin (Surry County). The extreme western section of the county contains the Brushy Mountains, a mountain range located in northwestern North Carolina separated from the Blue Ridge Mountains by the Yadkin River valley. The highest point is Star Peak near Jonesville, at 1,590 feet above sea level. While Yadkin County began as an agricultural center and remains primarily rural in character, today the county embraces it’s position in the Yadkin Valley. The Yadkin Valley AVA is an American Viticultural Area that includes land in seven counties of northwestern North Carolina. The AVA encompasses an area of approximately 1,400,000 acres (5,666 km2) in the Yadkin River valley. The Yadkin Valley AVA includes all of Wilkes, Surry, and Yadkin counties, and parts of Davie, Davidson, Forsyth, and Stokes counties. Yadkin Valley is home to 45 wineries.



# Planning Process



*NC Main Street & Rural Planning Center Strategic Plan Development Process*

Under the Rural Economic Development Division (REDD), MS&RP Center staff facilitates the CORE strategic planning process with participation from the local government and an established local work group. This work group is comprised of individuals who have a vested interest in leveraging outdoor recreation to enhance economic development. The planning process employs established planning methods including presenting economic and associated data, asset mapping, economic driver identification, SWOT analysis, stakeholder interviews, business questionnaires, local work group discussions, and more. The planning process was tailored to meet the specific needs, goals, and opportunities that local stakeholders identified.

## Situational Analysis

The Town of Jonesville has been proactive in pursuit of growing their outdoor recreation economy, investing in multiple planning efforts, marketing materials, and pursuing several funding opportunities. Jonesville has already begun to invest in outdoor recreational assets and understands the importance of growing the outdoor economy to leverage investments, create jobs, and improve quality of life for its citizens. Upon completion of review of prior planning documents, MS&RP Center staff joined the Town of Jonesville staff for a round table discussion and a site tour of outdoor recreation and cultural assets. Staff visited the planned Uptown Jonesville site, multiple locally owned businesses, Jonesville's growing greenway trail, the Jonesville Welcome Center, key commercial areas, and several parks including Lila Swaim Park and Double Bluff Recreation Area.

## Local Work Group Establishment and Involvement

Prior to Meeting #1 (referenced below), the Town of Jonesville CORE local work group was asked to complete the Primary Planning Group Initial Questionnaire. This survey was designed by the MS&RP Center team to identify the priorities and opinions to guide the Town of Jonesville CORE Plan. The CORE planning process involved a series of discussion sessions which included topics on local outdoor recreation assets and experiences, small business and entrepreneurship, and the outdoor economy industry. The local work group was made up of individuals representing the Town of Jonesville staff, Jonesville Parks & Recreation, Jonesville Planning Board, Yadkin County Economic Development, Yadkin County Chamber of Commerce, outdoor enthusiasts, outdoor recreation business entrepreneurs, and local non-profit partners.

A full outline of the work group meetings can be seen in the table below.

Meeting Date	Topics
August 17, 2023	Town of Jonesville Site Tour ⇒ Round Table Discussion ⇒ Review of Current Outdoor Recreation Plans ⇒ Tour of Outdoor and Cultural Assets
December 18, 2023	Meeting #1 ⇒ Overview of the CORE process ⇒ Defining Outdoor Recreation and the Outdoor Recreation Economy ⇒ Review of Work Group Survey ⇒ SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)
January 22, 2024	Meeting #2 ⇒ Asset Mapping Exercise ⇒ Opportunity Site Mapping Exercise ⇒ Preliminary Project Development Discussion
February 21, 2024	Meeting #3 ⇒ Economic Positioning Exercise ⇒ Project Development/Action Discussion
April 22, 2024	Meeting #4 ⇒ Refining Economic Position/Vision ⇒ Drafting Economic Development Strategies, Goals, and Objectives
June 13, 2024	Meeting #5 ⇒ Priority Project Development Discussion
September 10, 2024	Meeting #6 ⇒ CORE Plan: 1st Draft Plan Review
November 18, 2024	Meeting #7 ⇒ CORE Plan Final Review ⇒ Implementation Discussion



## **Asset Mapping**

During the December 2023 work group meeting, staff facilitated an asset mapping exercise to identify key outdoor recreation and related business assets in the community. Asset mapping is a process that identifies the strengths of a community, highlights areas for growth opportunities, and brings together key stakeholders. Identifying the Town of Jonesville's unique assets helped to establish clear economic development strategies to achieve measurable growth. As a result of the asset mapping exercise, the work group focused on:

- ⇒ The most valued aspects of Jonesville
- ⇒ The reasons why people place high value on assets in Jonesville
- ⇒ Opportunities to leverage Jonesville's assets for economic growth

Jonesville's Asset Maps can be found in appendix 1 of this document.

## **Public Engagement**

A local work group survey was conducted as a part of the planning process to gauge community interest in outdoor recreation, opinions of existing and potential outdoor and business assets, economic impacts of outdoor recreation, and local opinions of tourism and community development. The results of this survey were summarized and shared with the local work group at their first meeting and influenced the recommendations in this plan. Those results can be found in appendix 2 of this document.

## **Additional Research**

MS&RP staff reviewed a variety of demographic and market data sources that were used to influence the final recommendations of this report. A Retail Marketplace Snapshot is attached as appendix 3 of this document.

## **Plan Review & Adoption**

A draft of this document was produced in September 2024 and shared with the Town of Jonesville CORE project local leads for review and comment. Following review, The Town of Jonesville Board of Commissioners adopted the plan on May 12, 2025.

# Plan Implementation Monitoring & Evaluation

The Town of Jonesville will be responsible for monitoring, evaluation, and reporting accomplishments on the objectives of this plan to the Rural Economic Development Division.

## Plan Implementation

Maintaining a dedicated group to follow through after the planning process to begin addressing goals and objectives outlined in this plan is critical to attaining the potential economic impact of these strategies. These efforts could be led by the same local work group that helped develop this plan, or another similar group that is representative of the Town of Jonesville and can advance the goals of this plan. The sustained presence of such a group builds social capital within the group that improves their ability to work together and effectively address common goals. Furthermore, a dedicated group ensures continuity from planning stage through implementation, provides accountability to ensure that objectives are being met, and allows the community to react and respond quickly when an opportunity is presented. To clarify, this group should not be the sole entity responsible for implementing all the goals of the plan. Instead, the group should function as a convener and point of contact to connect to other individuals, organizations, and resources to help the broader community achieve these goals. Maintaining a regular meeting schedule will also help increase the effectiveness of the group, and the plan.

## Monitoring & Evaluation

Constant evaluation of the goals, objectives, and actions in this plan, via regular review sessions with the Strategic Planning team and other community leadership, is critical to ensuring it remains a viable document. The Town of Jonesville will continually monitor progress on how well and successful the region is at managing projects, meeting deadlines, communicating internally and to multiple external audiences, and utilizing the resources available. The Town of Jonesville Creating Outdoor Recreation Economies Plan is a living document used to prioritize the needs of the community and outline the region's objectives. The value of this plan lies with the ability of Jonesville to set realistic goals—and implement innovative strategies— against which progress can be measured. It also allows the community to gauge the ongoing product of its local government.

Implementation, evaluation, and modification will be continuous for the plan the Town of Jonesville to remain relevant, responsive, and proactive. This strategic effort will provide greater accountability and represents an organization-wide approach to the preservation and enhancement of the quality of life that Jonesville enjoys, and to improve upon it. The most successful strategic planning efforts approach implementation from a network-based model, versus a more traditional hierarchical model (top-down approach). By working with economic partners such as NC Department of Commerce, the Piedmont Triad Regional Council, and other regional partners, the Town of Jonesville's Creating Outdoor Recreation Economies Plan can leverage resources and capacity. The NC Main Street & Rural Planning Center (MS&RP) of NC Commerce has yearly implementation plan templates to assist the area in measuring progress, and the local implementation committee should reach out to the Piedmont Triad Community Economic Development Planner (NC Commerce) at least once a year to help evaluate success.

## Economic Positioning/Visioning Statement

***Located on the bluffs of the Yadkin River, Jonesville enjoys natural charm and an abundance of outdoor adventures. We are conveniently located on Interstate 77 and HWY 67, offering both exploration and relaxation on your journey. Discover Jonesville's economic opportunities while forging genuine connections to a small-town community with heart.***

### Economic Positioning/Visioning Statement

- ⇒ An economic positioning/vision statement is the vision for the economic role that the Town of Jonesville will play in the greater economy (local, county, regional) over the next five years.
- ⇒ An economic positioning statement should demonstrate what the community can achieve and how the community will be different from other areas in the county/region.
- ⇒ Economic positioning statements are grounded in growth opportunities and the economic development strategies are derived directly from the community's vision.
- ⇒ The Economic positioning statement should be built on consensus and based in reality.
- ⇒ The Economic positioning statement is the foundation of a strategic plan. Economic development strategies, goals, measurable objectives, and actions/projects are all derived from the vision.



# Analysis & Recommendations: Abundant Outdoor Adventures

**Economic Position/Vision:** Located on the bluffs of the Yadkin River, Jonesville enjoys natural charm and an abundance of outdoor adventures. We are conveniently located on Interstate 77 and HWY 67, offering both exploration and relaxation on your journey. Discover Jonesville’s economic opportunities while forging genuine connections to a small-town community with heart.

**Strategy 1:** Jonesville offers natural charm and an abundance of outdoor adventures.

**Goal 1:** Prioritize connectivity and sustainability of Jonesville’s abundant outdoor/natural assets.

**Objective 1.1:** Create two new access points to the Yadkin River by 2030.

**Action 1.1.1:** Create a new river access at Double Bluff Recreation Area. Access is referenced and shown in the Double Bluff Recreation Area Master Plan.

**Action 1.1.2:** Pursue funding to create one new access on the Yadkin River near Jonesville Greenway Trailhead (by Uptown Jonesville area in Gregory Martin Park).

**Objective 1.2:** Prioritize enhancements and reactivation of existing park facilities and natural assets.

**Action 1.2.1:** Pursue conception of a site plan to evaluate space, uses, and needs for facilities and amenities at Lila Swaim Park. See Vision Board in appendix 5 on page 50 of this document for Lila Swaim Park design inspiration.

**Action 1.2.2:** Expand organizational and maintenance capacity to program and maintain Jonesville parks by prioritizing PT and/or FT staff for Jonesville Parks and Recreation.

**Action 1.2.3:** Create two-lane access road into Double Bluff Recreation Area as shown in the Double Bluff Recreation Area Master Plan.

**Objective 1.3:** Expand and enhance Jonesville’s greenway trail system .

**Action 1.3.1:** Pursue funding options to pave Jonesville’s current greenway trail to make it ADA accessible and more inclusive.

**Action 1.3.2:** Add camera system to greenway trail for safety and/or maintenance purposes.

**Action 1.3.3:** Extend paved greenway trail into Double Bluff Recreation Area as shown in the Double Bluff Recreation Area Master Plan.

**Action 1.3.4:** Enhance wayfinding around the Town of Jonesville to promote access points to the Greenway Trail.

# Analysis & Recommendations: Economic Opportunities

**Economic Position/Vision:** Located on the bluffs of the Yadkin River, Jonesville enjoys natural charm and an abundance of outdoor adventures. We are conveniently located on Interstate 77 and HWY 67, offering both exploration and relaxation on your journey. Discover Jonesville’s economic opportunities while forging genuine connections to a small-town community with heart.

**Strategy 2:** Jonesville offers economic opportunities.

**Goal 2:** Expand Jonesville’s growing outdoor recreation economy for the benefit of residents, local businesses, and investors.

**Objective 2.1:** Recruit one new outdoor recreation outfitter to the Uptown Jonesville area by 2030.

**Action 2.1.1:** Identify available properties and meet with property owners to better understand their vision for the property and goals moving forward. Jonesville and/or the steering committee (in partnership with strategic outdoor economy stakeholders) should serve as a resource to the property owner to assist them in recruitment of an outfitter to the property.

**Action 2.1.2:** Use new branding/marketing materials from Destination by Design to create an outdoor economy centered economic opportunity campaign.

**Action 2.1.3:** Meet with Yadkin County Economic Development Council to discuss Jonesville’s economic development strategies that aim to make Jonesville a hub of outdoor economic activity in the county.

**Objective 2.2:** Pursue Implementation of Uptown Jonesville concept to create a new hub of retail/restaurant/ destination businesses that grow and support the outdoor economy.

**Action 2.2.1:** Review zoning codes to make sure current codes align with plans for Uptown Jonesville as outlined in the 2024 Land Use Plan by Piedmont Triad Regional Council.

**Action 2.2.2:** Create inventory of all Uptown Jonesville properties/parcels outlining owner contact information, current usage, condition, size/SF, tax value, monthly rent and/or sale price.

**Action 2.2.3:** Meet with current property owners in the planned Uptown Jonesville district to gauge temperature of implementation of the plan/better understand their vision for their properties.

**Action 2.2.4:** Consider rebranding Uptown Jonesville to the Uptown Jonesville River District to better connect the district to the Yadkin River asset/proximity/outdoor recreation.

**Action 2.2.5:** Consider refining the Uptown Jonesville plan to include a residential component above the retail/restaurant spaces. This would enable Jonesville to offer riverfront living opportunities overlooking the Yadkin with a view of downtown Elkin.

# Analysis & Recommendations: Convenient Relaxation

**Economic Position/Vision:** Located on the bluffs of the Yadkin River, Jonesville enjoys natural charm and an abundance of outdoor adventures. We are conveniently located on Interstate 77 and HWY 67, offering both exploration and relaxation on your journey. Discover Jonesville’s economic opportunities while forging genuine connections to a small-town community with heart.

**Strategy 3:** Jonesville offers convenient relaxation.

**Goal 3:** Promote Jonesville as a waypoint for road trips in the Yadkin Valley and the foothills of the Blue Ridge in order to draw in travelers from I-77 and HWY 67 for the benefit of the local economy.

**Objective 3.1:** Identify and recruit new destination retail and restaurant businesses to draw more people into Jonesville from I-77 and HWY 67.

**Action 3.1.1:** Alongside strategic business recruitment partners like the Yadkin County Economic Development Council, identify priority opportunity sites/available properties for new retail/restaurant businesses.

**Action 3.1.2:** Explore ways to work alongside the local business community, including the Yadkin Valley Chamber of Commerce, Surry Community College (Yadkin Center), and others to identify recruitment opportunities aimed at generating investment from home grown entrepreneurs.

**Objective 3.2:** Use new Destination by Design branding materials to create a unified Jonesville marketing campaign for destination outdoor recreation experiences and retail/restaurants businesses.

**Action 3.2.1:** Create wayfinding signage (from Destination by Design plan) to identify and direct visitors to restaurant/retail hubs (like Uptown Jonesville area) and outdoor recreation assets.

**Action 3.2.2:** Facilitate opportunities to convene hospitality businesses to discuss a unified marketing approach. Consider strategic partnerships with the Yadkin County Tourism Development Authority, the Yadkin Valley Chamber of Commerce, Lodging Businesses, Retail, Restaurant, Outdoor Recreation Businesses, etc.

**Action 3.2.3:** Consider a strategic partnership with the Tourism Development Authority to create a shopping/dining/outdoor recreation campaign, perhaps with influencers and/or bloggers.

**Action 3.2.4:** Utilize the Jonesville Visitor Center to create a food truck event—offer a season of scheduled food trucks with guided group outdoor recreation activities, with the starting place being the Visitor Center. This event may help both in restaurant recruitment (food trucks looking for brick & mortar locations), cultivating civic pride/community (Goal 4) and giving visitors stopping through a reason to stay longer to eat and explore.



# Analysis & Recommendations: Small-Town Community

**Economic Position/Vision:** Located on the bluffs of the Yadkin River, Jonesville enjoys natural charm and an abundance of outdoor adventures. We are conveniently located on Interstate 77 and HWY 67, offering both exploration and relaxation on your journey. Discover Jonesville’s economic opportunities while forging genuine connections to a small-town community with heart.

**Strategy 4:** Jonesville offers genuine connections to small-town community

**Goal 4:** Prioritize community partnerships and promotions of small-town living to grow the population and local civic pride.

**Objective 4.1:** Prioritize connection of residential areas to natural assets with pedestrian improvements and/or trails or greenway extensions.

**Action 4.1.1:** Identify feasible pedestrian connections from residential areas to outdoor assets and prioritize them by impact and feasibility.

**Action 4.1.2:** Identify opportunity sites for new construction residential development in close proximity to outdoor recreational assets/greenway trails.

**Action 4.1.3:** Consider working with Yadkin County on a housing feasibility summit to identify opportunity sites and recruit developers to the area.

**Objective 4.2:** Create new opportunities for the community to gather/cultivate civic pride with events, festivals, and cultural celebrations in and around outdoor recreation assets.

**Action 4.2.1:** Create new outdoor-recreation based Yadkin River event or event series in Double Bluff Recreation Area.

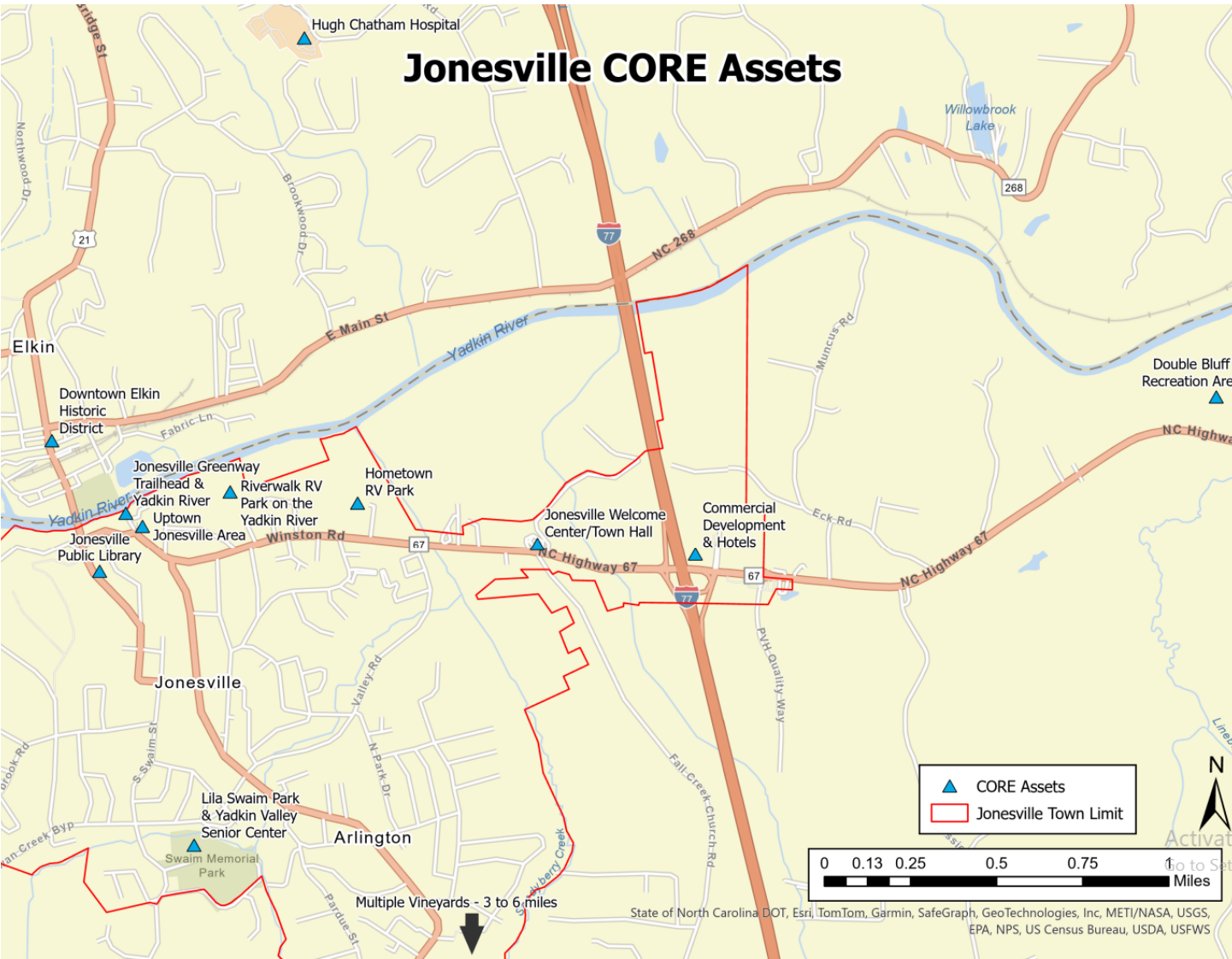
**Action 4.2.2:** Convene local food and beverage establishments to discuss a local flavor food tour in local restaurants. Consider strategic partnerships with the TDA and Chamber.

**Action 4.2.3:** Create a public art event in partnership with the Yadkin Cultural Arts Center, local schools, and business community to paint “street murals” on the pavement at Lilla Swaim Park. A community-themed and community-led design improvement will help to envision further investment and support for Lilla Swaim Park.

**Objective 4.3:** Strengthen sense of community by addressing barriers to population sustainability and growth.

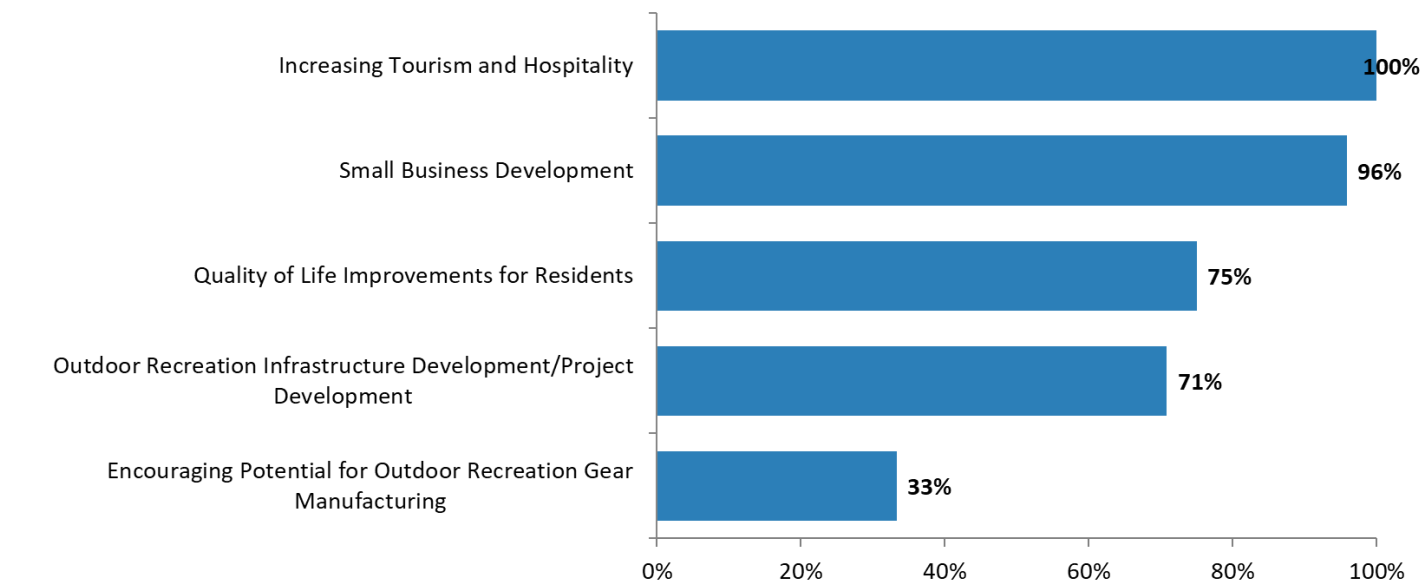
**Action 4.3.1:** Seek funding sources to address broadband/internet issues. See funding guide in appendix 8 of this document.

# Appendix 1: Asset Mapping

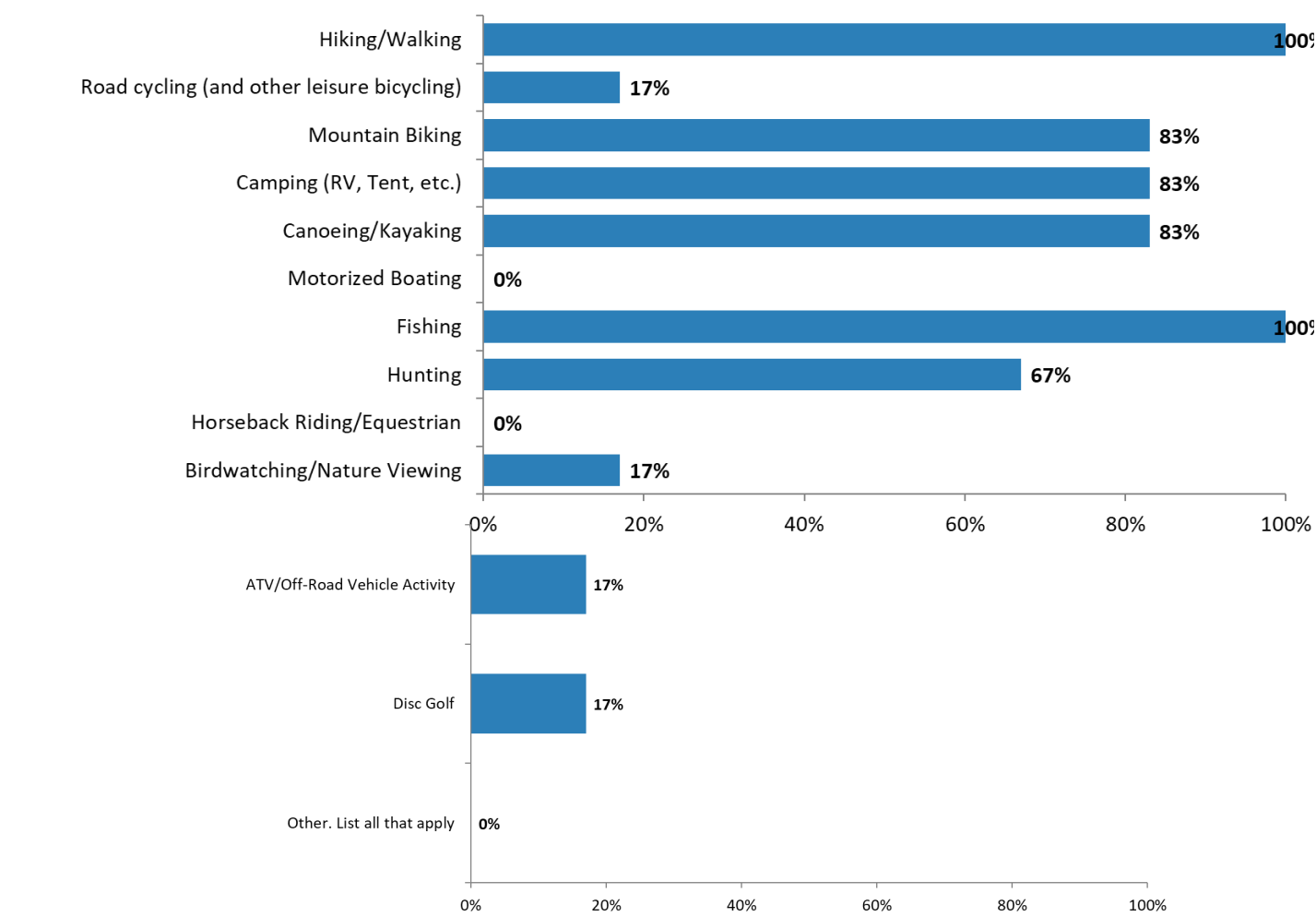


# Appendix 2: CORE Survey Results

In an effort to determine the primary topics that the community wants to address during this strategic planning process, please rank the importance of each potential focus area. 2 being most important; 5 being least important.

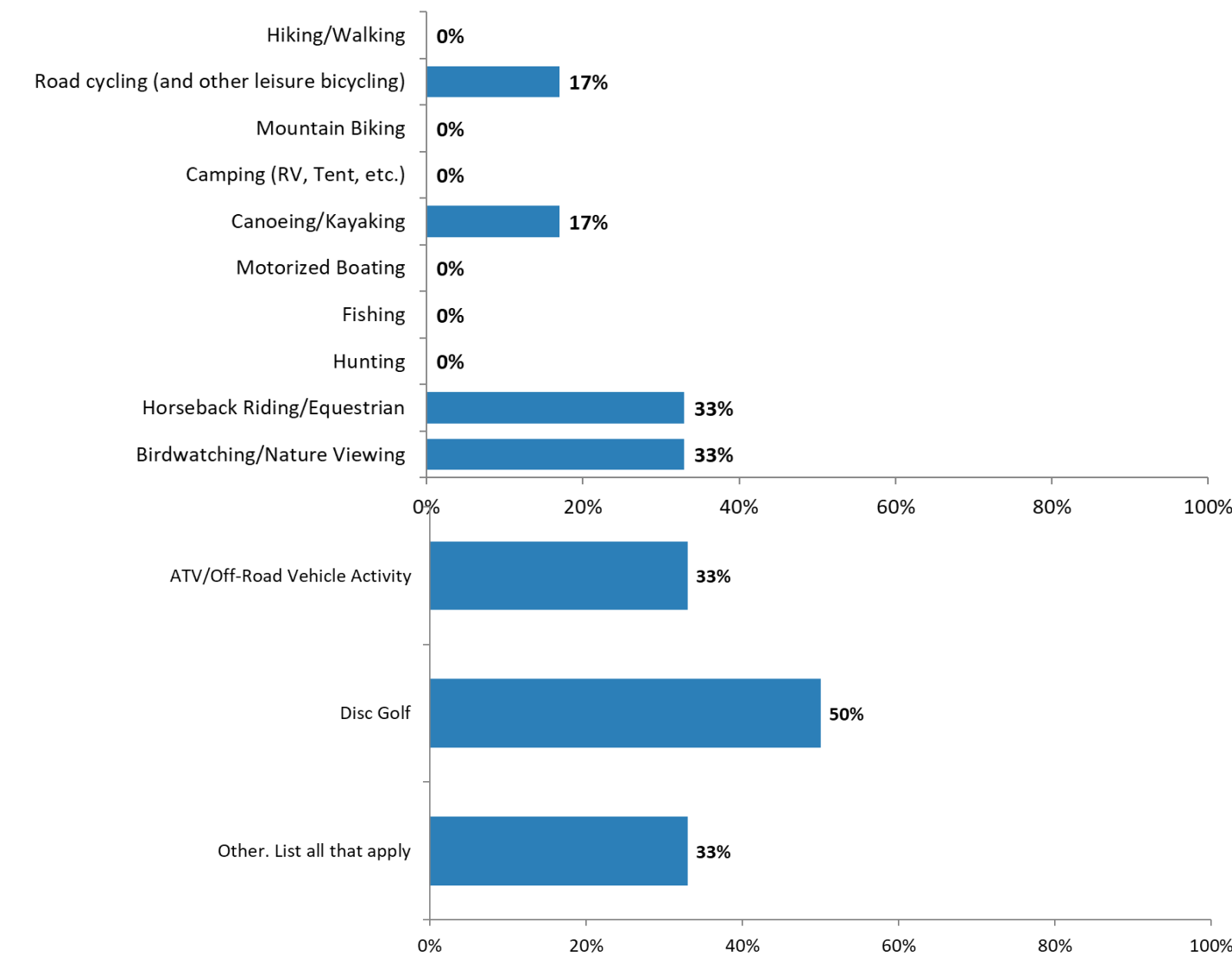


## What outdoor recreation activities are most common in your community?





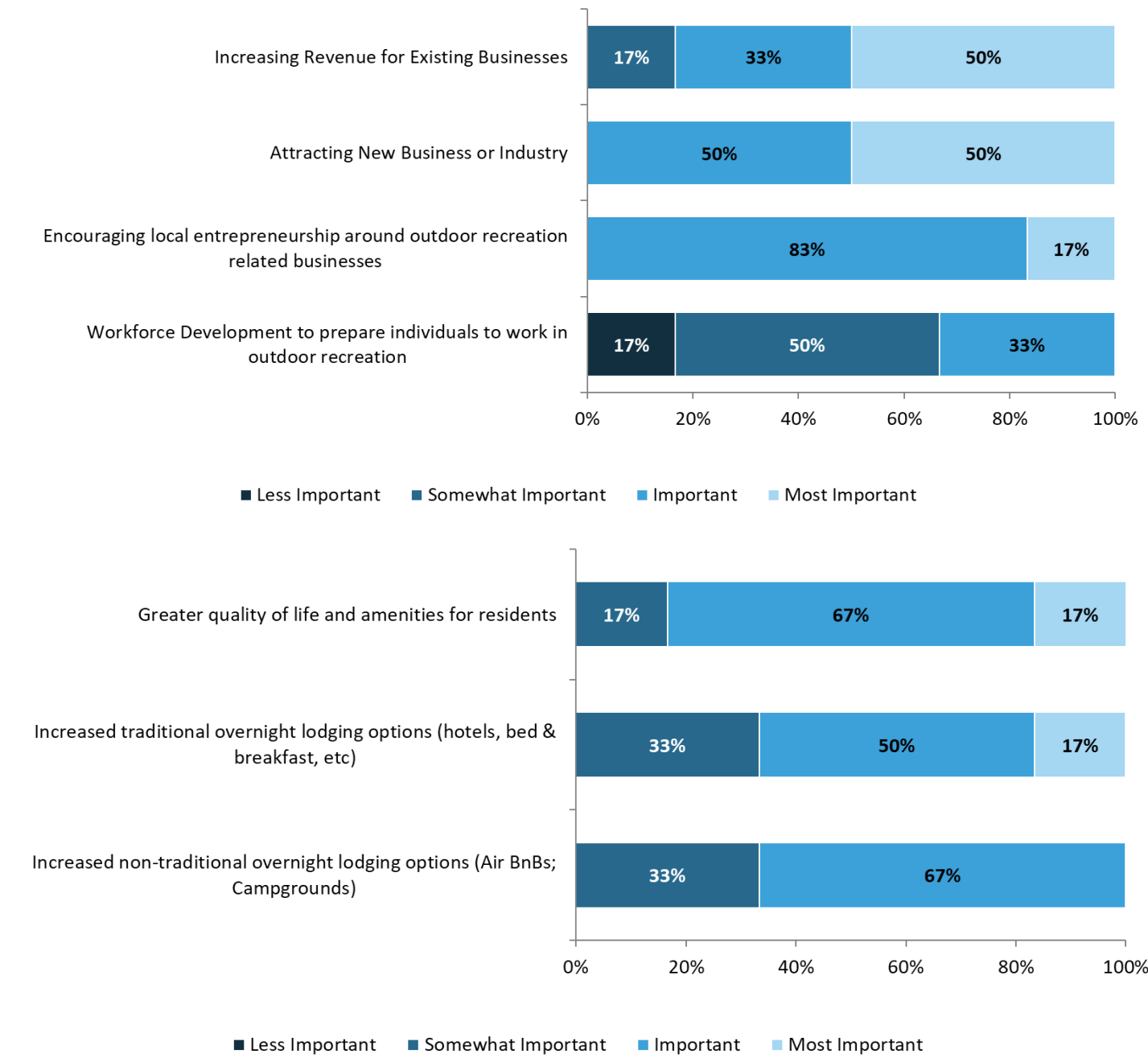
## What outdoor recreation activities are not available in your community that you would like to have available?



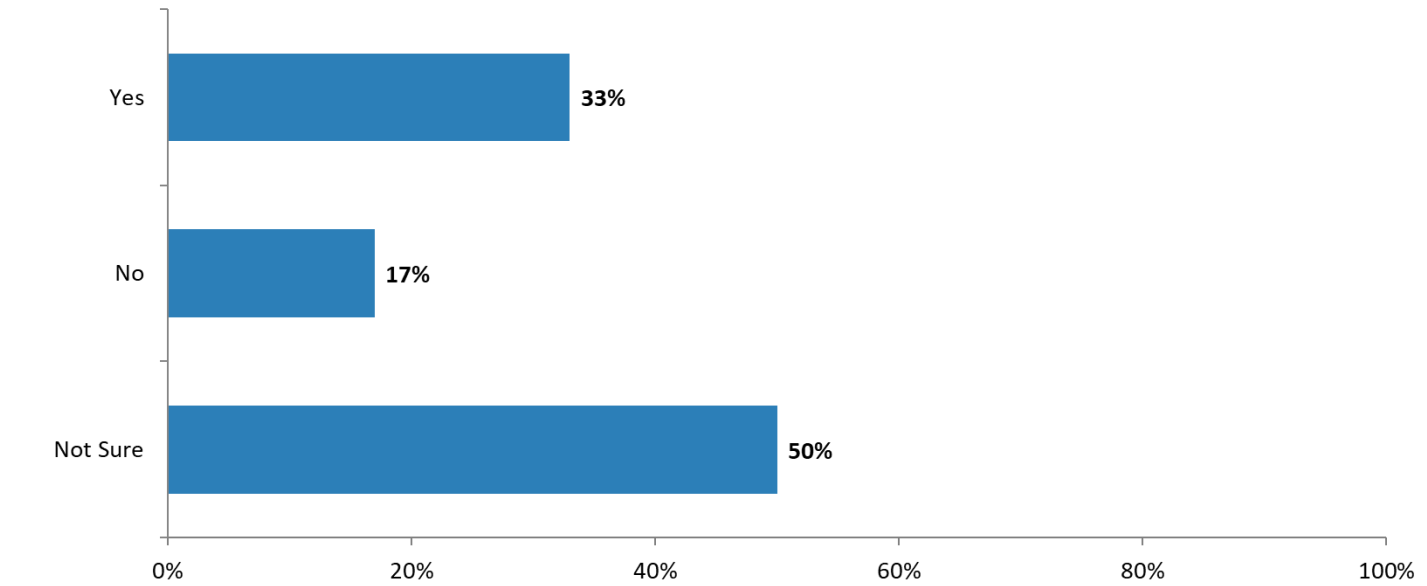
### Work group clarifications on wants/opportunities:

- ⇒ Opportunities for continued development of bike/hiking trails.
- ⇒ Opportunities to connect Jonesville and Elkin with pedestrian bridge.
- ⇒ Opportunities to connect Lila Swaim Park to existing Greenway.
- ⇒ Opportunities to develop the greenway trail.
- ⇒ Opportunities to recruit more restaurants and outdoor based businesses for travelers/locals to utilize.
- ⇒ Opportunities for wayfinding signage and increased walkability/connectivity in sidewalks and pathways linking trails, outdoor assets, RV parks, and shops.
- ⇒ Opportunities to complete Double Bluff Master Plan and to rehabilitate Lila Swaim Park.
- ⇒ Opportunities for more river access in Jonesville.
- ⇒ Opportunities to update storefronts/design to be more inviting.

**Rank the importance of benefits to be gained from your community’s outdoor recreation assets and experiences: Please select the level of importance for each topic area:**



**Do local residents have the perception of the community as an attractive, welcoming, and desirable place to live? Consider how this relates to outdoor recreation assets and commercial centers/downtown areas.**



**Clarifications on the community temperature check: what’s good?**

- ⇒ Jonesville is on its way to becoming more attractive and welcoming – improvements have been noticed.
- ⇒ The community overall is on board for the growth and betterment of Jonesville!
- ⇒ People like the efforts being made to make recreational opportunities available

**Clarifications on the community temperature check: where’s the opportunity to generate more civic pride?**

- ⇒ Rundown buildings, overgrown areas. Certain areas need a facelift.
- ⇒ Opportunities to build connections and make Jonesville more walkable.

## What makes your community unique?

- ⇒ The Yadkin River
- ⇒ The History of Jonesville
- ⇒ Greenway Trail
- ⇒ Fish Weirs (and Other Sites on the River)
- ⇒ Native American History/Influence
- ⇒ Mountain Biking Trails
- ⇒ Proximity to the Mountains
- ⇒ Geographic Advantage: 45 min from Stone Mtn, on the Yadkin River, Mountain to Sea Trail nearby in Elkin, Close to Downtown Elkin
- ⇒ Beautiful Views
- ⇒ RV Parks
- ⇒ Civil War History/Historical Artifacts
- ⇒ Annual Festivals, Parades, Shows
- ⇒ Growing Population



### **What should be done to improve connectivity and accessibility?**

- ⇒ Pedestrian bridge over the Yadkin River connecting Jonesville and Elkin.
- ⇒ Paving the Greenway Trail and connecting it to Lila Swaim Park.
- ⇒ More development of the property outside of Town for Mountain Biking Trails.
- ⇒ Wayfinding signs to allow for easy navigation to sites and businesses.
- ⇒ Cooperative education for local businesses for increased marketing opportunities.
- ⇒ Organization to help local businesses communicate with each other.
- ⇒ New branding package for the Town of Jonesville.
- ⇒ More sidewalks.
- ⇒ Maps and promotions of Jonesville's assets.

### **What are the main tourist attractions?**

- ⇒ Wineries
- ⇒ Breweries
- ⇒ Dining
- ⇒ Campgrounds
- ⇒ RV Parks
- ⇒ Yadkin River
- ⇒ Stone Mountain State Park
- ⇒ Blue Ridge Parkway
- ⇒ Greenway
- ⇒ North Wilkesboro Speedway
- ⇒ Agritourism and History
- ⇒ Geographic Position/77 Location
- ⇒ Mountain Biking Trails

### **What are potential issues/problems with tourism?**

- ⇒ Need to create more specific marketing and branding. Many visitors assume they are in Elkin when they are in Jonesville.
- ⇒ Need to create an event or events to leverage outdoor assets.
- ⇒ Need to have more organized and regular activities.
- ⇒ Need to have more lodging options.
- ⇒ Need to have more areas to shop and dine.
- ⇒ Need to develop itineraries to keep people in Jonesville longer.
- ⇒ Need to develop a “downtown” area or commercial core.
- ⇒ Need to address homeless issue on the Greenway Trail.
- ⇒ Need to connect to and build upon wine tourism.

### **What business services are available and what are needed?**

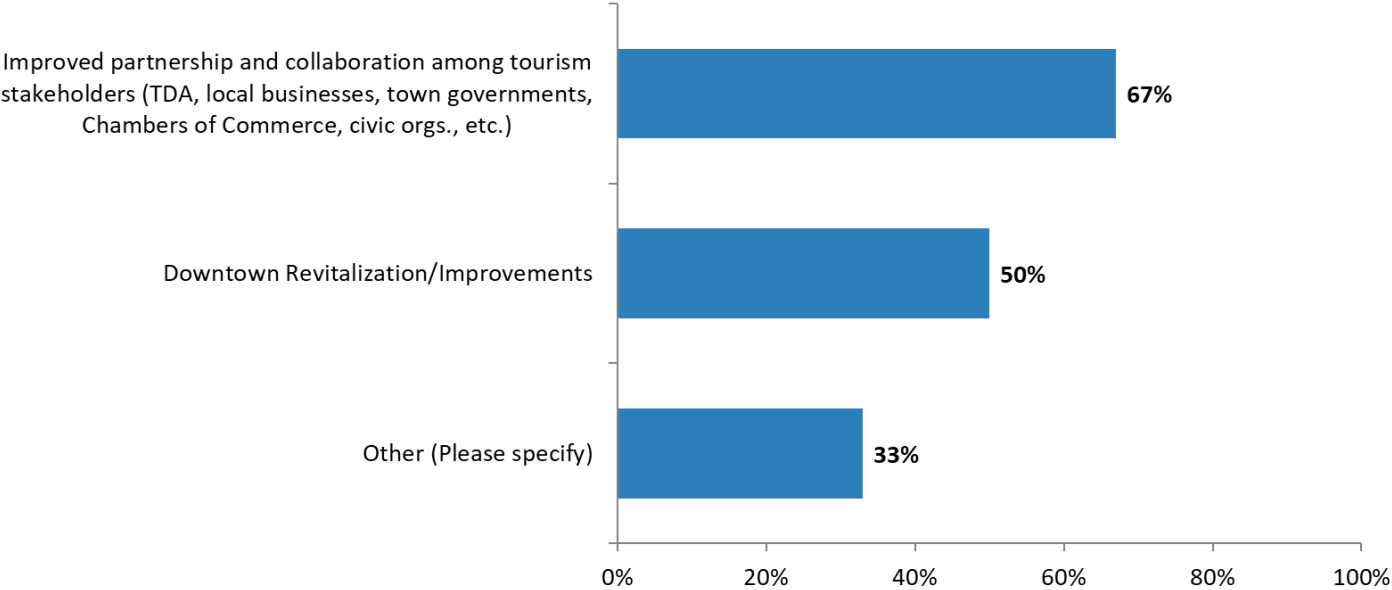
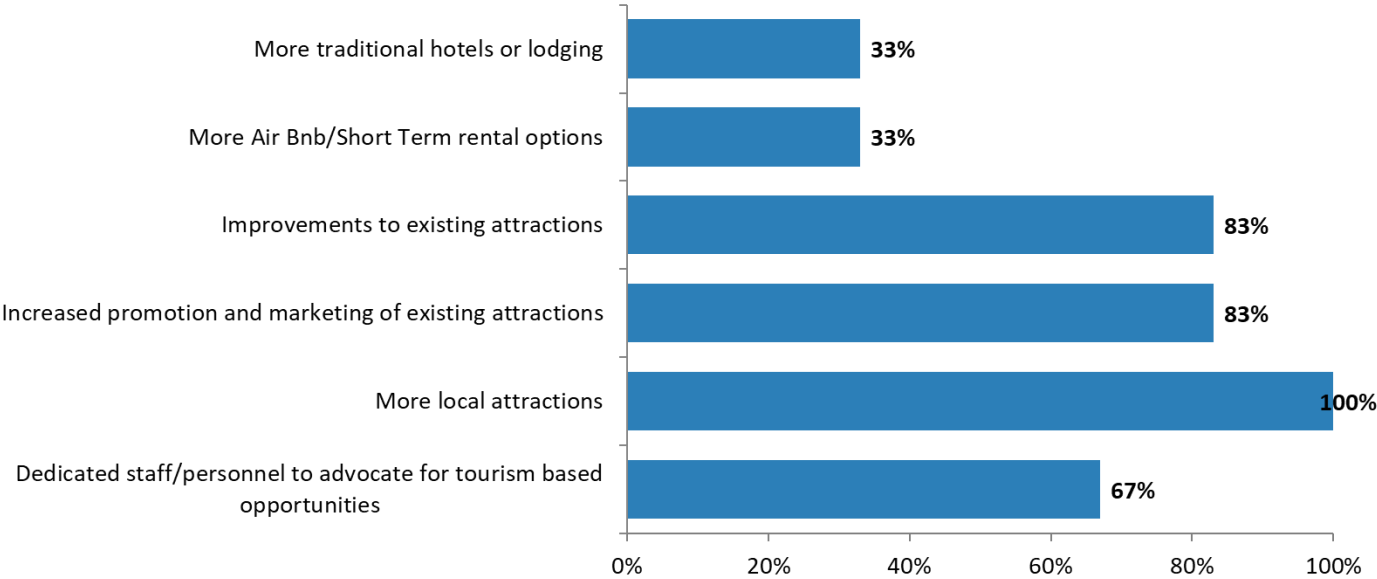
#### **Available:**

- ⇒ Chamber of Commerce
- ⇒ Small Business Center
- ⇒ SBTDC

#### **Needed:**

- ⇒ **Partnerships with Rockingham Economic Development and RCC Small Business Center to Develop Entrepreneurship Training Program and Business Assistance Programs**
- ⇒ **Economic Development Focus on Small Business Recruitment**
- ⇒ **Financial support to provide more resources/capacity building for small businesses**
- ⇒ **Investors**

What types of improvements could help increase tourism in your community?



### **Are there existing outdoor recreation related businesses?**

- ⇒ Kayak & e-bike rental businesses
- ⇒ Golf Shop
- ⇒ RV Parks
- ⇒ HG Green's General Store
- ⇒ 67 Hardware
- ⇒ Motorcycle Shop

### **Businesses that benefit indirectly from outdoor recreation:**

Yadkin Valley wineries, campgrounds, restaurants (Elkin included), breweries, RV Parks

### **Businesses with potential to expand offerings to incorporate or further benefit from outdoor recreation:**

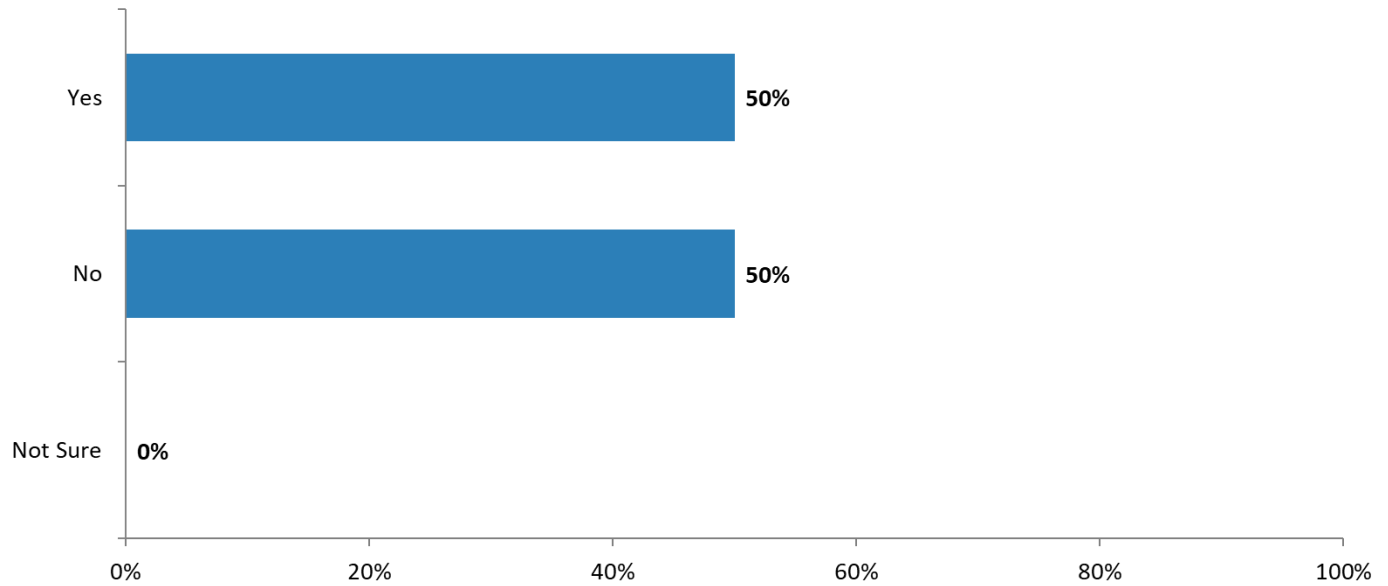
Uptown Jonesville developing out, restaurants, retail, grocery stores, RV parks.

### **What additional business types or services are needed?**

- ⇒ Bike Shop
- ⇒ Guide Services
- ⇒ Boat Rentals
- ⇒ Tackle Shop
- ⇒ Equipment Rentals
- ⇒ Canoe/Kayak Retailer
- ⇒ Camping Gear
- ⇒ Restaurants Catering to RV Parks
- ⇒ Entertainment – Day and Night



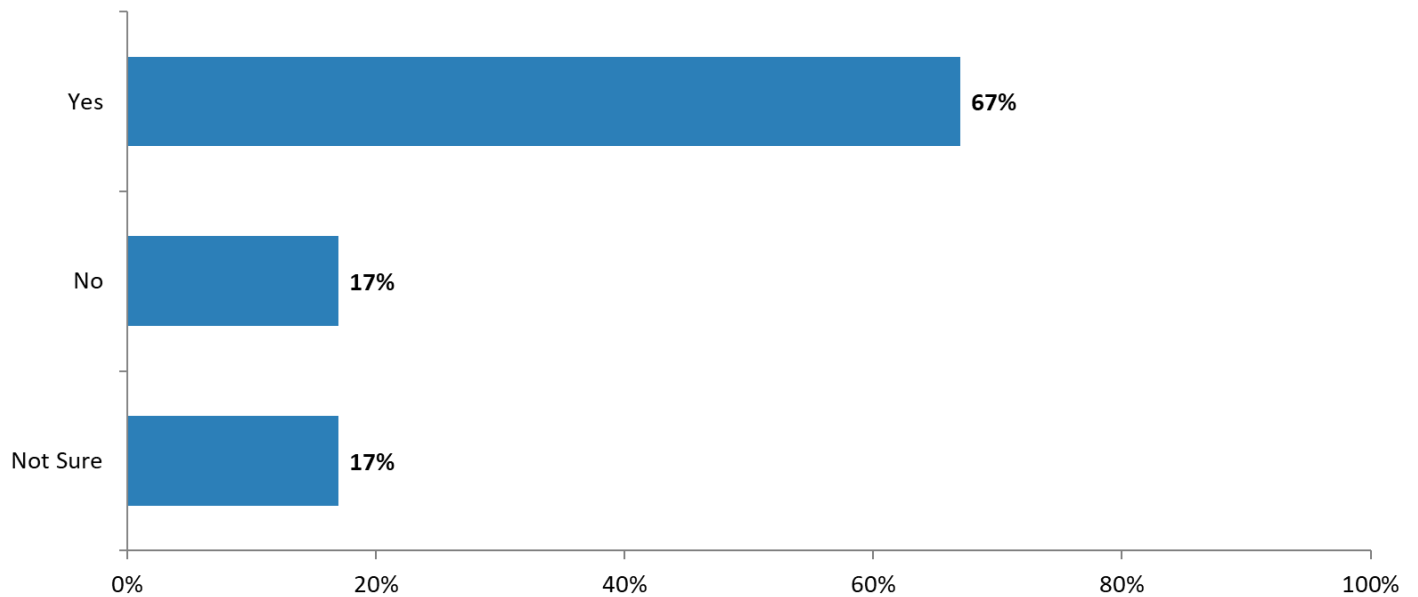
**Do you feel all members of your community have easy access to places where they can participate in outdoor recreation?**



**How can accessibility be improved?**

- ⇒ Accessible trails/outdoor rec opportunities for elderly and special needs.
- ⇒ Better marketing/storytelling of assets. Locals may not know what trails/assets are accessible.
- ⇒ Sidewalks – lack of sidewalk connections make it difficult for people to reach parks and trails without cars.

### Are there sufficient opportunities for youth to participate in outdoor recreation activities?



### What are some ways to improve youth participation?

- ⇒ Youth Council
- ⇒ Building Partnerships/More Interactions with Schools
- ⇒ Personnel to Oversee a Program

## Appendix 3: Town of Jonesville Placer.ai Analysis & Business Recruitment Fact



# DISCOVER JONESVILLE NORTH CAROLINA

### Jonesville Retail Marketplace Snapshot-October of 2024

The purpose of this report is to give Jonesville the baseline information for a better understanding of its current market. The NC Main Street & Rural Planning Center Staff studied the retail marketplace data within a 5- mile radius of and 20- minute drive time to the community. The retail leakage analysis examines the quantitative aspects of the retail opportunities.

By reviewing the retail gap, we can:

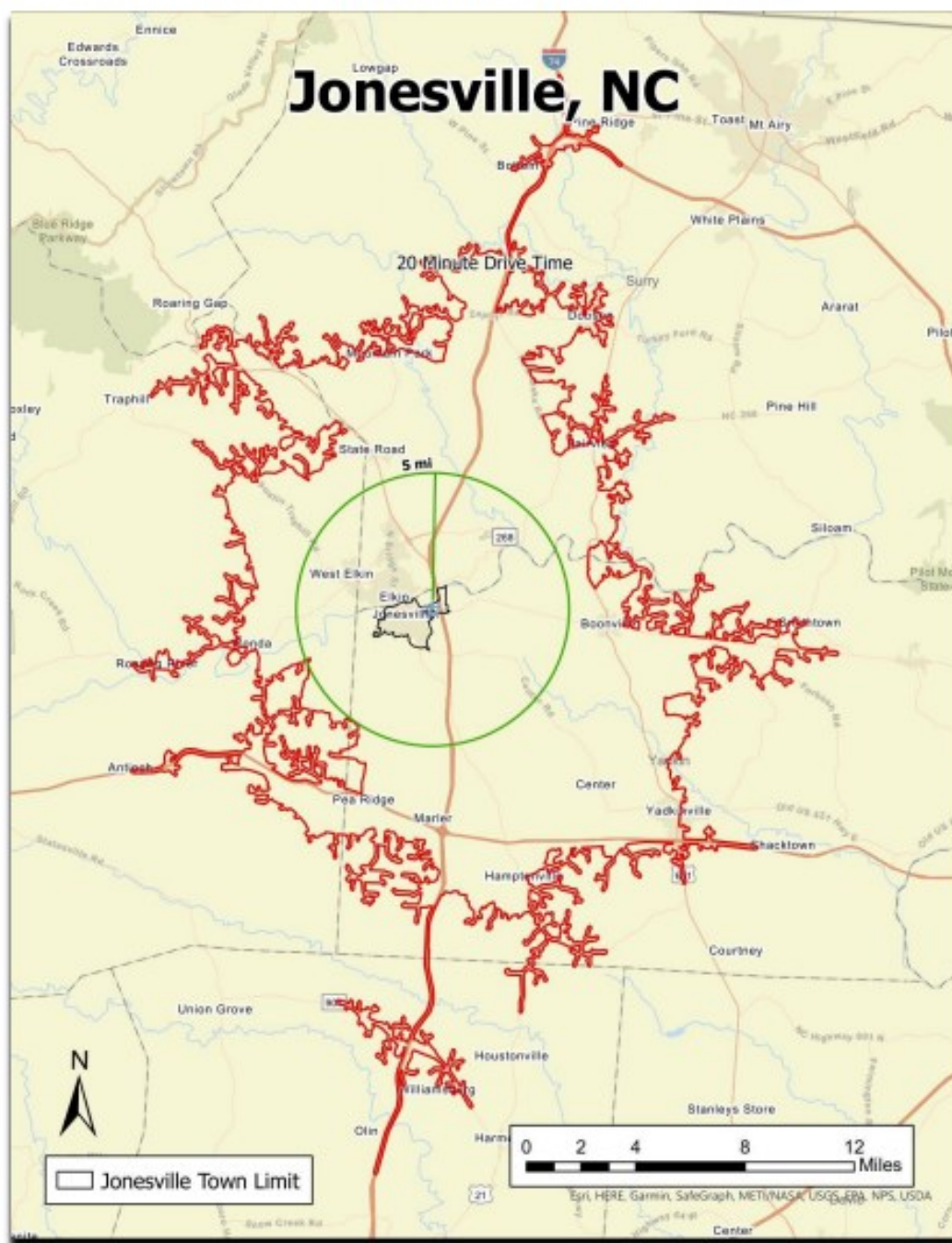
- Understand how well the retail needs of residents are being met
- Uncover unmet demand and possible opportunities
- Understand the strengths and weaknesses of the local retail sector

When consumers spend their dollars outside the specific radius of and drive time to Jonesville this is known as “Retail Gap” throughout this report. Retail Gap or leakage indicates an **unmet demand in the trade area**. This suggests the possibility the community can support additional retail for those business categories. Residents within the specified primary trade areas are purchasing products outside that area indicating opportunity to capture those dollars within the downtown district.

There are also categories for which Jonesville is exceeding the local market demand. Those are measured as red numbers on the below report. For the 5-mile radius and 20-minute drive time information, this means that Jonesville is exceeding its market potential in these categories. This retail surplus means the community’s trade area is capturing local market plus attracting non-local shoppers. Surplus means the community has possibly developed strong clusters of retail that have broad geographical appeal.

You can also seek additional retail market data that Surry County Economic Development or the Piedmont Triad Council of Governments can provide. This report is based on the data collected and should serve as a starting point for your economic vitality efforts.

We highly encourage you to couple this report with consumer surveys to get a complete understanding of the Jonesville potential. The NC Main Street and Rural Planning Center can share examples of consumer surveys and assist with this process as needed.





The above Surry County map outlines the two trade areas within a 5-mile radius of and within a 20-minute drive time to downtown. Defining the downtown trade area is critical in determining retail opportunities for the downtown market. The NC Main Street & Rural Center staff only reviewed the data within these two segments. Jonesville should be targeting residents within these two areas. The goal is to capture the retail sales volume leaking to neighboring communities, such as Elkin. The chart below shows total industry summaries for the 5-mile and 20-minute drive time to downtown. It details the total retail sales gap, potential 10% capture and retail square footage needed to attract this sales volume.

The sales per square foot column in the charts is the average number based on recent research across the state. Typically, restaurant annual retail sales are higher than \$300 per square foot. There are variables that impact this number such as building owned versus rented, rental rates either higher or lower as well as overall expenses, such as employee wages, insurance, utilities, etc. **Surplus is shown as a red number and retail gap is shown as a black number.**

Distance	Total Retail Gap	10% Capture	Sales/SF	S.F. Needed
5-mile radius	\$6,620,892	\$662,089	\$300	2,207
20-Minute Drive Time	\$52,669,430	\$5,266,943	\$300	17,556

The above chart shows the aggregate number of potential sales within the 5-mile radius and 20-minute drive-time from Jonesville. Below you will see these number broken down by retail category.

## 5-Mile Radius Around Downtown

Jonesville				
Primary Trade Area 5-mile around downtown		DOWNTOWN POTENTIAL		
Business Type	Retail Gap	10% of Retail Gap	Sales/SF	SF
		10%	\$300	Needed
Women's Clothing Stores	\$ 793,266	\$ 79,327	\$ 300	264
Family Clothing Stores	\$ 3,700,454	\$ 370,045	\$ 300	1,233
Jewelry Stores	\$ 1,038,192	\$ 103,819	\$ 300	346
Drinking Places	\$ 1,088,980	\$ 108,898	\$ 300	363
Total Gap	\$ 6,620,892	\$ 662,089	\$ 300	2,207



## 20-Minute Drive Time from Downtown

Jonesville				
Primary Trade Area 20-Minute Drive Time		DOWNTOWN POTENTIAL		
Business Type	Retail Gap	10% of Retail Gap	Sales/SF	SF
		10%	\$300	Needed
Home Furnishings Stores	\$ 1,200,402	\$ 120,040	\$ 300	400
Appliance Stores	\$ 883,652	\$ 88,365	\$ 300	295
Grocery Stores	\$ 12,556,870	\$ 1,255,687	\$ 300	4,186
Women's Clothing Stores	\$ 2,923,603	\$ 292,360	\$ 300	975
Family Clothing Stores	\$ 11,859,449	\$ 1,185,945	\$ 300	3,953
Clothing Accessories Stores	\$ 948,000	\$ 94,800	\$ 300	316
Shoe Stores	\$ 2,396,105	\$ 239,611	\$ 300	799
Jewelry Stores	\$ 3,328,117	\$ 332,812	\$ 300	1,109
Hobby, Toy and Game Stores	\$ 577,923	\$ 57,792	\$ 300	193
Pet and Pet Supplies Stores	\$ 723,370	\$ 72,337	\$ 300	241
Drinking Places	\$ 3,064,287	\$ 306,429	\$ 300	1,021
Full-Service Restaurants	\$ 5,535,947	\$ 553,595	\$ 300	1,845
Limited-Service Restaurants	\$ 6,671,705	\$ 667,171	\$ 300	2,224
<b>Total Gap</b>	<b>\$ 52,669,430</b>	<b>\$ 5,266,943</b>	<b>\$ 300</b>	<b>17,556</b>

## 5-Mile Radius Retail Surplus

Category	Retail Surplus
Furniture Stores	\$ 5,266,761
Electronics Stores	\$ 6,366,451
Home Centers	\$ 11,186,630
Paint and Wallpaper Stores	\$ 2,209,748
Hardware Stores	\$ 1,781,752
Nursery, and Garden Supply Stores	\$ 6,531,853
Grocery Stores	\$ 3,176,006
Specialty Food Stores	\$ 2,264,070
Beer, Wine and Liquor Stores	\$ 1,130,135
Pharmacies and Drug Stores	\$ 12,441,227
Luggage and Leather Goods	\$ 711,142
Sporting Goods Stores	\$ 431,836
Book Stores	\$ 649,822
Department Stores	\$ 2,901,320
Florists	\$ 492,044
Gift, Novelty and Souvenir Stores	\$ 597,424
Used Merchandise Stores	\$ 613,617
Full-Service Restaurants	\$ 10,998,136
Limited-Service Restaurants	\$ 2,664,523
<b>Total</b>	<b>\$ 72,414,497</b>



## 20-Minute Drive Time Retail Surplus

Category	Retail Surplus
Furniture Stores	\$ 15,513,429
Electronics Stores	\$ 24,365,126
Home Centers	\$ 2,509,437
Paint and Wallpaper Stores	\$ 2,427,739
Hardware Stores	\$ 1,097,425
Nursery, and Garden Supply Stores	\$ 12,298,093
Specialty Food Stores	\$ 809,233
Beer, Wine, and Liquor Stores	\$ 424,223
Pharmacies and Drug Stores	\$ 115,572,483
Cosmetics and Beauty Supply Stores	\$ 2,320,128
Book Stores	\$ 611,718
Department Stores	\$ 1,275,857
<b>Total</b>	<b>\$ 179,224,891</b>

The retail surpluses confirm that Jonesville is attracting a disproportionate amount of retail sales in these categories and potential exists to attract additional retail and restaurant establishments to take advantage of the additional business potential.

Below are two tables showing the projected sales growth in different commercial categories. This information can help your recruitment process.

## 5-Mile Measurement

Jonesville Demand Growth by Retail Store Types				
Primary Trade Area: 5 Mile Radius				Compound
Business Type	2024	2029	Growth	Growth
	Demand	Demand	\$	Rate (%)
Furniture Stores	\$ 2,767,796	\$ 3,037,968	\$ 270,172	2
Home Furnishings Stores	\$ 2,102,051	\$ 2,322,060	\$ 220,009	2
Electronics Stores	\$ 3,179,597	\$ 3,517,592	\$ 337,996	2
Paint and Wallpaper Stores	\$ 809,886	\$ 908,100	\$ 98,214	2
Home Centers	\$ 8,225,087	\$ 9,235,469	\$ 1,010,382	2
Hardware Stores	\$ 1,299,038	\$ 1,457,844	\$ 158,806	2
Nursery, Garden and Farm Supplies Stores	\$ 1,963,572	\$ 2,130,038	\$ 166,465	2
Grocery Stores	\$ 28,858,642	\$ 31,365,823	\$ 2,507,181	2
Beer, Wine and Liquor Stores	\$ 2,414,974	\$ 2,627,776	\$ 212,802	2
Pharmacies and Drug Stores	\$ 12,548,414	\$ 13,296,426	\$ 748,012	1
Sporting Goods Stores	\$ 2,089,251	\$ 2,240,547	\$ 171,296	2
Drinking Places	\$ 1,167,705	\$ 1,283,242	\$ 115,537	2
Full Service Restaurants	\$ 14,638,674	\$ 15,902,809	\$ 1,264,135	2
Limited Service Restaurants	\$ 12,236,922	\$ 13,258,762	\$ 1,021,840	2
<b>Total Sales</b>	<b>\$ 94,301,609</b>	<b>\$ 102,584,456</b>	<b>\$ 8,302,847</b>	



Note: The compound annual growth rate (CAGR) is the annualized average rate of revenue growth between two given years, assuming growth takes place at an exponentially compounded rate. The most important factor in both charts is the amount of projected growth per category.

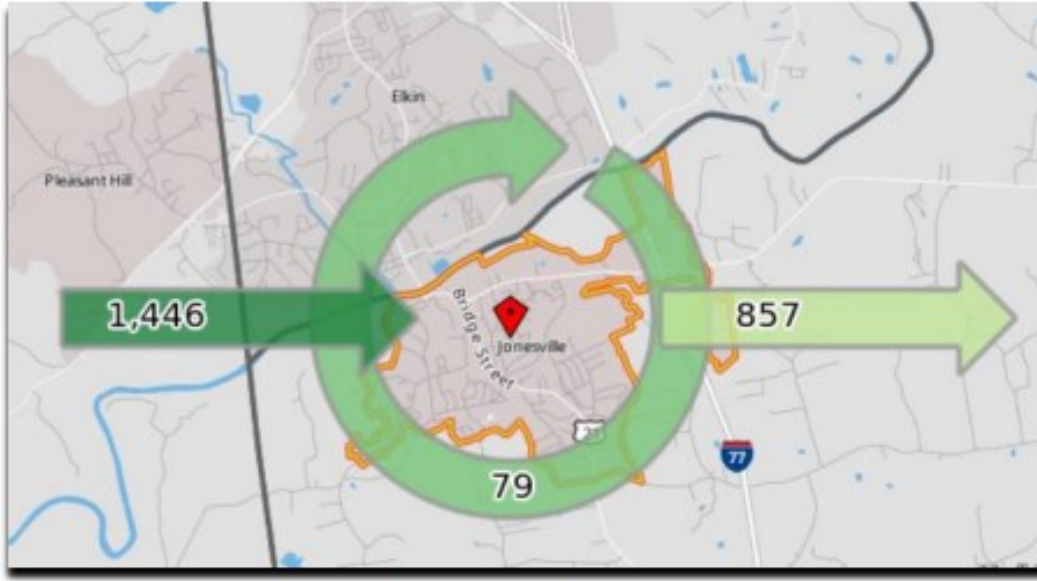
## 20-Minute Measurement

Jonesville Demand Growth by Retail Store Types				
Primary Trade Area 20-Minute Drive Time		DOWNTOWN POTENTIAL		Compound
Business Type	2024	2029	Growth	Growth
	Demand	Demand	\$	Rate (%)
<b>Furniture Stores</b>	\$ 7,796,019	\$ 8,493,014	\$ 696,995	2
<b>Home Furnishings Stores</b>	\$ 5,876,694	\$ 6,476,284	\$ 599,590	2
<b>Appliance Stores</b>	\$ 2,061,627	\$ 2,253,913	\$ 192,287	2
<b>Electronics Stores</b>	\$ 8,997,317	\$ 9,856,912	\$ 859,595	2
<b>Home Centers</b>	\$ 23,170,438	\$ 25,750,337	\$ 2,579,899	2
<b>Paint and Wallpaper Stores</b>	\$ 1,857,090	\$ 2,085,588	\$ 228,497	2
<b>Hardware Stores</b>	\$ 3,660,531	\$ 4,065,202	\$ 404,671	2
<b>Nursery, Garden and Farm Supply Stores</b>	\$ 5,526,517	\$ 5,961,844	\$ 435,326	2
<b>Grocery Stores</b>	\$ 82,496,281	\$ 88,691,609	\$ 6,195,326	1
<b>Specialty Food Stores</b>	\$ 2,367,399	\$ 2,555,789	\$ 188,389	1
<b>Beer, Wine and Liquor Stores</b>	\$ 6,920,148	\$ 7,449,592	\$ 529,444	1
<b>Pharmacies and Drug Stores</b>	\$ 35,572,891	\$ 37,196,865	\$ 1,623,973	1
<b>Cosmetics and Beauty Supply Stores</b>	\$ 2,596,174	\$ 2,717,740	\$ 122,566	1
<b>Sporting Goods Stores</b>	\$ 5,827,269	\$ 6,264,319	\$ 437,051	1
<b>Hobby, Toy and Game Stores</b>	\$ 2,078,161	\$ 2,251,721	\$ 173,561	2
<b>Pet and Pet Supply Stores</b>	\$ 2,642,360	\$ 2,819,351	\$ 176,991	1
<b>Drinking Places</b>	\$ 3,251,975	\$ 3,543,288	\$ 291,313	2
<b>Full Service Restaurants</b>	\$ 41,249,732	\$ 44,514,750	\$ 3,265,017	2
<b>Limited Service Restaurants</b>	\$ 34,593,562	\$ 37,256,494	\$ 2,662,932	1
<b>Total Sales</b>	<b>\$ 278,542,185</b>	<b>\$ 300,204,612</b>	<b>\$ 21,663,423</b>	

Note: The compound annual growth rate (CAGR) is the annualized average rate of revenue growth between two given years, assuming growth takes place at an exponentially compounded rate. The most important factor in both charts is the amount of projected growth per category.







Source: U.S Census on the map

#### Worker Inflow and Outflow

- 1,446 workers enter Jonesville daily.
- 79 workers live and work in Jonesville daily.
- 857 workers exit Jonesville daily for employment.
- 68% more workers enter Jonesville than exit daily.
  - These are all potential Jonesville consumers.

#### Jonesville challenges

- \$26,044 Median HH Income (U.S. Census 2022)
- 26.1% poverty rate
  - Twice the NC rate of 12.8%

#### Tourism and Highway Access

The seven area wineries, nearby Stone Mountain State Park (350,000 annual visitors) Pilot Mountain State Park (1.1 million annual visitors) and I-77 access are positive considerations for businesses considering locating in Jonesville. The location of a Cracker Barrel restaurant shows the area attracts patrons beyond the Jonesville and Elkin populations. Efforts should be made to attract restaurants and other tourism-related businesses to Jonesville.

#### Retail Gaps and Projected Growth (Claritas 20-minute drive time measurement)

<u>Category</u>	<u>Retail Gaps</u>	<u>Projected Growth (2024-29)</u>
Full-Service Restaurants	\$5,535,947	\$3,295,017
Limited-Service Restaurants	\$6,671,705	\$2,662,932
Drinking Places	\$3,328,117	\$ 291,313



Jonesville, and nearby Elkin, producing these surpluses shows they are drawing consumers beyond their population to support existing establishments. The data shows that significant growth is projected in these categories between 2024 and 2029.

The above data can be used to help recruit businesses to Jonesville to meet the unmet potential and reduce the retail gap or leakage. The priorities are to first retain, then expand and finally to recruit new businesses. The categories that show the most potential should be focused on first, especially within the 5-mile radius of Jonesville. This data can help existing businesses realize there may be potential to expand to capture additional retail sales.

### Tapestry Segmentation identified by ESRI On-Line Business Analyst

We find that studying the Tapestry Segments helps to identify a retail mix based on demographics that could enhance the shopping experience. Tapestry Segmentations provide detailed descriptions of America’s neighborhoods. U.S. residential areas are divided into 67 distinctive segments based on their socioeconomic and demographic composition, then further classifies the segments into LifeMode and Urbanization Groups. Each radius has numerous LifeMode groups for a total of 100%. The detailed information can give Jonesville a sense of who its customer is and insight into how to market to and what types of products to possibly add to existing inventory. By diving deeper into each Tapestry Segment’s LifeMode and Urbanization Group there may be an entirely new business that could emerge and possibly be a good fit for downtown.

The information provided reflects the U.S. characteristics. The table below shows the top three segments for each category with brief descriptions. Detailed descriptions are obtained by going to the raw ESRI data’s Tapestry information and clicking on each segment for the specific drive times. Visit <http://doc.arcgis.com/en/esri-demographics/data/tapestry-segmentation>

### Top 3 Tapestries for each location

Total Community		5-mile radius		20-minute drive time	
Heartland Communities	35.5%	Small Town Sincerity	18.9%	Southern Satellites	29.8%
Small Town Sincerity	32.2%	Rooted Rural	18.7%	Rooted Rural	28.2%
Rural Bypasses	31.9%	Mid-Life Constants	17.9%	Heartland Comm.	13.2%

Heartland Communities is the largesse segment for the entire Jonesville community. Small Town Sincerity is the second largest segment for the entire Jonesville community and the first largest segment for those living within 5 miles of the community. Rooted Rural is the second largest segment for those living within a 5-mile radius of and 20-minute drive time to the Jonesville community. Each of these segments will be addressed below:





<b>Heartland Communities</b>	Total Households (U.S.)	2,850,600
	Average Household Size	2.39
	Median Age	42.3
	Average HH Income	\$42,400

#### WHO ARE WE?

Well settled and close-knit, Heartland Communities residents are semirural and semiretired. These older householders are primarily homeowners, and many have paid off their mortgages. Their children have moved away, but they have no plans to leave their homes. Their hearts are with the country; they embrace the slower pace of life here but actively participate in outdoor activities and community events. Traditional and patriotic, these residents support their local businesses, always buy American, and favor domestic driving vacations over foreign plane trips.

#### SOCIOECONOMIC TRAITS

- Retirees in this market depress the average labor force participation rate to less than 60%. More workers are white collar than blue collar; more skilled than unskilled.
- The rural economy of this market provides employment in the manufacturing, construction, utilities, healthcare, and agriculture industries.
- These are budget-savvy consumers; they stick to brands they grew up with and know the price of goods they purchase. Buying American is important.
- Daily life is busy but routine. Working on the weekends is not uncommon.
- Residents trust TV and newspapers more than any other media.
- Skeptical about their financial future, they stick to community banks and low-risk investments.

<b>Small Town Sincerity</b>	Total Households (U.S.)	2,305,700
	Average Household Size	2.26
	Median Age	40.8
	Average HH Income	\$31,500

#### WHO ARE WE?

Small Town Sincerity includes young families and senior householders that are bound by community ties. The lifestyle is down-to-earth and semirural, with television for entertainment and news, and emphasis on convenience for both young parents and senior citizens. Residents embark on pursuits including online computer games, renting movies, indoor gardening, and rural activities like hunting and fishing. Residents keep their finances simple— paying bills in person and avoiding debt.

#### SOCIOECONOMIC TRAITS

- Education: 67% with high school diploma or some college.
- Labor force participation lower at 52%, which could result from lack of jobs or retirement.
- Income from wages and salaries, Social Security or retirement, increased by Supplemental Security Income.
- Price-conscious consumers that shop accordingly, with coupons at discount centers.



- Connected, but not to the latest or greatest gadgets; keep their landlines.
- Community-oriented residents; more conservative than middle of the road.
- Rely on television or newspapers to stay informed

<b>Rooted Rural</b>	Total Households (U.S.)	2,430,900
	Average Household Size	2.48
	Median Age	45.2
	Average HH Income	\$42,300

#### WHO ARE WE?


Rooted Rural is heavily concentrated in the Appalachian Mountain range as well as in Texas and Arkansas. Employment in the forestry industry is common, and Rooted Rural residents live in many of the heavily forested regions of the country. This group enjoys time spent outdoors, hunting, fishing, or working in their gardens. Indoors, they enjoy watching television with a spouse and spending time with their pets. When shopping, they look for American-made and generic products. These communities are heavily influenced by religious faith and family history.


#### SOCIOECONOMIC TRAITS

- Shoppers use coupons frequently and buy generic goods.
- Do-it-yourself mentality; grow their own produce and work on their cars and ATVs.
- Pay bills in person and avoid using the internet for financial transactions.
- Often find computers and cell phones too complicated and confusing.
- Clothes a necessity, not a fashion statement; only buy new clothes when old clothes wear out.




## Walkscore




**Walk Score**  [Get Scores](#) [My Favorites](#) [Add to Your Site](#)

  [Go](#)


### 1503 North Carolina 67

Jonesville, North Carolina, 28642

Commute to **Downtown Jonesville** 

 3 min  6 min  21 min [View Routes](#)

[Favorite](#) [Map](#) [Nearby Jonesville Apartments on Redfin](#)

[Looking for a home for sale in Jonesville?](#) 

Walk Score

**35**

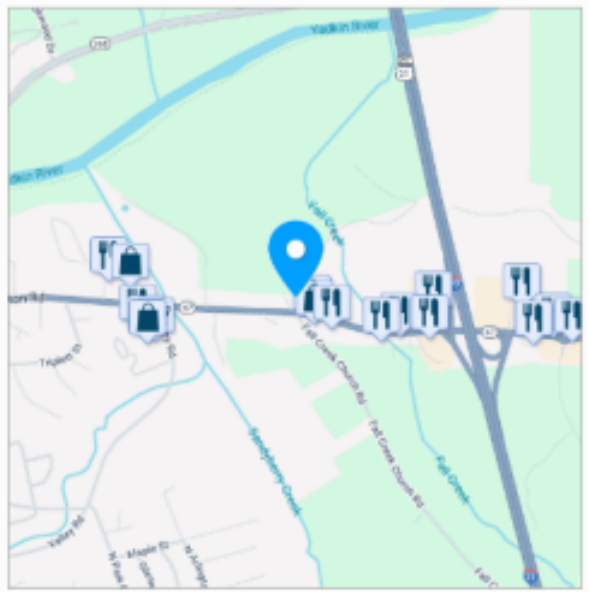
**Car-Dependent**  
Most errands require a car.

Bike Score

**15**

**Somewhat Bikeable**  
Minimal bike infrastructure.

[About your score](#)  
[Add scores to your site](#)



Visit <https://www.walkscore.com> for more information.

## Summary and Recommendations

### 1. Retail Gap

At both the 5-mile radius and 20-minute drive time measurement, retail gaps are seen in women's and family clothing, jewelry and drinking places. At only the 20-minute drive time measurement, retail gaps are seen in home furnishings, appliances, groceries, clothing accessories, hobby, toy and game stores, pet and pet supplies, full and limited-service restaurants.





## **2. Retail Surplus**

Retail surpluses are seen at both the 5-mile radius and 20-minute drive time measurements in furniture, electronics, home centers, paint and wallpaper, hardware, nursery and garden supplies, specialty foods, beer, wine and liquor, pharmacies, books and department stores. At only the 5-mile radius, retail gaps are seen in groceries, luggage and leather goods, sporting goods, florists, gifts, novelties and souvenirs, used merchandise, full and limited-service restaurants.

The 5-mile measurement includes Elkin retailers since it is less than a mile away from Jonesville. Tourism efforts are also reflected in some of these surpluses.

## **3. Tourism and Outdoor Recreation are keys to commercial development**

As was noted above, due to Jonesville's low median household income and relatively high poverty rate, the key to attracting commercial development will be the vibrant agritourism (wineries) and outdoor recreation (state parks, river and trails) which draw significant numbers of annual visitors to Jonesville and neighboring communities.

A business recruitment fact sheet that highlights Jonesville's tourism assets will be part of these reports. The fact sheet can be modified to show specific properties Jonesville will want to market to prospective business owners.

## **4. Walkability and Bikeability**

The Jonesville Walkscore of 35 is below average. Concerning bikeability, Jonesville scores 15, also below average. You will want to work with the local NCDOT division to incorporate bike lanes into their streets in downtown as well as those controlled by the Town of Jonesville.

According to a study by real estate advising company Robert Charles Lesser & Co., homebuyers are increasingly looking for green space and trail systems for walking, running and biking. In fact, green space and trail systems were the No. 1 and No. 2 desirable community features in this referenced article---Source: New Home Source:

<https://www.newhomesource.com/learn/top-community-amenities/>

The list is below:

Parks and green spaces

Paved trail systems for walking, jogging, biking, etc.

Main street village centers with retail services and cafes for gathering and socializing.



Trails, parks and a gathering area for residents should be priorities for Jonesville to take advantage of those who are seeking to move to North Carolina. These amenities will help attract new residents.

## **5. Business Resources**

Former Main Street Director Diane Young created the Downtown Directors' Guide to Working with Development Projects--<https://www.ncmainstreetandplanning.com/economic-vitality>-- an invaluable resource for downtown revitalization. Hilary Greenburg of Greenburg Development Services has created business recruitment and retention guides. They are both available on the Main Street and Rural Planning Center web site. All these resources are recommended.

There is additional Claritas retail data and the U.S. Census Quickfacts report to support your retail recruitment efforts.

If you have any questions concerning the above information, do not hesitate to contact Downtown Development Specialist Mike Dougherty at [mike.dougherty@commerce.nc.gov](mailto:mike.dougherty@commerce.nc.gov) or 919-923-6645.

Sources: Claritas Retail Data

<http://doc.arcgis.com/en/esri-demographics/data/tapestry-segmentation>

Surry County map—Glen Locascio, NC Department of Commerce



# DISCOVER JONESVILLE NORTH CAROLINA

## Invest in Jonesville, NC

Located at exit #82 on Interstate 77 in Yadkin Valley  
33,500 vehicles Daily Traffic Count

Tourism is a Key Jonesville Industry

7 vineyards only 8 miles apart near Jonesville (Yadkin County has the largest concentration of NC Wineries)

Yadkin River: Tubing, canoeing and kayaking outfitter located in Jonesville

State Parks nearby

Stone Mountain State Park (350,000 annual visitors-28 minutes away)

Pilot Mountain State Park (1.1 million annual visitors-45 minutes away)

Blue Ridge Parkway

Jonesville Greenway

Lake Hampton

Mountains to Sea Trail

Existing Commercial Development:

### Restaurants

Cracker Barrel

11 Local restaurants

5 Fast food restaurants

### Hotels (80% occupancy throughout the year)

Quality Inn

Hampton Inn

Best Western

Budget Inn

Business Potential: Business escaping to neighboring communities.  
(Source-Claritas 2024)

<u>Category</u>	<u>5-Mile Radius</u>	<u>20-minute Drive Time</u>
Women's Clothing	\$ 793,266	\$ 2,923,603
Family Clothing	\$ 3,700,454	\$ 11,859,449
Jewelry	\$ 1,038,192	\$ 3,328,117
Drinking Places	\$ 1,088,980	\$ 3,064,287
Appliances		\$ 883,652
Groceries		\$ 12,556,870
Clothing Accessories		\$ 948,000
Hobby, Toy and Game		\$ 573,923
Pets and Pet Supplies		\$ 723,370
Full-Service Restaurants		\$ 5,535,947



## Appendix 4: Jonesville Project Vision Boards: Uptown Jonesville Concept: Highlighted Actions/Projects

**Action 2.2.4:** Consider rebranding Uptown Jonesville to the Uptown Jonesville River District to better connect the district to the Yadkin River asset/proximity/outdoor recreation.

**Action 2.2.5:** Consider refining the Uptown Jonesville plan to include a residential component above the retail/restaurant spaces. This would enable Jonesville to offer riverfront living opportunities overlooking the Yadkin with a view of downtown Elkin.





# Appendix 5: Jonesville Project Vision Boards: Lila Swaim Park: Highlighted Actions/Projects

**Action 1.2.1:** Pursue conception of a site plan to evaluate space, uses, and needs for facilities and amenities at Lila Swaim Park. See Vision Board in appendix 5 on page 50 of this document for Lila Swaim Park design inspiration.





## Appendix 6: Elkin Jonesville Yadkin River Greenway (MST) from the Yadkin Valley Regional Bike Plan

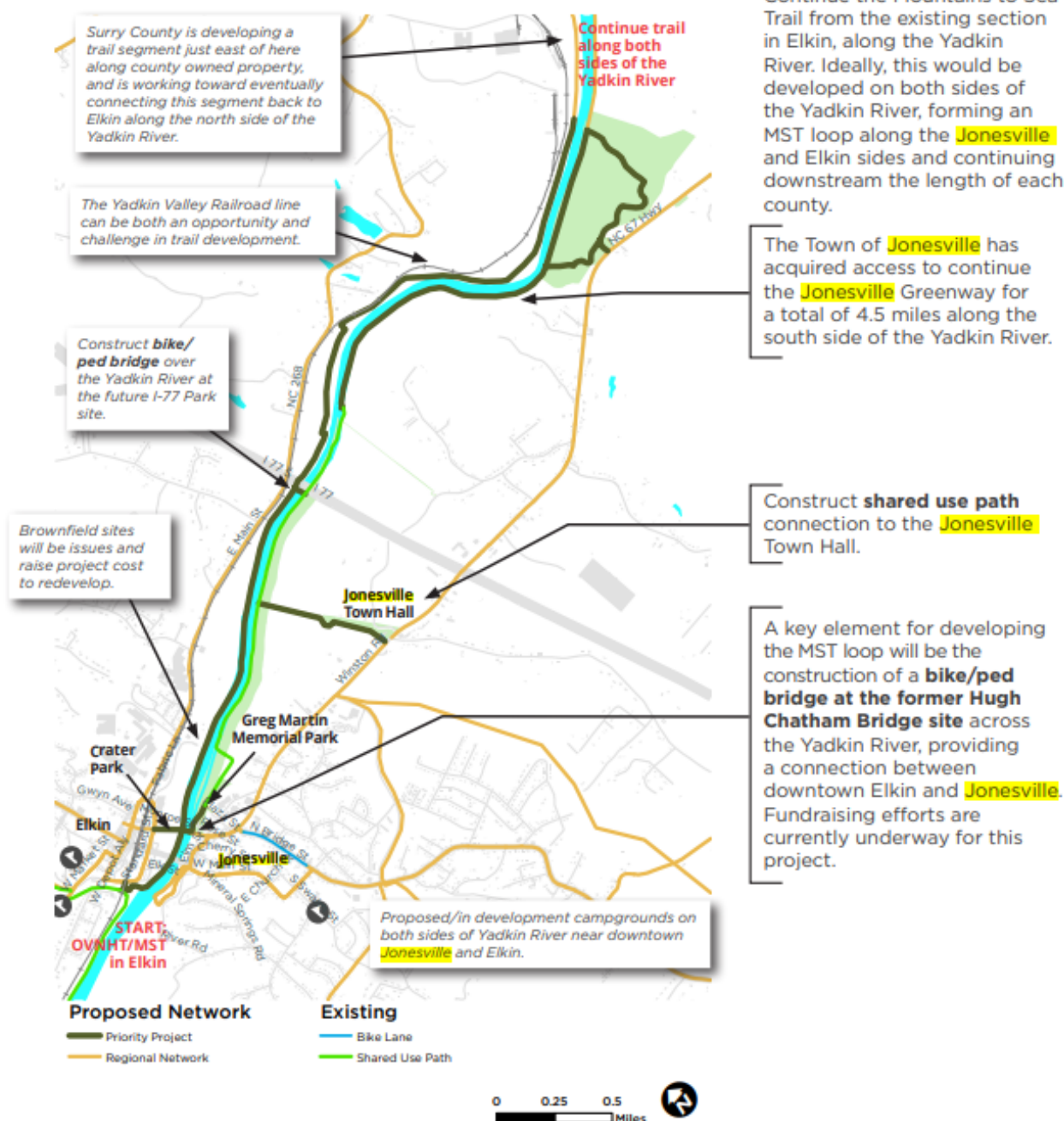


### F ELKIN & JONESVILLE YADKIN RIVER GREENWAY (MST)

**FROM:**  
Elkin/Jonesville MST

**TO:**  
Yadkin River Surry/Yadkin Counties

**LENGTH:**  
8.3 Miles



## Appendix 6: Elkin Jonesville Yadkin River Greenway (MST) from the Yadkin Valley Regional Bike Plan



### F ELKIN & JONESVILLE YADKIN RIVER GREENWAY (MST) (CONTINUED)

#### TRIP GENERATORS:

- Overmountain Victory Trail
- Jonesville Greenway/MST
- Elkin Municipal Park
- Crater Park
- Downtown Elkin
- Downtown Jonesville
- Jonesville Town Hall

#### SUPPORT IN OTHER PLANS:

- Mountains to Sea State Trail Sub Section Plan: Stone Mountain to Pilot Mountain State Park (2014)
- Elkin 2030 Comprehensive Town-Wide Master Plan (2019)
- Jonesville Pedestrian Plan (2015)
- Yadkin County Comprehensive Transportation Plan (2014)
- Surry County Comprehensive Transportation Plan (2012)

#### POTENTIAL ROW NEEDS:

- ROW needed for much of the proposed trail section in Elkin

#### DESIGN OPTIONS AND CONSIDERATIONS:

Below is a graphic from page 71 of the Mountains to Sea State Trail Sub Section Plan: Stone Mountain to Pilot Mountain State Park, showing the MST loop along both sides of the Yadkin River between Elkin and Jonesville.

#### JURISDICTIONS:

- Town of Elkin
- Town of Jonesville
- Surry County
- Yadkin County

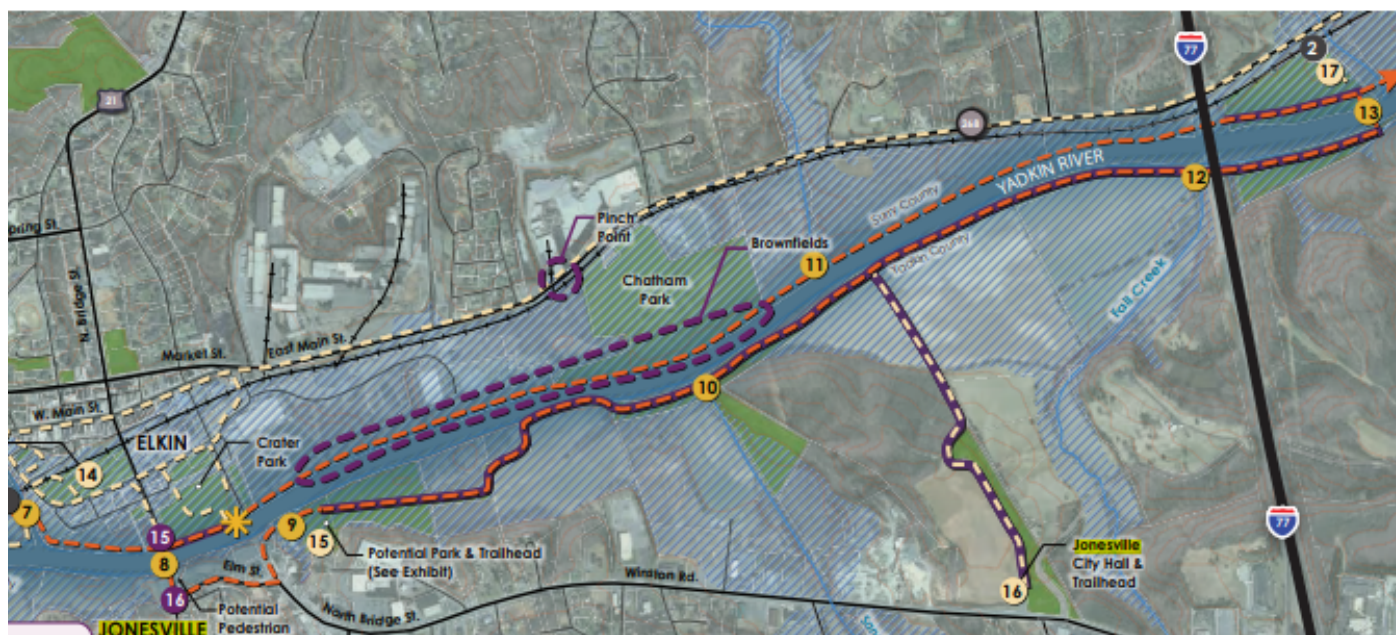
#### POTENTIAL PARTNERSHIPS:

- Town of Elkin
- Town of Jonesville
- Surry County
- Yadkin County
- Piedmont Triad Regional Council
- Elkin Valley Trails Association
- Friends of the Greenway - Jonesville
- Friends of the Mountains to Sea Trail
- NCDOT
- Downtown businesses
- NC State Parks

#### ESTIMATED CONSTRUCTION COSTS:

For section along Yadkin River, Front St to I-77 (excluding bridge over the river); Jonesville Greenway to Jonesville Town Hall; and sidepath along Main St/US 21B, Commerce St to Elm St (3.7 miles total):

- Est. base project cost: \$4,500,000





# Appendix 7: Downtown Jonesville Trail from the Yadkin Valley Regional Bike Plan

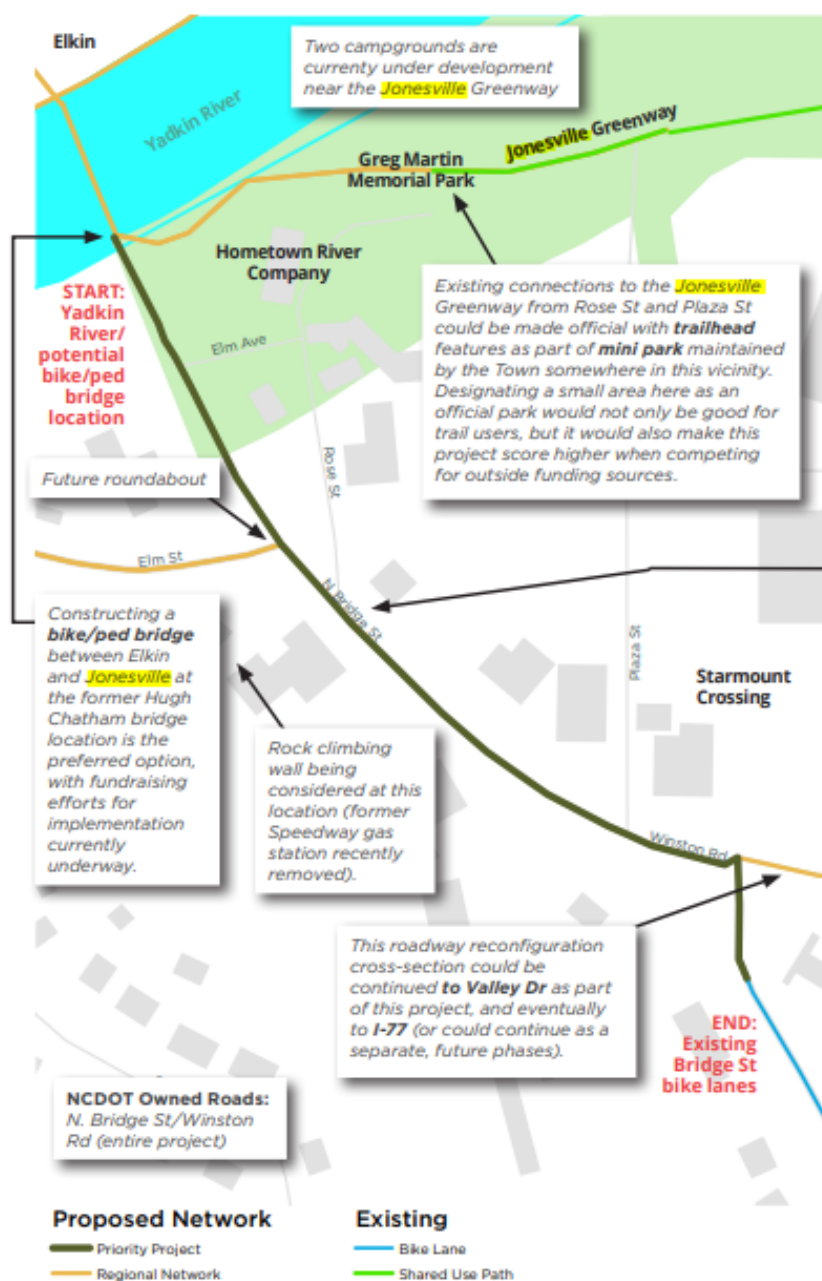


## J DOWNTOWN JONESVILLE TRAIL

**FROM:**  
Yadkin River

**TO:**  
Bridge Street Bike Lanes

**LENGTH:**  
0.2 Miles



With the development of the **Jonesville** Greenway as part of the Mountains to Sea Trail, **Jonesville** has an opportunity to thoroughly incorporate bicycling (and walking) infrastructure into the future of it's downtown core.

This section of Bridge St has low traffic volumes for a five-lane street (7,900 AADT). A **complete street corridor improvement project** is recommended along **N Bridge St/Winston Rd**, from the northern terminus of Bridge St at the Yadkin River to the existing bike lanes along Bridge St to the south. The project should reconfigure the roadway to two or three lanes, with access management improvements, sidewalks, and physically **separated bicycle facilities**<sup>1</sup>, providing multimodal access to businesses along the corridor. The project should be thought of as an extension of the **Jonesville** Greenway.

The rendering on the following page shows an example of how these elements could be incorporated into future corridor design.

<sup>1</sup><http://ruralsdesignguide.com/physically-separated/separated-bike-lane>

# Appendix 7: Downtown Jonesville Trail from the Yadkin Valley Regional Bike Plan



## DOWNTOWN JONESVILLE TRAIL (CONTINUED)

### TRIP GENERATORS:

- Jonesville Greenway/MST
- Downtown Jonesville businesses
- Residential areas adjacent to the corridor

### SUPPORT IN OTHER PLANS:

- Jonesville Pedestrian Plan (2015)
- Yadkin County Comprehensive Transportation Plan (2014)
- Mountains to Sea State Trail Sub Section Plan: Stone Mountain to Pilot Mountain State Park (2014)

### POTENTIAL ROW NEEDS:

- None

### JURISDICTIONS:

- Town of Jonesville

### POTENTIAL PARTNERSHIPS:

- Town of Jonesville
- Downtown businesses
- Friends of the Greenway - Jonesville
- NCDOT
- Piedmont Triad Regional Council
- Dogwood Health Trust

### ESTIMATED CONSTRUCTION COSTS:

- Est. base project cost: \$510,000
- Est. additional cost option 2: mill and overlay: \$240,400

### DESIGN OPTIONS AND CONSIDERATIONS:

The photo simulation below shows examples of recommended elements - bicycle and pedestrian facilities that are physically separated from the roadway, access management, and other streetscape elements.



## Appendix 8: NC Main Street & Rural Planning Center Resource and Funding Guide

**[Download the Resource and Funding Guide Linked Here](#)**



# JONESVILLE

## NORTH CAROLINA

### Endnotes

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