

# Town of Chadbourn

## North Carolina



*Home of the NC  
Strawberry  
Festival*

# Economic Development Strategic Plan

## 2017-2022



For: Town of Chadbourn by North Carolina  
By the: Department of Commerce  
**Rural Economic Development Division**  
**NC Main Street and Rural Planning Center**



## Acknowledgements



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**Staff would like to thank and recognize all who contributed their efforts to the Plan including:**

citizens, business persons, Project Committee, the Town Planning and Zoning Board, Town Council, Town staff, Columbus Chamber of Commerce and Tourism, and Columbus County Economic Development Commission.

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## Section 1. Plan Project Summary Overview

This Strategic Plan will help give the Town Council and responsible parties guidance for economic development improvement decisions, and implementation. The focus of the Plan is to act as a guide to help direct improvements for the Town. The plan will help promote the retention and expansion of existing businesses, and recruitment of new businesses.

Elected officials and Town staff will play an important role in carrying out the goals and actions outlined in this Plan. The Plan also encourages support from civic volunteers, business persons, and citizens. Implementing the Plan actions will help improve the Town long term economic conditions.

In the fall of 2016 the North Carolina, Department of Commerce, Rural Economic Development Division - NC Main Street and Rural Planning Center was invited to assist the Town of Chadbourn in the development of an Economic Development Strategic Plan. The Town Council appointed a Project Committee made up of engaged citizens and business persons to oversee the development of this Plan. Comments and input were recorded from the Committee, the Planning and Zoning Board, and public regarding the Plan vision, strengths, weaknesses, opportunities, and outside threats (forces outside beyond Town control). Input was also gathered from a general economic development survey. Out of this process goals and strategy actions were developed for the Plan.

Towards the conclusion of the Plan creation process it was reviewed by the Planning and Zoning Board, and reviewed by the Town Council. Comments by the Board and Council were folded into the plan by Town staff. After this was done Town Council adopted the Plan.



Downtown Chadbourn First Avenue and Brown Street.



Businesses on north Brown Street at Old US-74 – Strawberry Boulevard.



## Section 2 – Vision

*The Town of Chadbourn will have dedicated Town staff working with: town and downtown merchants; and coordinating with the Planning and Zoning Board, and Town Council. The effort will oversee an annual budgeted work plan to: advertise and promote the town; foster design with building rehabilitation, streetscaping, building façade improvements; and to coordinate with NC DOT for road improvements. These efforts will be for the sake of maintaining, strengthening, and diversifying the Town business base. This effort will be a sustainable economic future for the Town and downtown, with an increase in economic attraction for local shoppers, visitors, and planned events.*



Downtown Chadbourn at the intersection of Brown Street and First Avenue.



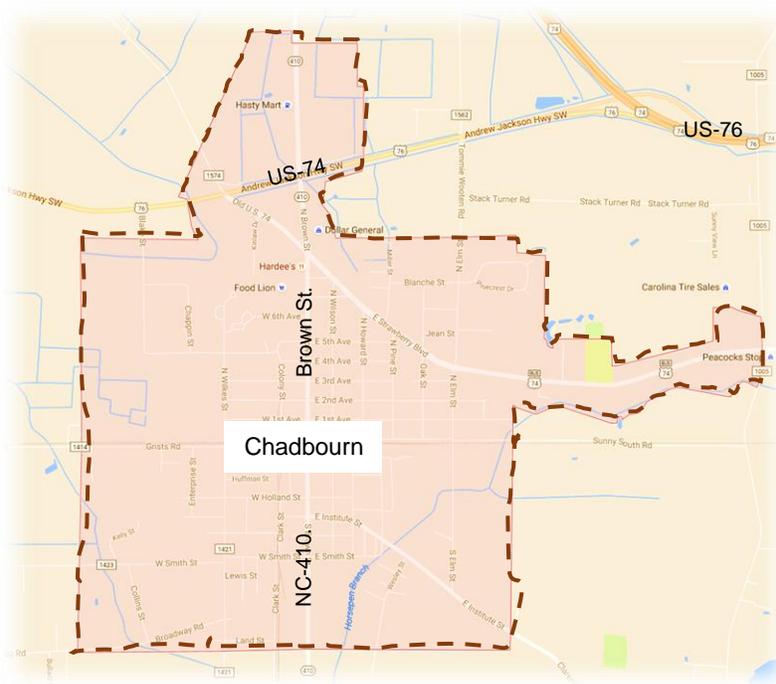
Commercial development on north Brown Street near 6<sup>th</sup> Avenue.



### Section 3. Brief Town Development Overview

Chadbourn was founded in 1882 and is a scenic historic community located in Columbus County, North Carolina. The community was named for a family of lumber merchants. Nearby towns are Whiteville and Cerro Gordo connected by US-74-76 Highway. NC-410 connects to points north of the Town including Bladenboro, Boardman, and Lumberton, and south towards Tabor City, Conway, and North Myrtle Beach.

The Town general economic activity is supported and generated from local residents, visitors, and customers. Town business activity includes, retail, office, restaurants, variety stores, convenience stores, gas stations, banking, a drug store, two grocery stores, and medical care. In the last half century there has been a decrease in industrial and agricultural activity as a result of globalization market forces.



The Town of Chadbourn (Google maps).

The Town was laid out in a traditional grid pattern of lots and streets. The old historic commercial downtown is in the general vicinity of Railroad Street and Brown Street and is surrounded by historic residential development, and churches. In the last few decades' commercial development and business activity has shifted to the north part of Town along North Brown Street, Strawberry Boulevard and US-74 highway. The Town development is served by a zoning ordinance and zoning map.

# Town of Chadbourn, North Carolina – Economic Development Strategic Plan



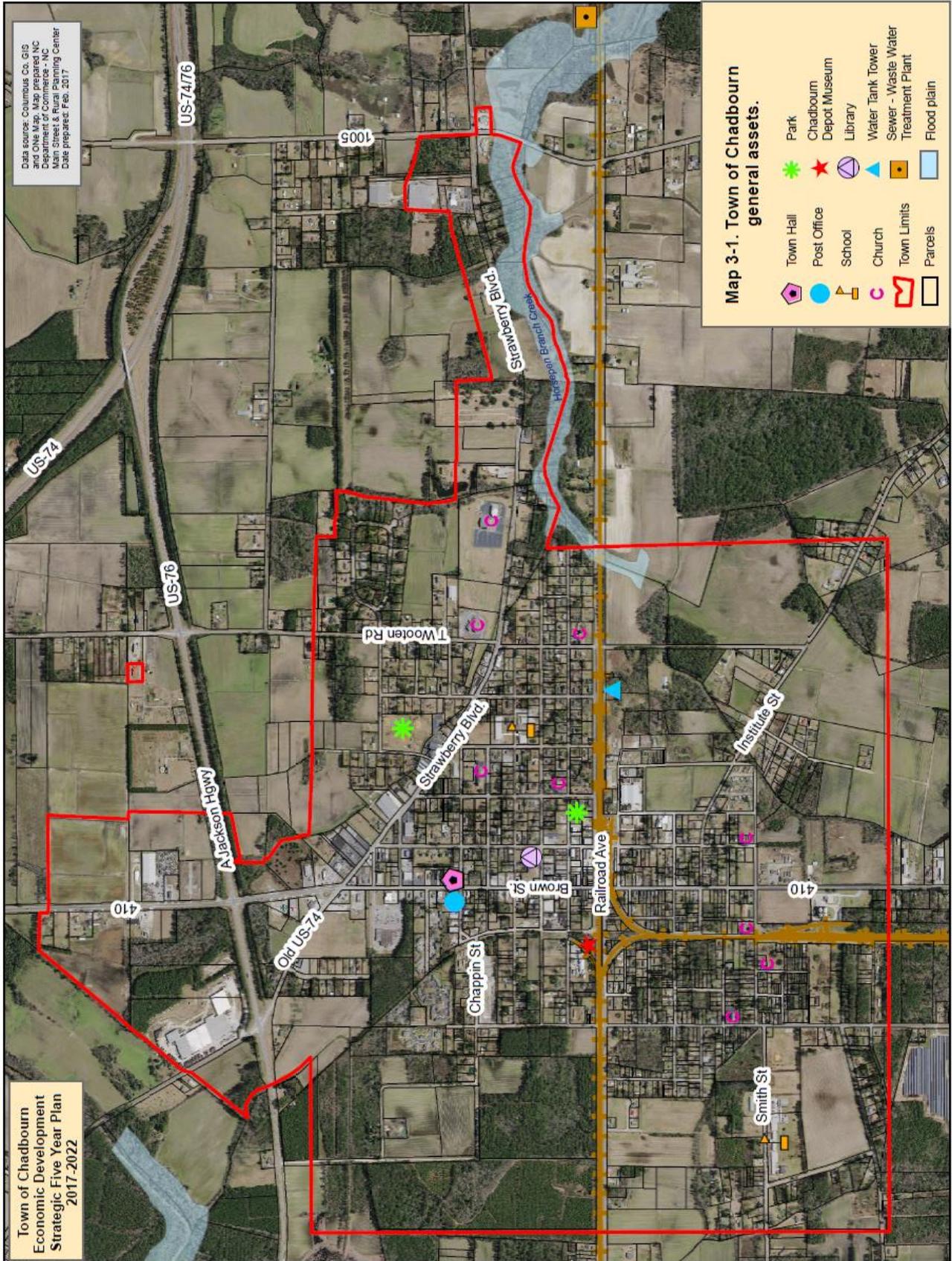
An aerial photograph of downtown Chadbourn (Google maps)

Map 3-1 shows the Town of Chadbourn and its general assets. Some of the assets are also shown on Map 3-2. These assets are public and consist of the following.

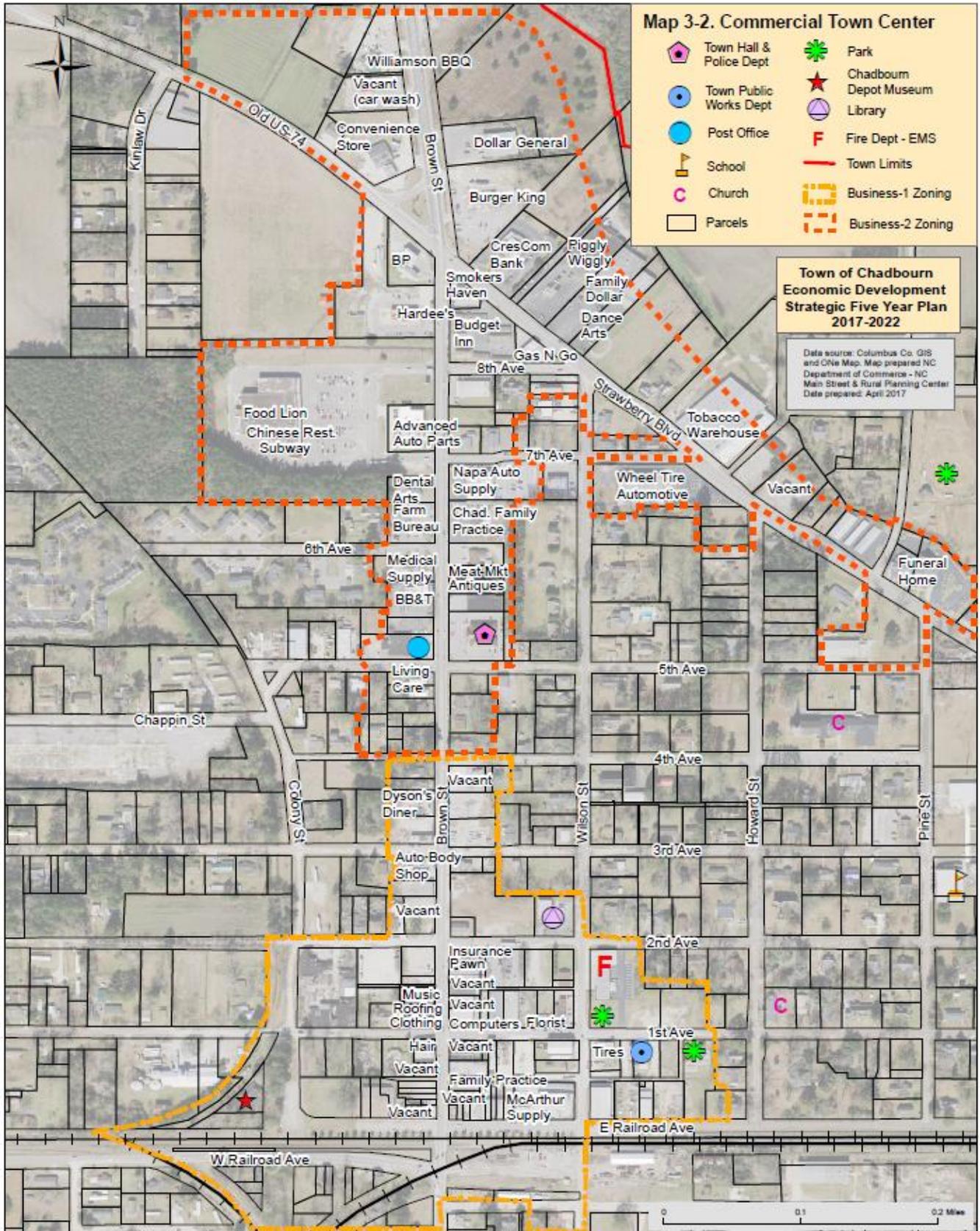
**Town of Chadbourn Public Assets (Maps 3-1 and 3-2)**

- Town Hall and the Police Department
- Fire Department and Emergency Medical Service
- Town Public Works Department
- U.S. Post Office
- Public schools
- Parks
- Chadbourn Depot Museum
- Library
- Water tank and tower
- Sewer – waste water treatment plant

Churches are also shown on Maps 3-1 and 3-2. The commercial Town center of Chadbourn is shown on Map 3-2. The commercial property uses are shown as well as the Business 1 and Business 2 zoning districts. This Historic Downtown and commercial property uses are shown on Map 3-3. The Business 1 zoning district boundary is shown, and consideration may be given for this area becoming a potential downtown improvement district.



Town of Chadbourn, North Carolina – Economic Development Strategic Plan





## Section 4. Situation

This section of the Plan contains demographics, and a retail service economic assessment for the Town.

### Demographics

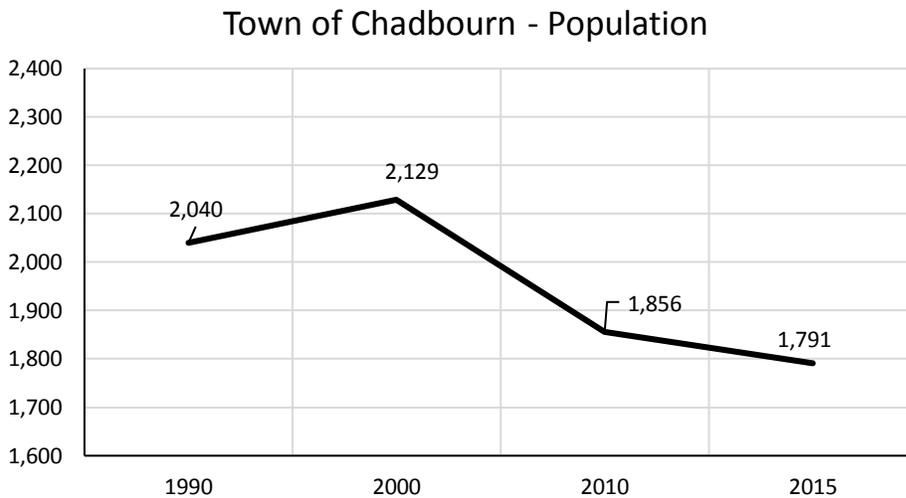
The Town of Chadbourn population slightly increased from 1990 to 2000, and decreased by 338 people from 2000 to 2015 (Table 4-1 and Figure 4-1).

Table 4-1. Chadbourn population growth.

Town of Chadbourn	1990	2000	2010	2015
Population	2,040	2,129	1,856	1,791

U.S. Census Data

Figure 4-1. Population growth in Town of Chadbourn.



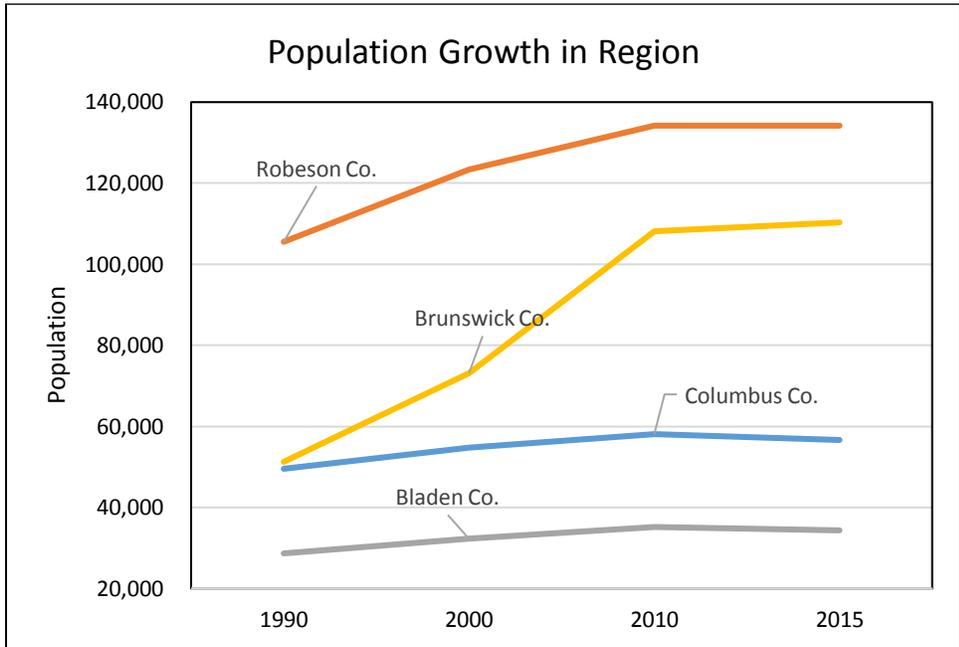
The population growth from 1990 to 2015 in the four county area (Table 4-2, and Figure 4-2) shows that Columbus County over the last 25 years grew more slowly at 14%, than either Robeson County (27%) or Bladen County (20%). Columbus County also grew much more slowly than the coastal beach living related Brunswick County (115%). During the 25 years' period Columbus County added approximately 7,100 new residents, while the amounts were Robeson 29,000, Bladen 6,000, and Brunswick 59,000.

Table 4-2. Regional population growth in Columbus, Robeson, Bladen, and Brunswick counties.

Counties	Columbus	Robeson	Bladen	Brunswick
1990 -2015	14%	27%	20%	115%
Growth / year	1.0%	1.8%	1.3%	7.7%

U.S. Census Data

Figure 4-2. Population growth in Columbus, Robeson, Bladen, and Brunswick counties.



U.S. Census Data

Tables 4-3 and 4-4 show the race composition in Chadbourn. Approximately two-thirds of the town is black, one-third is white, and the remainder is in the Indian, other, and mixture census categories. Hispanics make up 2.4% of the Town population.

Table 4-3. Town of Chadbourn race demographics – 2015.

Chadbourn	Black	White	American Indian	Some other race	Two or more races (mixture)	Total
Race	62.1%	31.0%	1.8%	2.4%	2.7%	100%

U.S. Census Data

Table 4-4. Town of Chadbourn percentage of Hispanics – 2015.

Chadbourn	Hispanics	Not Hispanic or Latino	Total
Race	2.4%	97.6%	100%

U.S. Census Data

The census data in Table 4-5 shows that Chadbourn’s population has been slightly aging, as the median age became 2.4 years older from 1990 to 2014.

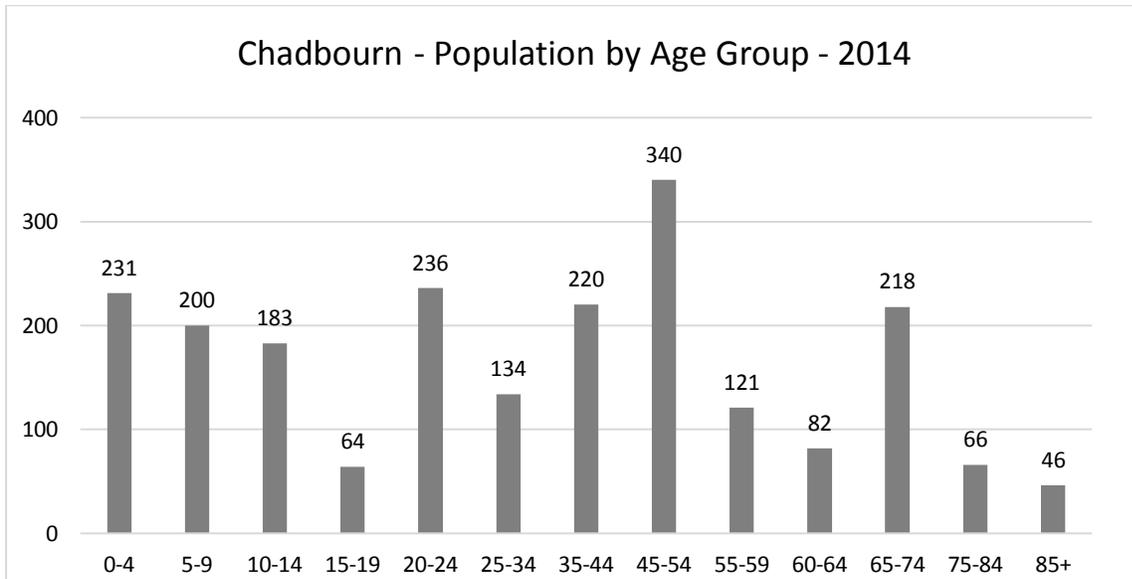
Table 4-5. Town of Chadbourn median age.

Chadbourn	1990	2000	2010	2014	Change in age (1990-2014)
Age (years)	33.2	36.0	39.5	35.6	+2.4 older

U.S. Census Data

The census data in Figure 4-3 shows that Chadbourn has relatively more young persons between the ages of 1 to 14 compared to 15 to 19 year olds. There are relatively slightly more young and middle aged persons in the 25 to 54 age bracket. There are relatively fewer persons above 55 years old except for the 65 to 74 bracket.

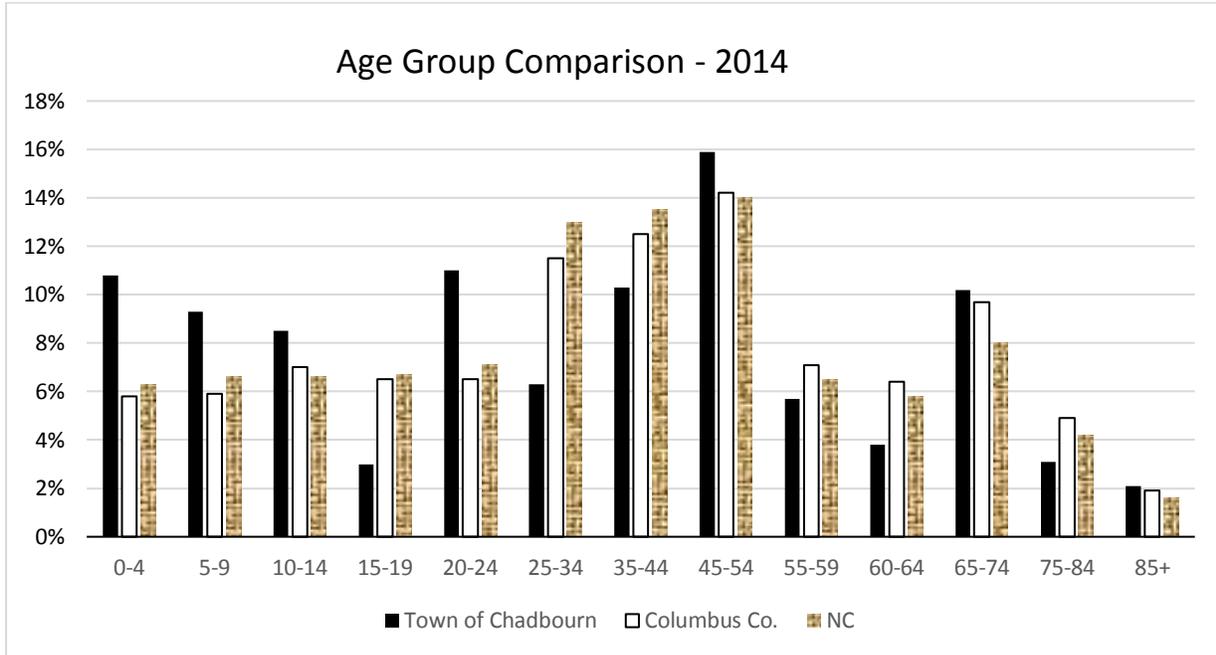
Figure 4-3. Town of Chadbourn population by age group (U.S. Census Data).



U.S. Census Data

An age group comparison is shown in Figure 4-4 for Chadbourn, Columbus County, and the State. Chadbourn compared to the County and the State has more persons in the 1 to 14, 20 to 24, and 45 to 54 years old groups. Chadbourn has fewer persons in the 15 to 19 and 25 to 44 age groups. The town also has comparatively fewer persons in the 55 to 64 and 75 to 84 age groups. Age 85 and above the comparison is similar to the County and State. The general trend is comparatively more young persons in the Town up to age 24, (except 15 to 19 year olds) and comparatively fewer person persons above age 55 (except 65 to 74 year olds).

Figure 4-4. Chadbourn, Columbus County, and State population by age group comparison.



U.S. Census Data

The number of persons in poverty in Chadbourn was approximately twice that compared to the State (Table 4-6). This was for the categories of: total population, under the age of 18 years, and from 18 to 64 years, and above 65 years of age.

Table 4-6. Chadbourn, County, and State percent below poverty, and comparison - 2015.

Poverty	Total Population	Under 18 years	18-64 years	65 years and older
Chadbourn	34%	55%	30%	17%
Columbus County	24%	33%	22%	14%
North Carolina	17%	25%	16%	10%

U.S. Census Data

In 2015 Chadbourn had 844 households (Table 4-7). Since 2000 the number of households has decreased by 33. This is also reflected in the decrease seen in Town’s population Figure 4-1.

Table 4-7. Chadbourn number of households.

Town of Chadbourn	1990	2000	2010	2015
Households	796	877	809	844

U.S. Census Data

Town of Chadbourn, North Carolina – Economic Development Strategic Plan

From 1990 to 2014 the number of housing units in Chadbourn (Table 4-8) grew by 129 units, or an average increase of approximately 5 new units per year.

Table 4-8. Chadbourn housing unit growth.

Town of Chadbourn	1990	2000	2010	2014
Number of housing units	873	983	951	1,002

U.S. Census Data

Chadbourn housing occupancy in 2014 (Tables 4-9 and 4-10) was 85.7%, which was slightly higher than Columbus County and the State. Similarly, the Town vacancy was slightly lower than the County or State.

Table 4-9. Chadbourn housing occupancy and vacancy - 2014.

Town of Chadbourn	Occupancy	Vacancy
Percent	85.7%	14.3%
Number of housing units	859	143

U.S. Census Data

Table 4-10. Housing occupancy and vacancy comparison - 2014.

	Occupancy	Vacancy
Town of Chadbourn	85.7%	14.3%
Columbus County	85.3%	14.7%
North Carolina	85.3%	14.7%

U.S. Census Data

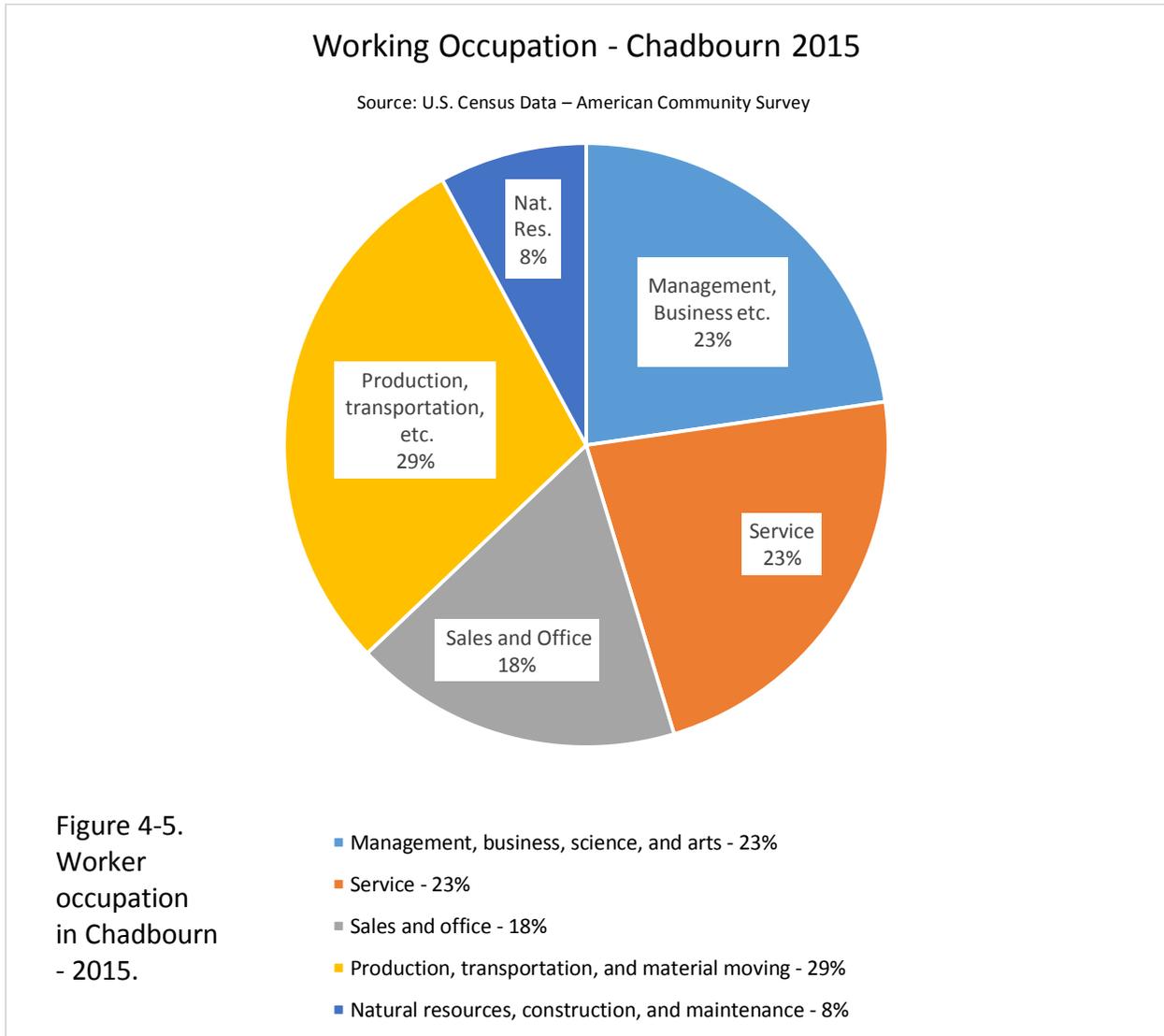
The cost of housing in 2014 as shown in Table 4-11 in Chadbourn was slightly lower than the Columbus County average, and somewhat lower than Bladen County. Chadbourn housing was significantly lower and more affordable than the nearby coastal beach related Brunswick County. Chadbourn and Columbus County housing was more expensive than Robeson County.

Table 4-11. Comparison of median value of owner occupied housing units - 2014.

	Chadbourn	Columbus Co.	Robeson Co.	Bladen Co.	Brunswick Co.
Median house value	\$80,200	\$83,600	\$67,600	\$86,100	\$179,800

U.S. Census Data

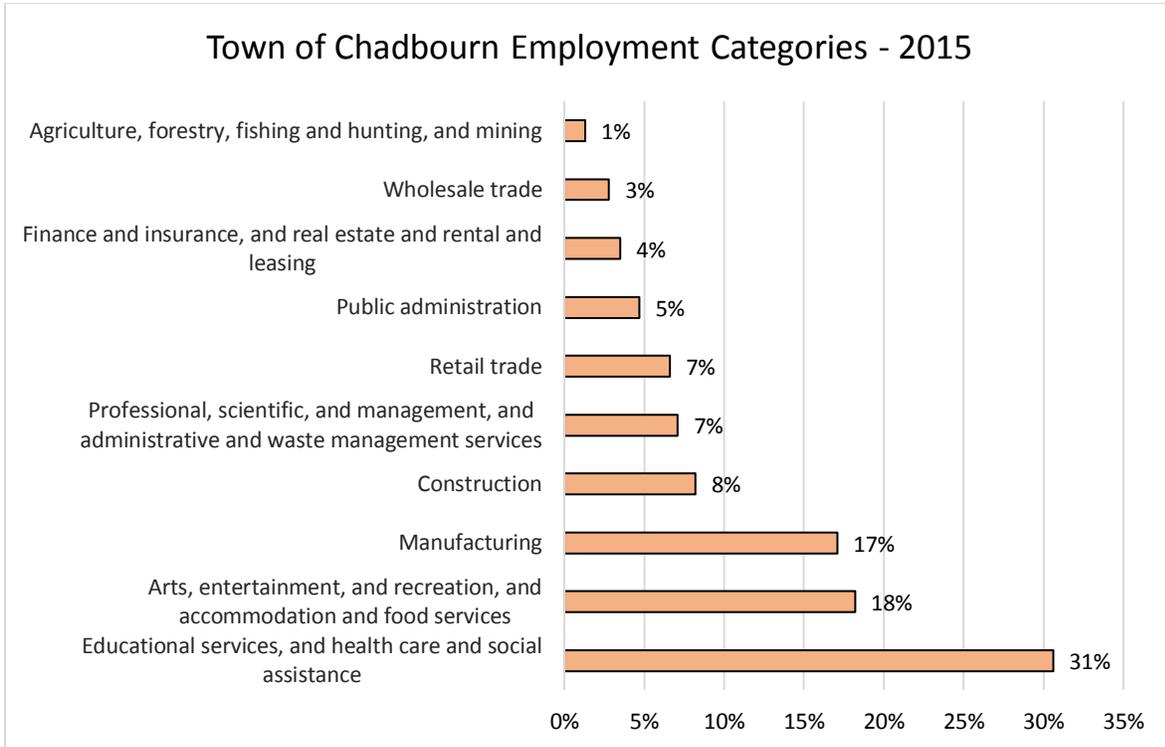
Worker occupation in Chadbourn is shown in the following pie-chart (Figure 4-5). Management and business account for 23% of worker occupation, service 23%, sales and office and 18%, and production 29%. The remainder is natural resources and construction at 8%.



The following Figure 4-6 shows categories of Chadbourn civilian employed population 16 years and over for 2015.

The **top three fields of employment in Chadbourn** were:

- Educational services, health care, social assistance
- Arts entertainment, recreation, accommodation, food services
- Manufacturing



U.S. Census Data

Figure 4-6. Town of Chadbourn civilian employed population 16 years and over - 2015.

Note for Figure 4-6. There were three employment categories in the U.S. Census that had no workers in Chadbourn: transportation and warehousing, and utilities; information; and other services, except public administration.

The unemployment rate for Columbus County was 5.2% in June 2017 (Table 4-12). The Columbus County rate was similar to Bladen County, less than Robeson County, and slightly higher than Brunswick County. The southeast part of the state unemployment was slightly higher than the State average. The 2017 unemployment rates are a noticeable improvement from the national recession that occurred in 2008 when the unemployment rate reached approximately 10% state wide.

Table 4-12. Unemployment rates - June 2017.

	Columbus Co.	Robeson Co.	Bladen Co.	Brunswick Co.	North Carolina
<b>Unemployment rate</b>	5.2%	6.2%	5.7%	4.8%	4.1%

N.C. Department of Commerce

Chadbourn has a lower per capita income and household mean (average) income compared to Columbus County and the State (Table 4-13). Personal income and household income distribution in 2015 for Chadbourn, Columbus County, and the State is shown in the following Figures 4-7 and 4-8. Similarly, Chadbourn generally has lower income compared to the County and the State.

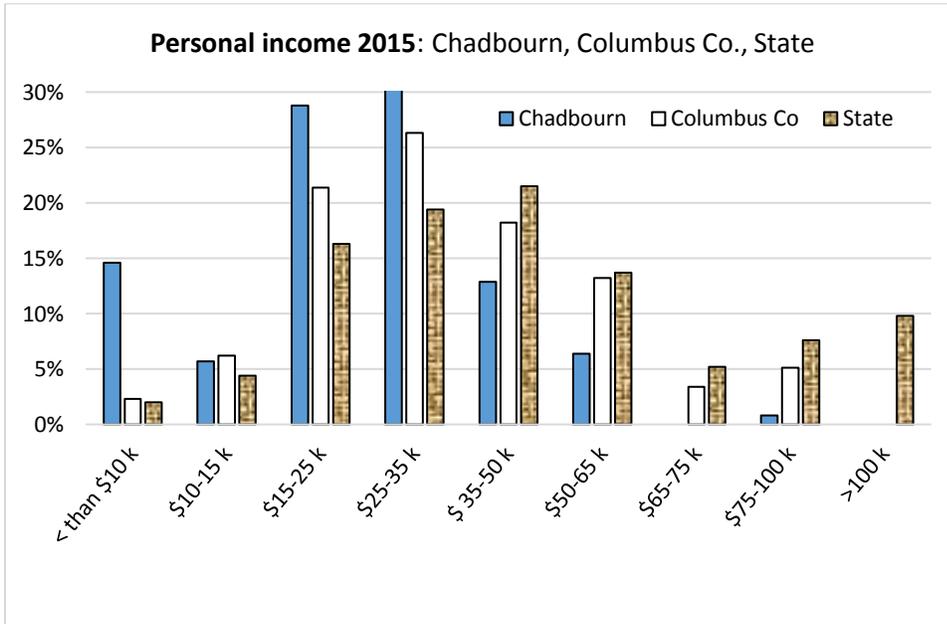
Town of Chadbourn, North Carolina – Economic Development Strategic Plan

Table 4-13. Per capita and mean household income - 2015.

	Chadbourn	Columbus Co.	North Carolina
<b>Per Capita Income</b>	\$14,687	\$19,814	\$25,920
<b>Household Mean Income</b>	\$36,344	\$48,808	\$65,338

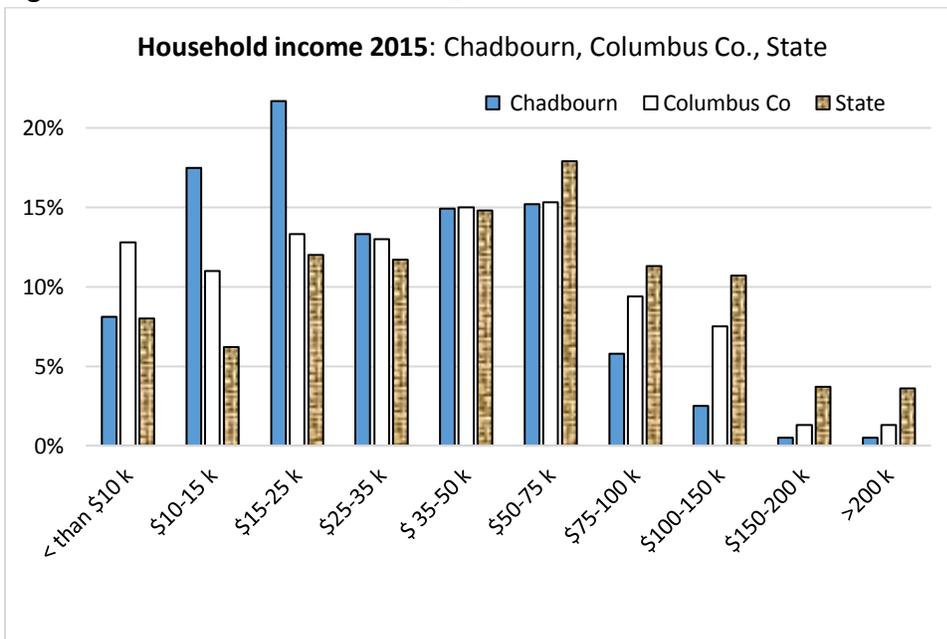
U.S. Census Data

Figure 4-7. Chadbourn personal income \$ income distribution – 2015.



U.S. Census Data

Figure 4-8. Chadbourn household \$ income distribution - 2015.

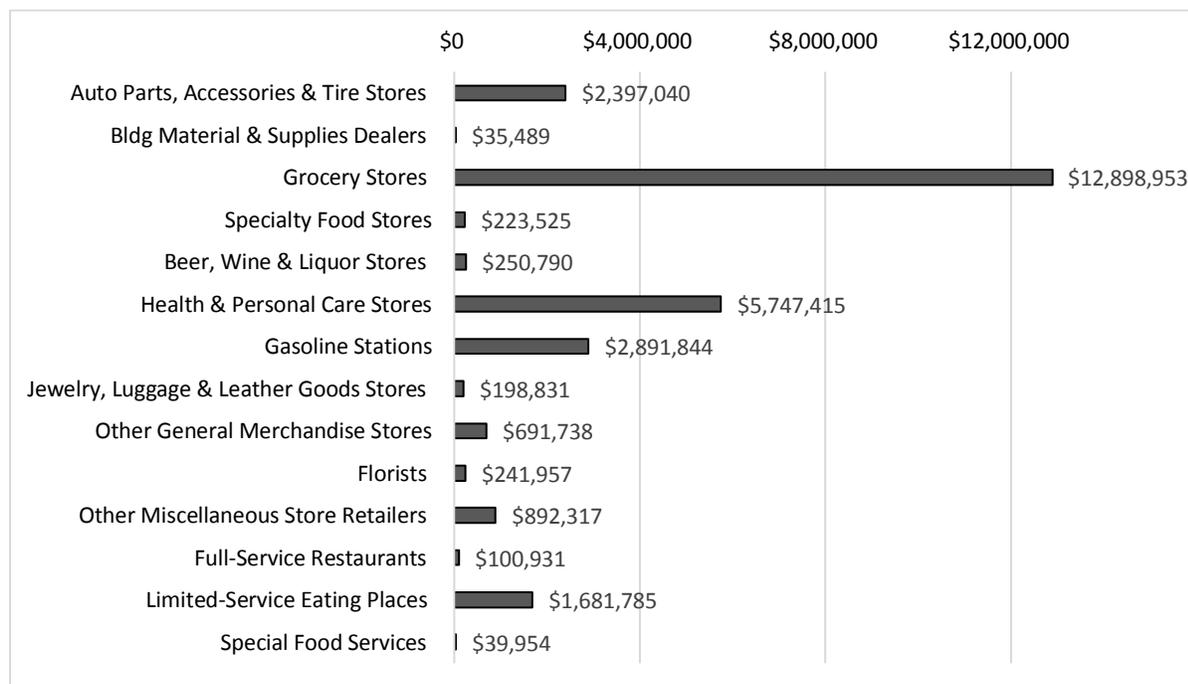


U.S. Census Data

**Town of Chadbourn - Retail Service Economic Assessment**

The following Figure 4-9 shows an analysis of 14 different economic retail service categories in the Town of Chadbourn in 2016. The bar-graph for each category shows the dollar surplus (\$) amount. This means that customers are drawn in from outside the town trade area for the shown town retail service items. For example, “grocery stores” category is the largest positive draw to Chadbourn at approximately \$12.9 million. While “building material and supplies dealers” category is still positive but at a small draw at approximately \$35,500. Other category dollar amounts are in between.

**Figure 4-9. Town of Chadbourn surplus where customers are drawn in from outside the trade town area to the following retail services (\$ Surplus, 2016).**



Information from ESRI Retail Marketplace Profile - 2016.

The same information shown in the previous Figure 4-9 is also shown in the following Table 4-14. Except the 14 different retail service categories are listed from greatest to lowest surplus-dollar (\$) economic draw to Chadbourn. As is shown the greatest positive draw is “grocery stores” at No. 1, and the least surplus draw is “building material and supplies dealers” at No. 14. The total that the town is capturing from outside is approximately \$28.3 million dollars.

Table 4-14. **Chadbourn retail service surplus business types (\$) 2016.** (Also shown in Figure 4-9).

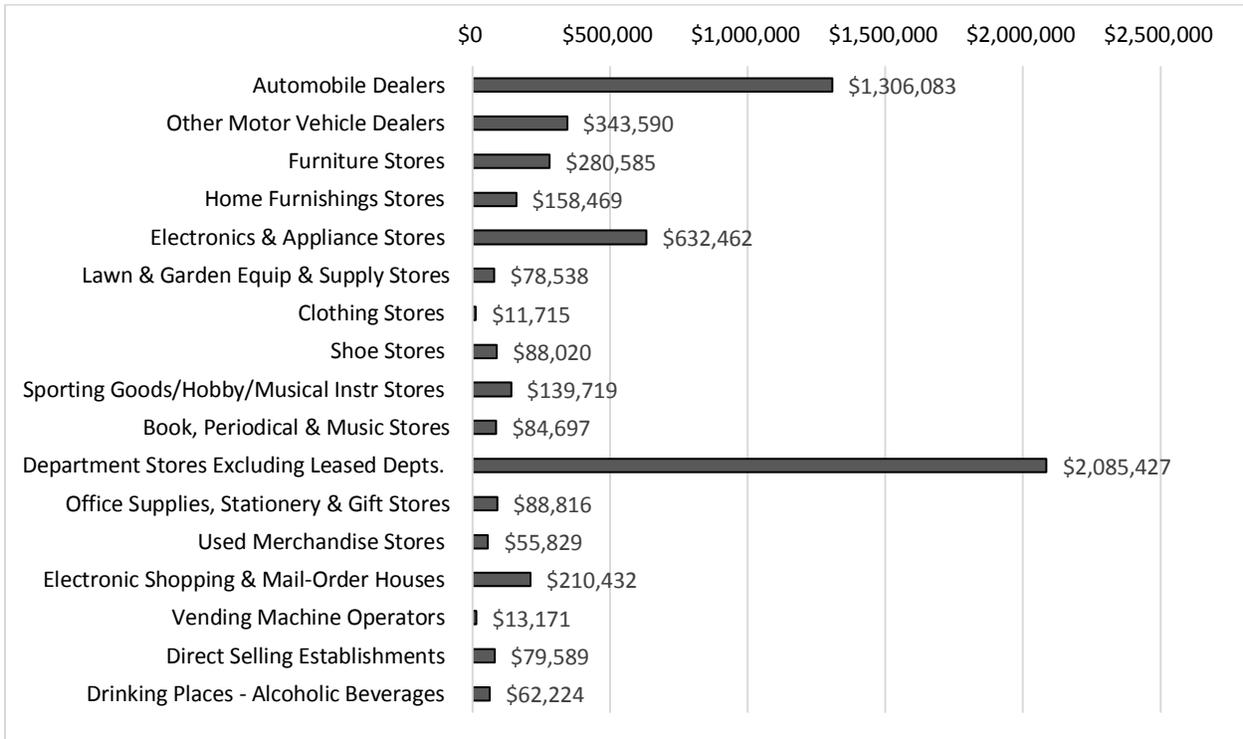
	<b>Retail Service</b>	<b>Surplus (\$)</b>
1.	Grocery Stores	\$12,898,953
2.	Health & Personal Care Stores	\$5,747,415
3.	Gasoline Stations	\$2,891,844
4.	Auto Parts, Accessories & Tire Stores	\$2,397,040
5.	Limited-Service Eating Places	\$1,681,785
6.	Other Miscellaneous Store Retailers	\$892,317
7.	Other General Merchandise Stores	\$691,738
8.	Beer, Wine & Liquor Stores	\$250,790
9.	Florists	\$241,957
10.	Specialty Food Stores	\$223,525
11.	Jewelry, Luggage & Leather Goods Stores	\$198,831
12.	Full-Service Restaurants	\$100,931
13.	Special Food Services	\$39,954
14.	Bldg Material & Supplies Dealers	\$35,489
	<b>Total</b>	<b>\$28,292,569</b>

Information from ESRI Retail MarketPlace Profile - 2016.

The following Figure 4-10 shows economic leakage from 17 different economic retail service categories in the Chadbourn in 2016. The bar-graph shows dollar leakage (\$) whereby town customers shop outside the town trade area for the shown retail service categories.

For example, the Town loses (or leaks) to the outside approximately \$2.1 million in “department stores excluding leased departments” services, and leaks to the outside \$11,715 in the “clothing stores” category. Conversely, the retail leakage categories shown in Figure 4-10 represent potential business niche opportunities for growth in the town because of the customer demand, and current dollars being lost to outside the town.

Figure 4-10. **Town of Chadbourn retail service dollar (\$) leakage in 2016, and potential business opportunities.**



Information from ESRI Retail MarketPlace Profile - 2016.

The same information shown in the previous Figure 4-10 is also shown in the following Table 4-15. Except the 17 different retail service categories are listed from greatest \$ potential opportunity (leakage from Chadbourn), with “department stores excluding leased departments” at No. 1, to least potential with “clothing stores” at No. 17. Another way of stating this is that there is demand for these services in the town that is being lost to the outside market. The total leakage potential opportunity for the town is approximately \$5.7 million dollars.

Table 4-15. **Chadbourn retail service dollar (\$) leakage in 2016, and potential business opportunities** (from Figure 4.10).

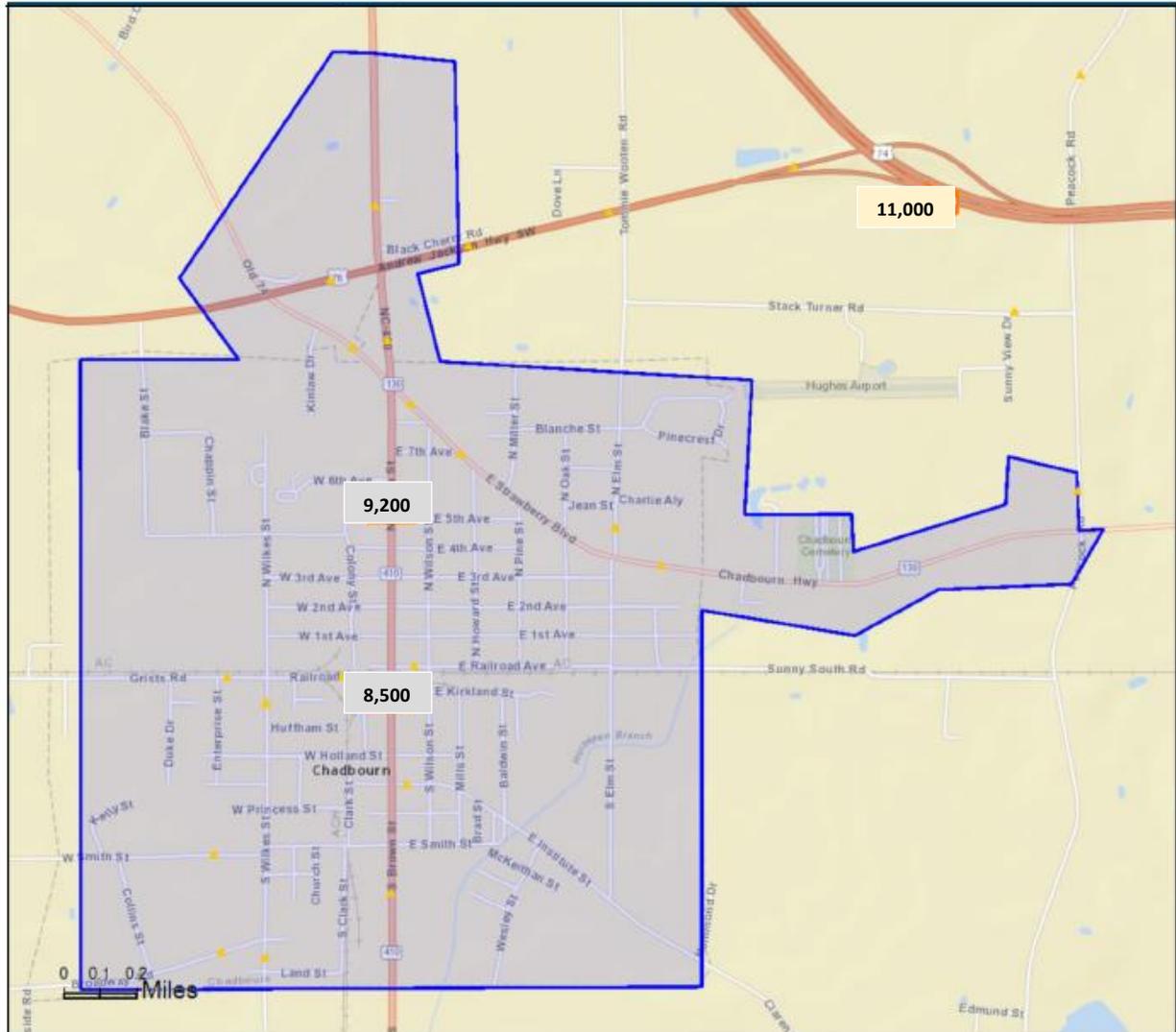
	<b>Retail Service</b>	<b>Leakage (\$) Potential Opportunity</b>
1.	Department Stores Excluding Leased Depts.	\$2,085,427
2.	Automobile Dealers	\$1,306,083
3.	Electronics & Appliance Stores	\$632,462
4.	Other Motor Vehicle Dealers	\$343,590
5.	Furniture Stores	\$280,585
6.	Electronic Shopping & Mail-Order Houses	\$210,432
7.	Home Furnishings Stores	\$158,469
8.	Sporting Goods/Hobby/Musical Instr Stores	\$139,719
9.	Office Supplies, Stationery & Gift Stores	\$88,816
10.	Shoe Stores	\$88,020
11.	Book, Periodical & Music Stores	\$84,697
12.	Direct Selling Establishments	\$79,589
13.	Lawn & Garden Equip & Supply Stores	\$78,538
14.	Drinking Places - Alcoholic Beverages	\$62,224
15.	Used Merchandise Stores	\$55,829
16.	Vending Machine Operators	\$13,171
17.	Clothing Stores	\$11,715
	<b>Total</b>	<b>\$5,719,366</b>

Information from ESRI Retail MarketPlace Profile - 2016.

### ***Chadbourn – Traffic Count***

Traffic counts show that most roads in Chadbourn do not exceed 6,000 vehicles per day. This is in exception along Brown Street where vehicle counts are 8,500 and 9,200 trips per day (Figure 4-11). Brown Street in Chadbourn (NC-410) is a busy connecting road, north to Boardman, Lumberton, and I-95, and south to Tabor City, and Myrtle Beach.

# Town of Chadbourn, North Carolina – Economic Development Strategic Plan



Information from ESRI data - 2016.

Figure 4-11. Traffic count map of Chadbourn area. The counts shown are in vehicle trips per day.



## Section 5. Assessment

### Summary

The Project Committee provided the at a meeting on 1-23-17 the following assessment information: s-w-o-t, economic drivers, and community assets. Also included are the largest employer's information. At the end of Section 5 are Planning and Zoning Board comments and responses from July 2017.

#### ***Section 5 – Assessment Information***

---

- **SWOT – Strengths, Weaknesses, Opportunities, Threats**
- **Economic Drivers**
- **Largest employers**
- **Community assets**
- **Planning Board comments and responses**

### **SWOT – Strengths, Weaknesses, Opportunities, Threats**

#### Strengths

- Major thoroughfare I-74, Highway 410 and Highway 76
- Low cost of living
- Good people
- Location near beach
- Strawberry Festival
- Local schools
- Small town atmosphere
- Close to NC and SC beaches
- Lots of traffic
- Hometown folks – most of us are from here
- Churches
- Railroad
- Access to rivers and lake in the County
- Library
- Post office
- Southeastern Community College

#### Weaknesses

- Dilapidated buildings
- Renters out number owners and property tax payers
- Children and teens are an afterthought – old folks rule
- No updated gas station and convenience store, pay at the pump

## Town of Chadbourn, North Carolina – Economic Development Strategic Plan

- Apathy
- Indifference
- Building code enforcement
- Worn out infrastructure
- Lack of funds to upgrade, not enough retail businesses
- Not enough volunteers
- “Tear it down” attitude towards old buildings
- No good health care facilities
- Nothing to retain the younger generation
- No: jobs, modern gas station, family restaurants
- Locals have a fear of change and or risk
- The “ugly” in in the middle of town and the “good” is hidden away

### Opportunities

- Collaborate with Columbus Jobs Foundation
- Exchange vacant properties for new business – adding a set number of jobs
- Use Southeastern Community College more as a resource
- Tap into traffic flow
- More involvement with Columbus County tourism group – promote existing business
- Railroad expansion
- Low cost of land
- Beach traffic and (high) traffic counts
- Neighboring rental owner’s collective to do improvements, joint construction projects, buying in bulk

### Threats

- Declining population
- Bad reputation – lies
- Town and citizens seem to be enemies
- High utility bills
- 31.4% percent of population below poverty level
- Low per capita income of locals, around \$14,700 / year
- Shared NC-DOT jurisdiction
- School choice with vouchers
- Nobody cares
- Aging population
- Lack of jobs

**Economic Drivers**

- Jobs – create an environment to make people want to do business here
- Lack of appeal to young families
- Identify and support local businesses by having write ups in the paper
- Encourage citizens to buy local in the town
- Fair Bluff flooding has make positive economic impact to Chadbourn, such as with residential housing demand
- Make streets pedestrian friendly
- Competitive gas stations – people drive to Whiteville to buy gas cheaper
- Retail - Family Dollar store
- Longer hours for town businesses (so working folks can frequent)
- Create an environment to make citizens want to partner within the town
- Create an environment to make passerby want to spend time here – rather than just a pit stop
- Town lacks quality restaurant
- ABC store
- Railroad – could be near future benefit
- Southeastern Community College – education
- Rural vacant land for hunting trips
- More retail (options) for travelers

**Largest employers in the Town identified**

<b>Business Name</b>	<b>Number of Employees</b>
WE Bailey	83
Chadbourn Elementary School	60
Honeycutt Produce	55
Food Lion	49
Chadbourn Middle School	35
Burger King	30
Williamson BBQ	25
Hardees	23
Chadbourn Family Medical	22
IGA grocery store	16
RJ Corman	12
McArthur’s Hardware	9
Dollar General	8
Chadbourn Feed Store	8
Worley’s Automotive	6
Tire Barn	5
BB&T	5
Cresco Bank	5
Goshen Medical Center	5
Price Automotive	4

## **Community Assets**

### Government

- Police and fire station
- Two schools
- Good road system
- Close to County government – Whiteville
- Town centrally located

### Economic

- See largest employers list
- “Finest” funeral home in the County
- Two large agriculture businesses
- Farm land
- Railroad
- Banks
- Post office

### Cultural

- Strawberry festival
- Activities at Southeastern Community College
- Christmas parade

### Community – Human Resources

- Plenty available work force
- West Side Alumni
- Community Center
- Church food bank
- Depot Committee rents building out for activities
- Police department gave away approximately 20 bicycles at Christmas
- Trunk or treat program activity – helped keep youth “off the street”
- Senior center

### Institution

- Large number of churches in Town

### Natural – Recreational

- Playground
- Park
- Baseball fields
- Gymnasium
- Experienced park director will be hired for summer activities

## **Planning and Zoning Board Comments and Responses**

The following are economic development comments from telephone interviews with the Town of Chadbourn Planning Board members (stakeholders) in July 2017.

Note: Number of persons with same responses (2) i.e. 2 persons

### Background

- Born and raised in Chadbourn (2)
- Moved to Chadbourn – small town life (2)

### Strengths

- Quaint little town
- Some beautiful old homes
- Nice and good people

### Weaknesses

- Town Council needs improvement and needs to work together as a team (5)
- Town management needs improvement
- Town police department needs improvement
- Clean up Town - looks bad, need to make attractive, lack of beautification
- Need revitalization in downtown
- Dilapidated buildings in old downtown
- Some dilapidated buildings need painting
- Dilapidated crumbling buildings in the downtown need to be cleaned up
- South entrance to Town along Brown Street looks terrible, an eyesore, dilapidated buildings, need to make more presentable
- One building has a caved-in roof in downtown along Brown Street
- May need to demolish some abandoned dilapidated buildings
- Limited places to park in the downtown
- “Scary for people to stop” in the downtown
- Limited retail selection
- Need improved zoning
- Need improved sign ordinance
- No day care
- Need better Town activities and programs for youth
- No gym
- Crime, drugs
- Poverty

Opportunities

- Need to band together and fix old buildings
- Desired vision: fix up buildings, occupied with business, walkable safe streets
- There is a lot of traffic along Brown Street i.e. people coming and going from the Myrtle Beach area – need to find a way to capture some of this traffic to stop and shop in Town (5)
- Need more places for travelers to stop, “stretch their legs”, get something to eat, a restaurant café would be good (5)
- Need some new buildings in the downtown
- Where possible widen some downtown streets
- Allow for more on-street parking where appropriate
- Would like to see improved sidewalks
- Try and attract high quality antique shop in the downtown (2)
- Would rather buy local retail in a small store than a large big box store in neighboring Whiteville
- Would like to see fitness center
- Would like to improve parks and recreation
- Improve Christmas event, attendance, outreach, i.e. “Breakfast with Santa”
- Need better public relations with Town and its citizens
- Need to actively participate with the Columbus County Chamber of Commerce
- Georgia-Pacific industry, would be 5 minutes from outside of town, potential wood fuel pellet plant
- Potential new church complex with bible school
- Nearby Columbus County Airport an asset

Outside economic threats

- Large big box stores in Whiteville i.e. Wal-Mart, hurt the smaller “mom and pop” retail stores in Chadbourn (3)

## Section 6. Strategy Implementation

### Introduction

This plan effort by the Town of Chadbourn has the following main goals. It will help to create an increased organization for economic development to move forward in a more coordinated manner. Advertisement will help enhance promotion and market the assets and brand of the Town, including business retention and attraction. A long term design goal will help facilitate building and streetscape improvements. Also important is to help improve the Town and downtown quality and amenities for residents, visitors, and merchants. Business development will encourage and facilitate business retention, recruitment and expansion. The plan helps to identify business opportunities.

Land use and environment is important for quality of life for residents, and businesses. Transportation and circulation is an important part of development and future economic growth for the Town. Planning for community resources and facilities is important for delivery of services and programs. The Town has two public schools which are an important resource for residents. Southeastern Community College is next door to the Town and provides education services and programs. Public health is also important to the well-being of Town citizens.

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The **Plan Goal and Action topics** in this Section 6 are the following.

1. **Organization**
2. **Promotion**
3. **Design**
4. **Business Development**
5. **Land Use and Environment**
6. **Transportation**
7. **Community Resources and Facilities,**
  - **Education Facilities and Programs,**
  - **Public Health**

## 1. Organization

**Broad Goal.** Continue to plan and dedicate Town Staff time for Town and downtown activities along with a citizen advisory board.

	<b>Actions</b>	<b>Time Frame</b>	<b>Person or group responsible</b>	<b>Cost</b>
1.	Assess potential costs for a part time person who would be a dedicated Town Economic Developer and downtown coordinator. Job description and responsibilities would need to be fleshed out. However, many of the actions presented in this plan could be duties of the position. One of the duties could be business recruitment (See Appendix A).	Consider after adoption of this Plan, and revisit annually.	Town manager, with Planning and Zoning Board, and Town Council.	Use existing Town staff for now but potentially hire new part time paid Economic Developer person.
2.	Form a Town Citizen’s Advisory Board dedicated to the Town and downtown businesses area (district). Board members should include property owners, business owners, and town citizens. Many of the actions in this Plan could be coordinated with the Town Citizen’s Advisory Board.	Immediately after adoption of this plan.	The Town Council with input from the Town manager, and Planning and Zoning Board members.	Little cost.
3.	Have a meeting with the Town Citizen’s Advisory Board. Create a simple work plan and begin to address the easiest actions in this Plan. If necessary, revise the community assets; strengths-weaknesses-opportunities-threats analysis; economic drivers for the community; and vision.	Soon after creation of the Citizen’s Advisory Board.	Town manager and/or Citizen’s Advisory Chair would organize. Staff from NC Department of Commerce NC-Main Street Rural Planning Center would facilitate.	Little cost.

Town of Chadbourn – Economic Development Strategic Plan

4.	Assess whether to apply to the North Carolina Downtown Associate Community program under the North Carolina Main Street and Rural Planning Center. This is a step that is taken only if seriously considering moving from the Downtown Associate Community Program to the NC Main Street Program after a period of 1-3 years.	Plan to attend NC- Main Street conference in Clayton 2018.	Town manager, with Planning and Zoning Board, and Town Council.	Some cost for the NC Main Street Associate Program (approximately \$250), and regular Program (approximately \$350 / yr.)
5.	Increase the function of Town Council members to work together as an enhanced team. Recommend Town Council uses services of the Dispute Settlement Center, located in Carrboro, NC. The Dispute Settlement Center is a non-profit mediation center focused on promoting and bringing about the peaceful settlement of disputes and preventing the escalation of conflict. They work with individuals, groups and institutions, and have regular training community sessions.	After adoption of this plan.	Town manager with Town Council approval, contacts the Dispute Settlement Center.	<p>The Dispute Settlement Center is a non-profit, but there would be some cost.</p> <p>Website:  <a href="http://www.disputesettlement.org">http://www.disputesettlement.org</a></p> <p>Telephone: (919) 929-8800</p> <p>Andrew Sachs - Public Disputes Coordinator</p>

**2. Promotion**

**Broad Goal.** Increase business opportunities in the Town and downtown.

	<b>Actions</b>	<b>Time Frame</b>	<b>Person or group responsible</b>	<b>Cost</b>
1.	Enhance the Town website, and consider social media use. The purpose would be to advertise Town activities and events.	Consider after adoption of this Plan. Continue to do in an ongoing manner.	Town manager, and Town web provider person. Use Columbus Chamber of Commerce as resource.	Time spent each year to maintain Town website and social media. Cost for Town web provider person doing updates.
2.	Continue to plan and hold special events and festivals in the Town such as the Strawberry Festival.	Consider after adoption of this Plan, and revisit annually.	Town manager, with Planning and Zoning Board, and Town Council. Use Columbus Chamber of Commerce as resource.	Cost is going to be variable depending on events held.
3.	Consider creating a simple front back 8 ½ x 11” color brochure advertising town assets and businesses.	This action should probably wait until some of the actions in the plan are addressed and the downtown is in better condition.	Town manager, finance director, with Planning and Zoning Board, and Town Council. Use Columbus Chamber of Commerce as resource.	Recommend researching other small NC Main Street Towns for examples.
4.	Promote new Town Manager and Police Chief and introduce to the Town community.	In 2017.	Town Council.	Little cost. Hold a reception event.

### 3. Design

**Broad Goal.** Facilitate physical improvements for the Town and downtown to improve a sense of place for residents and visitors.

	Actions	Time Frame	Person or group responsible	Cost
1.	Plan and organize a downtown walk-about to assess the fiscal needs for downtown. Needs could include, but are not limited to: building façades; signage; general clean-up, sidewalk repair, collapsed roof removal etc.	After adoption of this Plan.	Town manager, Planning and Zoning Board; (and Citizen’s Advisory Board if formed).	Little to no cost. Use NC Department of Commerce, NC-Main Street Rural Planning Center for information.
2.	Plan and establish a building façade grant program for the downtown. For background information research previous Town façade grant status and details.	Consider after adoption of this Plan, and revisit annually.	Town manager, finance director, with Planning and Zoning Board, and Town Council.	Would have to research other NC Main Street towns on how much money they allocate to do this. After this research set a Town budget for this action. For example start with \$1,500 budget and require \$500 matching.
3.	Prepare “before and after” streetscape drawings showing potential improvements. Two sites or an area with renderings could be done. For example, (1) for the downtown, and (2) current commercial development at the north end of Town. The drawings would consist of Photoshop type of photographs, drawings for buildings, building facades, the street, and landscaping.	Consider after adoption of this Plan, and revisit annually.	Town manager, with Planning and Zoning Board, and Town Council.	Consider as a potential lower cost alternative, inquire with colleges and universities for the possibility of a professor and student project, such as Southeastern Community College, NC State, NC A&T State University, Sandhills Community College, or UNC – Wilmington. Or budget money for this action with a landscape architect.

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4.	Consider long term planning for downtown streetscape amenities such as: parking amenities; utilities; planters; tree plantings; benches; sidewalks; and bicycle hoops (or small racks for locking.)	Ditto above.	Ditto above.	Money would have to be budgeted for the items in this action. Some of the planning could be from Town capital improvements plan (see Action #7.1 Community Resources and Facilities).
5.	Wayfinding signs – Analyze and assess that signage for the Town and downtown is adequate, and directs and advertises the Town for passer’s by and visitors.	Ditto above.	Ditto above.	Ditto above. Also recommend researching other NC Main Street towns for this action.
6.	Encourage Town and downtown - pleasing store window displays of merchandise. Require window screening of inside building junk or unsightly storage that is visible from the street view. Low cost window screening can be done for example with Kraft paper sheets, decorated with drawn scenes with color markers, and tape. Or more expensive solution would be to use cling wrap with pictures. Maintenance would be required.	Ditto above.	Ditto above.	Cost of Kraft paper and markers would be relatively inexpensive. Town staff could help the store owners with the screening. Also research higher quality cling wrap cost for example Downtown Graphics Network – Salisbury, NC.  Web site: dgninc.com
7.	For buildings in need of renovation in the downtown; for example in the vicinity of the intersection of East Railroad Avenue and Brown Street, and suggest painting the facades with similar colors of the original buildings.	Consider after adoption of this Plan.	Town manager, with Planning and Zoning Board, and Town Council. Enlist volunteer help.	Talk with local or nearby paint retail merchants and determine if a merchant would be willing to donate or have reduced cost of paint to the Town for this project. The Town would recognize and advertise the merchant’s public service.

#### 4. Business Development

**Broad Goal.** Encourage and facilitate business retention, recruitment, and expansion.

	Actions	Time Frame	Person or group responsible	Cost
1.	Develop inventory of downtown businesses and buildings; such as address, square footage, number of stories, rent, owner, current tenant, use, and tax assessed value. Maintain and update the data in a computer in spread sheet form.	Consider after adoption of this Plan. Maintain data in an ongoing manner.	Town manager, with Planning and Zoning Board.	Data entry and maintenance.
2.	Prepare materials that list and explain relevant potential State and Federal grants and tax credit information for businesses and potential business persons.	Ditto above.	Town manager, with Planning and Zoning Board. Use Columbus Chamber of Commerce as resource.	Time and effort to prepare materials and keep updated.
3.	Coordinate with local banks on how businesses would apply for loans to repair, rehabilitate, and restore buildings, and or facades. Create forms(s) and or leaflet(s), or a brochure with this information for businesses and potential business persons. Research how other NC Main Street towns present this type of information such as the Town of Clinton.	Consider after adoption of this Plan. Maintain materials in an ongoing manner.	Town manager, with Planning and Zoning Board. Use Columbus Chamber of Commerce as resource.	Time and effort to prepare materials and keep updated

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4.	Consider actions to support existing businesses, expansion of existing businesses, and recruiting new businesses for the Town and downtown including using the economic analysis (see Section 4 - Table 4-15 and Appendix A of this Plan) such as: department stores, auto dealers, electronics and appliance stores, furniture stores, electronic shopping and mail order houses; home furnishing stores, etc. A nice restaurant would also be likely viable because of the high traffic counts and beach destination traffic along Brown Street.	Ditto above.	Ditto above.	Ditto above.
5.	Create a “How to Open a Business” in Chadbourn guide brochure.	After adoption of this plan.	Town manager with assistance from NC Department of Commerce NC-Main Street Rural Planning Center staff.	Little cost.

## 5. Land Use and Environment

### Broad Goals.

- Have a high quality of service for existing and new development.
- Maintain a compact community pattern, promote efficient public services, and reduce land use conflicts.
- Preserve the rural character of the Town.
- Protect life and property from floods.
- Protect the natural environment from degradation, and pollution.

	<b>Actions</b>	<b>Time Frame</b>	<b>Person or group responsible</b>	<b>Cost</b>
1.	Code enforcement for buildings and property: housing, commercial, and industrial. Maintain a program, including code and policy for: grass mowing, litter and debris, junk, dilapidated buildings, and vacant buildings.	Maintain effort in an ongoing manner.	Town or County Code enforcement staff. If new enhanced regulations are needed would need to reviewed by Planning and Zoning Board and adopted by Town Council.	Use existing code. Or enhance existing code with new improved language. May consider contracting with Cape Fear Council of Governments for code update to keep cost down instead of private consultant.
2.	Sign ordinance – update language in the zoning ordinance for new commercial and industrial development regarding smaller wall signs and less tall and smaller stand-alone signs. Note: Stand alone billboards are regulated separately from the above.	Consider after adoption of this Plan.	Planning and Zoning Board working with consultant and adopted by Town Council.	May consider contracting with Cape Fear Council of Governments for code update to keep cost down instead of private consultant.

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3.	Upgrade the zoning ordinance language for new commercial and industrial development: requiring having landscaping standards; and having site tree protection.	Ditto above.	Ditto above.	Ditto above.
4.	Floodplain - ensure there is policy and ordinance language regarding development in floodplain to minimize potential building damage and cost. Coordination with and follow FEMA insurance guidelines. Goal is to keep insurance rates as low as possible.	Ditto above.	Town manager, with Planning and Zoning Board. Coordination with County, and FEMA and National Flood Insurance Program.	Minimal cost.
5.	Environmental site concerns - Review NC Department of Environmental Quality files. Acquire information, list, and map sites in Town, such as hazardous sites, brownfields, hazardous spills, and underground tanks.	Ditto above.	Town manager, with Planning and Zoning Board. Town coordinates with NC Department of Environmental Quality.	Minimal cost.
6.	Consider preparing a Town future land use plan and future land use map. Use “The Small Town Planning Handbook” T. L. Daniels et. al. as resource from the American Planning Association.	Ditto above.	Town manager, with Planning and Zoning Board, and Town Council would have to decide whether to do plan.	May consider contracting with Cape Fear Council of Governments to keep cost down instead of private consultant.
7.	Storm water – Review Town and or County regulations and ensure they are adequate.	Ditto above.	Town manager, Planning and Zoning Board.	Ditto above.
8.	Delineate and adopt a downtown district boundary on a map for example as shown on Map 3-3 of this Plan.	Ditto above.	Ditto above.	No cost.

## 6. Transportation

### Broad Goals.

- Provide safe, reliable efficient transportation patterns and facilities within the Town.
- Improve transportation links within and beyond the Town including the railroad.
- Improve pedestrian and bicycle opportunities and safety within the Town.

	<b>Actions</b>	<b>Time Frame</b>	<b>Person or group responsible</b>	<b>Cost</b>
1.	Continue to plan for transportation needs; such as Town road collector plan, and traffic analysis and planning along Brown Street in the downtown.	Ongoing.	Town manager, with Planning and Zoning Board. Coordinate with Cape Fear Council of Governments, and Rural (Transportation) Planning Organization (RPO).	Costs would be associated with planning and implementation.
2.	Have a sidewalk improvement plan, with list of needed sites, costs, and prioritization. Could list improvement as part of capital improvements plan. (see #7.1 Community Resources and Facilities – Section 6).	Ongoing.	Ditto above.	Ditto above.
3.	Railroad – Maintain dialogue with the R.J. Corman Railroad Group company, to keep abreast of any activities related to the town.	Ongoing	Town manager, with Planning and Zoning Board, and Town Council.	None

**7. Community Resources and Facilities, Education Facilities and Programs, and Public Health**

**Broad Goals.**

- Maintain a plan for Town capital improvements and public services.
- Improve the education of Town students and improve school facilities.
- Improve the use of the Community College resource.
- Improve the health of Town citizens.

	<b>Actions</b>	<b>Time Frame</b>	<b>Name of person or group responsible</b>	<b>Cost</b>
1.	Recommend annual review and 3- to 5-year plan of basic Town capital improvements and public services. Describe and list physical improvements, programs, and budget such as: solid waste; recycling; potable water; sewage disposal; police protection; fire protection, animal control; emergency services; parks and recreation; and Town municipal buildings.	Annual review. Capital improvements plan for 3 to 5-years into the future.	Town manager, finance director, with Planning and Zoning Board, and Town Council.	Town staff do review and plan with guidance from Planning and Zoning Board, and Town Council.
2.	Public schools - Maintain dialogue with Columbus County Schools department regarding the two school facilities in the Town and their programs. Consider updated information on or linked to the Town website.	Ongoing.	Ditto above.	Minimal cost - except for cost for updating information of Town website and cost to Town web provider person.
3.	Community College - Coordinate with Southeastern Community College regarding activities and programs. Keep updated information on and or linked to the Town website.	Ongoing.	Ditto above.	Ditto above.

Town of Chadbourn – Economic Development Strategic Plan

4.	Maintain annual dialogue with Columbus County Health Department regarding public health services programs available for Town residents. Advertise and promote the services on the Town website.	Ongoing.	Ditto above.	Ditto above.
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## **Section 7. Plan: Review, Adoption, and Monitoring**

The following are recommended steps to review, adopt, monitor, and implement this five-year Town Economic Development Strategic Plan.

### **Plan Progress Items to Address and Follow**

- ✓ Project Committee reviews Plan, recommends approval of the Plan, and forwards it to the Planning and Zoning Board.
- ✓ Planning and Zoning Board reviews Plan, recommends approval, and forwards Plan to Town Council.
- ✓ Town Council reviews and adopts the Economic Development Strategic Plan.
- ✓ Every six months after plan adoption Town Council has a Plan progress update from the Town Manager. The progress concerns addressing the Goals and Action items in Section 6 of the Plan.
- ✓ One year after adoption the North Carolina Department of Commerce – Rural Economic Development Division staff meets with Town Manager to review Plan progress. And the Department of Commerce thereafter has annual progress visits with the Town Manager for the five years of the Plan.
- ✓ If Goals or Action items in Section 6 need revisions or adjustments the Plan should be amended by the Town. These amendments should also be adopted by the Town Council.
- ✓ A recommendation is the that the easiest action items (“gathering low hanging fruit”) in Section 6 be accomplished. The more difficult items will take more perseverance (persistence), time, and working together by the person(s) or groups responsible identified in Section 6 for each of the actions items.



## **Appendix A – Business Retention, Expansion, and Recruitment Information**

If a part time Economic Development and Downtown Coordinator position is created (Section 6, Organization Action #1) the person should consider the following. A successful Economic Development Strategic Plan will keep the existing quality businesses in the community, expand them where possible, and will also help in recruiting new businesses.

A goal of the Plan should be for visits with owners of existing businesses that may identify problems, and weaknesses that may need to be addressed for retention (Section 6, Business Development Actions #1 to #4). Another goal would be to identify business opportunities that could be met by existing business expansions. And the last major goal would be to identify new businesses for recruitment that would be complementary and would attract customers for existing businesses as well.

A general method for business recruitment would be the following. New business types that are likely to succeed in the Town and Downtown must be identified and solicited (for example see Section 4, Table 4-15; and Section 6, Business Development Action #4). A general economic assessment has been conducted in this Plan, and can be used as a starting point about what products or services citizens must go for outside the Town to purchase.

Identification of market potential for goods and services in order to add or expand the availability is important. Business feasibility would need to be identified and a business plan for each business type should be prepared. A review with local bankers and business development professionals would be advisable (for example see Section 6, Business Development Action #3). A list of similar businesses located in nearby communities should be prepared. A recruitment package would then be developed including information gathered from a community assessment, market data, and business plans.

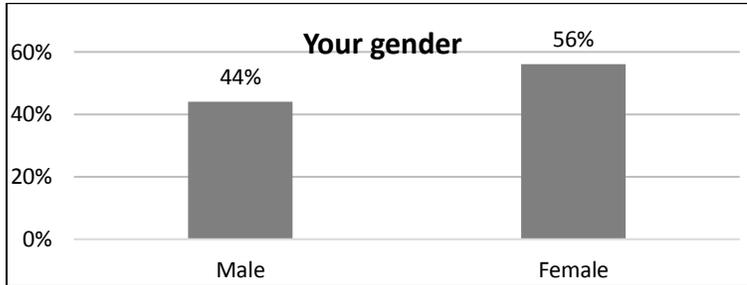
A recommendation is that the Economic Development and Downtown Coordinator conduct a recruitment effort with letters of market information on: available buildings (for example see Section 6, Business Development Action #1), sources of assistance, financing options (for example see Section 6, Business Development actions), and market information. Follow-up efforts by the Economic Development and Downtown Coordinator should include: phone calls, personal visit to the prospects, invitations for the prospects to visit the community, maintaining contact until a decision is made, assistance in establishing the business until it is open, and regular contact afterwards to retain the business.



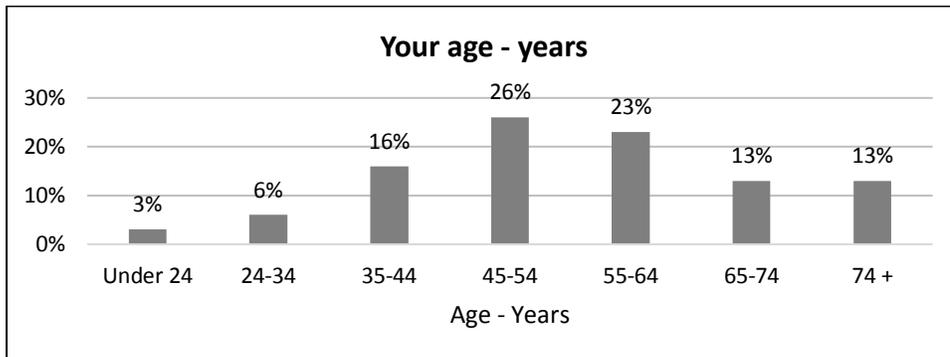
## Appendix B – Survey Results

The following are the results of a distributed Plan questionnaire survey. Thirty-two people answered the survey. Generally, survey respondents were supportive of potential economic development planning improvements, and program improvements. For specific topics see each of the following 32 questions and results concerning the Town.

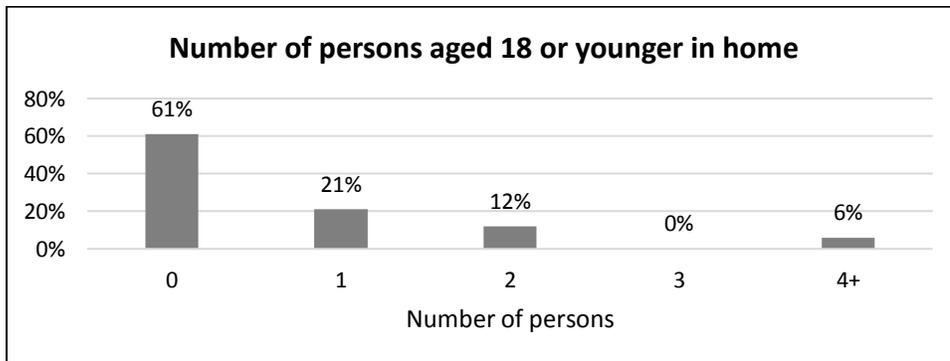
1. Your gender?



2. Your age – years?

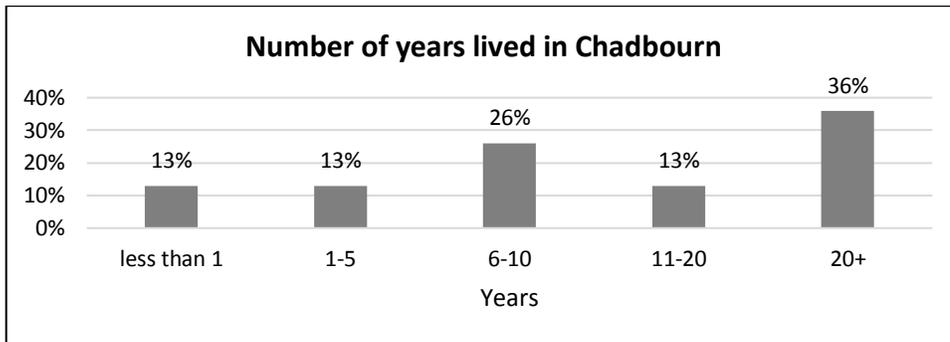


3. Number of persons under the age of 18 in the home?

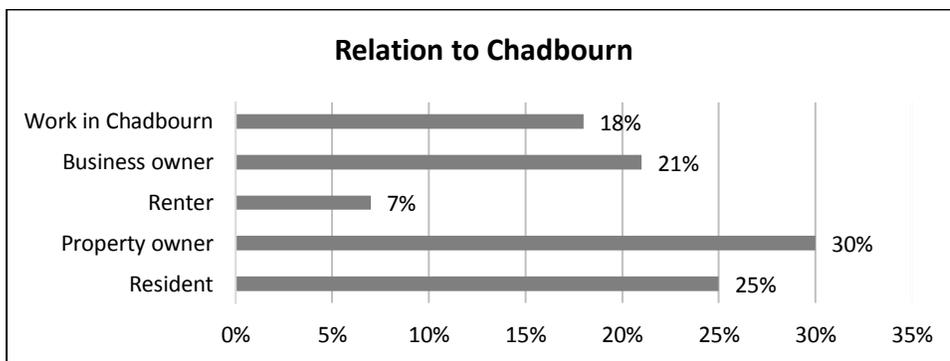


## Town of Chadbourn – Economic Development Strategic Plan

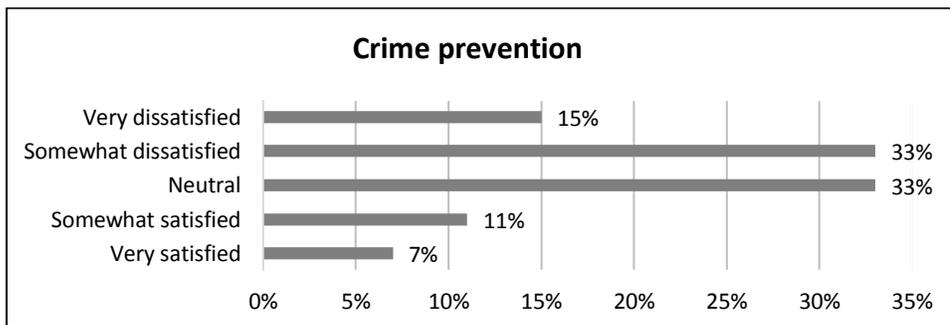
### 4. How long have you lived in Chadbourn?



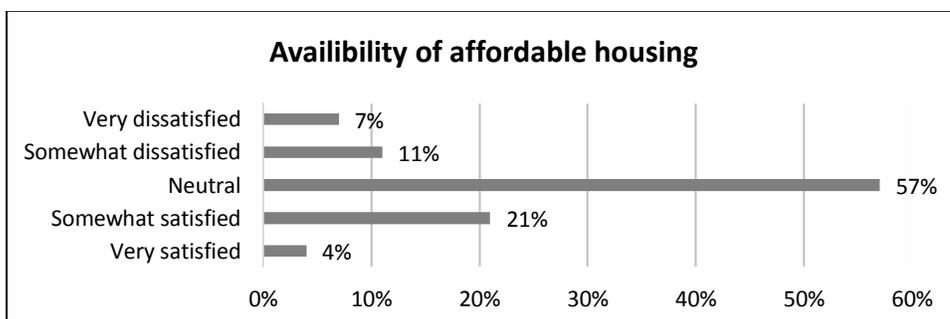
### 5. Your relationship with the Town? (check all that apply)



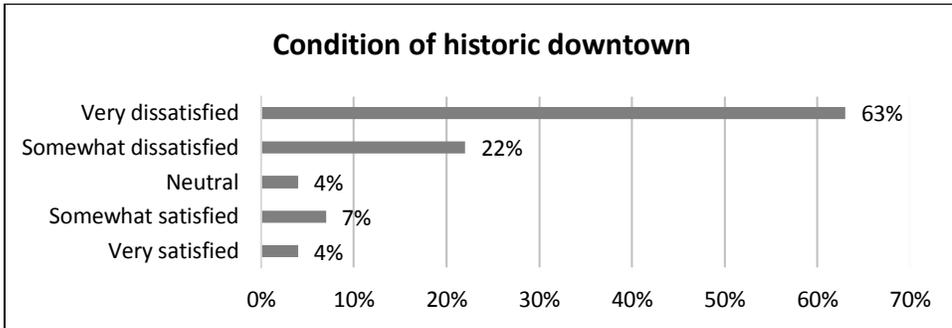
### 6. Crime prevention in the Town?



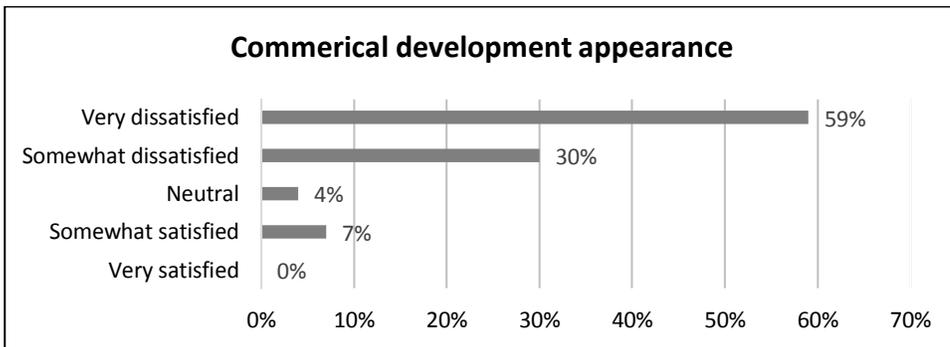
### 7. Availability of affordable housing in the Town?



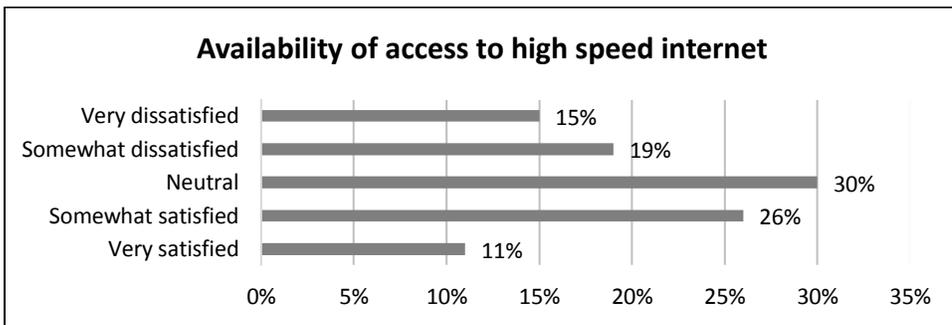
8. Old historic downtown condition?



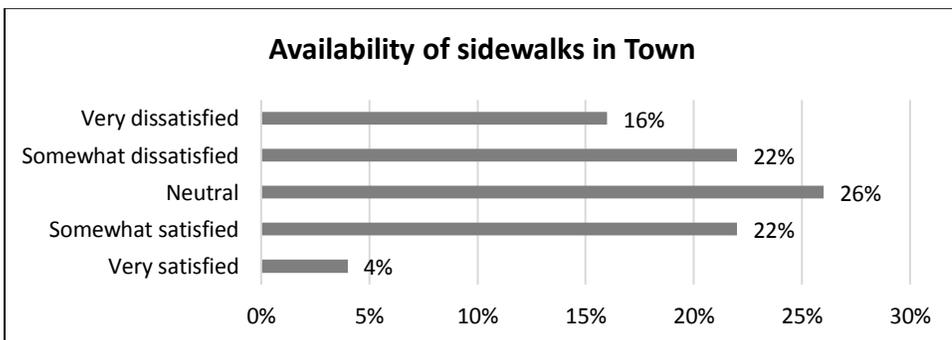
9. Overall appearance of commercial development in the Town?



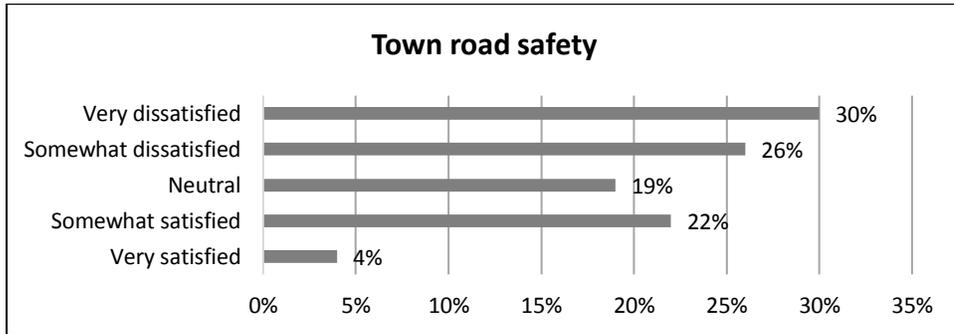
10. Access to high speed internet (broadband) in the Town?



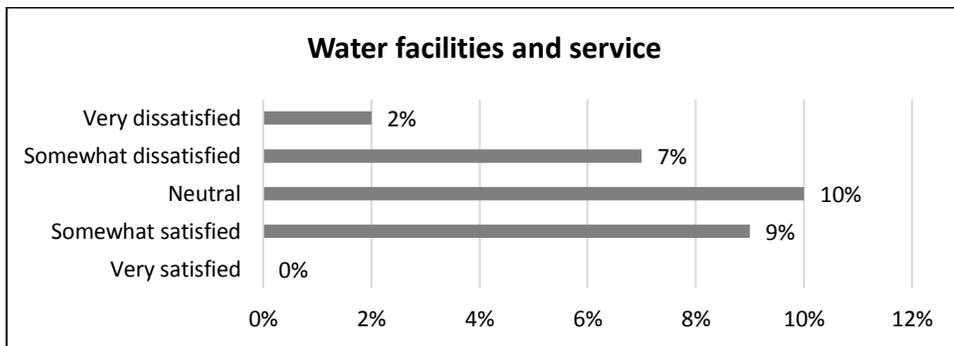
11. Availability of sidewalks and walkability in Town?



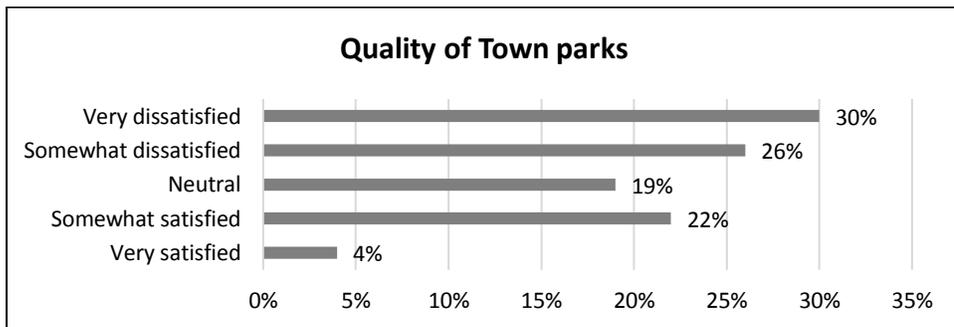
12. Road safety of the Town’s streets?



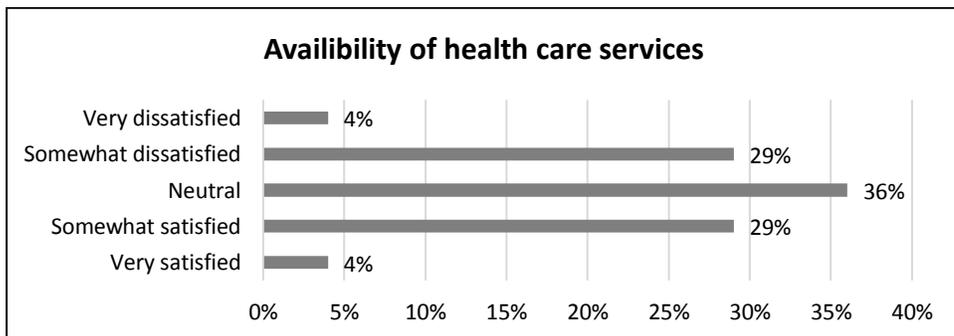
13. Water (drinking, potable use) facilities and service in the Town?



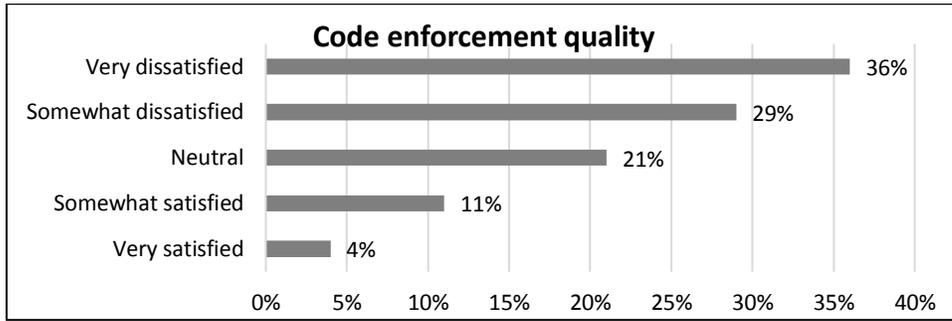
14. Quality of parks within the Town?



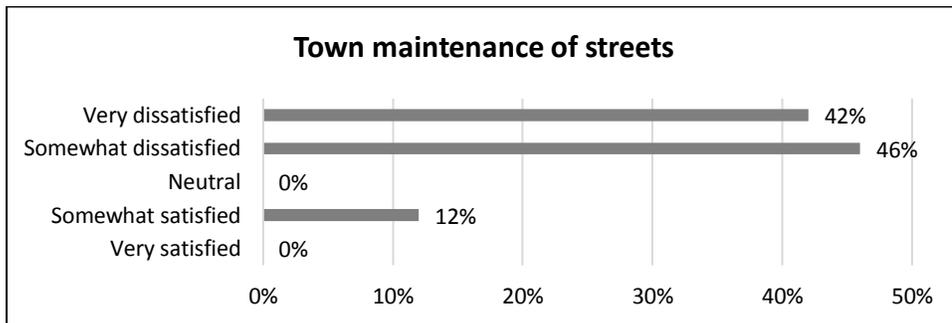
15. Availability of general health care services within the Town?



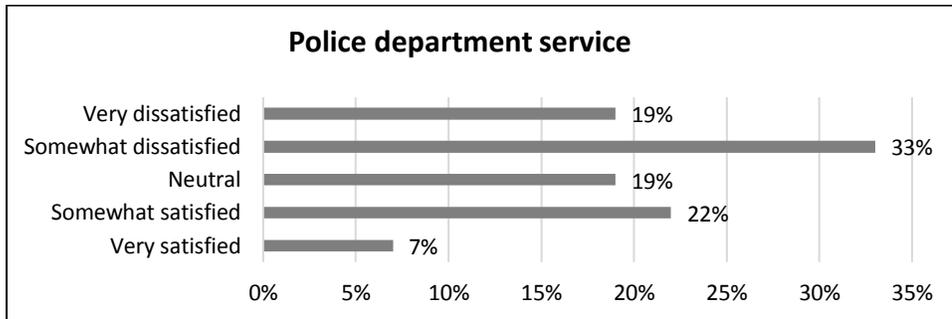
16. Quality of code enforcement in the Town?



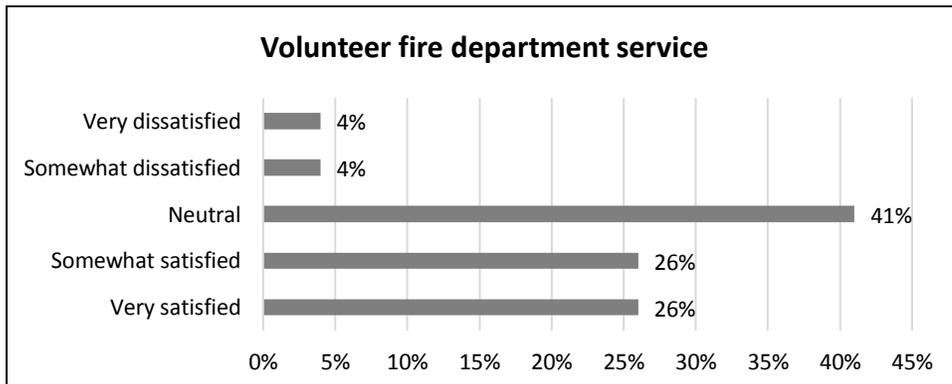
17. Maintenance of streets in Town?



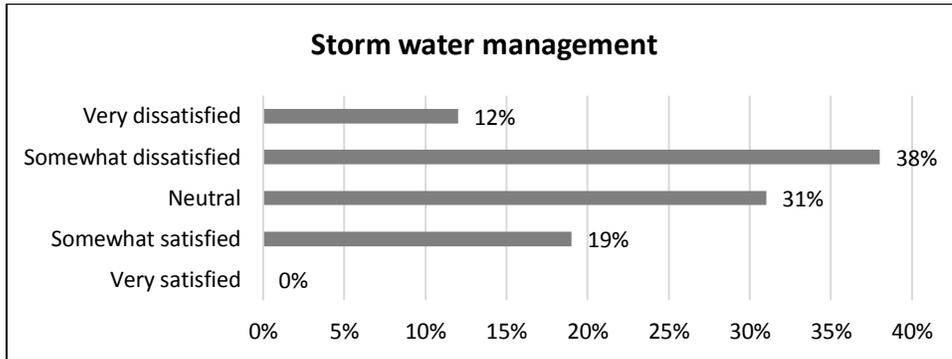
18. Police department service within the Town?



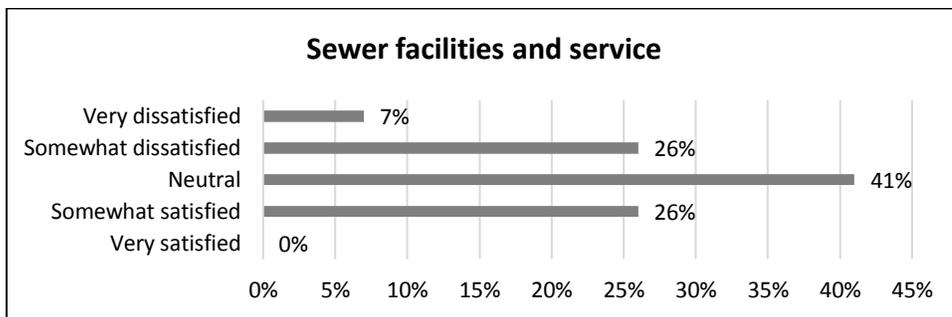
19. Volunteer fire department service within the Town?



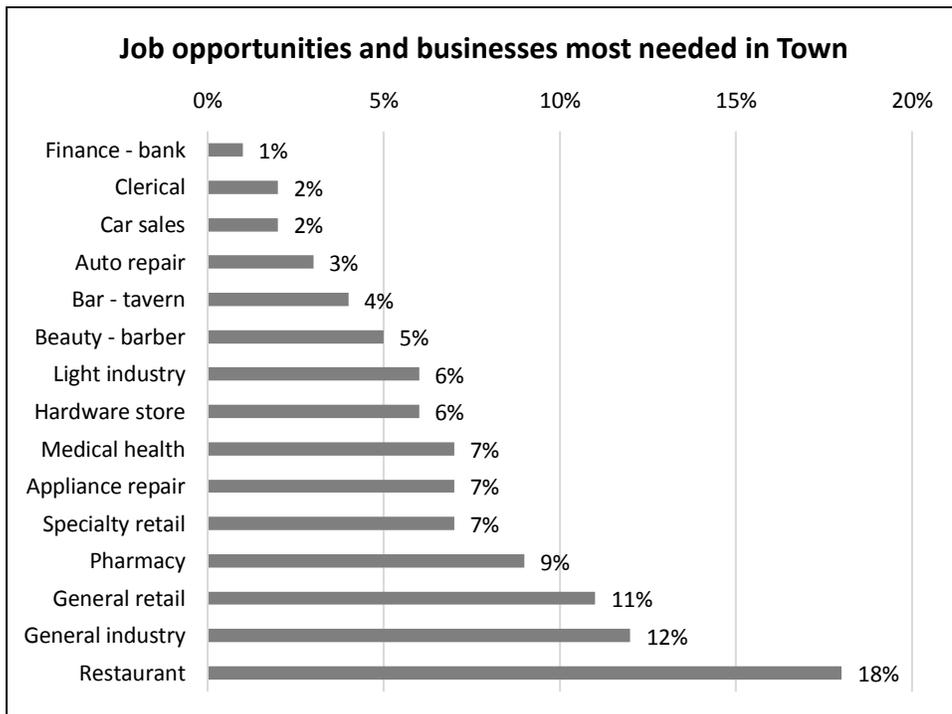
20. Storm water management in the Town?



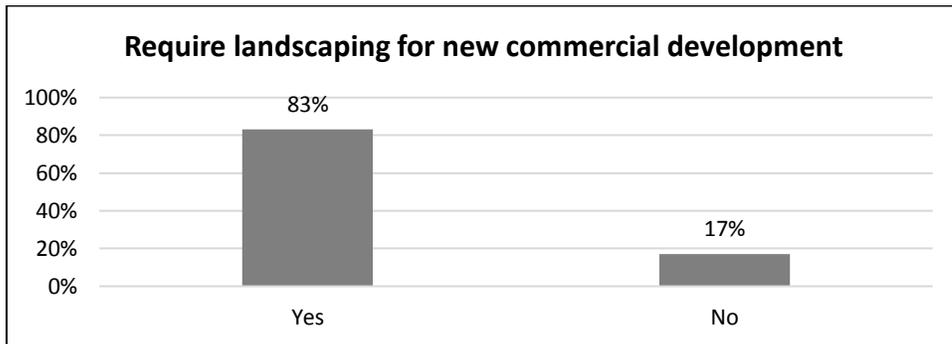
21. Sewer facilities and service in the Town?



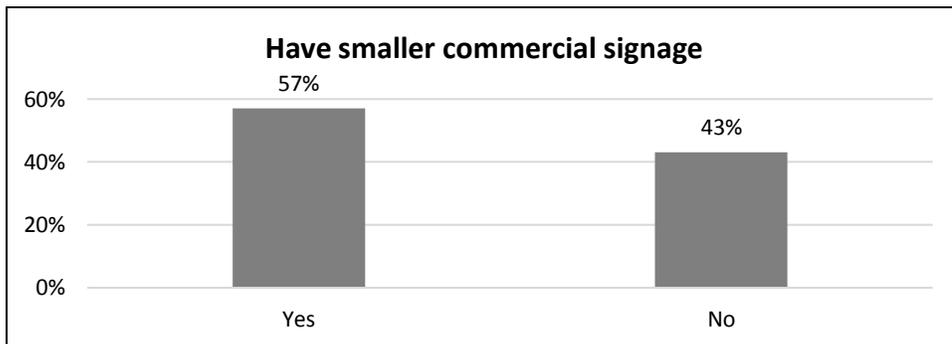
22. Please indicate the type of job opportunities and businesses that are most needed in the Town? (check all that apply)



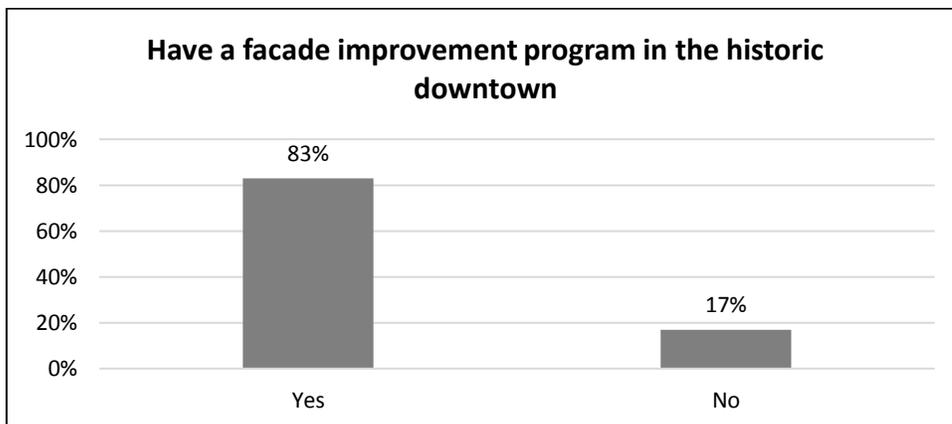
23. Most existing commercial development in the Town lacks landscaping. Would you be in favor of requiring attractive landscaping for new commercial development?



24. The roadside commercial signs are large and tall. Would you be in favor of revising the Town ordinance to have more attractive smaller and lower height signs for new commercial development?

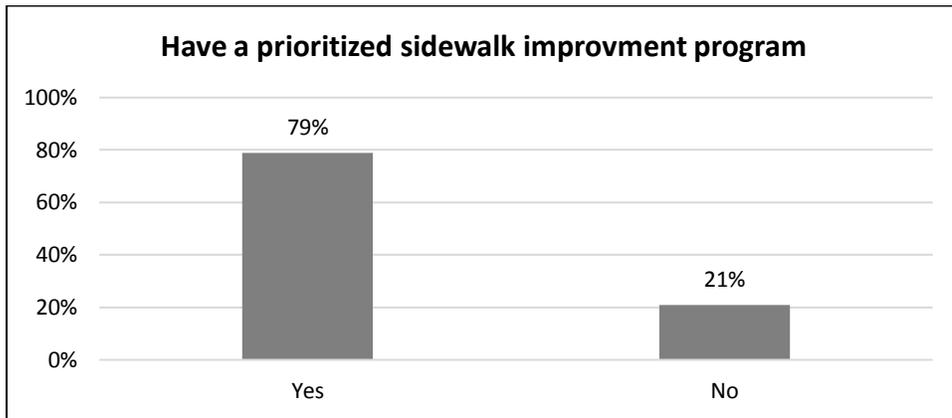


25. Some of the buildings in the historic old downtown between Railroad Street and 4<sup>th</sup> Avenue would benefit from façade improvements. Would you like to see a Town sponsored building façade improvement program with grant money available to those property owners who would be willing to repair their building and have a business occupancy?

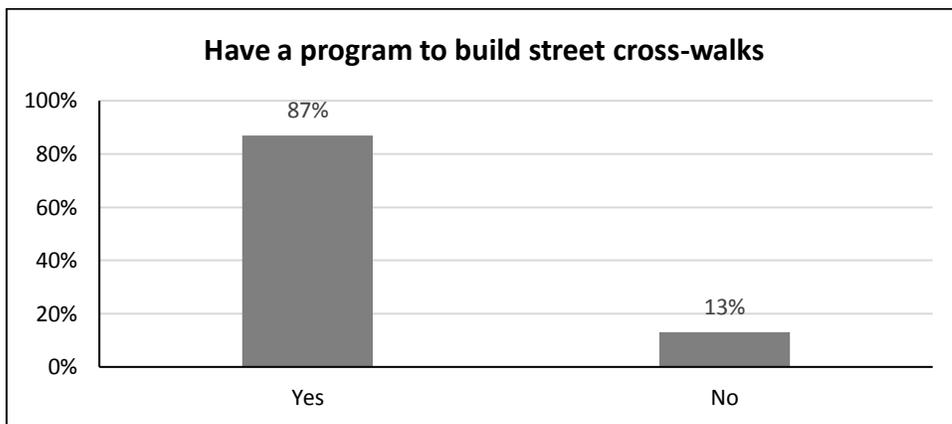


Additional written comment: *Very much needed.*

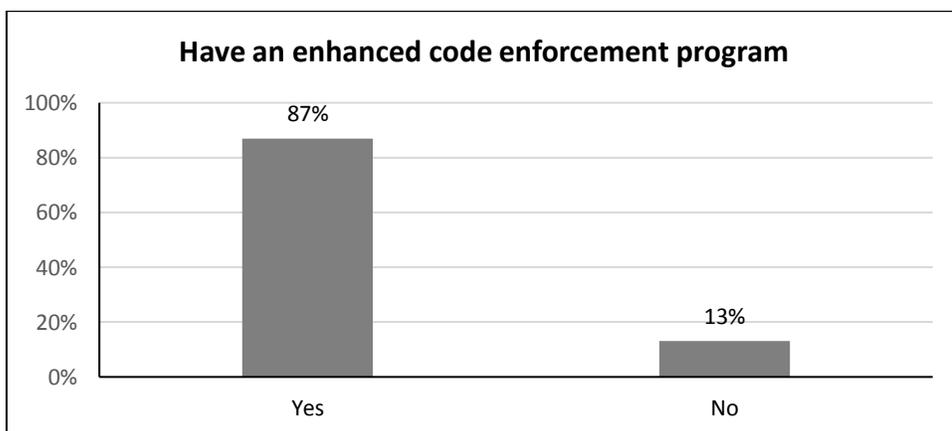
26. Are you in favor of the Town prioritizing and over time building sidewalks to improve the walkability for pedestrians?



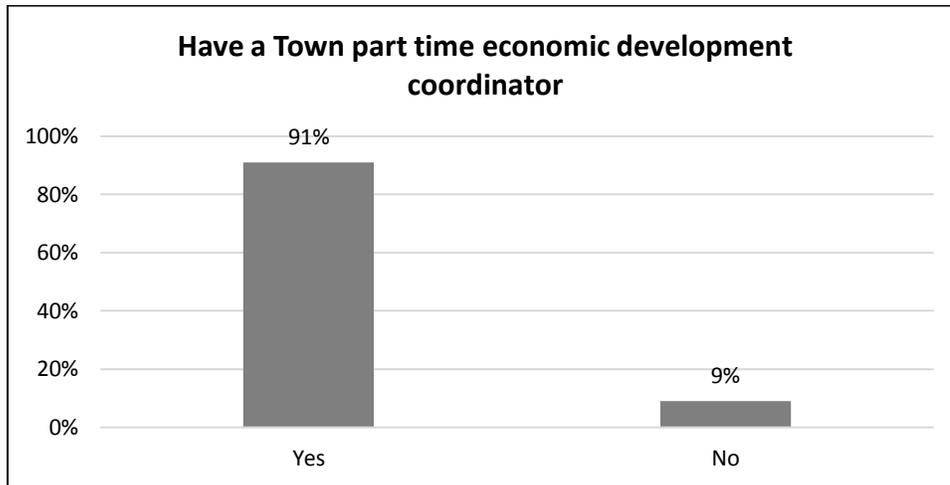
27. Are you in favor of the Town prioritizing and over time building street cross-walks to improve safety and walkability for pedestrians?



28. Would you be in favor of a new enhanced Town code enforcement program to require property owners to address nuisance problems including debris, trash, dilapidated structure, noise, and grass mowing.



29. Would you be in favor of the Town dedicating an annual money budget regarding having a part time economic development coordinator, to improve the town and downtown, attract town business, and main street improvements?



Additional written comment: *Yes as long as they do the job so things get better.*

30. What improvements would you like to see in the old downtown between Railroad Street and 4<sup>th</sup> Avenue?

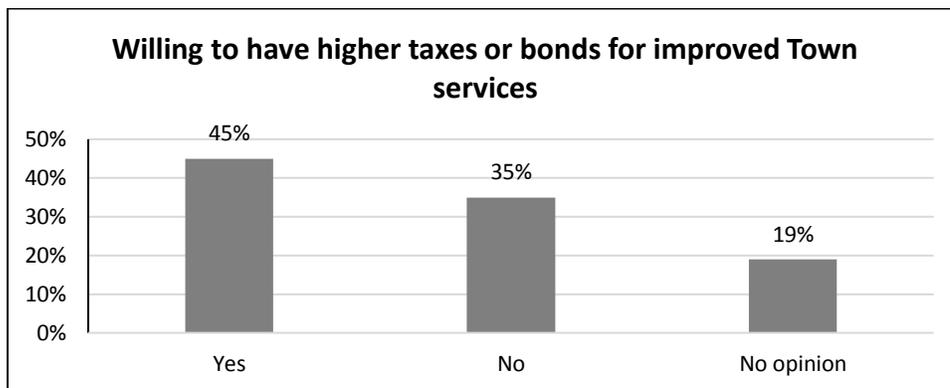
Written Comments:

- *Repair buildings to look better.*
- *Chadbourn worst looking Town around.*
- *Clean up the old Gore Diner and make that space a parking or sitting area. It has sat there collapsed too long and the town has done nothing about it.*
- *Clean it up. Have homeowners clean up their yards and remove trash.*
- *Old stores (need to be) removed. Remove plywood from windows. Replace with harder to break plexiglass. General clean up (needed), face lift on existing buildings, (need) new buildings and businesses.*
- *(Need to) pave parking areas and (make them) ADA compliant.*
- *(Need) more businesses. (Need) updated look to the buildings.*
- *All old vacant buildings (need to be) replaced after tearing them down.*
- *Need parking and buildings repaired. Need a plan on dilapidated buildings.*
- *For the property owners to take pride in their property, or give it to someone who will appreciate it.*
- *Tear down condemned buildings.*
- *Body shop on Brown Street (needs to) comply with ordinance requiring a fence around the property as required by the Zoning committee when they adopted the approval of the building (at) Brown Street and 3d Avenue. (It) is not in compliance - at this time. Junk cars on that same corner should not be parked on West 3d Avenue.*
- *New business. Clean up of existing business.*
- *I would like to see more law enforcement officers. Also. the town doing more with the youth.*
- *Revitalization through a free market (rather than through a town based stranglehold).*

## Town of Chadbourn – Economic Development Strategic Plan

- *Need a plan for cleaning up what we have and keeping it clean. Then can work on a business plan and improvement for this section.*
- *The area needs lots of revitalization so that people who are on bikes or power wheelchairs can get around to destinations like the local store, doctor, or restaurant. However, it is just as important that beach thru traffic should be accommodated in a fashion that encourages travelers to stop and shop at thrift and specialty stores. I aspire to open a small thrift or specialty store in Chadbourn myself, but I am finding that Chadbourn is not a welcoming area for new business and needs an economic development department for newcomers to come to turn to. I strongly believe that Chadbourn's future lies in getting a train station and "beach train" route coming through the revitalized train station; and I hope that I can soon find an opportunity to volunteer some-how to work on that project. I also believe that Chadbourn would be a good spot for small department store such as Roses, Maxway, or Family Dollar on the south side of downtown; expansion of rental housing around SECC and reopening the GP facility plant as a recycling facility.*
- *It needs a complete makeover. We have allowed so many buildings to be in such shape that it might best to tear down all unoccupied buildings and start over.*

31. Would you be willing to pay higher taxes or bonds to improve any of the Town services or facilities listed in the survey?



Additional written comment: *We pay enough. Where is the money going (to be spent)?*

32. Do you have any additional community planning and economic development comments regarding the Town?

### Written Comments:

- *I would make improvements but I am always told that I can't do that. So why should I own something, pay taxes and I can't improve the business.*
- *Wilson Street badly needs sidewalks. I have almost been hit by cars while walking on the street.*
- *The Town manager and council need to do better for the Town. This Town looks terrible and it has the best opportunity to use the beach traffic and build this Town back up. Make it a place that tourists would want to stop more and spend their money here.*
- *We need to do something to take advantage of the beach traffic and clean up the Town and property to make people want to stop (and spend money) here.*
- *Many grants have been used for different things. Maybe if we use them for what they are intended for our taxes would be fine.*

## Town of Chadbourn – Economic Development Strategic Plan

- *Council should spend more time recruiting business's and less time trying to run a department they know nothing about. They worry more about their own selves then they do bettering the town.*
- *I recently contacted Menard's about building a hub in the area and I didn't even consider the town of Chadbourn.*
- *Need to develop open and ongoing communication between all affected parties. The Town needs to show interest in working with the businesses that are here and show appreciation for having them.*
- *Chadbourn needs an image makeover. It might even mean changing the name. We have the largest population of government assistance in the county. Government programs should be a supplement not a way of life. We must focus on the basics. Begin a zero tolerance for crime. Hold our property owners to a higher standard. Most of the rental homes in Chadbourn are not owned by Chadbourn residences. They are using Chadbourn as a trash bin. This must change in-order to move Chadbourn forward.*

End