NASHVILLE

CREATING OUTDOOR RECREATION ECONOMIES

STRATEGIC PLAN

2025-2030

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Acknowledgments

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.

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. Main Street & Rural Planning (MS&RP) staff, who 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.

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Plan Adoption

Nashville Town Council on March 4, 2025

Executive Summary

Through CORE, the Town of Nashville collaborated with N.C. Department of Commerce, Rural Economic Development Division staff members and local stakeholders through 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 communities to grow and attract outdoor gear manufacturing industries. The planning process was tailored to meet the specific needs, goals, and opportunities that local stakeholders identified.

The plan proposes strategies, goals, objectives, and actions that communities 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 plan provides three strategies, six goals and sixteen recommended objectives. These strategies, identified by the local work group, include:

Strategy 1: Outdoor Infrastructure (Outdoor Recreation Meets Community)

Strategy 2: Communication & Activation (Network of Trails)

Strategy 3: Economic Impacts (Agricultural Roots and Heritage)

These strategies, goals and objectives will serve as guideposts for Nashville as it considers future development efforts and will work in collaboration with other planning efforts undertaken by the county, municipalities, and related jurisdictions.

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. "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." Overall employment in the outdoor recreation industry increased in 49 out of 50 states during 2023.

At the state level, outdoor recreation contributed $16.1 billion in total value-added economic impact to North Carolina's GDP. North Carolina ranked as the 11th highest state nationally in "Total outdoor recreation value added of current-dollar gross domestic product" in 2023. This included employment for over 145,000 individuals that resulted in over $7.7 billion in total compensation. Employment in key industries within the outdoor recreation sector includes 6,930 in manufacturing, 2,439 in retail, 30,082 in accommodation and food service, and over 29,917 in arts, entertainment, and recreation.[1]

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 164.2M participants. This growing number of outdoor participants, however, did not fundamentally alter long-term declines in high frequency or 'core' outdoor participation."[2]

Studies show that approximately 56% of North Carolinians participate in some form of outdoor recreation each year[3]. This includes more than 20.1 million visitors to North Carolina state parks in 2023. This is a 4% increase, representing more than 755,000 visitors, from 2022.[4] 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.[5] [6]

Setting

The Town of Nashville is located on the western edge of the Inner Coastal Plain, just off US-64. It is the county seat of Nash County, North Carolina and is part of the Rocky Mount North Carolina Metropolitan Statistical Area. It is also a member of the Rocky Mount Metropolitan Planning Organization.

Raleigh, Goldsboro, and Greenville, North Carolina and Emporia, Virginia are located within a

[1] U.S. Department of Commerce, Bureau of Economic Analysis. Outdoor Recreation Satellite Account, U.S. and States, 2023. https://www.bea.gov/data/special-topics/outdoor-recreation

[2] Outdoor Industry Association. 2023 Outdoor Participation Trends Report. https://outdoorindustry.org/resource/2023-outdoor-participation-trends-report/

[3] 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/

[4] U.S. Department of Commerce, Bureau of Economic Analysis. Outdoor Recreation Satellite Account, U.S. and States, 2022. https://www.bea.gov/data/special-topics/outdoor-recreation

[5] Headwaters Economics. Recreation Counties Attracting New Residents and Higher Incomes. https://headwaterseconomics.org/economic-development/trends-performance/recreation-counties-attract/

[6] Outdoor Foundation. 2023 Outdoor Participation Trends Report. https://outdoorindustry.org/wp-content/uploads/2023/03/2022-Outdoor-Participation-Trends-Report.pdf

one-hour drive of the Town of Nashville. Its central location along US 64 and I-95 makes the Town a crossroads between major North Carolina cities and a gateway into Virginia. Its positioning relative to major urban centers has enhanced economic and commercial opportunities while still fostering and preserving its small-town charm. While the Town has experienced significant growth, it is occurring at a slower pace than surrounding cities.[7] Nashville has a certified population of 5,871 as of July 1, 2023.[8]

Economic Impact – Visitor Spending in Nash County

Nash County ranked 46th in growth (4%) statewide, but 3rd in the region for Visitor Spending[9] in 2023. That's behind Franklin (10.6%), Wilson (6.3%), and Johnston (4.9%) counties.

The breakdown includes Lodging: $78.56M *(includes 2nd home spending)*; Food & Beverage: $112.89M; Recreation: $46.33M; Retail: $27.74M; and Transport: $82.61M *(includes ground and air transportation).* Total visitor spending was $348.14. In 2022 Airbnb shared a breakdown of total Airbnb host income in rural NC counties, and in Nash County the approximate income was $744,000.[10]

Demographics – Nash County

The population in Nashville is estimated to have changed from 5,632 to 5,716 resulting in a 0.10% growth rate between 2020 and 2023. By 2028, Nashville's population is projected to grow by 5,812 or 0.33%.[11] Within a 15-minute drive time of the 800 block of E Washington Street, the population is estimated to have changed from 60,210 to 60,479 resulting in a growth of 0.4% between 2020 and 2023. Over the next five years, the population is projected to grow by 0.6%.[12]
Nashville's median age in 2023 was 42.6. In 2028, the median age is expected to be 43.6.[13] Within the 15-minute drive time, the median age is a little older, at 44.4. Five years from now the median age is projected to be 44.6.[14]

[7] *Nashville Comprehensive Plan, October 2021, prepared by WithersRavenel*
[8] *NC Office of State Budget & Management, State Demographer, https://www.osbm.nc.gov/facts-figures/population-demographics/state-demographer/municipal-population-estimates*
[9] *VisitNC Data 2022 https://partners.visitnc.com/*
[10] *According to internal Airbnb data for the period of January 1, 2022 – December 31, 2022, within NC rural counties as defined by the NC Rural Center*

[11] *Esri Community Profile - Forecasts for 2023 and 2028 US Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography*
[12] *Claritas Pop-Facts® Premier 2024)*
[13] *Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography November 2023*
[14] *Claritas Pop-Facts® Premier 2024*

Of Nashville's 2023 estimated population, 50.6% are White, 42% are Black or African American, 2.9% are Hispanic or Latino, 0.8% are American Indian, 0.6% are Asian.[15] Within the 15-minute drive time's estimated population, 44.9% are White, 45% are Black or African American, 5.8% are Hispanic or Latino, 0.8% are American Indian, 1.3% are Asian Alone.[16]

In Nashville, it's estimated that 9.2% of the population aged 25+ have earned a graduate or professional degree, 19.2% have earned a bachelor's degree. Currently, it's estimated that 1.6% of the population aged 25+ in the 15-minute drive time have a graduate or professional degree, and 15.4% have earned a bachelor's degree.

Median household income in Nashville in 2023 was $64,779 and projected to increase to $75,184 by 2028. Average household income was estimated to be $83,000 in 2023 and is projected to increase to $95,452 in 2028. Per capita income was $36,093 in 2023 and projected to increase to $42,323 in 2028. Median disposable income for 2023 was $53,254 and Average disposable income was $64,651. *The average household income in the 15-minute drive-time area is estimated to be $85,659 for 2023 and is projected to increase to $99,146 by 2028.* Per capita income was $36,335 in 2023 and projected to increase to $42,659 in 2028. Median disposable income for 2023 was $53,000 and Average disposable income was $64,125.

Employment status for the civilian population within the 15-minute drive-time area, age 16 and over, is 59.8% white collar, 17.3% service and farm workers, and 22.9% blue collar, with a September 2024 unemployment rate of 4.3%, which is down from July and August 5.6% and 5.7% respectively.[17]

Retail Snapshot[18] shows a Total Retail Gap of $96,398,429 within a 15-minute drive from downtown Nashville. The retail gap shows potential category opportunities in Family Clothing Stores, Electronics Stores, Full-service Restaurants, Grocery Stores, Women's Clothing Stores, Beer, Wine & Liquor Stores, and Furniture Stores. The complete Retail Analysis can be found in the Appendix.

[15] *Esri Community Profile - Forecasts for 2023 and 2028 US Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography*

[16] *https://claritas.easpotlight.com/Spotlight/About/3/2024*

[17] U.S Bureau of Labor Statistics, Current Population Survey, not seasonally adjusted

[18] *Downtown Nashville Retail Marketplace Snapshot, May 2024 (NC Main Street & Rural Planning Center)*

Existing Plans Review

To complement and build upon subsequent community planning efforts, staff assembled and reviewed other relevant plans and documents. This review provides valuable insight and helps avoid duplication or contradictions of past planning proposals. The following documents were reviewed and considered during the CORE planning process.

Upper Coastal Plain Council of Governments Community Economic Development Strategy (CEDS)

Nashville is located within the Upper Coastal Plain Council of Governments (COG) is a designated Economic Development District (EDD). The Upper Coastal Plain Economic Development Strategy (CEDS) identified **Vision 1 – Social Foundation, Initiative 2 "Create healthy and connected communities"** as one of nine regional Initiatives. Recommended strategic activities relating to the CORE plan include: #4*. Map the region's parks and recreation resources to determine areas that need additional investment or lack adequate connectivity and seek funding to improve the quality and accessibility of parks and recreation facilities.* #5*. Work with appropriate state and local agencies to establish local and regional bike and pedestrian trail networks, encouraging the utilization of existing rights of ways (sewer, stormwater, rail, etc.), and seek ways to implement the local components of the Great Trails State network.*

Town of Nashville Comprehensive Plan 2021

Three of the five Topic Sections under Chapter 4: Implementation and subsequent objectives, actions and tasks in the 2021 Town of Nashville Comprehensive Plan are directly related to or peripherally relate to Outdoor Recreation. **Community Character & Land Use**: **Objective C1**: **Develop the Town to Attract Young Professionals**[19] – recognizes gathering spaces and outdoor amenities will help to attract young professionals to Nashville. This objective also notes, "the Town has the capacity to develop an extensive system of trails and greenways that increases the attractiveness of the Town, and also expands multi-modal infrastructure." Specific tasks under this objective related to outdoor recreation include: C.1.A, C.1.B, C.1.F; **Objective C.5: Create and Employ Wayfinding**; Tasks C.7.C, C.7.D; C.10.A; **Parks & Recreation: Objective P.4: Establish a Town-Wide Trail System**[20] **–** *"The Town of Nashville should develop a trail system that weaves throughout the Town, connecting residents to local amenities and the regional trail network of Nash County. A paddle trail is a feasible amenity that can be established along Stoney Creek."* Tasks P.4.A & B. **Transportation: Objective T.1: Prepare Downtown Nashville to Host Community Events**[21] Tasks include T.1.A-C; **Objective T.3: Develop Infrastructure to**

[19] *Town of Nashville Comprehensive Plan (2021), Implementation Items, Objective C.1 Develop the Town to Attract Young Professionals, page 52*
[20] *Town of Nashville Comprehensive Plan (2021) Implementation Items, Objective P.4 Establish a Town-Wide Trail System page 62*
[21] *Town of Nashville Comprehensive Plan (2021) Implementation Items, Objective T.1 Prepare Downtown Nashville to Host Community Events page 64*

Enhance Bicycle & Pedestrian Trips[22] Task T3.A, B, C; **Economic Development: Objective ED.3: Promote Tourism, farming & Culture-related Businesses Within the Town.**[23]

Downtown Nashville Economic Vitality Study (2019)

This study was cited in the Comp Plan, which provided several relevant recommendations.[24] While not directly related to outdoor recreation, they are peripheral to developing an outdoor recreation culture. The recommendations include *special events*, *public art*, *brewery recruitment*, *retail incubator* (that could help develop new outdoor recreation products) and *pop-up shops* (that could be helpful in test-marketing products). Also cited, was a series of reports and studies conducted by students at East Carolina University in 2008, which included a *Nashville Paddle Trail Study*, which involved creating a paddle trail along Stoney Creek.

Town of Nashville Parks & Recreation Master Plan (2022)

The Town completed the Nashville Parks, Recreation + Cultural Resources Comprehensive Master Plan in July 2022 in response to Nashville's projected population growth and re-envisioning of parks and recreation's role in the community. Nash County is located within two river basins – Tar-Pamlico River Basin to the north and east, and the Neuse River Basin to the south and west. Stoney Creek, a tributary of the Tar River, flows through the northern section of Nashville. Stoney Creek is considered a significant natural heritage site – an area of special biodiversity significance. This significance may be from the presence of rare species, unique natural communities, important animal assemblages, or other important ecological features.[25] Throughout the plan, references are made to trails and greenways, and a survey conducted showed strong support (68%) for developing an interconnected trail/greenway system. Nash County ranks 96th out of 100 NC counties in terms of developed miles of greenways and trails, which are a combination of park and transportation infrastructure. They often serve both goals. The plan recommends the Town of Nashville collaborate with Nash County, Rocky Mount, and an outside consultant to develop a greenway and trails plan. Additionally, the plan recommends the Town construct no less than five miles of trails.

Nashville Bicycle – Pedestrian Plan (2023)

The purpose of this Plan is to evaluate the existing pedestrian and bicycle conditions within Nashville and recommend programmatic and infrastructure projects to improve safety, connectivity, and wellbeing. The preservation of recreational resources and dedication to

[22] *Town of Nashville Comprehensive Plan (2021) Implementation Items, Objective T.3: Develop Infrastructure to Enhance Bicycle & Pedestrian Trips, page 66*
[23] *Town of Nashville Comprehensive Plan (2021) Implementation Items, Objective ED.3: Promote Tourism, farming & Culture-related Businesses Within the Town, page 74*
[24] *Town of Nashville Comprehensive Plan (2021) Recommendations by Timeline, page 21*
[25] *Nashville Parks, Recreation + Cultural Resources Comprehensive Master Plan (2022), Community Context, Natural Resources, page 3*

quality of life are common themes in past planning efforts. This contributes significantly to the dedication the Town of Nashville has to the protection of its natural resources and to promoting active transportation. Nature-based and/or green infrastructure is recommended for all large, shared use paths to address flooding and promote resiliency in the community. Wayfinding signage and lighting are also recommended throughout the Town as a strategy to encourage walking and bicycling by making the Town easier to navigate. It would also enhance the Town's brand and identity and perceptions of safety.[26] Additional recommendations include *Following sidewalk specifications (page 53); Shared use paths along Stoney Creek Trails and other locations (4.0 Recommendations, Table 4-6, page 59); Spot Projects, page 61-63; Amend minimum front setback requirement in Highway Business Districts (B1) to 15 feet. Require new commercial buildings to be placed close to the sidewalk and require either rear or side parking (4.5 Recommended Active Transportation Policies & Programs, Table 4.8 Recommended Policy Updates, page 75-77); Consider enacting other policy recommendations related to signage, road upgrades, new construction, lighting and sidewalks.*

Town of Nashville Municipal Service District Plan (2022)

Design concepts of the MSD Plan embrace the use of multi-use/shared paths, wider sidewalks, and connectivity throughout downtown. Main component features of the plan include Public Spaces, Enhanced Landscaping, Pedestrian Amenities/Safety, Multi-Use Paths, and Connectivity and Activation of Downtown Core. Streetscape and Corridor plans include Barnes Street, Church Street, Boddie Street, and Washington Street.

Planning Process

Under the 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

REDD Staff met with Koy Worrell, Director, Nashville Parks, Recreation and Cultural Resources following receipt of an initial application for participation in the *Creating Outdoor Recreation*

[26] *Nashville Bicycle & Pedestrian Plan 2023, Executive Summary, page ES-4*

Economies (CORE) on November 17, 2022. A Memorandum Of Understanding (MOU) and Resolution for the Nashville CORE Strategic Plan was developed by REDD staff and adopted by the Nashville Town Council at their meeting on December 5, 2023. REDD staff was given a guided tour of selected recreational assets by Assistant Director, Ashley Hamlet in November 2023 and a more detailed tour of all Nashville recreational assets was conducted in July 2024 with Mr. Worrell and Planning Director, Shawn Lucas.

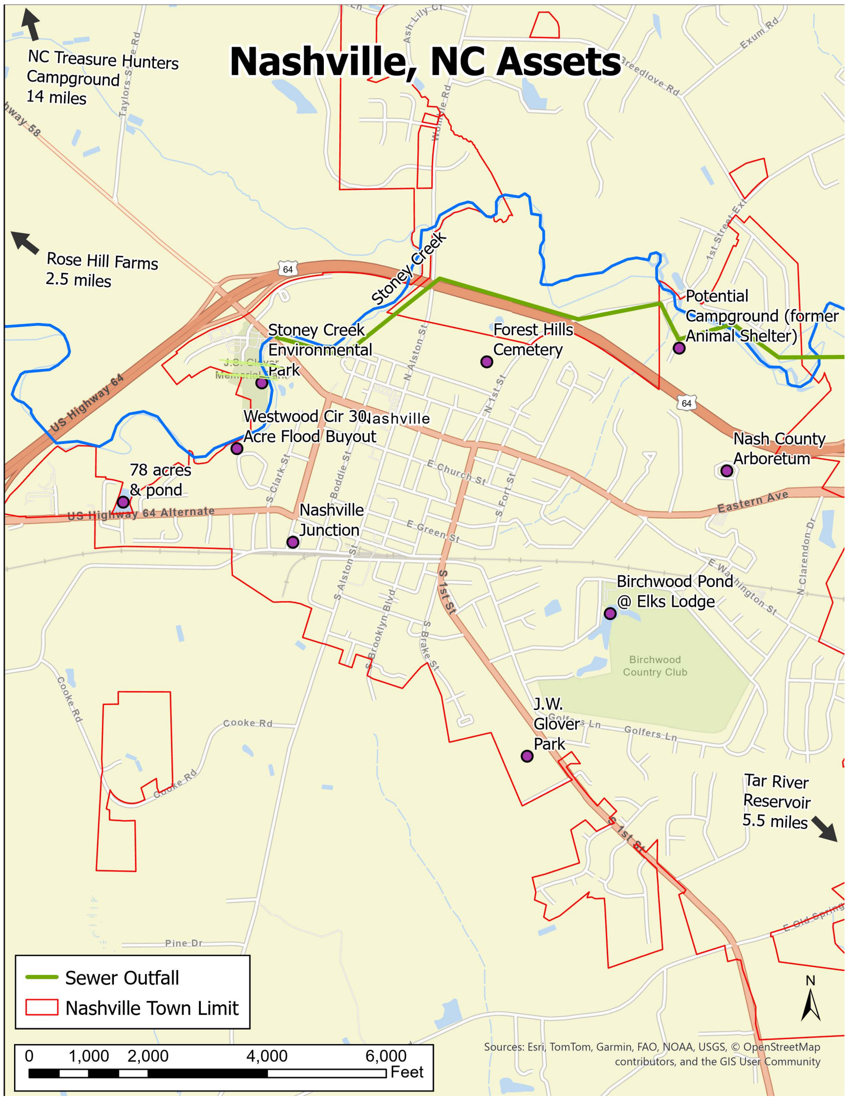
Local Work Group Establishment and Involvement

Community members with an interest in Outdoor Recreation were asked to participate in the local work group. Beginning May 2024, the Rural Planning team met with the local work group for a series of five sessions to gather and share information and ideas. The local work group was comprised of business owners, residents, staff and others representing Nashville Parks, Recreation, Parks & Cultural Resources Department, and the Advisory Board, Nash County Recreation Department, Downtown Strong Advisory Board, Nash County Tourism, Nash County Cooperative Extension, Town of Nashville staff including, Planning Department, Town Manager and Town Council member, and the Triangle Trails Initiative. During these sessions the work group reviewed data collected by REDD staff, completed a Work Group survey, SWOT analysis, economic positioning statement and established goals and strategies for the Implementation Plan.

The local work group will be encouraged to remain as a unit to assist the Town to implement the strategic plan. **The Town of Nashville Town Council is encouraged to adopt the existing work group as a standing or ad hoc Outdoor Recreation Committee of the Town of Nashville.**

Asset Mapping

The Nashville Outdoor Recreation Asset map highlights publicly controlled properties in Nashville at the Federal, State, and local levels, as well as major trails and waterways.



Public Engagement

We used an online survey to receive input from our CORE Work Group, described above, as well as five two-hour meetings to develop the economic positioning statement and develop strategies and the implementation plan.

Economic Positioning Statement

A community economic positioning/vision statement provides a forward-looking strategic framework to help guide local government and the community make disciplined, tactical, and incremental decisions on community issues as they arise. The local work group was led through an exercise to develop an Outdoor Recreation Economic Positioning Statement for the Town of Erwin.

The CORE work group met several times to develop the proposed economic positioning statement, first by creating individual statements, identifying key words, phrases, and developing a draft statement. This final statement was crafted by the group from which they developed the implementation plan.

Where outdoor recreation meets community: Discover the Original Nashville, where our network of trails leads you to fishing, splashing, playing and dining. From our agricultural roots and heritage to natural wonders, come explore our backyard!

Plan Review and Adoption

The Nashville CORE Strategic & Implementation Plan was reviewed by the Work Group on November 14, 2024, at which time they voted to recommend the Nashville Town Council consider the plan for adoption. The Nashville Town Council received the report and presentation by REDD staff on March 4, 2025. The plan was adopted by the Town Council on March 4, 2025.

Nashville CORE Implementation Plan 2025-2030

Outdoor Recreation Economic Positioning Vision

Where outdoor recreation meets community: Discover the Original Nashville, where our network of trails leads you to fishing, splashing, playing and dining. From our agricultural roots and heritage to natural wonders, come explore our backyard!

Strategy 1: Outdoor Infrastructure ***(Outdoor recreation meets community)***
Strategy 2: Communication & Activation ***(Network of trails leads to fishing, splashing, playing & dining)***
Strategy 3: Economic Impacts ***(Agricultural roots and heritage)***

Strategy: Outdoor Infrastructure *(Outdoor Recreation Meets Community)*

Goal 1: Incorporate Outdoor Recreation with the Community

Objective 1.1: **Maintain a (work) group that meets regularly and is dedicated to advancing the goals of this plan.**

Actions/Projects:

1. Formalize a dedicated group of stakeholders invested and engaged in Nashville's outdoor recreation space to champion the Town's goals and projects and to increase networking and support in outdoor recreation.
2. Identify group membership
3. Determine appropriate organizational and administrative structure for this group. Outline roles, responsibilities, and administrative structure of group and members

Objective 1.2: **Establish town-wide trail (minimum 5-miles) and greenway system (Nashville Trail Network) with connections to residential neighborhoods, local amenities and businesses**[1]

Actions/Projects:

1. Support Nash County Comprehensive Plan with emphasis on Trails & Greenways
2. Utilize the County plan to help develop Nashville's own greenway & trails plan *(P&RMP, Goal 5, Obj.5.2.1)*
3. Incorporate connectivity to Nash County arboretum trails

Objective 1.3: Increase Stoney Creek navigability to Rocky Mount and connections to "Nashville Trail Network"

Actions/Projects:

1. Map entirety of Stoney Creek within Nashville town limits to Rocky Mount town line.
2. Engage consultants and other experts to assist in the mapping and navigability of Stoney Creek
3. Identify infrastructure and amenity improvements needed to make paddling activities more accessible along Stoney Creek

Objective 1.4: **Activate Stoney Creek Environmental Park, 78-acre parcel & 30-acre parcel as part of trail & greenway system**

Actions/Projects:

1. Engage consultant(s) to develop master plan connecting all three sites
2. Include and identify opportunities to create amenities, trails and fishing access. *(Described as high priority in the Parks & Recreation Master Plan (Goal 2 Obj. 2.2)*

Objective 1.5: Develop Infrastructure to Enhance Bicycle & Pedestrian Trips[1]

Actions/Projects:

1. Develop comprehensive network of sidewalks, bike lanes, and multi-use paths that builds upon the recommendations of the Rocky Mount CTP and improves last mile connectivity for these modes
2. Look for opportunities to build a consultant/expert team to combine Objectives 1.4 & 1.5 to achieve the goal.

Strategy: Communication & Activation *(Network of Trails)*

Goal 2: Enhance Marketing, Communication, Branding

Objective 2.1: **Create Sense of Place for Outdoor Recreation in Nashville**

Actions/Projects:

1. Develop a Wayfinding Signage Master Plan *(P&R MP Goal2, Obj.2.4.)*
2. Develop digital videos to distribute content & create messaging *(P&R MP, page 114)*

Goal 3: Establish/Update Development & Street Design Policies & Standards to Promote Walkable New Development & Capital Projects

Objective 3.1: Encourage pedestrian activity and economic development

Actions/Projects:

1. Adopt policy updates as listed in table 4-8 in Bicycle & Pedestrian Plan *(4.0 Recommendations, 4.5, page 75)*

Objective 3.2: Prepare downtown Nashville to Host Community Events.

Actions/Projects:

1. Reconfigure W. Washington St. between Barnes and Boddie streets to create a space more conducive to community events. *(CompPlan Task T.1.A, pg 64)*
2. Continue to explore parking needs between Barnes & Alston streets. *(CompPlan Task T.1.B)*
3. Provide pedestrian crosswalks at intersections and evaluate potential mid-block crosswalks *(CompPlan Task T.1.C)*

Objective 3.3: Expand internet service throughout town

Actions/Projects:

1. Work with internet providers to identify areas of insufficient internet access throughout town.
2. Encourage a fiber line, or conduit for a future fiber, be placed during roadwork or repairs.

Goal 4: Create gathering spaces and activities to attract younger people to Nashville.

Objective 4.1: **Identify potential public/private space in commercial downtown area for events and activities**

Actions/Projects:

1. Attract and support development of a downtown brewery and/or distillery
2. Encourage at least 1 business to sponsor and/or host a recurring (weekly, monthly, etc.) activity such as a run club, group cycling outing, or a walking group. (Ideally, the activity would be at a location participants could gather and socialize "after the ride."
3. Create outdoor recreation pop-up events with biking, hiking, boating and fishing business vendors

Objective 4.2: **Encourage entrepreneurs to start outdoor-recreation related businesses**

Actions/Projects:

1. Inventory all commercial buildings, businesses and property to determine condition and availability
2. Identify existing outdoor recreation businesses in Nashville with potential expansion and recruitment opportunities

Strategy: Economic Impacts *(Agricultural Roots and Heritage)*

Goal 5: Activate & preserve historic and agricultural assets

Objective 5.1: Promote tourism, farming and culture-related businesses within the Town[27]

Actions/Projects:

1. Encourage continued development (and expansion) of farmers market where residents can buy locally sourced products
2. Continue supporting existing businesses by holding a seasonal small business vendor festival
3. Encourage schools to take field trips to visit local farms (and related industries) in the Town of Nashville

Objective 5.2: Improve economic impacts of existing in-town and town-sponsored festivals, cultural, historical, and tours by 5% annually

Actions/Projects:

1. Assist with event coordinators to establish baseline attendance and current economic impacts
2. Encourage event organizers to develop growth strategies for each event/festival
3. Review impacts annually and make changes accordingly
4. Incorporate outdoor recreation-related activities (bike-ride, paddling, youth fishing exhibition, etc.) into existing festivals or events as appropriate
5. Develop workshops and trainings to teach businesses to capitalize on events.

Objective 5.3: Promote Economic Growth & Vitality of Downtown[28]

Actions/Projects:

1. Encourage building reuse and renovation for new businesses
2. Conduct parking study of downtown Nashville to identify areas where additional parking can be located.

[27] Ibid. Economic Development, Objective ED.3, Tasks ED.3.A, B, C, page 74

[28] Ibid. Economic Development, Objective ED.4, Tasks ED.4.A, B, Page 74

Goal 6: Develop Nashville and Nash County as an ideal location for outdoor recreation product manufacturing

Objective 6.1: Working with Nash County Economic Development, recruit one new business annually to relocate/expand and cultivate four new start-up businesses over the next four years in the outdoor recreation sector.

Action/Projects:

1. Develop a marketing package for outdoor companies to consider growing or expanding in Nashville / Nash County.
2. Promote downtown for other recreation-related retail and service businesses such as bike rentals, and fitness centers

Objective 6.2: Encourage entrepreneurs to start outdoor-recreation related businesses/mfg in Nashville.

Actions/Projects:

1. Inventory all commercial buildings, businesses and property to determine condition and availability
2. Identify existing outdoor recreation businesses in Nashville with potential expansion and recruitment opportunities

Plan Implementation, Monitoring, and Evaluation

The Town of Nashville 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. This could be the same work group that helped develop this plan, or another similar group that is representative of the community 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. But 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 and Evaluation

Regular monitoring and evaluation to review progress on the goals, objectives, and action steps in this plan, via regular review sessions with the Strategic Planning team and other community stakeholders, is critical to ensuring it remains a viable, living document. REDD staff will periodically communicate and provide assistance as needed to help advance the goals and document the outcomes of the plan.

See Separate Document for Appendix

APPENDIX


STONEY CREEK
ENVIRONMENTAL PARK
TOWN OF NASHVILLE
Park Adopted By Environmental Clubs Of
NCHS & NNHS

Town of Nashville
Creating Outdoor Recreation Economies
CORE 2025-2030

CONTENTS

NC MAIN STREET & RURAL PLANNING CENTER
DEPARTMENT OF COMMERCE

Downtown Nashville Retail Marketplace Snapshot- May of 2024

The purpose of this report is to give Downtown Nashville 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, 10 and 15- minute drive times to the downtown area. 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 drive times of Downtown Nashville, 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 Downtown Nashville is exceeding the local market demand. Those are measured as red numbers on the below report. For the 5, 10 and 15- minute drive time information, this means that Downtown Nashville 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 Nash County Economic Development or the Upper Coastal Plain Regional 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 Downtown Nashville potential. The NC Main Street and Rural Planning Center can share examples of consumer surveys and assist with this process as needed.

Defining the downtown trade area is critical in determining retail opportunities for the downtown market. The NC Main Street & Rural Center staff reviewed the data within the 5-, 10- and 15-minute drive time segments. Downtown Nashville should be targeting residents within these three areas. The goal is to capture the retail sales volume leaking to neighboring communities, such as Rocky Mount. The chart below shows total industry summaries for the 5, 10 and 15-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-minute Drive Time	$8,528,456	$852,845	$300	2,843
10-minute Drive Time	$43,353,743	$4,335,374	$300	14,451
15-Minute Drive Time	$96,398,429	$9,639,843	$300	32,133

The above chart shows the aggregate number of potential sales within the 5, 10 and 20-minute drive-time from Downtown Nashville. Below you will see these numbers broken down by retail category.

5-Minute Drive Time from Downtown

Nashville				
Primary Trade Area 5-minute drive time around downtown		DOWNTOWN POTENTIAL		
Business Type	Retail Gap	10% of Retail Gap	Sales/SF	SF
		10%	$300	Needed
Electronics Stores	$ 1,421,278	$ 142,128	$ 300	474
Home Centers	$ 1,362,835	$ 136,283	$ 300	454
Beer, Wine and Liquor Stores	$ 555,992	$ 55,599	$ 300	185
Women's Clothing Stores	$ 413,338	$ 41,334	$ 300	138
Family Clothing Stores	$ 1,950,543	$ 195,054	$ 300	650
Drinking Places	$ 503,935	$ 50,394	$ 300	168
Limited-Service Restaurants	$ 2,320,535	$ 232,054	$ 300	774
Total Gap	**$ 8,528,456**	**$ 852,845**	**$ 300**	**2,843**

10-Minute Drive Time from Downtown

Nashville				
Primary Trade Area 10-minute drive time around downtown		DOWNTOWN POTENTIAL		
Business Type	Retail Gap	10% of Retail Gap	Sales/SF	SF
		10%	$300	Needed
Furniture Stores	$ 2,163,137	$ 216,314	$ 300	721
Home Furnishings Stores	$ 736,137	$ 73,614	$ 300	245
Appliance Stores	$ 1,091,708	$ 109,171	$ 300	364
Electronics Stores	$ 4,699,057	$ 469,906	$ 300	1,566
Home Centers	$ 9,175,388	$ 917,539	$ 300	3,058
Grocery Stores	$ 7,702,768	$ 770,277	$ 300	2,568
Specialty Food Stores	$ 501,798	$ 50,180	$ 300	167
Beer, Wine and Liquor Stores	$ 2,038,617	$ 203,862	$ 300	680
Women's Clothing Stores	$ 1,610,540	$ 161,054	$ 300	537
Family Clothing Stores	$ 6,754,978	$ 675,498	$ 300	2,252
Jewelry Stores	$ 1,438,681	$ 143,868	$ 300	480
Sporting Goods Stores	$ 1,452,381	$ 145,238	$ 300	484
Hobby, Toy and Game Stores	$ 490,891	$ 49,089	$ 300	164
Gift, Novelty and Souvenir Stores	$ 730,550	$ 73,055	$ 300	244
Used Merchandise Stores	$ 1,067,145	$ 106,715	$ 300	356
Drinking Places	$ 1,699,967	$ 169,997	$ 300	567
Total Gap	**$ 43,353,743**	**$ 4,335,374**	**$ 300**	**14,451**

15-Minute Drive Time from Downtown

Nashville				
Primary Trade Area 15-minute drive time around downtown		DOWNTOWN POTENTIAL		
Business Type	Retail Gap	10% of Retail Gap	Sales/SF	SF
		10%	$300	Needed
Furniture Stores	$ 3,996,543	$ 399,654	$ 300	1,332
Appliance Stores	$ 2,001,249	$ 200,125	$ 300	667
Electronics Stores	$ 12,704,541	$ 1,270,454	$ 300	4,235
Home Centers	$ 13,230,483	$ 1,323,048	$ 300	4,410
Grocery Stores	$ 6,949,035	$ 694,904	$ 300	2,316
Specialty Food Stores	$ 860,119	$ 86,012	$ 300	287
Beer, Wine and Liquor Stores	$ 4,371,486	$ 437,149	$ 300	1,457
Women's Clothing Stores	$ 4,556,325	$ 455,633	$ 300	1,519
Family Clothing Stores	$ 19,807,203	$ 1,980,720	$ 300	6,602
Jewelry Stores	$ 2,288,273	$ 228,827	$ 300	763
Luggage and Leather Goods	$ 3,121,174	$ 312,117	$ 300	1,040
Sporting Goods Stores	$ 3,369,308	$ 336,931	$ 300	1,123
Hobby,Toy and Game Stores	$ 844,998	$ 84,500	$ 300	282
Gift, Novelty and Souvenir Stores	$ 1,748,841	$ 174,884	$ 300	583
Used Merchandise Stores	$ 2,272,276	$ 227,228	$ 300	757
Pet and Pet Supplies Stores	$ 2,886,529	$ 288,653	$ 300	962
Drinking Places	$ 3,371,231	$ 337,123	$ 300	1,124
Full-Service Restaurants	$ 8,018,815	$ 801,882	$ 300	2,673
Total Gap	**$ 96,398,429**	**$ 9,639,843**	**$ 300**	**32,133**

5-Minute Drive Time from Downtown

Category	**Retail Surplus**
Home Furnishing Stores	$ 621,089
Paint and Wallpaper Stores	$ 852,262
Hardware Stores	$ 575,864
Nursery, and Garden Supply Stores	$ 2,077,727
Grocery Stores	$ 3,802,754
Pharmacies and Drug Stores	$ 3,573,445
Shoe Stores	$ 553,293
Office Supply and Stationary Stores	$ 930,488
Full-Service Restaurants	$ 5,876,141
Total	**$ 188,630,063**

10-Minute Drive Time from Downtown

Category	**Retail Surplus**
Paint and Wallpaper Stores	$ 817,873
Nursery, and Garden Supply Stores	$ 2,369,547
Pharmacies and Drug Stores	$ 16,097,687
Shoe Stores	$ 484,677
Department Stores	$ 2,350,860
Office Supply and Stationary Stores	$ 1,295,421

Full-Service Restaurants	$ 2,351,146
Limited-Service Restaurants	$ 304,875
Total	**$ 260,720,086**

15-Minute Drive Time Retail Surplus

Category	**Retail Surplus**
Home Furnishing Stores	$ 929,396
Paint and Wallpaper Stores	$ 2,456,784
Nursery, and Garden Supply Stores	$ 1,649,254
Pharmacies and Drug Stores	$ 62,315,950
Cosmetics and Beauty Supply Stores	$ 1,241,989
Shoe Stores	$ 4,072,229
Book Stores	$ 2,151,246
Department Stores	$ 15,167,067
Office Supply and Stationary Stores	$ 5,291,234
Limited-Service Restaurants	$ 44,648,969
Total	**$ 139,924,411**

The retail surpluses confirm that Downtown Nashville 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-Minute Drive Time Measurement

Nashville Demand Growth by Retail Store Types				
Primary Trade Area: 5-minute drive time				Compound
Business Type	2024	2029	Growth	Growth
	Demand	Demand	$	Rate (%)
Furniture Stores	$ 1,250,626	$ 1,411,171	$ 160,545	2
Home Furnishings Stores	$ 920,453	$ 1,057,491	$ 137,039	3
Electronics Stores	$ 1,421,278	$ 1,645,474	$ 224,196	3
Home Centers	$ 3,716,402	$ 4,237,519	$ 521,117	3
Grocery Stores	$ 13,032,993	$ 14,719,733	$ 1,686,739	2
Beer, Wine and Liquor Stores	$ 1,093,834	$ 1,235,715	$ 141,880	2
Pharmacies and Drug Stores	$ 5,644,857	$ 6,188,264	$ 543,407	2
Sporting Goods Stores	$ 908,455	$ 1,034,400	$ 125,946	3
Full Service Restaurants	$ 6,483,644	$ 7,430,147	$ 947,118	3
Limited Service Restaurants	$ 5,449,479	$ 6,241,306	$ 791,827	3
Total Sales	**$ 39,922,021**	**$ 45,201,220**	**$ 5,279,814**	

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.

10-Minute Drive Time Measurement

Nashville Demand Growth by Retail Store Types				
Primary Trade Area 10-Minute Drive Time		DOWNTOWN POTENTIAL		Compound
Business Type	2024	2029	Growth	Growth
	Demand	Demand	$	Rate (%)
Furniture Stores	$ 4,188,193	$ 4,784,841	$ 596,648	3
Home Furnishings Stores	$ 3,110,224	$ 3,516,713	$ 406,489	2
Appliance Stores	$ 1,091,708	$ 1,250,870	$ 159,163	3
Electronics Stores	$ 4,699,057	$ 5,433,938	$ 734,881	3
Home Centers	$ 12,473,642	$ 14,233,353	$ 1,759,711	3
Paint and Wallpaper Stores	$ 1,005,721	$ 1,186,908	$ 181,188	3
Hardware Stores	$ 1,973,605	$ 2,252,490	$ 278,885	3
Nursery, Garden and Farm Supply Stores	$ 2,922,485	$ 3,334,430	$ 411,945	3
Grocery Stores	$ 42,681,548	$ 48,687,044	$ 6,005,496	3
Specialty Food Stores	$ 1,223,250	$ 1,404,130	$ 180,879	3
Beer, Wine and Liquor Stores	$ 3,570,971	$ 4,080,439	$ 509,467	3
Pharmacies and Drug Stores	$ 18,635,646	$ 20,530,433	$ 1,894,787	2
Cosmetics and Beauty Supplies	$ 1,360,649	$ 1,498,256	$ 137,607	2
Jewelry Stores	$ 1,983,375	$ 2,119,205	$ 135,831	1
Sporting Goods Stores	$ 3,047,031	$ 3,471,476	$ 424,445	3
Hobby, Toy and Game Stores	$ 1,084,596	$ 1,250,965	$ 166,371	3
Drinking Places	$ 1,706,108	$ 1,966,338	$ 260,229	3
Full Service Restaurants	$ 21,407,958	$ 24,884,217	$ 3,476,258	3
Limited Service Restaurants	$ 17,902,719	$ 20,868,044	$ 2,965,325	3
Total Sales	**$ 146,068,486**	**$ 166,754,090**	**$ 20,685,605**	

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.

15-Minute Drive Time Measurement

Nashville Demand Growth by Retail Store Types				
Primary Trade Area 15-Minute Drive Time		DOWNTOWN POTENTIAL		Compound
Business Type	2024	2029	Growth	Growth
	Demand	Demand	$	Rate (%)
Furniture Stores	$ 12,783,744	$ 14,170,413	$ 1,386,669	2
Home Furnishings Stores	$ 9,480,876	$ 10,514,358	$ 1,033,482	2
Appliance Stores	$ 3,303,759	$ 3,696,090	$ 392,331	2
Electronics Stores	$ 14,290,152	$ 16,054,049	$ 1,763,897	2
Home Centers	$ 37,424,503	$ 42,178,825	$ 4,754,321	2
Paint and Wallpaper Stores	$ 3,013,279	$ 3,488,661	$ 475,321	3
Hardware Stores	$ 5,920,334	$ 6,666,863	$ 746,529	2
Nursery, Garden and Farm Supply Stores	$ 8,861,767	$ 9,860,179	$ 998,412	2
Grocery Stores	$ 129,065,860	$ 144,048,836	$ 14,982,975	2
Specialty Food Stores	$ 3,703,148	$ 4,152,132	$ 448,984	2
Beer, Wine and Liquor Stores	$ 10,783,554	$ 12,080,883	$ 1,297,329	2
Pharmacies and Drug Stores	$ 56,406,561	$ 60,616,910	$ 4,210,329	2
Cosmetics and Beauty Supplies	$ 4,114,647	$ 4,425,670	$ 311,023	1
Sporting Goods Stores	$ 9,312,703	$ 10,270,146	$ 957,443	2
Hobby, Toy and Game Stores	$ 3,271,414	$ 3,666,879	$ 395,165	2
Book Stores	$ 1,935,248	$ 2,087,157	$ 151,908	2
Office Supplies and Stationary Stores	$ 2,040,712	$ 2,255,835	$ 215,123	2
Gift, Novelty and Souvenir Stores	$ 2,678,328	$ 2,837,608	$ 159,280	1
Drinking Places	$ 5,269,870	$ 5,896,739	$ 626,870	2
Full Service Restaurants	$ 65,768,270	$ 73,559,110	$ 7,790,840	2
Limited Service Restaurants	$ 54,915,339	$ 61,446,776	$ 6,531,437	2
Total Sales	**$ 444,344,068**	**$ 493,974,119**	**$ 49,629,668**	

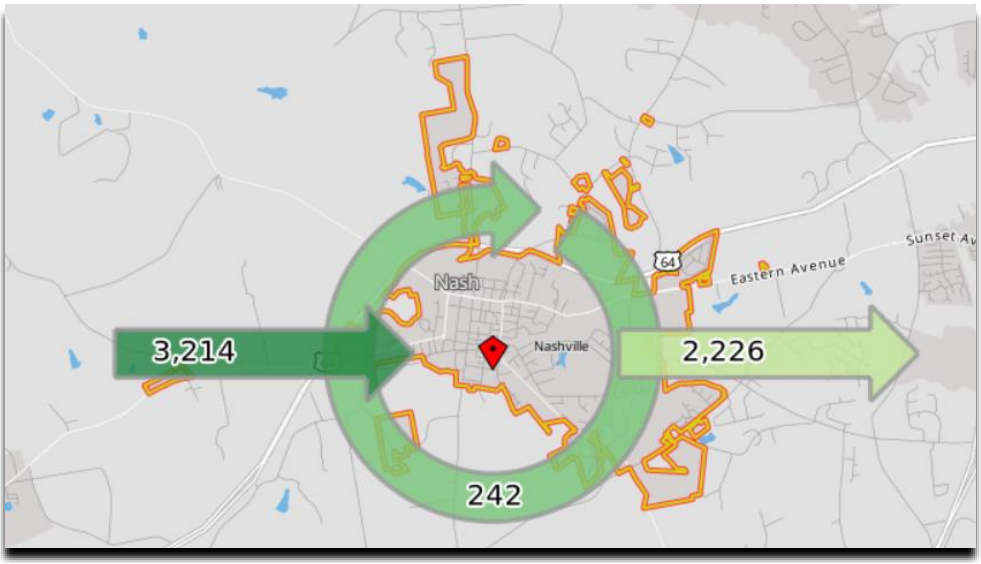
Note: The compound annual growth rate (CAGR) is the annualized average rate of revenue growth between two given years, assuming growth takes place at an exponentially compounded rate. The most important factor in both charts is the amount of projected growth per category.

Retail Sales per Capita (Source: U.S. Census QuickFacts)

Total retail sales per capita for Nashville, NC in 2017 (the last measured year on this site) were $24,679:

- 77% higher than the Nash County average of $13,914.
- 79% higher than the NC average of $13,735.
- 62% higher than the U.S. per capita average of $15,224.
- The report also reveals that Nashville accounts for 10.3% of the Nash County annual retail sales while accounting for only 5.9% of the county population.
- 70.3% is the Nashville worker participation rate.
    - Higher than the Nash County average (60.1%) North Carolina (61.4%) or the U.S. (63.0%)

This means that Downtown Nashville can support a disproportionate amount of retail sales relative to its population. Prospective retailers and restauranteurs should be encouraged at these statistics that confirm Downtown Nashville as a coveted business location, not just in County, but the region.

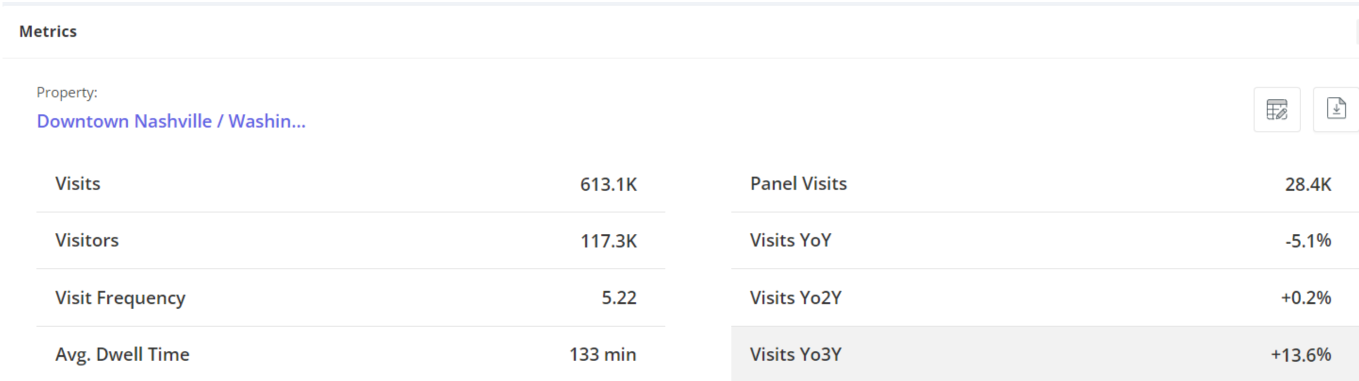


U.S. Census 0n the Map

- 3,214 workers enter Nashville daily for employment.
- 242 workers live and work in Nashville daily.
- 2,226 workers leave Nashville daily for employment.
    - 44% more workers enter town than leave daily.
- 3,456 workers either enter Nashville or live and work in Nashville daily.
        - These are potential downtown consumers.

Below is the Placer.ai mobile location data for Downtown Nashville:

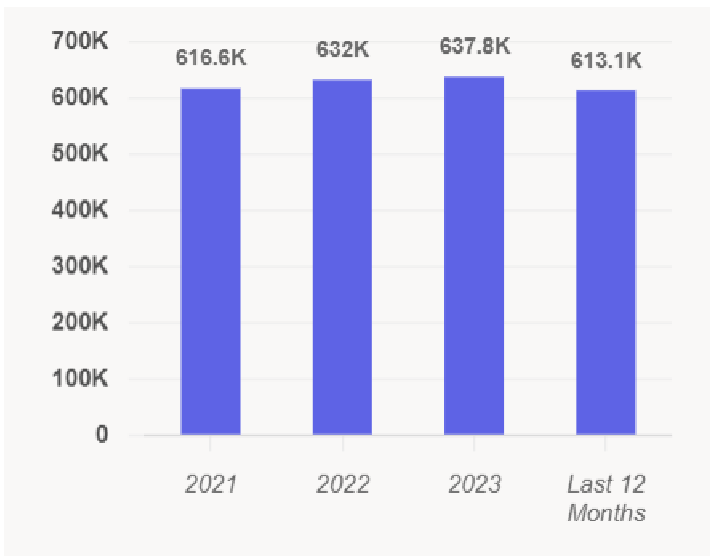
The above blue map is the geofenced area of Downtown Nashville from which the Placer.ai mobile location data is obtained.


Metrics

Property:
Downtown Nashville / Washin...

Visits	613.1K	Panel Visits	28.4K
Visitors	117.3K	Visits YoY	-5.1%
Visit Frequency	5.22	Visits Yo2Y	+0.2%
Avg. Dwell Time	133 min	Visits Yo3Y	+13.6%

117,300 unique visitors come to Downtown Nashville, an average of 5.22 times annually for a total of 613,000 total visitors.



Total visitors for 2021, 2022, 2023 and a rolling 12-months.

High Trend Data indicating special events downtown on those days.

Saturday, May 13, 2023
21,900 visits
+1,152 vs 2022 (1,750)

Friday, October 27, 2023
4,630 visits
-5% vs 2022 (4,870)

Saturday, October 28, 2023
2,190 visits
+33% vs 2022 (1,650)

Saturday, May 11, 2024
22,200
+1.3% vs 2023 (21,900)

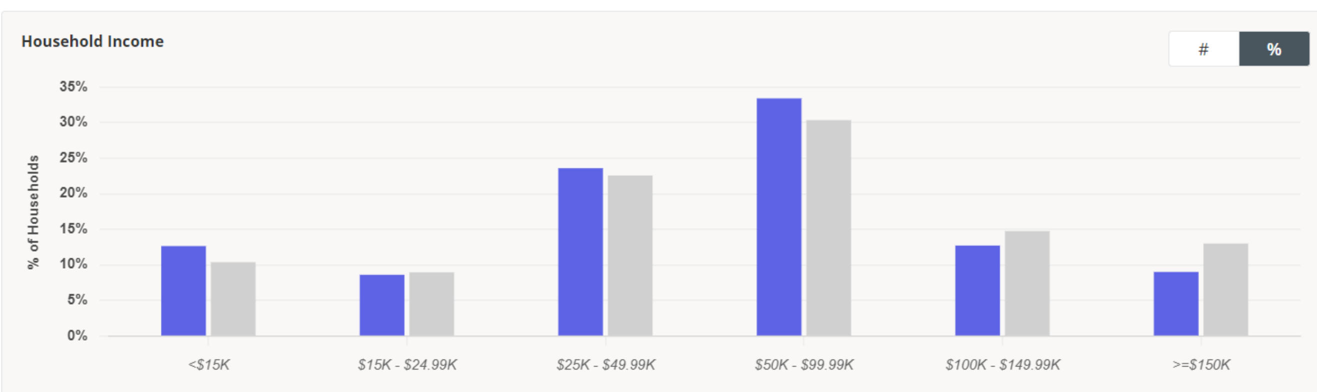
Friday, December 22, 2023
3,590
+43% vs 2022 (2,510)

Audience Overview

Property: | Dataset: Census 2021 | View: Potential Market | Compare to: North Carolina

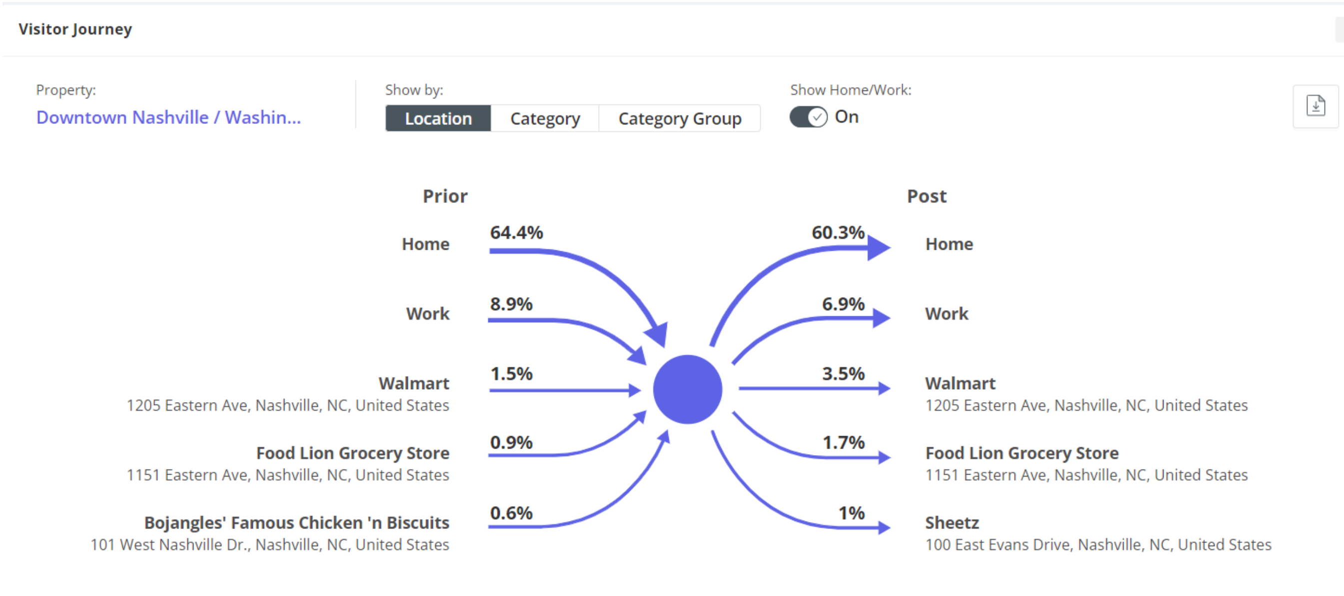
Property	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
Downtown Nashville Washington Street, Nashvill...	**$56.4K**	27.6%	37.6	White (49.7%)	2.59
North Carolina	**$60.5K**	33.0%	38.2	White (62.1%)	2.57

Audience Overview: $56,400 median household income
27.6% have a bachelor's degree or higher.
Median age: 37.6%
White is the most common ethnicity.
2.59 persons per household.

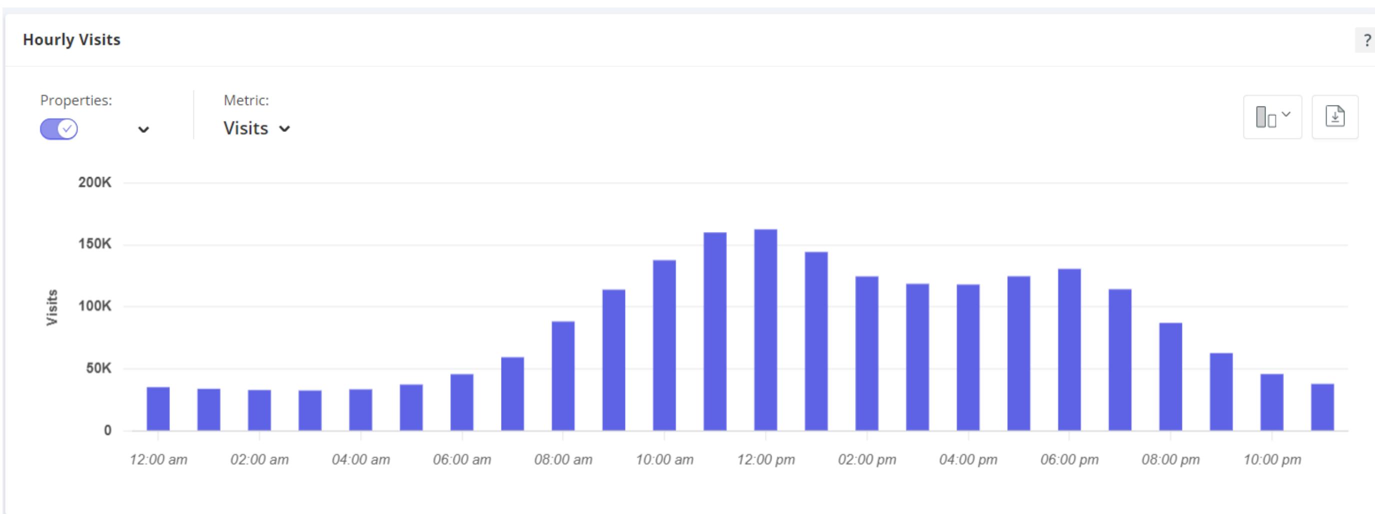


*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2021

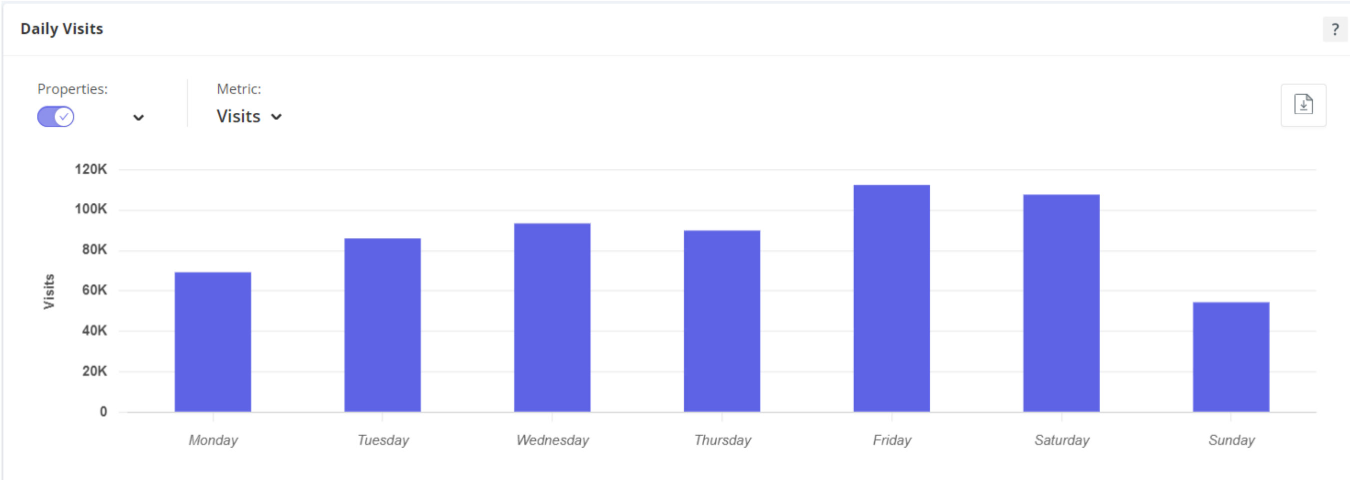
The highest income range for visitors is $50,000-$99,000.



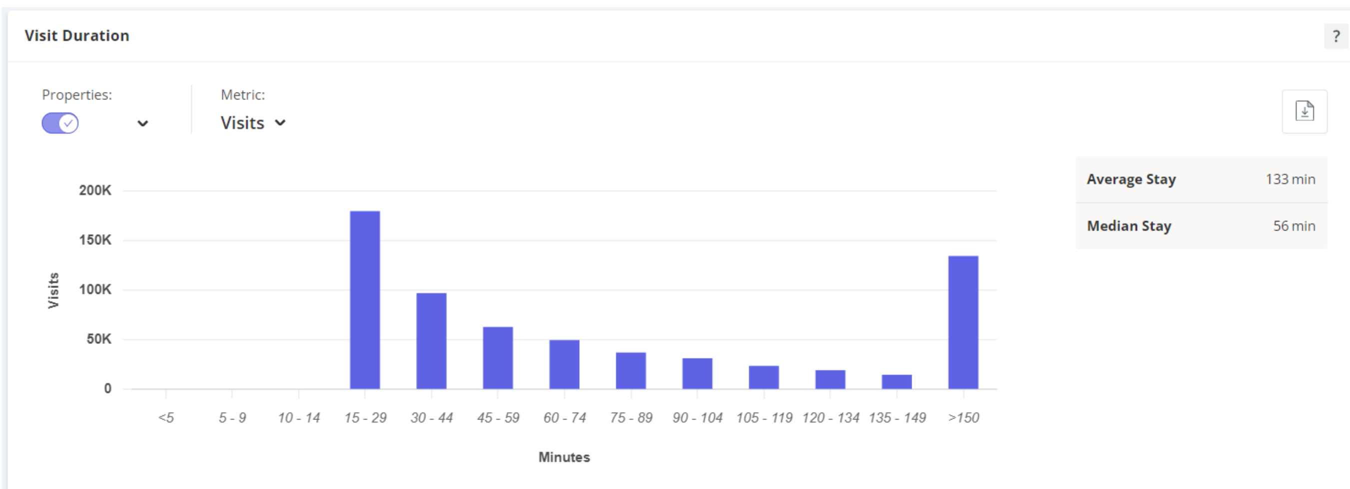
The above chart shows where people coming to Downtown Nashville originate and where they go after leaving.



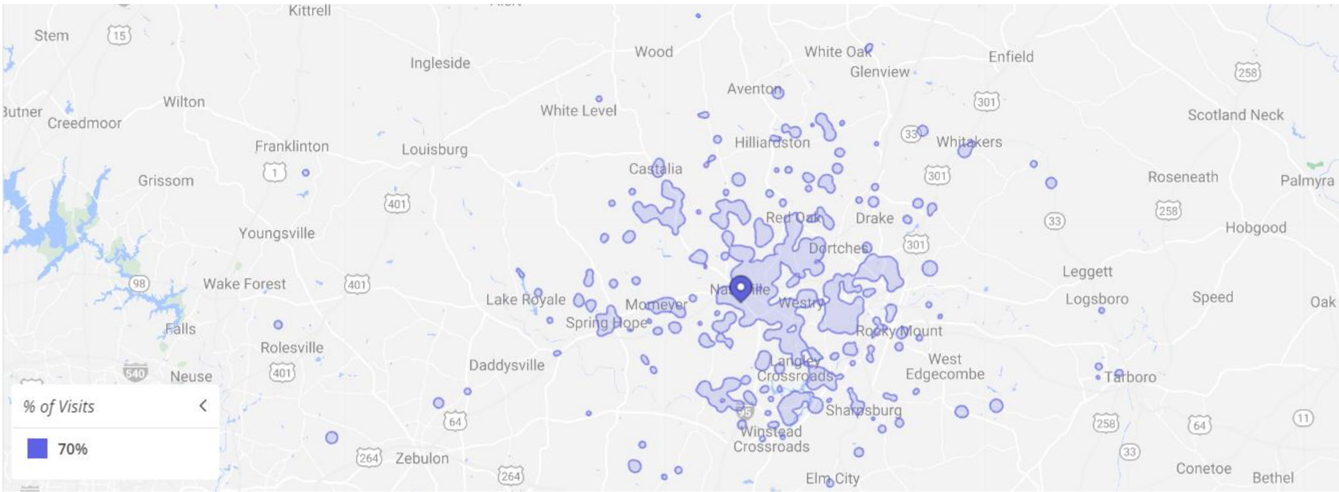
The above chart shows the times visitors come to Downtown Nashville. Note the highest times are 10:00am-1:00pm and 5:00pm-7:00pm. This suggests that merchants should consider operating hours until 7:00pm to capture downtown consumers.



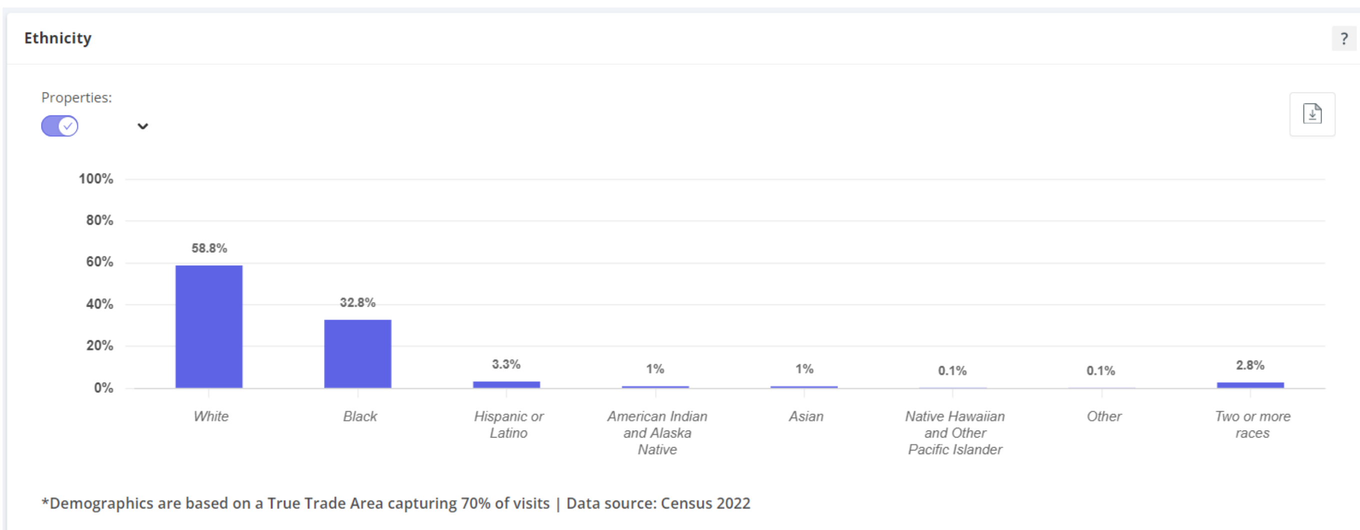
The above chart shows the days when visitors are in Downtown Nashville. This data shows that downtown merchants should operate on Saturdays in order to capture the second highest visitor day per week.



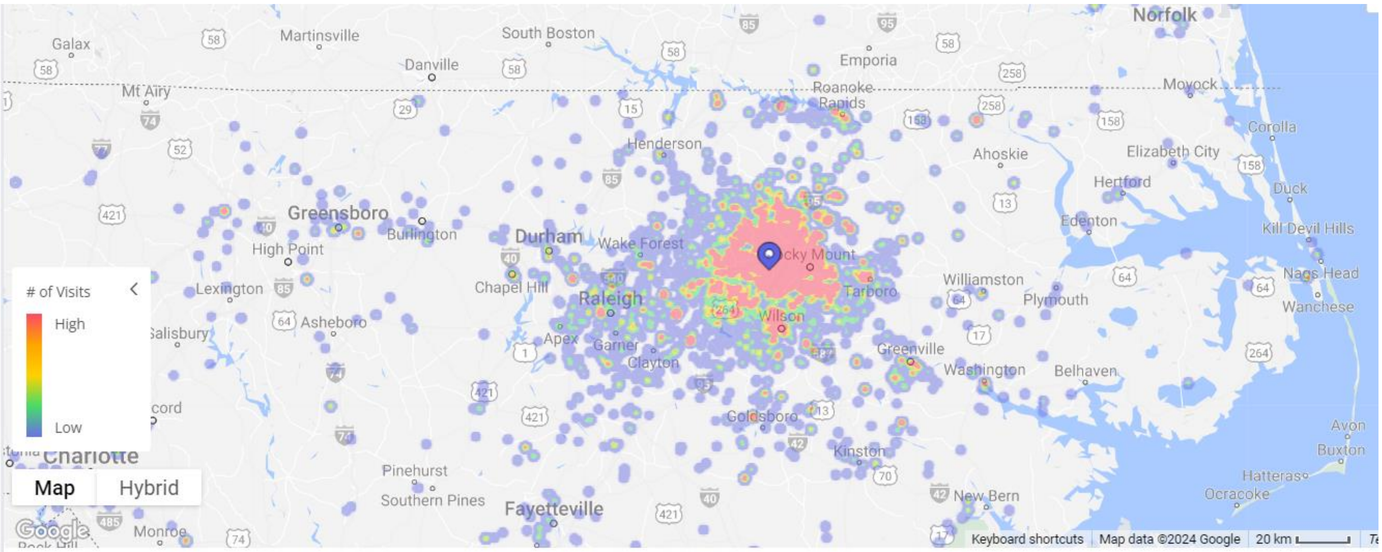
The above chart shows the visitor visit duration. The average stay is 133 minutes, and the median stay is 56 minutes.



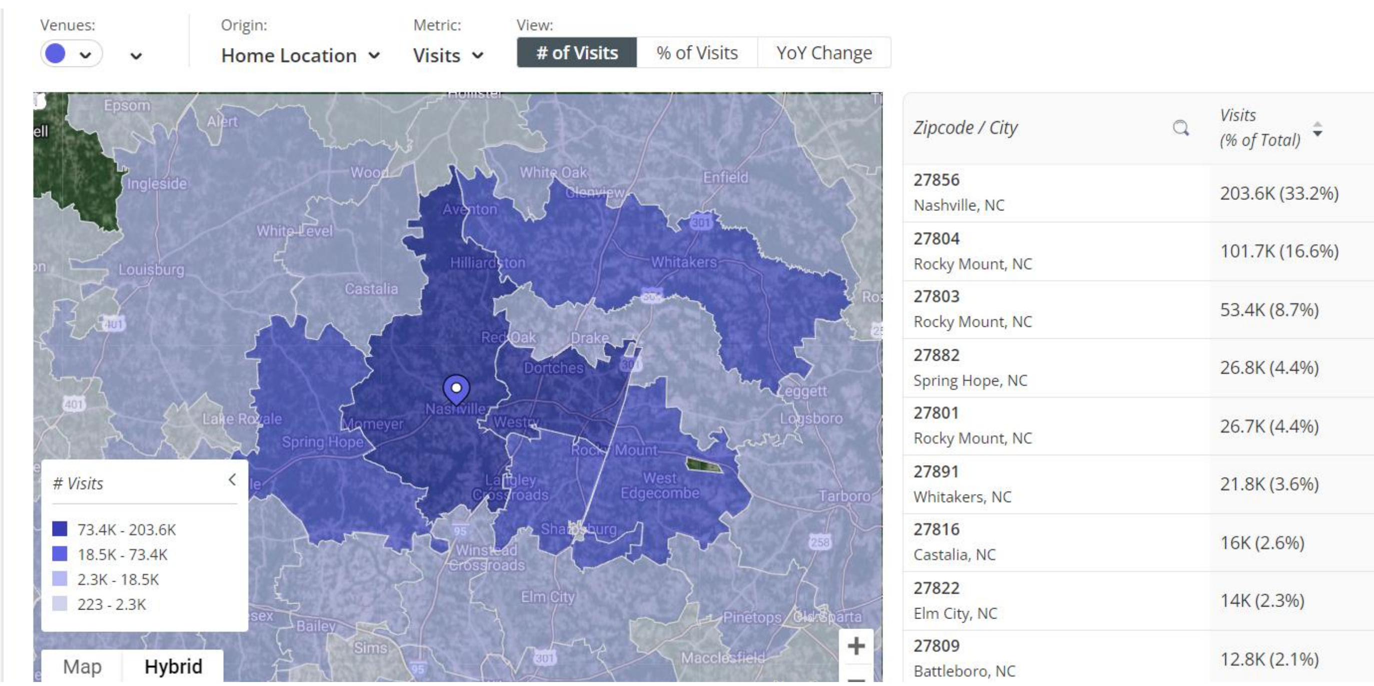
The above chart shows where 70% of Downtown Nashville visitors originate.



The above chart shows the ethnicity of Downtown Nashville visitors:
White: 58.8%
Black: 32.3%
Hispanic: 3.3%
Two or more races: 2.8%



The above chart shows the Downtown Nashville trade area.



Visitor by Zip Code:

27856 Nashville (33.2%)
27804 Rocky Mount (16.6%)
27803 Rocky Mount (8.7%)
27882 Spring Hope (4.4%)
27801 Rocky Mount (4.4%)
27891 Whitakers (3.6%)
27816 Castalia (2.6%)
27822 Elm City (2.3%)

27807 Bailey (1.9%)
27893 Wilson (1.8%)
27591 Wendell (1.4%)
27597 Zebulon (1.1%)
27549 Louisburg (0.9%)
27886 Tarboro (0.8%)
27896 Wilson (0.8%)
27557 Middlesex (0.7%)

27864 Pinetops (0.4%)
27870 Roanoke Rapids (0.4%)
27850 Littleton (0.3%)
27530 Goldsboro (0.3%)
27530 Murfreesboro (0.3%)
22192 Woodbridge (0.2%)
27858 Greenville (0.2%)
27817 Raleigh (0.2%)

27809 Battleboro (2.1%) 27823 Enfield (0.6%) 27844 Hollister (0.2%)

6.67% of visitors come from 1 mile away.
19.23% of visitors come from 3 miles away.
37.62% of visitors come from 5 miles away.
51.85% of visitors come from 7 miles away.
89.8% of Downtown Nashville visitors come from less than 30 miles away.

The above data can be used to help recruit businesses to Downtown Nashville 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-minute drive time of downtown. 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 Downtown Nashville 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-minute drive time**	**10-minute drive time**	**15-minute drive time**
Salt of Earth 41.4%	Salt of Earth 35.5%	Green Acres 21.7%	Green Acres 12.2%
Old and Newcomers 31.3%	Old and Newcomers 29.1%	Middleburg 16.7%	Middleburg 12.0%
Rural Bypasses 14.7%	Green Acres 14.0%	Salt of Earth 16.5%	Old and Newcomers 11.5%

Salt of the Earth is the highest segment for those living within the entire Nashville community and those living within a 5-minute drive time of downtown. Old and Newcomers is the second highest segment for those living within the entire Nashville community and those living within a 5-minute drive time of downtown. Green acres is the third highest segment for those living within a 5-minute drive time of downtown and the top segment for those living within both the 10-minute and 20-minute drive times of downtown. Each of these segments will be addressed below:

Salt of the Earth	Total Households (U.S.)	3,545,800
	Average Household Size	2.59
	Median Age	44.1
	Average HH Income	$56,300

WHO ARE WE?
Salt of the Earth residents are entrenched in their traditional, rural lifestyles. Citizens here are older, and many have grown children that have moved away. They still cherish family time and also tending to their vegetable gardens and preparing homemade meals. Residents embrace the outdoors; they spend most of their free time preparing for their next fishing, boating, or camping trip. The majority has at least a high school diploma or some college education; many have expanded their skill set during their years of employment in the manufacturing and related industries. They may be experts with DIY projects, but the latest technology is not their forte. They use it when absolutely necessary, but seek face-to-face contact in their routine activities.

SOCIOECONOMIC TRAITS
• Steady employment in construction, manufacturing, and related service industries.
• Completed education: 40% with a high school diploma only.
• Household income just over the national median, while net worth is nearly double the national median.
• Spending time with family is their top priority.
• Cost-conscious consumers, loyal to brands they like, with a focus on buying American.
• Last to buy the latest and greatest products.
• Try to eat healthy, tracking the nutrition and ingredients in the food they purchase.

Old and Newcomers	Total Households (U.S.)	2,859,200
	Average Household Size	2.12
	Median Age	39.4
	Average HH Income	$44,900

WHO ARE WE?
This market features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. Old and Newcomers is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still

in college; some are taking adult education classes. They support charity causes and are environmentally conscious. Age is not always obvious from their choices.

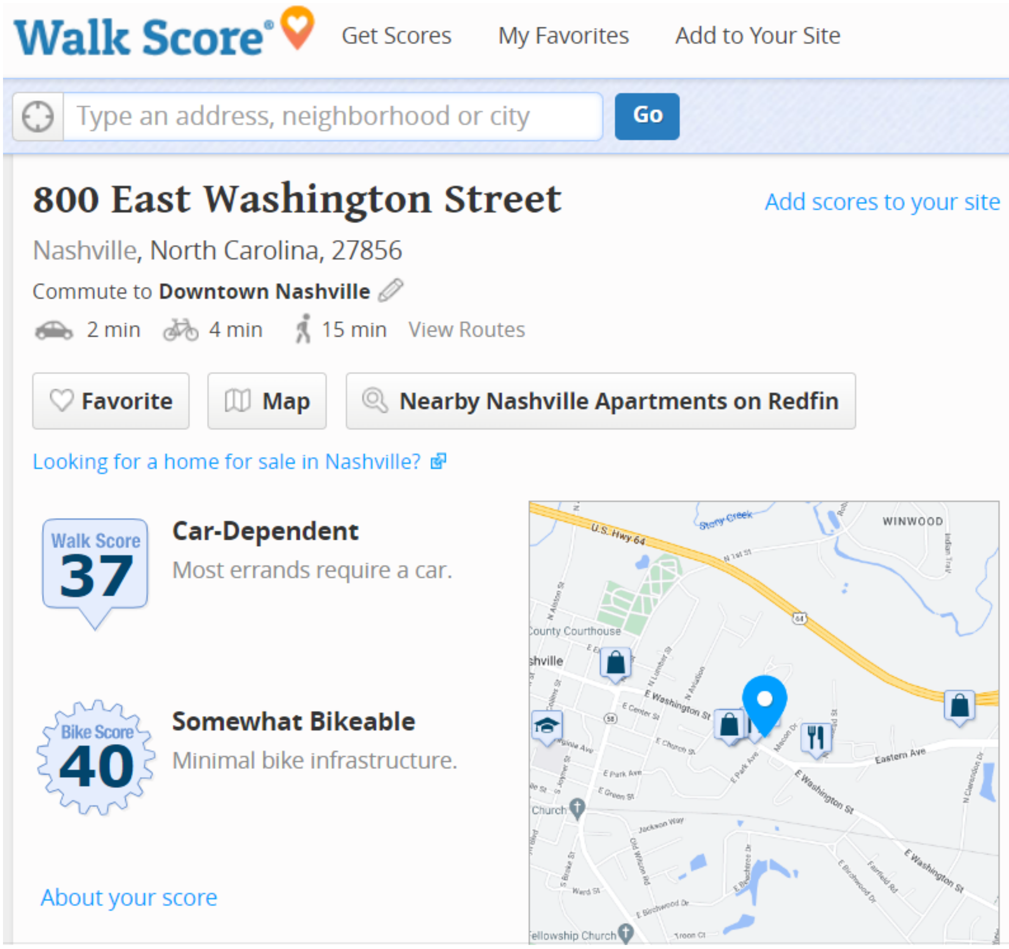
SOCIOECONOMIC TRAITS
• An average labor force participation rate of 62.6%, despite the increasing number of retired workers.
• 32% of households are currently receiving income from Social Security.
• 31% have a college degree, 33% have some college education, 9% are still enrolled in college.
• Consumers are price aware and coupon clippers but open to impulse buys.
• They are attentive to environmental concerns.
• They are comfortable with the latest technology.

Green Acres	Total Households (U.S.)	3,923,400
	Average Household Size	2.70
	Median Age	43.9
	Average HH Income	$76,800

WHO ARE WE?
The Green Acres lifestyle features country living and self-reliance. Avid do-it-yourselfers, they maintain and remodel their homes with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is a priority, again with the right tools, tillers, tractors, and riding mowers. Outdoor living features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf.

SOCIOECONOMIC TRAITS
• Education: More than 60% are college educated.
• Labor force participation rate is high at 66.8%.
• Income is derived not only from wages and salaries but also from self-employment (more than 13% of households), investments (27% of households), and increasingly, from retirement.
• They are cautious consumers with a focus on quality and durability.
• Comfortable with technology, more as a tool than a trend: banking or paying bills online is convenient; but the internet is not viewed as entertainment.
• Economic outlook is professed as pessimistic, but consumers are comfortable with debt, primarily as home and auto loans, and investments.

Walkscore



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

Summary and Recommendations

1. Retail Gap

Retail gaps are seen in all measurements in electronics, home centers, beer, wine and liquor, women's and family clothing and drinking places. At just the 5-minute drive time measurement retail gaps are seen in limited-service restaurants. At both the 10-and 15- minute drive time measurements, retail gaps are seen in furniture, appliances, groceries, specialty foods, jewelry, sporting goods, hobby, toy and games, gifts, novelty, and souvenirs, and used merchandise. At just the 10-minute measurement, retail gaps are seen in home furnishings. At only the 15-minute measurement, retail gaps are seen in luggage and leather goods, pet and pet supplies, and full-service restaurants.

2. Retail Surplus

At all three measurements, retail surpluses are seen in paint and wallpaper, nursery, garden and farm supplies, pharmacies and drugs, shoes, and office supplies and stationary stores. At only the 5-minute drive time measurement, retail surpluses are seen in groceries and hardware.

At both the 5-and 10-minute drive time measurements, retail surpluses are seen in full-service restaurants. At both the 5-and 15-minute drive time measurements, retail surpluses are seen in home furnishings. At both the 10-and 15-minute drive time measurements, retail surpluses are seen in department stores and limited-service restaurants. At only the 15-minute drive time measurement, retail surpluses are seen in cosmetics and beauty supply stores and books.

The largest surpluses are seen in grocery stores, pharmacies, and full-service restaurants. This is caused by three grocers (Food Lion, Piggly Wiggly and Wal-Mart Supercenter) three pharmacies (CVS, Walgreens and Wal-Mart Supercenter) and eleven full-service restaurants. Paint and wallpaper and hardware are due to the Bell's Ace Hardware and Wal-Mart. The nursery and garden surpluses are seen due to two local nurseries (Harper's and Growin' Green) and Wal-Mart. The retail gaps seen at the 10 and 15-minute drive times are influenced by existing local retailers and the proximity to Rocky Mount retailers and restaurants.

3. Intersection of Retail Gaps and Projected Growth

	Retail Gaps			Projected Growth		
Category	**5-Mile**	**10-Mile**	**15-Mile**	**5-Mile**	**10-Mile**	**15-Mile**
Electronics	$1,421,278	$4,699,057	$12,704,541	$224,196	$734,881	$1,763,897
Home Centers	$1,362,835	$9,175,388	$13,230,483	$521,117	$1,759,711	$4,754,321
Beer, Wine, Liquor	$ 555,992	$2,038,617	$4,371,486	$141,880	$509,467	$1,297,329
Drinking Places	$ 503,935	$1,699,967	$3,371,231		$260,229	$ 626,870
Limited Service Rest.	$2,230,535			$791,827	$2,965,325	$6,531,437
Furniture		$2,163,137	$3,996,543	$160,545	$596,648	$1,386,669
Home Furnishings		$ 736,137		$137,039	$406,489	$1,033,482
Appliances		$1,091,708	$12,704,541		$159,163	$392,331
Groceries		$ 7,072,768	$6,949,035	$1,686,739	$6,015,496	$14,982,975
Specialty Foods		$501,798	$860,119		$180,879	$448,984
Sporting Goods		$1,452,281	$3,369,308	$125,946	$424,495	$957,443
Hobby, Toy and Games		$ 490,891	$844,998		$166,371	$395,165
Full-Service Restaurants			$8,018,815	$947,118	$3,476,258	$7,790,840

The above data shows that these categories show existing gaps and projected growth so business operators in those categories will benefit from current business potential and strong projected future sales.

4. Walkability and Bikeability

The Downtown Nashville Walkscore of 37 is below average. Concerning bikeability, Downtown scores 40, also below average. You will want to work with the local NCDOT division to incorporate bike lanes into their downtown streets as well as those controlled by the Town of Nashville.

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.

Note that in addition to the walking and biking trail amenities, the #3 amenity that new homeowners want is:

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

Downtown Nashville fits the #3 desired community amenity and will want to see ways to increase walkability and biking options to meet consumer demands.

5. Downtown Development, Business Recruitment and Retention 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, also recommended.

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

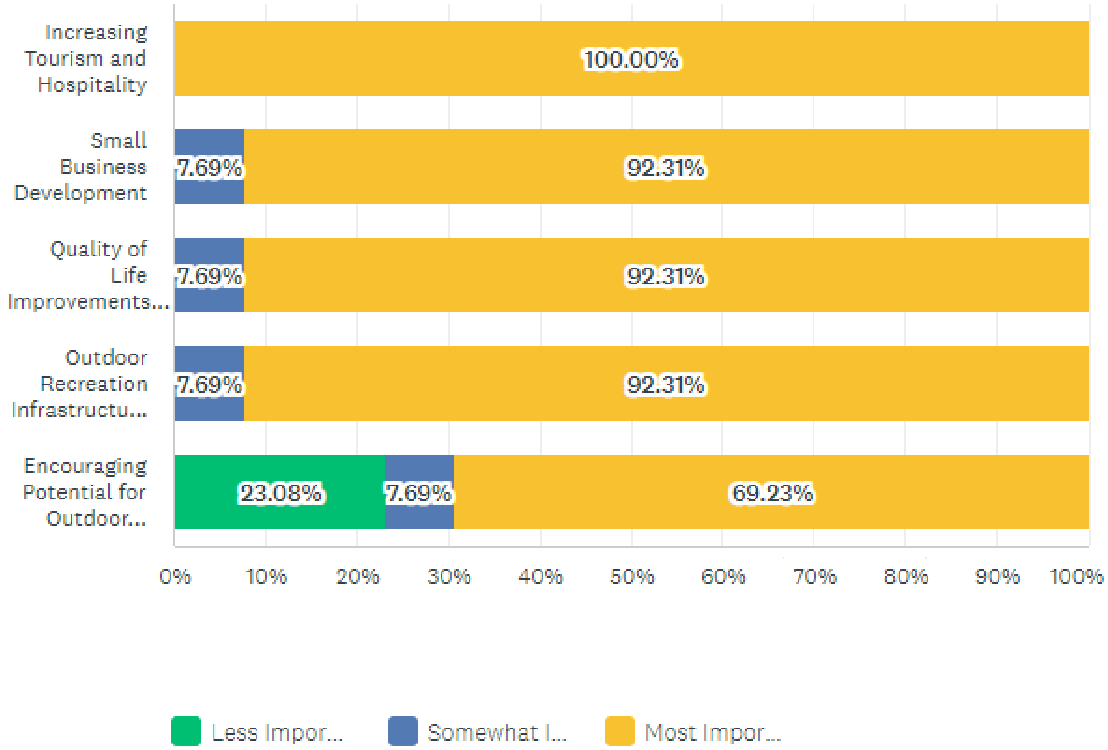
If you have any questions concerning the above information, do not hesitate to contact Downtown Development Specialist Mike Dougherty at mike.dougherty@commerce.nc.gov or 919-817-7086.

Sources: Claritas Retail Data
http://doc.arcgis.com/en/esri-demographics/data/tapestry-segmentation
Livabilityindex.aarp.org

Nashville, NC Assets

Nashville
CORE Primary Planning Group Questionnaire Results 05/21/24

1) Primary Topics to Address During Strategic Planning Process



2) What are the most significant outdoor recreation assets (parks, trails, bodies of water, other) in your community.

48+ Acres for future trails w/pond
Arboretum
Dog park
Glover Park
Local pool – member requirement
Nashville Junction Stage & Farmers Market
Parks for the kids
Stoney Creek Park & Trail
Tar River
Tar River Reservoir

3. What outdoor recreation activities are most common in your community?

Hiking/Walking	69%
Fishing	69%
Hunting	54%
Disc Golf	54%
Canoeing/Kayaking	38%
Birdwatching/Nature Viewing	38%
Road Cycling and Leisure	23%
Motorized Boating	23%
ATV/Off Road Vehicle	15%
Camping (RV/Tent/Etc.)	15%
Mountain Biking	8%
Horseback Riding	8%
Other	8%

a. Pickleball
b. Sporting events

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

Canoeing/Kayaking	69%
Camping	62%
Hiking/ Walking	54%
Mountain Biking	38%
Fishing	38%
Horseback Riding/Equestrian	31%
Disc Golf	31%
Road Cycling and Leisure	23%
Birdwatching/Nature viewing	23%
ATV/Off Road Vehicle	23%
Other	23%

a. Courts for pickleball/tennis/basketball
b. Adult sports league
c. Greater access to hiking trails locally

Motorized Biking	15%
Hunting	15%

5. In your view, which outdoor recreation activities provide the most economic impact, or have the potential to provide increased economic impact, in your community?

TAG	# Responses	Comments
Hiking/Walking/Trails	6	
Fishing Access	3	
Sports	3	Little League/Kids sports/sport events
Events	2	Blooming Festival / Events in the Park
Farm	2	Farmers Market
Tournaments	2	Sports & Travel
Bird or Nature	1	Birdwatching
Camping	1	
Canoeing or Kayaking	1	
Disc Golf	1	
Horse	1	Horse Show Events – Ag Complex

6. When thinking about outdoor recreation in your community, what improvements are needed to enhance outdoor recreation assets/infrastructure? *List needed improvements from most impactful to least impactful: For example: Is there an existing trail or water access point that needs parking/trailhead improvements? Is there an existing trail or park that could be better connected to the downtown business district? Is their adequate public access to local bodies of water?*

Better access to the water
Improved walking trails/bike trails
I think if we could provide more trails/greenways outside of the City of Rocky Mount, as well as access to the Tar River in Spring Hope area of the County
Enhancement of Arboretum to include walking trail, outdoor shelter/entertainment stage
Fitness equipment that is usable for anyone and accessible to anyone. Offerings of light snacks, activities (paddle boating), etc. for the community.
Our trails need to be longer, better, wider, and connected
Trails at Stony Creek and access points.
RV / Tent camping
Canoeing/kayaking
Construct a trail along Stoney Creek.
Increased Agri-Tourism
Obviously, I'm showing my cards, but I believe Stoney Creek and the surrounding swamplands are vital.
Creation of trails, paddle/boat access, fishing access

7. 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.

Topic	Less Important	Somewhat Important	Most Important & Important	Weighted Average
Increasing revenue for existing businesses	0%	0%	100%	3.00
Encouraging local entrepreneurship around outdoor recreation-related businesses	0%	0%	100%	3.00
Attracting new business or industry	0%	8%	92%	2.92
Greater quality of life and amenities for residents	0%	8%	92%	2.92
Increased traditional overnight lodging options	0%	23%	77%	2.77
Increased non-traditional overnight lodging options (Airbnb; Campgrounds)	0%	23%	77%	2.77
Workforce development to prepare individuals to in outdoor recreation	0%	38%	62%	2.62

8. What are the local features that make your community unique? *These could be related to outdoor recreation such as unique geographic features, activities available that are not available elsewhere. Or, cultural or historical in nature such as a quaint downtown, important local history, an annual festival or event, a famous person from the area, etc. List all that apply:*

A. Agriculture (history and Agri-tourism)
B. Arboretum
C. Art Center
D. Blooming Festival (9) *(draws 50,000 people every Mother's Day Weekend)*
E. Christmas Bike Parade
F. Dog Park
G. Downtown *historic and quaint, various shops*
H. Egg Drop
I. Eggland's Best via Braswell Farms
J. Fall Festival
K. Farmers Market
L. Historical Heritage
M. Junction
N. Live Music Friday Nights at Farmers Market / Summer Music Series
O. Most convenient stop on 64
P. Multi-Business area with future amphitheater, brewery, and distillery
Q. **Original** Nashville
R. Small town charm

S. Stoney Creek (under-used)
T. Where Piedmont & Hills begin

9. Are there any other improvements that could be made locally to enhance the quality, accessibility, or otherwise improve the experience of residents' and visitors' ability to engage in outdoor recreation within your community?

A. Community playground for adults and children
B. Need for a hotel, campground
C. Have trails that join each other
D. There is no lodging available to visitors potentially traveling for sporting events unless they stay in Raleigh, Rocky Mount or Wilson 15-30 miles away.
E. Food options are limited to mostly fast food as there are rarely any sit-down restaurants open past 2pm or not at all on the weekends.
F. Becoming more pedestrian and cyclist-friendly
G. Stoney Creek runs through 48 acres that is owned by the Town of Nashville. This area would be great to have kayaking trails, nature trails and camping facilities.
H. Increase walkability downtown
I. Wayfinding signage
J. Walkable downtown that connects with recreational opportunities.
K. Greenways to allow for ease of getting to parks
L. Educational signage in parks and on trails
M. Nature play space

10. When thinking about general tourism in your community what are the main tourist attractions? *These could be outdoor recreation related, or other attractions such as historical sites, museums, restaurants, art, etc. Please list all that apply:*

A. Nash arts (shows) Festivals (spring and fall) Drive in Movies (fall to spring). Farmers market/ outdoor concerts (spring to fall)
B. Art center
C. Blooming festival
D. Music in the park
E. Farmers market
F. Dog park
~~G. Rocky Mount Sports Complex & Rocky Mount Event Center~~
H. Nash Arts, ~~The Imperial center~~, Skateum, bowling
I. Junction, The Farmers Market, The Courthouse, Church
J. Downtown during festivals and seasonal events.
K. Historical sites, local gold mine.
L. Athletic Tournaments at Glover Park
M. Nashville Farmers Market
N. Special Events put on by Town Parks and Recreation
O. N/A for Nashville
P. Downtown shopping, Blooming Festival, farmers market, special events/sporting events

11. When thinking about general tourism in your community, what are the first two activities that come to mind?

A. Downtown shops, Festivals
B. Blooming Festival, Art Center
C. Travel Tournaments, ~~Rocky Mount Event Center~~
D. Walking trail, Kayaking
E. Blooming Festival, Farmers Market
F. Blooming Festival, Fall Festival
G. Camping, fishing
H. Kayaking, Drinking Beer – ~~Rocky Mount Mills~~
I. Blooming Festival, Athletic Tournaments
J. On the way to somewhere else (stopping for gas, restrooms, etc.)
K. Tournaments at Glover Park

12. When thinking about general tourism in your community, what are the first two potential issues/problems that come to mind?

A. Lack of nice restaurants
B. Financing
C. No "go-to" restaurants in town that stays open at night
D. Safety
E. Inadequate housing
F. Advertainment
G. Very little to do after 5 pm (very few restaurants open)
H. Money
I. Lack of recreation opportunities
J. Lack of hotels
K. Not enough
L. lack of attractions
M. Regulations
N. No life in town in the evenings
O. Parking
P. Inadequate sites
Q. Lack of funding
R. No hotels/lodging in town
S. Openness to change
T. No major draw for tourism

13. Do you believe that tourism is an important part of the community's economy? (Select one option)
YES – 91%
NO – 0%
Not Sure – 9%

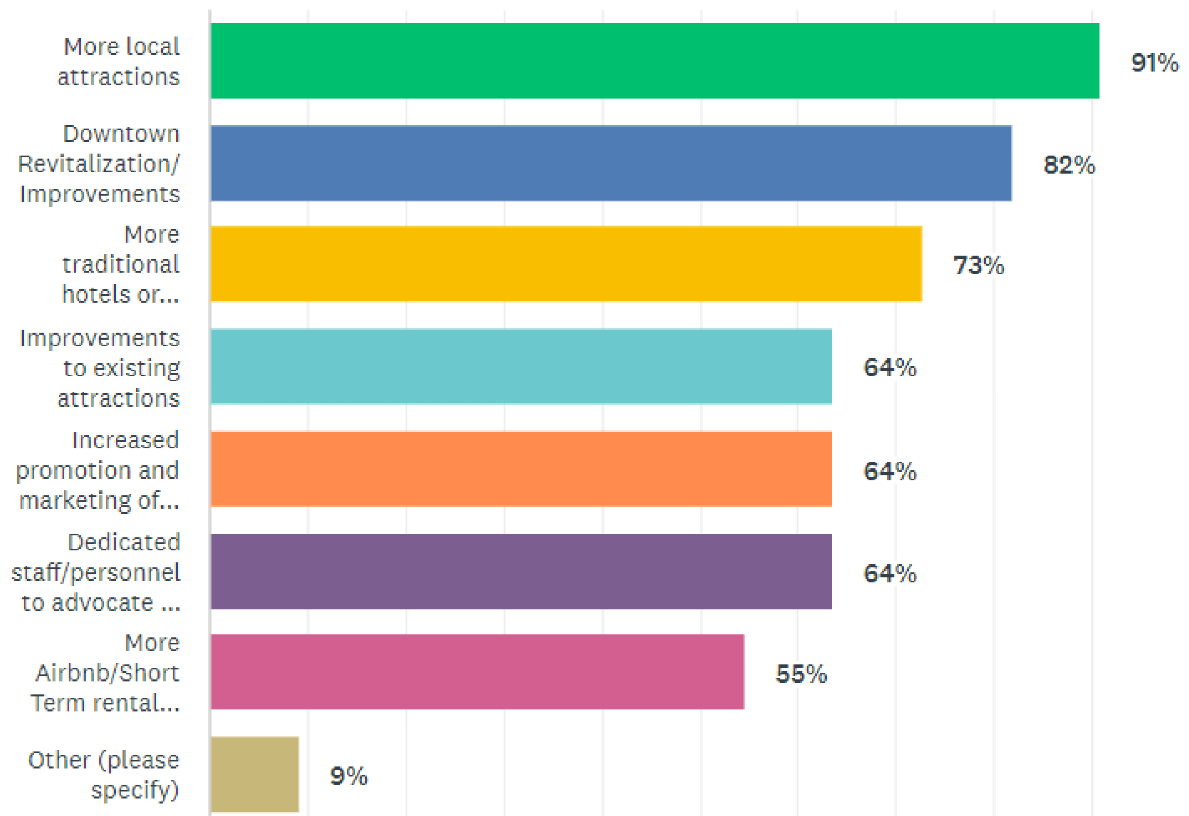
14. Do you feel that your community is an attractive, welcoming, and desirable place for visitors/tourists?

YES – 82%
NO – 9%
Not Sure – 9%

15. Why do you feel your community is or is not an attractive, welcoming, and desirable place for visitors?

a. It is your classic small southern town. Cute, quiet, and full of small businesses
b. The look of our town is amazing. It could look better with underground electrical wiring
c. I think we need more attractions. Theme Parks and Amusement Parks.
d. Small, quaint town
e. I believe the town is inviting, well-kept and welcoming to daily visitors passing by.
f. Generally friendly and welcoming population.
g. There is not much to attract visitors yet
h. Small town charm. Everyone is friendly and inviting.
i. It is a nice community to visit and has an attractive downtown, but there is not much to draw visitors to town.

16. What type of improvements could help increase tourism within your community (Select all that apply)



SMALL BUSINESS

17. Are there any existing outdoor recreation related businesses in or near your community (retail shops, guides, bike shops, manufacturing companies, etc.)? List all that apply:

A. Bike shop
B. Bell's Hardware
C. Ace Hardware (Fishing & hunting supplies)
D. NC Treasure Hunters Campground
E. Several farms
F. Division Arms
G. Rose Hill
H. Walmart

18. Are there any other existing businesses in or near your community that depend on, or benefit from, people engaging in outdoor recreation activities (hospitality businesses that cater to outdoor recreation participants, restaurants, breweries, lodging, etc.)? List all that apply:

A. Restaurants
B. Stores
C. Airbnb
D. All retail/restaurants in and around Nashville benefit from increased outdoor recreation activities. Outdoor recreation/connection to nature opportunities benefit all residents, employees, and visitors.

19. Are there any missing business types or needed services (such as a bike shop, tackle shop, guide service, equipment rental, etc.) to support outdoor recreation in the community? If so, please describe.

A. Tackle & Bait Shop. A Bass Pro Shop
B. Outdoor shop
C. Restaurants
D. Brewers
E. Gathering places
F. Camping & hiking rental gear
G. Bike shop
H. Hotels/lodging
I. Sporting goods
J. Disc golf shop
K. Equipment rental(kayak/canoe)

20. Are the business assistance resources available in your community adequate to support the needs of existing businesses and prospective entrepreneurs?

YES – 10%
NO – 40%
Not Sure – 50%

21. If yes, what business assistance resources are available?

A. Nash Community College SBC (Small Business Center)
B. Nash County Economic Development
C. Nashville Chamber of Commerce
D. Nashville Downtown Strong (MSD District)

22. Is it common for individuals in your community to participate in outdoor recreation activities to improve their health?

YES – 82%
NO – 9%
Not Sure – 9%

23. If you answered no, please explain why, in your opinion, individuals do not participate in outdoor recreation to benefit their health?

A. I don't believe we have attractive outdoor recreational activities - like woods and swamps

24. Do all members of your community have easy access to places where they can participate in outdoor recreation?

YES – 27%
NO – 45%
Not Sure – 27%

25. If you answered no, what could be done to increase access and accessibility to outdoor recreation for more members of the community? Are there specific populations that do not have easy access to outdoor recreation assets?

A. Not all communities are safe to go outside.
B. Not all have transportation to get to the YMCA and other recreational areas.
C. Trails need to connect
D. Increased walkability, transportation, more parks
E. Trails that connect to subdivisions and downtown. like the greenway in High Point
F. Greenways, outdoor education programs, equipment loaner programs

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

YES – 55%
NO – 36%
Not Sure – 9%

27. If you answered no, what could be done to encourage more youth participation in outdoor recreation activities?

A. More options to connect with nature
B. Outdoor education programs/camps
C. Equipment loaner programs
D. More free recreational facilities/amenities

Nashville Economic Drivers
Agribusiness
Agritourism
Air-bnb's
Arboretum (Nash)
Athletic complex
Blooming Festival
Business Parks (2)
Downtown Nashville
Farmers market
Harold Cooley Library
I-64/I-95
Location (I-95/I-87)
Music in the Park
Nash Community College
Nashville Exchange (restaurant)
Nashville Inn???
Nashville Junction
Pickle Ball
Proximity to colleges & universities
Rose Hill Farm (venue)
Splash Pad (future @Glover Park)
Sports - Travel Baseball, soccer, softball
Wesleyan University (Rocky Mount - adjacent)

Community Assets
Bike & Pedestrian Plan
Charters of Freedom @ County Courthouse
Dog Park (friendly/"biggest they've seen"
Nash Arboretum
Nashville Junction
NC Treasure Hunters Campground (Portis dredge)
Pond on Western Avenue (town-owned no access)
Ponds @ Elks Lodge (private w/access)
Rose Hill Farm
Sidewalks through Town
Stoney Creek Park

Natural Assets
Animal Shelter (old) Nash County (possible campground)*
Arboretum
Indian Trail (open areas - flood buyout)
Ponds at Elks Lodge*
Ponds at Western Ave (town) water only - no access*
Stoney Creek
Stoney Creek environmental Park & Trail
Tar River
Tar River Reservoir
Walkability
Walking trail
Westwood Circle (open areas - flood buyout)

*Possible project

Institutional Assets
Downtown Nashville Strong
Industrial Park - Cook Road
Industrial Park - Nashville Industrial Park
Nash Arts
Nash Community College
Nash County Agriculture Center
Nash County Courthouse
Nash County Economic Development Commission
Nash County Public Schools Administration
Nash County Travel & Tourism
Nashville Chamber of Commerce
Nashville Graphic
Nashville Parks, Recreation & Cultural Resources
Nashville Town Government

Human Resource Assets
Blooming Festival
Christmas Celebration
Comment: Lot's going on just need to let people know"
Drive-in Movie Night at the Courthouse
Easter Egg Hunt
Fall Festival
Farmers Market /Live music weekly
Nashville Strong
New Year's Eve Egg Drop (Braswell Farms @ the Junction)
Trunk & Treat

Cultural Assets
Historic District
Nash Arts Center

SWOT

Strengths - Internal
Ample spaces to improve
Art Center
Charm
Citizens of Town
Community-focused
Cost of living
Dog Park
Employees
Existing businesses
Festivals
Forward-thinking (Town) Council
Good government
Growth
Historical downtown
History
Location
Location
Location
Location
Location
Location in proximity to larger cities
Lots of activities in town
Money
Music in the parks
Openess to change
Parks
Parks & Recreation Dept
People
People - ambassadors (friendly, helps visitors, hospitality)
Recreation Department vision
Sense of community
Slowly diversifying populace
Town Manager
Town staff
Town's investment in recreation

SWOT

Weaknesses - Internal
Budget
Budgetary constraints
FB/Radio/Newspaper
Fear of diversity
Few cultural attractions
Few sit-down restaurants
Infrastructure (water, sewer, sidewalks, street)
Intransigence of some of the "old timers"
Lack of developed outdoor activities
Lack of lodging options
Lack of nightlife
Lack of outdoor activities
Lack of promotion about all the things to do (outdoor rec)
Lack of things to do
Lack of Tourism
Layout (of town?)
Location
Loss of open space/agricultural land
Money
Need more community engagement
Need more community outreach
Need Transit-Oriented Development (TOD)
Not enough things to keep people in town
Nothing to do at night
Openness to change
People that want to hold the town back
Rapid housing development
Recreation focuses heavily on athletics
Sidewalks (none) along Barnes Street
Staffing constraints
Too close to Rocky Mount
Walkability

SWOT

Opportunities - External
48+ acres
Access to ponds
Bicycle Trails
Business Parks - (2)
Businesses that cater to outdoor activities
Camporee at Stoney Creek
Community Engagement
Connection of I-95
Development of large county park
Development opportunities
Encourage businesses to share events and tie to their businesses
Enhance Stoney Creek Park
Expanded trails
Explore Nash County app
Festivals
Get a hotel
Improve sidewalks for walking
Itineraries - suggested tours
Knowledge of town employees
Larger area for parks
Local hotel
More outdoor areas
Nash Arts
Nashville is growing rapidly
Nashville Junction
New 48 acres town has purchased
Nightlife/entertainment
PROJECT: List all joint promotional opportunities i.e. Nash Tourism
Retail events quarterly (i.e. Shop Small)
Stoney Creek
Stoney Creek Park land purchases
Targeted promotion - online
Town is growing due to being close to RTP
Vision
Vision of the leaders
Walkable downtown
Walking trails
Westwood Circle & Indian Trail properties

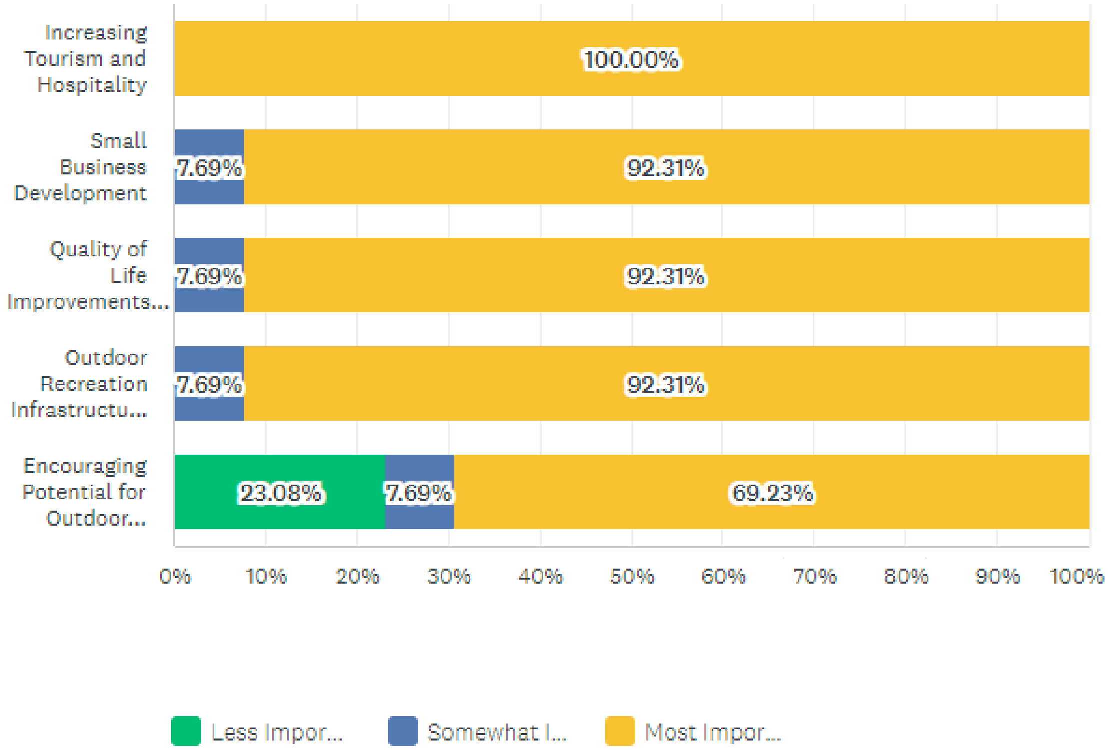
SWOT

Threats - External
Access
Condemned buildings
Fear of change
Fear of growth
Fear of investing in the future
Funding
Funding
Infrastructure needs for anticipated growth
Lack of funding
Lack of money
Lack of passion for implementation of new plans
Lack of preservation plan??
Loss of open space/agricultural land
Nashville is growing rapidly
Neighboring communities v what do we have
Not being open minded
Our downtown is basically full so nobody wants change
People wanting things to not change
Rapid housing development

Unique Identifier
Blooming Festival
Cotton auctions
Haunted Tour Walk
Historic district/buildings
Livery stable
Location
Nashville Junction
Robinson Gold Dredge
S. Womble St Wagon trail
Small-town draw
The "Hanging"

Nashville
CORE Primary Planning Group Questionnaire Results 05/21/24

1) Primary Topics to Address During Strategic Planning Process



2) What are the most significant outdoor recreation assets (parks, trails, bodies of water, other) in your community.

48+ Acres for future trails w/pond
Arboretum
Dog park
Glover Park
Local pool – member requirement
Nashville Junction Stage & Farmers Market
Parks for the kids
Stoney Creek Park & Trail
Tar River
Tar River Reservoir

3. What outdoor recreation activities are most common in your community?

Hiking/Walking	69%
Fishing	69%
Hunting	54%
Disc Golf	54%
Canoeing/Kayaking	38%
Birdwatching/Nature Viewing	38%
Road Cycling and Leisure	23%
Motorized Boating	23%
ATV/Off Road Vehicle	15%
Camping (RV/Tent/Etc.)	15%
Mountain Biking	8%
Horseback Riding	8%
Other	8%

a. Pickleball
b. Sporting events

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

Canoeing/Kayaking	69%
Camping	62%
Hiking/ Walking	54%
Mountain Biking	38%
Fishing	38%
Horseback Riding/Equestrian	31%
Disc Golf	31%
Road Cycling and Leisure	23%
Birdwatching/Nature viewing	23%
ATV/Off Road Vehicle	23%
Other	23%

a. Courts for pickleball/tennis/basketball
b. Adult sports league
c. Greater access to hiking trails locally

Motorized Biking	15%
Hunting	15%

5. In your view, which outdoor recreation activities provide the most economic impact, or have the potential to provide increased economic impact, in your community?

TAG	# Responses	Comments
Hiking/Walking/Trails	6	
Fishing Access	3	
Sports	3	Little League/Kids sports/sport events
Events	2	Blooming Festival / Events in the Park
Farm	2	Farmers Market
Tournaments	2	Sports & Travel
Bird or Nature	1	Birdwatching
Camping	1	
Canoeing or Kayaking	1	
Disc Golf	1	
Horse	1	Horse Show Events – Ag Complex

6. When thinking about outdoor recreation in your community, what improvements are needed to enhance outdoor recreation assets/infrastructure? *List needed improvements from most impactful to least impactful: For example: Is there an existing trail or water access point that needs parking/trailhead improvements? Is there an existing trail or park that could be better connected to the downtown business district? Is their adequate public access to local bodies of water?*

Better access to the water
Improved walking trails/bike trails
I think if we could provide more trails/greenways outside of the City of Rocky Mount, as well as access to the Tar River in Spring Hope area of the County
Enhancement of Arboretum to include walking trail, outdoor shelter/entertainment stage
Fitness equipment that is usable for anyone and accessible to anyone. Offerings of light snacks, activities (paddle boating), etc. for the community.
Our trails need to be longer, better, wider, and connected
Trails at Stony Creek and access points.
RV / Tent camping
Canoeing/kayaking
Construct a trail along Stoney Creek.
Increased Agri-Tourism
Obviously, I'm showing my cards, but I believe Stoney Creek and the surrounding swamplands are vital.
Creation of trails, paddle/boat access, fishing access

7. **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.**

Topic	**Less Important**	**Somewhat Important**	**Most Important & Important**	**Weighted Average**
Increasing revenue for existing businesses	0%	0%	100%	3.00
Encouraging local entrepreneurship around outdoor recreation-related businesses	0%	0%	100%	3.00
Attracting new business or industry	0%	8%	92%	2.92
Greater quality of life and amenities for residents	0%	8%	92%	2.92
Increased traditional overnight lodging options	0%	23%	77%	2.77
Increased non-traditional overnight lodging options (Airbnb; Campgrounds)	0%	23%	77%	2.77
Workforce development to prepare individuals to in outdoor recreation	0%	38%	62%	2.62

8. What are the local features that make your community unique? *These could be related to outdoor recreation such as unique geographic features, activities available that are not available elsewhere. Or, cultural or historical in nature such as a quaint downtown, important local history, an annual festival or event, a famous person from the area, etc. List all that apply:*

A. Agriculture (history and Agri-tourism)
B. Arboretum
C. Art Center
D. Blooming Festival (9) *(draws 50,000 people every Mother's Day Weekend)*
E. Christmas Bike Parade
F. Dog Park
G. Downtown *historic and quaint, various shops*
H. Egg Drop
I. Eggland's Best via Braswell Farms
J. Fall Festival
K. Farmers Market
L. Historical Heritage
M. Junction
N. Live Music Friday Nights at Farmers Market / Summer Music Series
O. Most convenient stop on 64
P. Multi-Business area with future amphitheater, brewery, and distillery
Q. **Original** Nashville
R. Small town charm

S. Stoney Creek (under-used)
T. Where Piedmont & Hills begin

9. Are there any other improvements that could be made locally to enhance the quality, accessibility, or otherwise improve the experience of residents' and visitors' ability to engage in outdoor recreation within your community?

A. Community playground for adults and children
B. Need for a hotel, campground
C. Have trails that join each other
D. There is no lodging available to visitors potentially traveling for sporting events unless they stay in Raleigh, Rocky Mount or Wilson 15-30 miles away.
E. Food options are limited to mostly fast food as there are rarely any sit-down restaurants open past 2pm or not at all on the weekends.
F. Becoming more pedestrian and cyclist-friendly
G. Stoney Creek runs through 48 acres that is owned by the Town of Nashville. This area would be great to have kayaking trails, nature trails and camping facilities.
H. Increase walkability downtown
I. Wayfinding signage
J. Walkable downtown that connects with recreational opportunities.
K. Greenways to allow for ease of getting to parks
L. Educational signage in parks and on trails
M. Nature play space

10. When thinking about general tourism in your community what are the main tourist attractions? *These could be outdoor recreation related, or other attractions such as historical sites, museums, restaurants, art, etc. Please list all that apply:*

A. Nash arts (shows) Festivals (spring and fall) Drive in Movies (fall to spring). Farmers market/ outdoor concerts (spring to fall)
B. Art center
C. Blooming festival
D. Music in the park
E. Farmers market
F. Dog park
~~G. Rocky Mount Sports Complex & Rocky Mount Event Center~~
H. Nash Arts, ~~The Imperial center~~, Skateum, bowling
I. Junction, The Farmers Market, The Courthouse, Church
J. Downtown during festivals and seasonal events.
K. Historical sites, local gold mine.
L. Athletic Tournaments at Glover Park
M. Nashville Farmers Market
N. Special Events put on by Town Parks and Recreation
O. N/A for Nashville
P. Downtown shopping, Blooming Festival, farmers market, special events/sporting events

11. When thinking about general tourism in your community, what are the first two activities that come to mind?

A. Downtown shops, Festivals
B. Blooming Festival, Art Center
C. Travel Tournaments, ~~Rocky Mount Event Center~~
D. Walking trail, Kayaking
E. Blooming Festival, Farmers Market
F. Blooming Festival, Fall Festival
G. Camping, fishing
H. Kayaking, Drinking Beer – ~~Rocky Mount Mills~~
I. Blooming Festival, Athletic Tournaments
J. On the way to somewhere else (stopping for gas, restrooms, etc.)
K. Tournaments at Glover Park

12. When thinking about general tourism in your community, what are the first two potential issues/problems that come to mind?

A. Lack of nice restaurants
B. Financing
C. No "go-to" restaurants in town that stays open at night
D. Safety
E. Inadequate housing
F. Advertainment
G. Very little to do after 5 pm (very few restaurants open)
H. Money
I. Lack of recreation opportunities
J. Lack of hotels
K. Not enough
L. lack of attractions
M. Regulations
N. No life in town in the evenings
O. Parking
P. Inadequate sites
Q. Lack of funding
R. No hotels/lodging in town
S. Openness to change
T. No major draw for tourism

13. Do you believe that tourism is an important part of the community's economy? (Select one option)
YES – 91%
NO – 0%
Not Sure – 9%

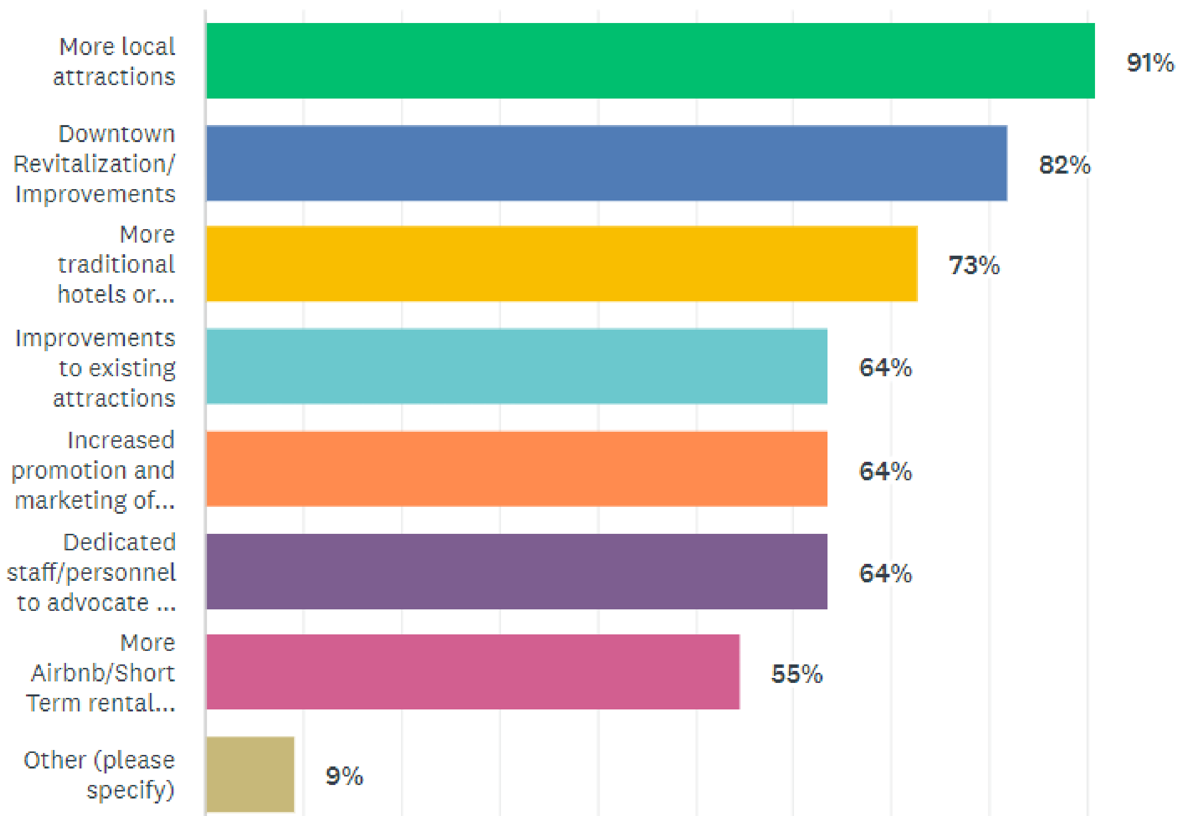
14. Do you feel that your community is an attractive, welcoming, and desirable place for visitors/tourists?

YES – 82%
NO – 9%
Not Sure – 9%

15. Why do you feel your community is or is not an attractive, welcoming, and desirable place for visitors?

a. It is your classic small southern town. Cute, quiet, and full of small businesses
b. The look of our town is amazing. It could look better with underground electrical wiring
c. I think we need more attractions. Theme Parks and Amusement Parks.
d. Small, quaint town
e. I believe the town is inviting, well-kept and welcoming to daily visitors passing by.
f. Generally friendly and welcoming population.
g. There is not much to attract visitors yet
h. Small town charm. Everyone is friendly and inviting.
i. It is a nice community to visit and has an attractive downtown, but there is not much to draw visitors to town.

16. What type of improvements could help increase tourism within your community (Select all that apply)



SMALL BUSINESS

17. Are there any existing outdoor recreation related businesses in or near your community (retail shops, guides, bike shops, manufacturing companies, etc.)? List all that apply:

A. Bike shop
B. Bell's Hardware
C. Ace Hardware (Fishing & hunting supplies)
D. NC Treasure Hunters Campground
E. Several farms
F. Division Arms
G. Rose Hill
H. Walmart

18. Are there any other existing businesses in or near your community that depend on, or benefit from, people engaging in outdoor recreation activities (hospitality businesses that cater to outdoor recreation participants, restaurants, breweries, lodging, etc.)? List all that apply:

A. Restaurants
B. Stores
C. Airbnb
D. All retail/restaurants in and around Nashville benefit from increased outdoor recreation activities. Outdoor recreation/connection to nature opportunities benefit all residents, employees, and visitors.

19. Are there any missing business types or needed services (such as a bike shop, tackle shop, guide service, equipment rental, etc.) to support outdoor recreation in the community? If so, please describe.

A. Tackle & Bait Shop. A Bass Pro Shop
B. Outdoor shop
C. Restaurants
D. Brewers
E. Gathering places
F. Camping & hiking rental gear
G. Bike shop
H. Hotels/lodging
I. Sporting goods
J. Disc golf shop
K. Equipment rental(kayak/canoe)

20. Are the business assistance resources available in your community adequate to support the needs of existing businesses and prospective entrepreneurs?

YES – 10%
NO – 40%
Not Sure – 50%

21. If yes, what business assistance resources are available?

A. Nash Community College SBC (Small Business Center)
B. Nash County Economic Development
C. Nashville Chamber of Commerce
D. Nashville Downtown Strong (MSD District)

22. Is it common for individuals in your community to participate in outdoor recreation activities to improve their health?

YES – 82%
NO – 9%
Not Sure – 9%

23. If you answered no, please explain why, in your opinion, individuals do not participate in outdoor recreation to benefit their health?

A. I don't believe we have attractive outdoor recreational activities - like woods and swamps

24. Do all members of your community have easy access to places where they can participate in outdoor recreation?

YES – 27%
NO – 45%
Not Sure – 27%

25. If you answered no, what could be done to increase access and accessibility to outdoor recreation for more members of the community? Are there specific populations that do not have easy access to outdoor recreation assets?

A. Not all communities are safe to go outside.
B. Not all have transportation to get to the YMCA and other recreational areas.
C. Trails need to connect
D. Increased walkability, transportation, more parks
E. Trails that connect to subdivisions and downtown. like the greenway in High Point
F. Greenways, outdoor education programs, equipment loaner programs

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

YES – 55%
NO – 36%
Not Sure – 9%

27. If you answered no, what could be done to encourage more youth participation in outdoor recreation activities?

A. More options to connect with nature
B. Outdoor education programs/camps
C. Equipment loaner programs
D. More free recreational facilities/amenities